

# Effectiveness of Tourism Potential Development in South Sulawesi Province Indonesia

**Dr. Rasidin Calundu<sup>1</sup>, Dr. Kamaruddin Hasan<sup>2</sup>**

Lecturer at High School of Administration (STIA) Al Gasali Barru  
Lecturer at Makassar State University, MAKASSAR CITY

## ABSTRACT

Qualitative research type through Phenomenological Approach, as for the results of the study shows that the variety of tourism charm in South Sulawesi has an impact on the presence of tourists from various regions and various countries in the world, so that the presence of tourist areas contributes to increasing income and economic turnover locally and nationally, considering the importance of tourism in economic development, synergy between the government is needed, People, the business world and the world of education to jointly advance tourism in a sustainable manner.

**Keywords:** tourism, potential, economy, development, efficiency

## I. INTRODUCTION

In the management and improvement of tourism marketing, there are still various obstacles and on the other hand neighboring countries that are competitors are increasingly vociferous and smart in promoting to reach Indonesian tourists, even tour packages and foreign tourist products offered are very competitive and relatively cheap. It is estimated that the growth of going out in the future will increase quite a lot if no control efforts are made.

It is realized that the opportunity to increase travel / mobility of archipelago tourists is still open, among others, due to the relatively cheap air freight fares. However, it is still realized that there are various obstacles to encourage the growth of archipelago tourists such as interest in managing tourism businesses to promote the domestic market still needs to be improved domestic tour package packages offered minimally, the image of people who are more proud to travel abroad than within the country.

Sulawesi's position in the national tourism map is quite strategic even in some tourist destinations have had distinctive flagship products, such as Manado, Toraja and Makassar which have developed into gates with direct air flight networks connecting major cities in Indonesia and have even been connected with international flights. This condition increasingly provides hope when associated with various opportunities such as the magnitude of the potential of the domestic market where the population of Indonesia has now reached approximately 220 million people.

Tourism is an activity that directly touches and involves the community, thus bringing various benefits to the local community and surrounding areas. Even tourism is said to have extraordinary breakthrough energy, which is able to make the local community experience metamorphose in various aspects. Tourism has many benefits for the community even for the country. The benefits of tourism can be seen from various aspects, namely the benefits of tourism in terms of economy, socio-culture, environment, social value and science, and opportunities and employment opportunities.

## A. Problem Formulation

1. How is Tourism Development Policy
2. What Are the Supporting Factors and Inhibitory Factors Affecting the Increase in The Number of Tourists

## LIBRARY REVIEW

### A. Tourism

Tourism is a travel activity or part of it that is done voluntarily and temporarily to enjoy objects and tourist attractions (Law no.9 of 1990 article 1).

As for the definition of tourism contains elements, namely travel activities, carried out voluntarily, temporarily and travel entirely and partly aimed at objects and tourist attractions on that basis then 'tourism' is a travel activity or part of the activity voluntarily and temporarily to enjoy objects and tourist attractions (Law no.9 of 1980 article 1). Tourist attractions and attractions are the ones targeted in tourist trips that include:

- a) Such as natural scenery, beautiful panorama, jungle forest with the Creation of God Almighty, which means the state of nature and flora and fauna of tropical forest plants and rare animals.
- b) Human works with museum of historical relics of art art argo (agriculture) tourism tirta (water) adventure tourism recreation parks and entertainment venues
- c) Special interest tourism targets such as hunting, mountaineering, caves, industry and crafts, shopping places, rushing water rivers, places of worship, places of passage. (travel conscious guidebook)

According to Mathiesen and Wall (Muhammad Aksyar, 2012) that tourism is an activity of traveling to and from other destinations outside his residence, tourism or recreation is often done to be happy or relaxing. Relaxing is an activity that is different from the activity of carrying out a certain job.

### B. Tourism

Etymological tourism comes from the word "Pari" which means to rotate and "Tourism" which means travel. On that basis, tourism is interpreted as a journey that is done around – turning from one place to another (Yoeti A.Oka, 1982: 103 in Muhammad Aksyar, 2012).

According to Prof. Salah wahab in his book entitled An Introduction an Touristm Theory states that tourism limits should show the anatomy of the symptoms consisting of 3unsur namely humans (humans), namely people who travel tourism, space (space), namely the area or ruang scope where to travel time (time) i.e. time used during the trip and tinggaal in the destination area waisata (Yaoti A, Oka:106 in Muhammad Aksyar, 2012).

