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Breakthroughs in the Development of Regional Leading Sectors: Challenges and Sustainability

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Abstract--The purpose of this research is to identify, analyze, and explain the essence and orientation of regional-based tourism development as a leading sustainable sector. The approach used is qualitative and quantitative techniques. The results showed that as one of the leading sectors in the Sinjai area is tourism, considering that the tourism potential in Sinjai is quite potential seen from three aspects, namely: 1) natural tourism potential consisting of 35 natural attractions scattered from each district, 2) historical potential and regional culture consisting of 71 tourist destinations, 3) man-made tourism potential and special interest. Tourism in Sinjai has taken a toll on the Co-19 pandemic so that the impact is quite concerning for the local government and local communities. Is there still the government's support and interest in developing the tourism sector, which is a challenge in its sustainability. It takes creativity, innovation and breakthroughs by the government in absorbing various changes and technological advances for future life.

Keywords---breakthroughs, development, local competence, regional leading, sustainability.

Introduction

The one of the potential sources of state revenue is the tourism sector, tourism sector has experienced continuous expansion and diversification to become one of the largest economic sectors and fastest growing in the world. Data from the Organization of the United Nations for tourism show that the tourism sector's contribution to Gross Domestic Product of the world amounted to 9 percent, where 1 in 11 jobs created by the tourism sector. While the tourism sector's contribution to world export value of USD 1.4 trillion, equivalent to 5 percent of exports going on in the world. UNWTO estimate that by 2030, the amount of movement of international tourists visiting tourist destinations of the world will reach 1.8 billion people and the number of domestic tourist movement as much as 5-6 billion people (Lemy et al., 2019).

Indonesia as a rich country with thousands of islands (archipelago), diverse natural beauty and the population is comprised of hundreds of tribes (air-unity), the real has the potential of nature tourism, social, and cultural location, namely 6.37 million foreign tourists during the January to May 2019 increased by 2.7 percent from 2018. the wealth that opens the opportunity for the development of tourism in Indonesia, given the major attraction of tourists visiting Indonesia is because of its natural beauty and wealth of art and culture, it is no wonder more and more attractive tourism potential to be developed. Achievement of Indonesian tourism development in the period 2010-2014 among others accounted for 4 percent of the Gross Domestic Product (GDP) National (4th ranking national foreign exchange earner after oil and gas, coal, and oil palm). Similarly, contribute to the absorption of 10.13 million workers and generate national foreign exchange amounted to 10 billion USD (Ropiah, 2018; Yang, 2021).

The Indonesian Ministry of Tourism and Creative Economy Strategic Plan and the Provincial Strategic Plan in South Sulawesi have similarities with the Sinjai District Office of Tourism and Culture in implementing Cultural Development based on noble values and tourism development through: Tourism marketing development programs, Tourism destination development programs, Programs development of tourism partnerships, cultural wealth management programs, cultural diversity management programs. The Sinjai Regency Spatial Plan 2008-2028 is one of the references for the preparation of the 2013-2019 Sinjai District Long and Medium Term Development Plan and the Sinjai District Tourism and Culture Office Strategic Plan, especially in the implications of development policies and programs in the spatial and regional context. Based on strategic issues:

- Still not optimal development and development of tourist attractions.
- The low level of community involvement in the maintenance of tourism facilities and infrastructure.
- Tourism marketing and promotion which are not yet effective and efficient.
- The quality of human resources in the field of tourism is still low.
- Not optimal partnership and cooperation between the government and the private sector including the community.
- The low participation of the tourism aware community and internalization of Sapta Pesona.

- Not yet optimal actualization and revitalization of cultural values and local wisdom as the main reference of every social institution and every individual in all aspects of life.
- Not yet optimal development of regional arts and contemporary arts in an adaptive-creative manner according to the times without leaving their original characteristics as part of regional culture.
- Limited competency of the apparatus human resources in the management of objects, sites and areas of cultural heritage as well as improving the quality of tourism packages/events.

As the targets in the Strategic Planning of the Tourism and Culture Office in Sinjai Regency in 2013-2018 are:

- Increased tourism competitiveness.
- Realization of public awareness to preserve culture with the target indicators are:
 - Number of archipelago and foreign tourist visits.
 - Site coverage and other preserved cultural property.

