

Maros Presistoric Tourism Resort: Potential and Obstacles

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Abstract: The Maros Karst area is an archaeological site consisting of caves which on the inner walls are paintings of ancient human palms that lived thousands of years ago. These hand paintings include the remains of past life that are very rare in the history of human civilization. Thus the site is a tourist attraction that has educational value on world heritage tourism resorts that need to be preserved and conserved. This research used a field observation method and interview. It aims to evaluate the ancient Maros site with beautiful natural scenery as a superior tourist resort with special interest tourism. Possibly, mass tourism could be arranged with a touch of hospitality and amenity, prioritizing conservation in these historic caves.

1 INTRODUCTION

Pre-history of Maros tourist area, including heritage tourism, is a tourist area with one or more tourist attractions of cultural heritage. This heritage of the past has historical values, values of pride and identity of a nation. In terms of history, science, and cultural wealth, the area is researched, conserved, reconstructed, and communicated to the broader community because it involves historical roots and identity of a nation. However, in terms of the natural area, it is vulnerable to damage due to its sites and artefacts. It is very outdated. This condition requires high creativity and accuracy if you want to package it into an attractive tourist resort.

In the Kars Maros area, there are many caves with paintings of ancient human palms on the inner walls. These are classified as rare in the history of human civilization, if conserved, managed and packaged professionally will be entertaining, educative and sustainable cultural tourism destinations. However, due to improper management, the existence of the site will be in vain. It will also be damaged by the natural processes and actions of the ignorant hands of humans. The uniqueness of the area is as follows: hand painting on the wall of a cave that is thousands of years old is something scarce; beautiful natural scenery in the form of rock hills and vegetation that spoil the eyes; local creativity that can still be developed to support tourism.

The Maros Karst area, South Sulawesi, in addition to being conserved, has also been opened for historical tourism and educational tourism for the people of Indonesia so that through the Maros region a sense of pride will be aroused as a highly civilized nation. Based on that, the problem of this research is the management of heritage sites in Maros, South Sulawesi, as an educative, beautiful, comfortable and global tourist area with various obstacles. Based on this, some of the research questions that I submit are: (1) Is the management of the area in accordance with the general principles of tourism? (2) What are the obstacles faced in the management of the area?; (3) How is the management of the area to become a popular and conserved tourist destination?

2 LITERATUR REVIEW

Tourism is a travel activity and part of a short voluntary journey to enjoy a variety of beauty, uniqueness, comfort, and doing something to please and indulge (Holloway, 1989: 9-10). Humans do travel based on various motivations that encourage people to do it (Holloway: 1989: 11). Macleod (2004; 78) classifies travel motivation based on physical, cultural, interpersonal and social status or prestige. Physical motivation is related to various activities to satisfy the physical such as exercise, various activities that relax physical tension, and activities. These activities aim to refresh the body. Cultural motivation aims to see other cultures such

as art, food, forms of community life and others. Interpersonal motivation aims to fulfil personal emotions such as wanting to meet old friends or relatives, new friends, new people or be free from daily routine. The motivation for social prestige is the distribution of hobbies, knowledge or education such as seminars, conventions and others that increase social prestige. (Macleod, 2004)

Cultural heritage is that everything in the form of objects or non-objects is the result of historical processes involving the cultural identity of a nation, the inheritance of individuals and society or specific collectives that contain specific historical values or sociocultural values. Non-objects or non-objects cultural heritage are social practices, expressions, knowledge and skills that are recognized as an inheritance by the community, community, or specific individuals. Usually in the form of oral traditions, performing arts, rituals, traditional skills, and various traditions related to nature (Permana, 2016).

Heritage tourism is part of cultural tourism activities, especially the culture of the past of a nation. Tourists who visit heritage tourism resorts aim to see, enjoy and obtain information about ancestral cultural heritage and the historical background behind the deceased. (Macleod, 2004). Heritage tourism is classified as culturally motivated tourism which aims to remind the existence, life and glory of a nation's past so that visitors in addition to admiring the work of human culture in the past also obtain information or historical knowledge behind objects object or site of the heritage. Thus, heritage tourism is also an educational tour. Referring to Holloway (1989: 9-10), a person on a tourist trip aims to enjoy the uniqueness, beauty and comfort that can be felt by the five senses. Management of heritage tourism areas, including the Maros Karst Area, must fulfil the elements of uniqueness, beauty, and comfort if you want to become a tourist destination. (Holloway, 1989).

