

## **The Impact of Halal Tourism to the Income and Welfare of the Local People Makassar**

**Sinar Wahyuni<sup>1</sup>, Putri Deflyanty.S<sup>2</sup>, Muslihati<sup>3</sup>, Sri Wahyuni Safitri<sup>4</sup>**

<sup>1,2</sup>Universitas Cokroaminoto Makassar

<sup>3</sup>Universitas Islam Negeri Alauddin Makassar

<sup>4</sup>IAI Asy Syadzili Malang

\*Email correspondence: [sinar.wahyuni@ucm-si.ac.id](mailto:sinar.wahyuni@ucm-si.ac.id)

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### **Abstract**

Recognizing halal tourism's significant potential for regional economic enhancement, this study investigates its socio economic impact on local residents in Makassar city. The research aims to determine the influence of halal tourism on local community income and assess its subsequent effect on community welfare within Makassar City. Method used employing a quantitative approach, the study utilized stratified random sampling to select 100 engaged local respondents, derived using the Slovin formula (10% error). Data analysis was executed via SEM Smart-PLS. The main findings conclusively demonstrate that halal tourism exerts a significant positive influence on both the welfare and the income of local communities in Makassar City. Statistical validation showed T-Statistics significantly exceeding the minimum threshold of 1.96, alongside strong P-Values of 0.000 ( $<0.05$ ). This indicates a robust relationship. The implication is profound the development of halal tourism contributes positively to the community's economy, leading to higher social welfare, expanding local employment opportunities, and crucially strengthening the role of MSMEs (Micro, Small, and Medium Enterprises) as key drivers of regional economic growth.

**Keywords:** Halal Tourism; Income; Community Welfare; Local Communities.

### **1. INTRODUCTION**

The increase in Muslim populations around the world and people's curiosity about tourism activities is now growing rapidly (Ahmed & Shuvo, 2024). The halal tourism sector has emerged as a prominent field in the global travel industry (Chantarungsri et al., 2024). The tourism industry has the potential to become a major economic driver of a country, especially for developing countries like Indonesia that are seeking to diversify their sources of income (Ratnasari et al., 2020). Indonesia is known for its rich culture and diverse

natural landscapes, making it a popular tourist destination (Hariani & Hanafiah, 2024). This situation encourages Indonesia to set its vision for tourism, which is to become a world-class halal tourist destination country. Emphasizing religious and dietary requirements in accordance with Islamic principles (Sulong et al., 2024). Each country has a different definition and concept of halal tourism (Yafi, 2024).

According to the Global Muslim Travel Index (2024), the number of international Muslim tourists will reach 176 million people by 2024, up 25% compared to 2023 (Sulistyo Budi Utomo et al., 2024). More on the report (Global Muslim Travel Index (GMTI), 2025), it is expected to reach 245 million people by 2030. This shows that the need for tourism services in accordance with Islamic principles is increasingly needed and is a great opportunity for tourist destinations. Around 1.8 billion people or 24% of the world's total population, halal tourism is an increasingly promising prospect. At least 170 million Muslims go to various tourist attractions around the world (Muthmainnah & Rubiyanti, 2020). According to data from the Ministry of Tourism and Creative Economy, international tourist arrivals in 2022 reached 5.5 million, exceeding the target range of 1.8 to 3.6 million arrivals (Marlina et al., 2025). Travel spending in this market is expected to exceed US\$300 billion by 2026 (Cuevas et al., 2022). The tourism industry has the potential to become a major economic driver of a country.

Tourism is one of the most important economic sectors for many countries around the world and has great potential to become one of the main drivers of economic growth and social development in Indonesia. One of the fastest growing economic sectors is halal tourism. According to the World Travel and Tourism Council, Indonesia is the country with the ninth fastest growing tourism in the world (Fadillah et al., 2021). Responding to the growth of Muslim visitors who want a travel experience that is in line with their religious beliefs (Ardi Putra et al., 2023), and ultimately affect their happiness levels (Haryanto et al., 2024).

