

Policies and Strategies for the Advancement of Green Tourism in the Jeneberang River Region of Makassar City

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Abstract

The city of Makassar has enormous potential to develop the Jeneberang River as a green tourism destination. The natural base potential of the Jeneberang River, one of the largest rivers in South Sulawesi province, encompasses water and all the biota that form a single river ecosystem. It also offers panoramic views of the estuary, directly connected to the sea in the Makassar Strait, and the richness of land vegetation along the banks, rivers in river border areas, and beaches. This research employs a descriptive and normative approach to ascertain the objectives, implementation, and impact of tourism development policies on the Jeneberang River's status as a green tourism destination in Makassar. The study involved 17 participants, each representing a different element of the Makassar city tourism stakeholders. We gathered data by conducting in-depth interviews and examining pertinent documents related to the strategy for transforming the Jeneberang River into a green tourism destination. The research results indicate that several regional policies, such as Makassar City Regional Regulation Number 4 of 2015 concerning Makassar City Regional Spatial Plan for 2015-2034 and Makassar City Regional Regulation Number 5 of 2023 concerning Development Master Plan Makassar City Regional Tourism 2023-2025, stipulate the development of the Jeneberang River. Technocratic planning in the form of the Jeneberang River Development Masterplan as a Green Tourism Destination does not operationally support this policy.

Keywords: Green Tourism Policy, Jeneberang River, Sustainable Tourism

A. INTRODUCTION

The type of contemporary tourism that Thomas Cook invented and that many tour companies use is called conventional tourism. Although this type of tourism has greatly benefited the economy, especially in terms of visitor earnings, it has also raised the risk of environmental harm and sociocultural deterioration. Because of this, the government, through the Ministry of Tourism, has been planning and making sustainable efforts to promote the tourism industry's role as a major driver of the regional and national economy and as a catalyst for the preservation of the environment, the natural world, society, and culture. Green tourism policies are one way to empower local communities in the growth of tourism. The government's commitment to enacting and publishing the 2030 Agenda for Sustainable Development (Sustainable Development Goals) is further reinforced by this policy. Climate crisis and decarbonization, archipelago and island tourism development, new trends (digital tourism, regenerative tourism, niche tourism, events, health and medical tourism, marine tourism, and eco-heritage regeneration), human resources, and intellectual property rights are among the five key issues that the Ministry of Tourism has brought up in an attempt to speed up the inclusive and sustainable economic transformation. We believe that the fifth problem will accelerate the tourism industry's transition to a sustainable and inclusive economy, which might increase its GDP contribution to Indonesia by 2024.

Despite the significant developmental potential of rivers in Indonesia, their management has not been as comprehensive as that of other tourist sites. The primary advantage of a river is in its role as a significant source of water for many living organisms, including its use for agricultural irrigation, provision of potable water, and function as a drainage conduit for precipitation and wastewater. Effective management of river tourism can enhance the economy of a nation, region, and community. Developed

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Received: October 06, 2024; Revised: November 09, 2024; Accepted: December 30, 2024

nations such as Australia, New Zealand, Europe, Canada, and the United States, which have transformed rivers into tourist destinations, not only foster economic growth but also maintain and conserve river ecosystems. Indonesia presently has approximately 5,950 river basins, with 70% suffering from pollution because to insufficient public awareness regarding sanitation. Conversely, communities continue to utilize rivers for activities such as bathing and washing, while enterprises like PDAM exploit them as a supply of raw water for their potable and drinking water requirements (Fathony et al., 2014).

The advancement of marine and coastal tourism is fundamentally an endeavor to harness and use the potential of assets and resources in Indonesia's coastal and marine regions. These resources encompass picturesque natural features, including sloping white sandy beaches, diversified flora and fauna, such as coral reefs, and many species of decorative fish (Wright, 2015). The coastline of Makassar features three ecological components: estuaries, mangroves, and coral reefs. The estuarine environment is situated at the confluence of the Jeneberang River and tidal currents. The mangrove ecosystem is significantly impacted by the estuarine ecosystem, so its presence along the coast of Makassar city is interconnected with the estuarine ecology, particularly near the Tallo River's mouth. The coral reef ecology prevails throughout the islands in the Makassar waters, encompassing the Spermonde archipelago (PRWLSDNH, 2004).

