

ANALYSIS BUSINESS CONTINUITY SECTOR TOURISM IN THE UNESCO GLOBAL GEOPARK MAROS – PANGKEP AREA

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ABSTRACT

Study This aiming for; 1) Analyze quantity and type business sector tourism and sub-categories existing businesses in the area Unesco Global Geopark Maros – Pangkep, especially those located in the administrative area regency Maros: 2) Explain Sustainability business sector Tourism in the UGG Maros – Pangkep area: 3) Analyzing amount and trend of investment in the sector tourism in the district Maros 5 years final. For carry out analysis mentioned, used A known methodology as study quantitative in nature descriptive. Research results This explain that within the administrative area regency Maros and the district Pangkep there is area tourism, namely UNESCO Global Geopark Maros – Pangkep as park developed land in three main pillars, namely, conservation, education and development economy public. In regions and areas, the there is sustainability groups and subgroups business tourism. Types and quantities business sector tourism and sub- categories existing businesses in the area Unesco Global Geopark (UGG) Maros – Pangkep, especially in the administrative area regency Maros. as a region and area growing and developing tourism rapidly, because supported by the existence of 11 types of group business tourist with amount 424 units business. Sustainability one of group business lots of tourism pursued and operated For fulfil need food and drink for visitors , tourists and

INTRODUCTION

Background Behind

Indonesia is a big country in a way geographic and demographic. Also known as the term Nusantara, a vast archipelago from Sabang until Marauke. This country is also called as a tropical country Because located along the equator. Strategic location Because flanked by two oceans and two continents, making Indonesia as destination global tourism. Maulana stated that tourist is one of the sectors the largest growing rapidly throughout the world, including in Indonesia. According to Maulana & Koesfardani (2020), the diversity culture, nature and customs Indonesian customs become Power pull main for Indonesian tourism as destination tour.

Indonesian tourism is sector important to have potential big for push growth economy and national development. Increase amount traveler foreign visitors to homeland can impact on acceptance foreign exchange, absorption field work, trade and services , as well can enhance and encourage the country's economy , especially in an area of interest tourists (Santoso et al ., 2021). Indonesian tourism becomes locomotive economy the expected national give donation to development economy and development national.

In the future, after natural gas, oil earth, and coconut palm oil , tourism expected become source reception foreign exchange the biggest . Tourism is also expected can increase income society, income area, and welfare public with provide field jobs and opportunities trying. According to Chaerunnisa, tourism can also increase taxes and state revenue. No only that, 1development sector tourism is also beneficial for public Because in a way No direct, tourism involving the community in activity tourism , so that happen reciprocal relationship positive between tourism and society (Chaerunissa & Yuniningsih , 2020).

According to WTTC (2020) in Santoso et al., growth industry Indonesian tourism increased by 4% from year previously, contributing 5.7% of *Gross Domestic Product* and 9.7% of total employment work in 2019. Meanwhile according to the United Nations World Tourism Organization (2020), growth industry tourist increased by 4% from year previously and can give contribution around 6.4% against world economy (Lew, 2011). Indonesia itself has get confession from *World Trade Center* (WTC) with issuance *WTTC Safe Travels Stamp for Safety Protocols* for Indonesia on July 24, 2020 (Santoso et al., 2021).

As for tourism play role important in development area, and in general gradually can push growth other fields (Kapang) et al., 2019). If a region has potential tourism and power pull tour or attractions, such as tour nature, tourism culture, or tour with interest special, then sector tourist play role important in development of the region. Tourism area will develop If destination the own element 3A, namely attractions attractive tourism, easy and affordable accessibility, and amenities tourist as well as facilities and infrastructure general. According to a number of studies, growth tourist has push growth economy in many countries. One of them is research conducted by Othman and Salleh (2010), which found existence correlation between growth economy and development tourism (Mariyono, 2017). In general general, growth tourist can achieved through development infrastructure like facility tourism, roads and bridges (Moerwanto & Junoasmono , 2017).

Based on Article 1 Paragraph (6) of the Law Number 10 of 2009, states that destination tourist or area objective tourist is area geographically located in One or more administrative areas in which there is Power pull tourism, facilities general, facilities tourism, accessibility, and a society that supports each other related and complementary tourism. While that, in article 1 paragraph (5) of the Law Number 10 of 2009 states that Power pull tour is all something that has uniqueness, beauty and value in the form of diversity riches nature, culture and results artificial human being who becomes target or objective visit Tourists. Power pull tourism can also define as things that exist in the destination and its environment, both in a way individual and combination, which is very important for interesting visitors to destination (Astuti & Noor, 2016).