Halal tourism has become an important part of the global tourism sector. South Sulawesi is one of the best halal tourist attractions. The beauty and tourist attractions in South Sulawesi can encourage tourism. With its abundant natural resources and natural beauty, local governments have the opportunity to develop the tourism industry into one of the main sources of funding (Wahyuni, 2024). In addition to being a source of income for the region, the tourism sector also has great potential in reviving and improving the economy of the community, especially those around tourist areas, as well as the surrounding areas (Manurung & Manurung, 2024). Foreign tourists prefer to visit South

Sulawesi, including Makassar City, because of its cultural diversity. The majority of Makassar City's population is Muslim, with a total population of 1.5 million people (Sahib et al., 2025). The development of halal tourism in Makassar City has great potential in increasing income and Local community welfare (Rahmi, 2020).

The city of Makassar, as one of the main tourist destinations in Eastern Indonesia, has great potential to develop the halal tourism sector. Makassar has a rich culture and tourist destinations that can be developed as an attraction for Muslim tourists. Halal tourism can encourage the growth of local economic sectors, including halal culinary businesses, sharia accommodation, tourism services, and the creative economy sector.

Strengthening the halal tourism sector in Makassar City will not only bring in tourists, but also open up new jobs, as well as strengthen the competitiveness of the regional economy. In addition, community involvement in halal tourism management will create a sense of belonging, strengthen social solidarity, and improve their quality of life. Thus, halal tourism not only has an impact on the economic sector, but also provides broader social and cultural benefits for the people of Makassar.

The development of halal tourism, especially on Losari Beach, Makassar City, provides great opportunities for local and medium-sized MSMEs to develop. Products and services that suit the needs of tourists such as culinary and handicrafts can be a source of income (A. Sari et al., 2025). In line with research conducted by (Heembo, 2024) revealed that halal tourism contributes to economic growth by increasing income, creating jobs, and encouraging infrastructure investment.

According to (Muharis et al., 2023) The economic impact of tourism can improve the welfare of the local community. By promoting halal-certified accommodations, restaurants, and cultural experiences, the sector has the potential to stimulate job creation, encourage local entrepreneurship, and improve regional infrastructure. Thus, the development of halal tourism in Makassar City has a positive impact on people's income and welfare, as long as it is supported by appropriate regulations and active involvement of various stakeholders.

However, empirical studies that specifically and comprehensively analyze the influence of halal tourism on the income and welfare of local communities in Makassar City are still very limited. Previous research generally only highlighted the economic impact of halal tourism in general or focused on established

destinations such as Lombok and Aceh, thus the real contribution of halal tourism to the local economy of Makassar has not been clearly measured. In addition, community welfare in previous studies was often narrowed down to the income aspect, without examining it multidimensionally to include quality of life, job creation, and social and cultural impacts. This limitation indicates a significant research gap, particularly in the context of a large city in Eastern Indonesia like Makassar, which has halal tourism potential but has not been widely studied based on empirical data.

## **2. METHOD**

This study uses a type of quantitative research. This research was conducted in Makassar City, and the research approach uses an associative and experimental approach that focuses on identifying relationships or correlations between related variables and also focuses on hypothesis testing. This research method uses primary data collected using questionnaires and secondary data through journals relevant to the research. The population of this study consists of local communities residing around halal tourism destinations in Makassar City who are directly involved in tourism-related economic activities to around 1.500.000 million people.

Based on the Slovin formula with an error rate of 10%, the number of samples needed is about 100 respondents. Set at 10%, this indicates the tolerance limit for inaccuracy or the risk of error in the survey results. This means that the results from the sample of 100 people are expected to have an accuracy of 90% in reflecting the opinions or conditions of the entire population of Makassar. Using a Likert scale of 1-5. The variables in this study are Halal Tourism (X) with indicators namely Halal facilities (food, accommodation, transportation), Availability of places of worship, Halal tourism information, and Government support (Ramadhan et al., 2024). Income (Y1) with indicators Income per month, Source of income from the tourism sector, Changes in income since the existence of halal tourism (Aviva, 2023). Community Welfare (Y2) with indicators Basic needs are met (clothing, food, shelter), Education, Health, Life satisfaction, and Job stability (Dalimunthe et al., 2023). The sampling technique used is stratified random sampling. The respondents selected were local people who live around halal tourism areas and have a direct relationship with halal tourism activities. The data analysis technique uses SEM Smart-PLS.

