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Slow Tourism and Sustainable Tourism: A Study in the Losari Beach Tourism Area, Makassar City

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Abstract

This study was conducted to analyze and identify the indirect role of the Makassar city government in the concepts of slow tourism and sustainable tourism in the Losari Waterfront Tourism Area. The study aims to identify the challenges in implementing slow tourism and sustainable tourism, followed by outlining effective policy planning strategies to support slow tourism and sustainable tourism in the Losari Waterfront Tourism Area, Makassar City. The methodology used in this study is a qualitative descriptive research method. The data collection techniques for this qualitative research involve the researcher interacting directly through observation, interviews, and literature reviews from journals or related documents. The research results indicate that the Makassar City Government, through the Tourism Office, has indirectly supported the implementation of the slow tourism concept, where the elements of attractions, facilities, and accessibility are already quite good. However, there are still challenges to be overcome if the concept of slow tourism and sustainable tourism is to be officially implemented. Therefore, to implement this concept, a policy roadmap is needed that gradually outlines the implementation of slow tourism in the Losari Beach tourist area, Makassar City.

Keywords: Slow Tourism; Sustainable Tourism; Government Role; Losari Waterfront Tourism Area .

Abstrak

Penelitian ini dilakukan untuk menguraikan hasil analisis dan identifikasi peran pemerintah kota makassar secara tidak langsung terhadap konsep slow tourism dan sustainable tourism di kawasan wisata Pantai Losari. Penelitian ini bertujuan untuk mengidentifikasi tantangan penerapan slow tourism dan pariwisata berkelanjutan yang kemudian menguraikan strategi perencanaan kebijakan yang efektif dalam menunjang slow tourism dan sustainable tourism di kawasan wisata Pantai Losari, Kota Makassar. Metodologi yang digunakan pada penelitian ini yaitu metode penelitian deskriptif kualitatif. Teknik pengumpulan data dari penelitian kualitatif ini, yaitu dengan peneliti berinteraksi langsung melalui observasi, wawancara, dan studi kepustakaan dari jurnal atau dokumen terkait. Hasil penelitian menunjukkan bahwa Pemerintah Kota Makassar melalui Dinas Pariwisata secara tidak langsung telah mendukung penerapan konsep slow tourism di mana unsur atraksi, fasilitas, juga aksesibilitas telah terbilang cukup baik. Meskipun begitu, masih terdapat kendala yang dihadapi jika ingin secara resmi menerapkan konsep slow tourism dan sustainable tourism. Oleh karena itu, untuk menerapkan konsep tersebut perlu adanya kebijakan berupa policy roadmap yang menyusun secara bertahap penerapan slow tourism di kawasan wisata Pantai Losari, kota Makassar.

Kata kunci: Slow Tourism; Pariwisata Berkelanjutan; Peran Pemerintah; Kawasan Wisata Pantai Losari.

1. INTRODUCTION

In recent years, tourism trends have undergone significant changes. Tourists are no longer only seeking beautiful destinations, but also meaningful and sustainable experiences. This trend is driven by increasing awareness of the importance of preserving the environment and local culture. Tourists' travel motivations have evolved over time. According to Keliawar and Nurcahyo (2015), travel motivation is influenced by the uniqueness of attractions, the hospitality of local communities, as well as the safety and comfort of the destination. In traveling, tourists no longer merely seek entertainment, but also profound experiences supported by comfortable facilities and the friendliness of local residents. This phenomenon is in line with the concepts of slow tourism and sustainable tourism.

The concepts of slow tourism and sustainable tourism are highly applicable in Indonesia. Slow tourism is a travel trend that emphasizes several main components focusing on quality travel experiences, generally involving trips lasting several days or even a week. Meanwhile, sustainable tourism is a tourism approach aimed at minimizing negative impacts on the environment and local culture while maximizing economic benefits for local communities (Widiati & Permatasari, 2022). This research is conducted to provide insights for other tourist destinations in Indonesia in adopting the concepts of slow tourism and sustainable tourism, as well as to offer recommendations for the Government of Makassar City in designing more effective policies to enhance tourist experiences and maintain destination sustainability in the Losari Beach tourism area.

Previous research related to slow tourism was conducted by Sari (2022), entitled "Slow Tourism Possibilities in Cimande Tourism Village – West Java." The present study is closely related to the previous research. However, the difference lies in the research focus. This study places greater emphasis on the role of government in implementing the concepts of slow tourism and sustainable tourism, whereas the previous study focused on assessing the potential of Cimande Tourism Village to implement slow tourism based on its tourism resources and the extent to which attractions could be arranged to prolong tourists' length of stay in the village. The results of that study showed that most tourists visiting the area only engaged in short-term tourism activities. Nevertheless, Cimande Tourism Village possesses considerable potential to be developed as a slow tourism destination centered on nature-based and cultural tourism activities.

According to Dickinson et al. (2011), slow tourism emphasizes the importance of reducing carbon footprints by choosing environmentally friendly transportation and supporting local economies through the consumption of products and services provided by local communities. Furthermore, the development of sustainable tourism requires collaborative and active participation from all stakeholders, including government, private sectors, and local communities, in creating environmentally friendly destinations (Maturbongs, 2020). Therefore, it can be stated that both concepts strongly depend on the participation of local communities. The government also plays an active role in formulating policies and programs that support these concepts. In the National Long-Term Development Plan (RPJPN) 2025–2045, the government emphasizes the importance of sustainable tourism development as one of the key strategies for tourism development. In addition, the government encourages local community participation in tourism destination management to ensure that the economic benefits of tourism are distributed equitably.

Losari Beach is one of the iconic tourist destinations in Makassar with great potential to be developed as a slow tourism destination. With its sunset views and the diversity of Makassar's traditional culinary offerings, this area attracts both domestic and international tourists. However, the development of this area must be carried out carefully to avoid diminishing local culture. Sustainable tourism does not only consider environmental issues, but also economic, social, cultural, quality, health, safety, and aesthetic aspects (Widiati & Permatasari, 2022).

