

Health Destinations: The Potential of the New Normal Era Health Tourism Market in Makassar City

Muh. Zainuddin Badollahi^{1,*}

¹ Politeknik Pariwisata Makassar

*Corresponding author. Email: muhammadzainuddinb@gmail.com

ABSTRACT

To understand the potential of the health tourism market in the pandemic period. Articles included and assessed for eligibility in this review are articles that explain health destinations and the potential of the health tourism market in Indonesia. Health tourism is defined as the government's efforts through kemenparekraf / bakarekraf supported by the Indonesian Ministry of health in attracting Indonesian tourists to use health facilities in Indonesia, especially hospitals. Since 1990 many Indonesian tourists visit abroad such as Thailand, India, China, the United States, Malaysia, and Singapore to travel to health tourism. During the Covid 19 pandemic, domestic health tourism marketing segmentation gets a great opportunity to attract consumers or patients who take advantage of health services abroad due to large-scale social restrictions (PSBB). In addition, it is also considered quite effective in minimizing public distrust in medical institutions in Indonesia and increasing added value for the national economy.

Keywords: Health Destinations, Potential, New Normal Era

1. INTRODUCTION

The Covid-19 pandemic magnified the potential of medical tourism in Indonesia, especially for local consumers. The Indonesian Medical Tourism Association (AWMI) also plans to form a medical tourism platform to increase the activity of parties working in the health sector. Tourism is now recognized and considered not only as a product that can satisfy tourists but also as a business opportunity that can further move the economic pace of these destinations. Based on the definition outlined, the motivation of travelers is also no longer just enjoying new things but also extends to business and professional travel purposes. Supardi S (2020) [14].

Along with the development of the number of tourists who come to visit Makassar, the opportunities in the tourism industry in Makassar are also increasing. One of these opportunities is in the field of health, given that health is one of the main needs for all of humanity. As technology advances today, people are increasingly motivated to create quality health products that have a high level of sophistication. If this health product is combined with a touch of tourism and developed in

Bali, then of course this segment of the health tourism industry will be a strategic opportunity for tourism development in Makassar. Along with the length of the pandemic, various health-related matters are increasingly considered by everyone when traveling. Karo, in his research, found that the fondness for healthy food and the need for healthy products are indicators that emerge from the point of view of external factors, namely tourists (Karo & Hamonangan, 2021)[10].

The expansion of tourism development that now touches the world of health also opens the door to the emergence of new products in the tourism industry, namely medical tourism (medical tourism). This tourism combines travel packages, hospitality services, medical care, and the shrewdness of the perpetrators in doing business to package, manage and sell the whole thing to prospective tourists, cnnindonesia (2021) [7]

In general, the things that affect the motivation of tourists to travel this type of tour are the cost, time, regulation, medical choices and willingness, quality, derive pleasure, and availability of information. There are at least two main factors as a reason for tourists to finally choose to do medical tourism, namely the driving

and towing factors. Bye (2007:13) [2] provides several reasons that can be classed as driving factors, among others: The absence of some medical treatment in his country; Health insurance in the country does not cover the desired medical treatment. Meanwhile, towing factors such as medical tourism destinations provide quick surgery and other medical treatments; Cheaper price deals including medications and checks; Some specific medical procedures are only carried out by these medical tourism destinations.

Health tourism not long ago was vociferously echoed by the government of Health Tourism is a tourist travel activity to obtain health services. This activity is one of the important economic drivers in the Asia Pacific region. Moreover, Nusantara tourists almost every year spend 11 billion US dollars more on health tourism abroad. This is an opportunity for hospitals in Indonesia to display to the citizens, health facilities in Indonesia are cool, not inferior to neighboring countries.