Sinjai as one of the regencies in South Sulawesi Province has the potential areas of sea, land and mountains with an area of 223 km² and has a population of 238 099 inhabitants. This area has a tourism destination or saving potential is quite promising. Therefore, well-managed tourism destination is a key factor in job creation, development of entrepreneurial world, and the development of supporting infrastructure. One of them is Pulau Sembilan which consists of a cluster of nine islands with sea water is very clear. Of the nine islands, the island Larea-Rea is one of the excellent of Pulau Sembilan. Outspread white sand beaches and crystal clear sea water make it look exotic. In addition to maritime charm Pulau Sembilan, Sinjai has the charm of mangrove forest located in the village Tongke-Tongke, Eastern Sinjai district. Mangrove forest is a central area of mangrove restoration and learning with an area of 173.5 hectares. Expanse of mangrove forests can be enjoyed by walking through a solid bridge of ironwood establish long hallways that are connected to each other. Visitors can also rent a speed boat to get around enjoying the scenery of mangrove forest. There was also the peak Batupake Gojeng see downtown where the Sinjai District with beautiful natural scenery so motivated by the green mangrove forest development Sinjai (Mangrove) in the village of Tongke-Tongke excl. East Sinjai and rows of nine islands (the cluster of small islands) are still part of the district of Sinjai.

The purpose of this study is to identify, analyze, and explain the essence and orientation of the development of an area based tourism as sustainable its leading sector. In order to enhance the tourism potential, what is needed is to plan the development of tourism to be better than ever. Achievement can support is to Indonesia defined as a travel destinations halal the world's best 2019 global standard muslim travel index 2019 outperform 130 destinations worldwide. After five years of efforts, finally Indonesia elected travel destinations halal the world's best of the year. Rating agencies Master Card-Crescent put Indonesia in the first rank standard gmti with a score of 78 with Malaysia equally are in ranking the top. As a travel destinations halal the world's best, Indonesia recorded increased

in stages of the ranking 6 in 2015, ranking 4 in 2016, ranking 3 in 2017, ranking 2 in ranking 2018, finally Indonesia rank 1 gmti in the year 2019.

The three main principles of sustainability development, Mc Intyre [Hidayat \(2011\)](#), that is:

- Ecological Sustainability, namely ensuring that the development is done in accordance with ecological processes, biological and ecological diversity of existing resources.
- Social and Cultural Sustainability, namely ensuring that the development is done a positive impact on the lives of local communities and in accordance with the culture and values prevailing in the society.
- Economic Sustainability, namely ensuring that the development is done economically efficient and that resources are used can survive for future needs.

Literature Review

- Tourism

According to [Mill & Morrison \(2002\)](#), tourism is a system of various elements arranged like a spider's web: "like a spider's web-touch one part of it and reverberations will be felt throughout. Fannel, explained that tourism is a system that can be viewed as: "the interrelated system that includes tourists and the associated services that are provided and utilitated (facilities, attractions, transportation, and accommodation) to assist in their movement". Based on the opinions of several experts above, it can be concluded that tourism is a journey from one place to anotherHalal tourism has become a trend in the global economy, from food and beverage products, finance, to lifestyle. As a new lifestyle trend, many countries have started to introduce their tourism products with halal and Islamic concepts ([Amerta et al., 2018](#); [Tri et a., 2021](#)).

Even countries such as Japan, Australia, Thailand, New Zealand, and others are not predominantly Muslim countries but also make halal tourism production. The terminology of halal tourism still does not have clear boundaries, using several quite diverse names including Islamic Tourism, Halal Friendly Tourism Destination, Halal Travel, Muslim-Friendly Travel Destinations, halal lifestyle, and others. Tourism is currently considered as one of the drivers in the economic success of a region, because in its development and activities, tourism is considered capable of providing job opportunities and encouraging local economic growth ([Ezzati et al., 2002](#); [De Romario et al., 2019](#)).