Regency Maros is one of the areas that have prospects promising tourism. Tourism in the district Maros own Lots Of Power pull, like tour natural Bantimurung, Rammang-Rammang River tourism, and tourism ancient Leang- Leang. Supported by sufficient accessibility as well as adequate facilities and infrastructure will push growth economy and development area in the district Maros. Besides that, sector tourist expected can increase reception resident original regency Maros, creating field Work new, and add amount power workers who work in it. As stated by Salah, development sector tourism will increase its role in reception communities in places where tourism is component important (Salah, 2003 in Kapang et al., 2019). Basically,

the district Maros is very well known by the people, especially traveler local or domestic. Tourism Bantimurung with its waterfalls, various type butterflies, and The nature is beautiful, beautiful and cool become Power pull alone for tourists. Besides that, power pull tour Rammang-Rammang, which was introduced as one of the attractions in the district Maros, interesting attention and interest public for visit him. As for the two Power pull tour the enter in the Maros-Pangkep UNESCO Geopark area.

Based on matter said, many tourists, good traveler domestic and foreign, make regency Maros as destination tour favorite. Therefore that, the government regency Maros respond improvement amount tourists who come to destination tourism in the district Maros with build tourist based on 3A concept (Attraction) Tourism, Accessibility, and Amenities). This program involving all stakeholders interest tourism (stakeholders) and all device regions (services) in the government regency Maros. With growth sector tourism in the district Maros, which was followed with improvement amount tourists who visit to Power pull tourism in the district Maros, (see table 1.1). In 2023 the number of traveler Indonesian (Domestic) visitors to regency Maros as many as 592,153 people with visit highest in the Tourism Park Natural Bantimurung as many as 191,958 people (Youth, Sports and Tourism Service) regency Maros 2024).

Table 1. Number Traveler Domestic and International Visitors to Regency Maros Period 2017 – 2021

| Year | Domestic | | Overseas | | Amount Traveler | |
|------|----------|------------|----------|------------|-----------------|------------|
| | Amount | Growth (%) | Amount | Growth (%) | Amount | Growth (%) |
| 2017 | 421,482 | - | 1,392 | - | 422,874 | - |
| 2018 | 405,681 | (3.75) | 1,142 | (17.96) | 406,823 | (3.80) |
| 2019 | 499,827 | 23.21 | 4,883 | 327.58 | 504,710 | 24.06 |
| 2020 | 237,781 | (52.43) | 675 | (86.18) | 238,456 | (52.75) |
| 2021 | 462,598 | 94.55 | 280 | (58.52) | 462,878 | 94.11 |

Source: Department of Tourism, Youth and Sports Regency Maros, 2022

Naturally will impact positive on improvement amount business and sub- groups business in the sector tourist like; business tourist attraction, business accommodation, restaurant (business) service food and drink, souvenirs, business tourism, etc. See table 2.

Table 2. Number of Tourism Businesses (Tourist Attractions, Villages) Tourism, Hotels and Restaurants in the district Maros Year 2024

| No. | DESCRIPTION | Amount |
|-----|---|--------|
| 1 | Tourist Attraction Business | 61 |
| 2 | Accommodation Business (Star and Non-Star Hotels) | 18 |
| 3 | Restaurant and Home Business Eat | 168 |
| 4 | Village Tour | 24 |

Source: BPS district Maros and BPS South Sulawesi Province 2024.

On the side others, levies and taxes area (PP1) originating from from activity tourist Of course will influence reception original area (PAD). Reception source area from sector tourist as well as Contribution sector tourism (Rahman 2022) towards Regional Original Income (PAD) for the 5-year period last (2017 – 2021) is range between 8% - 12%. Contribution sector tourist to PAD below 10% occurred during the Covid-19 pandemic, namely in 2020-2021, and it is hoped that will return increase above 10 % in 2022. See table 3.

Table 3. District Original Income Maros Sourced from from Sector Tourist 2019 and 2021

| No. | Description | 2019 | 2021 |
|-----|-----------------------------------|---------------|---------------|
| 1 | Sector Tourist | 27,335,886,- | 17284.001,- |
| 2 | Regional Retribution | 8,749,860,- | 4,329,048,- |
| 3 | Regional Tax | 18,586,026,- | 12,954,953,- |
| 4 | Total Local Original Income (PAD) | 227,998,858,- | 221,489,707,- |
| 5 | Contribution Sector Tourist | 11.99 | 7.80 |

Source: Bappeda regency Maros 2022

Regency Maros is place tour popular Because own Lots of Power pull tourism, including the UNESCO Global Geopark Maros – Pangkep, which is located in the administrative area regency Maros and the district Pangkep. The next Earth Garden called *Geopark* is a geographic area single or combination that has Heritage Sites Geology (*Geosite*) and landscape valuable nature related with aspect Inheritance Geology (*Geoheritage*), Diversity Geology (*Geodiversity*), Diversity Biodiversity and Diversity Culture (*Cultural Diversity*). They managed in a way sustainable for interest conservation, education and development economy public with participation active from society and government area. This is done For help increase understanding and caring public to Earth and its environment.

