



RESEARCH ARTICLE

Strategic Destination Planning for Halal Tourism: An ACES-Based Ranking of Regional Tourism Potentials in MakassarRihhadatul Aisy^{1*}, Yadi Mulyadi², Mahmud Achmad³¹ Department of Regional Planning and Development; Postgraduate School; Hasanuddin University; Anging Mammiri Residence E6/16 90222 Makassar, Indonesia² Department of Archaeology, Faculty of Cultural Science, Hasanuddin University, Indonesia³ Department of Agroindustrial Engineering, Faculty of Agriculture, Hasanuddin University, Indonesia**ARTICLE INFO**

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***Corresponding Author:**

rihhadatulaisy23@gmail.com

ABSTRACT

The ACES (Access, Communication, Environment, Service) framework and scoring procedures are used in this study to analyze the potential of eight Makassar tourist attractions for development into halal tourism destinations. Data were collected by observation, measurement, interviews from relevant agencies, literature reviews, and associated regulations. ACES (Access, Communications, Environment and Service) dimensions include measures for transportation accessibility, communication quality, environmental support, and halal support services. The analysis results identify that one tourist attraction has a high potential, five things have a medium potential, and two have a low potential. Losari Beach is regarded as the most promising location because of its easy accessibility, ample facilities, and high number of Muslim tourists. Global trends, halal events, and Indonesia's predominantly Muslim local market all contribute to increased opportunities for halal tourist development. However, problems include a lack of knowledge for local entrepreneurs, sanitary concerns, and municipal legislative support, including establishing Losari Beach as a halal tourist attraction. As a result, the findings of this study are intended to serve as the foundation for local governments' consideration and policy in the development of halal tourist sites.

INTRODUCTION

Halal tourism has become one of the fastest-growing tourism sectors globally (Ahmed & AKBABA, 2018; Battour & Ismail, 2016; Mohsin et al., 2016a; Moshin et al., 2020; Vargas-sánchez & Moral-moral, 2019). This is due to Muslim travellers increasing awareness of the need for Shariah-compliant tourism services, such as halal food, places of worship, and an environment that supports their comfort (Huda et al., 2023; Junaidi, 2020; Madziatul Churiyah, Heri Pratiko, Evi Susanti Filianti, Lili Adi Wibowo, 2021; Mohsin et al., 2016b; Yousaf & Xiucheng, 2018; Zulkifli et al., 2011). According to a global report on halal tourism, the growth of this sector is accompanied by increasing demand for tourist destinations that offer facilities and services that comply with Islamic values (Ahmed & AKBABA, 2018; El-Gohary, 2016; Madziatul Churiyah, Heri Pratiko, Evi Susanti Filianti, Lili Adi Wibowo, 2021; Mastercard-CrescentRating, 2019, 2023; Zulkifli et al., 2011). This trend also allows Muslim-majority countries, including Indonesia, to develop their halal tourism potential (Huda et al., 2023; Madziatul Churiyah, Heri Pratiko, Evi Susanti Filianti, Lili Adi Wibowo, 2021).

Many studies have examined and comprehensively described the concept of halal tourism and its continuously increasing trend every year. According to (Battour & Ismail, 2016) Halal tourism is a type of tourism that includes halal food, halal and Muslim-friendly hotels, and Muslim-friendly airports. (Battour & Ismail, 2016) highlight that conventional tourism also needs to be designed to be Muslim-friendly. The same thing was also stated (Bismala, 2019) that the development of halal tourism should pay special attention to attributes such as halal food products, non-alcoholic

beverages, halal hotels, cleanliness, safety, availability of prayer rooms, and other facilities that support the application of Islamic values. The study of (Mohsin et al., 2016b) also recommends other measures such as halal certification for restaurants and accommodations, involvement of Islamic organizations in tourism industry development, halal tourism-related training for business operators and workers in the tourism industry, especially in non-Muslim countries, and the celebration of festivals or Muslim events. Based on this review, it is evident that the additional 'Halal' services applied to the attribute differentiates halal tourism from conventional tourism. This aligns with the (ministry of tourism and creative economy, 2020) which defines halal tourism as an extra service to meet the needs of Muslim tourists. In this context, halal tourism is described as conventional tourism designed to meet halal criteria, fulfilling Muslim tourists' needs and desires.

Halal tourism is not exclusively intended for Muslim tourists but can also be enjoyed by non-Muslims, offering an inclusive approach that accommodates diverse needs and preferences (Feizollah et al., 2021; Madziatul Churiyah, Heri Pratiko, Evi Susanti Filianti, Lili Adi Wibowo, 2021; Satriana & Faridah, 2018). According to (El-Gohary, 2016), halal tourism provides products and services that align with Islamic principles, such as halal-certified food, alcohol-free environments, and prayer facilities, which can also appeal to non-Muslims seeking cleanliness, safety, and high-quality service standards. Additionally, halal tourism destinations often emphasize family-friendly and ethical practices, making them attractive to a broader audience regardless of religious background. This inclusivity highlights that halal tourism is not merely a religious concept but a framework that prioritizes universal values like health, hygiene, and ethical tourism, offering benefits for all travellers (Mastercard-CrescentRating, 2023; Ramadani, 2022).

Makassar City, one of the major cities in Indonesia, has various interesting tourist attractions and is rich in cultural values, history, and natural beauty (Patandianan & Shibusawa, 2020). However, the development of halal tourism in this city has not been fully explored, although Makassar has a majority Muslim population and diverse tourist attractions (Fajrul, 2022). In this context, assessing the potential of existing tourism objects to be developed into halal tourism destinations is very important. This study aims to identify the potential of eight regional tourism destinations in Makassar through a structured approach to provide strategic recommendations for local governments and other stakeholders in developing halal tourism. These eight regional tourism destinations are outlined in the (Tourism Office of Makassar City, 2022), where the Makassar City Government prioritizes these destinations for development in the tourism sector.

Several studies have discussed the development of halal tourism using various models. Some studies continue to consider the criteria of the ACES framework but apply different models. The question is how the ACES Framework can assess smaller scopes, such as a single tourist destination. Exploration and the right combination are needed to make this model a hierarchical standard for assessing halal tourism development.

Accessibility is a fundamental element in attracting tourists to urban destinations. In the context of the ACES Framework, the accessibility dimension includes ease of air access, sea access, rail access, and road infrastructure. According to (Le-Klähn et al., 2014) The importance of integrated transportation infrastructure lies in enhancing connectivity between arrival points such as airports, ports, or stations and major tourist destinations. In urban areas, the efficiency of land transportation systems, such as highways, buses, and metro systems, is crucial in ensuring that tourists can easily reach tourist locations. Moreover, providing convenient and well-coordinated multimodal transportation modes can enhance the tourist experience, as highlighted by (Gutiérrez et al., 2010) in the context of urban destinations with complex transportation networks.

In addition to physical connectivity, the distance and travel time between major transportation hubs and tourist destinations are critical factors in determining accessibility comfort. (Willberg et al., 2023) highlight that urban designs supporting accessibility with short distances and efficient travel times enhance tourist destinations' appeal and promote their sustainability. Within the ACES Framework, it is essential to consider how air, sea, rail, and land transportation contribute to a fast and comfortable travel experience. Urban destinations with minimal travel time from airports or stations to main tourist attractions are generally preferred by tourists, as they provide optimal ease

of access. Therefore, integrating transportation planning that accounts for distance and travel time factors is key to enhancing the competitiveness of urban destinations in the global market.

