

South Sulawesi Halal Tourism a Strategic Approach

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Abstract—Tourists visiting South Sulawesi are predominantly Muslim as much as 75% of the total tourists. This shows the potential for halal tourism in South Sulawesi is very large, but until now there has been no research on halal tourism in South Sulawesi with a strategic approach. The purpose of this study is to explore the priority problems, solutions and strategies related to halal tourism in South Sulawesi as the basis for developing a strategy model. This qualitative research. The method used is the Analytic Networking Process using super decision software. The results showed that the determination of the strategic model based on the priority problems faced by halal tourism in South Sulawesi. Priority problems in developing halal tourism in South Sulawesi from the government aspect are infrastructure, information from the community aspect, and promotion from the aspects of Hotels, Travel, and Halal Food. Priority solutions in overcoming priority problems are improving infrastructure from the aspect of government, increasing information about locations and online media from the community, and increasing the promotion of halal food from the aspect of hotels, travel, and halal food. The strategy model formed for the development of halal tourism in South Sulawesi is a strategy to improve infrastructure and synergy between the government and entrepreneurs.

Keywords: *strategy, tourism, halal, South Sulawesi*

I. INTRODUCTION

The halal industry is currently experiencing an increase in the world and Indonesia [1-4]. One of the developing halal industry sectors is halal tourism. Although halal tourism is still in its early stages, at the practical level the number of halal products and services to support halal tourism is starting to increase [5-9].

South Sulawesi is one of the 10 regions targeted by the Indonesian Ministry of Tourism to become a halal tourism pilot project in Indonesia.



Source: Huda et.al. in 2019.

Fig. 1. Mosque building as destination tourism in South Sulawesi.

Figure 1 shows several mosque buildings in South Sulawesi that are frequently visited by foreign and domestic tourists

Tourists visiting South Sulawesi, both foreign and domestic, are predominantly Muslim, amounting to around 75% [10]. This data shows that South Sulawesi has a huge potential for halal tourism. However, this great potential has only been focused by the regional government in 2019. This can be seen from several events introducing halal tourism from various regions in South Sulawesi in 2019 [11-13].

Research that has been done so far has not yet discussed halal tourism as a whole. Previous studies discussed more sharia hotel marketing strategies in South Sulawesi [14,15]. Research on tourism in South Sulawesi is more about Toraja attractions [16-18].

The above conditions also indicate that the government of South Sulawesi does not yet have a strategy model for the development of halal tourism. The model that will be created starts from the mapping of problems, solutions, and strategies. So, the purpose of this study is to 1. Analyze the main problems in the development of halal tourism in the province of South Sulawesi; 2. Analyzing the main solutions in the development of halal tourism in the province of South Sulawesi; and 3. Analyzing a model of halal tourism development strategy in the province of South Sulawesi. This research is a qualitative study so that the data source is only 7

informants because this research is only to form a strategy model in the development of halal tourism in South Sulawesi.

II. RESEARCH METHODS

A. Overview

This study aims to determine the priority of problems, solutions, and strategies for developing halal tourism in South Sulawesi Province. Analytic Networking Process (ANP) method is an analytical method that can determine the priority of the problem, the solution and the strategy.

A general theory of relative measurement used to derive composite priority ratios from individual ratio scales that reflect the relative measurement of the influence of interacting elements concerning control criteria is called the Analytic Network Process (ANP) [19]. ANP is not only a general theory but also a mathematical theory that allows one to perform dependence and feedback systems that can capture and combine tangible and intangible factors [20].