UNESCO *Global Geopark* (UGG) is territorial unit that has inheritance geology significant recognized in a way international and managed in accordance with principle holistic protection, education and development sustainable in a way overall. Maros-Pangkep Geopark Area consists of from two districts: Maros and Pangkep, in general, administratively, this area consists of of 223,629 ha of land and 88,965 ha of islands Supermonde (May 25, 2023). As results from The 216th UNESCO Executive Board Session held in Paris, France, on 24 May 2023, Maros – Pangkep National Geopark set as *UNESCO Global Geopark* (UGG). Maros-Pangkep Geopark crowned as the 8th UGG in Indonesia.

Geopark status of a geological area can be more attractive to visitors because of its beauty. Maros - Pangkep *Geopark* , located in South Sulawesi Province, features a unique karst landscape, with distinctive limestone formations formed over millions of years. Its main attractions lie in its geological diversity, including caves, grottoes , and unique limestone formations, biodiversity , and cultural diversity. *diversity*) with dozens of very interesting geological heritage sites (*geosites*), stunning natural panoramas, and natural habitats for various endemic animals typical of South Sulawesi.

The tourism sector has proven to be a more dynamic economic driver compared to other sectors in regional development efforts. In fact, the *Geopark concept* has great potential in generating significant income. For example, in China, around 62% of tourism income, around 6 billion US dollars or equivalent to Rp 80 trillion, comes from the management of 33 Geopark areas around the world (source: Minister of Tourism Arief Yahya, detik.com, May 28, 2016).

To support Maros Regency as a tourism destination or area that has global standards, there needs to be support from various businesses in the tourism sector to meet all the needs of visitors and tourists when doing activities in the tourism area or its surroundings. There are 13 types of tourism businesses that are often referred to as the foundation or basis of tourism, which are divided into sub-groups of tourism businesses (BPS, 2015). Basically, in Indonesia, there are Lots destination tourism , but part big not enough managed with Good Because constraint in financing , management , marketing , and resources power (Murniati et al ., 2021). Sufficient information about potential investment in objects tourism is still less. The importance of investment, as demonstrated by Huawei Technology Co., Ltd., is in do investment big in research basic, focus on innovation technology for increase sale globally for future success (Murniati et al., 2021). This must push through manufacturing process improvement and development technology new For reach superiority competitive and improve

METHODOLOGY AND PROCEDURES

Study carried out; 1) in the area tourist Unesco Global Geopark (UGG) Maros – Pangkep , especially the administrative area regency Maros ; 2) Department of Tourism regency Maros ; 3) Central Statistics Agency regency Maros ; and 4) Department of Investment and Services Integrated One- Stop Service (DPMPTSP) district Maros . Plan study will be implemented in the period March – May 2024. Study This including in category type study quantitative descriptive, namely research, describe, and explain object study What existence, and interesting conclusion from the data collected can measured with use numbers and statistics. The data used in study This is data according to the sources, namely external data and data according to method obtain it, namely primary data and secondary data. Primary data is data about business sector tourist in the UGG Maros – Pangkep area (specifically for those within the administrative area) regency Maros. Secondary data obtained from the Tourism Office, Central Statistics Agency, and the Investment and Services Office Integrated One Stop, and from various related articles, journals and books with object of research. Secondary data obtained the will processed and analyzed into quantitative data. Research This using primary data and secondary data, so that technique collection the data through observation direct, search documents and reports related with the number business tourism and sub- categories his efforts, the amount investment in the sector tourist for regency Maros for 5 years final. In study this, method analysis used is quantitative data analysis with technique analysis statistics descriptive. Quantitative data analysis is data that can be formed with symbol number or numbers, with data processing through method statistics or accumulated mathematics from secondary data in study this, namely related data Amount business tourism and its sub-categories, the number investment sector tourism 5 years last (2019 – 2023).

RESULTS AND DISCUSSION

Types and Number of Sector Businesses Tourism and Sub- Business Groups in the Unesco Global Geopark (UGG) Maros – Pangkep Area, Especially in the Administrative Region Regency Maros

As understood that business or business is activities that are of a nature the economy that is carried out For get profit with method make or produce , sell or exchange goods or services . The business can done by individuals (business) individual), business small , or company medium and large . In every business or business involving management (requires) money or capital. So that the people involved in business or business need money for operational his efforts, for example; buying material standard, pay wages employees , as well as cost operational other .