Despite its significant potential, the effectiveness of government policies in supporting the implementation of slow tourism based on sustainable tourism in the Losari Beach tourism area still requires comprehensive evaluation. This includes policies related to environmental management, infrastructure development, and local community empowerment. Thus, Losari Beach is expected not only to become an attractive tourist destination, but also to contribute to environmental preservation

and the empowerment of local communities. Therefore, this study is conducted to assess whether the Government of Makassar City has indirectly fulfilled the principles or key elements of slow tourism and sustainable tourism, and to evaluate the extent to which government policies effectively support these concepts in the Losari Beach tourism area. This research aims to: 1) analyze the role of the Government of Makassar City in implementing slow tourism and sustainable tourism; 2) identify challenges in the implementation of slow tourism and sustainable tourism; and 3) provide strategic recommendations for implementing slow tourism based on sustainable tourism in the Losari Beach tourism area, Makassar City.

2. RESEARCH METHODOLOGY

This research will be conducted in the Losari Beach tourist area, Makassar City, along Jalan Penghibur and Jalan Somba Opu. This research uses a qualitative descriptive method to identify, analyze, and describe the application of the concepts of slow tourism and sustainable tourism in the Losari Beach tourist area. Qualitative methods are a research approach that focuses on understanding an object in its natural context. This method provides flexibility in exploring the complexity of research topics that are structured not in numerical form, thus enabling the research to uncover broader dimensions of the social reality being studied (Subangkit, 2020).

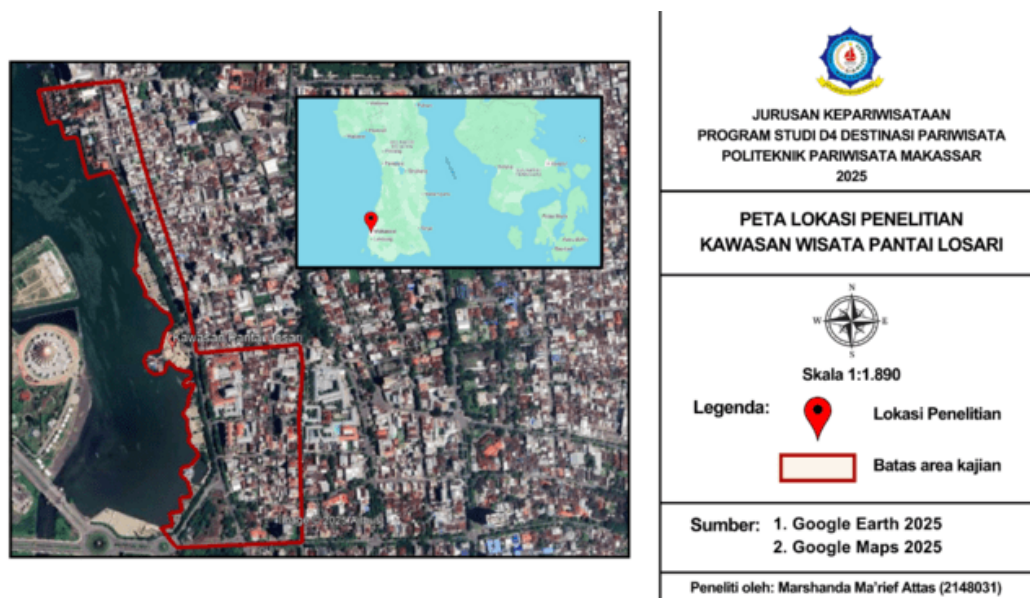


Figure 1. Map of Research Focus Locations

The data collection used to obtain the information needed for this study comes from two sources: primary data and secondary data. Data collection techniques are carried out systematically and strategically, aiming to obtain information related to the topic discussed through direct interaction with research subjects and analysis of documents or other relevant sources. The data collection techniques used in this final project consist of three, namely:

- 1) Observation, which is the process of systematically observing human activities and physical settings, where these activities occur continuously from natural loci to generate facts (Hasanah, 2016). In this study, observation is described as a direct data collection technique aimed at observing the implementation of slow tourism and sustainable tourism concepts through an analysis of existing conditions, including tourist activity patterns, interactions between local communities and tourists, and observing supporting facilities and infrastructure provided by the government in the Losari Beach tourist area. The observation

instrument used is based on the findings of the main pillar components by Pecsek (2018) and the key dimensions in the application of the slow tourism concept by Caffyn (2012).

- 2) Interviews, which are data collection methods through face-to-face interactions (Rachman et al., 2024). Interviews allow researchers to obtain in-depth information from informants. In this study, interviews were conducted with the Makassar City Tourism Office, the Losari Beach Management Unit (UPT), local residents or vendors, and tourists in the Losari Beach tourist area.
- 3) Documentation study, a data collection technique that involves collecting and analyzing documents or images (Subangkit, 2020). In this research, documentation study was used to collect secondary data sourced from previous research, journal articles, policy documents, and data issued by government agencies such as the Central Statistics Agency (BPS).

The data analysis technique used by researchers in this study was qualitative data analysis. According to Miles et al. (2014), data analysis was conducted after obtaining the results of observations, interviews, and literature studies, which involved three stages:

- 1) Data Reduction, which is the process of selecting, focusing, and simplifying data obtained from interviews, observations, and secondary documents relevant to this research. This stage involves sorting data related to government policies, supporting facilities, and challenges to implementing the slow tourism concept. Data that is irrelevant or has a low level of significance to the research objectives will be eliminated. This reduction process aims to summarize the most essential information to facilitate further analysis.
- 2) Data Display, where the data reduction results are organized into descriptive narratives, matrices, or tables to facilitate further analysis. The data presentation in this study will take the form of an in-depth description of the role played by the Makassar City government in relation to slow tourism and sustainable tourism in the Losari Beach tourist area. Furthermore, data regarding the views of the community, tourists, and local businesses on existing policies will be systematically compiled to more clearly demonstrate the relationships between influential factors.
- 3) Conclusion Drawing and Verification, where the compiled and analyzed data will be reviewed to ensure that the research findings truly reflect the reality on the ground. The conclusions generated in this study will focus on the government's role in supporting the concepts of slow tourism and sustainable tourism in the Losari Beach Tourism Area, including the effectiveness of the policies implemented and the challenges in their implementation.