### 3. ANALYSIS OF RESULTS AND FINDINGS

Data processing in this study was carried out using Partial Least Square – Structural Equation Modeling (PLS-SEM) through the Smart-PLS application. The analysis began with the outer model test to ensure the validity and reliability of the research indicators, then continued with the internal model testing to evaluate the relationship between latent constructs through the  $R^2$  value. Furthermore, a hypothesis test was carried out using the bootstrapping method as indicated by t-statistics and p-values, where the hypothesis was accepted if it met the set significance criteria. With this stage, Smart-PLS can provide a comprehensive overview of the validity of the instrument, the strength of the relationship between variables, and the influence that occurs in the research model.

After all stages of data processing with Smart-PLS are carried out, starting from outer model testing, inner model, to hypothesis testing, the results of the analysis obtained will be presented in the following section. These results include an assessment of the validity and reliability of indicators, the strength of relationships between latent constructs, and testing of hypotheses that have been formulated previously, so as to provide a comprehensive overview of the influence of research variables. Based on the results of data processing, the loading factor values for each variable indicator were obtained as follows:

Tabel 1. Loading Factor

	Community Welfare (Y2)	Halal Tourism (X)	Community Income (Y1)
X1		0.877	
X2		0.881	
X3		0.866	
X4		0.814	
Y1.1			0.892
Y1.2			0.937
Y1.3			0.911
Y2.1	0.806		
Y2.2	0.877		
Y2.3	0.905		
Y2.4	0.839		
Y2.5	0.831		

The halal tourism variable is measured through four indicators, all indicators have a value above 0.80 which shows that each indicator has a strong

contribution in representing the construct of halal tourism. While the variable of community income is measured through three indicators, the overall value of 0.80 indicates that the three indicators are very good in reflecting the condition of people's income. While the community welfare variables were measured through five indicators, all of which were above 0.80 indicating that the indicators had good convergent validation in explaining community welfare.

Overall, all indicators in all three variables have a *loading factor* value above the minimum limit of 0.7. This shows that the measurement model used has good construct validation, so it can be trusted for further analysis.

Tabel 2. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Community Welfare (Y2)	0.906	0.930	0.727
Halal Tourism (X)	0.883	0.919	0.740
Community Income (Y1)	0.901	0.938	0.834

The results of the reliability and validity test showed that all variables in this study had excellent consistency and reliability. Cronbach's Alpha and Composite Reliability values were all above 0.88, which means that the research instrument was stable and reliable in measuring the variables studied. In addition, the Average Variance Extracted (AVE) value for each variable also exceeds 0.70. This indicates that the indicators used are able to represent the variables well. Thus, this research instrument can be declared valid and reliable to explain the relationship between variables in the research.

Tabel 3. Fornell-Larcker Criterion

	Community Welfare (Y2)	Halal Tourism (X)	Community Income (Y1)
Community Welfare (Y2)	0.853		
Halal Tourism (X)	0.698	0.860	
Community Income (Y1)	0.727	0.723	0.913

The table above shows the results of the discriminant validity test using the Fornell-Larcker criteria. From these results, it can be seen that each variable has a higher square root value of AVE (diagonal number) compared to the correlation between other variables (numbers outside the diagonal). For example, the community welfare variable has a value of 0.853 which is higher than its correlation with halal tourism (0.698) and community income (0.727). The same can also be seen in the halal tourism variable with a value of 0.860 and the community income variable with a value of 0.913, both of which are greater than the correlation between other variables.