Whereas field business is field activity from a job , business , company , or office . Field business is one of sector activity economy that is capable absorb power work . Directorate General Tax (DGT) makes code Classification Business Field (KLU) for classify must tax based on types of business entities . Meanwhile, the Central Statistics Agency (BPS) introduced Indonesian Standard Classification of Business Fields (KBLI) as One standard For classify activity economy.

Referring to the KBLI , the Central Statistics Agency (BPS) has classify field business sector tourist to in 13 branches or type business in framework tree tourism (see Table 4.1). Business sector tourist is business that provides goods and services For fulfil need tourists and organizers tourist .

Traveler is a person who does activity tourism (Law No. 10 of 2009 concerning Tourism). While organizer tourist is responsible government answer For prepare infrastructure tourist as well as regulation , private responsible answer as organizer business or business tourism , and community

public responsible answer as provider economy creative or Supporter group aware tourism (POKDARWIS).

Table 4. Number and Type of Sector Businesses Tourism in the Regency Maros

| No. | Tourism Business | Amount |
|-----|--|--------|
| (1) | (2) | (3) |
| 1 | Tourist Attraction Business | 61 |
| 2 | Tourism Area Business | 4 |
| 3 | Transportation Services Business Tour | 5 |
| 4 | Travel Service Business Tour | 21 |
| 5 | Food and Beverage Service Business | 247 |
| 6 | Provision Business Accommodation | 18 |
| 7 | Organizing Efforts Activity Entertainment and Recreation | 2 |
| 8 | (MICE) Business | - |
| 9 | Information Services Business Tourist | 4 |
| 10 | Consulting Services Business Tourist | 7 |
| 11 | Tour Guide Service Business | 11 |
| 12 | Tourism Business Water | 41 |
| 13 | Sante Par Aqua (SPA) Business | - |

Source : (1) Department of Youth, Sports and Tourism Maros Regency 2024 (processed data); (2) Observation results at 5 tourist attractions in the UGG Maros – Pangkep area ; (3) Investment and Services Office Integrated One- Stop Service (DPMPTSP) Regency Maros ; (4) BPS South Sulawesi Province and BPS Regency Maros 2024.

With referring to the Indonesian Standard Classification of Business Fields (KBLI) issued by the Central Statistics Agency (BPS) , the fields business For sector Tourist divided to in 13 types group business and 89 sub- groups business . Based on table 4.1 of 13 groups business , only there are 11 groups business with amount 421 units operating business or carry out activity business in the sector tourism in the UGG Maros – Pangkep area , especially in the administrative area of the district Maros . Business of organizing meetings, incentive travel, conferences and marketing (MICE) and business Sante Par Aqua (SPA) not yet there are those operating in the district Maros until moment This .

Based on table 4.1 group the most effort operating and in demand by the community as business individual is business service food and Drink as much as 247 units business . service business food and Drink which is engaged in the business of providing food and beverage services equipped with equipment and supplies for the manufacturing process, can be in the form of restaurants, cafes, catering services, and bars/drinking shops. These businesses includes : business restaurant , food stall eat , shop food , home drink / cafe , shop beverages . Restaurant business , stalls eat , cafe as much as 168 units business (BPS Regency) Maros 2024), many found throughout road Makassar – Maros axis and Maros – Camba axis . While shop food and shop drink as many as 79 business units (small business category) found in power pull tour or place tourism , namely ; Bantimurung , Rammang-Rammang , Leang-Leang , and Doli Bungaeja in the district Maros .

Furthermore business Power pull tour as many as 61 power pull tourism (already) including 24 villages tourism) spread across the UGG Maros – Pangkep area (especially those in the administrative area regency Maros). Power business pull tourism which is engaged in the business of managing natural tourist attractions, cultural tourist attractions and artificial/man-made tourist attractions. A number of business Power pull tour those are famous , favorites and many visited by tourists among them namely ; 1) power pull tour natural includes : a) Maros Karst Area ; b) Rammang – Rammang ; c) Tompobolo feathers ; d) Butterfly Garden Bantimurung ; e) Waterfall f) Village Tompobalang ; g) Waterfall Lacolla ; h) Rea Toa Hot Springs ; j) Lake Kessi Kebo ; k) Peak Makkaroewa ; l) Taipa Falls ; m) Taipa Falls Quiet Laiya ; 2) power pull tour culture and

history includes ; a) Leang – Leang Prehistoric Park ; b) Ceremony custom mappadandang (party harvest); c) Attractions silanja ; d) Ceremony custom manngade . Power pull tour culture generally managed by Bundes or Pokdarwis in every village tourism . 3) Tourism artificial includes : a) Tourism House Village Salenrang ; b) Tourist pool Dolli ; c) Ecotourism mangrove debt ; d) mincing pond ; e) Helena sky bridge Bantimurung ; f) Waterboom grendmall ; g) Maros highland and h) Tak Beach Wavy (PTB Maros) .