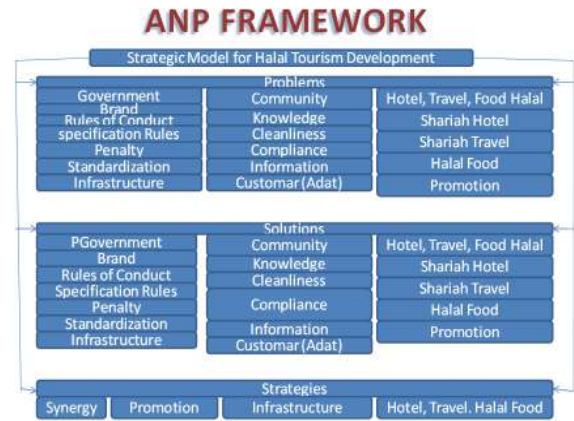
ANP includes a new approach in the decision-making process that provides a general framework for treating decisions without making assumptions about the independence of elements at a higher level than elements at a lower level and the independence of the elements in a level [21].

B. Research Method

The research method used is a mixture of qualitative and quantitative research methods. Determination of problems, solutions, and strategies through the results of in-depth interviews with informants. The informants in this study consisted of representatives of the South Sulawesi Provincial Tourism Office, academics, community leaders, sharia hotel entrepreneurs, culinary entrepreneurs, travel entrepreneurs, and tourists. Determination of the priority scale using Super Decision software by inputting a scale 9 questionnaire data from the informant. The highest average score has the highest priority.

III. RESULTS AND DISCUSSION

The determination of the model for the development of halal tourism in South Sulawesi was carried out in several stages. The first stage is to create an ANP framework that describes the mapping of problems, solutions, and strategies. ANP Framework Model results of this study are shown in Figure 2.

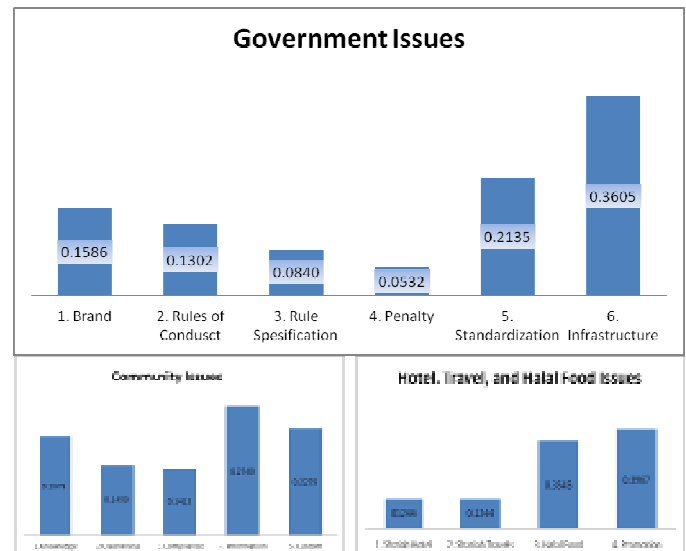


Source: information, data processed, 2019.

Fig. 2. Framework model of development halal tourism.

A. Main Problems

The results of data processing using the Super Decisions software, sourced from the answers of the informants who were quantified in the form of a questionnaire and made based on the ANP analysis model framework in Figure 2



Source: Information, data processed, 2019.

Fig. 3. Priority problems halal tourism in South Sulawesi.

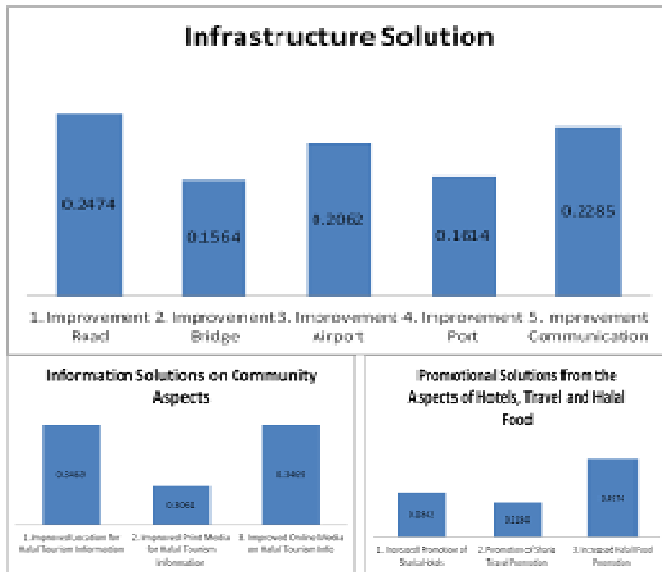
Figure 3 shows the priority problems in developing halal tourism in South Sulawesi. The results showed that there were 3 aspects in determining the issue of halal tourism, namely problems from the aspects of government, community, hotel, travel, and halal food. The priority of the halal tourism problem in South Sulawesi from the government aspect is infrastructure.

