

OPPORTUNITIES AND CHALLENGES OF DRIED AND SALTED FISH MICRO-BUSINESS AS TOURISM ATTRACTION: PUSH AND PULL FACTORS PERSPECTIVE

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Abstract

Tourism is only seen in macro businesses, whereas micro-businesses tend not to attract tourism stakeholders' attention. There are limited studies on the opportunities and challenges of tourism micro-business, especially those related to managing dried or salted fish. This study aims to 1) identify opportunities and challenges in managing the micro-business of dried fish; 2) analyse the sustainability factors of the micro-business of dried fish in the context of tourism; 3) propose a tourism micro-business management strategy. This study employs a qualitative approach by conducting field visits at dried fish sales locations in Barru regency in August and September 2022. The study reveals that the micro-business opportunity of dried fish could be an education-based tourism product. Educational tourism provides opportunities for tourists to learn about fishery products, the management of dried fish products, and sales to consumption by tourists. The challenges of micro-business are: managing and selling dried fish with the principles of hygiene and sanitation, decreasing sales, fish product packaging, understanding customer service, providing information on dried fish products, and product innovation. The decreasing number of dried fish sales can affect the sustainability of the dried fish micro-business. Therefore, the stakeholders' role (e.g. government, local community, sellers) can help sustain the dried fish micro-business. This study proposes approaches for tourism micro-business management on the perspective of push and pull factors. Academics use the concept of push and pull factors in assessing tourist motivation in visiting dried or salted fish micro-businesses as tourist attraction. This research contributes to developing the concept of push and pull factors with the main study of micro-business based on community products.

Keywords: Dried fish, push and pull factors, tourism micro-business, micro-business management

A. INTRODUCTION

Tourism is an industry experiencing rapid growth in line with the opportunity to provide employment opportunities for the population. In the macro sector, tourism involves humans as actors in the tourism industry, such as the accommodation and travel industry. In the micro sector, tourism also involves humans creating business products to meet tourists' needs while in tourism destinations (Banki & Ismail, 2015). Tourism can encourage residents in tourism destinations to become entrepreneurs by utilising tourist visits. Entrepreneurship is a social phenomenon involving residents as the leading actor in business conduct (Thornton et al., 2011). The tourism business is an option because of the opportunity for economic transactions to occur. Thus, tourism growth impacts economic growth for residents in tourism destinations.

Micro-business is also experiencing growth in line with the human need to obtain alternative income (Duva, 2014). Micro-business' role in tourism is important in supporting the quality of the tourist experience (Crick, 2018; Getz, Carlsen & Morrison, 2004; Swarbrooke & Horner, 2001). Tourists can look for creative or micro-businesses for various purposes during their visits, for example, trying traditional culinary, purchasing products as souvenirs and enjoying the experience of local effects of the destination. Tourists can buy micro-business products to be remembered during their travels. Tourists also buy micro-business products out of necessity and use them for their daily needs. From the demand side, tourists need various

potential products during their travels such as culinary and local products. From the supply side, tourism destinations can provide products that have a selling value, such as souvenirs, so that the process of purchasing products by tourists occurs. Micro-business can become a locomotive for regional tourism development through the community's role in selling added-value products (Del Campo, et.al. 2010; Fakhurrrazi & Raharja, 2018).

Research on micro-business and their relation to tourism has become the study of academics. Intyas, Firdaus and Azis (2020) conducted a study in the Lamongan regency on the analysis of the added value of dried fish. The study's results recommend the importance of processing fish products into semi-finished products so that fish are not damaged. Basir et al. (2022) studied the importance of increasing knowledge and skills in the field of fish culinary in coastal tourism in Topejawa Village, Takalar regency. The results showed that the population's motivation increased while providing training and skills in the culinary fish business. Beu (2021) investigated the implementation of the marketing mix in selling dried fish in Manado. Akbardiansyah et al. (2018) researched salted fish (*Ikan Kambing-Kambing*) and the implementation of the dry salting process.

