

Urban Tourism: A Strategy for Tourism Development in Parepare City

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Abstract

This study explores the potential and challenges of tourism development in Parepare City, Indonesia, with the goal of elevating its status as an urban tourism destination. The research addresses critical issues such as underdeveloped infrastructure, limited public awareness, and insufficient community engagement, which impede the city's tourism growth. Utilizing a mixed-methods approach, the study combines qualitative interviews. The findings underscore Parepare's strengths, including its capable tourism workforce, diverse and attractive tourism activities, and vibrant cultural events like the Festival Salo Karajae. However, it also identifies significant challenges, including the need for improved infrastructure, increased public awareness, and stronger environmental conservation efforts. Based on SWOT analysis, strategic recommendations are proposed, focusing on enhancing tourism management, promoting unique attractions, improving infrastructure, and fostering community involvement. These initiatives aim to position Parepare as a competitive MICE (Meetings, Incentives, Conferences, and Exhibitions) destination and a thriving urban tourism hub.

Keywords: Urban Tourism, Tourism Development, Culinary, Urban Tourism Model.

INTRODUCTION

Tourism arose from the Sanskrit words "para" meaning "full," "whole," or "all," and "wisata" meaning "travel"; therefore, tourism is more than traveling. However, it is not necessarily the opposite. A journey becomes classified as tourism if it meets three specified criteria: the traveler has to go away from his place of origin or residence; the trip is motivated by pleasure for purposes of leisure or other forms of pleasant activities; and the traveler participates in the process as a consumer who wants to enjoy the experience of being a tourist (Utama 2018).

In Indonesia, tourism is one of the significant sectors that contributes immensely to the national economy. It does not only bring foreign exchange earnings but also accommodates millions of employment opportunities, creates cultural conservation, fosters infrastructure development, enhances the image of the country abroad, and raises environmental awareness (Hussain et al., 2024; Rahman, 2019; Sahib et al., 2019). Tourism works as a promising economic enterprise and an "export component," lifting economic, social, and cultural dimensions of the tourist destinations. The related activities in which the tourism industry is engaged to enhance tourist experiences and the visited destination, promote economic development and cultural exchange within a place, including the entry stay and movement of foreign visitors inside or outside it; it is an interrelated system of a country, city, or region (Teng, 2021; Akhmar et al., 2020; Dalyan et al., 2024).

The role played by the tourism organizers is vital in regional development as tourism can help alleviate poverty through employment and promotion of education in the communities. Therefore, tourism and its organizers contribute a big part in realizing economic and social gains to the regions. Indonesia has implemented provisions that govern all tourism management policies in line with the Tourism Act No. 10 of 2009 (Anom 2013). Not only is this law relevant for boosting the economy of Indonesia, but it also lays the foundation for creating love and pride in the country (Buhalis & Amaranggana, 2015; Kaharuddin et al., 2024). It elaborates policies, procedures, and regulations that are needed to manage tourism effectively and sustainably so that the appreciation could be inculcated in the minds of people for their nation. One such city that stands as an example of the potential that could be developed related to tourism in Indonesia is the city of Parepare,

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situated in the province of South Sulawesi. Although relatively small, it is strategically placed and serves as a transit point for tourists bound for the known tourist destination of Toraja. The unique geographical characteristics of the city, in the combination of hilly areas and coastal areas, are embraced, whereby it adds up to the attraction it holds toward visitors. As for what Parepare offers in its attractions, according to BPS Kota Parepare (2024), it ranges from natural landscapes and cultural heritage to culinary delights and historical landmarks.

However, tourism development in Parepare has not been maximized (Firdausy & Buhaerah 2022). This is supported by a lack of public understanding of tourism, inadequate infrastructure, a shortage of skilled tourism personnel, and the need for improvements in tourism facilities. The attractions and points of interest in Parepare have not become a reason strong enough to make tourists stay overnight or extend their visit to the city (Prihandoko et al., 2019; Coutrier & Munir, 2023). This shows that there are obstacles yet to developing the tourism industry, which is an important source that should attract both domestic and international visitors.