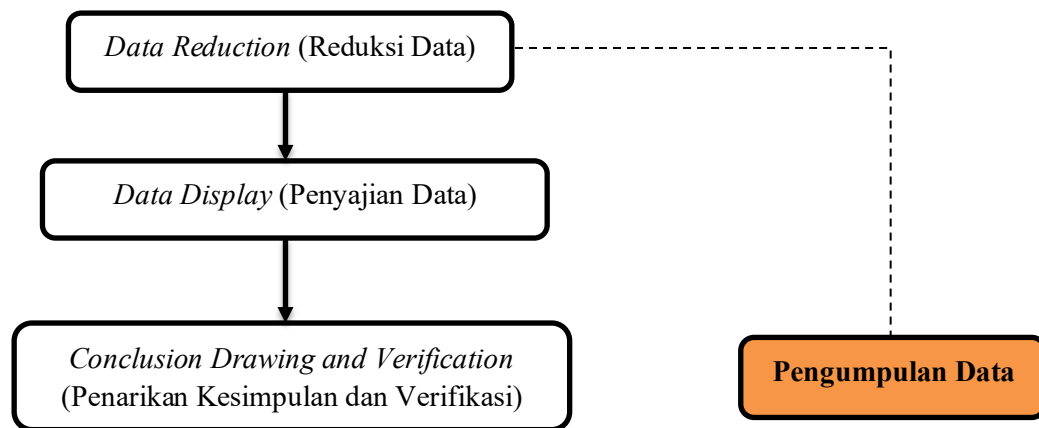


Figure 3. Data Analysis Model Framework

3. FINDING AND DISCUSSION

3.1 Existing Conditions of Makassar City, Losari Beach Tourism Area

Makassar City, as the capital of South Sulawesi Province, plays a strategic role as a growth center in Eastern Indonesia. Geographically, the city is located on the southwest coast of Sulawesi Island, directly bordering the Makassar Strait, and covers an area of approximately 175.77 km² divided into 15 districts and 153 villages. Makassar is developing as a metropolitan city with high economic, social, and cultural dynamics. Its location directly bordering the Makassar Strait on the west side to the eastern region of Indonesia provides significant potential for the development of the maritime sector and coastal tourism. One of the coastal tourism areas is the Losari Beach tourist area.

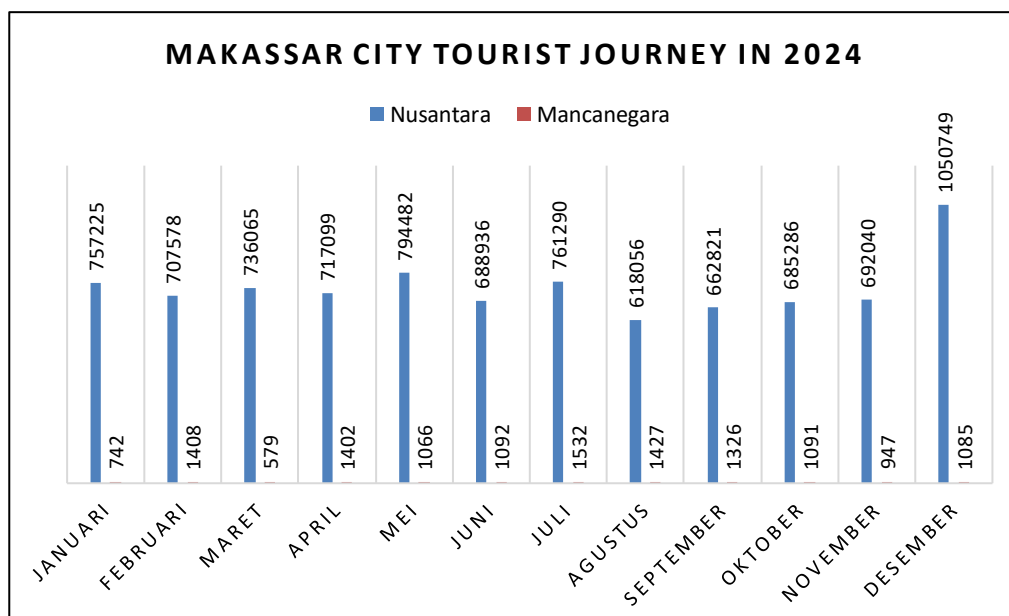


Figure 3. Air Gate Tourist Travel Graph
Source: Central Statistics Agency, 2025

Based on data from the Central Statistics Agency (BPS) in 2024, the number of tourist trips to Makassar City was dominated by domestic tourists with a total of 8,871,627 visits, and international tourists at 13,697. This data was obtained through the air gate at Sultan Hasanuddin Airport. With the large number of tourist trips to Makassar City, it can be estimated that tourist visits to the Losari Beach Tourism Area are always there and never ending, considering that the Losari Beach tourist area is a strategic area and is easily accessible via the Makassar City Reformasi Toll Road from Sultan Hasanuddin Airport.

Table 1. Average Length of Stay (LSL) of Guests at Star Hotels in Makassar City

AVERAGE LENGTH OF STAY (ALOS)									
Class/Star Rating	Foreign Guests			Domestic Guests			Total		
	Januari 2025	Februari 2025	Maret 2025	Januari 2025	Februari 2025	Maret 2025	Januari 2025	Februari 2025	Maret 2025
1-Star	4,00	3,57	4,69	1,76	1,86	1,93	1,77	1,87	1,95
2-Star	2,00	3,00	2,60	1,57	1,52	1,72	1,57	1,52	1,72
3-Star	1,92	2,17	1,75	1,59	1,50	1,45	1,59	1,50	1,46
4-Star and Above	4,25	2,46	2,93	1,64	1,73	1,66	1,62	1,74	1,70
RLM	2,87	2,38	2,55	1,56	1,60	1,56	1,62	1,60	1,58

Source: Central Statistics Agency, 2025

The data from the Central Statistics Agency (BPS) above shows that the average length of stay for tourists at star-rated hotels in Makassar in the first three months of 2025 was 2 to 3 days. This length of stay aligns with the length of stay indicator for the slow tourism concept. This data can serve as a foundation for implementing the slow tourism concept in the Losari Beach tourist area.