Communication is important in building effective relationships between urban tourism destinations and Muslim travellers. Providing clear Muslim tourism guidelines, educating local stakeholders on halal principles, and comprehensive information on halal facilities and places of worship can enhance the traveller experience. (Hakim & Adeni, 2022). The ACES framework assesses communications based on tourist guides, education, digital marketing, and market reach (Mastercard-CrescentRating, 2023). Digital communication through apps or websites that provide real-time information is proven to increase travellers' satisfaction and ease of travel planning. (Damarsiwi et al., 2020; Firstantin & Hasanah, 2021). Stakeholder education and inclusive communication are key in broadening the appeal of Muslim-friendly destinations (Hakim & Adeni, 2022).

The environment plays a crucial role in the success of tourism destinations, particularly for Muslim travellers. Several Studies indicate that cleanliness, safety, and a destination's commitment to implementing halal tourism principles are key factors influencing Muslim tourists' satisfaction and decision to visit (Echchabi et al., 2022; Nurlisa Ginting et al., 2020; Rozi & Camelia, 2022). The environmental dimension in the ACES Framework includes the cleanliness of public spaces, a hygienic atmosphere, and the safety of both individuals and personal belongings. Destinations that prioritize cleanliness, safety, and the integration of halal principles are more appealing to Muslim tourists, enhancing the destination's reputation, sustainability, and global attractiveness (Nurlisa Ginting et al., 2020).

In the context of halal tourism, the service dimension is crucial to ensuring Muslim travellers have a comfortable and fulfilling experience at a destination. The ACES Framework emphasizes several key service criteria, including the availability of halal restaurants, Muslim-friendly and halal accommodations, and the provision of prayer spaces. Research by (Echchabi et al., 2022; Junaidi, 2020; Yousaf & Xiucheng, 2018) underscores that the availability of halal-certified restaurants and accommodations that adhere to Islamic principles plays a pivotal role in attracting Muslim tourists. These services directly address Muslim travellers' dietary and cultural needs, making destinations more appealing to this growing market. Furthermore, providing accessible prayer spaces is essential for ensuring the spiritual well-being of Muslim visitors, as prayer is a fundamental aspect of their daily routine (ministry of tourism and creative economy, 2019).

Among the four dimensions of the ACES framework, service is considered the most significant by the Global Muslim Travel Index (GMTI), as it directly impacts the satisfaction and loyalty of Muslim travellers. According to (Battour & Ismail, 2016; Mastercard-CrescentRating, 2023), service factors such as halal food availability, Muslim-friendly accommodations, and the provision of prayer facilities are the primary determinants in a tourist's decision-making process. The rationale behind this significance is that Muslim travellers prioritize destinations that offer services aligned with their religious and cultural needs. Without these services, the travel experience may be incomplete or uncomfortable, leading to lower satisfaction and fewer repeat visits. Therefore, service is a critical element in attracting Muslim tourists and a key factor in ensuring long-term growth and competitiveness in the halal tourism.

The ACES Framework, first utilized in the GMTI in 2017, is a thorough methodology that evaluates a destination's Muslim-friendly travel amenities and services. Access, Communications, Environment, and Services are referred to as ACES (Mastercard-CrescentRating, 2023). This approach assesses how welcoming and accommodating places are to Muslim tourists in several areas related to their trip.

In parallel to the global standard, the Indonesian government, through the Ministry of Tourism and Creative Economy, also developed a standardization that refers to the Global Muslim Travel Index with the concept of the Indonesia Muslim Travel Index (IMTI), some of whose parameters adjust to the conditions and climate of tourism in Indonesia. The IMTI is a tool for assessing each province's ability to accommodate Muslim travelers, focusing not only on Halal options but also on the overall receptivity and inclusiveness of the environment to increase the Destination and Industry

Competitiveness Index. By doing so, it hopes to capitalize on the immense potential of Halal tourism as a crucial accelerator for Indonesia's economic growth and diversification (CrescentRating et al., 2023).

The IMTI uses the structured approach of the "CrescentRating ACES model," a strong foundation introduced in the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) report. This model provides an in-depth guide for places attempting to improve their appeal to Muslim travelers by focusing on four key Criteria. The four main criteria used in IMTI are adapted from the GMTI ACES Model, which has detailed criteria for different components.

Table 1: GMTI and IMTI sub-criteria comparison

ACES Main Criteria		GMTI Sub-Criteria	IMTI Sub-Criteria	WEIGHT
A	ACCESS to the destination	<ul style="list-style-type: none"> • Visa requirements • Connectivity • Transport Infrastructure 	<ul style="list-style-type: none"> • Air Access • Rail Access • Sea Access • Road Infrastructure 	10%
C	COMMUNICATION , internal and external, by the destination	<ul style="list-style-type: none"> • Destination Marketing • Communication Proficiency • Stakeholder Awareness 	<ul style="list-style-type: none"> • Tour Guides • Stakeholder Education • Market Outreach • Muslim Visitor Guide 	20%
E	ENVIRONMENT at the destination	<ul style="list-style-type: none"> • Sustainability • Visitor Arrivals • Faith Restriction • Safety • Enabling Climate 	<ul style="list-style-type: none"> • Domestic Tourist Arrivals • International Tourist Arrivals • Commitment to Halal Tourism • Regional Tourism Organization • Sustainable Tourism Initiatives 	30%
S	SERVICES provided by the destination	<ul style="list-style-type: none"> • Availability of Prayer Places and Mosques • Availability of Halal Dining Options • Muslim-Friendly Airports • Muslim-Friendly Accommodation • Heritage Experiences and Attractions 	<ul style="list-style-type: none"> • Halal Restaurants • Airport Facilities • Hotels • Tourist Attractions • Cultural Heritage Sites • Tourist Information Center 	40%

Source : (CrescentRating et al., 2023; Mastercard-CrescentRating, 2023)

To ensure a comprehensive evaluation, this study uses the ACES (Access, Communication, Environment, Service) framework that combines the analysis of aspects of accessibility, communication, environmental support, and supporting services for halal tourism (Mastercard-CrescentRating, 2023). A scoring technique is applied to provide a measurable assessment of each tourist attraction. This study collected primary data from direct surveys to 8 tourist attractions in Makassar City, questionnaire interviews with parties directly related to the management of tourist attractions and secondary data from data available at relevant agencies. This research also uses Google Maps to measure the accessibility of tourist attractions from terminals (airports, harbors, and train stations) and ArcGIS to see the affordability of halal tourism service support facilities at each tourist attraction. Through this approach, the research can provide a clear picture of which tourist attractions have the most potential to be developed and can be used as a basis for local governments in formulating policies or regulations.

2. MATERIALS AND METHODS

2.1 Research design

This study employed qualitative descriptive research with a quantitative approach. Data was collected qualitatively, and data analysis was conducted using scoring, which converts qualitative data into numerical form to produce measurable interpretations. The types of data used in this research are primary data obtained through observation, measurement, and interviews and secondary data obtained from literature studies, regulations, and information from relevant agencies (Makassar City Tourism Office, South Sulawesi LPPOM, Makassar City Spatial Planning Office, Makassar City Industry and Trade Office, Sub-district Office).