The priority issue of halal tourism in South Sulawesi from the community aspect is information. Meanwhile, the priority issue of halal tourism in South Sulawesi from the aspect of Hotels, Travel, and Halal Food is Promotion. This is based on the explanation of Fakhruddin's informants as representatives of culinary and souvenir businesses:

"Inhibiting many people who are allergic or Islamic phobia with the word halal. Even though this is also for the needs of the community, if the place is halal it will be cleaner disciplined reminding prayer times, halal food. However, because the information has not yet reached the particular community, the people who are obstructing, validating or supporting it, and also lack of socialization and lack of literacy".

B. Solution

The solution to each problem in the three aspects studied is shown in Figure 4.



Source: Information, data processed, 2019.

Fig. 4. Priority solutions for development of halal tourism in South Sulawesi.

Figure 4 shows that the priority solution to infrastructure problems from the government aspect is the improvement of road infrastructure to halal tourism sites. Priority solution to the problem of information from the community aspect is to increase information to halal tourism locations and increase information on halal tourism through online media. The priority of the solution to the promotion problem from the aspect of Hotels, Travel and Halal Food is the promotion of halal food.

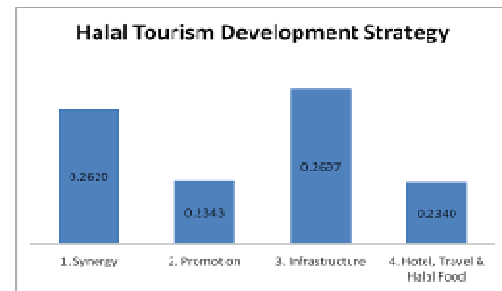
The informant from the Makassar City Tourism Office namely Kamelia Thamrin stated:

"We have 10 types of culinary that are known to tourists, but have not been certified, now the process of culinary certification is currently underway. We have also conducted FGDs for halal tourism actors such as hotels, the first step is to present halal restaurants at existing hotels".

C. Development Strategy for Halal Tourism South Sulawesi

The halal tourism development strategy model in South Sulawesi is divided into 4 aspects, namely: Synergy, Promotion, Infrastructure, and Hotels, Travel, Halal Food. A

description of the priority strategies for developing halal tourism in South Sulawesi is shown in Figure 5.



Source: Information, data processed, 2019.

Fig. 5. Halal tourism development strategy.

Strategies that can be developed and implemented by policymakers in South Sulawesi are shown in Figure 5. The first strategy is related to infrastructure in South Sulawesi. The form of this strategy is in the form of providing a budget by the central and regional governments for the procurement of road infrastructure in halal tourism locations. The second strategy is synergy. Forms of strategy in this aspect of synergy in the form of government synergy with entrepreneurs in the management of tourist sites into halal tourism. This is by Nurhayati's statement of halal tourism businesses in the field of travel.

"Synergy between stakeholders in South Sulawesi is still lacking. There needs to be a synergy between the tourism office and halal tourism businesses in South Sulawesi in implementing the agreed FGD results".