Located in the heart of the city and directly overlooking the sea, the Losari Beach tourist area serves as a public open space and a leading destination that embodies the identity of Makassar. Losari Beach is not only popular with domestic and international tourists but also serves as a symbol of social interaction within the Makassar community. In the Makassar City Medium-Term Development Plan (RPJMD) for 2021–2026, the government has designated the development of strategic tourism areas such as Losari Beach as a development priority, primarily through an integrative approach that emphasizes the preservation of local culture, strengthening the creative economy, and improving the quality of public spaces based on sustainable development principles.

Economically, the Losari Beach area contributes to increasing local incomes through the culinary sector, souvenir trading, and transportation and tour guide services. Implementing slow tourism can

have a more stable economic impact because tourists tend to spend more time and spend their money at local businesses. This opens up opportunities for community empowerment and creates economic chains in the tourism sector. With the right approach, Losari Beach can become a model destination that not only attracts tourists but also provides long-term benefits to the environment and local communities through sustainable tourism development.

3.2 Peran Pemerintah Dinas Pariwisata Kota Makassar

a. Upaya Dinas Pariwisata Kota Makassar

Based on the results of data analysis through documentation studies and field findings, the Government of Makassar City, through the Tourism Office, has undertaken various efforts to develop sustainable tourism. Tourism development in terms of regulations and government programs has also indirectly fulfilled the indicators for the implementation of slow tourism in the Losari Beach tourist area. In the Strategic Plan (Renstra) of the Makassar City Tourism Office, emphasis is placed on the importance of managing tourist attractions, strategic tourism areas, and developing the local creative economy through collaborative and participatory approaches. The Regional Medium-Term Development Plan (RPJMD) of Makassar City also highlights the importance of thematic and integrative approaches to support sustainable tourism sector development.

in addition to licensing and regulatory arrangements, non-participatory observations conducted in the Losari Beach tourist area indicate that the Makassar City Government has taken an active role in developing infrastructure that supports tourism activities aligned with the principles of slow tourism. Through the Makassar City Tourism Office, various efforts have been made to promote sustainable tourism development. Tourism development from the perspective of regulations and government programs has indirectly met the indicators for implementing slow tourism in the Losari Beach tourist area. In the National Long-Term Development Plan (RPJPN) 2025–2045, the government emphasizes the importance of sustainable tourism development as one of the key tourism development strategies. This document subsequently became a reference for the Makassar City Government in preparing the Regional Medium-Term Development Plan (RPJMD).

The RPJMD of Makassar City underscores the importance of thematic and integrative approaches to support the development of a sustainable tourism sector. Based on these regulations, the Makassar City Tourism Office then prepared the 2021–2026 Strategic Plan (Renstra), which emphasizes the importance of managing tourist attractions, strategic tourism areas, and developing the local creative economy through collaborative and participatory approaches. In addition to licensing and regulatory preparation, the role of the Makassar City Government through the Tourism Office in the Losari Beach tourist area includes implementing training programs for tourism and creative economy (ekraf) business actors. These training programs aim to improve the capacity of human resources in managing tourism businesses professionally and competitively, particularly in strategic areas such as Losari Beach. This program aligns with the objectives of the Strategic Plan, which emphasizes strengthening the capacity of tourism and creative economy human resources as the foundation for sustainable destination development. The training is intended to ensure that tourism actors possess the competence to provide high-quality services in accordance with environmental sustainability standards and local cultural values.

Based on interviews with the Makassar City Government, particularly the Makassar City Tourism Office, community involvement in tourism development in the Losari Beach tourist area is one of the efforts being undertaken. One of the functional staff members of the Makassar City Tourism Office stated that:

"Community involvement in tourism development at Losari Beach is carried out when there are cultural events held at Losari Beach, where we involve craftsmen and MSMEs such as epe banana sellers to improve the local community's economy" (Interview Results S, May 15, 2025)

Branding tersebut dirancang untuk memperkuat identitas lokal sekaligus mendorong wisatawan agar tinggal lebih lama dengan menikmati kuliner lokal. Langkah ini tentunya sejalan dengan konsep *slow tourism* yang mendorong wisatawan untuk menikmati perjalanan secara tidak terburu-buru. This participation not only provides economic benefits for local residents but also strengthens local cultural identity as part of the tourist attraction. Community involvement certainly fulfills an important indicator in the implementation of slow tourism and sustainable tourism. These efforts reflect the participatory approach mandated in the RPJMD. Another role carried out by the government through the Makassar City Tourism Office to attract tourists to stay longer and enjoy their journey in the Losari Beach tourist area is city branding through the slogan “Kota Makan Enak” (“The City of Delicious Food”), which has been directly integrated into the Losari Beach tourist area. One of the functional staff members of the Makassar City Tourism Office stated in an interview that: “We continuously strive to encourage tourists to stay longer. One of the efforts we have maintained until now is city branding through the slogan ‘Kota Makan Enak,’ which has been directly integrated into the Losari Beach tourist area to strengthen Makassar’s local culinary identity.” (Interview Result with S, May 15, 2025) The branding was designed to strengthen local identity while encouraging tourists to stay longer by enjoying local culinary experiences. This initiative is clearly aligned with the concept of slow tourism, which encourages tourists to enjoy their journeys at a more relaxed and unhurried pace.

b. Government Facilitation in the Losari Beach Tourism Area

To support slow tourism, the government has also provided various attractions that allow tourists to enjoy the atmosphere in a relaxed manner and interact directly with local values.