2.2 Research locations

This research occurred in 8 Regional Tourism Destinations stipulated in the Makassar City Tourism Development Master Plan 2022-2037. The designated Regional Tourism Destinations are geographical areas that have Regional Tourism Development Areas and quality and widely recognized tourist attractions at local, regional, national, and international levels.

Table 2: Regional tourism destinations of Makassar city

No.	Regional Tourism Destinations	Theme	Location	
			Latitude	Longitude
1	Losari Beach Area	panoramic beach-based nature tourism	5° 8'37.03"S	119°24'26.94"E
2	Lantebung Mangrove Tourism Area	nature tourism based on mangrove forest panorama	5° 4'42.05"S	119°27'58.48"E
3	Chinatown Sulawesi Street	Cultural Tourism	5° 7'37.00"S	119°24'32.02"E
4	Karebosi Area	special interest and historical tourism	5° 8'0.66"S	119°24'44.35"E
5	Jeneberang river estuary Area	special interest and historical tourism	5° 9'56.55"S	119°23'28.41"E
6	Al Markaz Al Islami Mosque Area	Religious Cultural Tourism	5° 7'47.94"S	119°25'34.86"E
7	Lakkang Delta Area	Nature and Cultural Tourism	5° 7'22.58"S	119°28'0.87"E
8	Kings of Tallo Cemetery	Historical Tourism	5° 6'10.36"S	119°26'44.01"E

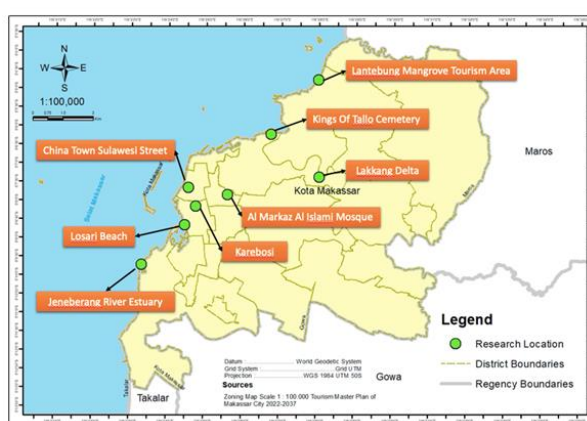


Figure 1: Regional tourism destinations of Makassar city
Source: (Tourism Office of Makassar City, 2022)

2.3 Research model using ACES framework

This study modifies the ACES framework model by combining several subcriteria based on the literature review to evaluate the potential of developing eight regional tourism destinations into halal tourism destinations. A few sub-criteria have been modified to account for a more limited range of regional tourist destinations.

ACCESS	COMMUNICATION	ENVIRONMENT	SERVICE
<ul style="list-style-type: none"> • Access From Airport • Access From Seaport • Access From railway station • Land-based Transportation accessibility 	<ul style="list-style-type: none"> • Muslim Visitor Guide • Stakeholder Education • Market Outreach • Digital Marketing 	<ul style="list-style-type: none"> • Cleanliness • General Safety • Muslim Tourists Arrival • Commitment to implementing Halal Tourism 	<ul style="list-style-type: none"> • Halal Restaurant • Mosque /Prayer Room Availability • Muslim Friendly Accomodation/Hotel

Figure 2: Modified ACES framework

Source: (Crescentrating et al., 2023; Isdarmanto, 2017; KNEKS, 2020; Mastercard-CrescentRating, 2023)

2.4 Research data analysis procedure

As explained in the Research Model section, this research uses the ACES Framework criteria as parameters to determine the potential for halal tourism development in each regional tourism destination in Makassar City. Figure 3 illustrates the data processing procedure of this research.

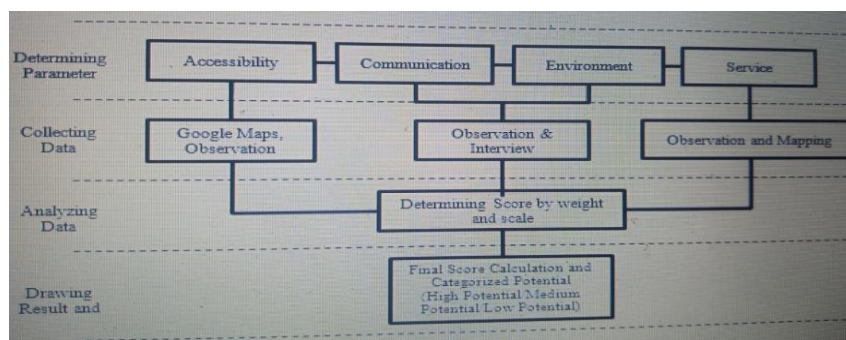


Figure 2: Data analysis procedure

Source: Own elaboration

This research uses a scale of 1 to 3 for the established criteria of each research indicator parameter. A scale of 3 describes the most favourable and 1 describes the worst conditions. The 1 to 3 scale is used to increase efficiency in data collection and reduce subjectivity that may appear on a wider scale because the data collected is qualitative. This research will use weights in accordance with the ACES Framework weights set by GMTI and IMTI for each criterion. To determine the interval, the Struges model formula and its equation are used, namely:

$$(1)$$

Where:

α = Highest Total Score

b = Lowest Total Score

u = Class Total

Table 3: Weighting ACES criteria and potential classifications

Variabel	Weight	Low	Medium	High
		<i>Low Potential</i>	<i>Medium Potential</i>	<i>High potential</i>
<i>Access</i>	10	70-116,6	116,6-163,3	163,3-210
<i>Communication</i>	20	80-133,4	133,4-186,7	186,7-240
<i>Environment</i>	30	120-200	200-280	280-360
<i>Service</i>	40	120-200	200-280	280-360
TOTAL		390-650	650-910	910-1170

Source: Own elaboration, weight from (Crescentrating et al., 2023)

More specifically, the study data required to assess the possibility of halal tourism development in each tourist site are the ACES (Accessibility, Communications, Environment, and Services) criteria listed below.

Table 4: Parameters for access, communication, environment, and service

No.	Criteria	Parameters	Category	Score
	ACCESS	Travelling Distance From Airport	Distance < 2 KM	3
			Distance 2 KM – 10 KM	2
			Distance > 10 KM	1
		Travelling Time From Airport	Time < 15 minute	3
			Time 15 minute – 30 minute	2
			Time > 30 minute	1
		Travelling Distance From Seaport	Distance < 2 KM	3
			Distance 2 KM – 10 KM	2
			Distance > 10 KM	1
		Travelling Time From Seaport	Time < 15 minute	3
			Time 15 minute – 30 minute	2
			Time > 30 minute	1
		Travelling Distance From Railway Station	Distance < 2 KM	3
			Distance 2 KM – 10 KM	2
			Distance > 10 KM	1
		Travelling Time From Railway Station	Time < 15 minute	3
			Time 15 minute – 30 minute	2
			Time > 30 minute	1
Road Infrastructure / Land Transportation Accessibility	Directly accessible by Private and Public Transport	3		
	Only directly accessible by private transport, and not directly accessible by public transport	2		

