

Slum Tourism, why not? The potential of coastal slum as a tourist destination

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Abstract | The slum area around the tourist attraction of Tanjung Bayam Beach, Tanjung Merdeka Village, is the 'gate' to enter the tourist site. Therefore, the settlement's good and bad conditions also affect the area's image, especially the tourist attractions. Although there are still pros and cons, slum tourism is one of the alternatives that can improve the quality of the environment and the lives of people living in slums. This research aims to identify the potential of slums in Tanjung Merdeka Village from the tourist attractions, accessibility, socio-economic life, accommodation, and infrastructure facilities. The method used in this research is field observation for data collection and weighting for analysis. The findings of this research are the results of calculations that indicate that slums around the Tanjung Bayam Beach tourist attraction have the potential to be developed either as a supporter of the Tanjung Bayam Beach tourist attraction or even become a new tourist attraction. It is hoped that this research will become a reference for future research related to developing slum potential for the slum tourism industry and improving the environmental quality of slums.

Keywords | Slum tourism, coastal settlement, slum potential, Tanjung Bayam Beach

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1. Introduction

Makassar City is the capital of South Sulawesi province, the gateway to South Sulawesi tourism with its diverse potential, and the gateway to Eastern Indonesia (Asdi, 2021). Makassar City is a coastal city with various tourist destinations, especially marine tourism. (Gani, 2020). Along the coast of Makassar City are various tourist destinations with different characteristics.

Seeing the potential for tourism development in Makassar City, a study is needed to explore coastal areas, including tourist areas and coastal residential areas. Coastal areas are considered to have solid and attractive elements in shaping their image (Lou et al., 2022). Waterfront areas are essential in ecology, culture, recreation, and beauty. Water is the key to coastal urban life, where water is the source of life, recreation, and commercial activities (Lou et al., 2022). There is a phenomenon of increasing population growth that inhabits coastal areas that can cause damage to the coastal face due to environmental conditions that are not considered (Krisnajayanti, 2017).

Undeniably, as the capital of the province, Makassar City is a destination for immigrants who come to earn a living. The flow of urbanization is getting higher from year to year, making Makassar City more crowded (BPS Makassar City, 2023). However, static land conditions are less able to support increasing urban activities due to increased population (Larasati et al., 2022). An increase in the need for housing undoubtedly accompanies the increase in population. The inability of cities to provide housing for residents results in immigrants occupying marginal points, and coastal areas are one of them (Saleh et al., 2023).

Built without proper planning and occupying illegal land, coastal settlements develop into slums (Naing, 2015). High density, poor sanitation, fragile building materials, and low social conditions create a negative perspective for people outside the neighbourhood. This can certainly affect the

image of Makassar City as a whole. The location of settlements adjacent to coastal tourism areas can indirectly steal visitors' views. One of the coastal settlements included in the slum category in Makassar City is located in Tanjung Merdeka Village, Tamalate District.

Tanjung Merdeka Urban Village has a severe slum category based on the Decree of the Mayor of Makassar Number 928/653.2/2018 concerning the Revision and Verification of Slum Settlement Locations in Makassar City for the 2018 Budget Year (Ramadhani, 2019). Tanjung Merdeka Village has a waterfront settlement directly adjacent to the Tanjung Bayang Beach tourist attraction. Based on initial observations, these settlements can be classified as slums because they have high-density characteristics, do not have adequate drainage channels, irregular circulation paths, scattered garbage, and have high building density. Self-help housing along Tanjung Bayang Beach still has a low level of adequacy in all aspects related to residential feasibility (Misbahuddin et al., 2018). These settlements are the 'gateway' to the Tanjung Bayam Beach tourism area. Thus, these coastal settlements' good and bad conditions can affect the image of coastal areas, especially the Tanjung Bayam tourist area.

A concept is needed to increase the role of coastal residential areas in contributing to the world of tourism and the image of coastal areas. Slum tourism is one of the concepts that can be realized. It has recently become a global phenomenon in developing and developed countries (Rusata et al., 2023). Slum tourism is a frame that combines tourism and marginalized groups' lives into a tourist attraction (Booyens & Rogerson, 2019). This concept is a journey by groups of tourists through slums. Community life in slums is considered authentic and far different from the life of modern urban communities in well-organized spatial spaces with adequate facilities and infrastructure. Non-permanent houses made of fragile zinc, bamboo, and plywood materials; narrow alleys; piles of

garbage, open drainage channels; economic activities in limited public spaces and children playing wildly, plus hospitality become a unique attraction for tourists (Koens & Thomas, 2015; Rogerson & Mthombeni, 2015).

It is undeniable that controversy over slum tourism emerges as the concept becomes more widely studied. Sharp criticism of the exploitation of poverty for commercial reasons justifies why the concept of slum tourism is still controversial. On the other hand, this condition can be utilized by tourism agencies to 'sell' slums under the pretext that the profits obtained will be used for slum development, as happened in Jakarta using the Jakarta Hidden Tour concept (Rusata et al., 2023; Booyens & Rogerson, 2019). It is very unethical to make people who struggle to live with the discomfort of the city's marginalized spaces a mere commodity and spectacle. Also, the condition of slums proves that city authorities cannot fix social and environmental issues. Displaying slums can raise questions and speculations aimed at the city government: how the form of policy and handling has been done for those who live in slums, and how the impact on the urban environment and society at a macro level (Rusata et al., 2023). The image of the city is accumulatively at stake by showing the dark and slum side of the city.

Nevertheless, amidst the current rejection of the concept of slum tourism, support for the existence of this activity is still visible. Slum tourism positively impacts communities in slums and their environment (Elmia & Pratiwi, 2023). The presence of tourism activities in slums opens up opportunities for local communities to earn additional income by becoming tour guides. Tour guides from the original neighbourhoods are considered more competent than those who work in agencies because the natives know their place better and can tell more stories and details to tourists. The influx of tourists also triggers people in slums to improve their neighbourhoods. With the authority of the city government, improvements in the qua-

lity of the environment and facilities in slums can be made (Rusata et al., 2023; Fila et al., 2015). The implementation of slum upgrading programs can help improve the overall image of the city (Dovey & King, 2012; Hernandez-Garco, 2013; Dyson, 2012).