Table 2. Identification of Tourist Attractions in the Losari Beach Tourist Area

Identification of the Role of the Makassar City Government	
Observed Aspect	Observed Aspect
Observed Aspect	- Makassar Art Gallery - Phinisi Sunset Sailing - Live music performances every night at the Losari Beach Pavilion - Cultural monuments in the form of statues - Availability of local culinary specialties (Pisang Epe, Sarabba, Coto Makassar, Mie Titi, Red Fried Rice)

Source: Researcher's Non-Participatory Observation Data Processing, 2025

The Sunset Sailing program not only extends tourists' stays in the Losari Beach tourist area but also directly introduces the maritime cultural heritage of South Sulawesi, particularly Makassar. The government supports the sustainability of this program through operational permits and promotions, enabling local operators to run culture-based businesses. Community involvement in providing these services demonstrates the government's support for local economic development while maintaining environmental and cultural sustainability. Another attraction that underpins the government's role in supporting slow tourism is the live music performances held almost nightly at the Losari Beach Pavilion. The government provides an open-air stage for local musicians, performing both traditional and modern music. This activity creates a lively yet relaxed atmosphere

in the area, thus supporting the people and personal experience elements of the slow tourism concept according to Caffyn (2012).

The government's role is also evident in the management and facilitation of local culinary activities along the Losari Beach area. Non-participatory observations revealed a variety of Makassar specialties, such as Pisang Epe, Sarabba, Coto Makassar, Mie Titi, and Nasi Goreng Merah (Red Fried Rice). The government provides space and permits for local culinary businesses to operate in an organized manner in strategic locations, which not only enriches the tourist experience but also supports the economic sustainability of the surrounding community. Furthermore, the government's role in terms of accessibility can be seen in Table 4.3 below.

Table 3. Identification of Accessibility in the Losari Beach Tourist Area

Identification of the Role of the Makassar City Government	
Observed Aspect	Field Findings
Field Findings	- The area is easily accessible via toll roads from the airport - Availability of pedestrian pathways - Presence of Municipal Police Officers (Satpol PP) supervising illegal parking activities in the beach area

Source: Processed data from the researcher's non-participatory observation, 2025.

Based on the field findings presented in Table 3 above, the Makassar City Government has provided convenient access to the Losari Beach tourist area, one of which is through the existence of the Reformasi Toll Road, which directly connects Sultan Hasanuddin International Airport with the city center. The availability of this toll road allows tourists to reach the Losari Beach area in a relatively short and comfortable time. This demonstrates the government's effort to support good connectivity for tourists, which is one of the fundamental prerequisites for creating an efficient and non-exhausting travel experience.

Good accessibility is an important factor in supporting the implementation of slow tourism, as the journey to the destination is no longer considered an obstacle but rather part of the tourism experience itself. With the availability of a direct toll road from the airport to the Losari Beach tourist area, tourists can experience comfort from the beginning of their visit. In addition to road access, the government has also provided pedestrian pathways as one of the main facilities supporting unhurried slow tourism activities. These pedestrian pathways are located along the Losari Beach Pavilion area and are used by visitors to walk while enjoying the sea view or accessing various tourist attractions. The existence of these pedestrian pathways supports environmentally friendly mobility, which is an essential aspect of the slow tourism concept. Tourists do not need to rely on motorized vehicles while in the area, thereby reducing emissions and helping maintain environmental quality. This represents a direct form of facilitation by the government in encouraging tourists to adopt more sustainable and environmentally responsible behavior. However, the pedestrian pathways are not entirely free from disturbances. Based on observations, there are still several spots where motorized vehicles, such as motorcycles, are parked improperly along the pathways. This condition disrupts pedestrian comfort and reduces the quality of the tourist experience for visitors who wish to enjoy the area in a relaxed manner.

Nevertheless, the government has made efforts by assigning Municipal Police Officers (Satpol PP) to patrol the Losari Beach area. The presence of Satpol PP aims to supervise and control illegal parking, particularly vehicles occupying areas intended for pedestrians. This indicates that the

government is not only building facilities but also attempting to ensure that these facilities function properly as intended.

Overall, the policies and facilitation provided by the Makassar City Government in terms of accessibility are quite supportive of the implementation of slow tourism. Easy access from the airport, the availability of pedestrian pathways, and the presence of area supervisory officers reflect the government's commitment to creating a tourist space that is comfortable, safe, and prioritizes a relaxed and sustainable tourism experience. Although several technical obstacles still exist, these efforts deserve appreciation and can serve as a foundation for future improvements. The next identified aspect is supporting facilities, which can be seen below.

Table 4. Identification of Supporting Facilities in the Losari Beach Tourist Area
Identification of the Role of the Makassar City Government

Observed Aspect	Field Findings
Tourism Supporting Facilities	- - Availability of 6 public toilets in the Losari Beach area - - Souvenir and gift shops - - Street lighting facilities - - Mosques and prayer rooms as worship facilities

Source: Processed data from the researcher's non-participatory observation, 2025.

Field findings from the observations presented in Table 4 above indicate that the availability of supporting tourism facilities in the Losari Beach tourist area can be considered adequate. Supporting facilities are essential elements in creating tourist comfort, particularly in supporting a relaxed and sustainable tourism experience. The Makassar City Government has provided several basic facilities in the Losari Beach area to support tourist activities. One facility that appears quite adequate is the availability of public toilets distributed across several strategic points.

The observations show that there are at least six public toilet units available for visitors in the Losari Beach area. The existence of these toilets is highly important in supporting tourist comfort and length of stay in the area, as slow tourism encourages visitors to spend more time at a destination. The availability of clean and well-maintained sanitation facilities also reflects the government's attention to the quality of public services.

In addition, along the Losari Beach tourist area, there are souvenir shops that serve as supporting tourism facilities for visitors. The presence of these souvenir shops provides added value for tourists who wish to bring home memories of their visit. In the context of slow tourism, shopping activities involving local products also strengthen the dimensions of locality and people, as they directly connect tourists with local products and business actors.

Another supporting facility is the availability of street lighting throughout the Losari Beach area. Adequate lighting is an important aspect in creating a sense of safety and comfort for tourists, especially at night. With sufficient lighting, tourists can continue enjoying the atmosphere of the area during the evening without concern, thereby extending the duration of their visits.

In addition to these facilities, mosques and prayer rooms are also available around the Losari Beach area for tourists to perform worship activities. The presence of these worship facilities is important in meeting the needs of Muslim tourists. By providing worship facilities within the tourist area, the government demonstrates that the principles of social sustainability are not only realized through economic and environmental aspects, but also through respect for spiritual values. The availability of supporting facilities such as toilets, souvenir shops, street lighting, and places of worship proves

that the Makassar City Government has played an important role in creating a tourism environment that is comfortable, safe, and supportive of a slower, more meaningful, and sustainable tourism experience.