Tourism, which is also a multiplier effect field, is of course only able to stand if there is a unity that supports one another and has mutual influence for the welfare of society in realizing sustainable development (Strategic Design and Action Plan for the City of Makassar and its Surroundings, 2018-2019). Tourism is one of the human needs that must be met, as an activity, tourism is a phenomenon between humans, goods and services that go through a continuous process and are closely tied to other aspects in their environment ([Inskeep, 1991](#)). Tourism activities have many needs, such as the attraction of tourist

destinations, accommodation, and services that must be adequate. Indonesia as a country with the largest Muslim population in the world, as well as a tourism destination in Asia Pacific, is expected to become a Sharia tourism destination (Pope et al., 2004; Horns et al., 2007).

Halal Tourism Expert from the Andalas University Tourism Studies Center, Padang Mariyanti & Husin (2020), said that currently the trend of both foreign and domestic tourists has changed, no longer visiting busy destinations but seeing the featured objects presented. Furthermore Ahrens & Ferry (2020), states that for the improvement and progress of tourist destinations, participation and collaboration is required for each stakeholder and there must be written regulations or regulations in implementing tourism development in the region. Global Halal tourism began with the holding of the 1ST Organization Islamic Conference (OIC) International Forum on Islamic Tourism in Jakarta which resulted in several recommendations, including:

- There needs to be an increase in awareness and explanation regarding Sharia Tourism and its significance to the economy which can strengthen the relationship between Muslims and the surrounding environment.
- The OIC Secretariat General together with member countries should hold a number of follow-up meetings on Sharia Tourism, including in developing Branding and Positioning on the world tourism market.
- Appeals for Statistical, Economic and Social Research and Training Center for Islamic Countries, Islamic Center for Development of Trade, Research Center for Islamic History, Art and Culture (IRCICA), Islamic Educational, Scientific and Cultural Organization and Islamic Development Bank Group, providing capacity building support for the development of Sharia Tourism in OIC member countries.
- IRCICA is also expected to produce studies on the development of cultural sites and provide historical information, art and Islamic science and submit the results to the 9th OIC Minister of Tourism Conference in Niger in 2015.
- Standard and Metrology Institute for Islamic Countries is expected to reactivate the Tourism Committee and create standards for the Sharia Tourism industry, its products and services.

Tourism in the era of President Joko Widodo has become a major concern in national economic development, with a target of 20 million foreign tourists and 275 million domestic tourists in 2019 from the Ministry of Tourism. The development of Syaria Tourism destinations is one of the efforts to differentiate tourism products and markets. The development of Islamic tourism destinations requires different needs, so it is necessary to develop criteria and standards of attraction and tourist facilities that meet the syariah compliance (Cantor et al., 2004; White, 2013).

- Governance

Frans Teguh conveyed that the most important thing in managing tourism is managing people's curiosity into expectations, managing expectations is very important in an area. Besides that, building national tourism must also maintain political commitment, because policies are very important for program

consistency in smart innovation. Almost all regions have potential, the most important thing is how to convert the potential into a product that meets the requirements for visits. One of the most important things is how to manage and visitor management, this must be considered by managing tourist destinations, so that everyone will compete for promotion. There are four main dimensions of tourism, namely attractions, facilities, transportation, and hospitality. The concept of management is defined as structured and synergistic governance of tourism destinations, including the functions of coordination, planning, implementation and control of destination organizations in an innovative and systemic manner (Woloszynski et al., 2012; Bakker et al., 1996). This is done through the use of guided networks, information and technology in an integrated manner with the participation of the community, actors/associations, industry, academia, and the government. The impact will be seen on tourism destinations in Indonesia, improved management quality, volume of tourist visits, length of stay, and the amount of tourist expenditure and benefits for local communities. There are four subsystems that are interconnected and intersect, namely destinations, governance, information communication and technology, and marketing (Li & Scullion, 2010; Andersson et al., 2014).