Based on the three elements mentioned above, Prof. Salah Wahab formulated the notion of tourism as a human activity that is carried out consciously and gets services in a way that people in a country itself (abroad) which includes quietness in other regions (certain areas, a country or continent) for a while in search of a diverse satisfaction and different from what he experienced where he got a permanent job.

In another sense tourism (Toursnm) is a trip made for a while organized from one place to another, with the intention not to try or make a living in the place visited, but solely to enjoy the journey to fulfill its diverse desires (Yaoti A,Oka:09 in Muhammad Aksyar, 2012).

So for more clear understanding of tourism is:

1. All activities related to travel.
2. Entrepreneurs of tourist attractions, such as tourist areas, recreational parks, historical heritage areas (Temples, Fortress Tombs), Museums, Reservoirs, cultural arts performances, tat people's lives and nature: natural beauty, volcanoes, lakes, beautiful beaches and so on.
3. tourism service and infrastructure entrepreneurs, namely:
  - a) Tourism services business (Travel agencies, travel agencies, tourist travel agencies, concierges, intensive travel conventions and exhibitions, inprestarait, tourism consultants, tourism information.
  - b) Tourism facilities business consisting of accommodation, restaurants, bars, tourist transportation and so on, as well as other service businesses related to the implementation of tourism (tourist guidebook).

## RESEARCH METHODS

### Types of qualitative research through phenomenological approaches

## DISCUSSION

### Potential attractions in South Sulawesi

#### 1. Fort Rotterdam

Fort Rotterdam or Ujung Pandang Fort is a fortress relics of the Kingdom of Gowa-Tallo. The location of this fort is on the west coast of Makassar City, South Sulawesi.

This fort was built in 1545 by the 9th King of Gowa named I manrigau Daeng Bonto Karaeng Lakiung Tumapa'risi' kallonna. The original name of this fort is Ujung Pandang Fortress, usually also gowa-Makassar people call this fort as Panyyua Fortress which is the headquarters of the Gowa Kingdom frog army. The Kingdom of Gowa-Tallo finally signed the Bungayya agreement which one of the articles obliged the Kingdom of Gowa to hand over this fortress to the Dutch. By the time the Dutch occupied this fort, the name of Ujung Pandang Fort was changed to Fort Rotterdam. Cornelis Speelman deliberately chose the name Fort Rotterdam in memory of his birthplace in the Netherlands. This fort was later used by the Dutch as a spice holding center in eastern Indonesia.

In the Benteng Ujung Pandang complex there is now the La Galigo Museum in which there are many references to the history of the greatness of Makassar (Gowa-Tallo) and other areas in South Sulawesi. Most of this fortress building is still intact and becomes one of the tourist attractions in makassar city.

## 2. Balla Lompoa Museum

The Balla Lompoa Museum is a reconstruction of the Gowa Royal Palace established by the 31st government of King Gowa in 1936. The architecture of this building is in the form of a typical House of the Bugis people, namely a stilt house made of ironwood or iron wood. It is built on an area of one hectare bordered by a high wall fence. This building is widely equipped with windows which is a typical cirri bugis house with the size of each window is 0.5 x 0.5 meters. This museum is a storage place for the collection of objects of the Kingdom of Gowa. Museum Balla Lompoa is located on Jalan Sultan Hasanuddin No. 48 Sungguminasa, Somba Opu, Gowa Regency, which is directly adjacent to the city of Makassar.

## 3. Losari Beach

Losari Beach is a beach located to the west of the city of Makassar, South Sulawesi Province, Indonesia. This beach is a place for Makassar residents to spend time in the morning, afternoon and evening enjoying the beautiful sunset scenery.

## 4. Malino

Malino is a village located in Tinggimoncong District, Gowa Regency, South Sulawesi. The area located 90 km from Makassar city to the south is one of the natural attractions that have extraordinary attractions.

In Malino tourist area itself, there is a tourist forest, in the form of tall pine trees lined up between hills and valleys. An uphill and winding road through a beautiful row of mountains and valleys like a natural painting, will take you to the city of Malino. The area is famous as a recreation and tourist area since the Dutch colonial era.

Malino has very rich mountains with views of limestone and pine. Various types of beautiful tropical plants grow and thrive in this cold city. In addition, Malino also produces special fruits and vegetables that grow on the slopes of Bawakaraeng mountain. Some people of South Sulawesi still culture the mountain as a sacred and sacred place. The temperature in Malino city ranges from 10 °C to 26 °C. and during the rainy season, be careful to drive because, the city is often foggy and the visibility is only 100 meters.