3.3 Challenges in the Implementation of Slow Tourism and Sustainable Tourism

Although the Makassar City Government has demonstrated various efforts to support the implementation of slow tourism based on sustainable tourism in the Losari Beach Tourist Area, its implementation still faces several significant challenges. The implementation of slow tourism in the Losari Beach tourist area encounters both structural and non-structural challenges. Based on observation results, one of the main obstacles is the uneven availability of infrastructure supporting slow tourism. According to research conducted by Ahmad Nadhil Edar and Arinda Wahyuni (2024), in 2023 the facilities in the Losari Beach area were still inadequate and unsafe, where pedestrian sidewalks were less than the standard width of 3 meters, many obstacles existed due to street vendors and illegal parking, lighting facilities were insufficient, and disability-accessible pathways were lacking.

Based on the findings of this research and field observations, the infrastructure conditions remain suboptimal to this day. Although pedestrian pathways are available, several sections appear poorly maintained, uneven, or blocked by motorcycles parked improperly. Sidewalk conditions that are uncomfortable to use, especially during peak hours, make walking activities less optimal. In fact, the travel element in the slow tourism concept strongly emphasizes environmentally friendly mobility such as walking or cycling. This indicates that although the area is designed as an open public space, supervision over its use remains weak.

Limited green space is another prominent challenge. Based on observations, the vegetation available along the Losari Beach Pavilion area is unevenly distributed and insufficient to provide shade throughout the area. This condition causes visitors to engage in activities only for a short duration, especially during hot weather, thereby reducing opportunities for tourists to stay longer. The lack of shady trees and green open spaces also affects the visual and thermal comfort of the area.

In the concept of slow tourism, physical environmental comfort is an important factor enabling tourists to enjoy the atmosphere without feeling rushed. This condition becomes an obstacle in creating the relaxed and immersive atmosphere that characterizes slow tourism. Environmental cleanliness is generally well maintained; however, litter can still be found scattered in several locations. This demonstrates that awareness among tourists, business actors, and other stakeholders regarding sustainability principles remains insufficient.

Another significant challenge is the lack of educational information facilities explaining environmentally friendly tourism or slow tourism concepts to visitors. No information boards or signage were found specifically encouraging tourists to maintain cleanliness or understand local culture. The lack of educational narratives causes visitors to tend to use the area merely as a transit point or photo spot. This rapid visitation pattern contradicts the essence of slow tourism, in which deeper interaction and reflective experiences should be prioritized. The lack of visual educational efforts from the government becomes an obstacle in changing tourist behavior.

The limited involvement of local communities in providing direct educational experiences is also a factor requiring attention. No local guides, tourism awareness communities, or volunteers were found actively interacting with tourists in the field. In fact, human interaction (the people dimension) is one of the main pillars of slow tourism.

In addition, tourism activities at Losari Beach are still dominated by instant and consumptive activities such as taking quick photos, buying snacks, or taking short walks. The absence of programs based on local activities such as handicraft classes, culinary workshops, or historical tours means that the area has not yet been able to offer deep and reflective tourism experiences.

Regarding area orderliness, there are still no clear restrictions preventing motorized vehicles from passing too close to pedestrian areas. Vehicle noise and air pollution from nearby roads reduce comfort for tourists wishing to relax. The element of tranquility, which forms part of the time dimension in slow tourism, is therefore disrupted.

Nighttime safety and comfort also remain challenges. Although lighting facilities are available, several areas appear poorly illuminated, reducing the sense of safety and comfort for visitors who wish to remain in the area for extended periods. This lack of visual security may hinder slow tourism activities at night, such as relaxing or enjoying live music performances.

From the accessibility perspective, facilities for persons with disabilities are still very limited. No guiding blocks for visually impaired visitors, wheelchair ramps in strategic areas, or disability-friendly public toilets were found. In fact, the principle of social sustainability in slow tourism emphasizes the importance of inclusivity in designing tourism spaces. Tourists with special needs or elderly visitors will experience difficulties enjoying the Losari Beach area at a relaxed pace due to the absence of supporting facilities. This indicates that the area's planning has not fully adopted universal design principles, which are important in sustainable tourism destination development.

Another obstacle lies in the spatial arrangement of the area, which does not yet fully support a seamless tourism experience. Several culinary zones and pedestrian pathways are mixed with vehicle traffic and informal activities, creating a disorganized impression. This condition causes tourists to avoid staying for long periods because they feel uncomfortable. The absence of clear zoning between social spaces, commercial spaces, and green spaces further complicates the creation of a calm and structured tourism experience. This lack of regulation poses a challenge for the government in balancing community economic activities with tourist comfort, which forms the foundation of slow tourism.

In terms of transportation, low-emission transportation modes such as tourist shuttle services, rental bicycles, or electric vehicles are not yet available. Access to the area is still dominated by private vehicles and ride-hailing transportation. This condition does not support sustainable mobility principles, which are an important component of slow tourism implementation. The absence of environmentally friendly transportation alternatives causes tourists to tend to leave the area immediately after short visits. As a result, a slower travel rhythm is not created, even though one of the goals of slow tourism is to establish deeper connections between tourists and destinations.

Overall, the implementation of slow tourism in the Losari Beach tourist area still faces various interconnected challenges, including infrastructure, education, spatial planning, accessibility, and community involvement. The government needs to conduct a comprehensive evaluation to ensure that every element within the area supports the principles of sustainability and long-term comfort.

