



## Impact Assessment of Culinary Tourism Potential on the Revitalization of Post-Pandemic Marine Tourism at Mampie Polewali Mandar Beach, West Sulawesi: A Qualitative Analysis

Wim J Winowatan<sup>1</sup>, I Putu Suarta<sup>1</sup>, Rita<sup>1</sup>

<sup>1</sup>Tata Hidang, Hospitality, Politeknik Pariwisata Makassar, Indonesia

\*Corresponding Author: Wim J Winowatan



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### Abstract

The objectives of this study were (1) to find out what culinary potential can support post-pandemic covid 19 marine tourism on the Mampie Polewali Mandar beach, West Sulawesi. (2) to find out the culinary potential to support post-covid 19 pandemic marine tourism on the Mampie Polewali Mandar beach West Sulawesi. The research method used is research with qualitative data types with data collection techniques using interviews, documentation and observation then analyzed using qualitative descriptive analysis techniques. The research results show that there are actually a lot of culinary potentials, including by utilizing traditional specialties as one of the products that can be marketed or sold in the marine tourism area of Mampie Beach, apart from that by working with the local community to provide products, currently there is no culinary being utilized. so that the Mampie Beach marine tourism is not maximal yet so that it is not optimal in providing facilities and infrastructure for a marine tourism, especially considering that now we are in post-pandemic Covid 19 where tourists will feel bored doing activities that have been carried out from home and will traveling for vacation purposes. The lack of culinary potential as a support for marine tourism makes this known culinary potential that it turns out that the lack of initiative from the community, stakeholders to the local government means that marine tourism will also run as usual without any other additional income. This is due to the lack of information obtained by managers regarding what are the things that can support marine tourism, especially in increasing income, such as culinary tourism which will actually be a supporting factor for marine tourism in Mampie Beach, especially during the post-covid pandemic 19 at the moment.

### Introduction

Indonesia is the largest archipelagic country in the world with 17,508 islands inhabited by more than 360 ethnic groups (Ministry of Foreign Affairs, 2018). Tourism is a temporary trip from one place to another, with the intention not to try or earn a living in the place visited, but simply to enjoy the trip for sightseeing and recreation to fulfill the desires of individuals or groups of people. Currently, tourism is one of the largest contributors to foreign exchange in Indonesia. This is what causes Indonesia to become the most popular tourist destination for foreign tourists (tourists). Inseparable from this, tourist attractions also support the running of tourism businesses because these tourist attractions are one of the destinations for tourists to travel to. According to Khairi & Darmawan (2021) Tourism is a tourist attraction or destination, which must include 5 (five) important elements so that tourists can feel satisfied in enjoying their trip, namely: attractions, facilities, infrastructure, transportation and hospitality.

Various kinds of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, government and local governments. One component of tourism that is currently developing rapidly is the hotel business. It cannot be denied that the presence of accommodation facilities that prioritize the comfort of guests is something that is highly expected by every visitor or tourist who will visit a country or tourist destination. One of them that exists in tourism and is a reference for attractions and tourist attractions is marine tourism where marine tourism is a type of tourism that utilizes natural resources without ignoring other tourism potentials that a tourist destination has. Hall & Boyd (2005) provides an overview of marine tourism that this term is part of nature-based tourism. Marine tourism activities basically invite challenge, courage, tranquility, history, and more importantly love for the natural marine environment and its life.

In general, Marine Tourism Parks are located in places that have a natural, cool and healthy environment so that they can achieve optimal recreational activities. Apart from that, the Mampie beach marine tourism is often visited by local or domestic tourists with the aim of seeing the turtle breeding tourist attraction, so tourists only focus on the breeding tourist attraction so they don't enjoy other beach attractions. With tourist visits, there is a great opportunity for other parts of the beach to be used as tourist attractions, such as providing culinary tours or serving and selling market snacks or traditional specialties from the area so that tourists can enjoy the tourist attraction to the fullest. This has the potential to increase regional income and the income of local communities. Tourism development based on local resources will have a double effect on other economic sectors through increasing added value and increasing people's income.

