

The Influence Of Sustainable Tourism Destination
Attractiveness And Sustainable Tourism Marketing Strategy
On Tourism Sustainability In South
Sulawesi Indonesia

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Abstract

The research aims to analyze the relationship between sustainable tourism destination attraction and sustainable tourism marketing strategy on tourism sustainability. The research was conducted in four districts/cities in South Sulawesi Province, namely Tana Toraja Regency, Parepare Municipality, Makassar Municipality and Toraja Utara Regency. This research uses a quantitative explanatory approach, applying a structural equation model with multiple regression analysis techniques. The data collection method was carried out by distributing online self-administered questionnaires using the Google form platform. In addition, structured interviews were carried out with visitors who were met at tourist attraction locations who were willing to be respondents. The amount of data collected was 350 domestic tourists consisting of 149 males and 201 females. The collected data was tested for validity and reliability using the SPSS-23 software. The test of CFA, measurement, structural, and goodness of fit model using the AMOS software version 23 with the maximum likelihood method. The results of hypothesis testing show that the relation of attractiveness sustainable tourism destinations and sustainable tourism marketing strategies on tourism sustainability has a significant effect on tourism sustainability. The contribution of this research is expected to provide an advantage to the government's policy related to sustainable tourism development strategies in South Sulawesi Indonesia

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1. Introduction

The concept of tourism sustainability is still being debated by tourism experts and stakeholders due to there is no general reference or definition of the true meaning of the term "sustainability" which can be applied in various contexts, including in the tourism sector. In 1987, the World Commission on Environment and Development (WCED) published the Brundtland Report which stated that sustainable development is a development process that carries out activities that are able to meet present needs without destroying future resources. The Brundtland Report is the initial concept of sustainable development and all elements are required to follow this agenda either for institutions, companies, and or organizations, both public and private sectors. All forms of implementing activities are expected to be environmentally friendly and not damage the sustainability of resources in the future in order to future generations will potentially get the same development advantages likewise the current generation.

The Law No. 09 of 2021 concerning Guidelines for Sustainable Tourism Destinations, states that Sustainable Tourism is tourism that takes into account current and future economic, socio-cultural and environmental impacts, meeting the needs of visitors, industry, environment and local communities and can be applied to all forms of tourism activities in all types of tourist destinations. The purpose of the existence of this sustainable tourism concept is to have a positive impact on the community economy, without destroying the environment and still preserving the socio-cultural life of the local community. The United Nations World Tourism Organization (UNWTO) defines sustainable tourism as tourism that fully takes into account the balance of current and future economic, social and environmental impacts, is able to meet the needs of visitors, reduces the industry's negative impact on the environment and local communities, and compatible with all forms of tourism activity in all types of tourist destinations, including mass tourism and various other types of tourism activities. From the various views that have been mentioned in relation to the term sustainability, they are redefinable as a form of tourism that is concerned with preserving and balancing sustainability of natural, environmental, economic, and sociocultural ecosystems as well as has more positive impact compared to the negative impact both present or future generations. Tourism destinations are ideally able to satisfy every tourist's needs and want. A tourism destination is a geographical area that has an attraction to be visited by tourists or visitors for a temporary period. Tourism Attraction is anything that has uniqueness, beauty, and value in

the form of a diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits.

Tourism destination attractiveness is very important in understanding what drives people to travel and how to create a competitive advantage in certain tourist destinations, states that without tourism attractiveness it will not be never tourism. The set of attributes that make up the attractiveness of a tourism destination can be seen as an amalgam of products and services provided to meet the needs and wants of tourists. The combination of all tourism products can be simplified in terms of supply-side. Based on this term tourist destinations are suppliers of products and services for tourists. The resource-based view theory (RBV) states that a sustainable competitive advantage for tourism companies/destinations will be achieved when tourism products are unique, rare, inimitable, and irreplaceable.