3 RESEARCH METHODOLOGY

The method that we use in this study is interview and observation of the research location. Interviews were conducted at several companies consisting of two managers, a local guide, two security officers and two community leaders.

Interviews with two managers aim to obtain information about the site governance system; conditions of caves around the site; condition of the picture of the palm and other images; funding and

funding sources; promotion system and the number of tourist visits. A local guide was interviewed to obtain information about the objective conditions of cave paintings, travel routes in tourist sites, and tourist characteristics. Interview with security officers to obtain information on location security systems; protection of objects from vandalism, theft of cultural heritage objects and tourist behaviour while in the area of the site. Community leaders were interviewed to obtain information about the effects of the existence of tourist resorts on welfare; their attitude towards cultural heritage sites; attitude towards tourists; and local creativity in utilizing tourist sites. We also conducted a casual interview with several local tourists whom we happened to meet to obtain information on visiting motives and tourist needs.

Observations are made on accessibility; infrastructure; amenities; arrangement on location such as directions or signs on the site; conditions of caves which are opened for tourists and those that have not been opened; tourist behaviour, and the behaviour of local guides. The research activity was carried out during September 2018 at the location of the Maros Cave Cultural Site in Leang-Leang District, Maros Regency, South Sulawesi.

4 RESULTS AND DISCUSSION

4.1 The Cultural Heritage of Karst Maros Area

One of the Cultural Heritage which is the pride of Maros people, the people of South Sulawesi, the Indonesian people, and even the world community are cave paintings or rock drawings in *LeangTimpuseng*, *LeangBarugaya*, *Leang Jing*, *LeangBettue*, *LeangBurung*, *LeangLompoa*, *LeangSampeang*, and *LeangJarie*, all of which are declared to be the oldest relics of human culture in the world, are estimated to be 40 thousand years old. The word "leang" which names the location means cave (in Maros, South Sulawesi). This word means that Maros human civilization is no less compared to French civilization in Europe and the civilization of other nations in the world until before 2014 based on the results of research by archaeologists, rock images of *LeangTimpuseng* were declared the oldest in the world. In the past, the world considered Europe as the birth of modern human civilization, but it turns out, our Cultural Heritage is older than them. Images of French stonework in the same form (images of palms) are the oldest aged 39,600 years

ago, while the age of *LeangTimpuseng's* palm is not less than 39,900 years ago.

The cave sites which in 1950 when they were first discovered could only be counted on the fingers, such as *LeangPettae*, *LeangPettaKere*, and *LeangJarie*, now in 2018 there are more than 200 cave sites. The more Cultural Heritage is revealed, the harder it is for our efforts to preserve it. Community needs for high daily life and development demands that tend to prioritize economic interests, cause our attention to cultural heritage sites and objects to be very lacking. Cultural heritage is a mirror of the greatness of the character of our ancestors. It symbolizes the identity of our nation that has had civilization.

The Maros Cultural Heritage site in addition to presenting heritage tourism attractions, also has beautiful natural scenery, so that the area has the potential to be used as a world-class mainstay tourist resort for special inters tourism or mass tourism. Because the arrangement is not optimal, the area has not been the target of visits by national or international tourists, except researchers or archaeologists.

At present the area has been managed and funded by the central government and the Antiquities Service of the South Sulawesi Provincial Government, infrastructure development including access to locations has been built, as well as the facilities needed have met minimum standards. However, the number of tourist visits is still not encouraging. The lack of management of the existing area and infrastructure has made it difficult to make the area a national and international tourist destination. Also, the management of this area has not noticed the hospitality and amenities needed by the world of tourism. Weak management can be seen from the low comfort and beauty that can be witnessed starting from accessibility, the main gate, structuring in the area, cave site security to the poor delivery of information about sites and artefacts contained. Thus, the area is more suitable for researchers than for general tourists. When properly organized and managed, this area can become an attractive tourist attraction that can be enjoyed by special interests and mass tourism tourists.