Increasing the intensity of labor use in tourism development is not only expected to increase people's income, but is also able to create employment opportunities, increase regional income and provide welfare for the people living in the area. Sectors affected include accommodation and food and drink, processing industry (especially textiles) and trade. Many people still work with informal worker status (López-Ruiz et al., 2015). During the pandemic, many entrepreneurs experienced bankruptcy due to financial limitations (ILO, 2020). This capital limitation is due to unequal access to assets (Cleaver, 2005). In the tourism industry, it can be seen that there is a large decline in the arrival of foreign tourists as well as cancellations of airline tickets, hotels and a decrease in bookings. This also occurred due to the slowdown in domestic travel, especially domestic tourists, people's reluctance to travel, fear of the spread of the impact of COVID-19 in tourist areas. This also occurs when the decline in tourism and travel businesses has an impact on MSME businesses, informal workers and employment opportunities are decreasing (Thomas et al., 2011).

Currently, Mampie Beach marine tourism itself is a tourist attraction which has become a favorite place for a holiday. Apart from that, this beach is also usually the venue for events held by the local tourism office. However, unfortunately, culinary tourism is really needed to support the operation of marine tourism at Mampie Beach. Another thing is the existence of culinary tourism which basically has the potential to increase the number of visits in the future, increase human resources, and increase the income of the surrounding community. However, currently the reality is that Mampie Beach itself does not take advantage of this so that Mampie Beach itself still does not have culinary tourism facilities around it and only has simple stalls opened by the local community, but during the Covid 19 pandemic, these stalls were closed, so after the current Covid 19 pandemic There has not been a return of the same thing or anything else. This could actually be a good potential in supporting marine tourism, including the restoration and improvement carried out by the local regional government. Based on the background that has been described, the researcher chose the title "Tourism Potential Post-

Covid 19 Pandemic Culinary in Supporting Marine Tourism at Mampie Polewali Mandar Beach, West Sulawesi."

## Methods

This research was located at Mampie Beach, Wonomulyo, West Sulawesi, by examining data from interviews and documentation. This research uses a qualitative approach. According to Moleong (2004:6) explains that, qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example behavior, understanding, motivation, actions holistically by means of descriptions in the form of words and language, in a special natural context by utilizing various scientific methods. In this research, the data obtained is based on the source, namely Primary data which is data obtained during observations at Mampie Beach. The data obtained is in the form of images, facilities and files. And secondary data is data obtained from sources indirectly but has been collected by other parties and has been processed, in the form of archives, books, reports, journals, articles and several other documents. The focus of this research is that the author wants to analyze the potential for culinary tourism after the Covid 19 pandemic in supporting marine tourism on Mampie Polewali Mandar Beach, West Sulawesi. Research informants were taken based on sampling techniques, the sampling used in this qualitative approach was purposive sampling and snowball sampling. This means that research subjects are relatively few and selected according to research objectives, but research subjects can continue to increase according to needs. Snowball sampling was carried out because information was not enough from just one source, later informants would point to other sources that could provide information and so on until the information was at a saturation point, including the local government, stakeholders and local communities as well as tourists.

The data collection techniques used in this research are observation or direct observation, interviews and documentation. As the final process after the data was collected, the researcher began carrying out data analysis. This research data analysis was carried out based on the steps for analyzing qualitative research data proposed by Sugiyono (2016), namely reducing data; (3) Presenting data, and; (4) summarizing the data.

## Results and Discussion

### **What culinary potential can support marine tourism after the Covid 19 pandemic on Mampie Polewali Mandar Beach, West Sulawesi**

Understanding the actual culinary potential is enormous, including by utilizing traditional specialties as one of the products that can be marketed or sold in the Mampie Beach marine tourism area, apart from that by collaborating with the local community to provide products, currently there is no culinary use so it is not yet available. Mampie Beach marine tourism is maximally running so that it is not optimal in providing facilities and infrastructure for marine tourism, especially considering that currently we are in the post-Covid 19 pandemic where tourists will feel bored doing activities that have been carried out from home and will travel by holiday destination. This is due to the lack of initiative from the local community and even stakeholders and the local government to support this culinary potential as additional income in the Mampie Beach marine tourism area. The culinary potential that can support marine tourism on the Mampie Polewali Mandar beach itself is traditional culinary or specialty food originating from Polewali Mandar itself, so basically apart from supporting marine tourism it can even help market and introduce the traditional specialty food of Polewali Mandar itself.

Indonesia, with its various riches, has enormous tourism potential, each region spread throughout the archipelago has its own characteristics. Starting from traditional clothes,

traditional houses, to traditional food, which of course makes many local and foreign tourists want to taste its deliciousness. Every traditional food in each region has a taste that is rich in spices and also unique. These traditional foods will differ from one region to another and can become foods and souvenirs typical of that region.

