

The Influence of Sustainable Tourists Destination Attractiveness and Tourism Marketing Strategy on Tourism Sustainability in South Sulawesi Indonesia

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

Keywords: attraction, tourist destinations, marketing strategy, tourism sustainability

INTRODUCTION

The concept of tourism sustainability is still being debated by tourism experts and stakeholders due to there is no general reference or definition of the true meaning of the term "sustainability" which can be applied in various contexts, including in the tourism sector. In 1987, the World Commission on Environment and Development (WCED) [1] published the Brundtland Report which stated that sustainable development is a development process that carries out activities that are able to meet present needs without destroying future resources. The Brundtland Report is the initial concept of sustainable development and all elements are required to follow this agenda either for institutions, companies, and or organizations, both public and private sectors. All forms of implementing activities are expected to be environmentally friendly and not damage the sustainability of resources in the future in order to future generations will potentially get the same development advantages likewise the current generation.

The Law No. 09 of 2021 [3] concerning Guidelines for Sustainable Tourism Destinations, states that Sustainable Tourism is tourism that takes into account current and future economic, socio-cultural and environmental impacts, meeting the needs of visitors, industry, environment

and local communities and can be applied to all forms of tourism activities in all types of tourist destinations. The purpose of the existence of this sustainable tourism concept is to have a positive impact on the community economy, without destroying the environment and still preserving the socio-cultural life of the local community. The United Nations World Tourism Organization (UNWTO) [2] defines sustainable tourism as tourism that fully takes into account the balance of current and future economic, social and environmental impacts, is able to meet the needs of visitors, reduces the industry's negative impact on the environment and local communities, and compatible with all forms of tourism activity in all types of tourist destinations, including mass tourism and various other types of tourism activities. From the various views that have been mentioned in relation to the term sustainability, they are redefinable as a form of tourism that is concerned with preserving and balancing sustainability of natural, environmental, economic, and sociocultural ecosystems as well as has more positive impact compared to the negative impact both present or future generations. Tourism destinations are ideally able to satisfy every tourist's needs and want [2]. A tourism destination is a geographical area that has an attraction to be visited by tourists or visitors for a temporary period,[3],[4],[5]. Tourism Attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits.

Tourism destination attractiveness is very important in understanding what drives people to travel and how to create a competitive advantage in certain tourist destinations [6],[7],[8],[9]...states that without tourism attractiveness it will not be never tourism. The set of attributes that make up the attractiveness of a tourism destination can be seen as an amalgam of products and services provided to meet the needs and wants of tourists. The combination of all tourism products can be simplified in terms of supply-side [10]. Based on this term tourist destinations are suppliers of products and services for tourists [11]. The resource-based view theory (RBV) states that a sustainable competitive advantage for tourism companies/destinations will be achieved when tourism products are unique, rare, inimitable, and irreplaceable [12].

According to [13] gives the view that there are six attributes (6A) of tourist destinations that make tourist destinations attractive and motivate tourists to visit them, namely: 1) Attractions; 2) Accessibility; 3) Activities; 4) Available packages; 5) Ancillary services; 6) Amenities. Apart from 6A, the attributes or factors of price and friendliness of local residents are also often the focus of visitors. However, the visitor's assessment of the attributes of tourist destinations varied because

each individual has a different perception from one another. Perception is the tourist's opinion associated with the tourist destination's image [14, 15, 16]. Tourist perception is one of the important things in the development of a sustainable tourist destination. Based on tourist perceptions, tourism stakeholders understand what is in demand, desired, and expected by tourists visiting certain tourist destinations, [17],18].

Marketing is one of the most important things in the tourism industry [19],[20],[21]. This is because, with the right marketing process with a clear target market, tourist attractions will be crowded with visitors. Competition in the tourism industry is rapid, therefore, some experts and professionals in human resources are needed [22] to carry out strategies and marketing processes for tourism destinations that are appropriate and relevant to the target market,[23] in order to achieve tourism sustainability.

Tourism research conducted by previous researchers in several countries related to the management and development of tourism destination products [24], [25], [26] as well as types of marketing strategies [27], [28], [29] carried out in order to achieve sustainable tourism, is still facing several resistance if implementing in South Sulawesi Province. some constraints namely physical resources, human resources, capital and financial resources.