Several case studies that have been conducted in Mumbai (India), South Africa's townships, the favelas of Brazil, and Jakarta (Indonesia) provide evidence that the concept of slum tourism can spur an increase in the economy of local communities, improve the physical quality of settlements while improving the image of the city (Booyen & Rogerson, 2019; Duarte & Peters, 2012). However, slum tourism has not been widely researched until now, including in the South Sulawesi region. Previous studies have not explained the criteria that must be met for an area to develop the concept of slum tourism. Therefore, this research identifies the potential of slums in an area in terms of several criteria, with the research location in the Coastal Slums of Tanjung Bayang Beach, Tanjung Merdeka Village, Makassar City.

Based on the background presentation on slum tourism, issues or problems that form the basis of this research can be identified. Slums that are synonymous with dirty and crowded areas with people with low education and poor backgrounds give a negative image of a place that is not worth visiting or even living in. On the other hand, the *slum tourism* phenomenon is one of the triggers for improving the physical and non-physical quality of slums by exploring the settlement's potential. The slums around the Tanjung Bayam Beach Tourism Area in Tanjung Merdeka Village are areas visitors pass through before entering the tourist attraction area. Thus, this settlement becomes a 'gate' that should give a positive first impression to tourists. This research was conducted to identify the potential of slums in coastal *tourism* areas for *slum tourism* development. Furthermore, research questions arose to achieve the research objectives: What is the potential of slums around the Tan-

jung Bayam Beach Tourism Area for *slum tourism* development?

2. Literature Review

2.1. Components of Tourism

A tourist area that develops supporting components. Four components support tourism activities: attraction, accessibility, amenity, and ancillary (Cooper et al., 2008; Andrianto & Sugijama, 2016). Prayogi and Paramitasari (2020) suggested that tourism components include attractions, accommodation, transportation, physical infrastructure and communication, and additional supporting services. The explanation of each component is as follows:

a. Attractions

Attractions are objects that become tourist attractions. The uniqueness and value of natural or cultural beauty in an area or place can be an attraction that attracts people to visit the place (Robustin et al., 2018). Attractions become the capital or starting point in developing a tourist area (Leask, 2016). Based on Yoeti (1996), attractions are related to *something to see* and *to do*. The uniqueness of a tourist attraction can be in the form of (1) the beauty of natural scenery (lakes, beaches, mountains), (2) the uniqueness of flora and fauna, (3) customs reflected in the form of traditional buildings or local rituals; and (4) the life of the local community (Robustin et al., 2018). Based on the attractions, activities will be carried out in a tourist area, such as enjoying the beauty of nature, flora and fauna, and local culture and chatting with the community. It does not rule out the possibility that a tourist area will become the object and location of research. Research related to the evaluation of area performance to the development of tourist areas opens up opportunities

for visiting the area by people who want to have fun and for educational purposes. Tourism attraction is not just about displaying the uniqueness of attractions and activities in the area (Bhuiyan & Darda, 2023). Elements of cleanliness, comfort, and safety also receive significant attention so that a tourist area can survive and satisfy visitors (Khair et al., 2022). These three elements of cleanliness, safety, and comfort will influence a person's decision to visit a tourist area (Dong et al., 2019; Zhang et al., 2022; Salata et al., 2017; Lopes et al., 2021; Woosnam & Aleshinloye, 2015; George & Booyens, 2014).

b. Accessibility

Accessibility as a tourism component is the ability of tourists to reach destinations easily, which involves the principles of comfort, safety, and time efficiency. Accessibility can be associated with high geographical connectivity between regions characterized by smooth travel, efficient modes of transportation, and accessibility of travel time (Ceccato et al., 2020). Tourism accessibility significantly influences tourists' travel decisions (Reitsamer & Brunner-Sperdin, 2017; Luo et al., 2023; Widyastuti et al., 2019). Accessibility consists of elements: (1) distance from the city centre (Luo et al., 2023); (2) travel time from the city centre (Budhiartha & Adnyana, 2016); (3) road conditions (Lestari et al., 2022); (4) mode of transportation (Luo et al., 2023; Ekawati et al., 2021; Budiarta & Adnyana, 2016; Michopoulou et al., 2015; Lestari et al., 2022). Each element can be a potential or shortcoming of an area that will be developed into a tourist destination. In the accessibility component, integrating infrastructure networks is a coherent and absolute unity in developing tourist areas.

c. Amenity

Amenity is the supporting facilities and infrastructure a tourist area owns that can provide tourists convenience, comfort, and pleasure while

traveling. Infrastructure amenities can be divided into two parts: facilities and infrastructure. Tourist facilities are facilities that make it easy for tourists to enjoy elements related to tourist sites, for example, food stalls that provide typical tourist food, souvenir shops that sell souvenirs typical of tourist areas, and so on (Yoeti, 1996). Lodging as a tourist residence facility is often found in areas with varying rooms. The more lodging in a tourist area, the more popular and developed the tourist area. The availability of drinking water, electricity, and telephone networks can characterize the tourism infrastructure. The abundant access to clean water, adequate electricity, and a smooth telephone network can indirectly motivate potential tourists to visit and enjoy tourist attractions for a relatively long period.

d. Additional components

Additional components in tourism consist of institutional and socio-economic criteria. Coban (2012), stated that tourism management is an essential tool and the key to the success of tourism sustainability. The success of a tourist area depends on the existence of institutions that organize and manage tourist areas. The management of tourist areas requires a variety of roles from various parties, such as local governments, the private sector, academics, and the community (Andrianto & Sugiyama, 2016). The existence of institutions dramatically affects the level of tourist satisfaction and tourist interest in returning to tourist areas (Twumasi, 2022).