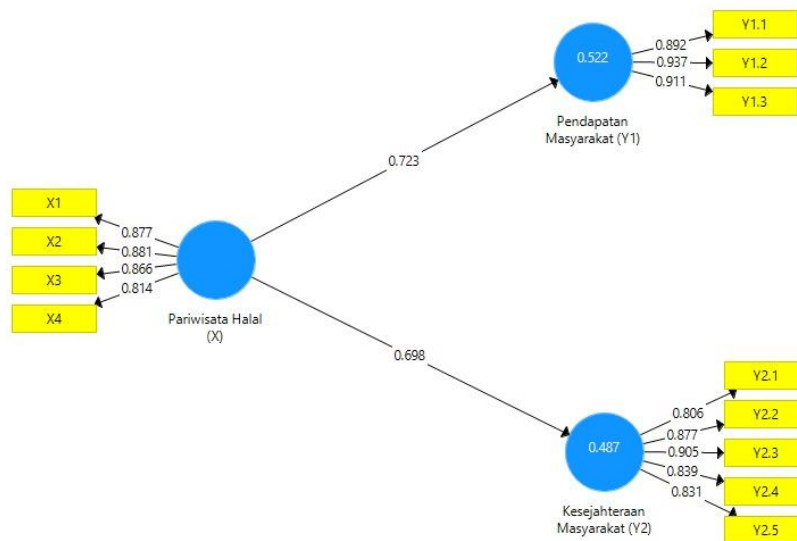
These results show that each variable in the study has a good ability to be distinguished from each other, although there is still a fairly close relationship between the variables. In other words, the indicators used in this study actually measure the construct in question, not another construct. Therefore, it can be concluded that the research model has met the requirements for discriminant validity, so that the analysis of the relationship between variables can be carried out further.

Table 4. R Square

	R Square	R Square Adjusted
Community Welfare (Y2)	0.487	0.481
Community Income (Y1)	0.522	0.517

Community Income (Y1) has an R Square value of 0.522. This means that 52.2% of the variation in people's income can be explained by the variables used in the model, while the remaining 47.8% is influenced by other factors outside the model. The slightly lower R Square Adjusted value, which is 0.517, indicates an adjustment to the number of variables and sample size, but the difference is so small that the model remains considered stable. Community Welfare (Y2) has an R Square value of 0.487. This means that 48.7% of changes in people's well-being can be explained by variables in the model (including people's income), while another 51.3% are influenced by other factors that were not analyzed. The R Square Adjusted value is 0.481, also indicating the stability of the model.

In general, both R-Square values are in the fairly strong category, which means that the model is quite good at explaining the relationships between variables, although there is still room for other external factors that may also affect people's income and welfare.

**Figure 1.** Structural Models**Table 5.** Hypothesis Test

	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Halal Tourism (X) -> Community Welfare (Y2)	0.064	10.957	0.000	Signifikan
Halal Tourism (X) -> Community Income (Y1)	0.056	12.924	0.000	Signifikan

The results of hypothesis testing show that halal tourism has a significant effect on the welfare of the community and the income of the local community in Makassar City. This can be seen from the t-values that are much larger than the minimum limit of 1.96 and the p-values that are both 0.000 (smaller than 0.05).

In the relationship between halal tourism and community welfare, the t-statistics value reached 10,957, indicating a very strong influence. Likewise, in relation to people's income, the t-statistics value is even higher, at 12,924. These two results show that the more halal tourism develops, the greater the impact on increasing people's income, which ultimately also has a positive impact on their welfare.



The research findings the strong influence of halal tourism on community income indicates that tourism development in Makassar is closely linked to local economic participation, particularly through MSMEs and informal sectors. These findings suggest that the more halal tourism activities develop, the greater the economic opportunities received by the community, both through direct income generation and other derived benefits. The high t-statistics value and significant p-value confirm that this relationship is not coincidental, but reflects a strong structural influence between the development of halal tourism and the socio-economic condition of the local community.

Theoretically, these findings align with the tourism-led economic growth theory, which posits that the tourism sector can be a main driver of regional economic growth through job creation, increased community income, and the strengthening of micro, small, and medium enterprises (MSMEs). In the context of halal tourism, value is added not only from economic activity but also from the compliance of services with Sharia principles, which enhances the trust and comfort of Muslim tourists. This boosts demand for halal products, Sharia accommodation, halal culinary experiences, and other supporting services, which ultimately has a direct impact on the income of the surrounding community.