The third strategy in developing halal tourism in South Sulawesi is promotion. The strategy of this promotion aspect is in the form of cooperation between the tourism office and embassies in all countries in the world in promoting halal tourism in South Sulawesi. The fourth strategy is in the field of hotels, travel and halal food. The form of this strategy is to increase the amount of halal food. This can be done by issuing halal certificates for culinary delights in South Sulawesi.

D. Discussion

Halal tourism in South Sulawesi in this study was analyzed with a strategic approach. The strategic approach is based on the formulation of priority problems, solutions and strategies regarding halal tourism in South Sulawesi.

The priority problem from the aspect of government is infrastructure. All types of infrastructure in South Sulawesi are still lacking. Tourist sites in South Sulawesi continue to increase. Since 2017 10 regions have been developed to become tourist attractions, namely Lolai in Tana Toraja, Cambang-Cambang Island in Pangkajene Kepulauan (Pangkep), Bidadari Pool in Barru, Marina Beach in Bantaeng, and the Maros-Pangkep Geopark including Rammang-Rammang. There are also Bira Beach areas in Bulukumba, Takabonerate underwater tours in the Selayar Islands, Liukang Beach in Takalar, Samalona Island in Makassar, and Karangan Waterfall in Jeneponto [22].

These attractions require complete infrastructure both roads, bridges, airports, ports, and communications. Until now the South Sulawesi provincial government has always been in communication with the central government in improving infrastructure in South Sulawesi, especially about tourism infrastructure. Improved infrastructure will increase the number of tourist visits to South Sulawesi [23].

The importance of infrastructure is also consistent with research conducted by Kim and Ritchie [24]. Kim and Ritchie [24] explore the attributes of tourist destination objects related to memorable travel experiences, which can influence tourist return visits. These attributes consist of the cognitive image of the tourist attraction, which includes: local culture, diversity of activities, hospitality, infrastructure, environmental management, accessibility, service quality, and physiography [24].

The problem with the aspect of society is information. Widagdyo [25] states that the Tourism Representative Office (VITO) needs to be activated as a provider of information about products that are of interest to Middle Eastern tourists such as Shopping, Art & Heritage, Spa products, and other information, especially typical Middle Eastern restaurants, and others. This shows that information is very important in increasing the number of tourists. Even in Alkawsaneh and Alfandi [26] research shows that Muslim respondents in Dubai and Jeddah are worried about lack of investment in marketing communication activities to provide information to tourists about safety, security, value for money, and mingling with the local community [26]. Two previous studies have shown that information is very important for tourists to tourist sites, especially on halal tourism.

The next problem from the aspect of Hotels, Travel and Halal Food is Promotion. The results of Widagdyo's research [25] show that the promotion strategy approach needs to be improved by using promotional media such as Electronic media advertising and print media. This promotion is also related to information, when promotions and information are very little about attractions, then the number of tourists does not increase because many do not know the whereabouts of these attractions [27,28].

IV. CONCLUSION

The priority issue of developing halal tourism in South Sulawesi from the aspect of government is infrastructure, from the aspect of society is information, and from the aspect of hotels, travel, and halal food is promotion. Priority solution to infrastructure problems from the government aspect is the improvement of road infrastructure to tourist sites. Priority solution to the problem of information from the community aspect is an increase in information on halal tourism locations and an increase in online media informing halal tourism. The priority of the solution to the promotion problem from the aspect of hotel, travel, and halal food is to increase the promotion of halal food. The main strategy to develop halal tourism in South Sulawesi is a strategy related to infrastructure, synergy, promotion, and hotels, travel, and halal food. The infrastructure strategy is related to the procurement of the

budget by the central and regional governments for the procurement of road infrastructure at tourist sites. The strategy of synergy is related to the synergy between the government and entrepreneurs to manage tourist sites to become halal tourism. The promotion strategy is related to the cooperation of tourism agencies with embassies throughout the country in promoting halal tourism. Hotel, travel and halal food strategies related to increasing halal food in South Sulawesi.

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