This research encompasses the concept of urban tourism and elaborates the potential of its development in Parepare City. Urban tourism is a branch of specific tourism in urban areas, aiming to discover and experience the given characteristics. Activities related to it run the gamut from sightseeing and cultural immersion to culinary exploration, shopping, events, and festivals. The popularity of urban tourism nowadays grows, therefore, from the increasing interest in city life, cultural diversity, and historical significance worldwide.

LITERATURE REVIEW

The Significance of Tourism in Economic Development

Tourism has emerged as a pivotal force in economic development, offering a multitude of avenues for growth and prosperity, particularly in regions endowed with abundant natural beauty, rich cultural heritage, and historical significance (Primadany et al., 2013). The tourism sector's impact reverberates throughout the economy, generating employment opportunities, stimulating local businesses, and contributing to overall economic growth. Recognizing the trans-formative power of tourism, governments and policymakers worldwide have increasingly prioritized its development as a means to achieve sustainable economic progress.

In Indonesia, a country celebrated for its diverse archipelago and cultural richness, tourism has been identified as a key driver of economic development (Pitana & Gayatri, 2005). The Indonesian government, both at the national and regional levels, has implemented various initiatives to harness the potential of tourism. These initiatives encompass infrastructure development, marketing and promotional campaigns, and capacity-building programs aimed at enhancing the quality of tourism services and experiences. By investing in these areas, the government seeks to create a conducive environment for tourism to flourish, thereby generating employment opportunities, attracting foreign investment, and boosting local economies.

Urban Tourism: A Growing Trend

Within the broader tourism landscape, urban tourism has emerged as a significant trend, captivating travelers seeking unique experiences and cultural immersion (Hermawan & Brahanto, 2018). Urban tourism, as defined by the World Tourism Organization (UNWTO, 2012), encompasses tourist activities in urban areas characterized by a non-agricultural economic base, such as administration, manufacturing, commerce, and services. These urban centers often serve as transportation hubs, attracting visitors for various purposes, including leisure, business, conferences, shopping, and cultural exploration.

The allure of urban tourism lies in the multifaceted nature of cities. They offer a diverse range of attractions, from historical landmarks and museums that narrate stories of the past to vibrant culinary scenes that tantalize taste buds with local flavors (Hayllar & Griffin, 2014). The bustling energy of city life, diverse communities, and unique experiences further contribute to the appeal of urban tourism. Moreover, cities often serve as cultural melting pots, where different traditions, customs, and artistic expressions converge, creating a rich tapestry of cultural diversity that attracts visitors from around the world.

The Rise of Urban Tourism in Indonesia

In Indonesia, urban tourism has gained traction in recent years, driven by factors such as urbanization, rising disposable incomes, and a growing interest in cultural and historical experiences. Cities like Jakarta, Yogyakarta, and Bandung have emerged as popular urban tourism destinations, attracting both domestic and international tourists. These cities offer a blend of modern amenities and cultural heritage, providing visitors with a unique and enriching experience.

The Indonesian government has recognized the potential of urban tourism and has taken steps to promote its development. The Ministry of Tourism has launched various initiatives to enhance the urban tourism product, including the development of urban tourism infrastructure, the promotion of cultural events and festivals, and the creation of thematic tourism circuits. These efforts aim to position Indonesian cities as attractive and competitive urban tourism destinations in the global market.

Challenges and Opportunities in Urban Tourism Development

While urban tourism presents significant opportunities for economic growth and cultural preservation, it also poses challenges that need to be addressed. One of the primary challenges is the need for sustainable development (Vardopoulos et al., 2023; Machmud et al., 2021). The rapid growth of urban tourism can strain resources, exacerbate environmental problems, and disrupt local communities. Therefore, it is crucial to adopt a balanced approach that ensures the long-term viability of urban tourism while minimizing its negative impacts.

Another challenge is the need for effective marketing and promotion. Many Indonesian cities, despite their rich cultural heritage and diverse attractions, lack visibility in the global tourism market (Devkota et al., 2023). To attract more tourists, cities need to develop comprehensive marketing strategies that highlight their unique selling points and differentiate them from other destinations.

Despite these challenges, urban tourism in Indonesia presents numerous opportunities. The country's rich cultural heritage, diverse culinary scene, and historical significance provide a strong foundation for attracting tourists interested in cultural immersion, historical exploration, and culinary experiences (Subekti, 2022). Additionally, the growing trend of sustainable tourism and the increasing demand for authentic and immersive experiences present opportunities for cities to develop unique and responsible tourism products.