Governance is not only seen as an organizational form in the classical view which requires a clear hierarchical form of division of tasks with lines of authority and assignment, which requires organizing destination management using a modern approach, namely the use of networks, information and technology. There are three main components, namely coordination tourism stakeholders, destination crisis management, and destination marketing. Putera et al. (2009), states that: the principle of implementing good tourism governance is the coordination and synchronization of programs between existing stakeholders and the involvement of active participation that is synergistic (integrated and mutually reinforcing) between government, private/industrial parties. tourism and related local communities Lenggogeni & Febriann (2020), then Eka Mariyanti (2020), said the need to apply the concept of Community Based Tourism in local tourism development because it is generally small-scale, involves interaction between visitors and the community (host), suitable for rural areas and regional, community managed and owned, in the form of 'local' tourism, supported by communities, local government agencies and non-governmental organizations by managing tourism:

- Conducting a skills inventory & gap analysis.
- Utilizing champions in society.
- Leadership from within the community.
- Network & identify synergies with major donors.
- Capacity building of skilled volunteer institutions.

Development and marketing of Community Based Tourism products can include products, target markets, marketing strategies and adding value to other tourism activities. A clearer line of thought can be seen in the following figure:

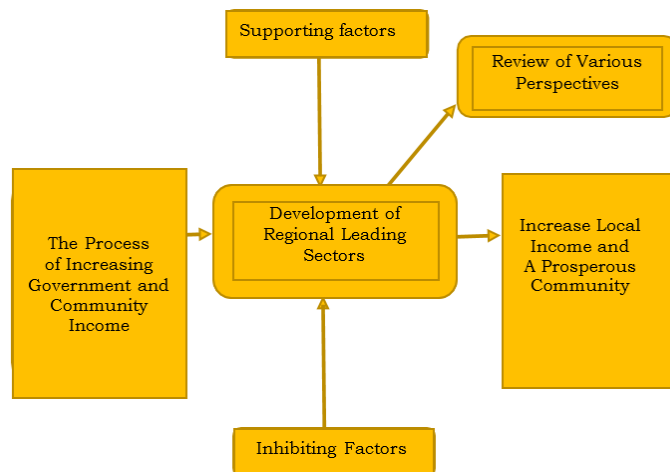


Figure 1. Conceptual Framework

Method

This type of research used in this study is a mixed methods research (mixed methods). This approach involves philosophical assumptions, approaches the application of qualitative and quantitative, and mixing (mixing) of both approaches in a single study. This approach is more complex than just collecting and analyzing two types of data, and it also involves the function of the two approaches collectively so that the overall strength of this study is greater than the qualitative and quantitative research (Creswell, 2010). This study uses a combination of research methods sequential explanatory model or design is a combination method that combines quantitative and qualitative research methods in series, wherein the first phase of the research carried out by using quantitative methods and in the second stage with qualitative methods. Quantitative methods serve to obtain measurable quantitative data that can be descriptive, comparative and associative. Then the qualitative method serves to prove, deepen expand, weaken and abort the quantitative data which have been obtained at an early stage (Sugiono, 2017). In this study, which is the focus of research is the development strategy of integrated tourism destination in Sinjai. In Sinjai There are many tourist destinations that can be visited. However, the focus of this research is only in tourism destinations that have appeal or characteristics that describe Sinjai, such as mangrove forests Tongke-Tongke, Larea Island-Rea, Gojeng Batupake Archaeological Park and others.

This study uses judgment indicator to determine the potential tourism destinations in Sinjai to be developed as proposed by some tourism experts like by Yoeti, Inskeep, Gunn, Pendit, McIntosh and Karyono, namely:

- Atractions/Fascination.
- Accessibility.
- Amenitas.
- Ancillary Service (Supporting facilities).

- Government policy.

Then analysis the development of tourism destinations in Sinjai using TOWS analysis techniques, the analysis to find the challenges, opportunities, weaknesses, strengths of the draft strategy of the integrated development of tourism destinations in Sinjai. Data source, according to Lofland and Lofland [Moleong \(2001\)](#), that the data source is obtained through 2, namely:

- Primary data is data obtained directly from interviews obtained from the informant or informants who are considered potentially useful in providing relevant information and actual field associated with the development strategy of integrated tourism destination in Sinjai. In this study, which will be the informant is;
 - Head of Tourism and Culture Sinjai.
 - Employee Tourism Sector.
 - Employee Field of Culture.
 - The community in the area of tourism destinations.
- Secondary data is as supportive data the primary data from the literature and documents and data extracted from an organization or a company with problems in the field that is contained in the study site in the form of reading materials, library materials and research reports related to the development strategy of tourism destination integrated. The focus of research is the centralization of concentration towards the goal of research being conducted. The focus of the research used as the basis for data collection so there is no bias against the captured data. To equate understanding with the eyes of this paper, the authors will provide an explanation of the purpose and focus of research on the writing of this scientific work. The focus of research is the explanation of the framework.