The formulation of regional policies, exemplified by Makassar City Regional Regulation Number 5 of 2023 regarding the Makassar City Regional Tourism Development Master Plan for 2023-2025, warrants examination to assess the execution of the tourism development policy in Makassar. This policy aims to enhance Makassar's status as a tourism destination while simultaneously impacting the preservation of rivers as ecosystems and sustainable sources of drinking water for the community. This aligns with the principles of green tourism and serves as a strategy to advance the objectives of the 2023 Sustainable Development Agenda, particularly in relation to Goal 8 (Decent Work and Economic Growth) and Goal 14 (Marine Ecosystems).

This study aims to evaluate existing policies and their execution, and to formulate an optimal policy model for converting the Jeneberang River into a green tourism destination, in accordance with the objectives of the Sustainable Development Agenda (SDGs). This study (1) identifies the determinant factors influencing the development of a green tourism ecosystem in the Jeneberang River Area; (2) analyzes the potential tourist attractions and travel patterns associated with the Jeneberang River as a green tourism destination; and (3) compiles and formulates recommendations for an optimal policy model to establish the Jeneberang River as a green tourism destination.

B. LITERATURE REVIEW

The 2025-2045 National Long-Term Development Plan (RPJPN), embodying the vision of Golden Indonesia 2045, delineates the transition of Indonesia's future development. Indonesia is anticipated to achieve high-income status by 2045, with a per capita income above 23,000 USD, necessitating an annual growth rate of 6-7% during the next 20 years. The attainment of the SDG target by 2030 serves as a spur for actualizing the vision of Golden Indonesia 2045 through the subsequent transformation agendas: 1) Social transformation; 2) Economic transformation; 3) Governance transformation; 4) Supremacy of law, stability, and diplomatic resilience; 5) Social, cultural, and ecological resilience; 6) Equitable and just regional development; 7) Quality and environmentally sustainable facilities and infrastructure; 8) Sustainable development (Ministry of PPN/Bappenas, 2023).

The 2030 Agenda for Sustainable Development, with 17 goals and 169 targets, serves as a framework for fostering a more prosperous, equitable, and sustainable future, prioritizing people, the planet, and well-being. Indonesia plays a pivotal role in achieving these global objectives. In 2018, Indonesia developed a roadmap for the execution of the SDGs, designed to assist stakeholders in effectively

managing the intricate process of attaining the objectives and targets of the 2030 Agenda. All stakeholders, encompassing politicians, academics, civil society, the business sector, and the media, employ the roadmap to convey concerns related to SDG implementation. The COVID-19 pandemic and its associated issues, coupled with global phenomena such as polarization and technological advancement, require an enhancement of the implementation plan for the SDGs. This necessitates a revision of the SDGs Roadmap to improve its responsiveness to contemporary challenges. The tourism sector is encompassed within goal 8 of the SDGs implementation plan, which emphasizes decent jobs and economic growth. This objective encompasses indicators such as enhancing inclusive and sustainable economic growth, offering productive and comprehensive job opportunities, and guaranteeing decent work for all. The Ministry of PPN/Bappenas, 2023, establishes the tourist development objective as target 8.9, which aims to devise and execute policies by 2030 to foster sustainable tourism, generate employment, and advocate for local culture and products. The indicators comprise (1) the ratio and growth rate of tourism's contribution to GDP, and (2) the quantity of international tourists.

The government is actively promoting sustainable tourism through a minimum of three strategies: 1) enhancing sustainable tourism destinations by conducting various training activities for tourism actors and surrounding communities on sustainability aspects; and 2) establishing a sustainable tourism observatory (STO) that aligns with the principles of the United Nations WTO. Diversifying tourist destinations is an effective strategy, as foreign tourists have historically concentrated on a limited number of destinations in Indonesia. The strategy for tourism development aligns with the upcoming challenges facing the Indonesian economy. These challenges include: 1) the tourism sector can serve as a substitute for industrialization, boosting economic growth when developing nations struggle to reestablish industrialization; 2) the tourism sector is broad-based, multisectoral, and inclusive, a necessity for promoting economic growth and enhancing equality; 3) the tourism sector aligns with the concept of multi-pronged development, an industrial policy that is also linked to comparative advantage.