In terms of providing excellent health services and developing medical tourism in Indonesia, all stakeholders should be able to issue policies that can support domestic medical tourism programs. Three cities will become health tourism destinations, and become alternatives for Bali, Jakarta, and Medan. Indonesian health tourists are indeed many from Sumatra and Java. The policy was based because Indonesia turned out to be the country with the largest hospital patients in the world, even beating America, it was based on Price Waterhouse Coopers (PwC) Indonesia Research. Alves (2020) [1]

PWC Indonesia research in 2015 revealed that about 600,000 people per year Indonesians become medical tourists, a very large number in the world even beating the United States with 500,000 medical tourists. But during the Covid 19 pandemic, Indonesian medical tourists could no longer seek treatment abroad due to various limitations and obstacles to travel of course, this is an opportunity for Indonesia to work on medical tourists to seek treatment in the country only. In this pandemic period is the right momentum to start to improve the domestic health care system, and utilize the market potential of the archipelago's medical tourism.

The government continues to intensify efforts to develop health tourism or medical tourism. One of the stepping stones in the development of the national medical tourism industry is the Indonesia Health Tourism Board, whose formation became a subject in the Coordination Meeting on the Formation of Indonesia Health Tourism Board led by Coordinating Minister for Maritime Affairs and Investment (Menko Marves) Luhut Binsar Pandjaitan virtually on Wednesday (15-09-2021) [6]. The main purpose of the establishment of IHTB is to overshadow and develop health tourism in Indonesia. IHTB is also expected to minimize public

distrust of medical institutions in Indonesia and increase added value for the national economy.

The development of Indonesian health tourism is divided into four large scopes, namely medical tourism based on superior services, spa ricey fitness and herbal tourism, traditional and herbal health services, sports tourism based on sports events, and MICE-based scientific tourism (Meeting, Incentive, Convention, Exhibition). Each of these scopes is contained in the National Action Plan 2021-2024 and will be the main focus each year. In addition, medical tourism also seeks to provide health facilities at affordable prices and the best quality for tourists.

According to the chairman of the Indonesian Health Tourism Association Doctor Taufik Jamaan SpOG, the atmosphere of the Covid-19 pandemic at this time could be a good opportunity to start improving health tourism. This is possible considering the magnitude of the ability that Indonesia has. In the new normal era is an opportunity for health tourism, health care providers are obliged to improve a service that is telemedicine or remote consultation. In this pandemic period, doctors and hospitals can improve services adrift with herbal medicine.

After the recommendation of Large-Scale Social Restrictions (PSBB) ended, Taufik Said, many people need supportive health services, wellness, and medical rehabilitation. For him, it is an opportunity for Indonesia to revive health tourism when this medical tour is one to boost people who were afraid to enter the hospital yesterday. One of the integrated health services in the concept of Indonesian health tourism related to the gastrointestinal tract spectrum includes the handling of cancer, tumors, open surgery, and laparoscopy, to the spectrum of diseases related to internal organs in the gastrointestinal tract. In addition, cancer health services with the entire cancer spectrum treatment; as well as orthopedic center services, supported by sports medicine services, to all cases with another bone spectrum.

Covid19 encourages countries to close borders (except the circulation of logistics and medicine) large-scale social restrictions (PSBB), suspension of travel, social isolation measures, and tightened health protocols. Tourism is seen as an industry of consumption of goods, products, services, and experiences that over the past century, has had a terrible impact on destinations economically, socially, culturally, politically, and of course the environment (Carvalho, 2020:117) [3].

Paradoxically, this pandemic is still not over and continues. Pandemics are nothing new in human history. Today's crisis emphasizes healing and sustainable health for future prosperity. The transformed tourism system approach has the potential to simultaneously embrace four interrelated dimensions into consideration: health,

climate, economy, and ICT (Internet Communication Technology) Development of Fitness and Jejamuan Tourism (2019) [9].

