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A study of marine tourism development in Bulukumba regency

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Abstract

Tourist characteristics are needed to determine the market share attraction. This study aims to determine the factors that significantly influence the development of marine tourism and tourist-based characteristics to formulate development strategies. The research method was a descriptive quantitative survey approach. The data were collected by interviews and questionnaires related to the informant as well as tourists and accessing data from relevant agencies. The data obtained will be processed and analyzed using Chi-Squared analysis and SWOT analysis. The results showed that the revenues (0,638) and attractiveness (0,600) have a strong influence, while the duration of visits (0,500), place of origin (0,439), sex (0,417), visit motif (0,413) and tourists' age (0,412) are influential medium, as well as transportation (0,223) and education (0,217) affect low. Formulation of marine tourism development strategy is the development of tourist accommodation with the middle-class segment of the tourist market, maintaining the cleanliness of the beach and the naturalness, expansion of business opportunities, increased partnerships with investors, in cooperation with travel agencies, dissemination of information and promotion of tourism, making customs as one tourist attraction, training professionals in the field of tourism and increased the role of local communities in maintaining security.

Keywords: Development; Strategy; Marine tourism; Lemo-lemo, beach; Characteristics; Travelers

1. Introduction

The diverse economic potential that exists in Indonesia's coastal and marine areas that have not been managed optimally, which has attracted the interest of the central, city, and district governments to explore these resources. Indonesia as an archipelagic country with an archipelago perspective has the second widest beach in the world, as well as a territorial sea area (archipelago waters) including the Exclusive Economic Zone (EEZ) and the Continental Shelf with rich and potential marine resources. In fulfilling the mandate of the Constitution to realize social justice for all Indonesian people (social justice principle) [1]. In carrying out this exploitation, the government is very aware of the need for rational and sustainable exploitation, as well as decentralizing control over planning, tourism development is increasingly important, not only in the context of increasing state foreign exchange receipts but also to expanding employment and income equality for the community. Here are some views from regional experts stating that the notion of development is a change in the shape of the structure and function of the territory;

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- Development is a change in structure and function that leads to improvement or utilizing an environmental condition in improving the welfare of society [2],
- Development is a process of changing static to dynamic conditions to develop all development potentials to achieve a goal [3].

A tourist is any person who travels and settles temporarily in a place other than his place of residence, for one or several reasons, besides looking for a job [4]. Marine tourism is tourism whose objects and attractions come from the potential of seascapes and coastal landscapes, [5]. According to [6], marine tourism is based on scenery, natural uniqueness, ecosystem characteristics, peculiarities of cultural arts, and community characteristics as the basic strengths possessed by each region.

The tourism sector as an economic activity has a very long chain so it accommodates many job opportunities for the surrounding community which will further cause people's income to increase from the sale of goods and services through restaurants, hotels, travel agencies, sales of souvenir goods, and so on [7]. The development of tourism is reflected by the increasing tourist visits both from abroad and from within the country (domestic). Increasing tourist visits and tourist spending can affect regional economic performance, namely increasing income of economic sectors and growing employment [8]. The rapid development of tourism flows is one of the main parts of the growth of tourism so tourism development needs more special attention to be packaged in such a way as to answer the challenges of the upcoming pace of tourist visits. Tourists will need and use tourist facilities and infrastructure which are facilities of the available tourism service industry. In other words, the development of tourism is largely determined by whether or not the state of facilities and infrastructure is a supporting factor for tourism. The implications of enacting a decentralized system have opened up opportunities for each region to optimize every existing resource. Regions will be encouraged to explore every potential to increase their local revenues (PAD). Currently, many local governments that have areas in the form of coastal areas are trying to develop marine tourism in their areas. This is what the Bulukumba Regency government does by raising the potential for marine tourism in its area. The location of marine tourism is Lemo-lemo Beach.