Parepare City: A Case Study in Urban Tourism Development

Parepare City, located in South Sulawesi, Indonesia, serves as a compelling case study for urban tourism development. Despite its relatively small size, Parepare boasts a strategic location, serving as a transit point for tourists traveling to the renowned tourist destination of Toraja. This strategic positioning grants Parepare a unique advantage in attracting and retaining visitors (BPS Kota Parepare, 2024). Moreover, the city's distinctive geographical features, characterized by a harmonious blend of hilly terrain and coastal areas, contribute to its allure. The juxtaposition of mountains and sea creates a picturesque landscape that appeals to nature enthusiasts and adventure seekers alike.

Parepare's tourism potential extends beyond its strategic location and natural beauty. The city boasts a rich tapestry of attractions that cater to diverse interests. History buffs can explore historical landmarks such as the Habibie & Ainun Museum, which commemorates the life and legacy of Indonesia's third president, B.J. Habibie, and his beloved wife, Ainun. The museum offers insights into the couple's personal and professional lives, showcasing their contributions to Indonesia's development. Additionally, the 40,000 Souls Monument stands as a poignant reminder of a dark chapter in the city's history, commemorating the victims of a mass shooting during the Indonesian National Revolution (Slavin et al., 2023).

However, the development of tourism in Parepare has not been maximized (Firdausy & Buhaerah, 2022). This is evident from the lack of public understanding regarding tourism, inadequate infrastructure, a shortage of skilled tourism personnel, and the need for improvements in tourism facilities. Additionally, the existing attractions and points of interest in Parepare have not yet become compelling reasons for tourists to stay

overnight or extend their visits in the city. This situation indicates that there are still obstacles hindering the development of tourism, which should ideally attract both domestic and international tourists.

Parepare: An Urban Tourism Model

Parepare, a coastal city in South Sulawesi, Indonesia, is emerging as a model of urban tourism by blending its natural beauty, cultural heritage, and modern infrastructure. Strategically located on the western coast, Parepare offers stunning coastal views, beaches, and natural parks, alongside historical landmarks like the Habibie-Ainun Monument and colonial-era buildings that reflect its rich history (Fadilah et al., 2023). The city showcases the vibrant Bugis culture through traditional houses, crafts, and festivals. Urban amenities, including hotels, restaurants, and shopping centers, cater to tourists, supported by well-developed transportation infrastructure. The local government actively promotes tourism through marketing campaigns, infrastructure development, and cultural events, with significant community involvement ensuring sustainable practices. Cultural festivals and recreational events attract visitors, boosting the local economy and creating job opportunities. Looking ahead, Parepare focuses on sustainable tourism and smart city initiatives to enhance the visitor experience and improve urban management. Through strategic planning and community involvement, Parepare is set to become a major tourism destination, contributing to South Sulawesi's economic growth and cultural preservation.



Figure 1. The Geographic Site of Parepare

The coastal areas, shown in blue on the map, are vital for tourism, featuring beautiful beaches and ports. These regions are bustling with activities related to fishing, trade, and tourism (Arifin, 2022). Moving inland, the green areas represent the more densely forested and hilly regions, which offer natural parks and reserves ideal for outdoor activities like hiking and bird watching. The urbanized areas, marked in other colors, include residential neighborhoods, commercial centers, and cultural landmarks such as the Habibie-Ainun Monument.

Method And Sources of Data

The research employs a mixed methods approach, combining qualitative and quantitative techniques to provide a comprehensive understanding of the topic. Qualitative methods include observation, direct interviews, and documentation to gather in-depth information and rich perspectives. Quantitative methods involve the use of questionnaires to collect measurable data that can be statistically analyzed. The data analysis is exploratory-descriptive, identifying patterns and themes, and presenting findings clearly. This mixed methods approach leverages the strengths of both qualitative richness and quantitative precision, enabling a holistic analysis of the development of the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector in Parepare. By integrating these methods, the research aims to offer a thorough and

nuanced understanding of the potential and challenges in positioning Parepare as a competitive MICE destination.

The research method used involves data collection through observation, interviews, questionnaires, and documentation. The data analysis is exploratory-descriptive with a qualitative-quantitative or mixed methods approach to summarize and present data and information. This comprehensive approach allows for a thorough understanding of the subject matter, ensuring that both qualitative insights and quantitative data are considered.