Reflecting on other countries that have been able to recover from Covid 19, the domestic market will run first. The strategy that will be carried out by kemenparekraf/Baparekraf is carried out with a campaign #DiIndonesiaAja with the segmentation of the family market, couples, individual tourists (FIT), and the government (2021)[8]. Branding the campaign strategy #DreamNowTravelTomorrow as a branding of the Cleanliness, Health, Safety and Environmental Sustainability (CHSE) protocol that conveys a message to tourists regarding health protocols and inspiring content and while maintaining communication with partners in origination and destinations to stay present and inspire in the market.

Citing Jonathan's interview in CNN Indonesia, he said, seeing such great potential, we believe doctors and health workers in Indonesia need to improve their competence and professionalism to be able to compete in the Asian regional arena. We hope that this program can maximize Indonesia to be able to enter the ranks of trip destinations in Asia through the scope of health tourism.

A great opportunity for Indonesia to be able to improve medical services by improving the quality, quality of service, variety, and diversification of services so that they are interested in treatment in the country only. In addition to the price, hospitals can make prices more competitive than health care providers who offer medical tourism abroad. In Penang, Malaysia, for example, the rate of heart surgery is different from elsewhere. Taufik Said Indonesian hospitals can also put up more competitive rates so that people prefer to undergo surgery in Indonesia of the same quality.

Through the development and trend of health tourism that continues to increase is an opportunity for Makassar itself and becomes something that is very potential to be developed in the future. By looking at the success of health tourism in neighboring countries certainly provides hope and opportunities for Makassar to be able to develop into a health tourism destination that becomes the choice of tourists. of course, by improving infrastructure, facilities, health workers, regulation, and other supporting factors. And planned thoroughly so that the concept of health tourism development can be realized.

This paper examines Makassar's opportunities in developing health tourism. The dimension of health tourism is not only for tourists who fall ill and need help while in Makassar but also to see the possibility of Makassar to attract healthy tourists to get various forms of health services in Makassar.

2. LITERATURE REVIEW

2.1. Medical Tourism

Medical tourism is part of health tourism, where health tourism itself consists of two branches, namely medical tourism and wellness tourism. Medical tourism with wellness tourism has a fundamental difference even though it is equally related to health. Wellness tourism emphasizes more on tourist activities in healthy places with efforts to maintain one's physical and spiritual health and fitness. While medical tourism is more about medical activities to cure a disease accompanied by tourist activities.

According to the Asia-Pacific medical tourism report, medical tourism is defined as long-distance travel over national borders to access health care services with several reasons either due to the high cost of care, waiting lists that are too long, or the limited capacity of health care available in the country of origin (Drinkwater, 2005: 89) [4].

Meanwhile, according to Strielkowski, W. (2020:26) [12] medical tourism shows a combination of tourism and care activities. In addition, according to A.Bialk-Wolf, medical tourism refers to the movement or travel to a foreign country to undergo planned treatment to improve health or recover from illness, to improve the quality of life or physical appearance, with consideration of medical tourism for reasons of

Cohen (2008:227) [8] classifies four characteristics of medical travelers: (a) Medicated tourists, which are tourists who aim to vacation in a destination, but because of an incident and are required to get treatment, (b) Medical tourist proper, which is tourists who were originally sick then came to a country intending to seek treatment, then after recovering they took the opportunity to follow a package holiday in the area, (c) Vacationing patients, tourists who were originally sick then come to a country with the aim of treatment, but in the healing phase, they do tourist activities in the country, and (d) Mere Patient, which is a patient who comes with the purpose only to seek treatment and perform healing without doing tourist activities or visiting tourist attractions around the destination.

The classification above gives an idea that medical and tourism always has a relationship between the two. Developed intentionally or not facilities to be medical has become a vital component and is needed in the sustainability of tourism activities in a destination area. So that the existence of health facilities will be one of the important conditions that must be met by a destination to become an ideal tourist destination.

2.2. Tourism Recovery in the Post-Pandemic Covid-19

According to Wen et al. (2020) [17], during the recovery of the tourism industry from Covid-19, stakeholder decisions should be based on reputable scientific evidence. Covid-19 is not the first disaster of its kind to absorb the tourism industry, SARS brought the same consequences in 2003.