The significant effect of halal tourism on community welfare also supports the concepts of community-based tourism and Islamic economic welfare, which emphasize that tourism development should involve local communities as the main actors and beneficiaries. Welfare in this study is reflected not only in the economic aspect such as income but also in the improvement of the quality of life, the availability of job opportunities, and the strengthening of social solidarity and community participation in destination management. Thus, halal tourism acts as an inclusive and sustainable development instrument, consistent with the *maqashid syariah* principle of safeguarding the welfare of the community.

Makassar City is one of the main destinations in eastern Indonesia that has cultural, culinary, and historical attractions. With the addition of the concept of halal tourism, Makassar City is able to attract more Muslim tourists, both domestic and foreign. The increasing number of tourists will directly increase local economic activities, ranging from culinary businesses, lodging, transportation, to Makassar souvenir centers.

Halal tourism encourages the growth of micro, small, and medium enterprises (MSMEs) which are the backbone of the regional economy. Many local business actors take advantage of the opportunity by opening halal

restaurants, halal-certified souvenir shops, and transportation services in accordance with sharia principles. The growth of MSMEs not only increases people's income, but also expands job opportunities, so that it can reduce the unemployment rate in Makassar City.

Halal tourism also strengthens the social impact for the community. Community involvement in the management of halal destinations encourages the emergence of tourism awareness groups, cooperatives, and local business communities. The cooperation not only has an impact on increasing income, but also strengthens social solidarity and a sense of belonging to tourist destinations. Thus, the welfare that is created is not only in the form of the economy, but also in the form of social harmony.

The results of this study are also in line with various previous studies that affirm the important role of halal tourism in local economic development. The existence of halal tourism not only attracts tourists, but also creates jobs, supports micro, small and medium enterprises (MSMEs), and strengthens community involvement in economic activities. In other words, halal tourism can be an inclusive and sustainable development strategy (Khusairi et al., 2023). In addition, research at Air Manis Beach, Padang, shows that the development of halal tourism is able to increase the welfare and income of local business actors, as well as strengthen social interaction among the community around tourist destinations (M. W. Sari et al., 2024).

Other research, although with a different focus, reviews that halal tourism that is integrated with sustainability principles (such as the development of environmentally friendly infrastructure and community involvement) also contributes to economic growth, social development, and cultural resilience (Khan et al., 2025). Meanwhile, research in Pesawaran Regency also corroborates this finding by showing that the increase in the number of tourist visits and halal tourist attractions directly contributes to increasing the income of the local tourism sector (Rohayatun et al., 2023). Studies with statistical data show that tourist visits, especially domestic stays in star hotels, have a positive and significant effect on national economic growth, confirming the great potential of halal tourism in boosting people's income (Putri & Wakhid, 2023).

#### **4. CONCLUSION**

This study is limited by its sample size and geographic scope, focusing on communities around halal tourism areas in Makassar City. The findings show that halal tourism has a significant effect on increasing community income and

welfare, as evidenced by statistically significant results. The more halal tourism develops, the greater the improvement in local community welfare. Therefore, the development of halal tourism should be prioritized as it plays an important role in promoting inclusive and sustainable regional economic growth. Halal tourism not only impacts the tourism sector but also serves as a key driver of economic development and community welfare. These findings strengthen theories of tourism-led economic growth and Islamic economics, while also enriching the halal tourism literature, particularly in the context of Makassar City. Practically, this study provides a foundation for local governments to strengthen regulations, infrastructure, halal MSME development, and community participation to ensure sustainable economic and social benefits.

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#### **AUTHOR'S CONTRIBUTIONS:**

**Sinar Wahyuni, Putri Deflyanty. S, Muslihati, Sri Wahyuni Safitri,** Writing the preparation of the draft original. Idea; formulation or evolution of the goals and objectives of the overall research.

#### **CONFLICT OF INTEREST:**

We state that there are no known conflicts of interest associated with this publication, and that no significant financial assistance for this work could affect the outcome.

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