MICE is a crucial sector in the development of Parepare's tourism industry. By examining various aspects related to MICE, such as facilities, accessibility, and support services, this research aims to identify the potential and challenges in developing Parepare as a competitive MICE destination. The analysis will include an assessment of infrastructure, market needs, and appropriate marketing strategies to enhance the city's appeal as a MICE destination.

OBJECTIVE OF THE STUDY

To achieve the aim of this study, the objectives are formulated as follows: 1) to elucidate the potential for tourism development in Parepare City and the contributing factors, and 2) to analyze suitable tourism development strategies based on research findings. Data for this study were obtained through two main methods: a) documentary analysis and b) field surveys, aimed at providing insights into the tourism development potential in Parepare City and recommending appropriate strategies for its enhancement.

FINDINGS AND DISCUSSION

The determination of development strategies for tourist attraction areas to optimize the tourism sector's function in Parepare City is conducted using a SWOT (Strength, Weakness, Opportunity, Threat) analysis. The application of SWOT analysis in the tourism sector is a method to identify strengths and weaknesses, as well as opportunities and threats, in addressing tourism development issues. The data from the SWOT analysis produces the best possible alternative strategies and serves as one of the foundations for formulating recommendations for tourism development in Parepare City.

Respondents interviewed for this analysis consisted of three individuals with expertise in the field of tourism, including representatives from the government and academics considered relevant in providing information about tourism development. According to Stoop (2005), there is no minimum number of respondents required, as long as the selected respondents are those who are competent in their respective fields. However, involving more respondents is better to reduce subjectivity. The formulation of alternative strategies in this research includes two stages: the input stage and the matching stage.

The input stage involves grouping the identification results and summarizing the basic information needed to formulate strategies using the Internal Strategic Factors Analysis Summary (IFAS) matrix and the External Strategic Factors Analysis Summary (EFAS) matrix. The second stage, the matching stage, involves formulating strategies using the SWOT quadrant matrix and the SWOT matrix. The detailed steps of the data analysis process carried out are as follows:

Input Stage

The input stage is the first stage carried out before proceeding to the next step in the strategy formulation stage. At this stage, the identification results of the internal and external environmental factors of tourist attractions are grouped into the IFAS and EFAS matrices.

Internal Factor Analysis

Based on the results of interviews and analysis of internal factors for the three respondents, the next stage was weighted using a questionnaire. Internal factor weighting is an effort to compare each internal factor that influences the tourism sector in Parepare City. The results of the weight assessment and rating for each respondent are then created in the form of an IFE matrix for all respondents.

Internal Factor Analysis Weighting

The analysis of internal factors begins with weighting and ranking the strength and weakness factors in tourism development. The weighting was filled in by informants with a total of 3 people who were people with competence in the tourism sector, namely from the government (Parepare City Youth, Sports and Tourism Department) and local academics who were considered relevant in providing information about tourism and obtained the same answers regarding giving a serial number for the weight of each indicator.

Assigning weight values to internal factors in each data set ranges from 1.0 (very important) to 0.0 (not important) based on how much the factor influences tourism development in Parepare City. The total of all assigned weights must not exceed a score of 1.00. The weighting given by respondents to each internal environmental indicator of tourism development can be seen in the following table.

Table 1. Weighting of Internal Factors for Tourism Development in Parepare City

No	Internal factors	Weight
1	Competent human resources	0.11
2	Typical tourist attraction	0.09
3	Tourist activities are diverse and interesting	0.11
4	Tourism Facilities and Infrastructure	0.11
5	Art performances, events and festivals	0.12
6	Community institutions care/aware of tourism	0.11
7	Community empowerment	0.11
8	Tourism management and promotion	0.12
9	Rules (code of conduct)	0.09
Amount		1.00

Source: Research Data Processing Results, 2024

Informants believe that the highest and most important weights are assigned to the indicators of art performances, events, and festivals with a weight of 0.12, and tourism management and promotion, also with a weight of 0.12. This is considered very important given that Parepare City has many events and festivals, one of which is the Festival Salo Karajae, which is included in Indonesia's event calendar. On the other hand, the indicator with the lowest weight, which is still considered quite important, is the unique tourism attractions indicator with a weight of 0.09.