			Inaccessible by Land Transport (Private and Public	1		
2	COMMUNICATION	Muslim Visitor Guide	Availability of guide for Muslim travellers at the attraction in print + digital form	3		
			Availability of guide for Muslim travellers at the attraction in digital form only / in printed form only	2		
			Guide for Muslim travellers at the attraction unavailable	1		
		Stakeholder Education	Managers and business operators in tourist attraction areas have participated in training on halal tourism	3		
			Managers and business operators in tourist attraction areas have received information about halal tourism	2		
			Managers and business operators have not participated in training or received information about halal tourism	1		
		Market Outreach	A Muslim-friendly tourism event has been held	3		
			There is plan to organize a Muslim-friendly tourism event.	2		
			There is no plan to organize a Muslim-friendly tourism event.	1		
		Digital Marketing	There is digital marketing related to halal tourism at tourist attractions	3		
			There is a plan to develop digital marketing for halal tourism at tourist attractions	2		
			There is no digital marketing related to halal tourism at tourist attractions	1		
		3	ENVIRONMENT	cleanliness	Availability of cleaning staff and daily cleaning schedule	3
					There are cleaning staff, but cleaning is not scheduled	2
					No cleaning staff	1
General Safety	Security guards are present and very responsive			3		
	Security guards are present but unresponsive			2		
	No security guards			1		
Muslim Tourists Arrival	Percentage of Muslim Tourist Visits >50% of the total number of tourists			3		
	Percentage of Muslim Tourist Visits 25% - 50% of the total number of tourists			2		
	Percentage of Muslim Tourist Visits < 25% of the total number of tourists			1		
Commitment to implementing Halal Tourism	There are written rules that support the implementation of halal tourism			3		
	There is a plan to make rules that support the implementation of halal tourism			2		
	There are no written rules that support the implementation of halal tourism			1		
4	SERVICE			Halal Restaurant	There are halal-certified restaurants both in the area / around the destination area	3
					There are no halal-certified restaurants in the destination area but there are around the destination area	2
					There are no halal-certified restaurants both in the area and around the destination area	1

	Mosque/Prayer Room Availability	There is a mosque/mushallah around destination area with Muslim-friendly tourism standard	3
		There is a mosque/mushallah around destination area that does not meet Muslim-friendly tourism standards.	2
		No mosque/mushallah available around destination area	1
	Muslim Friendly Accomodation/Hotel	There is sharia standard hotel and halal certified kitchens in the area / around the destination area	3
		There is hotel with halal-certified kitchen in the area / around the destination area.	2
		There are no sharia-standard hotels and halal-certified kitchens in or around the destination area.	1

Source: Own elaboration, criteria and parameters from (Crescentrating et al., 2023; Kneks & Iaei, 2020)

After the scoring segment, the calculation continues by multiplying the score by the weight, shown by the following formula.

$$(2)$$

Where:

S = Final Score

N = Total Score of each criteria

W = Weight of each criteria

3. RESULTS

3.1 Scoring destination condition by ACES

For the Access criteria, this research uses the Google Maps program to assess the accessibility of airports, ports, and railway stations by looking at the distance and travel time from the terminal. Measurements were taken when there were very few vehicles on the road and the road was quiet to determine the shortest distance and fastest travel time. The distance and travel time are also displayed for two types of vehicles, namely four-wheeled vehicles and two-wheeled vehicles, because some routes can be travelled by four-wheeled vehicles but cannot be travelled by two-wheeled vehicles, such as toll roads. Calculate the average after knowing the distance and time for two-wheelers and four-wheelers. Meanwhile, the accessibility of land transport to the location was seen through a direct survey of the field. The measurement and calculation results are summarised in Table 5. Table 5 presents the score of each Destination based on Access Criteria and shows the final score and Potential Category of each destination.

Table 5: Result access criteria assessment at regional tourism destination

No	Regional Tourism Destinations	Access Citeria	Measurement Condition /	Score	Total	Weight	Final Score & Category
1	Losari Beach Area	Access from airport			2	0	120 (Medium Potential)
		• Distance	22,5 km	1			
		• Time	42 Minute	1			
		Access Form Seaport					
		• Distance	2,7 km	1			
		• Time	8,5 Minute	1			
		Access Form Railway Station					
		• Distance	22,5 km	1			
		• Time	41 Minute	1			

		Land Transportation Accessibility	Directly accessible by Private and Public Transport	3			
2	Lantebung Mangrove Tourism Area	Access from airport <ul style="list-style-type: none"> • Distance • Time Access Form Seaport <ul style="list-style-type: none"> • Distance • Time Access Form Railway Station <ul style="list-style-type: none"> • Distance • Time Land Transportation Accessibility	13,5 km 24,5 Minute 16,5 km 30 Minute 13 km 26 Minute Directly accessible by Private and Public Transport	3 1 2 1 2 1 2 3	2	0	120 (Medium Potential)
3	Kings of Tallo Cemetery Area	Access from airport <ul style="list-style-type: none"> • Distance • Time Access Form Seaport <ul style="list-style-type: none"> • Distance • Time Access Form Railway Station <ul style="list-style-type: none"> • Distance • Time Land Transportation Accessibility	21,5 km 39 Minute 5,6 km 15 Minute 21,5 km 38 Minute Directly accessible by Private and Public Transport	1 1 2 2 1 1 3	11	0	110 (Less Potential)
4	Al Markaz Al Islami Mosque Area	Access from airport <ul style="list-style-type: none"> • Distance • Time Access Form Seaport <ul style="list-style-type: none"> • Distance • Time Access Form Railway Station <ul style="list-style-type: none"> • Distance • Time Land Transportation Accessibility	29,5 km 38 Minute 2,9 km 9 Minute 20 km 36,5 Minute Directly accessible by Private and Public Transport	1 1 2 3 1 1 3	12	0	120 (Medium Potential)
5	Karebosi Area	Access from airport <ul style="list-style-type: none"> • Distance • Time Access From Seaport <ul style="list-style-type: none"> • Distance • Time Access From Railway Station <ul style="list-style-type: none"> • Distance • Time Land Transportation Accessibility	20,5 km 37 Minute 2,2 km 5,5 Minute 20,5 km 36 Minute Directly accessible by Private and Public Transport	1 1 2 3 1 1 3	12	0	120 (Medium Potential)
6	Lakkang Delta Area	Access from airport <ul style="list-style-type: none"> • Distance • Time Access From Seaport <ul style="list-style-type: none"> • Distance • Time Access From Railway Station	18,5 km 28,5 km 16,5km 31 Minute	1 2 1 1	9	0	90 (Less Potential)

		<ul style="list-style-type: none"> • Distance • Time Land Transportation Accessibility	13,5 km 27 Minute Inaccessible by Land Transport (Private and Public)	1 2 1			
7	Jeneberang River Estuary Area	Access from airport <ul style="list-style-type: none"> • Distance • Time Access From Seaport <ul style="list-style-type: none"> • Distance • Time Access From Railway Station <ul style="list-style-type: none"> • Distance • Time Land Transportation Accessibility	26,5 km 50,5Minute 8,2 km 19 Minute 26,5 km 49 Minute Directly accessible by Private and Public Transport	1 1 2 2 1 1 3	11	0	110 (Less Potential)
8	China Town Sulawesi Street	Access From airport <ul style="list-style-type: none"> • Distance • Time Access From Seaport <ul style="list-style-type: none"> • Distance • Time Access From Railway Station <ul style="list-style-type: none"> • Distance • Time Land Transportation Accessibility	21 km 37,5 Minute 0,75 km 3 Minute 20,5 km 36 Minute Directly accessible by Private and Public Transport	1 1 3 3 1 1 3	13	0	130 (Medium Potential)

Source: Own elaboration

Next, The score for the communication criteria was obtained through direct interviews with staff in the Destination Management Division of the Makassar City Tourism Office. To ensure accuracy, direct observations were also conducted at each destination.