The journey from Makassar to this area takes about 2 hours. A thousand stairs waterfall tour, Takapala waterfall, Nittoh Tea Garden, Blue Valley, Japanese heritage bunkers, and Mount Bawakaraeng are characteristic of Malino city. Souvenirs typical of this area are passion fruit, glutinous dodol, Tenteng Malino, apples, diamonds, etc. Malino is also a rice producing area for the South Sulawesi region.

## 5. Bantimurung National Park

As one of the tourist attractions in Indonesia and especially in South Sulawesi, Bantimurung is indeed one of the prima donnas for local and foreign tourists. Because in addition to the beautiful waterfall, Bantimurung also has a view that I think is very exotic with cool air so that it makes butterflies of various species make Bantimurung as his home. And in addition to the waterfall that is his trademark, Dream Cave and Batu Cave are also one of the attractions for visitors to Bantimurung. In addition to being used as a place to travel, Bantimurung can also be used as a means for learning, because in the

Bantimurung area there is also a butterfly museum which is indeed dubbed as the "Kingdom of Butterfly" or the kingdom of butterflies.

## 6. Tomb of Prince Diponegoro

A Javanese textured archway with a symmetrical shape stands firmly at the front of the courtyard, which becomes the visitor's entrance. The writing at the top of the gate is also a marker of the identity of the small building that is clean and well maintained.

"I have been entrusted since 1997 to take care of his tomb (Prince Diponegoro) after previously entrusted to my father," Raden Mas Muh.Saleh Diponegoro, the tomb guard of Prince Diponegoro who is still the fourth generation, told the author some time ago.

According to the middle-aged man, the guarding of this tomb was passed down through generations to the descendants of Prince Diponegoro.

Usually other public cemeteries, there are several tombstones with medium-sized trees. The tomb of Prince Diponegoro, which is adjacent to his wife, Raden Ayu Ratna Ningsih is quite prominent compared to other tombs.

There are 98 tombs in total. The two large tombs are the tomb of Prince Diponegoro with his wife, the six tombs of his sons and daughters, the three tombs of his followers and the 87 tombs of his grandsons and great-grandchildren.

Prince Diponegoro is the eldest son of Sultan Hamengkubuwono III, the third King of the Mataram Sultanate. Prince Diponegoro was also the Leader of the Diponegoro War/ Java War which occurred from 1825 to 1830. However, because of dutch cunning, he was finally captured and exiled to several places. Starting from Ungaran, Serang, Batavia (now Jakarta area), Manado to close the age in Makassar.

## 7. Trans Studio

Trans Studio Resort Makassar is an integrated tourist area in Makassar, Indonesia. Trans Studio was built on an area of 12.7 hectares. Trans Studio was inaugurated on September 9, 2009 by Mr. Vice President of Indonesia Jusuf Kalla. Facilities built include shopping centers that include Trans Walk and Trans Rodeo Drive, then Trans Studio, Trans Hotel, and Bank Mega offices. Inside the Trans Studio Resort will be found:

- Trans Studio Theme Park
- Trans Studio Mall

Trans Studio Makassar is also the 2nd largest indoor amusement park in Indonesia after Trans Studio Bandung. Trans Studio Theme Park presents 22 game rides and various forms of entertainment contained in 4 areas with different and unique themes. Visitors can experience how to be a star in front of the camera as well as being the people behind the scenes.

## 8. Takabonerate

Selayar Islands Regency is a regency located in South Sulawesi Province, Indonesia. The capital of Selayar Islands regency is Benteng City. The district has an area of 10,503.69 km<sup>2</sup> (land and sea area)

and has a population of ±134,000 inhabitants. Selayar Islands Regency consists of two sub-areas of government territory, namely the land area which includes the districts of Benteng, Bontoharu, Bontomanai, Buki, Bontomatene, and Bontosikuyu as well as the archipelago which includes pasimasunggu, Pasimasunggu Timur, Takabonerate, Pasimarannu, and Pasilambena districts..

In addition to the name Selayar, this island is also named Tana Doang which means land where to pray. In the past, Selayar Island became a place of prayer for sailors who wanted to continue their journey back to the West and east for the safety of their voyages. In the book of shipping and trade law Amanna Gappa (17th century), Selayar is referred to as one of the commercial destinations because of its strategic location as a transit point both for sailing to the East and to the West.

Selayar Regency which is one of the regencies within the territory of South Sulawesi Province, was formed based on Law No. 29 of 1959 concerning the Establishment of Level II Areas in Sulawesi (Statute Book of the Republic of Indonesia No. 74 of 1959, Supplement to Statute Book of the Republic of Indonesia Number 1822). Which later changed its name to Selayar Islands Regency based on PP. No. 59 of 2008.