Polewali Mandar of course also has cultural diversity like most regions in Indonesia. One thing you can enjoy is a variety of typical Polman food. The following is a list of typical Polman foods that can also be used as typical Polman souvenirs, namely:

The first typical Polman souvenir is baye. Baye or Golla Kambu is one of a number of typical Polman foods which also enriches culinary tourism in Polewali Mandar. This food is known to most of the people of Polewali Mandar, West Sulawesi and even outside Sulawesi.

Kasippi, a very delicious typical Polman food, is often used as a souvenir when visiting Polman because it is easy to carry and is light in weight, but you need to use good packaging so that this kasippi is not destroyed during the trip.

Macoa Chocolate is often said to be the chocolate of the Mandar people because it is the only and first chocolate bar producer in Polewali Mandar. Macoa chocolate is processed from selected raw materials obtained from native farmers from West Sulawesi. This chocolate comes from quality beans from healthy and hygienic fermentation.

Apart from the typical foods mentioned above, there is also something called co'ri. This traditional snack with a caramel taste sensation is unique because it is served in small pieces of bamboo. This unique way of serving is one strategy to attract the attention of visitors who want to try it.

### **Culinary potential in supporting marine tourism after the Covid 19 pandemic on Mampie Polewali Mandar Beach, West Sulawesi**

Tourists are people who travel from their place of residence without staying in the place they are visiting or only temporarily staying in the place they are visiting. The World Tourism Organization (WHO) refers to tourists as travelers who make short trips. Polewali Mandar Regency still relies on visits from domestic tourists or local tourists. The number of tourists visiting Polewali Mandar Regency has a different cycle each year. In 2017 the number of tourists experienced a spike of 451,687 or an increase of 58.63%, in 2018 the number of tourists visiting Polewali Mandar decreased again, namely 220,292 or a decrease of 51.08% and in 2019 tourist visits to Polewali Mandar increased significantly with the number was 451,557 or a percentage increase in the number of tourists of 104.35% from the previous year. In 2020 there was another decline of 46.64%, this was due to the Covid-19 pandemic with the number of tourists only 240,953 consisting of 240,948 domestic tourists and 8 foreign tourists. In 2021, because there is still a pandemic, only 225,637 domestic tourists will travel. For foreign tourists visiting Polewali Mandar, there were 188 people in 2017, 719 people in 2018, and 589 tourists in 2019. If you look at the records of West Sulawesi in Figures for 2021, Polewali Mandar Regency is the largest contributor of tourists in West Sulawesi, namely 40%.

Tourist travel for some advanced societies is considered a required activity, it can be used as a routine activity, for example every weekend or at the end of the year. In this modern era, tourism is a priority for those who want to get away from their work environment, the atmosphere of their life habits or just go to a quiet place away from the crowds to contemplate and find inspiration. Generally, they choose to spend time just spending time with their family, enjoying quality time by traveling. It is not uncommon for those in middle and upper class society to spend quite a lot of money to finance their travel trips for the sake of inner satisfaction and to relieve fatigue. Apart from that, look at data on tourist visits.

Table 1. Recapitulation Number of marine tourist visits mampie beach Jan-June 2022-2023

Moon	Jumiah domestic	Graduates 2022	Jumiah abroad	Wisstawar 2022	Jumish domestic	Graduates 2023	Number of foreign countries	Traveller 2023
	Mampie beach	Turtle House	Mample beach	Turtle House	Pantal mampie	Remain Peaye	Mample beach	Peayu Friendly
January	500	100	0	0	1500	113	0	0
February	500	310	0	0	2000	150	0	0
Maret	450	150	0	0	3500	323	0	0
April	450	200	0	0	5000	Not yet Terepdate	0	0
From	350	350	0	0	6500	Not Updated	0	0
June	150	200	0	0	7000	Beham Terupdate	0	0
Total	2400	1310	0	0	25500	SAN	0	0

Based on this table, it can be seen that the number of domestic tourist visits is greater than foreign tourists. In addition, the number of tourist visits from 2022 to 2023 has increased in number, so this means that interest in visits from tourists has also increased. It can be seen that the number of visits is divided into two, some are to the beach. Mampie and Turtle House, basically both are in the same area but in the data themselves they are differentiated, it can be seen that from January 2022 to June 2022, 2400 tourists visited Mampie Beach, while the Turtle House itself had 1310 tourists, then for 2023 Mampie Beach has The number of visits was 25,500 tourists, while the turtle house itself was currently still 586 people, this proves that Mampie Beach marine tourism is very popular from year to year.