Table 6: Result communication criteria assessment at regional tourism destination

No	Regional Tourism Destinations	Communication Criteria	Measurement Condition /	Score	Total	Weight	Final Score & Category
1	Losari Beach Area	Muslim Visitor Guide	There are guide for Muslim travelers at the attraction in print + digital form	3	8	20	160 (Medium Potential)
		Stakeholder Education	Managers and business operators have not participated in training or received information about halal tourism	1			
		Market Outreach	There is no plan to organize a Muslim-friendly tourism event	1			
		Digital Marketing	There is digital marketing related to halal tourism at tourist attractions	3			
2		Muslim Visitor Guide	There are guide for Muslim travelers at the	3	7	20	140

	Lantebung Mangrove Tourism Area		attraction in print + digital form				(Medium Potential)
		<i>Stakeholder Education</i>	Managers and business operators in tourist attraction areas have received information about halal tourism	2			
		Market Outreach	There is no plan to organize a Muslim-friendly tourism event.	1			
		Digital Marketing	There is digital marketing related to halal tourism at tourist attractions	1			
3	Kings of Tallo Cemetery Area	<i>Muslim Visitor Guide</i>	There are guide for Muslim travelers at the attraction in print + digital form	3	6	20	120 (Less Potential)
		<i>Stakeholder Education</i>	Managers and business operators have not participated in training or received information about halal tourism	1			
		Market Outreach	There is no plan to organize a Muslim-friendly tourism event.	1			
		Digital Marketing	There is no digital marketing related to halal tourism at tourist attractions	1			
4	Al Markaz Al Islami Mosque Area	Muslim Visitor Guide	There are guide for Muslim travelers at the attraction in print + digital form	3	11	20	220 (High Potential)
		Stakeholder Education	Managers and business operators in tourist attraction areas have received	2			
		Market Outreach	A Muslim-friendly tourism event has been held	3			
		Digital Marketing	There is digital marketing related to halal tourism at tourist attractions	3			
5	Karebosi Area	Muslim Visitor Guide	Guide for Muslim travelers at the attraction unavailable	1	4	20	80 (Less Potential)
		Stakeholder Education	Managers and business operators have not participated in training or received information about halal tourism	1			
		Market Outreach	There is no plan to organize a Muslim-friendly tourism event.	1			
		Digital Marketing	There is no digital marketing related to halal tourism at tourist attractions	1			

6	Lakkang Delta Area	Muslim Visitor Guide	There are guide for Muslim travelers at the attraction in print + digital form	3	8	20	160 (Medium Potential)
		Stakeholder Education	Managers and business operators in tourist attraction areas have participated in training on halal tourism	3			
		Market Outreach	There is no plan to organize a Muslim-friendly tourism event.	1			
		Digital Marketing	There is no digital marketing related to halal tourism at tourist attractions	1			
7	Jeneberang River Estuary Area	Muslim Visitor Guide	Guide for Muslim travelers at the attraction unavailable	1	4	20	80 (Less Potential)
		Stakeholder Education	Managers and business operators have not participated in training or received information about halal tourism	1			
		Market Outreach	There is no plan to organize a Muslim-friendly tourism event	1			
		Digital Marketing	There is no digital marketing related to halal tourism at tourist attractions	1			
8	China Town Sulawesi Street	Muslim Visitor Guide	Guide for Muslim travelers at the attraction unavailable	1	6	20	120 (Less Potential)
		Stakeholder Education	Managers and business operators have not participated in training or received information about halal tourism	1			
		Market Outreach	There is no plan to organize a Muslim-friendly tourism event.	1			
		Digital Marketing	There is digital marketing related to halal tourism at tourist attractions	3			

Source: Own elaboration

Table 7 presents the condition and score for each destination based on communication criteria. The conditions shown are based on information provided by the Makassar City Tourism Office, which is the policy maker and expert on each tourist attraction in Makassar City. Some things such as the knowledge of tourism managers and business people in the area related to halal tourism and whether or not Muslim-friendly events have been held are confirmed again by surveys to tourist destinations. Based on the scoring results adjusted to the conditions of each destination, the final score calculation and potential category are obtained.

To assess environmental criteria, the same method was used to assess communication criteria, namely observation and information obtained from the Makassar City Tourism Office. Some aspects

require time during observation, such as evaluating the frequency of activities of cleaning staff and the responsiveness of security officers in the destination area. The conditions resulting from observations and information from the Makassar City Tourism Office related to environmental criteria are outlined in Table 8.

Table 7: Result environment criteria assessment at regional tourism destination

No	Regional Tourism Destinations	Environment Criteria	Measurement Condition /	Score	Total	Weight	Final Score & Category
1	Losari Beach Area	Cleanliness	There are cleaning staffs and daily cleaning schedule	3	10	30	300 (High Potential)
		General Safety	There are Security Guards and very responsive	3			
		Muslim Tourists Arrival	Percentage of Muslim Tourist Visits >50% of the total number of tourists	3			
		Commitment to Implementing Halal Tourism	There are no written rules that support the implementation of halal tourism	1			
2	Lantebung Mangrove Tourism Area	Cleanliness	There are cleaning staffs and daily cleaning schedule	2	8	30	240 (Medium Potential)
		General Safety	Security guards are present but unresponsive	2			
		Muslim Tourists Arrival	Percentage of Muslim Tourist Visits >50% of the total number of tourists	3			
		Commitment to Implementing Halal Tourism	There are no written rules that support the implementation of halal tourism	1			
3	Kings of Tallo Cemetery Area	Cleanliness	There are cleaning staffs and daily cleaning schedule	3	10	30	300 (High Potential)
		General Safety	There are Security Guards and very responsive	3			
		Muslim Tourists Arrival	Percentage of Muslim Tourist Visits >50% of the total number of tourists	3			
		Commitment to Implementing Halal Tourism	There are no written rules that support the implementation of halal tourism	1			
4	Al Markaz Al Islami Mosque Area	Cleanliness	There are cleaning staffs and daily cleaning schedule	3	10	30	300 (High Potential)
		General Safety	There are Security Guards and very responsive	3			
		Muslim Tourists Arrival	Percentage of Muslim Tourist Visits >50% of	3			

			the total number of tourists				
		Commitment to Implementing Halal Tourism	There are no written rules that support the implementation of halal tourism	1			
5	Karebosi Area	Cleanliness	There are cleaning staffs and daily cleaning schedule	3	9	30	270 (Medium Potential)
		General Safety	Security guards are present but unresponsive	2			
		Muslim Tourists Arrival	Percentage of Muslim Tourist Visits >50% of the total number of tourists	3			
		Commitment to Implementing Halal Tourism	There are no written rules that support the implementation of halal tourism	1			
6	Lakkang Delta Area	Cleanliness	No Cleaning Staff	1	7	30	210 (Medium Potential)
		General Safety	Security guards are present but unresponsive	2			
		Muslim Tourists Arrival	Percentage of Muslim Tourist Visits >50% of the total number of tourists	3			
		Commitment to Implementing Halal Tourism	There are no written rules that support the implementation of halal tourism	1			
7	Jeneberang River Estuary Area	Cleanliness	No Cleaning Staff	1	6	30	180 (Less Potential)
		General Safety	No Security Guard	1			
		Muslim Tourists Arrival	Percentage of Muslim Tourist Visits >50% of the total number of tourists	3			
		Commitment to Implementing Halal Tourism	There are no written rules that support the implementation of halal tourism	1			
8	China Town Sulawesi Street	Cleanliness	There are cleaning staffs and daily cleaning schedule	3	9	30	270 (Medium Potential)
		General Safety	There are Security Guards and very responsive	3			
		Muslim Tourists Arrival	Percentage of Muslim Tourist Visits 25% - 50% of the total number of tourists	2			
		Commitment to Implementing Halal Tourism	There are no written rules that support the implementation of halal tourism	1			