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

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

LITERATURE REVIEW

Basic Science of Tourism

According to I Ketut Suwena, I Gusti Ngurah Widyatmaj (2017) stated that conceptually the requirement for science to become an independent science is the fulfilment of at least three basic aspects namely, 1) ontology which shows the object or focus of interest being studied; 2) epistemology is a methodology that can be used to acquire knowledge; and 3) axiology is the value of the benefits of the knowledge, [30]. Etymologically, tourism consists of two syllables, namely "pari" and "wisata". In Sanskrit Pari means repeatedly or many times, while wisata means to travel or travelling. So tourism means repeated trips [31]. The World Tourism Organization (WTO), divided the tourism development or history of tourism into 3 (three) eras, namely: a. Ancient times b. Middle Ages, and c. Modern times.

Aspects of Tourism Ontology

The ontology aspect [32] of the science of tourism can be seen from its ability to provide complete information about the nature of tourism travel, tourism symptoms, tourist characteristics, tourist infrastructure and facilities, places and attractions visited, systems and organizations, and related business activities as well as supporting components in the area of origin as well as in a tourist destination. So that the formal object of study of tourism science can be explained clearly, namely the people involved in travelling. While the phenomenon, tourism can be explained into three elements namely: 1) the movement of tourists; 2) community activities that facilitate the movement of tourists; and 3) the implications or consequences of the movement of tourists and the activities of the people who facilitate them on the life of society in general.

Aspects of Tourism Epistemology

The epistemology aspect [33] of tourism science can be shown in the ways tourism obtains scientific truth. The object of tourism science has been based on logical thinking which is rational and can be tested empirically. The science of tourism obtains scientific truth through several approaches, namely: (1) The system approach, which emphasizes that the movement of tourists, the activities of the facilitating community and the implications of both for the life of the wider community are an interconnected unit "linked system" and influence each other. Every movement of tourists will be followed by the provision of tourist facilities and the interaction between the two will have a logical impact in the economic, social, cultural, ecological and even political fields. So that tourism as a system will be driven by the dynamics of its sub-systems, such as markets,

products, and marketing. (2) Institutional Approach, The institutional approach is that every tourist trip will involve tourists as consumers, providers or suppliers, for example transportation services, accommodation services, packaging attractions or attractions. All of these components have a functional relationship that causes travel activities to occur, and if one of these components does not carry out its function, the travel activities will not take place. (3) Product Approach, namely the approach used to classify tourism as a commodity to respond to the needs and wants of visitors. Tourism is an integrated product of four basic aspects, namely: According to [34] there are six aspects (6A) that must be considered in offering tourism products as a totality of products, namely: a) Attractions Availability of attractions at tourist destinations or destinations to attract tourists, which may be in the form of attractions in the form of nature or society and culture; b) Accessibility (transportation); the availability of means of transportation so that domestic and foreign tourists can easily reach their destinations to tourist attractions; c) Amenities (facilities); the availability of main and supporting facilities at a destination in the form of; accommodation, restaurants, currency exchange facilities, souvenir centers, and other supporting facilities related to tourist activities at a destination; d) Ancillary (institutional); the existence of tourist travel organizers so that tourism activities can take place, this aspect can be in the form of tour guides, travel agents, ticket bookings, and availability of information about destinations; e) Availabl Package, namely an intermediary to direct the attention of tourists for example a tourist information center; f) Activities, namely activities that motivate tourist visits to certain places, for example sports, cultural events, etc. The six elements above are used to explain the elements of tourism products that are actually produced and or reproduced as commodities consumed by tourists in one unified whole of the totality of a tourism product.

Sustainable Tourism

Ideally sustainability, [6], [36], [37], [38] tourism requires an approach towards achieving sustainability or sustainability of various aspects of life which includes ecological, economic, socio-cultural, political, and defence and security sustainability.

Ecological Sustainability

Ecological sustainability [39],[40] is a prerequisite for the development and sustainability of life. Because it will ensure the sustainability of the earth's ecosystem. In order to ensure ecological sustainability, efforts must be made as follows: (1) Maintaining the integrity of the environmental order so that life support systems on earth are guaranteed and systems of

productivity, adaptability and recovery. (2) Maintaining the integrity of the environmental order, namely carrying capacity, assimilative capacity and sustainable use of renewable resources. land, water, air and all life sustainably. (3) Maintaining biodiversity [41] in the diversity of life determines the sustainability of ecological processes that make a series of services to humans today and in the future. (4) Environmentally sound management of tourism development is important for ecosystem sustainability [42]. This can be implemented through: the prevention of environmental pollution; rehabilitation and recovery of damaged ecosystems and natural resources; increasing the productive capacity of natural ecosystems and human maintenance.