The unique natural state in the form of islands and vast sea waters makes Selayar Regency has considerable potential for tourism development, especially marine tourism.

A well-known tourist attraction in Selayar Islands Regency is Taka Bonerate National Park with a total area of 530,765 Ha. In addition, there are also attractions such as Pa'badilan Beach (Kec. Bontomatene), Pinang Beach (Kec. Bontosikuyu), Baloyya Beach (Kec. Bontoharu) and Jeneiya Beach (Kec. Bontoharu). The attraction is suitable for diving, snorkeling, sunbathing, camping, canoeing, and others.

In addition to marine tourism, there are also natural attractions such as Ohe Gonggong Waterfall (Kec. Bontosikuyu), Majapahit Cave (Kec. Pasimarannu), Kalambu Balang Natural Bath (Kec. Bontoharu), Teterang Island Lake (Kec. Pasimarannu), and Suttia Waterfall (Kec. Bontomanai).

Cultural heritage attractions such as Gong Nekara, Gantarang Lalanbata Old Mosque, Silolo Old Tomb and Giant Anchor in Padang are its own attractions. In addition, Battik-battik, Rambang-rambang, A'ngaru, and Pakarena Gantarang Dance are artistic attractions in the form of traditional cultural heritage dances in Selayar Islands Regency. .

Prospective investment opportunities to be developed in the tourism sector include hotel development, development of tourist areas and the provision of tourist facilities and infrastructure.

Takabonerate itself is a national park designated as a National Tourism Strategic Area (KSPN). This area became one of the world's marine-class tourism icons in selayar islands regency, South Sulawesi and had become the venue for sail Indonesia international events.

## **9. Toraja Land**

Geographically Tana Toraja is a district located in the province of North Sulawesi, and the capital of Tana Toraja is located in Makale. The Toraja people themselves still hold firm beliefs and a distinctive lifestyle very similar to the culture in Nias, which makes Tana Toraja one of the world's cultural heritage sites listed in UNESCO.

The people of Tana Toraja itself hold many traditional ceremonies in which presents a variety of dances and attractions that are very interesting, and for those of you art lovers certainly do not waste the opportunity. In addition, there is also a very unique traditional house that only exists in Tana Toraja. .

The management of North Toraja tourist attractions based on local wisdom is suitable as a foundation in raising awareness that humans are part of nature. Tourism Geography has competencies related to local tourism potential. The competencies to be achieved are living and practicing tourism management wisely and wisely. Achieving these values, local wisdom related to local tourism is needed to be integrated into the Tourism Geography course. Achieving these competencies, a material source book is needed in the Tourism Geography course. Material source books related to the environment and culture around students, namely material sources in the form of local tourism potential learning books. The form of learning books that are often used in learning is textbooks. Textbooks are teaching materials that contain subject matter used by educators in the learning process (Belawati, 2003: 26). The development of learning through local culture has the potential to be able to preserve the nation's culture and elevate it into a cultural asset that deserves to be proud on various occasions by students of the generation (Elizar, 2005: 19).

#### **A. Tourism Development Strategy Policy**

Tourism is a journey from one place to another, temporary conducted individually and in groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural and natural and scientific dimensions. Thus the understanding of tourism seems to be among experts have different opinions between one and the other by looking at their respective views on tourism itself.

The definition of tourism according to Law No. 9 of 1999, is everything related to tourism, including the business of objects and tourist attractions and businesses related to the implementation of tourism.

Thus tourism includes: (1) all activities related to tourist travel, (2) Business of attractions and tourist attractions such as: tourist areas, recreational parks, historical heritage areas, museums, reservoirs, cultural arts performances, community life planning or natural: the beauty of parks, volcanoes, lakes, beaches, (3) Business services and tourism facilities, namely: tourism services business (tourist travel agency, tourist travel agents, concierges, conventions, incentive and exhibition trips, impresariat, tourism consultants, tourism information), tourism facilities businesses consisting of: accommodation, restaurants, bars, tourist transportation. Tourism experts give the understanding of tourism is a number of relationships and symptoms resulting from the stay of foreigners, as long as their stay does not cause the emergence of residence and temporary or permanent businesses as an effort to find full employment.

While the understanding of tourism is everything related to the implementation of tourism (Law number 9 of 1990), meaning all activities and affairs related to planning, regulation, supervision of tourism both carried out by the government, tourist parties and the community.