Green Tourism

Green tourism is a concept that seeks to uphold environmental sustainability and bolster local communities. Individuals are more aware of the need of environmental protection. Various views, including personal attitudes, societal influences, and individual apprehensions regarding environmental difficulties, influence perceptions, prompting acts that may either positively or negatively affect the individual. The community is becoming more cognizant of the constraints of natural resources and the adverse effects of tourism regarding unrecognized environmental practices (Arenas Amado et al., 2017). Green tourism is advantageous for the environment and economically beneficial for local communities through sustainable practices, including renewable energy utilization, efficient waste management, and carbon footprint reduction. Moreover, green tourism promotes environmental appreciation and protection among travelers. Green tourism can generate employment opportunities for local populations, including tour guides, organic farmers, and local artisans. Furthermore, green tourism promotes the advancement of local products and services, including organic food, handicrafts, and sustainable lodging.

The green tourism approach amalgamates the green economy and sustainable tourism to advance tourism through environmental, social, and cultural dimensions. Green tourism enhances Indonesia's natural and cultural assets via management, economic strategies, cultural initiatives, and environmental stewardship. The Ministry of Tourism has undertaken several strategic initiatives to promote green tourism, including regenerative tourism, collaboration, tourism decarbonization, sustainable sports, blue ocean strategy, green and clean tourist villages, and super priority destinations (BPIW PUPR, 2022; Cahyani, 2024; Kemenparekraf, 2024; Pratiwi, 2024). Additional tactics implemented encompass green certification, green marketing, green innovation, and green education (Font and Tribe, 2001; Tran and

Yuan, 2021; UNWTO, 2023). This plan seeks to enhance the quality and sustainability of Indonesian tourism via green tourism and sustainable development practices.

In light of the adverse impacts of global developments and the Covid-19 epidemic on tourism, Indonesia urgently requires green tourism to enhance quality and sustainability. Green tourism is significant due to its substantial capacity to enhance the economy and create employment opportunities. The tourist sector confronts issues like the climate crisis, environmental protection, island tourism development, human resources, and intellectual property rights (Kemenparekraf, 2024). These issues create a disparity between idealized conditions and the actual state of tourism in Indonesia. Green tourism aligns with Indonesia's dedication to sustainable development and the tenets of a green economy, aiming to mitigate inequality, enhance welfare, and foster an environmentally sustainable future. Moreover, green tourism not only elevates Indonesia's standing and competitiveness in the worldwide market but also significantly contributes to environmental protection and the promotion of sustainable culture, demonstrating Indonesia's commitment and involvement in the global tourism agenda.

River Management as a Tourism Destination

According to Government Regulation Number 38 of 2011 concerning rivers, it is explained that a river is a natural and/or artificial water channel or container in the form of a water flow network and the water in it, from upstream to estuary, with a boundary line on the right and left. The river is a stunning location that offers beauty, tranquility, and adventure, attracting visitors as a tourism destination. Currently, several areas that have river potential have begun to develop and utilize this potential as an attractive river tour attraction and have become an icon of the area, such as the Mahakam River, Musi River, and Kapuas River. Rivers offer charming landscapes, and their aesthetic appeal significantly enriches tourism resources, provides many opportunities for recreational activities, and is an important component of the landscape. Rivers have an important meaning as a source of tourist attractions and recreational opportunities (Hilma Tamiami Fachrudin and Lubis, 2016).

Government Regulation Number 38 of 2011 characterizes a river as a natural or manmade watercourse or reservoir that transports water from the source to the estuary, delineated by boundary lines on both the right and left sides. The river is an exquisite site that provides beauty, serenity, and adventure, drawing visitors as a tourist destination. Presently, various regions with river potential, such as the Mahakam River, Musi River, and Kapuas River, are actively cultivating and leveraging this potential as appealing river tourism destinations, thereby positioning themselves as local landmarks. Rivers present picturesque vistas, and their visual allure substantially enhances tourism resources, offers numerous recreational options, and constitutes a vital element of the landscape. Rivers provide significant value as sources of tourism attractions and leisure activities (Hilma Tamiami Fachrudin and Lubis, 2016).