Tourism business water which is engaged in the business of organizing tourism and water sports, including the provision of facilities and infrastructure and other services managed commercially in sea waters, beaches, rivers, lakes and reservoirs . There are 41 businesses tour water in operation or operate his efforts in power pull tour Rammang – Rammang . Tourism business water This is transportation the river called Jolloro serve traveler as tool transportation throughout flow river Pute in the area Power pull tour Rammang – Rammang . Jolloro is type semi- traditional boats that are abundant found on the west coast of South Sulawesi as typical ethnic group Bugis and Makassar.

Whereas business service journey tour as many as 21 businesses consists of from Bureau Business Travel and Tourism includes the business of providing travel planning services and/or tourism service and organization, including the organization of religious trips and Travel Agency Business includes the business of booking facilities, such as ; ticket booking and accommodation booking as well as document management Travel. Travel Agency Business tour generally move on business or business with product service package Umrah and Hajj Plus. While agent journey tour serve booking ticket , administration document travel (passport and visa). There are several BPW's affected businesses among them ; a) Pakem Tour; b) Etika Tour; c) PT. Nurtras Travel Umrah and Hajj; d) Dewi Tourism ; e) Aman Tour n Travel; f) Dava Tour .

Then business provision accommodation with b y business activities providing lodging services that can be complemented with other tourism services. Accommodation provision businesses can be in the form of hotels, villas, tourist cottages, campsites, caravan stops and other accommodations used for tourism purposes. Accommodation business in the form of hotel business as many as 18 hotels, can found throughout road Makassar – Maros axis .

In general the hotel business in non- star hotel category (jasmine) . Star hotels in the district Maros only there are 2 hotels with amount room and place beds respectively 207 and 283 (BPS South Sulawesi 2024) . While non- star hotels as many as 16 hotels with amount room as many as 325 and places Sleep as many as 379. Overall amount hotel rooms in the district Maros as many as 532 rooms and 656 places Sleep with level residence room on average below 50 % (BPS South Sulawesi 2024). Several well-known hotels in the district Maros , namely ; a) Grand Town Hotel Mandai ; b) Oyo Hotel Transit Hotel; c) D'Mars Hotel; d) Bunga Permata Hotel; e) Darma Nusantara Hotel; f) Ibis Airport Hotel.

Group business other tourism , and also give share in development and advancement tourist regency Maros that is ; business service the tour guide b y business activities providing and/or coordinating tour guide staff to meet the needs of tourists and/or the needs of travel agencies as many as 11 business units service tour guide and tourist interpreter services .

Then business service transportation tourism which has special business activities which provide transportation for tourism needs and activities, but not regular/public transportation , but rather tourist bus transportation as much as 5 units business . Next business service information tourism which is engaged in business activities providing data, news, features , photos, videos and research results on tourism which are distributed in the form of printed and/or electronic materials . While business service consultant tourism that b business activities provide advice and recommendations regarding feasibility studies, planning, business management, research, and marketing in the tourism sector .

With thus Moros district as destination tourism in its administrative area there is area UNESCO Global Geopark Maros – Pangkep as area tour with 11 groups business tourist with sub groups

business tourism as many as 421 business units , making tourist regency Maros , will Keep going grow , develop and be sustainable (*sustainable tourism*), namely ability For maintain circumstances and conditions tourism as a process in term long without damage environment and culture , so sector tourist be one of source main Original Regional Revenue (PAD) of the district Maros .

Regency Maros become destination tourist favorite and many visited traveler Because supported by the existence of a number of Power pull tour as business Power pull interesting tour For visited , as well as support convenience accessibility related with existence business service transportation tourism , business tour water , business service journey tourism and business tour guide . That's all with amenities tourist with existence business service accommodation , business service food and drink , as well as business service information tourist .

Business Continuity Sector Tourism in the UGG Maros – Pangkep Area

Sustainability business or *going to court* is ability company For maintain continuity life his efforts . Sustainability business can interpreted as steady effort in progress in a way down decrease in term long with same ownership . Continuity business refers to stability condition A business , which involves growth , development , strategy for maintain continuity , as well as development business , where matter the aiming For ensure continuity and existence a business .

Based on table 4.1 sustainability business from 11 groups business as well as 421 units existing and operating businesses For fulfil need tourists and actors tourism . One of the group business lots of tourism pursued and operated For fulfil need food and drink for visitors , tourists and actors tourist is business service food and beverages. This business classified as Small businesses , which grow and develop , many found in power pull tour favorite and famous in the Maros – Pangkep Geopark area , including ; Power pull tour Bantimurung as many as 49 business units , Rammang – Rammang as many as 12 business units , Leang – Leang as many as 7 business units , Leang The hallway as many as 17, and tourist pools Dolly as many as 11 business units (see table 5).