The existence of the community is an integral part of the tourist attraction. Community participation is a benchmark for the success of tourism, especially local tourism, which upholds community-based principles. Perspectives from local communities can be used as a basis for planning the development of tourist areas while minimizing the negative impacts that will occur (Thetsane, 2019). Pratiwi (2015), in his research, explained that one of the factors influencing community par-

ticipation is the level of education. The higher the level of education that the community has taken, the higher the ability of the community to accept, filter, and participate in tourism planning or development. There is a hierarchy of community participation, starting from the passive level to *self-mobilization* (Lekaota, 2015). The passive level is characterized by a one-way relationship, where the community only listens when getting information. At the highest level, the community has the initiative to mobilize and develop their ideas.

Economic activities that occur in tourist areas are one form of local economic integration characterized by the utilization of the potential of tourist areas by the local community (Elmia & Pratiwi, 2023). People in tourist areas often provide accommodation in the form of lodging for rent, restaurants to visit, and even souvenir places for tourists. The presence of community economic activities around the area can open up jobs and create a sustainable economic system for the community. This is supported by the research results by Dodds et al. (2018), which state that community-based tourism can improve the economic status and income of the surrounding community.

2.2. Principles of Slum Tourism

The management of slum areas into areas that have tourist attractions can be realized through several strategies. The cultural and social elements of slum communities are essential in developing creative tourism so that it can be a slum management strategy by making it an authentic attraction for outsiders (Booyens & Rogerson, 2019; Chene & Weweru, 2014). The attractions in question can be art forms, architecture, food, music, transportation systems, and hospitality related to how residents interact. Frenzel and Blakeman (2015) revealed that the relaxed life of the community is an interesting *non-monetary* attraction to explore. Based on this, the management of slum areas th-

rough cultural and historical exploration activities can also be combined with other cultural elements or integrated with other tourist attractions (Darmawan & Nurhalin, 2016).

The application of the *slum tourism* concept in *slum* areas also needs to consider economic aspects and the empowerment of local communities. Tourism activities in slums are expected to trigger an increase in the community's economy by opening new jobs. This can be seen from the opportunity for people to open and run small-scale businesses (Frenzel, 2013) and for local people and children to become tour guides for tourists (Hernandez-Garcia, 2013). Community empowerment can be done by involving the community in rejuvenating and restoring the area (Hikon, 2019). Community participation in the rejuvenation and restoration process can increase harmony and a sense of community concern for improving the physical quality of the environment. Hikon (2019) states that with community empowerment, the community has a sense of responsibility for the area, so they partici-

pate in controlling environmental maintenance.

The strategy of managing slum areas into tourist destinations can be realized by fulfilling physical needs, including increasing the quantity and quality of infrastructure and regional facilities. According to Hernandez-Garcia (2013), increasing physical and non-physical attractions is necessary by providing public transportation and facilities such as libraries, schools, public spaces, entrepreneurship programs, and building quality improvement programs by relocating houses along the river. In addition, there is a need to improve the quality of sanitation and solid waste in slum areas (Chene & Weweru, 2014). The beauty of slum settlements lies in the community's open spaces in the form of alleys, which are the community's circulation and most living places (Dyson, 2012). Thus, it is necessary to maintain and fulfil public facilities in community open spaces to maintain a positive image as a place for people to live.

Based on the explanation related to the theory of *slum tourism*, it is known that several elements

Table 1 | Results of Combination of Tourism and *Slum Tourism* Components

Components of Tourism in General		Components of <i>Slum Tourism</i> (1)		Components of <i>Slum Tourism</i> (1)
Attractions	<ul style="list-style-type: none"> • <i>something to see/unique</i> (Yoeti, 1996; Robustin et al., 2018; Bhuiyan & Darda, 2023); • <i>something to do/activity</i> (Yoeti, 1996); • cleanliness, comfort, and safety (Dong et al., 2019; Zhang et al., 2022; Salata et al., 2017; Lopes et al., 2021; Woosnam & Aleshinloye, 2015; George & Booyens, 2014). 	Attractions	local hospitality, community life, architecture, food, and music (Booyens & Rogerson, 2019; Chene & Weweru, 2014; Frenzel & Blakeman, 2015).	<p>Attractions</p> <ol style="list-style-type: none"> 1. uniqueness; 2. activity; 3. Cleanliness, comfort, safety <p>Accessibility</p> <ol style="list-style-type: none"> 1. road conditions; 2. distance and travel time; 3. mode of transportation <p>Accommodation</p> <ol style="list-style-type: none"> 1. number of inns and rooms <p>Social and Economic Conditions</p> <ol style="list-style-type: none"> 1. Education; 2. community empowerment; 3. economic activity; <p>Facilities and Infrastructure</p> <ol style="list-style-type: none"> 1. supporting facilities (warung, bank, market) 2. supporting infrastructure (electricity, telecommunications, waste disposal, clean water)
Accessibility	<ul style="list-style-type: none"> • road conditions (Lestari et al., 2022) • distance and travel time (Luo et al., 2023; Budhiartha & Adnyana, 2016) • mode of transportation (Luo et al., 2023; Ekawati et al., 2021; Budiarta & Adnyana, 2016; Michopoulou et al., 2015; Lestari et al., 2022). 	supporting facilities (1)	transportation system (Hernandez-Garcia, 2013)	
Amenity	<ul style="list-style-type: none"> • accommodation/number of inns and rooms (Yoeti, 1996) • supporting facilities/banks, markets, and souvenir shops (Yoeti, 1996) • infrastructure/electricity and communication (Yoeti, 1996) 	supporting facilities (2)	<ul style="list-style-type: none"> • public facilities/shops, restaurants, public open spaces (Hernandez-Garcia, 2013) • sanitation and waste (Chene & Weweru, 2014). 	
Additional Components	<ul style="list-style-type: none"> • education and community participation (Thetsane, 2019; Lekaota, 2015; Ellis & Sheridan, 2015). • economic activity (Dodds et al., 2018) 	economic activity and community empowerment	<ul style="list-style-type: none"> • economic activity (Frenzel, 2013; Hernandez-Garcia, 2013; • education and community empowerment (Hikon, 2019) 	

form tourism activities, such as attractions, supporting facilities, economic activities, and community empowerment. When juxtaposed with the components of tourism in general, it can be seen that there are some similarities between the two components. In this study, general tourism components and *slum tourism* components will be combined into *slum tourism* principles to get a more comprehensive picture of tourism potential (Table 1). The principles are elaborated based on the framework of general tourism components. These principles are used as a reference in formulating questions and analyses related to identifying slum potential in the study location.