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Results and Discussion

Tourism development should be carried out sustainably by local government, to support revenue in the implementation of development. Sinjai as a potential enough area should capture the opportunities supported by the central government such as the availability of funding, infrastructure development, and enhancement of human resources, especially tourism practitioners by making a breakthrough. One example is the packaging of the promotion of information on the tourism industry based on halal tourism to various Islamic countries, preparing international-minded tourism standards, as well as collaborating with various tourism stakeholders both domestically and abroad. General overview of the results of this study beginning is presented based on the results of the mapping zoning commodities, as described in the tri conception as grand strategy development South Sulawesi in which states that the locus of tourism

development of the east coast of South Sulawesi is centered in Bira Bulukumba. However, seeing the urgency and significance of the development of east coast region of South Sulawesi which include three beach areas, namely Bulukumba, Sinjai, and Selayar District or Selayar then finally focus and locus analysis of study, early this mapping local is as base integrated tourism destination development in eastern coastal region of South Sulawesi province, especially in the district of Sinjai.

Then mapping the potential of tourism should be supported by the government's role in providing regulation of regional regulations accordingly and charged the local wisdom in support of the nature and character of the local community to be sustainable in the governance structure, which is reflected in the system of government with political communication between the kingdoms through the grounding order courtesy of "Sipakatau" namely mutual respect, and uphold the values of the concept of "Sirui Menre 'Tessirui No" which attract each other up, never pull each other down, and "Mallilu Sipakainge" which is significant when err remind each attitude behavior has society grounded in Sinjai. The nature and character of the community is reflected in the democratic system and unity government people. Eksistensi and identity of the kingdoms in Sinjai in the past more apparent with the establishment of the fort in 1557. The fort was known as Fort Balangnipa, as established in Balangnipa which now became the capital of Sinjai. Besides, the fort is also known as Fort Tellulimpoe, because it was established jointly by the three kingdoms, namely Lamatti, Bulo-Bulo and Tondong, then restored by the Dutch through Manggarabombang war.

- Images Sinjai

Growth and development of an area is determined by the number of inhabitants. Based on 2018 statistics, the population of Sinjai in 2017 amounted to 241 208 inhabitants, with a sex ratio of a population of 94 percent, which is composed of 116 766 inhabitants of the male and female population of 124 442 inhabitants. The spread of the population of Sinjai regency was the largest domicile in the district of North Sinjai ie 47 091 inhabitants, while the smallest population of the island is in the district of nine is numbered 7594 people. Population distribution by sub-districts can be seen in the following figure.

No.	Sub-District	2010	2017	RateGrowth
1	West Sinjai	24 053	24 243	5.16
2	Sinjai Borong	15.1935	16 133	1.24
3	South Sinjai	37 139	38 978	4.95
4	Tellu Limpoe	31 560	33 279	5.45
5	East Sinjai	29 049	30 772	5.93
6	Central Sinjai	26 056	27 137	4.15
7	North Sinjai	43 648	47 091	7.89
8	Fur Poddo	15 722	15 983	1.66
9	Nine Island	7,421	7594	2.33
Total		229 583	241 208	5.06

Figure 2. Number and Population Growth Rate According to the District In Sinjai District Year 2013-2018

Source: Office of the Central Statistics Agency

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During the period 2010-2017, the rate of population growth Sinjai regency was accelerated by 5.06 percent. While the population density/km², where as many as 294 people. Areas with the greatest population density is District North Sinjai which reached 1592 inhabitants/km², while the lowest population density is located in the District of Fur Poddo which only reached 161 people/km². Sinjai tourist attraction consisting of natural attractions are: beaches, caves, sea, islands, agro, cultural history of the community, as well as events (events tourism). Meanwhile, the potential tourist attraction Sinjai can be seen from the aspect of history, socio-cultural aspects of society, and other sectors that may be affected.