Table 5. Total Types of Food and Beverage Service Businesses in 5 Tourist Attractions Famous in the UNESCO Global Geopark Maros Area Pangkep Year 2024

| No | Description | Amount |
|-----------|---|-------------------------|
| I | Tourist Attractions Bantimurung | |
| 1 | Types of Tourism Businesses , Food and Beverage Service Businesses | 49 |
| 2 | Tourism Business Sub- category , Stalls Food / Shop Food / Shop Drink | 49 |
| 3 | Amount Business Owner | 49 |
| 4 | Amount Investment / Assets For Every Business Owner | 2 million – 7 million |
| 5 | Amount Sales / Revenue Per Year | 20 million – 40 million |
| 6 | Number of Workers Per Business Unit | 1 – 2 people |
| 7 | Business permit | 45 (Y) ; 4 (T) |
| II | Tourist Attractions Rammang - Rammang | |
| 1 | Types of Tourism Businesses , Food and Beverage Service Businesses | 12 |
| 2 | Tourism Business Sub- category , Stalls Food / Shop Food / Shop Drink | 12 |

| | | |
|------------|---|-------------------------|
| 3 | Amount Business Owner | 12 |
| 4 | Amount Investment / Assets For Every Business Owner | 2 million – 10 million |
| 5 | Amount Sales / Revenue Per Year | 25 million – 60 million |
| 6 | Number of Workers Per Business Unit | 1 – 4 people |
| 7 | Business permit | 6 (Y) ; 6 (T) |
| III | Tourist Attractions Leang - Leang | |
| 1 | Types of Tourism Businesses , Food and Beverage Service Businesses | 7 |
| 2 | Tourism Business Sub- category , Stalls Food / Shop Food / Shop Drink | 7 |
| 3 | Amount Business Owner | 7 |
| 4 | Amount Investment / Assets For Every Business Owner | 10 million – 20 million |
| 5 | Amount Sales / Revenue Per Year | 20 million – 50 million |
| 6 | Number of Workers Per Business Unit | 2 – 5 people |
| 7 | Business permit | 7 (T) |
| IV | Tourist Attractions Dolly Flower of love | |
| 1 | Types of Tourism Businesses , Food and Beverage Service Businesses | 11 |
| 2 | Tourism Business Sub- category , Stalls Food / Shop Food / Shop Drink | 11 |
| 3 | Amount Business Owner | 11 |
| 4 | Amount Investment / Assets For Every Business Owner | 2 million – 30 million |
| 5 | Amount Sales / Revenue Per Year | 20 million – 65 million |
| 6 | Number of Workers Per Business Unit | 1 – 2 people |
| 7 | Business permit | 5 (Y) ; 6 (T) |
| V | Tourist Attractions Leang The hallway | |
| 1 | Types of Tourism Businesses , Food and Beverage Service Businesses | 17 |
| 2 | Tourism Business Sub- category , Stalls Food / Shop Food / Shop Drink | 17 |
| 3 | Amount Business Owner | 17 |
| 4 | Amount Investment / Assets For Every Business Owner | 1.5 million – 5 million |
| 5 | Amount Sales / Revenue Per Year | 15 million – 30 |

| | | |
|---|-------------------------------------|--------------|
| | | million |
| 6 | Number of Workers Per Business Unit | 1 – 2 people |
| 7 | Business permit | 17 (T) |

Source : Survey/ observation results at 5 tourist attractions Famous in the UGG Maros – Pangkep area , 2024

Service business food and Drink Lots acted out or So focus work and effort for society , because business This Can operate with small and limited capital , and requires land that is not too wide as well as simple equipment , and not expensive (not capital intensive). With a business capital (working capital and investment) of around 2 million rupiah, a business unit service food and drinks (stall) eat , shop food , stalls drink / cafe and shop drinks) already Can operating / selling food or drink .

Based on observation in 5 places Power pull tour famous in the UGG Maros – Pangkep area . Service business food and Drink the is business individual with business capital is in the range of 2 million rupiah to 30 million rupiah. If the capital Already big , namely dozens million rupiah, signifies place or roadside stall Eat as place sell food and drink , the building in semi- permanent form . While if the capital around 5 million rupiah, usually place his efforts is use carts and the like .