Results of research by [9] that after the Covid outbreak subsided, tourism activities began to increase, providing a positive impact on the national and regional economy, including in the field of marine tourism (maritime tourism), including tourism activities on the waters that take advantage of high waves, namely for surfers (surfing), underwater activities for Diving tourists to enjoy the beauty of coral reefs and ornamental fish (diving to enjoy the coral reef and the ornamental fishing), this marine tourism destination is quite a lot provided by Indonesian nature, including on the island of Bulukumba. With the continuous improvement of people's income level, the demand for marine tourism is more and more urgent, which brings great opportunities for the development of marine tourism. However, there are still many deficiencies and problems in the current development of marine tourism, which are mainly manifested in the disconnection from the needs of tourists, the lack of innovation and experience of products, etc. These problems are mainly due to the lack of integrated and comprehensive scientific analysis in the process of developing marine tourism [10].

The characteristics of tourists need to be known so that the development of tourist facilities at Lemo-lemo Beach can be more easily directed so that the use of tourist facilities can be more optimal. In addition, it can also be known who is the market segment of the attraction and seeks to develop the attraction with their needs. Tourist characteristics in this study include demographic characteristics of tourists (age and gender, area of origin of tourists, level of education, and income level) as well as characteristics of tourist visits (mode of transportation, length of visit, travel motives, and marine tourism attractions of Lemo-lemo Beach). The introduction of market segments that can be utilized is very helpful for tourism managers in planning activities that are expected to provide satisfaction to tourists who come [11]. The objectives to be achieved in this study are to describe significant influence factors in the development of tourist-based marine tourism and formulate a strategy for developing marine tourism in Bulukumba Regency.

Some of the research related to the development of marine tourism include; [12], who also conducted research on Malalayang Beach, Manado City, and North Sulawesi. This research was conducted with the aim of formulating a tourism development strategy for Maritime Malalayang Beach, Manado City. [13] conducted research on the development of marine tourism. This study uses a SWOT analysis (Strength, Weakness, Opportunity, Threat) to assess internal that exist in the tourist destination. Marine tourism covers a wide range of activities taking place in the deep oceans, the most predominant of which are cruising and sailing [14]. [15] said that marine tourism, while the vast majority of activities take place in the sea, their supporting facilities and infrastructure are usually found on land. Such facilities may vary between ports and marinas (serving cruises, yachts, etc.), to one-person operations (e.g. guides, instructors, etc.), moderate-sized private companies, or even large corporation (cruise-ship companies, etc.). Marine tourism utilize the

potential of maritime nature as a tourist attraction and also contains tourism activities done on the surface of the sea that cannot be separated from the existence of its ecosystem rich in the diversity of marine biota [16].

2. Material and methods

2.1. Research Design

The research approach used in this study is a quantitative approach. This approach explains in detail how the strategy of developing marine tourism in Bulukumba Regency. This approach is viewed as fit for research purposes. According to [17] that quantitative research is one type of research whose specifications are systematic, planned, and clearly structured from the beginning to the creation of the research design. Furthermore, [18] stated that quantitative research is research that demands a lot of use of (numerical) numbers, ranging from data collection, and analysis, to the presentation of results/output.

The type of research used in this study is case study research, which is research that is carried out focused on a specific case in this case related to the development of marine tourism in Bulukumba Regency to be observed and analyzed carefully until it is complete. According to [19] that case studies focus intensively on one particular object that is studied as a case. Further, stated that method case studies allow researchers to remain holistic and significant.

2.2. Data Type and Source

Primary data is data obtained directly in the field through questionnaires given to respondents. This data is analyzed to determine tourist characteristics which include the demographic characteristics of tourists (age, gender, origin, level of education, and level of education) as well as characteristics of tourist visits (mode of transportation, length of visit, travel motives, and tourist attractions). Secondary data are data and information obtained not directly in the field but from previously published books or documents, which are needed to complete the primary data, including local government policies related to tourism, tourist visits, geographical and demographic conditions, socio-cultural and other supporting data as well as supporting maps about the physical aspects of the research site.