- Potential Nature

Potential and competence of natural resources is one of the major tourist attraction in Sinjai which can be interesting for tourists to visit this area. Data and distribution of natural tourism potential that can be seen in the following figure:



Figure 3. Potential Nature
Source: Office of Tourism and Culture

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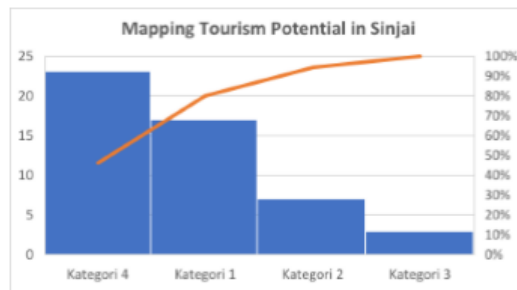


Figure 4. Mapping Tourism Potential in Sinjai
Source: Office of Tourism and Culture

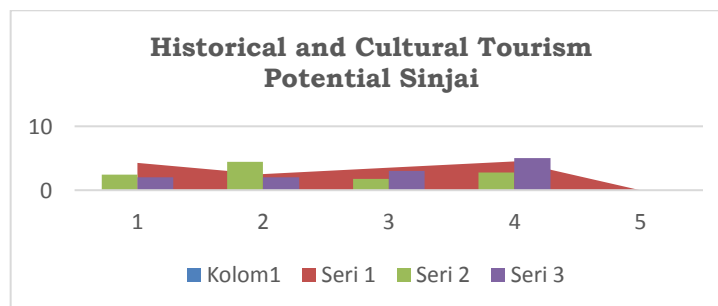


Figure 5. Historical and Cultural Tourism Potential Sinjai
Source: Department of Culture and Tourism

- Potential Man-Made Travel (Manmade) and Special Interest

Sinjai have the potential man-made tourist attraction that is enough to attract tourists at the time of the visit, in addition to potential natural attractions, history and culture. Artificial tourism potential is any appeal made (engineered) or built by humans is planned as a means for the traveler in conducting tourism activities. Characteristics or typology rating is the thing to be known, for example, the data of tourists visiting the district of Sinjai are tourists on the age group that is very productive, ripe (mature), selective and active travelers in the age range 17 to 50 years is a group of highly productive and active so that it becomes a very good market share and potential for growth.

Based jobs and professions, tourists who visit Sinjai district is largely civil servants and state-owned enterprises in the amount of 53.97 percent, followed by a group of private sector employees amounted to 37.52 percent, 6.64 percent professional groups and the smallest is the student group, a student is only equal to 1.87 percent. Motivation and purpose of visit to the district of Sinjai by tourists shows that tourists largely come in order to carry out missions and meetings in the amount of 60.79 percent. Furthermore it is intended for the business traveler and the trade amounted to 23.12 percent. Travelers with activity attending events, seminars and research amounted to 12.74 percent, tourists vacation destinations by 16.9 percent, and most small motivation is visiting friends, relatives, namely by 3.35 percent.

Number of tourists visiting the district of Sinjai that as much as 28.17 percent of tourists is the first to Sinjai district, and the remaining 71.83 percent has been to the Sinjai district as much as 2 to 5 times. In terms of the number of tourists per visit, visit as much as 11:36 percent of tourists visiting it alone and the remaining 89.64 percent of visits with family or friends with a number of 2 to 3 people. The magnitude of the revenue from the tourists who visit Sinjai district shows that are largely tourists (73.48 per cent) is a prosperous community groups heard revenues between 5.1 to 10 million per month and only a small portion travelers who earn less than 2 million/month.