3. Research Method

3.1. Study Location

This research is in Tanjung Merdeka Village (Figure 1-left). The research focus is on coastal slums in the Tanjung Bayam Beach Tourism Area (Figure 1-right). Tanjung Bayam Beach is a coastal tourism destination that tourists visit, especially on holidays. The settlement that became the study location is located around Tanjung Bayam Beach and becomes an area visitors must pass to reach the tourist attraction.

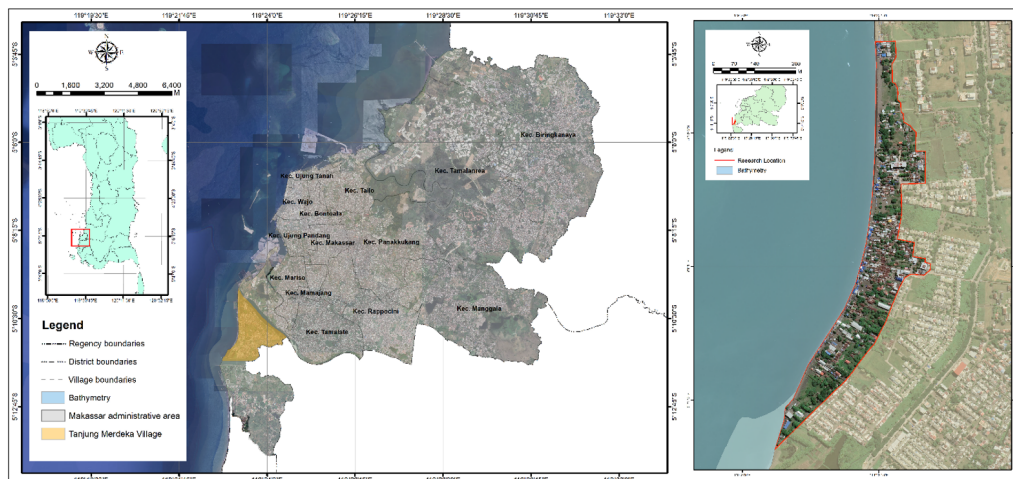


Figure 1 | Research map of Tanjung Merdeka Village (left) and coastal settlements around Tanjung Bayam Beach Tourism Area (right).

3.2. Data Collection and Analysis Method

The data collection technique used in this research is study site observation, conducted from July 28 to August 3, 2023. Observations were made to determine the condition, situation, and location points of each criterion and element of the tourist area. Furthermore, the analysis method used is a scoring method based on a modification of the Guidelines for the Analysis of Operational Areas of Natural Tourism Objects and Attractions (ADO-ODTWA), Directorate General of Forest Protection and Nature Conservation in 2003.

The criteria and steps used in the calculation of *slum tourism* potential are as follows:

- a. Calculating the value of each criterion and element/sub-element and the value of each criterion. There are five criteria in calculating the potential of *slum tourism*, including attractiveness (weight 6), accessibility (weight 5), social and economic conditions (weight 5), accommodation (weight 3), and facilities and infrastructure (weight 3). Details of the weights and values of each criterion can be seen in Table 2 to Table 6.

Table 2 | Tourism Attraction Criteria with a Weight of Six

No.	Element/Sub-element	Value				
		5	There are 4	There are 3	There are 2	There is 1
1.	The uniqueness of the attraction: • Nature, flora, fauna, customs, community life	30	25	20	15	10
2.	Possible tourism activities: • Enjoying nature, viewing flora and fauna, shopping, research, mingling with the community	30	25	20	15	10
3.	Cleanliness: • Free from interference/influence of industrial pollution, vehicular pollution, garbage, vandalism, waste from residential areas	30	25	20	15	10
4.	Convenience: • Clean and cool air, free from annoying odours, noise, and annoying traffic, exemplary service to tourists.	30	25	20	15	10
5	Security: • Safe from animals, criminal acts, accidents, fire, and natural disasters	30	25	20	15	10

Table 3 | Accessibility Criteria with a Weight of Five

No.	Element/Sub-element	Value			
		Good	Simply	Medium	Bad
1.	Road conditions	30	25	20	15
2.	Distance from the city centre	<5 km	5-10 km	10-15 km	>15 km
		30	25	20	15
3.	Travel time from the city centre	1-2 hours	2-3 hours	3-4 hours	>5 hours
		30	25	20	15
4.	Can be reached by various modes of transportation: • Mass public transportation, bicycle, walking, private motor vehicle	There are 4	There are 3	There are 2	There is 1
		30	25	20	15

Table 4 | Criteria for Social and Economic Conditions with a Weight of Five

No.	Element/Sub-element	Value			
		S1 / S2 / S3	High School / Equivalent	SMP-SD	Not in School
1.	Community Education	30	25	20	15
2.	Community participation in tourism activities	Very active	On	Less active	Inactive
		30	25	20	15
3.	Economic activity: • Community micro-enterprises, potential new businesses/jobs, typical local livelihoods, integrated with surrounding economic activities	There are 4	There are 3	There are 2	There is 1
		30	25	20	15