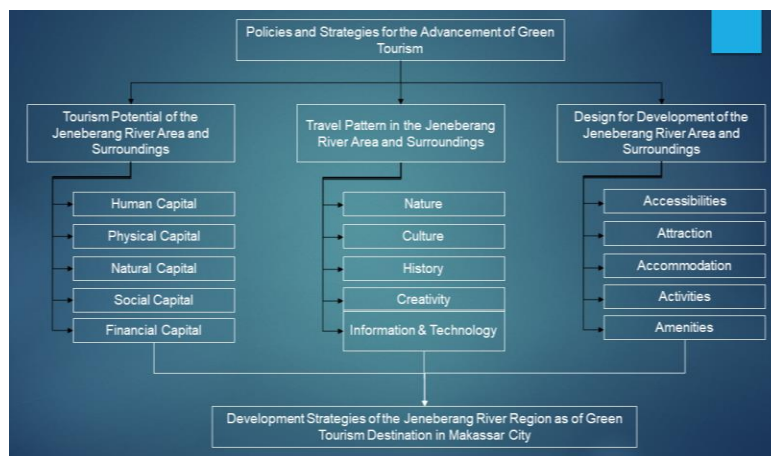
The importance of rivers in providing water, food, and functioning as important transportation routes, as well as contributing to the local economy, is widely known. In addition, its aesthetic natural environment has transformed it into an attractive tourist destination (Mohamad Hafizudin Mohd. Nasarudin and Achmad, 2013). River-based tourism refers to any form of tourism that leverages rivers, including natural resources, as a significant resource (Prideaux and Cooper, 2009). Planned development and attractive promotions are necessary due to the significant role rivers play in people's lives and economies. The development and promotion of river tourism fosters economic growth, which in turn positively influences the social and cultural order of the surrounding environment. Many famous rivers around the world contribute significantly to the economic and social welfare of their residents, and the appeal of tourist attractions located along the riverbanks demonstrates this (Mitchell van Balen, Doms, and Haezendonck, 2014).

Regional Policy in Green Tourism Development

The regional government possesses the authority to oversee all economic resources, including budgetary management and infrastructure development, within its jurisdiction, as stipulated in Law Number 09 of 2015, which amends Law Number 23 of 2014 regarding Regional Government. This legislation seeks to prevent legal disputes while ensuring legal certainty in development execution. Consequently, the government plays a pivotal role in economic development by implementing strategic measures, including formulating policies that encourage investment, offering incentives for small and medium enterprise development, and establishing infrastructure that fosters regional economic growth (Ajeng Permana, Mulyana, and Amalia, 2024).

The regional government plays an important role in formulating and establishing policies that can facilitate, encourage, and ensure the implementation of sustainable principles in the development of green tourism in the region. The regional government formulates policies in synergy and harmony with higher laws and regulations, ensuring their implementation avoids overlapping authorities and aligns with the principles of good governance. To develop green tourism destinations, we must ensure that all components such as tourist attractions (nature, culture, and society), tourism facilities, tourism support facilities (amenities), accessibility, human resources, tourism institutions, and tourism marketing harmoniously synergize to implement the principles of a sustainable economy (blue, green, and circular economy). To maximize tourism potential, we need strategic and targeted government policies to develop tourism infrastructure, improve tourist attractions, conduct effective promotions, improve service quality, and enhance tourism regulations (Nyoman Urbanus and Febianti, 2017).