Based on an interview with one of the functional staff members of the Makassar City Tourism Office, one of the main challenges in implementing slow tourism is the absence of specific regulations governing the direction of slow tourism development. Currently, policies regarding the management of the Losari Beach tourist area remain general and focus more on physical maintenance and increasing tourist visits, rather than strengthening the quality of tourism experiences in a gradual and sustainable manner. During the interview, the informant stated:

“In terms of regulation, we have never specifically discussed planning tourism development based on slow tourism. However, matters related to sustainable tourism are already included in the Strategic Plan (RENSTRA) of the Makassar City Tourism Office and the Regional Medium-Term Development Plan (RPJMD) of Makassar City.” (Interview Result with S, May 15, 2025)

The informant also explained that cross-sectoral coordination remains a separate challenge. For example, in developing pedestrian facilities or green open spaces, the Tourism Office must collaborate with the Public Works Office, Environmental Office, and Municipal Police (Satpol PP).

Suboptimal coordination has caused several slow tourism initiatives to remain difficult to implement and even hindered due to differing priorities among institutions.

In addition, a business actor encountered along Penghibur Street in the Losari Beach tourist area also stated:

“So far, there have been no training programs or assistance from the government regarding tourism management in this area; we only focus on selling. Most buyers are migrants (locals) who want to return to the places where they work.” (Interview Result with H, May 13, 2025)

Although the government provides business permits, there is no specific training or assistance aimed at improving service quality and understanding of sustainable tourism. According to the informant, most MSME actors only focus on selling because they do not yet understand that they themselves are part of the tourism experience. The lack of understanding among local business actors regarding the concept of slow tourism results in inconsistent tourism experiences.

The low level of awareness among local communities and tourism business actors regarding the principles and values of slow tourism and sustainable tourism also constitutes a challenge in its implementation. Based on interviews with local MSME actors, it was found that most still perceive tourism activities merely as short-term economic opportunities without considering sustainability aspects. This is reflected in practices such as the use of non-environmentally friendly materials, service quality that pays little attention to visitor experience, and a lack of innovation in the products offered. Without a comprehensive understanding of the importance of sustainability, it will be difficult for local communities to fully support the implementation of slow tourism, which fundamentally requires active involvement, cultural awareness, and a spirit of environmental preservation.

From interviews with a visitor from Surabaya, it was mentioned that the Losari Beach area is visually attractive but does not provide a tourism experience that feels “engaging.” The visitor felt that after taking photos and buying snacks, there were no further activities encouraging a longer stay. This indicates a gap in the experience that should ideally exist within the concept of slow tourism.

The visitor also stated that the lack of information boards or explanations about the area’s history, local culture, or educational activities made it difficult to understand local values. The visitor felt more like a consumer of the place rather than part of a deeper journey. The absence of educational narratives thus becomes a challenge in internalizing the values of slow tourism.

Based on the overall interview results, it can be concluded that the main obstacles in implementing slow tourism in the Losari Beach tourist area lie in weak thematic regulations, insufficient supporting facilities, limited education and community involvement, and the absence of an integrated and inclusive tourism ecosystem. The government needs to design a cross-sectoral approach that not only improves the physical environment of the area but also empowers local actors and creates tourism experiences that are more meaningful and immersive.

3.4 Strategy for Implementing Slow Tourism Based on Sustainable Tourism in the Losari Beach Tourist Area, Makassar City

Based on the data collected by the researcher, the implementation of slow tourism based on sustainable tourism can be applied in the Losari Beach tourist area by designing an effective policy roadmap for its implementation. In preparing this framework, the effective implementation of slow tourism based on sustainable tourism requires a long-term process, which the researcher estimates will take approximately 20 years.

The recommended strategic implementation roadmap is designed by referring to the theory of Pecsek (2018) concerning the four main components that must be considered in the development of slow tourism. Each stage is developed by taking into account the main components proposed by Pecsek (2018): locality, sustainability, social well-being, and experience-focus. The primary objective is to

transform Losari Beach into a slow tourism destination that is not only environmentally sustainable but also deeply rooted in local culture, strengthens community welfare, and provides meaningful and immersive tourism experiences.

Therefore, the policy roadmap for implementing slow tourism based on sustainable tourism in the Losari Beach tourist area is divided into four stages over a 20-year period.

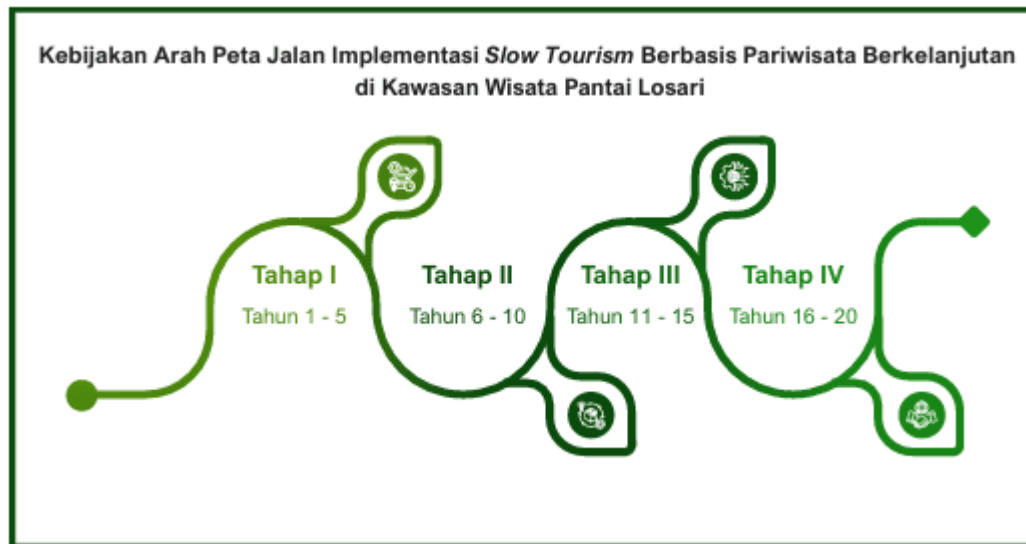


Figure 5. Roadmap for Implementing Slow Tourism Based on Sustainable Tourism in the Losari Beach Tourism Area, Makassar City (Source: Researcher, 2025)

a. Stage 1 – Planning and Basic Arrangement

The initial step in Stage I (Years 1–5) begins with planning and basic arrangement. At this stage, an inventory of local culture, maritime historical narratives, and Makassar’s traditional culinary heritage is conducted to strengthen the aspect of locality. From the environmental perspective (sustainability), beach condition audits are carried out alongside the installation of waste management systems and the restoration of green open spaces.