Based on the obtained information sources travelers about Sinjai district, largely tourists (54.68 percent) to obtain information through friends/family, followed by the media on-line, including 23.44 percent of social media, and information from other media such as newspapers, magazines, newsletters and journals as much as 21.88 percent, and no tourists who are going through a search firm to obtain information about Sinjai district through a travel agency needed more intensive effort in building relationships with the office or company and a travel agency so that implementation of its activities can be carried out in districts Sinjai. In addition the use of media as a channel of distribution (distribution channel) in promoting and marketing tourism Sinjai district needs to be optimized

Sources costs incurred by tourists during a visit to the district of Sinjai show that as much as 32.37 percent traveled at their own expense, rating reasoning 56.17 percent over the cost of an office/company, and the remaining 11.46 percent is financed by colleagues, family as well as relatives. Judging from the frequency of trips taken by tourists who visit Sinjai district showed that as much as 42.14

percent rating that each year traveling as much as 1 to 2 times a trip. A total of 34.67 percent of tourists do 3 to 5 times in a year, 14.06 percent of tourists who travel frequency as much as 6 to 10 times, and only 9.13 percent that traveled more than 10 times a year.

The average length of tourist arrivals in the districts of Sinjai 1 day. Largely tourists (79.13 percent) have not yet made the Sinjai district as a major destination. More travelers are making Sinjai district as the premier tourist destination of special interest culture and history, nature, and certain events that stay for 2 to 3 days. The long stay which is 4 to 5 days as much as 6.51 percent, which groups of tourists with an educational, research and conducting business activities in the districts of Sinjai. Type of accommodation used by tourists during a visit in Sinjai district showed a varied selection. Largely tourists (68.73 percent) prefer to stay at the hotel. In addition, there are 14.72 percent of respondents categorized visitors since time of the visit in Sinjai district in less than 24 hours.

The amount of tourist spending per day during a visit to the Sinjai district varies greatly with an average of Rp. 500,000. Disrtibusi largest expenditure for tourists is accommodation, then eat and drink, transport, as well as souvenirs if the trend of tourist interest in activities or enjoy the appeal of destinations when visiting somewhere else correlated with motivation and plan their activities during a visit to the district of Sinjai shows the relationship significant.

In addition to tourist activities that travelers do, the kind of the most popular tourist attraction by tourists is the panorama of the beach, especially at dusk (sunset) and the panoramic scenery of mountains that stretches throughout the territory of the district of Sinjai. Rating on the culinary selection of the most desirable during a visit to the Sinjai district largely showed that travelers choose traditional Indonesian food and drinks and seafood (seafood). The option is more due to the lack of restaurants and eating houses were decent (representative) and selling traditional food and beverage as well as limited creativity and restaurateur communities in developing culinary products. Traveler responses to the availability of traditional food and beverage show selection limited to points of sale in addition to grilled fish culinary products. Restaurants, diners and cafes that provide traditional culinary others are less appropriate in terms of comfort and cleanliness, as well as souvenir show that tourists who visit Sinjai district is more likely to buy a souvenir in the form of fruits, fish and other seafood, as well as the typical drink Sinjai. Furthermore, accessibility focuses on the provision of facilities and infrastructure to get to tourist destinations such as roads, availability of means of transportation and road guidance signs.

Then, amenities focuses on providing support facilities that can meet the needs and desires of tourists while in tourist destinations such as restaurants and accommodation stay. In addition to applying the concept of 3A, financing is one of the driving instrument for the development of tourism sector in Indonesia. This sector may be the Core Economy Indonesia because as one of the key factors in increasing revenue service exports, job creation, entrepreneurship development and others. The central government has given a great opportunity to the regional governments in their areas of tourism development. The local government is expected to more aggressively capture the opportunities available to accommodate

a variety of system concepts and tourism development either local, national or international, but maintained its tourism local cargo wisdom. A tourism destination can be said to be developing previously existing travel if travel activity. In order to enhance the tourism potential, what is needed is to plan the development of tourism to be better than ever (Nur et al., 2019)

Karyono Hanief & Pramana (2018), stated development of tourism destinations should include the main components as follows:

- Atractions (fascination/attractions), includes nature, culture, events, artificial (zoo, museums and the like).
- Accessibility (accessibility), everything that supports the accessibility of such transportation system, transportation routes, airport facilities, terminal and transport modes.
- Amenitas (amenitas), including the tourism industry supporting facilities, such as accommodation, catering services, travel agencies, money exchange facilities and the like.
- Ancillary Service (facilities Support), such as the bank, home sakir, postal services, telecommunications and the like.