According to gives the view that there are six attributes (6A) of tourist destinations that make tourist destinations attractive and motivate tourists to visit them, namely: 1) Attractions; 2) Accessibility; 3) Activities; 4) Available packages; 5) Ancillary services; 6) Amenities. Apart from 6A, the attributes or factors of price and friendliness of local residents are also often the focus of visitors. However, the visitor's assessment of the attributes of tourist destinations varied because each individual has a different perception from one another. Perception is the tourist's opinion associated with the tourist destination's image. Tourist perception is one of the important things in the development of a sustainable tourist destination. Based on tourist perceptions, tourism stakeholders understand what is in demand, desired, and expected by tourists visiting certain tourist destinations.

Marketing is one of the most important things in the tourism industry. This is because, with the right marketing process with a clear target market, tourist attractions will be crowded with visitors. Competition in the tourism industry is rapid, therefore, some experts and professionals in human resources are needed to carry out strategies and marketing processes for tourism destinations that are appropriate and relevant to the target market, in order to achieve tourism sustainability.

Tourism research conducted by previous researchers in several countries related to the management and development of tourism destination products as well as types of marketing strategies carried out in order to achieve sustainable tourism, is still facing several resistance if implementing in South Sulawesi Province. some constraints namely physical resources, human resources, capital and financial resources.

The lower destination competitiveness is due to the attributes of tourist attractions still less maintenance. In addition to attribute factors, the marketing strategy for tourism destinations is also not in line with customer expectations. These two phenomena are the focus of attention in this research as a factor influencing the sustainability of tourism in South Sulawesi.

This research aims to analyze the effect of Sustainable Tourism Destinations' attractiveness and Sustainable Tourism Marketing strategy on Tourism Sustainability in South Sulawesi Province. The tourists' perception is expected to provide an advantage to the government's policy related to sustainable tourism development strategies. The research findings are expected to contribute to filling the gaps of previous research on tourism sustainability and also expected to have a positive impact on building awareness of tourists and the local community to carry out environmental, economic and socio-cultural preservation activities as pillars of tourism sustainability as well as provides input to the government for developing tourism sustainability.

Method

This research will be carried out in the province of South Sulawesi in 2022. The research design uses a quantitative explanatory approach. The data collection method was carried out by distributing data collection instruments (questionnaires) online using the Google Form platform. In addition, data collection was also carried out off-line, namely directly offering a list of questions as well as conducting structured interviews with visitors who were met at tourist sites located in North Toraja Regency, Tana Toraja Regency, Parepare Municipality, and Makassar Municipality. The total number of respondents who answered and returned the self-administered questionnaire (list of questions) was 350 people.

The target population is 500 respondents, but the complete data collected is only 350, so no sampling is carried out. Tabachnick and Fidell (2007) cited in state that the maximum amount of quantitative data that can be processed using the AMOS software is 350. Therefore all the complete data obtained is processed using the Structural Equation Modeling software (SEM_AMOS_Versi_23) with the Multiple Regression Analysis technique.

Results and Discussion

The results of the regression analysis show that the variables of sustainable tourism destination (X1) and Sustainable tourism marketing strategy (X2) show that there is a positive and significant influence on tourism sustainability (Y). Thus it is confirmed that the proposed models and hypotheses have been supported by research data. According to Law No. 9 of 2021 concerning tourism in Indonesia states that the concept of developing tourism destinations in Indonesia must adopt a sustainable tourism development strategy to maintain nature conservation and environmental ecosystems and provide space and opportunities for future generations to benefit from the tourism industry.

Research conducted by stated that the development of sustainable tourist destinations is one of the strategies towards world-class tourism and to safeguard the interests of future generations. In addition states that the attributes of tourist destinations have a symmetrical relationship with tourist satisfaction, and furthermore tourist satisfaction will make tourists loyal to certain tourist destinations and ultimately have the potential to make tourism sustainable. The results of the hypothesis test in this study are consistent with the two previous studies.