Table 5 | Accommodation Criteria with Weight Three

No.	Element/Sub-element	Value				
		>10 pieces	7-10 pieces	5-7 pieces	3-5 pieces	1-3 pieces
1.	Number of lodgings	30	25	20	15	10
2.	Number of rooms	>100 rooms	75-100 rooms	50-75 rooms	50-30 rooms	< 30 rooms
		30	25	20	15	10

Table 6 | Facilities and Infrastructure Criteria with Weight Three

No.	Element/Sub-element	Value				
		5	There are 4	There are 3	There are 2	There is 1
1.	Means: • Stalls, banks, markets, souvenir shops, restaurants	30	25	20	15	10
2.	Infrastructure: • Post office, health centre, drinking water network, electricity network, telephone network.	30	25	20	15	10

The formula for calculating the score of each element in a criterion can be done using the formula that can be seen in Equation (1):

$$S = N \times B \quad (1)$$

where,

S = score/criteria value;

N = number of element values in the criteria

B = value weight

b. The feasibility index of tourist attraction development can be calculated through the formulas in Equation (2) and Equation (3), which is categorized as follows:

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{\text{Maximum Score}} \times 100\% \quad (2)$$

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{(\text{maximum Score} \times \text{number of elements} \times \text{weight})} \times 100\% \quad (3)$$

- Presentation of feasibility > 66.5% means that the tourist attraction is feasible to develop;

The feasibility presentation of 33.3% - 66.5% means that the tourist attraction is not yet feasible to develop;

- Presentation of feasibility < 33.3% means that the tourist attraction is not feasible to develop.

4. Findings

4.1. Tourism Attraction Criteria Potential

Table 7 shows five elements assessed in this criterion: the uniqueness of the tourist attraction, tourist activities that can be done, cleanliness, comfort, and safety. The weight given to this criterion is six. This weight will be multiplied by the existing condition value given based on Table 2.

Based on the calculation results, the total attractiveness score is 630. The highest score is comfort, which scored 150. Based on observations, it was identified that the air in the study location is still relatively clean and cool. Its location, far from

the highway, frees the Tanjung Bayang Beach tourism area and surrounding settlements from noise and traffic disturbances. It is known that the service to tourists is considered good.

The next element, with the second highest score, 120, is the uniqueness of the tourist attraction, tourist activities that can be done, cleanliness, and safety. Based on the survey results, it was identified that the uniqueness that can be a tourist attraction is the beauty of the beach (Figure 2-right), the traditional stilt-shaped houses (Figure 2-centre), and the unique life of coastal communities, such as fishing and fish processing activities. Therefore, in addition to enjoying the atmosphere of the beach, tourists can also mingle with the community because of the hospitality of residents. Not only that, but other activities in the study location are research activities related to tourism, disaster, and coastal settlement issues. Regarding cleanliness, the study location is considered free from industrial pollution, vehicle pollution, and vandalism. However, the area is not yet free from littering, especially along the beach area, and household waste (Figure 2-left). Garbage collectors routinely pick up garbage from residential areas every three days a week. However, garbage in the beach area is still scattered and visible in the open drainage channels due to the lack of garbage disposal facilities. The element with the lowest

score is security (90). The study location is free from animal threats, crime, and natural disasters. However, the area still faces the threat of fire. The high building density makes the settlements around the beach tourist attraction vulnerable to the threat of fire.

Table 7 | Calculation of Tourism Attraction Score

No.	Elements	Sub-elements	Weight	Value	Score
1.	The uniqueness of the attraction	nature, customs, community life	6	20	120
2.	Tourist activities that can be done	enjoying nature, research, mingling with the community	6	20	120
3.	Hygiene	pollution-free industry, vehicle pollution, vandalism	6	20	120
4.	Comfort	clean and cool air, noise-free, free from traffic disturbances, good tourist services	6	25	150
5.	Security	safe from animals, natural disasters, and criminals.	6	20	120
Total score of attractiveness			6	100	630



Figure 2 | The uniqueness of the tourism destination: sea views (left), traditional houses (centre), and the condition of drainage channels that collect garbage and household waste (right).

The feasibility index that shows the potential attractiveness of the area can be obtained from calculations using equation (2) and Equation (3). Based on the results of these calculations, the attraction's feasibility index is 70%. This means that the tourist attraction at the study site has the potential or feasibility to be developed because the index percentage is > 66.5%.

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{\text{Maximum Score}} \times 100\% \quad (2)$$

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{(\text{maximum Score} \times \text{number of elements} \times \text{weight})} \times 100\% \quad (3)$$

$$\text{Feasibility Index (\%)} = \frac{630}{(30 \times 5 \times 6)} \times 100\%$$

$$\text{Feasibility Index (\%)} = 70\% \text{ (feasible)}$$

4.2. Accessibility Potential

Table 8 shows the scores based on the accessibility criteria. The total for this criterion is 525. There are four elements in the accessibility crite-

ria: road conditions, distance from the city centre, travel time from the city centre, and variety of transportation modes. The weight of this criterion is five. The weight is then multiplied by the value based on the survey results and Table 3.

Table 8 | Calculation of Accessibility Score

No.	Elements	Sub-elements	Weight	Value	Score
1.	Road conditions	road condition 'sufficient': paved road, 2-4 meters, can be quickly passed by motorized vehicles	5	25	125
2.	Distance from the city centre	distance from the city centre 5-10	5	25	125
3.	Travel time from the city centre	50 minutes	5	30	150
4.	Can be reached by any mode of transportation:	bicycle, private motor vehicle	5	20	100
		Accessibility score	5	105	500

The highest score is 150, based on the element of travel time from the city centre. The study location is in the coastal area of Makassar City, which is about 7.5 km from the city centre, Karebosi Square (Figure 3). It takes 50 minutes to reach the study location from the city centre using a private car. The results were obtained after direct observation and travel in the morning (08.00 am),

afternoon (01.30 pm), afternoon (05.00 pm), and evening (08.00 pm) (Table 9). The fastest travel time is in the afternoon because it is during working/school hours when most city residents spend their time at work/school. The morning and afternoon are busy when workers commute to and from work. At night is the resting time, and the roads are quiet so that travel time can be shorter.