Economic Sustainability

Economic sustainability [43] from a development perspective has two main things, both of which are closely related to the goals of other aspects of sustainability. Economic sustainability of local communities in tourist destinations in the form of sales of sustainable tourism products and services and economic sustainability of the tourism sector government and tourism industry players. The local community and other tourism actors are expected to increase their creativity to develop diversification [44] of attractive and quality tourism products so that tourist demand increases and is sustainable.

Socio-Cultural Sustainability

Overall social and cultural sustainability [45] is expressed in social justice, human dignity, and improving the quality of life for all human beings, preserving the uniqueness and distinctiveness of local culture as a tourism attraction, maintaining the order of community life and maintaining unity and togetherness in society. In addition to maintaining cultural diversity, by recognizing and respecting the social and cultural systems of the entire nation, as well as understanding and using traditional knowledge for the benefit of society and economic development, and are expected to maintain ethics and hospitality to tourists.

Political Sustainability

Political sustainability is directed at respect for human rights and individual and social freedom to participate in the economic, social and political fields. Tourism is an industry that is very sensitive to political issues. Domestic political instability will have an impact on delays and even cancellation of tourist visits. Thus, to maintain a country's tourism is able to survive and be sustainable, the government needs to maintain political stability both domestically and abroad. Countries that are in conflict with other countries, citizens of each country and even citizens of

other countries will not make tourist visits to countries that are in conflict with their country so it will have a negative impact on the sustainability of their tourism.

Sustainability of Defense and Security.

Sustainability of security, such as facing and overcoming challenges, threats and disturbances both from inside and outside, which directly and indirectly can endanger the integrity, identity, and continuity of the state and nation needs attention. As with political issues, security issues are also very sensitive to tourists. Tourist destinations that are deemed uncondusive will not be of interest to tourists. Aspects of safety and security [46], [47], [48] are very sensitive for tourists. The area of tourist destinations that are potentially unsafe will be the main consideration for tourists in making visiting decisions.

Sustainable Tourism Destinations

Tourism destinations according to Law No. 10 of 2009 are geographical areas within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. Technological sophistication, the era of globalization and world population growth as well as an increase in the quality [49] and quantity [50] of tourism products in various tourism destinations are a threat to the sustainability of tourism in tourist destinations that are less competitive. In this case, tourist destinations must be able to compete to attract tourists while at the same time being able to meet the satisfaction needs and desires of tourists. Tourism is a complex system [51], [52] because it involves many elements and sectors that are interrelated and influence each other. Sustainable tourism destinations [53], [23] that are competitive are having a good image [54], [55] and a unique identity [37], [56].

Sustainable Tourism Marketing

Sustainable tourism marketing [57], [11] is a concept that is aligned with sustainable tourism development, namely the concept of tourism development that takes into account the balance between economic, socio-cultural and natural environment aspects. Sustainable tourism marketing is all activities of tourist destination managers in an effort to manage visits by creating, communicating, delivering and exchanging all offers that have value for customers based on sustainable principles.

Sustainable tourism marketing should understand market needs, be able to design more sustainable offers, be able to read business opportunities and be able to make forecasts effectively

and efficiently and identify relevant communication models by utilizing information and communication technology packaged in various social media platforms [58, p.s. 47].

The principle of sustainability in the definition of tourism marketing can be interpreted from two different perspectives, namely first to achieve tourist growth and loyalty and second, namely to achieve sustainability from the internal side of the destination itself, both in terms of the economic, socio-cultural and natural environment. From these two perspectives, it can be interpreted as a sustainable demand (demand) [19] and supply (supply) [27] of tourism in the long term.

This study combines two types of marketing mix strategies, namely the first: product, price, place, and promotion (4Ps) [59, p. 10] as a product-oriented traditional marketing mix strategy. While the second marketing mix strategy is the customer-oriented strategy which was first introduced by Robert F. Lauterborn in (1990) It consists of Customer solution, Cost, Communication Channel, and Convenience (4Cs) [58]. The world's leading marketing authority, Philip Kotler, author of the book *Marketing 4.0* entitled: *Moving from Traditional to Digital*, introduced that the traditional 4Ps marketing mix strategy has been transformed into the 4Cs digital marketing mix, namely: Co-Creation, Currency, Communal Activation, and customer satisfaction.