Figure 1. Conceptual Framework



Source: Research data,

C. RESEARCH METHOD

Types and Approaches of Research

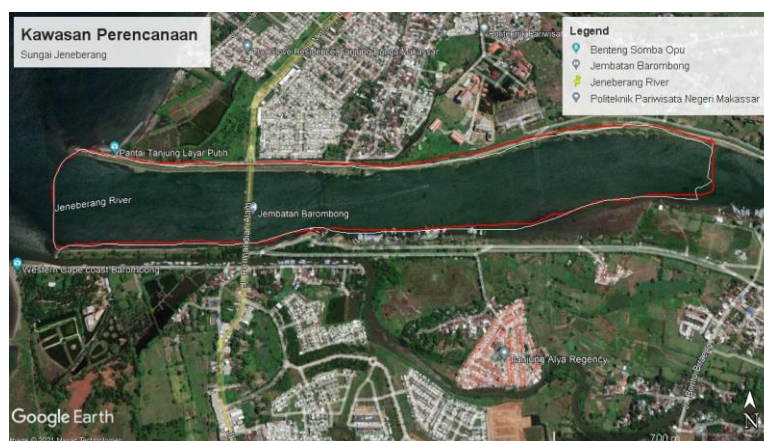
This research is a descriptive study that employs a normative approach to provide a comprehensive understanding of policies, their implementation, and their impacts on the development of the Jeneberang River as a sustainable green tourism destination. The normative approach concentrates on examining the government's existing policies, regulations, laws, and frameworks that contribute to the growth of green tourism. In this study, the primary method for gathering relevant data is through literature studies. We use documents such as tourism policies, regional regulations, government reports, and publications related to Makassar city tourism as the main sources of information. We carried out data collection through (1) in-

depth interviews with 17 stakeholders (pentahelix) of Makassar city tourism; (2) documentation studies, which involved tracing policy documents related to the development of the Jeneberang River; and (3) field observations, which aimed to identify and verify (triangulate) research data derived from these interviews and documentation studies.

Research Area

This research was conducted in the Jeneberang River estuary area, located in the southern and eastern parts of Makassar City, serves as the border between Makassar City and two other districts, Gowa and Takalar. The selection of this research location was based on the consideration that (1) The Jeneberang river estuary area which is included in the administrative area of Makassar city has been stipulated in the regional policy through Makassar City Regional Regulation Number 5 of 2023 concerning the Makassar City Regional Tourism Development Master Plan for 2023-2025; (2) This area is an area vulnerable to environmental and socio-cultural degradation because every year it faces major flooding due to the rainy season, the risk of shallowing due to the conversion of mangrove forests, and the pressure of the amount of waste generated from residential and business areas that are growing massively; and (3) The location of tourist attractions as a single tourist package that forms a very complete tourist travel pattern around the area, including: (1) Somba Opu Fort, (2) the Spermonde archipelago, (3) the Trans Studio and Tanjung Bunga shopping and culinary tourism areas; and (4) Tanjung Bunga Lake Area.