Local communities begin to be empowered through basic training in guiding, hospitality, and tourism-related MSMEs (social well-being). Tourism experiences also begin to be developed by creating thematic pedestrian pathways, reflective spaces, and tourism spots that encourage slow and environmentally conscious interactions (experience-focus). Basic infrastructure such as disability-friendly pedestrian pathways, clean public toilets, and the reorganization of culinary zones are also rebuilt with designs reflecting local identity.

b. Stage 2 – Transformation and Strengthening of Tourism Products

Entering Stage II (Years 6–10), the area begins a phase of transformation and tourism product strengthening. Public buildings and MSME stalls are reorganized based on sustainable tropical architectural principles, while a maritime cultural information center or Losari Heritage Center is established as an educational landmark. The area also begins utilizing renewable energy sources, such as solar panels for street lighting, and provides low-carbon transportation routes such as public bicycles and electric shuttle services. Communities are assisted in forming community tourism cooperatives and begin managing homestays and educational tourism activities.

In terms of tourism experiences, visitors are introduced to quiet vehicle-free zones, slow culinary tourism, and reflective activities such as beach yoga, writing activities, and local arts. Infrastructure

such as wooden docks for slow-paced boat tourism and educational playgrounds are developed to expand slower and more immersive tourism experiences.

c. Stage 3 – Consolidation, Digitalization, and Area Expansion

Stage III (Years 11–15) represents a phase of consolidating previous achievements while simultaneously expanding the spatial and institutional impacts of the area. The main focus at this stage is strengthening institutions and expanding slow tourism areas to surrounding locations such as Fort Rotterdam and the old harbor area. Technology also begins to be integrated into area management through systems such as smart monitoring based on environmental sensors and digital ticketing. Locality is strengthened through the digitalization of cultural archives, AR-based storytelling, and the implementation of local curricula in nearby schools. Sustainability is implemented more comprehensively by creating emission-free zones, conserving coastal vegetation, and initiating local carbon absorption programs. Communities are involved through digital tourism cooperatives and online educational platforms. Tourism experiences begin targeting students, persons with disabilities, and long-stay tourists by providing outdoor coworking spaces, literacy parks, and educational programs such as “Makassar in 7 Days.” Physical infrastructure is strengthened through the development of integrated MSME centers, green transportation systems, and visually integrated tourism signage based on visitor data. This stage aims to ensure that the area grows into a slow tourism ecosystem that is technologically independent, energy-efficient, and socially and economically connected.

d. Stage 4 – Internationalization, Cultural Preservation, and Refinement of Tourism Packages

Stage IV (Years 16–20) is directed toward internationalization and long-term preservation processes. The Losari Beach area is targeted to become part of international slow destination networks such as Cittaslow or Green Destinations through the preparation of local cultural heritage documents and operational standards for the area based on slow tourism principles. In terms of physical development, the area implements rainwater and greywater treatment systems and adopts circular economy systems for all tourism and MSME activities. Incentive systems and social security programs for senior tourism actors are implemented as a form of appreciation for their contributions in maintaining the values and atmosphere of the area. Tourism packages are further refined into complete 3–5 day experiences featuring activities such as daily cultural experiences with local residents. With strengthened local capacity and global connectivity, this stage becomes the culmination of Losari Beach’s transformation into a concrete example of slow tourism rooted in culture, environmentally sustainable, and socially equitable. Through this phased strategy, by the 20th year it is targeted that 90% of tourism products in the area will be based on local culture, 80% of tourism actors will come from local communities, the area will become emission-free and free from plastic waste, and tourists will have an average length of stay of 3–5 days with high levels of satisfaction. Losari Beach is expected to become not only a tourist destination but also a living space that provides deep, sustainable, and culturally rooted slow tourism experiences connected to the identity of Makassar’s coastal communities.

4. CONCLUSION

This study shows that the Makassar City Government, through the Tourism Office, has implemented various efforts supporting the implementation of the concepts of slow tourism and sustainable tourism in the Losari Beach tourist area. These efforts include the formulation of regulations as stated in the Makassar City RPJMD 2021–2026 and the Strategic Plan (Renstra) of the Tourism Office, training programs for creative economy business actors, the involvement of MSMEs in cultural events, and the strengthening of the city branding slogan “Kota Makan Enak” (“The City of Delicious Food”), which is integrated into the image of the Losari Beach tourist area. In terms of facilities and attractions, the Losari Beach area is equipped with various infrastructures such as public toilets, worship facilities, the Makassar Art Gallery, live music performances at the pavilion area, and sunset sailing tourism using Phinisi boats. Two out of the six Phinisi boats operating in the area are directly managed by the Tourism Office, while the other four are privately managed. The presence of these attractions supports tourists in enjoying a relaxed and immersive tourism experience, in line with the principles of slow tourism.

Data from Statistics Indonesia (2025) indicate that the average length of stay of domestic tourists in star-rated hotels in Makassar City ranges from 1.5 to 1.7 nights, or approximately 2 to 3 days, while international tourists record an average stay of between 2.3 and 2.8 nights, or approximately 3 to 4 days, depending on the hotel category. These figures indicate that the duration of visits already fulfills the indicators of slow tourism, suggesting that this trend has the potential to be further improved through appropriate strategies and policies. However, the implementation of slow tourism policies still faces challenges. Observation results reveal a gap between planning and realization in the field, such as the limited availability of comfortable public spaces and pedestrian-friendly transportation systems. In addition, awareness among local communities and MSME actors regarding the principles of slow tourism remains low, as most are still oriented toward short-term economic benefits.

Challenges in cross-sectoral coordination also constitute a significant obstacle. Synergy among the tourism office, environmental office, transportation office, and private sector stakeholders has not yet been maximized. Therefore, although the Makassar City Government has demonstrated commitment to sustainable tourism development, further strengthening is needed in policy implementation, community education, and infrastructure improvement to ensure that the Losari Beach area can truly become an optimal slow tourism destination based on sustainable tourism principles.

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