Giving Rating Values and Internal Factor Scores

The next step involves multiplying each weight by a rating to obtain the weighted factors. The results will show the ratings of the internal elements. The rating for each indicator is obtained by dividing the total responses per indicator by the number of respondents. Then, each data point is rated from most influential (given a value of 4) to least influential (given a value of 1). The influence ratings are assigned as follows: 1) very small positive influence 1, small positive influence 2, large positive influence 3, and very large positive influence 4.

Table 2. IFAS Matrix of internal factors for the strength of tourism development in Parepare City

No	Internal Factors	Weight	Ratings	Score (weight x rating)
1	Competent Tourism Human Resources	0.11	3.67	0.416
2	Tourist activities are diverse and interesting	0.11	3.67	0.416
3	Tourism Facilities and Infrastructure	0.11	3.67	0.416
4	Art performances, events and festivals	0.12	4.00	0.495
5	Tourism management and promotion	0.12	4.00	0.495
Total		0.58		2.237

Source: Research Data Processing Results, 2024

Based on the table, most respondents believe that the indicators with excellent scores are art performances, events, and festivals, as well as tourism management and promotion, both with a score of 0.49. This is undeniable, considering that Parepare City has many events and festivals, one of which is the Festival Salo Karajae, which is included in Indonesia's national event calendar and is one of the Kharisma Event Nusantara (KEN).

In addition to internal factors that are strengths, there are also internal factors that are weaknesses. The indicators that are weaknesses in tourism development in Parepare City can be seen in the following table.

Table 3. IFAS Matrix Of Internal Factors Weaknesses in Parepare City Tourism Development

No	Internal Factors	Weight	Ratings	Score (weight x rating)
1	Unique tourism attractions	0.09	3.00	0.278
2	Community institutions care/aware of tourism	0.11	3.67	0.416
3	community empowerment	0.11	3.67	0.416
4	Rules (code of conduct)	0.09	3.00	0.278
Total		0.41		1.388

Source: Research Data Processing Results, 2024

The next analysis involves summing the results of multiplying the weights by the ratings of each parameter and indicator in the Internal Factor Analysis Summary (IFAS) matrix, where strength factors have positive values and weakness factors have negative values.

Table 4. Internal Factor Analysis Summary (IFAS) Matrix for tourism development in Parepare City

No	Internal Factors	Weight	Ratings	Score (weight x rating)
Strength				
1	Competent Tourism Human Resources	0.11	3.67	0.41
2	Tourist activities are diverse and interesting	0.11	3.67	0.41
3	Tourism Facilities and Infrastructure	0.11	3.67	0.41
4	Art performances, events and festivals	0.12	4.00	0.49
5	Tourism management and promotion	0.12	4.00	0.49
Total		0.58		2.23
Weakness				
1	Typical tourist attraction	0.09	3.00	0.27
2	Community institutions care/aware of tourism	0.11	3.67	0.41
3	Community empowerment	0.11	3.67	0.41
4	Rules (code of conduct)	0.09	3.00	0.27
Total		0.41		1.38
Total		1.00		3.62

Source: Research Data Processing Results, 2024

Based on the table above, the most influential internal factor is the strength factor, as seen from the ratio between the total score of strengths compared to the total score of weaknesses, which is 2.23 : 1.38. A ratio that shows a higher value indicates a stronger influence on the issues, specifically in this case, development.

External Factor Analysis

Similar to the internal factor analysis, to determine the opportunities and threats in the tourism sector in Parepare City, weighting and rating are applied to each indicator. Subsequently, the next step involves multiplying the weights by the ratings to obtain a Score. This Score indicates how tourism development in Parepare City responds to its external strategic factors.

Weighting of External Factor Analysis

The analysis of external factors in the tourism sector of Parepare City begins with weighting external factors by respondents from the government and academia. Weighting is conducted on several external parameters based on information provided by three informants who are experts in the field of tourism, namely from the government (Youth, Sports, and Tourism Office of Parepare City) and local academics considered relevant in providing information about tourism, with consistent responses obtained from each indicator. Assigning weight values to external factors in each dataset ranges from 1.0 (very important) to 0.0 (not important) based on how much each factor influences tourism development in Parepare City. The total of all assigned weights must not exceed a score of 1.00. Weighting by respondents is given to each indicator of external environmental factors in development.