Figure 1: Accessibility to the Maros region. Even though the road is concrete but it looks arid (source: R. CecepEkapermana).



Figure 2: Accessibility that penetrates residential areas feels arid (source: R. CecepEkapermana).



Figure 3: The area gate looks stiff and formal like a factory area (Source: R. CecepEkapermana).



Figure 4: Ticket station entering the area, the background is quite beautiful, but poor ornamental plants to feel stiff and less friendly (source: R. CecepEkaPermana).

From figure 1 to 4 above is accessibility to the entrance of the tourist area, accessibility seems barren, stiff and far from friendliness and comfort, which are the primary needs for tourists. This need will be fulfilled if as long as accessibility is overgrown by large trees that are shady and flowering such as flamboyant, flowers and the like, or ornamental trees suitable for hot air such as bougainvillea or colourful paper flowers. This type of tree is suitable for growing in Indonesia and is easy to care. Around the gate will be more beautiful and comfortable when planted with flowering ornamental plants that are commonly grown in the tropics.



Figure 5: scenery in the site arena (source: R. CecepEkaPermana).

In figure 5 the atmosphere inside the site is stunning to look at and suitable for photo shoots, but it would be more beautiful if on the left and right the path was planted with colourful tropical flowers and neat directions. In picture 6, the hospitality will be felt if the flower plants or tropical ornamental plants are planted lined up in front of natural granite (kars) pillars, so it is very memorable and gives birth to

memories when tourists make photos or photos of themselves in the area.



Figure 6: open space with views against the pillars natural granite (source: R. CecepEkaPermana).



Figure 7: the mouth of one cave with a picture of a hand painting (source: R. CecepEkaPermana).

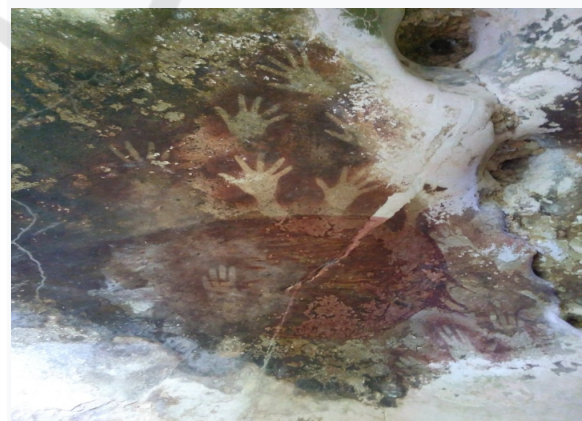


Figure 8: Painting of ancient human hands on the walls and ceiling of the cave dominated by red (source: R. CecepEkaPermana).

In figure 7 above the cave, yard is not maintained and not conserved, even signposts or markers in front of the cave seem so rough that it should be

better or more modern according to the standard of tourism. The cave face has no security at all, so if the mass tourists or the general enter the possibility of the cave system will be disrupted, and the situation of the cave will be increasingly fragile.

In figure 8, is an ancient human hand painting which is precisely the main attraction of heritage tourism in Maros, a world heritage that must be preserved and conserved. If public tourists are allowed to enter into it, inevitably, the age of world heritage is already very fragile will be more quickly damaged and destroyed. There are dozens of caves in the Maros area that have such hand painting. It must be sought so that public tourists can enjoy the painting and get complete information without having to enter the historic cave and the paintings on the walls of the caves must be conserved.