Source: Own elaboration

Next, service criteria will be assessed by analyzing the availability of halal tourism support facilities in each destination. As described in the previous ACES Framework table, this criteria has the highest

weight and is considered the most influential in assessing the potential of halal tourism in a region or destination. Some sub-criteria include halal-certified restaurants, Muslim-friendly and halal-certified hotels, and the availability of places of worship for Muslim tourists, such as mosques and prayer rooms. This research looks at the availability of these facilities with buffering techniques. The distance/radius used is by the Indonesian National Standard (SNI) 03-1733-2004 concerning Procedures for Planning Residential Environments in Urban Areas. By these standards, facilities can be reached at a maximum radius of 800 meters by walking. It can be considered unreachable if it is more than this radius. Before using the buffering technique, this study determines the distribution of halal-certified restaurants, Muslim-friendly and halal-certified hotels, and mosque or prayer room facilities throughout the destination, as shown in Figure 4.

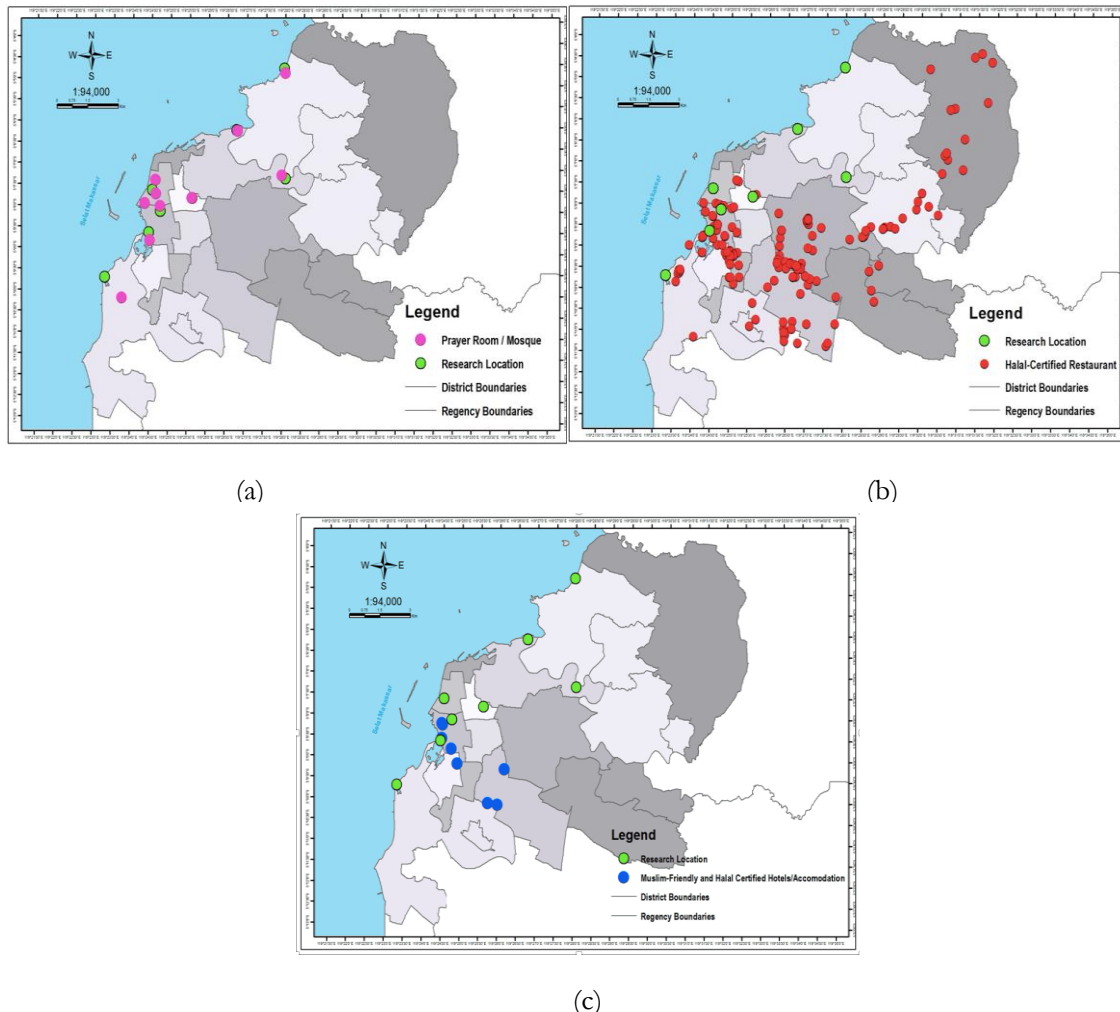


Figure 3: (a) mosque and prayer rooms’ distribution around the destination; (b) halal-certified distribution; (c) halal-certified and Muslim friendly hotels distribution

Source: Field survey

Next, start buffering from each of the eight Regional tourism Destinations with a radius of 800 meters. Figure 5 show the buffering result, and Table 9 provides a detailed description of the buffering map requirements. These results show that not all destinations have facilities that facilitate halal tourism services. Halal-certified restaurants and hotels have not been evenly spread throughout Makassar City. However, mosques and places of worship for Muslim tourists are adequate. Then, the final score and potential category are presented also present in Table 9. The results show that the destinations with high potential are Losari Beach and Karebosi. Meanwhile, Al Markaz Al Islami, China Town Sulawesi Street, and Jeneberang River Estuary are categorized as Medium Potential. Kings of Tallo Cemetery, Lantebung Mangrove Tourism, and Lakkang Delta are classified as Less Potential.