Table 5. Weighting of External Factors for Tourism Development in Parepare City

No	External Factors	Weight
1	Natural wealth and cultural uniqueness	0.09
2	Environmental stability in tourism development	0.11
3	Awareness in preserving the environment	0.12
4	Community interest and participation in tourism	0.14
5	Tourism development is in accordance with RIPPARDA	0.12
6	Tourism development program	0.13
7	Domestic tourist visits	0.13
8	Visits from foreign tourists	0.12
Amount		1.00

Source: Research Data Processing Results, 2024

Based on the opinions of informants from the government and academic sectors with expertise in tourism development, it is known that the weighting of external environment factors in tourism development in Parepare City shows that the highest weighted factor is community interest and participation in tourism, at 0.14. Meanwhile, the indicator with the lowest weight is natural resources and cultural uniqueness, with a weight of 0.075.

Giving Rating Values and External Factor Scores

The assessment of external factors, similar to the assessment of internal factors, is conducted by the same respondents who choose from four alternative values for each indicator: excellent (score 4), good (score 3), fair (score 2), and poor (score 1). Based on the average values obtained for each indicator, opportunities and threats to tourism development in Parepare City are identified. The results of rating and scoring the external factors' Opportunity are presented in the following table.

Table 6. IFAS Matrix of external factors for tourism development in Parepare City

No	External Factors	Weight	Ratings	Score (bobot x rating)
1	Natural wealth and cultural uniqueness	0.09	2.67	0.26
2	Environmental stability in tourism development	0.11	3.00	0.33
3	Awareness in preserving the environment	0.12	3.33	0.41
4	Tourism development program	0.13	3.67	0.49
5	Domestic tourist visits	0.13	3.67	0.49
6	Visits from foreign tourists	0.12	3.33	0.41
Total		0.72		2.41

Source: Research Data Processing Results, 2024

Based on Table 36, it can be seen that most respondents believe that the assessment of external factors with the highest scores includes the indicators of tourism development programs and domestic tourist visits. These indicators represent opportunities with equally high scores of 0.49. This is because Parepare City's tourism development programs aim to create safe, comfortable, attractive, easily accessible, environmentally conscious destinations that enhance national, regional, and community income.

In addition to external factors identified as opportunities, there are also external factors identified as threats. The indicators that pose threats to tourism development in Parepare City can be seen in the following table.

Table 7. IFAS Matrix External Factors Threats to Tourism Development in Parepare City

No	External Factors	Weight	Ratings	Score (bobot x rating)
1	Community interest and participation in tourism	0.14	4.00	0.59
2	Tourism development is in accordance with RIPPARDA	0.12	3.33	0.41
Total		0.27		1.00

Tourism development according to RIPPARDA is considered a threat with the lowest score of 0.412, where several tourism developments within RIPPARDA are still unrealized or face obstacles. This is also supported by another external factor indicator that poses a threat, which is community interest and participation in tourism, with a score of 0.593. The community's interest in tourism is perceived to be low.

Table 8. External Analysis Summary (EFAS) Factor Matrix for tourism development in Parepare City

No	External Factors	Weight	Ratings	Score (bobot x rating)
Opportunity				
1	Natural wealth and cultural uniqueness	0.09	2.67	0.26
2	Environmental stability in tourism development	0.11	3.00	0.33
3	Awareness in preserving the environment	0.12	3.33	0.41
4	Tourism development program	0.13	3.67	0.49
5	Domestic tourist visits	0.13	3.67	0.49
6	Foreign tourist visits	0.12	3.33	0.41
Total		0.72		2.41
Threats				
1	Community interest and participation in tourism	0.14	4.00	0.59
2	Tourism development is in accordance with RIPPARDA	0.12	3.33	0.41
Total		0.27		1.00
Total		1.00		3.42

Based on the table above, the most influential external factor is the threat factor, as seen from the ratio between the total score of opportunities compared to the total score of threats, which is 2.41 : 1.00. A ratio that shows a higher value indicates a stronger influence on the issues, specifically in this case, tourism development in Parepare City (Elpisah et al, 2021).