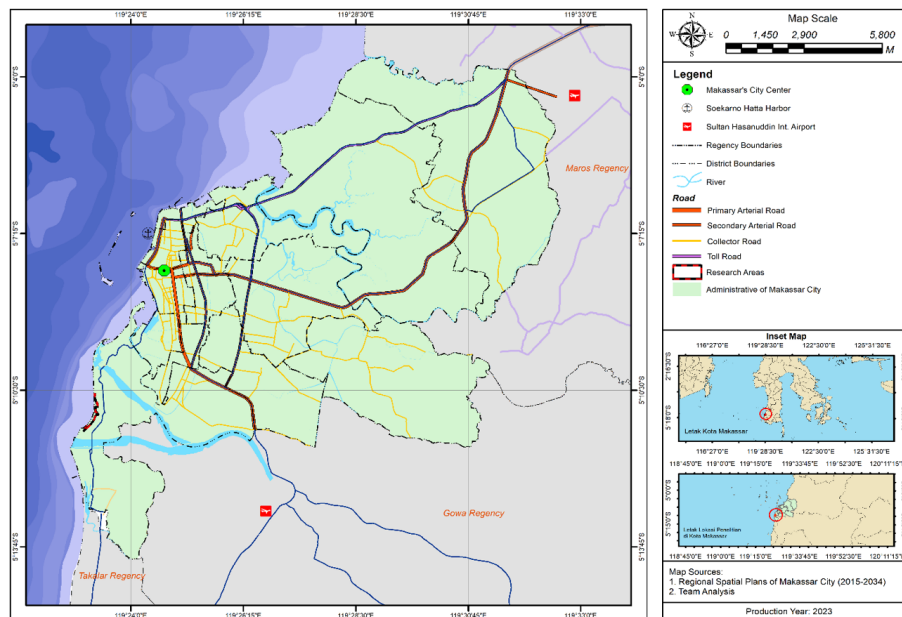


Figure 3 | Mapping of the distance from the city centre to the tourist sites

Table 9 | Average Travel Time from City Centre to Tourist Sites

Time	Travel Time	Description
Morning (08.00)	56 minutes	Rush hour-get to work/school
Noon (13.30)	32 minutes	Working hours
Afternoon (17.00)	65 minutes (1 hour 5 minutes)	Rush hour-after work
Night (20.00)	46 minutes	Break time
Average travel time	50 minutes	

The following elements are road conditions, with a score of 125, and the variety of transportation modes, with a score of 100. Road conditions are considered 'adequate' because they are covered by paving blocks, making it easy for bicycles and motorized vehicles to pass (Figure 4). In addition,

the road width between 2.5 and 4 meters is sufficient for one motorcycle and private car to pass. The transportation mode variation element scored lowest because no public transportation passes through this location.

**Figure 4** | Road conditions in residential areas with paving block material

Equation (2) and Equation (3) calculates the eligibility index of accessibility. Based on this calculation, the accessibility feasibility index is 88%.

Thus, the accessibility criteria are feasible or have the potential to be developed.

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{\text{Maximum Score}} \times 100\% \quad (2)$$

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{(\text{maximum Score} \times \text{number of elements} \times \text{weight})} \times 100\% \quad (3)$$

$$\text{Feasibility Index (\%)} = \frac{525}{(30 \times 4 \times 5)} \times 100\%$$

$$\text{Feasibility Index (\%)} = \mathbf{88\% \text{ (feasible/potential)}}$$

4.3. Economic Potential

Table 10 shows social and economic criteria scores. The weight of this criterion is five. This criterion has three elements: community education, community participation in tourism, and economic activities. The total score of the social and economic is 375.

The three elements in this criterion have the same value and score. Based on the survey results, it is known that most of the community members have a senior high school education or equivalent. They do not employees of supermarkets/mini markets. Furthermore, community participation in tourism activities is relatively active. Some ins-

titutions actively conduct socialization and counselling related to community empowerment. Nevertheless, some residents took the initiative to empower themselves or their groups in tourism activities such as opening stalls, providing lodging facilities, or becoming parking attendants. The empowerment of local communities independently is a form of economic activity in the tourist area. The existence of the Tanjung Bayam Beach tourist attraction, which borders settlements, opens up new employment opportunities and micro-business development for local communities. In addition, some residents still make a living as fishermen, which is the original occupation of coastal communities.

Table 10 | Calculation of Socio-Economic Condition Score

No.	Elements	Sub-elements	Weight	Value	Score
1.	Community Education	most of the people have a high school education / equivalent	5	25	125
2.	Community participation in tourism activities	active participation: There are community empowerment organizations. There are some economic activities related to tourism activities.	5	25	125
3.	Economic activity	economic activity: community micro-enterprises, potential for new businesses/jobs, typical livelihoods of residents	5	25	125
		Socio-economic condition score	5	75	375

After the total score of the socio-economic condition criteria was determined, the feasibility index was calculated. Based on the calculations using Equation (2) and Equation (3), a feasibility index

percentage of 83% was obtained. This value indicates that the socio-economic condition criteria are feasible or have the potential to be developed.