Satisfying customers means that all destination offers must be in accordance with what is expected (expectations) or even more than what customers expect (exceeding expectations), as long as they do not come out of the principle of sustainability. Therefore the key factor in this case is that the destination must always know the needs, wants and expectations of its customers so that it can always create, deliver and communicate offers that match the needs, wants and expectations of its customers without crashing into the principles of sustainable tourism development [61], [62], [63].

Compatibility between the demand for tourism products and the supply of tourism products will provide satisfaction benefits for customers/visitors and economic value for providers of tourism products and services. Therefore, this research uses marketing mix as a marketing strategy by combining product-oriented marketing mix 4P (conventional) with customer-oriented 4C (modern) in order to achieve a balance between the supply side and the demand side as a strategy to achieve marketing and sustainable tourism.

Marketing Mix 4Cs Strategy

Consumer Solutions

Say that the product that is the first of the first elements of the marketing mix is no longer relevant. The reason is, now consumers are getting smarter. In reality, consumers are now able to calculate the value of a product. For this reason, it is important to add products from manufacturers with other products or services in the form of consumer solutions.

Cost

The cost referred to here is the cost incurred by consumers in buying, using or storing and if necessary resell the product purchased. The low price offered by producers is not necessarily cheap in the eyes of consumers, if they have to incur other costs. In other words, the price set by the entrepreneur is even more meaningless if the total financial consequences are not taken into account, which is a burden for consumers.

Convenient Channels

Channels are a reflection of the emergence of various ways consumers buy products. Entrepreneurs can no longer rely solely on conventional distribution, but must provide various choices for consumers to be able to obtain products.

Communications

Communication in this element is two-way, interactive and direct. This communication element is considered to be a major revolution in the concept of promotion from marketing which usually goes in one direction, perception and image. In interactive communication, consumers are fully involved to provide input in product development, product pricing, as well as places where the desired product is available.

Marketing Mix 4Ps Strategy

One of the marketing strategies that is suitable to be implemented is the 4Ps marketing mix. The 4Ps marketing mix is a mix of many types of tactical marketing techniques. Meanwhile, the role of the marketing executive is the right combination to produce excellent synergy between products and targeted customers. The role of the marketing mix is to synthesize between visible and invisible product quality. The marketing mix is applied according to the products being sold. The marketing mix for a manufactured product will be different from a product as a service. In tourism products are often called product experiences. The 4Ps marketing mix system consists of four elements, namely product, price, place, and promotion.

Products

Products are the main thing when deciding to do business. Products are the most important embodiment of a business. However, products do not only focus on tangible things but also pay attention to intangible things such as organization, service, friendliness, climate and natural beauty. According to Armstrong and Kotler (2006), cited in [64, p. 233], a product can be defined as anything that is offered to a market for attention, possession, use, or consumption with the aim of satisfying a want or need of people.

Prices

In the Big Indonesian Dictionary (KBBI), price is interpreted as the value of goods that is determined or represented by money; the amount of money or other equivalent means of exchange that must be paid for a product or service, at a certain time and in a certain market. In tourism activities, prices are all the sacrifices that tourists use in visiting tourist destinations. According to Kotler et al. (2008) cited in [64, p. 234] price is the value of each service charged by the service provider, and the consumer pays as compensation.

Place

Place is also called physical distribution which is related to the transfer of product ownership from producers to customers. In the tourism market, it is not the goods that reach the customer but quite the opposite, namely how fast the customer/visitor arrives at the product/tourist destination. There is a uniqueness in the tourism market, namely the process of production and consumption takes place simultaneously. Besides that, in traditional markets, goods or products are brought to the market, but in tourism, it is precisely the market, in this case, buyers or tourists who come to the product.

Promotions

In product marketing, usually using flyers, advertisements on social media, banners in several strategic locations, and so on. Tourism promotion can be carried out institutionally or individually or in groups of individuals to disseminate information on the attractiveness of tourist destinations. The benefit of promotion is to convey and communicate tourist destinations to increase visiting motivation for tourists and potential tourists. An effective mix promotion strategy in the digital era is to use various social media platforms and the internet.