With limited and minimal business capital influential to results sale food and Drink every month or per year . Sales rate per month Still classified as low that is is in the range of 1 - 2 million rupiah per month or 15 million rupiah per year and a maximum of 4.5 million – 5-5 million rupiah per month or 65 million per year . Sales results the Not yet reduced with cost material standard food and drink , as well as cost other including wages or wages from power kingdom direct (owner) That myself). With thus benefits gained only Enough For fulfil need daily family , so that difficult and slow For develop and be able to become supporting efforts economy family .

Then business tourism which also determines fulfillment need tourists and actors tourist is provision accommodation , namely business hospitality (star and non- star hotels). Sustainability business hospitality in the district Maros with overall amount Hotel rooms totaling 532 rooms and 656 places Sleep with level residence room on average below 50 % (BPS South Sulawesi 2024). This is show that amount available rooms for sale classified as low (< 50%) or only about 260 rooms on average sold every day and the rest about 270 rooms a day No Sold . Condition This If in progress in period long time (years), then will affect the continuity life business hospitality in the district Maros , especially hotels that do not capable compete and offer Price and product as well as service services that make consumer No feel satisfied .

Whereas sustainability business service journey tour as many as 21 business units consists of from Bureau Business Travel activities business of providing travel planning services and/or tourism service and organization, including organizing religious trips and Travel Agency Business includes business of booking facilities, such as ; ticket booking and accommodation booking as well as document management journey. Sustainability business service journey tourism , in today's era This face Lots challenge among other things, the impact of the Covid-19 pandemic has made some BPWs have not up and running in a way maximum , due to expensive price Ticket airplanes , resulting in a lack of visit traveler archipelago including traveler foreign (overseas), market competition among perpetrator BPW/APW businesses , online ordering platforms , and increasingly sophisticated consumers selective . This is make some BPWs experience difficulties that result in a decline turnover sales and profit .

Trends and Numbers Investment in Sector Tourism in the Regency Maros Five Year Last (2019 – 2023)

Based on table 6 contributions investment For sector tourism in 2019 (before covid-19) was only 5.30% or amounting to Rp. 2.4 billion of total investment amounting to Rp. 45.886 billion .

Table 6. Total Investment in Sector Tourism in the Regency Maros 2019-2023

| Year | Sector Tourist | | | Total Investment | |
|------|-----------------------|------------|------------------|-----------------------|------------|
| | Investment Value (Rp) | Growth (%) | Contribution (%) | Investment Value (Rp) | Growth (%) |
| 2019 | 2,431,000,000,- | - | 5.30 | 45,886,083,100,- | - |
| 2020 | 23,218,000,000,- | 855.08 | 3.36 | 691,648,612,300,- | 1.4407,3 |
| 2021 | 14,335,000,000,- | (38.26) | 2.59 | 553,069,000,000,- | (20.04) |
| 2022 | 16,386,645,000,- | 14.31 | 2.13 | 770,000,000,000,- | 39.22 |
| 2023 | 26,338,500,000,- | 60.73 | 2.94 | 897,000,000,000,- | 16.49 |

Source : Department of Investment and Services Integrated One Stop Service (DPMPTSP) Regency Maros 2024.

This matter show that investment in the sector tourism in the year the Still classified as low . Likewise in the period 2021 – 2023 for three year Lastly , contribution investment For sector tourist to total investment in the district Maros Still still classified as low , namely below 3% , or with mark absolute from 14.335 billion increase to Rp 26, 338 billion from IDR 553 billion in 2021 increased to IDR 897 billion in 2023 .

With thus Contribution investment in sector tourist Still classified as low , due to improvement amount investment No experience high spike with large volume each year , increase contribution investment sector tourism is below 1 % per year (2021 – 2023) though level growth is very high . Where in 2023 the number of investment sector tourist reached 26.338 billion or an increase of 60.73% from year previously (2022) amounted to Rp. 16.386 billion . But total investment growth in the period is also included in high . So that contribution investment sector tourist still low .

This matter show that investment in the sector tourism in the five- year period last (2019 – 2023) still classified as low with a fluctuating trend , namely a downward trend in 2021 and a positive trend (increasing) again in 2022 until 2023. Number investment in the sector tourist spread to a number of group business tourism (see table 4.4)

Table 7. Total Investment and Name of Tourism Business Group Regency Maros Year 2023

| No | Type of business Tourist | Amount Investment (Rp) |
|----|--|------------------------|
| 1 | Consulting Services Business Tourist (7 units business with mark investment in the range 1 billion – 1.25 billion rupiah) | 6,460,000,000,- |
| 2 | Travel Service Business Tourism (BPW and APW) (21 units business with mark investment between 10 million – 450 million rupiah) | 2,853,000,000,- |
| 3 | Tourism Area Business (4 units business with mark investment in the range 500 million – 1 billion rupiah) | 2,900,000,000,- |

| | | |
|---|---|---------------|
| 4 | Tour Guide Service Business (11 units business with mark investment between 5 million – 400 million rupiah) | 755,000,000,- |
| 5 | Information Services Tourist (4 units business with mark investment between 15 million – 450 million rupiah) | 491,500,000,- |
| 6 | Provision Business Accommodation (2 star hotel) with mark investment around 2.75 billion and 2 and 3 star hotels with mark investment around 30 billion - 45 billion rupiah). | |
| 7 | Tourist Attraction Business (with mark investment is in the range of 100 million – 8 billion rupiah) | |
| 8 | Food and Beverage Service Business (159 business units category restaurant / house eat / cafe with mark investment in the range of 100 million – 3.5 billion rupiah) | |