According to experts that the definition of Tourism is a (activity) a person's journey from his place of origin to a place / environment that is different from the conditions of his original environment for a certain purpose such as recreation, business, friendship / family visit or other purposes that require more than 24 hours, and utilize supporting elements / supporting facilities such as transportation, accommodation, restaurants, entertainment, Souvenirs and so on.

That's why tourism in the recent era developed in various dimensions of destinations such as natural / marine tourism, cultural tourism (tangible: sites, / prehistoric, temples, religious buildings, historical buildings, traditional buildings, museums; intangible : sendratasik, customs, cultural value), culinary tourism, health tourism, sports tourism, educational tourism, agro tourism, work tourism, MICE, religious tourism and so on.

Therefore, when we talk about tourism, it will not be separated from the conversation about "the perpetrators of activities, time, purpose and purpose and availability of these supporting elements, something travel (tourism)". Understanding the elements of Tourism will lead us to an understanding of what is a component of tourism development when we want to make it an activity that benefits the State and Society, what direction and policy must be taken towards the development of Tourism Indonesia and the world. It should also be known that Tourism cannot stand alone because tourism is a multi-dimensional activity, activities related to other elements such as political, economic, social, cultural, legal and hankam including other societal dimensions.

That's why the Government issued a Cohesive Policy through Presidential Decree No. 16 of 2005 on Cultural and Tourism Development Policy and finally with the issuance of Law No. 10 of 2009 on Tourism which implicitly states that Tourism Affairs are everyone's Affairs, concerning everyone's lives..

## **B. Supporting Factors and Inhibitory Factors Affecting the Increase in The Number of Tourists**

Promotional activities greatly affect the number of tourists visiting Sul-Sel. But it is inevitable that there are also factors that support and hinder in efforts to increase the number of tourists in Sul-Sel.

### **Factors that support the implementation of tourism promotion include:**

#### **a. Sights**

Makassar is one of the cities selected in the top 10 top tourist destinations and 'MICE' cities (meetings, incentives, conventions, exhibitions). Of course Makassar has fulfilled the requirements as a leading tourism city, one of which is quite a lot of tourist attractions and interesting. The tourist attraction is in the form of God's creation and man-made. These attractions include marine attractions, historical attractions, 'MICE' attractions and many more. Makassar is one of the top tourist destinations in Indonesia that has a variety of attractions that can be visited. In addition, it is supported by a variety of Typical Makassar food and interesting tourist attractions" The variety of tourist attractions in Makassar is a tourism potential that must be maintained and preserved. Therefore, it is the duty of the Makassar City Government to make improvements for the development of tourism.

#### **b. Facilities and Infrastructure**

Facilities and infrastructure are a supporting factor in the increasing number of tourists in Makassar. This was marked by the establishment of new hotels, such as Santika and the growth of other facilities and infrastructure.

### **Factors that hinder the implementation of tourism promotion include:**



**a. Funds**

Makassar as one of the tourist destinations, constrained by the problem of funds to do promotions. In fact, the area is one of the national leading tourist destinations since 2006, along with four other provinces outside Bali.

Makassar is difficult to compete with other regions in advancing the tourism sector due to limited funds, while to attract foreign tourists, considerable funds are needed for promotion. The funds provided by the Makassar City Government are never enough. Therefore, the Government expects support from investors / entrepreneurs engaged in tourism.

The funds provided by the Makassar City Government are never enough for tourism promotion. However, the Makassar Culture and Tourism Office always strives to keep the promotion carried out by seeking support from investors.

**b. Human Resources**

The human resources in question are the community, especially students. Frequent demonstrations in Makassar have a bad impact on tourism. The demonstrations damaged Makassar's image as well as tourism. HUMAN RESOURCES is very important in succeeding tourism in Makassar. Orderly traffic, good security and community hospitality are important components in tourism. Always create a conducive atmosphere with orderly traffic, maintaining security and friendly to everyone must be in every community.

Lack of awareness of tourism must be overcome properly. Makassar City Government confirmed 370 people to be a tourist conscious group. The goal is to support the government's efforts to develop tourism as a leading sector. This tourist conscious group will be tasked with socializing the importance of the Sapta Pesona application in the surrounding community so that tourism awareness can be more widespread in the community.

**CONCLUSION**

Tourism potential in South Sulawesi province is very important in supporting the progress of a region and improving the welfare of the community, the presence of tourist attractions becomes an attraction for visitors from various regions in Indonesia and foreign tourists from abroad, so that this tourism potential will increase the economy of the community and income for a region or country, for that synergy is needed between the whole community and the government, The stake Holders, the world of education, the business world and all elements in the State of Indonesia, especially in the province of South Sulawesi so that tourism activities continue to exist and run as they should.

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