Based on observations made and supplemented by the results of structured interviews, it can be analyzed that the role of the Department of Youth, Sports and Tourism in overcoming problems and obstacles must be to optimize this tourist attraction. The obstacle is that the facilities and funds must collaborate with related parties. The Department of Youth, Sports and Tourism also has a strategy for developing and optimizing Mampie Beach tourism. Evaluating what problems there are in optimizing this tourism. The role of the Tourism Department is to coordinate and evaluate every problem. For this reason, the community also participates in developing and realizing culinary potential in the Mampie Beach marine tourism environment. Apart from that, by processing existing traditional specialties, it should be easier for the community, stakeholders and local governments to work together to provide these culinary facilities. One of the beaches that is often the choice of many tourists to visit apart from beach tourism. Mampie Beach provides tourists with beautiful views, apart from that, it also offers various other tours such as the Turtle House Tour and Mangrove Forest so that tourists who visit will certainly not get bored quickly. Tourists who visit will certainly have a good impact on the sustainability of Mampie beach development. The management of Mampie Beach has planned various development strategies to increase tourist visits to Mampie Beach. The strategy carried out in development is to increase human resources, add facilities and infrastructure, in this case utilizing the culinary potential to be provided around Mampie Beach so that tourists who visit will be interested in enjoying it while enjoying the beach tourism.

It is known that there is a lack of initiative from the local government to make marine tourism also provide food station facilities or food corners and gazebos for local people to sell and tourists to relax so that regional income will of course increase in the future. This is due to the

lack of information obtained by the management regarding what things can support marine tourism, especially in increasing income, such as the existence of culinary tourism which will actually be a supporting thing for Mampie Beach marine tourism, especially in the post-covid pandemic. 19 currently. The importance of coordination, promotion, guidance and even many other things from the local government, in this case the Tourism Office, is by providing support, even regulations and input for marine tourism, bearing in mind that of course in marine tourism there will be many problems that will occur, such as abrasion which makes the coastal area will be a little damaged, and another thing that will definitely be utilized and will continue to run is the culinary potential provided. This has not been done so it has an impact on income like that every day, tourism in the Mampie beach area will be hampered if abrasion occurs because the gazebo area will of course not be used for a while by tourists. It is also important to provide outreach for tourism business actors in continuing to develop Mampie Beach marine tourism, whether by collaborating with several companies to create events and even festivals.

Another thing is that basically this beach is very popular with visitors in line with the results of interviews with several Mampie beach tourists who said that "Mampie Beach is often visited because it is the right place to take the family on holiday, apart from the affordable ticket prices and strategic location, but sometimes when families want to eat, in this beach area there are no food and drink establishments yet, basically this good location and place provides these facilities so that tourists will feel more comfortable and find it easier to fulfill their needs while on holiday with the family," so this proves the importance of the role government to support local communities in providing facilities to utilize culinary potential as additional income for marine tourism at Mampie Beach.

## Conclusion

(1) There is actually a lot of culinary potential, including by utilizing traditional specialties as one of the products that can be marketed or sold in the Mampie Beach marine tourism area, apart from that by collaborating with the local community to provide products, currently there is no culinary use So the Mampie Beach marine tourism is not optimal yet so it is not optimal in providing facilities and infrastructure for marine tourism, especially considering that we are now in the post-Covid 19 pandemic where tourists will feel bored doing activities that have been carried out from home and will traveling for the purpose of vacation. This is due to the lack of initiative from the local community and even stakeholders and the local government to support this culinary potential as additional income in the Mampie Beach marine tourism area.

(2) The lack of culinary potential as a supporter of marine tourism means that this known culinary potential means that a lack of initiative from the community, stakeholders and local governments means that marine tourism will also continue as usual without other additional income. This is due to the lack of information obtained by the management regarding what things can support marine tourism, especially in increasing income, such as the existence of culinary tourism which will actually be a supporting thing for Mampie Beach marine tourism, especially in the post-covid pandemic. 19 currently. The importance of coordination, promotion, guidance and even many other things from the local government, in this case the Tourism Office, is by providing support and even regulations and input for marine tourism. This has not been done so it has an impact on income like that every day, tourism in the Mampie beach area will be hampered if abrasion occurs because the gazebo area will of course not be used for a while by tourists. It is also important to provide outreach for tourism business actors in continuing to develop Mampie Beach marine tourism, whether by collaborating with several companies to create events and even festivals. Therefore, it is important for the government to play a role in supporting local communities in providing facilities to utilize culinary potential as additional income from Mampie Beach marine tourism.

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