RESEARCH MODEL / CONCEPTUAL

Based on the literature review that has been elaborated, the research model can be described as follows:

Figure 1: Research Model



Source: researcher

RESEARCH HYPOTHESIS

Based on the literature review that has been conceptualized in the research model, the hypothesis proposed is:

Hypothesis 1: Sustainable tourism destinations have a positive and significant relationship on Tourism Sustainability in South Sulawesi

Hypothesis 2: The Sustainable Tourism Marketing Strategy has a positive and significant relationship on the sustainability of tourism in South Sulawesi

RESEARCH METHODS

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

The target population is 500 respondents, but the complete data collected is only 350, so no sampling is carried out. Tabachnick and Fidell (2007) cited in [65] state that the maximum amount of quantitative data that can be processed using the AMOS software is 350. Therefore all

the complete data obtained is processed using the Structural Equation Modeling software (SEM_AMOS_Versi_23) with the Multiple Regression Analysis technique.

Hypothesis Testing

The results of hypothesis testing show that the sustainable tourism destination attraction (X1) and the tourism sustainability variable (Y) has a positive and significant relationship. Sustainable tourism Marketing Strategy (X2) with the tourism sustainability (Y) has a positive and significant relationship. This is consistent with previous studies that have been described in the research literature review. The results of the multiple regression analysis are shown in Table 1:

Tabel 1: Output of Multiple Regrsson Analysis

<u>Regression Weights: (Group number 1 - Default model)</u>				Estimate	S.E.	C.R.	P	Label
Sustainable Tourism Dest.	Attract→Tourism			.285	.087	3.273	.001	par_18
Sustainable Tourism Marketing Strategy	Tourism			.553	.104	5.343	***	par_19

Source: Research data Proccssd

Table 2: structural Goodness of Fit Test

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.898	.869	.932	.911	.931
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Source: Rsearch data processed

ANALYSIS AND INTERPRETATION

Based on Table 1, demonstrates that: 1) The relationship between sustainable tourism destination attraction and tourism sustainability has an influence coefficient of 0.285 with a sig value of $0.001 < 0.05$. This shows that the variable sustainable tourism destination attraction has a significant effect on tourism sustainability. The first hypothesis which says that sustainable tourism destination has a significant effect on tourism sustainability is accepted (H_0 is rjected); 2) The relationship between Sustainable_Tourism_Markting Strategy and tourism sustainability has a coefficient of influence of 0.553 with a sig value of $0.000 < 0.05$. This shows that the Sustainable_Tourism_Markting variable significantly influences tourism sustainability. So the

second hypothesis which says that the Sustainable_Tourism_Markting Stratgy has a positive and significant effect on tourism sustainability is accepted (H0 is rejected; H1 is accepted).

Based on Table 2, it shows that the research model fit test obtained a value of NFI = 0.898 < 0.90 interpreted as marginal; RFI value = 0.869 < 0.90 interpreted as marginal; IFI value = 0.932 > 0.90 means a good or fit model; TLI shows a value of 0.911 > 0.90 meaning that the model is good or Fit; CFI shows a value of 0.931 > 0.90 meaning that the model is good or Fit.

Based on Table 1, shows the T-value (C.R) 3.273 > 1.96 with a P-value of 0.001 < 0.05 this shows that the Sustainable Tour Destination Variable partially has a significant effect on the tourism sustainability variable; Likewise, the Sustainable Tourism Markting Stratgy variable with a T-value (C.R) of 5.343 > 1.96 proves that the variable of Sustainable Tourism Markting Strategy partially has a positive and significant effect on the Tourism Sustainability variable. 3) The simultaneously relationship between the variables of sustainable tourism destinations attraction and the variable of Sustainable tourism marketing strategy have a positive and significant impact on the variable of tourism sustainability in South Sulawesi.

DISCUSSION AND CONCLUSION

Discussions

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

Research conducted by [64, p. 390] stated that the development of sustainable tourist destinations is one of the strategies towards world-class tourism and to safeguard the interests of future generations. In addition [5, p. 4] states that the attributes of tourist destinations have a symmetrical relationship with tourist satisfaction, and furthermore tourist satisfaction will make tourists loyal to certain tourist destinations and ultimately have the potential to make tourism

sustainable. The results of the hypothesis test in this study are consistent with the two previous studies [63, p. 390 and 5, p. 4].