Figure 2. Research Area



source: Google Maps, 2024

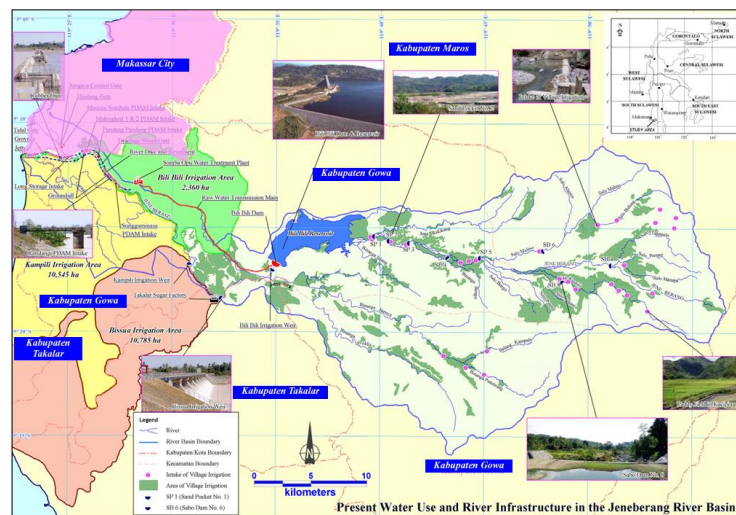
D. RESULTS AND DISCUSSIONS

Existing Conditions of the Jeneberang River Area Destination Development Policy

Jeneberang River is a large river located in the western part of the administrative area of Makassar City. This river originates and flows from the eastern part of Mount Bawakaraeng (2,833 masl) and Mount Lampobatang (2,876) in Gowa Regency, which then flows downstream in the Makassar Strait in the Makassar city area. Geographically, the Jeneberang River Basin is located at 119° 23' 50" East Longitude - 119° 56' 10" East Longitude and 05° 10' 00" South Latitude - 05° 26' 00" South Latitude, with a main river length of 78.75 kilometers. The Jeneberang River Basin, based on Presidential Decree No. 12 of 2012 concerning the Determination of River Basins, is 9,389.47 km², which includes 58 river basins (DAS). The development of the upstream area of the Jeneberang River as a marine tourism area in the city of Makassar

is inseparable from the spatial planning policy stipulated in Makassar City Regional Regulation Number 4 of 2015 concerning the Makassar City Spatial Planning Plan (RTRW) for 2015–2034. The following regulations govern the designation and function of the Jeneberang River area: 1) The Jeneberang River area, one of the City of Makassar's water sources, is a national strategic river area, and its management follows the river area management pattern; 2) When sea tides affect an unbanked river, the boundary line area must be at least 15 (fifteen) meters away from the left and right edges of the riverbed along the river channel; 3) The plan should include the development of river transportation nodes and crossings; 4) Cultural and scientific heritage areas, such as the Historical Site Area of the Gowa Kingdom Center and Somba Opu Fortress, serve to safeguard the nation's highly valued culture for the advancement of science. 5) Green Open Space (RTH) aims to enhance the comfort, freshness, beauty, cleanliness, and protection of the urban environment; 5) The Akkarena Beach tourism area and its surroundings, as well as certain areas of the Tamalate sub-district, offer natural coastal and marine tourism; 6) Artificial tourism areas in the water corridor tourism area along the coastal area, biringkanal tourism areas, and development of integrated tourism business areas in some areas of the Tamalate sub-district.

Figure 3. River Infrastructur in the Jeneberang River Basin



source: Japan International Cooperation Agency. 2005

In 2023, the Makassar City government enacted Makassar municipal Regional Regulation Number 5 of 2023, which delineates the Makassar City Regional Tourism Development Master Plan for the years 2023-2025. The Jeneberang River Area Regional Tourism Destination (DPD) and its vicinity are classified as tourist attractions within the Makassar City Regional Tourism Destination, focusing on historical tourism and niche interests for development. (Perda No.5, 2023). The DPD will cultivate tourism initiatives including river tourism, beach activities, gourmet experiences, shopping, canal lakes, and history-focused educational tourism. Article 9 of the Regional Tourism Development Regulation mandates that tourism development in Makassar City must be sustainable and community-oriented, emphasizing cultural values, aligning with local interests and wisdom, leveraging the community's creative potential for the benefit of both the region and its inhabitants, and educating visitors and residents about environmental issues, historical heritage, culture, and sustainability (Rahman & Salahudin, 2021; Nurjaya, 2022; Poetra & Nurjaya. 2024). Nevertheless, the Makassar city government has yet to implement the mandate of the regional regulation by formulating additional operational policies, including the technocratic draft of the

Master Plan for Tourism Object Development (Ripow), and has not established the Tourism Awareness Group, which would be operationally accountable for the advancement of sustainable and community-based tourism in the Jeneberang River region. Conversely, regulations stipulate that the Jeneberang River area is governed by the Pompengan and Jeneberang River Basin Organization (BBWS-POMJEN), necessitating distinct and specific legislation for its administration. (Basir et al., 2023).

The tourism development pattern in Makassar city is implemented in accordance with the principles of ecological and educational tourism, specifically based on the principles of community-based and sustainable tourism development; oriented towards increasing employment opportunities, poverty reduction, economic growth, and environmental preservation; focusing on the natural environment that gives tourists the chance to enjoy nature firsthand; activities that can be carried out in the context of ecological sustainability; contributing to the conservation of nature, historical, and cultural heritage; respecting and being sensitive to regional cultural values; and being marketed and promoted honestly and accurately so that the reality matches expectations.