2.3. Objects of Research

The object of this study is the marine tourism of Lemo-lemo Beach which is located in Bonto Bahari District, Bulukumba Regency. Information was obtained through interviews with related parties, such as the manager of Lemo-lemo Beach, and through questionnaires given to respondents, in this case, respondents are tourists who come to visit Lemo-lemo Beach.

2.4. Analysis Method

The data analysis method is a method of technique used to analyze data that has been collected and tabulated, either using software or with manual calculations [20]. It is further stated that analytical techniques are one of the decision support systems commonly known as decision support systems (DSS). Decision Support System is a model, method, technique, or method used to take or support a decision. In analyzing the data that has been collected in this study using Chi-Squared analysis to determine significant influence factors in the development of marine tourism based on tourist characteristics and formulate a strategy for developing marine tourism at Lemo-lemo Beach using SWOT analysis techniques.

3. Results and discussion

Marine tourism Lemo-lemo Beach is located at an altitude of 0-10 meters above sea level (masl) with a relatively flat land surface shape. Its marbles are in the range of 0-8%. These topographical conditions are the potential for the development of marine tourism. The rainy season at Lemo-lemo Beach marine tourism begins in October and ends in May, while the dry season begins in June to September. Minimum air temperature averages 22.2 °C to 20.4 °C in February-August and maximum air temperature reaches 30.5 °C to 33.9 °C in September to January.

From the results of the Chi-Squared analysis, it is known that the demographic characteristics of tourists (age and gender, region of origin, level of education, and income level), as well as the characteristics of visits (mode of transportation, length of visit, travel motives and attractions of marine tourism), affect the development of marine tourism Lemo-lemo Beach. However, after conducting contingency tests to determine the magnitude of the relationship between the influence of these variables on the development of marine tourism, Lemo-lemo Beach found that the variables that had a strong effect were the level of tourist income (0.638) and the attractiveness of marine tourism

(0.600). The mode of transportation (0.223) and education level (0.217) had a weak influence on the development of marine tourism Lemo-lemo Beach while the variables of the length of visit (0.500), area of origin (0.439), gender (0.417), the motive of visit (0.413) and age of tourists (0.412) had a moderate influence on the development of marine tourism Lemo-lemo Beach (Table 1).

Table 1 Level of Relationship of Tourist Characteristics in the Development of Lemo-lemo Beach Marine Tourism in 2021

No	Tourist Characteristic Variables	Correlation Coefficient Value (C)	Relationship Level
1	Traveller Income Level	0.638	Strong
2	Marine Tourism Attractions	0.600	Strong
3	Length of Traveller Visit	0.500	Moderate
4	Tourist Origin	0.439	Moderate
5	Traveller Gender	0.417	Moderate
6	Motives for Tourist Visits	0.413	Moderate
7	Traveller's Age	0.412	Moderate
8	Modes of Tourist Transportation	0.223	Weak
9	Tourist Education Level	0.217	Weak

Based on tourists' perception of the tourism component in Lemo-lemo Beach marine tourism. It's known that 83% of respondents stated that the availability of transportation modes at Lemo-lemo Beach is lacking. this can be seen from public transportation that does not have a route through Lemo-lemo Beach marine tourism. and 74% of respondents stated that restaurant facilities/food stalls are still lacking at Lemo-lemo Beach. While 61% of respondents stated that promotion and information at Lemo-lemo Beach are included in the moderate category. this can be seen from the brochure explaining that Lemo-lemo Beach is included as one of the tourist destinations currently in the development of marine tourism in Bulukumba Regency. The tourist assessment of the tourism component at Lemo-lemo Beach is that 94% of respondents stated that the state of marine tourism at Lemo-lemo Beach is good. in the sense that the natural panorama of the beach offered by Lemo-lemo Beach is favored by almost all respondents. 85% of respondents stated that the ease of achieving marine tourism has also been good. this is by the condition of the road leading to Lemo-lemo Beach has been paved. and 73% of respondents stated that the security at Lemo-lemo Beach is good. because there have never been criminal acts such as theft and natural disturbances such as abrasion at Lemo-lemo Beach (Table 2).