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{\text{Maximum Score}} \times 100\% \quad (2)$$

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{(\text{maximum Score} \times \text{number of elements} \times \text{weight})} \times 100\% \quad (3)$$

$$\text{Feasibility Index (\%)} = \frac{375}{(30 \times 3 \times 5)} \times 100\%$$

$$\text{Feasibility Index (\%)} = \mathbf{83\% (feasible/potential)}$$

4.4. Accommodation Potential

Table 11 shows the results of the calculation of accommodation criteria. This criterion weighs 3, with a total score of 165. There are two elements in the accommodation criteria: the number of inns and the number of rooms available. The number of inns has a higher score (90) than the element of the number of rooms (75). Based on the observation, there are 31 lodgings consisting of villas, *homestays*, and boarding houses. Villas in settlements around tourist attractions are single

buildings with traditional architectural styles (Figure 5-right). The stilt house consists of two rooms with complete facilities, such as a living room and service room, and is rented out to tourists for at least one night. Another type of lodging is the *homestay* (Figure 5-centre)—a building with several rooms with a minimum rental duration of one night per room. Finally, there are boarding houses (Figure 5-left). Boarding houses are two-story buildings consisting of 10 to 15 rooms. They are generally rented out to workers around the tourist sites for at least one month.

Table 11 | Calculation of Accommodation Score

No.	Elements	Sub-elements	Weight	Value	Score
1.	Number of lodgings	there are about 31 lodgings (lodgings for tourists in the form of homestays and boarding rooms for workers)	3	30	90
2.	Number of rooms	there are about 75-100 rooms	3	25	75
		Accommodation score	3	40	165



Figure 5 | Different types of lodging within residential areas: boarding houses (left), *homestays* (right), and villas (right).

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{\text{Maximum Score}} \times 100\% \quad (2)$$

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{(\text{maximum Score} \times \text{number of elements} \times \text{weight})} \times 100\% \quad (3)$$

$$\text{Feasibility Index (\%)} = \frac{165}{(30 \times 2 \times 3)} \times 100\%$$

$$\text{Feasibility Index (\%)} = 92\% \text{ (feasible/potential)}$$

After the accommodation score is determined, the feasibility index calculation is carried out. Based on the calculation using Equation (2) and Equation (3), the percentage of the accommoda-

tion feasibility index is 92%. This figure shows that the accommodation criteria have the potential to be developed.

4.5. Facilities and Infrastructure Potential

Table 12 shows the scores of the facilities and infrastructure criteria. The weight of this criterion is three, with a total score of 150. This criterion has two elements: facilities (75) and infrastructure

(75). Facilities found around settlements and tourist attractions are banks and traditional markets. Meanwhile, stalls and restaurants are found in residential areas. Furthermore, the infrastructure in residential areas includes drinking water networks, electricity, and drinking water.

Table 12 | Calculation of Infrastructure Score

No.	Elements	Sub-elements	Weight	Value	Score
1.	Means	stalls, banks, markets, restaurants	3	25	75
2.	Infrastructure	hospitals, drinking water networks, electricity networks, telephone networks	3	25	75
		Infrastructure score	3	50	150

After knowing the score of infrastructure facilities, the feasibility index calculation is carried out. Based on the calculation using Equation (2) and Equation (3), a feasibility index percentage of 83%

was obtained. This result indicates that the facilities and infrastructure at the study site are feasible to develop.

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{\text{Maximum Score}} \times 100\% \quad (2)$$

$$\text{Feasibility Index (\%)} = \frac{\text{Total Score}}{(\text{maximum Score} \times \text{number of elements} \times \text{weight})} \times 100\% \quad (3)$$

$$\text{Feasibility Index (\%)} = \frac{150}{(30 \times 2 \times 3)} \times 100\%$$

$$\text{Feasibility Index (\%)} = \mathbf{83\% \text{ (feasible/potential)}}$$

5. Discussion

Table 13 shows the feasibility index of each tourism component. The five criteria are considered feasible or have the potential to be developed. The total overall value is 83.2%. The highest score is accommodation, accessibility, socio-economic conditions, and infrastructure facilities. Meanwhile, the attraction received the lowest score. Nevertheless, the five elements are considered to have the potential to be developed to support *slum tourism* activities.

Table 13 | Calculation of Percentage of Settlement Feasibility

Criteria	Feasibility Index (%)	Description
Attractiveness	70	Worth
Accessibility	88	Worth
Socio-economic conditions	83	Worth
Accommodation	92	Worth
Facilities and infrastructure	83	Worth
Eligibility level	83.2	Worth

5.1. Slum Potential Based on Tourism Attraction Criteria

Despite having the lowest value, the attraction still has the potential to be developed to support *slum tourism* activities. The settlements around Tanjung Bayam Beach have elements of uniqueness (something to see) and activities (something to do), according to the theory proposed by Yoteti (1996). The combination of natural elements (beach scenery) and artificial elements (community life) makes this tourist area provide a wide selection of attractions to enjoy. The existence of the beach allows tourists to do swimming or relaxing activities. Although categorized as a slum, the settlement has traditional buildings and residents' hospitality. This aligns with what George and Booyens (2014) and Burgold and Rolfes (2013) stated: in *slum tourism*, daily life in slums represents reality and is promoted as an authentic culture. Elements of customs and community life allow visitors to learn more about the uniqueness of the local culture by doing slum tourism (Petroman et al., 2013; George & Booyens, 2014; Burgold & Rolfes, 2013; Bhuiyan & Darda, 2023).

Furthermore, cleanliness, comfort, and safety are also components of tourist attractions. Air cleanliness is influenced by the position of tourist attractions to industrial areas and highways that produce exhaust gases that can interfere with health and affect the motivation of tourists to visit tourist attractions (Dong et al., 2019; Zhang et al., 2022). The Tanjung Bayam Beach tourist attraction and the surrounding settlements are about 20 km from the Makassar City Industrial Estate (KIMA). The area is also located 150 m from the highway. This favourable position frees the tourist area and settlements from air pollution.

Despite being free from air pollution, the study site is still polluted by household waste and garbage. Household waste can be seen in the open drainage channels. The lack of waste facilities causes trash to be scattered around the beach tourist

attraction. Also, poor visitor behaviour can affect the cleanliness of the area (Khair et al., 2022). The settlements around Tanjung Bayam Beach do not escape the disturbing odour caused by household waste in open drainage. Thermal comfort also affects the mood and comfort of tourists and the decision to visit a tourist area (Salata et al., 2017; Lopes et al., 2021). The lack of vegetation along the circulation path from the settlement to the beach attraction disturbs tourists' comfort.