Jeneberang River Tourism Travel Pattern

The Jeneberang River tourism area will develop river tourism, which involves circling the Jeneberang River while listening to live music, particularly traditional music. This activity is particularly enjoyable in the afternoon before sunset, when tourists enjoy dinner and take in the panoramic view of Makassar City from the direction of the Makassar Strait and the Barombong Bridge, offering a unique experience for them. The Jeneberang River Tourism Area not only offers the potential for river tourism by boat or traditional Pinisi ship, but also offers sailing activities around Losari Beach or the Spearmonde Archipelago. Integrating traditional ship sailing activities with the Losari beach area, an iconic and landmark of Makassar city, will enhance their interest and variety, thereby forming a marine tourism travel pattern. Overall, the Jeneberang River has the potential to become a marine tourism destination in Makassar City, includes: 1). Take a traditional Pinisi river cruise to explore the Jeneberang River, integrating it with the Losari coastal area, the Spearmonde archipelago, the Tallo River, and the Lantebung Mangrove Area. (Amirullah et al., 2023; Sarira, 2023); 2). We will develop educational tourism around rivers, beaches, seas, mangrove forests, and city forests/green open spaces to enhance the area's facilities; 3). Ecological tourism based on rivers, beaches, seas, mangrove forests, and city forests/green open spaces that will be developed to complement the area's facilities; 4). The integration of the Jeneberang River area with the Somba Opu Fort area and the creation of the Loji landmark of the world city will facilitate historical tourism; 5). The development of a culinary area featuring processed seafood on the Jeneberang River will foster culinary tourism; 6). The integration of the Jeneberang River area with the Trans Studio Mall Area piques interest in culinary, shopping, and theme park tourism; 7). Cultural tourism through the development of community cultural ritual events such as *maudu' lompoa* and traditional boat festivals; 8). Sports tourism based on rivers, beaches, and seas; 9). Health tourism based on wellness.

Based on the results of the tourism potential analysis conducted in the Jeneberang River marine tourism area, we can formulate the optimal travel plan for the Jeneberang River, includes: 1). During their visit to the Jeneberang River, tourists adhere to a unidirectional pattern, indicating they do not deviate from their path. Tourists exclusively visit the Jeneberang River area to partake in activities and thereafter return to their point of origin by the same route, and 2). Multiple pattern-based site patterns indicate that tourists travel from their origin to the Jeneberang River area and thereafter to secondary destinations, which may encompass multiple locations. This aligns with the research findings of Wasilah and Andi Hildayanti (2019), the tourist movement pattern was primarily characterized by a singular point pattern, centered around the Losari Beach Pavilion. Conversely, the least prevalent movement pattern among tourists was the Chaining Loop, which encompassed visits to four locations: Losari Beach Pavilion, the

Culinary Center for street vendors, Fort Rotterdam, and the Makassar Ole-Ole shopping center. Factors influencing these tourist movement patterns include the classification of tourist interests, operational hours, and the categorization based on the ease of movement for tourists. The results of S.A.Ekawati et al. (2021) identified the movement patterns of tourists in several beach and small island tourist areas in Makassar City, revealing that there are three tourist movement patterns: single point, base site, and stop over.

Recommendations for Green Tourism Development Policy in the Jeneberang River Area