Table 2 Tourist Perceptions of the Tourism Component of Lemo-lemo Beach in 2021

No	Tourism Component	Percentage (%)		
		Good	Moderate	Bad
1	Availability of Transportation Modes	5	11	83
2	Tourist Attraction Conditions	94	5	1
3	Attractions/Shows	17	45	39
4	Restaurant/Food stall	3	23	74
5	Ease of Achievement to Attractions	85	11	3
6	Availability of Facilities/Infrastructure	31	48	21
7	Travel Promotions and Information	7	61	31
8	Security	73	17	10

Based on socio-cultural analysis. It's known that Bonto Bahari District is one of the areas that is still thick with traditions and culture left by their ancestors. In Bonto Bahari District. there is a transmigration settlement. where the residents who live in the settlement come from outside Bulukumba Regency. such as from bugis tribes and Java Island. With

heterogeneous community conditions. it causes a diversity of languages and cultures that develop in bonto bahari sub-district. However. for the fluency of communication in the community. Indonesian language is used in addition to the variety of languages that exist. This makes the community in Bonto Bahari District more open.

From the results of the SWOT analysis. the strategy for developing marine tourism based on tourist characteristics at Lemo-lemo Beach is the development of tourist accommodation with a middle-class tourist market segment. maintaining the naturalness and cleanliness of Lemo-lemo Beach which is a tourist attraction. expanding business opportunities through the development of the household industry. increasing partnerships with investors in the field of tourism. collaborating with travel agencies. disseminating promotions and information to provide an overview of tourist products at Lemo-lemo Beach. make customs as one of the tourist attractions. training professionals in the field of tourism and increasing the role of local communities in maintaining security around their area.

This research shows that the construction of tourist facilities and utilities needs to be carried out. both in quality and quantity. However. it should be noted that the segment of the marine tourism market at Lemo-lemo Beach is middle-class tourists. so it is necessary to build accommodations that can be reached by tourists so that tourist facilities can meet the needs of tourists who come to visit. The existence of tourist facilities and utilities that can meet the needs of tourists is expected to have an impact on the length of the tourist visit. which in turn will provide economic benefits to the local community. The longer tourists stay at Lemo-lemo Beach. the greater the expenses made by tourists to meet their needs during the trip. [21] argues that tourism development should be based on the tourism system itself. The tourism system includes components that include tourists. accessibility. tourist objects. and attractions as well as facilities and infrastructure (facilities and utilities).

According to [22] suggests that tourism is the activity of a person who travels to or lives somewhere outside his usual environment for no more than a year continuously for pleasure. business. or other purposes. Tourists can be further distinguished into international (foreign) tourists. namely those who travel abroad and national tourists (archipelago) who travel to their own country. [23] argues that tourism development is geared towards improving sustainable prosperity. Marine tourism with a meaningful impression is not only getting entertainment from various attractions and natural treats of coastal and ocean environments but it is also hoped that tourists can participate directly to develop environmental conservation while providing a deep understanding of the ins and outs of coastal ecosystems. The naturalness of the beach panorama is the main thing that needs to be maintained at Lemo-lemo Beach because most respondents are interested in visiting Lemo-lemo Beach because its marine tourism attraction has distinctive characteristics and is not found on other beaches in Bulukumba Regency.

Marine tourism Lemo-lemo Beach can be reached by tourists by land using motorized vehicles. The journey from various regions to the marine tourism of Lemo-lemo Beach can be done smoothly because it is supported by a road network with overall paved conditions so that it can provide convenience for tourists to reach the tourist destination area of Lemo-lemo Beach. However. at this time. marine tourism Lemo-lemo Beach cannot be reached by public transportation because there is no tourist transportation to marine tourism Lemo-lemo Beach. The increasing availability of tourist facilities and infrastructure can be used as an indicator of the development of tourism. Facilities and utilities found in the marine tourism of Lemo-lemo Beach include villas. gazebos. prayer rooms. public toilets. and power grids. The availability of tourist facilities and infrastructure in the marine tourism of Lemo-lemo beach is currently considered still unable to provide satisfaction to tourists. Based on tourists' advice on the components of tourism availability (tourist facilities and utilities) it is considered that it is still lacking in quality and quantity so it needs to be improved. [24] stated that as an industry. tourism has the potential to rely on and damage the environment and there is only one way to maintain the life of a tourism area. namely by developing one that prioritizes environmental sustainability which also aims at the sustainability of the tourism industry itself.