Safety is essential in tourism (Woosnam & Aleshinloye, 2015; George & Booyens, 2014). The slum area around Tanjung Bayam Beach tourist attraction is relatively safe from criminal acts. There are parking attendants who guard the visitors' motorized vehicles. In addition, the familiarity and hospitality of the residents are the capital for the settlements to remain safe. This is in line with the findings of research by Calderon (2013), which suggests that slums or informal neighbourhoods used as tourist attractions are considered safe from the point of view of local communities, including visitors. Visitors can motivate residents to improve themselves and make the environment more comfortable and friendlier (Hernandez-Garcia, 2013; Letfiani & Widyasari, 2015).

5.2. Potential Slums Based on Accessibility Criteria

The accessibility of slums around Tanjung Bayam tourist attractions is considered to have potential. Tourist locations that are close to the city centre and have a relatively short time affect tourist motivation (Luo et al., 2023; Budhiartha & Adnyana, 2016). Slums also include coastal settlements in Makassar City, which is not far from the city centre and close to other tourist attractions, making this area accessible. Road conditions that tend to be smooth, without obstacles, and with sufficient width affect accessibility. Flat geographical conditions are considered more acces-

sible than places located in the highlands (Luo et al., 2023). The availability of public transportation modes increases the area's accessibility (Lestari et al., 2022). Not all tourists have private vehicles, especially those who are migrants. Private vehicles' dominance in tourist areas can increase congestion (Ekawati et al., 2021). Visitors still rely on private motorized vehicles to get to the study site, parking the vehicle in the parking lot provided by residents and then walking through the slums to the beach attraction. Public transportation in the study location needs attention because transportation plays a vital role in developing a new attraction (Vikrar & Mallya, 2018), including *slum tourism*.

5.3. Potential Slums Based on Socio-Economic Conditions

One of the positive impacts of the tourism industry in an area is community involvement. According to Thetsane (2019), the perspective of local communities can be a reference for planning potential development and minimizing adverse impacts in tourism area planning. In the study location, a community institution is a forum for socialization related to local community empowerment. However, these activities tend to be one-way. The active role of providing education is only from the resource person, while the community is a passive listener. Lekaota (2015) argues that community participation varies from passivity to *self-mobilization*, characterized by freedom or self-initiative seen in social and economic activities. Participation in the study location is more visible in the community's independent initiative in the form of economic activities. The community took the initiative to open businesses such as lodging, stalls, restaurants, and parking attendants, all using their capital.

The development of the tourism sector certainly makes an essential contribution to the lo-

cal economy (Wang et al., 2020; Elmia & Pratiwi, 2023) such as the emergence of micro-enterprises and the opening of new jobs (Zaei & Zaei, 2013; Gnanapala & Sanaruwani, 2016; Agus & Kusumawardhana, 2018; Giddy & Hoogendoorn, 2018). Tanjung Bayam Beach tourist attractions near slums provide opportunities for local communities to open businesses even though they are micro-scale. Some local people open businesses such as food stalls, grocery stalls, parking attendants, and lodging. Indirectly, these businesses help absorb labour from the slum itself. The continued development of tourist areas has also increased the minor business prospects of local communities (Gnanapala & Sanaruwani, 2016).

5.4. Slum Potential Based on Accommodation Criteria

It is undeniable that the existence of Tanjung Bayam Beach tourist attractions has an impact on the spatial changes in nearby slums. Opportunities to open a lodging business are promising in settlements around tourist attractions. The accommodation location is one indicator that influences tourists' decisions to visit a tourist attraction. There is a tendency for tourists to choose lodging in strategic locations to facilitate mobility to tourist attractions (Nisa & Haryanto, 2014; Xue & Zhang, 2020; Navratil, 2012). The object of Tanjung Bayam Beach is to invite tourists; on the other hand, tourists need lodging. Settlements in the study location are related to the tourist attraction, so it becomes a strategic location for accommodation development. These criteria are based on the conditions of the study location, where tourists can walk for about 5-10 minutes from the inn, which is in a residential area, to the beach tourist attraction.

5.5. Potential Slum Settlements Based on Facilities and Infrastructure Criteria

In the context of tourist settlements, including slum tourism, the availability of infrastructure and public facilities is one of the sustainability criteria. According to Hernandez-Garcia (2013), adding or improving the quality of public facilities in a slum can improve the area's image. Not only beneficial for residents, but the completeness of the facilities can also be utilized by tourists who visit, even if only for a moment. In the settlements in the study location, some stalls and restaurants are the most frequently visited facilities by tourists. These two places are not only to fulfil basic food needs but also to interact, exchange information about different cultures, and enjoy local specialties and the local language.

6. Conclusion

Although there are still some pros and cons related to slum tourism, it cannot be denied that tourism activities, either directly or indirectly, can positively impact an area. The arrival of tourists or visitors can be a trigger and a motivation for slum areas to improve the quality of their environment. The calculation of the feasibility index shows that the slums around Tanjung Bayam Beach have the potential to be developed in the tourism industry with a total percentage feasibility level of 83.2%. Attractions in the form of local community life, easy accessibility because it is located in the middle of the city, small businesses that have the potential to grow, and availability of accommodation, facilities, and infrastructure are considered feasible to develop. It is hoped that this research will become a reference in studies related to the potential development of slums with the concept of slum tourism. With the development of potential, it is also expected to improve the quality of both

physical conditions and the social and economic life of the local people. This research examines the potential of slums as tourist destinations based on the results of feasibility index calculations and researcher observations. This research does not consider the perceptions and opinions of the community towards their place of residence as a tourist destination. In the future, a study or planning is needed to develop the potential of slums and community involvement.

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