Matching Stage (Multi Stage)

The matching stage is a phase to formulate strategies based on the analysis of internal and external factors in

the tourism sector of Parepare City. In this stage, the analytical tools used are the SWOT quadrant matrix and the SWOT matrix.

Based on the IFAS and EFAS tables, the calculation results between internal and external factors show that to determine the strategies needed for developing tourism in Parepare City, mapping is conducted into the SWOT quadrant matrix. The SWOT quadrant matrix is determined based on the calculation of the internal strategy factor values, which involve subtracting the strength internal strategy factor from the weakness internal strategy factor, plotted on the x-axis of the SWOT quadrant matrix with a value of 0.84 (2.23 - 1.38). The calculation of the external strategy factor values involves subtracting the external strategy factor opportunities from the threats, set on the y-axis of the SWOT quadrant matrix with a value of 1.412 (2.41 - 1.00).

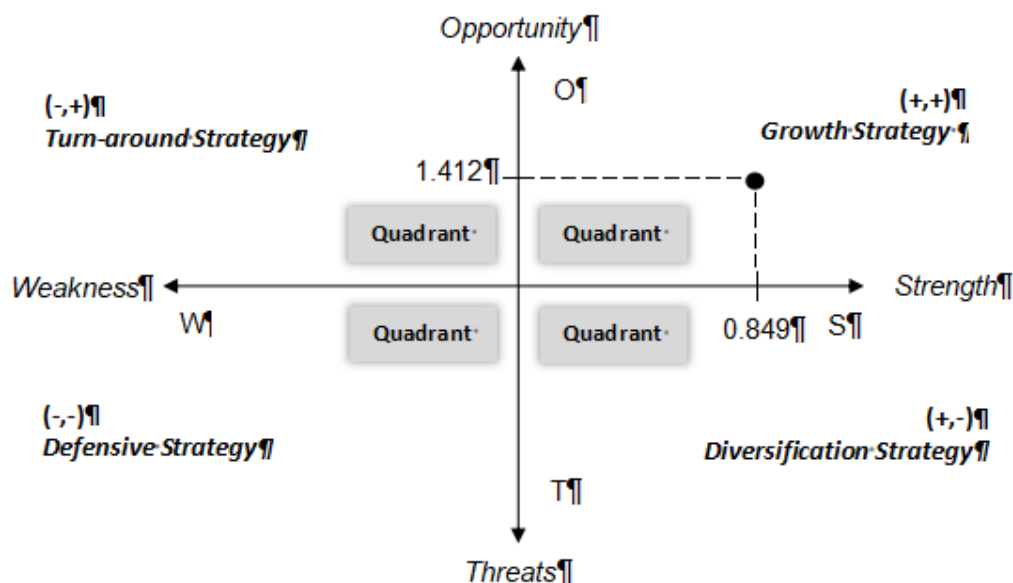


Figure 2. Parepare City SWOT Quadrant Matrix

Based on the results of the SWOT quadrant matrix, the strategy for developing tourism in Parepare City is in a favorable situation, as it falls within quadrant one. This quadrant results from the positive differences between strengths and weaknesses, as well as opportunities and threats. The strategy that can be developed for tourism development in Parepare City is a growth-oriented strategy, focusing on maximizing strengths and leveraging opportunities in developing the tourism sector.

CONCLUSION

The research conducted in Parepare City, South Sulawesi, utilizes a combination of qualitative and quantitative methods to explore and describe the tourism potential and development strategies in the region. This study involves direct data collection through observations and questionnaires, aimed at assessing the internal and external factors influencing tourism development.

The analysis of collected data is crucial in identifying strengths, weaknesses, opportunities, and threats (SWOT analysis) in the tourism sector. This analytical process provides insights into leveraging strengths, capitalizing on opportunities, addressing weaknesses, and mitigating threats, guiding the formulation of effective tourism development strategies.

Furthermore, the research involves a comprehensive review of literature and documentation related to tourism development, emphasizing the importance of utilizing various information sources to inform strategic decision-making in tourism planning and management.

The research findings indicate that: (1) Parepare City has significant potential to be developed as a tourism destination as it meets nearly all aspects of tourism development. (2) There is a need to enhance attractive tourism

activities and implement MICE (Meetings, Incentives, Conferences, and Exhibitions) events and festivals to retain tourist traffic to other areas.

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