Source : *Department of Investment and Services Integrated One- Stop Service (DPMPTSP) Maros Regency 2024.*

Based on table 7 some type business tourist with mark sufficient investment big , namely ; business service consultant tourist in form business limited liability company (PT) with mark investment each business unit is in the range of 1 billion – 1.25 billion rupiah as many as 7 business units . Followed by with business area tourist in form limited liability company (PT) with mark investment per business unit is in the range of 500 million – 1 billion rupiah as much 4 units business . Next business service journey tour with mark investment each unit is around 10 million – 450 million rupiah with amount investment amounting to 2.853 billion rupiah for 21 units business .

Then business tourism that requires mark investment big , namely business provision accommodation , especially starred hotels . Referring to the analysis consultant business (PT.CCI) explains that need investment for 2 and 3 star hotels it is in the range of 30 – 45 billion rupiah with amount room between 60 – 75 rooms . While For business Power pull tour artificial need sufficient investment big , namely with mark investment around 100 million – 8 billion rupiah. Also with business service food and Drink For category restaurant , home eat and cafe with mark investment per business unit , is in the range of 100 million – 3.5 billion rupiah.

CONCLUSION AND SUGGESTION

In the region and area, there are sustainability groups and subgroups of business tourism. Sustainability business refers to a stable condition. A business or business that shows growth, development, and strategies for maintaining continuity, as well as development purposeful endeavors, to ensure continuity and existence of a business.

No need a business is activities that are of a nature the economy that is carried out to get profit with method make or produce, sell or exchange goods or services. Type and quantity business

sector tourism and sub-categories existing businesses in the area Unesco Global Geopark (UGG) Maros-Pangkep, especially in the administrative area regency Maros. UGG Maros – Pangkep as area growing and developing tourism rapidly , because supported by the existence of 11 types group business tourist with total 424 business units , consisting of from : a) Service business food and Drink as many as 250 units; b) Power business pull tour as many as 61 units; c) Tourism business 41 units of water ; d) Service business journey 21 units of tourism ; e) Provision of business accommodation as many as 18 units; f) Service business tour guide 11 units; g) Service business consultant tourism 7 units; h) Service business transportation 5 units of tourism ; i) Business area tourism and service business information tourism each has 4 business units , making tourist regency Maros , will Keep going grow , develop and be sustainable (*sustainable tourism*), namely ability For maintain circumstances and conditions Tourism as a process in the long term without damaging the environment and culture, and sectors tourist be one of the main sources of Original Regional Revenue (PAD) of the district Maros.

Sustainability business sector tourism in the UGG Maros-Pangkep Area mentioned, there are sustainability groups and subgroups of business tourists that aim to ensure continuity and existence of a business. Among the 11 groups, business tourists have 424 existing and operating businesses to fulfill the needs of tourists and actors in tourism. One of the group businesses in lots of tourism pursued and operated to fulfill the need for food and drink for visitors, tourists, and actors is business service food and beverages. This business is growing and many are found in the power pull tour favorites and famous in the Maros-Pangkep Geopark area, including the power pull tour Bantimurung with as many as 49 business units, Rammang with as many as 12 business units, Leang with as many as 7 business units, Leang The Hallway with as many as 17, and tourist pools Dolly with as many as 11 business units.

Investment is the distribution of capital or funds to an entity, business, or project with the objective of gaining profit. Trend and amount of investment in the sector tourism in the district Maros 5 years ago (2019–2023), contribution investment for sector tourism in 2019 was only 5.30%, amounting to Rp. 2.4 billion of total investment amounting to Rp 45.886 billion. Then in the period 2021-2023, contribution investment for sector tourists to total investment in the district Maros, which is below 3%, or with a mark absolute from 14.335 billion increase to Rp 26, 338 billion from a total investment of IDR 553 billion (2021) increased to Rp. 897 billion (2023). This shows that investment in the sector tourism in the five-year period last (2019–2023) is still classified as low with a fluctuating trend, namely a downward trend in 2021 and a positive trend (increasing) again in 2022 until 2023.

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