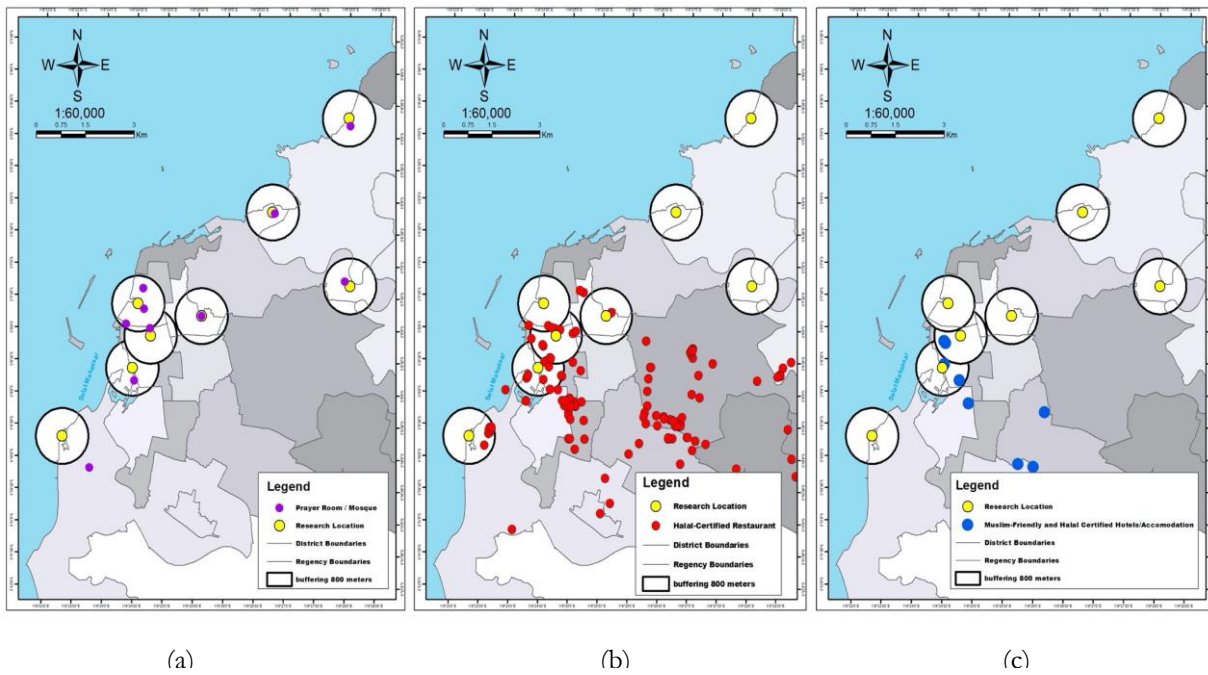


Figure 4: Buffering map of the service supporting facilities (a) prayer room/; (b) halal-certified restaurant; (c) halal-certified and Muslim friendly hotels

Source: Own elaboration

Table 8: Result service criteria assessment at regional tourism destination

No	Regional Tourism Destinations	Service Criteria	Measurement Condition	/	Score	Total	Weight	Final Score & Category
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1	Losari Beach Area	Halal Restaurant	<p>In the Destination Area</p> <ul style="list-style-type: none"> • Eat and Yum • KEPA Halal Korean Chicken • Warkop Teras Melati • Ravis Kitchen • Andalan Kuliner • Es Teler 77 Losari • RM Pak Tjomot • Beef Byte <p>Around the Destination Area</p> <ul style="list-style-type: none"> • Warung Cobek Cobek • De Sushi Japanese Resto • Lumpia Sulawesi • Kios Mulia • Mcdonald • KFC • RM Ati Raja • Burger king • Fore Coffee • Ayam Keprabon Express • RM Seafood Tumbak Kayubangkoa 	3	9	40	360 (High Potential)
		Mosque / Prayer Room	Amirul Mukminin Mosque (Syariah Standard)	3			
		Halal and Muslim Friendly Hotels	<ul style="list-style-type: none"> • Almadera Hotel (Muslim Friendly and Halal Certified Hotel) • Kyriad Haka Hotel 	3			
2	Lantebung Mangrove Tourism Area	Halal Restaurant	Unavailable	1	4	40	160 (Less Potential)
		Mosque / Prayer Room	Nurul Amin Lantebung Mosque (Non Syariah Standard)	2			
		Halal and Muslim Friendly Hotels	Unavailable	1			
3	Kings of Tallo Cemetery Area	Halal Restaurant	Unavailable	1	4	40	160 (Less Potential)
		Mosque / Prayer Room	An Nur Mosque (Non Syariah Standard)	2			
		Halal and Muslim Friendly Hotels	Unavailable	1			
4	Al Markaz Al Islami Mosque Area	Halal Restaurant	<p>Around the Destination Area</p> <ul style="list-style-type: none"> • Yummy Dimsum 	2	6	40	240 (Medium Potential)
		Mosque / Prayer Room	Al Markaz Al Islami Mosque (Syariah Standard)	3			

		Halal and Muslim Friendly Hotels	Unavailable	1			
5	Karebosi Area	Halal Restaurant	In the Destination Area <ul style="list-style-type: none"> • Mie Gacoan Karebosi • Mama Hotplate Karebosi Link • Mcdonald Karebosi Link • Pizza Hut Restoran Karebosi Around the Destination Area <ul style="list-style-type: none"> • KFC Hasanuddin • Burger King Hasanuddin • RM Ati Raja • Fore Coffee • Ulu Juku 2 Restaurant • PEA Ice Cream • PHD Bawakaraeng 	3	9	40	360 (High Potential)
		Mosque / Prayer Room	<ul style="list-style-type: none"> • Karebosi Link Prayer Room (Syariah Standard) • Al Muawanah RRI Mosque (Syariah Standard) 	3			
		Halal and Muslim Friendly Hotels	<ul style="list-style-type: none"> • Whiz Prime Hotel Hasanuddin Makassar (Muslim Friendly and Halal Certified Hotel) • Aston Makassar Hotel and Convention Center (Muslim Friendly and Halal Certified Hotel) 	3			
6	Lakkang Delta Area	Halal Restaurant	Unavailable	1	4	40	160 (Less Potential)
		Mosque / Prayer Room	Nurul Anshar Mosque (Non-Syariah Standard)	2			
		Halal and Muslim Friendly Hotels	Unavailable	1			
7	Jeneberang River Estuary Area	Halal Restaurant	Around the Destination Area <ul style="list-style-type: none"> • Burger Bangor • Sushi Tei • Mama Hotplate • Rempah Bistro • My Kopi-O • Fore Coffee • Chillin Chick • 4fingers 	2	4	40	160 (Less Potential)
		Mosque / Prayer Room	Unavailable	1			
		Halal and Muslim Friendly Hotels	Unavailable	1			

8	China Town Sulawesi Street	Halal Restaurant	Around the Destination Area • Ulu Juku 2 Restaurant • KFC Ahmad Yani • Mama Hotplate • Mcdonald	2	6	40	240 (Medium Potential)
		Mosque / Prayer Room	• As-Said Mosque (Syariah Standard) • Mubarak Mosque (Syariah Standard) • Al Muawanah Mosque (Syariah Standard)	3			
		Halal and Muslim Friendly Hotels	Unavailable	1			

Source: Own elaboration

After scoring each main criteria, the final step is calculating the total final score for each criteria in each destination. This final result also determines which destinations are very feasible to develop as Halal Tourism Areas with the conditions they have according to the ACES criteria. The final total score results are presented in Table 10.