The tourism development is crucial for the development of tourism industry in accordance with what has been formulated and managed to achieve the desired objectives, both in terms of economic, social, cultural and environmental Yoeti, (2016), In tourism development should be considered in various ways without exception, for the development of tourism can not stand alone and is closely related with other sectors of economic, social, and cultural life in the community. Tourism development must also be in line with the objectives to be achieved. The aspects that need to be known in the planning of tourism are:

- Traveler (Tourist), knowing in advance the characteristics of tourists who will come.
- Transportations, knowing beforehand transporasi provided or that will be used.
- Attractions/Attractions, how object attractions that will be sold, whether it meets the three conditions as follows:
 - What can be seen?
 - What can be done?
 - What can be purchased in tourist destinations to be visited?
 - Care facilities: What facilities are available at the tourist destination, how existing hospitality accommodation, restaurants, public services such as banks/money changers, post office, telephone etc.
 - Information and promotion (Information), traveler candidate needs to obtain information about tourist destinations to be visited. For that to think about ways of publicity or promotions will be done.

Tourism action stating what will be done, when it will be done and by whom. Tourism Action Steps should be clear and have a specified time period and the expected goals. Implementation of the action may be delegated individually or in

groups. According to Godfrey and Clarke process of establishing a tourism strategy consists of three steps:

- Identifying opportunities and constraints (based on an evaluation of supply and demand).
- Setting goals and objective development (addressing issues needing attention in the short, medium and longer term).
- Define a series of action steps (Designed to achieve the goals and objectives within some specified time frame).

Then the following is the description below is related which contains components of tourism:

- Components of tourism [Mc Intosh et al. \(1995\)](#):
 - Tourist Attraction:
 - Natural resources include: climate, natural forms, flora, fauna, rivers, beaches, landscapes, spring water, sanitation etc.
 - Culture/artificial: art, history, music, dance, drama, festivals, exhibitions, tourism, museums, art galleries, shopping, and sports.
 - Tourism facilities: hotels, motels, restaurants, shopping centers, entertainment venues, museums, and shops.
 - Transportation: transportation include: ships, planes, trains, buses, and other transportation facilities.
 - Infrastructure: water network, sewage, gas, electricity, telephone, drainage, highways, railways, airports, railway stations, terminals, shopping centres, entertainment venues, museums, shops etc.
 - Government policy: government politics, the attitude of the government in accepting the tourists visiting the country. This element consists of two parts, namely government policy that directly affects the development of tourism in the country and the government does not direct political situation or condition that is of social, economic, political and indirectly affect the development of tourism. Rules on land use, construction and maintenance of infrastructure to support tourism promotion efforts in the wider level or greater.
- Components of Tourism [Pendit \(1998\)](#):
 - Tourist Attraction: things to do is everything that is interesting and worth to be visited and viewed. These attractions include the panoramic beauty of nature, mountains, valleys, caves, lakes, waterfalls, beaches, climate, etc.
 - Tourism facilities: accommodation, restaurants, clothing stores/ boutiques, souvenir shop, and public facilities.
 - Transportation: good roads, traffic smooth, rapid tool.
 - Infrastructure: Pendit not incorporate environmental infrastructure as part of a tourism component.

Government policy: government politics, the attitude of the government in accepting the tourists visiting the country. This element consists of two parts, namely government policy that directly affects the development of tourism in the

country, the government does not direct political situation or condition that is of social, economic, political and indirectly affect the development of tourism.

Conclusion

The mapping tourism potential in Sinjai Regency is expected to provide an overview in maintaining the balance and sustainability of halal tourism. The existing tourism potential must be supported by the role of the government in drafting local regulations with local wisdom, and proper management to support the culture and character of the local community so that it remains sustainable in the government structure. The government system with political communication between kingdoms through the command of foundations, upholds local cultural values, in absorbing the flow of globalization and technological advances. The government remains active in collaborating with all elements, including civil society organizations, the private sector and stakeholders, to optimize infrastructure, main facilities, and safe, comfortable and affordable modes of transportation. The government must also accommodate various financing system opportunities in the development of the local tourism industry to be sustainable, maintain the naturalness and virginity of tourist areas, in order to conserve and balance the universe for future generations.

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