The space development and usage strategy, as specified in Makassar City Regional Regulation Number 4 of 2015 regarding regional spatial planning, identifies the Jeneberang River as a designated area for river-based tourism development in the Tamalate sub-district. The Makassar City Government and the South Sulawesi Province prioritize the development of the Jeneberang River region as a tourism attraction. This initiative seeks to improve environmental quality and urban planning, promote environmental conservation, safeguard historical and cultural heritage, uphold the river's essential function as an ecosystem conservation zone, and provide raw water, transportation, and urban green spaces, all of which are vital for a city. The Makassar City tourist Development Master Plan for 2023-2025 delineates the tourist development policy for Makassar City, with a specific focus on the enhancement of the Jeneberang River Tourism Area. To position the Jeneberang River region as a competitive green tourist destination in Makassar City, the Jeneberang River Green tourist Area Development Masterplan necessitates enhanced operational and technical planning. Consequently, it is advisable to incorporate several ideas of sustainable tourist development into the subsequent components: 1) Creation of eco-friendly and disability-accessible infrastructure, encompassing primary road access, pedestrian pathways, boardwalks linking facilities over the river, and tourist piers; 2) Establishment of sustainable attractions, including enhancements to the Barombong bridge to elevate its appeal and establish it as a landmark of Makassar city, featuring decorative lighting and solar-powered spotlights to facilitate nocturnal river tourism; 3) Construction of a replica of the Loji building to symbolize Makassar's historical significance as a global city, utilizing environmentally sustainable designs and materials; 4) Development of a conservation area along the Jeneberang river, serving as a city forest and green open space; Pentahelix partnership aims to empower local communities by establishing tourism awareness groups for area management and development. 6) Advancement of tourism initiatives via ecotourism travel program packaging, encompassing the creation of island-hopping integration packages, maritime cultural tourism events, and sports tourism events; 7) Establishment of sustainable accommodation (eco-lodge); 8) Enhancement of environmentally sustainable and disability-accessible facilities.

E. CONCLUSION

The city of Makassar possesses significant potential to develop the Jeneberang River as a maritime tourism attraction. The Jeneberang River estuary, situated in the Tamalate sub-district of Makassar city, is designated for development. This region's intrinsic potential lies in its designation as one of South Sulawesi's greatest rivers, abundant in water and hosting a varied array of biota that constitute a cohesive river ecosystem. Furthermore, it provides a comprehensive perspective of the estuary, which is directly linked to the sea via the Makassar Strait, together with the profusion of terrestrial plants along the riverbanks and coastal peripheries. Besides its natural potential, the Jeneberang River region held strategic significance during the Gowa-Tallo kingdom's zenith, further enhanced by the historical importance of the Somba Opu Tanjung Bunga fort. The towns residing along the Jeneberang River possess a vibrant marine culture, primarily engaging in fishing and farming, characterized by rich customs and cultural rites that serve as a tourist destination.

The advantageous positioning of the Jeneberang River region, in proximity to Makassar City's primary attractions, greatly enhances the viability of developing the Jeneberang River as a green tourism destination in Makassar City. Consequently, it is imperative for the Makassar municipal administration to formulate and establish regulations that facilitate more operational technocratic planning via the Jeneberang River Green Tourism Area Development Masterplan. To enhance tourist visits to the Jeneberang River tourism area, robust support from both central and regional governments is essential to expedite its development, enabling the area to be established and operational promptly to bolster the community's economy, which has been significantly impacted by the COVID-19 pandemic. The establishment of the Jeneberang River tourism region will generate numerous employment possibilities, facilitate economic ventures, and enhance the quality of environmental conservation.

Operationally, the management and development of the Jeneberang River's potential as a green tourism destination involves various parties at the national, provincial, and local levels in Makassar city. This is because the Pompengan and Jeneberang River Center holds the authority to utilize the area, while the administration of Makassar city, South Sulawesi province, and the Tanjung Bunga Special Area oversee the territory. Parties directly involved in the opening of the Jeneberang River tourist attraction must provide greater support for this.

F. LIMITATION AND FURTHER STUDY

This study has several limitations that must be acknowledged. Initially, it employs a descriptive and normative methodology, focusing on the analysis of current policies and collecting feedback from a restricted group of stakeholders, potentially failing to encompass the varied viewpoints necessary for thorough policy formulation. The lack of a comprehensive technical masterplan for the Jeneberang River Green Tourism Area constrains the study's capacity to assess certain implementation plans and their viability. Subsequent study must rectify these deficiencies by formulating a detailed master plan, engaging a wider array of stakeholders, and executing empirical investigations to evaluate the environmental, economic, and social ramifications of suggested green tourism efforts. Comparative assessments with analogous successful programs in other regions could elucidate best practices for adaptation to the Jeneberang River context, while longitudinal research could provide significant insights into the long-term effects of green tourism development. These initiatives would enhance the framework for sustainable tourism development in the region.

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