The tourism community will gradually recover as it did from SARS. However, the scale of Covid-19 is much larger, and more drastic recovery measures will promote the success of the tourism industry. Tourism recovery from the impact of the Covid-19 pandemic is not easy. Tourism is a complex system that involves a huge network of business actors from the global and local levels. The tourism sector has backward and forward links with various industries. Tourism is an open system that has interaction between people and their environment. Multi-system handling is required including global and local economic and health systems (Drinkwater, 2005) [4]. Because it requires a multi-system approach, the WHO is not alone in issuing health protocols.

The World Health Organization (2020) published three joint statements to remind all stakeholders of the importance of following international health regulations and guidelines, existing partner organization regulations, and the need for cross-sector collaboration. A joint statement was released respectively, with the International Maritime Organization (IMO), the International Civil Aviation Organization (ICAO), and the World Tourism Organization (UNWTO). The Covid-19 pandemic according to Nunes (2020) forced innovation in the tourism sector to improve. The world needs better tourism and better innovation. Innovation must be done so that tourism can still serve tourists with more both in the time and post-Covid-19.

Tourist behavior will change in the aftermath of the Covid-19 pandemic, so tourism industry players must also change through better innovation the World and Tourism Council (WTTC) states that tourism recovery takes 10 to 12 months, although UNWTO is optimistic that long-term tourism projections will reach 1.9 billion by 2030 and double the economic acceleration to 4.4 percent on an annual basis. (Kumar, 2020:13; Ranasinghe, 2020:24) [16]. Preparation for the recovery of the tourism sector must be thorough, neat, and without errors to produce a positive impact for all parties.

The government seeks to make the tourism sector recovery policy gradually starting by opening the hospitality and restaurant industry with the implementation of health protocols, processing industry players, and tourist destinations. The hospitality and restaurant industries require safety and hygiene

certifications to convince consumers. Providing hand sanitizer, managing consumer buffet time so as not to simultaneously cause crowds, structuring the dining table that provides distance between each table, and using non-cash transactions can be a breakthrough that can be done in the hospitality and restaurant industry.

Tourist destinations must also improve to always prioritize health, provide facilities in accordance with health protocols, provide a comfortable environment and maintain cleanliness, commensurate with the price offered, and add new attractions that are creatively innovative. The management of tourist destinations must also start working in collaboration with various other parties such as other destinations, travel agents, and airlines.

Promotion must also be increasingly launched by the manager by cooperating with several parties. This can lead to an acceleration of the recovery due to the views of these parties. Promotion can be done through cooperation with the community and influencers, posting through social media, and promo offers that attract tourists. The recovery of the tourism industry in South Sulawesi will be carried out gradually. The first phase has started in June and carried out a series of action plans. The first action plan is to draw up a K3 (Occupational Health, and Safety) protocol for all tourism industries in South Sulawesi. Every tourism industry in South Sulawesi must have a K3 unit to ensure that actors and visitors are healthy and safe.

3. METHOD

The method used is the literature method. The library approach was chosen to see the potential of the health tourism market in Indonesia amid the Covid19 pandemic by referring to existing references and/or literature. With this method, data is collected from various existing data sources. Whether from books, journals or articles, or news related to the potential of the medical tourism market amid the Coronavirus Disease Pandemic Situation Covid 19.

In addition, in analyzing the data obtained, the author refers to data analysis techniques according to Miles and Huberman that include three flow activities namely data reduction, data presentation, and conclusion withdrawal or verification. These three activity flows take place simultaneously in data analysis where these three activities are interconnected and related to form an interactive cycle process at the time before, during, and after data collection to build general insights called analysis (Sugiyono, 2017:132-135) [13].