Table 9: Result of final score and potential categorize of each destination

No	Regional Tourism Destinations	Access Score	Communication Score	Environment Score	Service Score	Total	Potential Category
1	Losari Beach Area	120	160	300	360	940	High Potential
2	Lantebung Mangrove Tourism Area	120	140	240	160	660	Medium Potential
3	Kings of Tallo Cemetery Area	110	120	300	160	690	Medium Potential
4	Al Markaz Al Islami Mosque Area	120	220	300	240	880	Medium Potential
5	Karebosi Area	120	80	270	360	830	Medium Potential
6	Lakkang Delta Area	90	160	210	160	620	Less Potential
7	Jeneberang River Estuary Area	110	80	180	160	530	Less Potential
8	China Town Sulawesi Street	130	120	270	240	760	Medium Potential

Source: Own elaboration

Table 10 shows that only one destination has a high potential to be developed into halal tourism, namely Losari Beach. The availability of supporting facilities for halal tourism services at Losari Beach contributes significantly to its potential value. Karebosi Area also has a high value on the Service criteria but is not supported by the value of other criteria. After that, there is Al Markaz Al Islami Mosque, which has a value of 880 and occupies the Medium Potential Category. Although this destination can be included in the religious tourism category, supporting facilities such as halal restaurants and Muslim-friendly hotels, do not yet exist in this tourist area. This is what makes this tour cannot be said to have high potential to be developed into a halal tourism area. Some other destinations that fall into the Medium Potential category are Lantebung Mangrove Tourism Area,

Kings of Tallo Cemetery, and Karebosi. Meanwhile, Lakkang Delta, Jeneberang River Estuary, and China Town Sulawesi Street fall into the Less Potential category.

4. DISCUSSION

The research comprehensively assesses eight regional tourism destinations, evaluating accessibility, communication, environmental support, and services aligned with the global halal tourism standard, the ACES Framework set by Mastercard Crescenrating. Among the destinations analyzed, Losari Beach is the only destination with high potential. The scoring results show that Losari Beach scores high on the criteria that significantly affect halal tourism development: service and environment. Losari Beach is one of the most popular destinations in Makassar City. Apart from the fact that this attraction offers a stunning beach view, Losari Beach is also located in a strategic area (Tourism Office of Makassar City, 2022). This destination is one of the tourist icons of the city of Makassar. For this reason, the development of infrastructure and entertainment facilities in this place is also very rapid. This is evidenced in this study: the many available halal-certified restaurants, halal and

Sharia-standard accommodations and worship facilities for Muslim tourists. Meanwhile, Losari Beach is included in the medium potential access and communication criteria category. This is due to the location of Losari Beach, which is quite far from Sultan Hasanuddin International Airport and Railway Station. Managers and business people in Losari Beach also still need strengthening related to implementing halal tourism. Most destinations are reasonably accessible, with good connectivity to public transportation and major terminals. However, the distance and travel time from airports and seaports to some destinations, such as Lakkang Delta and Jeneberang River Estuary, limit their potential. Enhancing transport infrastructure and accessibility to these sites could significantly improve their appeal (López-Sanz et al., 2021).

Meanwhile, communication remains a critical gap for many destinations. Few sites have adequate digital marketing or Muslim visitor guides, which is essential for effectively promoting halal tourism. Additionally, the lack of stakeholder education and limited efforts in organizing Muslim-friendly events hinder the overall readiness of these destinations. This is also a big challenge ahead. The study of (Battour & Ismail, 2016) stated that the success of halal tourism depends not only on supporting physical facilities, such as halal restaurants and places of worship, but also on promotional strategies and human resource capacity building. Halal events, such as halal food festivals or Islamic cultural exhibitions, serve as a tourist attraction and a means of public education and awareness-raising on halal principles. The absence of such events in destinations creates a gap in efforts to attract the growing number of Muslim travellers globally.

The environmental support for halal tourism varies across the destinations. While destinations like Losari Beach and Al Markaz Al Islami Mosque demonstrate strong cleanliness and safety measures, other sites like Lakkang Delta and Jeneberang River Estuary lack adequate cleaning staff and security responsiveness. Commitment to implementing halal tourism through formal regulations remains absent across all destinations, posing a systemic challenge. Services, particularly the availability of halal-certified restaurants, Muslim-friendly accommodations, and prayer facilities, are the most influential criteria for determining a destination's potential. Losari Beach excels in this area, whereas many other destinations, such as Kings of Tallo Cemetery and Lantebung Mangrove Tourism, lack sufficient halal-certified facilities. This study also proves that not all destinations can be easily developed into halal tourism areas. This is because some destinations do not meet the ACES criteria, which is a strong standardization for the implementation of halal tourism globally. This study recommends that only potential destinations should be developed into halal tourism for more significant impact, resource efficiency, and long-term sustainability.

This analysis aligns with global trends, showing that Muslim-friendly tourism is a growing market segment. Makassar City has a unique opportunity to capitalize on its majority Muslim population and existing attractions, particularly Losari Beach, as the most potential destination to strengthen its position as a halal tourism destination. However, to achieve this, significant efforts are required to address the identified gaps. Improving stakeholders' knowledge, increasing the availability of halal-

certified facilities, and formalizing halal tourism policies should be prioritized as further recommendations from this study.

This research still requires further exploration, especially on social conflict in the community and non-halal practices still found in tourist destinations. The development of halal tourism may trigger conflicts between community groups that support and reject this concept. Opposing groups may feel the restrictions reduce freedom or change local cultural identity. The implementation of halal tourism, especially in Indonesia, must be supported by collaboration between all stakeholders related to halal tourism, including the central government, local government, local entrepreneurs, and the community. Therefore, in the development of halal tourism, all stakeholders must understand and accept the concept offered to avoid conflict, as described in (Huda et al., 2023). In addition, specific destinations may continue to provide activities or services that conflict with halal principles, such as the sale of alcohol, non-Muslim-friendly facilities, or inappropriate entertainment. This can be challenging and impact the successful implementation of halal tourism, which prioritizes Shariah principles while remaining consistent with Islamic religious rules.

Biased potential was identified during data collection, including observer bias, where the researcher's subjective interpretation might have influenced the scoring of halal facilities. Additionally, selection bias could arise as the selected destinations were chosen for accessibility, potentially overlooking less prominent sites. These biases may limit the generalizability of the findings. A structured observation guide was employed to mitigate these issues. Future studies could expand the geographic scope of observations and utilize more objective measures for scoring.

5. CONCLUSION

This research analyses the potential of each Regional Tourism Destination in Makassar City to be developed into a Halal Tourism Area. The analysis used the ACES Framework criteria from the Global Market Travel Index (GMTI) and the Indonesia Market Travel Index (IMTI). The scoring technique is used in this study to give value to each of the four criteria, namely Access, Communication, Environment, and Service. The final score of this research is that one Regional Tourism Destination falls into the high-potential category to be developed into a Halal Tourism Area. The destination is Losari Beach. Losari Beach gets a high score from the Environment and Service criteria, which are considered the most influential in the implementation of halal tourism. According to the Access and Communication criterion, Losari Beach falls into the Medium Potential category. This demonstrates that, while Losari Beach is in the High Potential category, significant modifications are still required to ensure the successful implementation of halal tourism at the beach. Priorities for the development of halal tourism in Losari Beach should include improving stakeholder knowledge, boosting the availability of halal-certified facilities, and formalizing halal tourist policies. This research is expected to be considered for developing halal tourism implementation policies to assist their success. This study is still limited regarding the sampling of destinations and data collection methods. Future research could expand the scope of destinations in Makassar City and utilize more objective statistical methods for evaluation.

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