4.2 Special Interest Tourism

Special Interest Tourism tourists who visit particular tourist areas such as historic cave sites in Maros are not as numerous as mass tourism. However, tourists are trained, experienced in conservation matters and need careful preparation in carrying out tourism activities so that sites and artefacts that are tourist attractions are not damaged. Thus, even though the amount is not much, it requires a more extended stay. Besides, they do not need expensive facilities and infrastructure, such as mass tourism. The more challenging to achieve this tourist attraction it will be a challenge for participants. For Maros tourist resorts, hand-painted caves should not be opened to the public, but only to train people and experts who are permitted, it is intended to maintain the integrity of the location and tourist attractions so that they are not extinct or damaged. If lay tourists are permitted to enter the caves, the humidity and balance of PH in the cave will be damaged until finally the ancient paintings on the cave walls will also be damaged. Tourists of this type by Macleod (2004: 78) belong to culturally motivated tourists who travel to remind the existence, life and glory of a nation's past, through artefacts that can be witnessed with complete information (Macleod, 2004)

4.3 Mass Tourism Area (Mass Tourism)

Except for the interior of the cave in which there are ancient paintings, the area can become a mass tourism area. The area is open to the ordinary people though, it can be realized due to various things: (1) the main attraction is ancient paintings on the cave

wall, but the painting is inside caves that are located quite steep so that it is dangerous for visitors if they have to enter into it besides damaging the cave ecosystem and damaging the existence of the painting itself. The trick is to provide a large photo in a waterproof glass box in front of the cave. The box contains pictures of ancient paintings equipped with written explanations or audio. Through these media, tourists can know and understand the meaning of paintings and the background story and remain an exciting presentation; (2) the natural panorama of the area is breathtaking and amazing, yet very pampering to the eyes of tourists, enjoying the clean and fresh air. This situation is suitable for tourists who love hiking, tracking, camping or just recreation and take pictures or take pictures of life; (3) cultural tourism parks can continue to be with a unique substantial stone background beside stunning rock hills, a meeting building that can be used for various purposes, an ancient museum arranged by a professional. This information centre is equipped with a modern audiovisual, restaurant or canteen that serves local food, a souvenir shop whose commodities are made by local people who have been fostered, and others.

In order to increase the attractiveness of mass tourists, it is necessary to pay attention to the following matters: (1) roads that become access to the Maros mountainous area must be cleared of garbage and manure; (2) roads and surrounding areas in the vista area must be shaded with flowering trees such as flamboyant, bugur, bougenville or paper flowers, so that the serene and beautiful atmosphere that is needed by tourists is fulfilled; (3) a spot photo view is provided so that tourists can take photos of their scenery and photos which become pride and memories when disseminated to other parties using social media, this indirectly becomes a place for free promotion for managers; (4) provided various facilities needed by tourists so that they are happy and feel at home for a long time in locations such as: toilets that are quite large and clean, fragrant and comfortable; Wi-Fi network so that tourists can use it to communicate using gadgets and social media with their families or relations; (5) a restaurant or canteen is provided which provides typical Maros regional food which is managed by local residents so that the surrounding community can feel the economic effects of the tourism activities; (6) provided a beautiful and comfortable short break for tourists; (7) there is a souvenir shop that provides typical Maros commodities that can be a memory for tourists. In realizing this situation, it needs professional

management and regulation from the managers and their staff including preparing the surrounding community to understand the importance of tourism potential in Maros and to be able to participate in it. If it is fulfilled then the need for someone to travel to the ancient Maros site to enjoy the uniqueness, beauty and comfort that can be felt by the five senses can be fulfilled (Holloway, 1989)

5 CONCLUSION

Based on the description above, Maros tourist resort is a non-living heritage tourism resort that has the potential to become a national and international tourist destination, because tourist attractions in the form of hand painting on the walls and ceilings of the cave have a high historical value of civilization in addition to the uniqueness and beauty of its natural panorama. However, the tourist area has not yet been widely known and is still limited to local tourists and archaeological researchers. Therefore, the conclusions that we can convey are: (1) Maros Heritage Tourism Area has great potential to be developed into a world heritage tourism destination; (2) The principles of tourism activities involving hospitality, amenities, facilities and supporting elements need to be further improved; (3) the weakness is that the management of the area has not been professionally based on the standards of amity and hospitality needed as the essence of the world of tourism; (4) non-living heritage tourism areas which are very fragile and threatened with sustainability, will become favourite tourist destinations if managed by paying attention to special interest tourism and mass tourism while maintaining the principles of hospitality, amenities for tourists and carry out the principles of continuous coordination, conservation and promotion.

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