4. DISCUSSION

Opening the Wellness Tourism Development Door in Makassar becomes a challenge to build sustainable

tourism in Makassar City. The development of Wellness Tourism in Makassar strongly emphasizes the concept of mutualism and collaboration that must be started and implemented holistically. When viewed from the government side, the aspect highlighted is providing policy support to academics and the private sector. The government in this case acts as a controller for medical tourism. Meanwhile, the private sector prepares all facilities and infrastructure and also participates actively to show the growth of the industry for the government. Academic support is also very important in providing advice on the policy direction that should be set by the government, as well as playing a role in transferring technology and knowledge to the private sector. In addition, the participation of the community in supporting this development as well as the media in disseminating information is also a milestone in the successful development of Wellness Tourism in Makassar.

4.1. Potential of Health Tourism Market in Indonesia

The concept of Wellness Tourism is considered to be one of the steps that can be prepared by tourist destinations in developing countries, namely when an area or tourist destination area integrates the concept of tourism services with the concept of "*tetirah*" and health services during tourist travel. Covid-19 in addition to having an economic and another impact also has a strong psychological impact on the community, and this is what must be anticipated by all parties, especially travel agents and tour providers. The fear of virus infection is a new opportunity for the herbal and herbal industries and can be integrated into an exciting tour package.

Outlets of traditional herbal medicine and alternative medicine; Healing tours such as hot springs/sulfur water are integrated with natural attractions and artificial tours and end with shopping and culinary tours in a tour package. This system will make it easier for tourists to enjoy their trip and pamper themselves to unwind and tired so that they prepare to make the next trip in the future. This wellness tour itinerary will make it easier for tourists to stay longer and spend more in an area.

4.2. Medical tourism-based health tourism

Improving the quality of health services can be a trigger for the acceleration of the tourism industry. The provision of health advice becomes one of the considerations of tourists when deciding to do tourism activities. Seeing this potential, the Ministry of Tourism and Creative Economy established health tourism as one part of seven special interest tours as a priority to be developed.

According to Tsionas M.G (2014:253) [15] medical tourism is interpreted as travel explicitly to get medical treatment in a foreign country. Patients in the medical tourism category seek the specific quality of care offered by hospitals or health institutions in the destination country. One of the favorite medical service locations of local tourists is in the Makassar area, Wahidin Sudirohusodo Hospital.

Today, the level of competition of healthcare businesses is increasingly competitive. This has an impact on the phenomenon where medical tourists encounter various similar products, with varying prices and quality. This causes travelers will always look for the highest benefit value in some service products and services (Kotler, 2005) [11]. The growth of health institutions in Makassar shows rapid development, this is seen from the number of health care clinics in Makassar which doubles every year. This shows a great opportunity for the medical tourism business in Makassar.

In several Asian countries, Malaysia is one of the potential markets that currently hosts 100,000 foreign medical tourists each year, while Singapore and India are also experiencing rapid growth as a result of effective marketing strategies through infrastructure, and the objective status of modern medical facilities, and the quality of facilities and services that must meet patient expectations. Currently, Indonesia is not a medical tourist destination but is the country with the largest number of medical tourist contributors. Over the past few years, many Indonesians have gone for treatment in Singapore and Malaysia.

Many things are the main factors that cause Indonesian people to choose to seek treatment abroad. To provide international standard medical care, destinations need to have a good communication structure, as well as medical staff who speak multiple languages and most importantly, its medical tourism industry must be promoted by government authorities as an example through national campaigns or overseas marketing strategies (Heung, Kucukusta, & Song, 2010) [5].

In Makassar as the capital of South Sulawesi province which is a destination for hospital patient referral in Eastern Indonesia, it is self-improved in building health facilities that use modern and integrated technology. Wahidin Sudirohusodo Hospital already has a heart hospital this is certainly a large market potential because patients with heart disease in the South Sulawesi region, especially Makassar no longer need to go to Jakarta because it is already in Makassar. Professionals who handle heart patients also need not be doubted, Makassar has several public and private universities that have medical faculties such as Hasanuddin University (UNHAS), Muslim University of Indonesia (UMI), Bosowa University (UNIBOS),

Muhammadiyah Makassar University (UNISMU) and Makassar State University (UNM).