Research conducted by [65] in South Africa entitled “Tourists' perceptions of tourism impacts on the environment: The case of South African National Parks” found that visitor perceptions are a measuring tool for identifying environmental impacts that can be applied successfully. The main environmental impacts identified by visitors in the studies mentioned above are waste, erosion and lack of proper environmental management. Research conducted by L. Plessis highlights the negative impact of tourism on the environment. L. Plessis is of the opinion that it is very important to measure visitors' perceptions of environmental impact to see aspects that will drive more successful approaches to sustainable tourism management, and improve the visitor experience.

According to [65] safety and security factors are aspects that are very sensitive and significantly prioritized by tourists in choosing tourist destinations. However, in a study conducted by [64], found that in Tanzania tourists are generally dissatisfied with safety and security with. Thus, it is hoped that tourism stakeholders in South Sulawesi will apply a pattern of security and safety systems for tourists to ensure that tourists feel comfortable, calm, safe and secure so that they get a value of satisfaction and a visit experience that exceeds expectations to achieve sustainable tourism.

Research conducted by [66, p. 10] states that in order to achieve sustainable tourism, tourist destinations must maintain a balance of environmental, economic and socio-cultural aspects in the long term which are directed at providing economic value to local communities both now and future generations. In addition, tourist destinations are also able to provide the quality of experience that tourists expect. This statement is in line with the results of my research where hypothesis (1) states that sustainable tourism destinations have a clausal relationship / influence on tourism sustainability in South Sulawesi. Research conducted [27, p. 88] mentions the sustainability of tourism marketing expands the marketing perspective to generate economic benefits while building awareness of environmental preservation and social responsibility for businesses.

Tourist perceptions and input from tourism facility operators are needed by every tourist destination to manage and increase their competitive advantage in achieving tourism sustainability. Tourist perceptions in this study were obtained from filling out and answering the question forms

which were distributed to respondents who had visited tourist destinations in South Sulawesi. Survey data on tourist perceptions of tourist destinations in South Sulawesi collected from respondents were processed using statistical software SPSS and AMOS version_23 with multiple regression analysis techniques to test the research hypothesis.

Tourist destination image (TDI) is universally recognized to influence subjective perceptions, behavior, and choice of destinations for tourists, as stated by Walmsley and Young 1998 cited in [67, p. 644]. Destination image influences tourist intentions to determine destination selection and also to tourist satisfaction. In this case the image of the destination refers to the perception of tourists in a destination in accordance with the perceived contribution of the various tourism services available, and has an impact on the tourist experience of the tourist destination. TDI is also related to the positioning of tourist destinations. The competitive image of tourist destinations is a concept that can help explain the competitiveness of tourist destinations as an element for achieving tourism sustainability.

Political violence affects tourism around the world, for example Russia, Afghanistan, Ukraine, Egypt, Israel and Peru. Political instability in several countries in the world has a negative impact on tourists' perceptions of these destinations. Safety concerns lead to decreased tourist arrivals, reduce tourist spending and can cause a decline in tourism sluggishness in volatile tourist destinations. Therefore, comfort, safety and security of a destination play a role in determining the level of attractiveness of a tourist destination.

CONCLUSION

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

The competitiveness and attractiveness of tourist destinations are key elements to increase the popularity of tourist destinations. The element of competitiveness comes from the supply side and attractiveness comes from the demand side of tourism [67, p. 637]. Tourism destinations can be approached by conceptualizing symmetrically the attractiveness of destinations and the competitiveness of tourist destinations as related and complementary dimensions. The results of this study are expected to have a positive impact on tourism stakeholders to apply the concept of sustainable development in tourism development programs in South Sulawesi.

RESEARCH LIMITATIONS

1. This study only selects domestic tourists/visitors as respondents so that the data obtained is only based on the perceptions of domestic visitors, therefore there is a potential for a perception bias for foreign tourists about the attractiveness of sustainable tourism destinations in South Sulawesi Indonesia
2. Respondents who provided data online did not have adequate time to be interviewed for clarification and accuracy of the data provided so there was a potential for bias in the answers to the questionnaires given

RESEARCH IMPLICATIONS

1. This research can be used by tourism stakeholders in South Sulawesi Indonesia as material for consideration in planning for sustainable tourism development
2. This research can be used as a reference for further researchers
3. This research contributes on development of science, especially the field of tourism

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