When tourism development is carried out in Bonto Bahari District. the open attitude of the local community to everyone (tourists) is a basic attitude that becomes a very important social capital in a destination. A destination requires a friendly and open attitude of people to tourists. This basic attitude is the most important philosophy in managing businesses in a destination. With the development of tourism. the culture that is still firmly held by the community in Bonto Bahari District is "Maudu Lompoa" which will later be increasingly known by the wider community so that the preservation of its culture will be maintained. This will have implications for the introduction of Bulukumba Regency culture to the outside area.

Based on the SWOT analysis. the lemo-lemo beach marine tourism development strategy is

- Development of tourist accommodation with a middle-class tourist market segment.
- Maintain the naturalness and cleanliness of Lemo-lemo Beach which is a tourist attraction.

- Expansion of business opportunities through the development of home industries.
- Increased partnerships with investors in the tourism sector.
- Cooperates with travel agencies.
- Dissemination of promotion and tourism information.
- Making customs one of the tourist attractions.
- Training of professionals in the field of tourism.
- Increasing the role of local communities in maintaining security around their areas.

The development of marine tourism Lemo-lemo Beach occurs both physically, socially, and economically. Its development can be seen from the increasing number of tourists and the development of facilities and infrastructure needed to serve tourist needs. With the level of ease of reaching tourist attractions, the number of tourists visiting marine tourism Lemo-lemo Beach will increase.

The development of tourism activities and the increasing number of tourists visiting Lemo-lemo Beach will encourage the development of tourist service businesses, especially lodging and restaurants/food stalls. The longer tourist visits, the need for tourists also increases, so the income of tourist service business owners is expected to increase. The increasing number of tourists and the length of visits will provide economic benefits for local communities around the marine tourism of Lemo-lemo Beach and the Bulukumba Regency government, opening up business opportunities, and job opportunities, and increasing the income of the local community.

4. Conclusion

Lemo-lemo Beach's nautical tourism market segment is middle-class tourists. The natural panoramic attraction of the beach has a strong influence to attract tourists. The development of marine tourism Lemo-lemo Beach requires the development of lodging accommodation, restaurants and gazebos as well as tourist attractions that can be reached by middle-class tourists who are a segment of the Lemo-lemo Beach tourist market. Keeping regulations regarding cleanliness at Lemo-lemo Beach is the responsibility of tourists, meaning that the garbage generated by tourists will be brought back by tourists when leaving Lemo-lemo Beach, this will provide awareness to tourists about the importance of maintaining cleanliness in marine tourism. Development of household industries, such as handicrafts, souvenirs, and culinary. Increasing partnerships with (private) investors in terms of accommodation development and marine tourism management. Promoting tourism, both through print and electronic media, and collaborating with travel agencies in promoting marine tourism at Lemo-lemo Beach. Maintain the customs of the region and introduce them to tourists. Improving the quality of professionals in the field of tourism through training and increasing the active participation of the community in maintaining safety around their area. The construction of tourist facilities and infrastructure must be able to meet the needs of tourists, both in quality and quantity by paying attention to the tourist market segment of Lemo-lemo Beach, namely middle-class tourists so that the prices offered can be reached by tourists. It is also expected that the managers of marine tourism at Lemo-lemo Beach will collaborate with investors in the tourism sector to manage and develop tourism potential, for example in terms of promotion, provision of human resources, and in the construction of tourist facilities and utilities.

Compliance with ethical standards

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Disclosure of conflict of interest

No conflict of interest by authors.

Statement of informed consent

All information obtained from informants in this study has received approval from the informant and is an important part of this research.

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