4.3. SPA-Based Fitness and Herbal Tours

Fitness tourism developed for health purposes, both for prevention, treatment, and maintenance purposes, is equipped with facilities and services that support the realization of a quality travel experience. Methods / ways / materials used to maintain body fitness have certain peculiarities (traditional and or modern), health facilities (hospitals / clinics /therapy places /therapists / other health workers), and/or tourist attractions that provide peace of mind and relaxation. The spa that is laughed at is a special traditional spa and only exists in Indonesia.

Many new tourist trends also grew in Makassar throughout the Covid 19 pandemic. The Indonesian Tourism Expedition Industry Association, South Sulawesi, is improving wellness tourism for optimal service to tourists. As for the list of famous SPA and beauty clinics in Makassar City among others; (1) Miracle Aesthetic, (2) Deglouw Beauty Lounge, (3) Erha Clinic Makassar, (4) House of Beauty, (5) Kusuma Beauty Lab, (6) Natasha Skin Clinic Center, (7) MD Clinic, (8) Arayu Aesthetic Clinic, (9) Aishderm Klinik Cantik Muslimah, and (10) Glooskin Care.

Some of the things that can be tried in attracting the attention of health tourists include providing treatment or herbal drinks, mental treatment and body of tourists by asking guests to participate in yoga to soak in seawater as well as those tried by residents, improving places such as the provision of herbal medicine to protect the health of tourists. Not only that, but it can also control the agenda so that it is not very long in one destination.

The Asian region has great potential to drive the global fitness tourism market. The World Tourism Organization (UNWTO) reports travelers from the Asia Pacific now to represent 37% of the world's total with international travel spending doubling in the past decade.

Indonesia which is the largest archipelago in the world and has a wealth of diversity of the earth, biodiversity, and culture has been a destination of foreign nations since time immemorial. It is only thought to have become a spice trade destination in the early 19th century. The Golden Island (Svarnadvipa) in Muaro Jambi was the study ground of world-class Buddhism in the 10th century. I-Tsing, Al Biruni, Atisha, Ibn Battuta, Marcopolo, Cheng Ho, Tome Pires, Ferdinand Magellan, and Alfred Russel Wallace are just some of the world's adventurers who have stopped in Indonesia with various motivations (Ministry of Health, 2019).

4.4. Traditional and Herbal Health Services

The President has established Presidential Regulation No. 14 of 2018 which is a change from Presidential Regulation No. 40 of 2017 and Presidential Regulation No. 64 of 2014 on Strategic Coordination Across Sectors of Tourism Implementation led by the Vice President with members of 22 Ministers / Heads of State Institutions, one of which is the Minister of Health.

As a follow-up to the Perpres, the Ministry of Health has made efforts to accelerate the development of health tourism implementation as outlined in the Memorandum of Understanding on the Development of Health Tourism between the Minister of Health and the Minister of Tourism signed on March 30, 2017. Furthermore, it was technically followed up in the Cooperation Agreement on the Implementation of Health Tourism Development between the Secretary-General of the Ministry of Health and the Secretary of the Ministry of Tourism which was signed on September 26, 2017 [16].

Indonesia's natural spices are beneficial for body care, beauty, medicine, and therapy, to maximize the potential of spices as health tourism products, this requires further research and contribution from the central government, local governments, and those involved in associations and industries.

In the city of Makassar itself, many traditional doctors are backgrounded in civil servants (PNS) or housewives. But because of the expertise, they have, especially the knowledge of concocting plants into medicine, making the traditional converts still exist in the life of the people of Makassar City. The knowledge of traditional meditations is obtained by reading *lontarak (pabbura)* which is an ancient manuscript that contains knowledge about plants and how to use them for healing diseases.