Research conducted by in South Africa entitled “Tourists' perceptions of tourism impacts on the environment: The case of South African National Parks” found that visitor perceptions are a measuring tool for identifying environmental impacts that can be applied successfully. The main environmental impacts identified by visitors in the studies mentioned above are waste, erosion and lack of proper environmental management. Research conducted by L. Plessis highlights the negative impact of tourism on the environment. L. Plessis is of the opinion that it is very important to measure visitors' perceptions of environmental impact to see aspects that will drive more successful approaches to sustainable tourism management, and improve the visitor experience.

According to safety and security factors are aspects that are very sensitive and significantly prioritized by tourists in choosing tourist destinations. However, in a study conducted by, found that in Tanzania tourists are generally dissatisfied with safety and security with. Thus, it is hoped that tourism stakeholders in South Sulawesi will apply a pattern of security and safety systems for tourists to ensure that tourists feel comfortable, calm, safe and secure so that they get a value of satisfaction and a visit experience that exceeds expectations to achieve sustainable tourism.

Research conducted by states that in order to achieve sustainable tourism, tourist destinations must maintain a balance of environmental, economic and socio-cultural aspects in the long term which are directed at providing economic value to local communities both now and future generations. In addition, tourist destinations are also able to provide the quality of experience that tourists expect. This statement is in line with the results of my research where hypothesis states that sustainable tourism destinations have a clausal relationship / influence on tourism sustainability in South Sulawesi. Research conducted mentions the sustainability of tourism marketing expands the marketing perspective to generate economic benefits while building awareness of environmental preservation and social responsibility for businesses.

Tourist perceptions and input from tourism facility operators are needed by every tourist destination to manage and increase their competitive advantage in achieving tourism sustainability. Tourist perceptions in this study were obtained from filling out and answering the question forms which were distributed to respondents who had visited tourist destinations in South Sulawesi. Survey data on tourist perceptions of tourist destinations in South Sulawesi collected from respondents were processed using statistical software SPSS and AMOS version_23 with multiple regression analysis techniques to test the research hypothesis.

Tourist destination image (TDI) is universally recognized to influence subjective perceptions, behavior, and choice of destinations for tourists, as stated by Walmsley and Young 1998 cited in. Destination image influences tourist intentions to determine destination selection and also to tourist satisfaction. In this case the image of the destination refers to the perception of tourists in a destination in accordance with the perceived contribution of the various tourism services available, and has an impact on the tourist experience of the tourist destination. TDI is also related to the positioning of tourist destinations. The competitive image of tourist destinations is a concept that can help explain the competitiveness of tourist destinations as an element for achieving tourism sustainability.

Political violence affects tourism around the world, for example Russia, Afghanistan, Ukraine, Egypt, Israel and Peru. Political instability in several countries in the world has a negative impact on tourists' perceptions of these destinations. Safety concerns lead to decreased tourist arrivals,

reduce tourist spending and can cause a decline in tourism sluggishness in volatile tourist destinations. Therefore, comfort, safety and security of a destination play a role in determining the level of attractiveness of a tourist destination.

Conclusion

The structural model proposed in this study to test the hypothesis has succeeded in confirming that there is a significant relationship between sustainable tourism destinations and sustainable tourism destination marketing strategies on tourism sustainability in South Sulawesi. In this case it is emphasized that tourist destinations and tourism destination marketing play an important role in achieving tourism sustainability. There are three pillars to build sustainable tourism, namely maintaining sustainability and balance of economic, environmental and socio-cultural aspects in a sustainable manner. Tourist perceptions are very important for achieving tourism sustainability. This is intended to establish synergy and synchronization between tourism demand and supply in the long term.

The competitiveness and attractiveness of tourist destinations are key elements to increase the popularity of tourist destinations. The element of competitiveness comes from the supply side and attractiveness comes from the demand side of tourism. Tourism destinations can be approached by conceptualizing symmetrically the attractiveness of destinations and the competitiveness of tourist destinations as related and complementary dimensions. The results of this study are expected to have a positive impact on tourism stakeholders to apply the concept of sustainable development in tourism development programs in South Sulawesi.

COMPETING INTERESTS

The author has no competing interests to declare.

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