Health services with the use of herbal medicines are still carried out in Makassar city. This is supported by the traditional health hall in Makassar, the tariff imposed on every medical action obtained by patients is based on how many medical measures are obtained, the price range ranging from paying bay registration Rp. 5000 and continued with consultation fees Rp. 15,000-Rp 50,000 and the cost of medical measures ranging from Rp. 40,000 to Rp. 250,000 offered can be classified cheaply so that market opportunities for traditional medicine can be classified as cheap. Still very big.

4.5. Health-Based Sports Tourism

Health Sports Tourism developed for health purposes, both for medicinal purposes, and health maintenance through recreational sports activities

utilizing annual sports events at sports facilities owned by Indonesia and sports health services that support the realization of quality sports health travel experiences.

In Makassar, cycling, yoga, and aerobic gymnastics are health-based sports tours that are generally done by the community. Bicycle sports for example become the most popular sport that is considered cheaper and enthusiasts ranging from children to the elderly. Tourists who have a hobby of traveling around the city of Makassar tourist destinations using bicycles. Travel using bicycles as one of the sports tourism options can be integrated with culinary tourism and historical tours in the city of Makassar.

Tourists can see the corners of Makassar city ranging from enjoying magnificent buildings in China Town as a form of pluralism and traces of trade relations between kingdoms in the past, remembering the glory of the kingdom of Gowa with the splendor of the fort Rotterdam, culinary on the beach bridge Losari, religious tourism mosque 99 domes and then continue to the fortress Somba Opu as a miniature form of the cultural wealth of South Sulawesi.

4.6. MICE-Based Scientific Tourism

Tourism developed for educational purposes in the field of health is equipped with facilities and services that support the realization of a quality travel experience. The goal is: (1) Know history in the field of health education in the form of stories/storytelling and relics of historical methods and buildings in the field of health (oldest hospitals, history of the discovery and manufacture of drugs/tools/methods of health, history of medical science/nursing, history of health education, figures in the field of health, etc.) has a high value of significance for the world, (2) Collaborate seminars/workshops on international medicine and health with wellness, herbal, antiaging, and aesthetic tourism destinations and other thematic tours in Indonesia.

The conception of cultural knowledge of the Bugis-Makassar people about the traditional system of medicine or the utilization of plants for the healing of diseases was initially only pronounced and stored in the memory or memory of the healing figures. But when the writing tradition began to develop, some of that knowledge was later recorded in ancient manuscripts that came to be known as *lontarak*. Bugis Makassar is very thick with its *lontarak* writings in the Bugis-Makassar lontara there is a *pabbura* lontara that explains traditional treatment methods, currently, it is interpreted that many health experts intensively conduct ethnobotany studies learned from *pabbura* lontara manuscripts, this study is done in addition to health benefits as well as a way of maintaining customs and preservation of treatment mantras from ancestors.

5. CONCLUSION

The potential of health tourism in Indonesia is quite large, health tourism does not only include hospitals, the broader spectrum includes SPA-based fitness and herbal tourism, traditional and herbal health services, sports tourism based on sports events, and MICE-based scientific tourism (Meeting, Incentive, Convention, Exhibition). The existence of the Covid 19 pandemic provides awareness to the public how important health is, in the early days of the pandemic herbal and traditional medicine is very sold in the market so that prices soar, many business actors are changing course to make packaged herbal medicine because of high consumer demand. In addition, health sports such as cycling, yoga, aerobics, and swimming are very popular. Health tourism in the fitness and SPA sector in Makassar is currently provided by hotels or beauty clinics.

AUTHORS' CONTRIBUTIONS

The author understands the idea presented. The author develops theories, verifies analytical methods and contributes to the final manuscript.

ACKNOWLEDGMENTS

The researchers would like to thank Tourism Polytechnic of Makassar and Zavier Corps. because it has provided support to the research in 2021 and to Tourism Polytechnic of Palembang provides the opportunity to publish the results of our research on proceedings.

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