However, the prospect of micro-business in tourism still requires in-depth study. Micro-business tends to experience fluctuation in management due to various factors such as the interest of customers to buy products and limited numbers of buyers. There are limited studies on the opportunities and challenges of tourism micro-business, especially those related to managing dried or salted fish. There is a tendency for micro-business not to contribute to regional tourism development because macro-business is considered necessary compared to micro-businesses. Therefore, this study analyses how sellers of micro-business 'dried fish' run their businesses during the challenges they must face. Therefore, studies on micro-business 'dried fish' contribution to regional tourism development is also necessary. The destination with coastline potential may manage micro-business to support local tourism development.

Barru regency is an area with geographical conditions of sea waters that residents use to manage the micro-business of dried fish. There are two urgencies for researching dried fish micro-business in the Barru regency. First, residents' sale of dried fish is a category of micro-business that can support regional tourism development. The local tourism board of Barru regency plans and implements various programs to develop regional tourism, for example, community-based tourism programs, training for the local people and marketing tourism attractions. The coastline in the Barru regency is an opportunity to manage nature as a tourism resource. However, dried fish micro-enterprises tend not to attract tourism stakeholders' attention. Tourism is only seen in the context of macro businesses directly related to tourist activities, for example, accommodation, tourist attractions, transportation and souvenirs. Second, the existence of micro-businesses of dried fish needs to be studied to become one of the drivers of improving the community's economy and impacting the tourism development of the Barru regency.

Oceans and coastal areas may become livelihood opportunities for residents in an area. The ocean area with its contents is a potential for fishermen to manage businesses, especially in fisheries (Mukkun & Dana, 2016). Salted fish or dried fish is a business that is most in demand by coastal communities because of its ability to process catches into selling value products (Rais & Nurohim, 2020; Laili, Sulistyaningsih & Sari, 2018; Hanafie, Haslindah, Septiani and Hidayat, 2020). Thus, the opportunity to open a micro-business in fisheries can be run by coastal communities. People living outside the coastal areas also use dried fish as a trading commodity. Besides fisheries, trade is the primary sector to increase people's income.

Tourism is an industry that involves various sectors. Tourism is an activity that combines various activities and involves various parties, for example, the government, society, tourists and the tourism industry (Arcese, et al, 2021; Hall & Coles, 2008). Macro and micro businesses are part of the implementation of tourism activities by tourists. Tourism activities ranging from planning trips to destinations to returning tourists to their original areas, involve various components and tourism businesses (Camilleri, 2018). Micro-enterprises managed by the community are efforts to take advantage of existing natural and social conditions to benefit the community. Previous study has found that residents in an area even use coastal or coastal areas for trading activities (Ardiansyah & Rusdi, 2021).

Tourists take advantage of visits to tourist destinations to see the sociocultural life of the community. Furthermore, the visit can encourage tourists' desire to buy micro-business products managed by the community. Buying souvenirs, for example, becomes a tourist need because of the desire to remember their visit to tourist destinations (Kong & Chang, 2016; Suhartanto, 2018). The attractiveness of souvenirs is the aesthetic quality that allows tourists to buy souvenir products (Hume, 2014). People sell human cultural products to tourists, such as souvenir sales in terms of micro-business. Tourism is closely related to micro-business and is part of a family business to meet the community's economic needs (Getz & Carlsen, 2005; Hallak et al., 2014). The choice of local resident micro-business in tourism destinations will depend on existing products and have a selling value.

Push and pull factors are tourism concepts that examine the motivation of tourists to travel. Tourists' motivation varies depending on the expectations and opportunities for fulfilling those expectations when travelling. Tourists' choice of tourism destinations relates to motivation, both in terms of the tourists' self and external factors outside of the tourists themselves (Jeong, 2014). Tourist motivation is complex and relates to what is the reason for them to travel. According to Beeton (2006), the push factor refers to the tourists' encouragement. For example, tourists going on vacation may be based on the internal conditions of tourists who want to escape from daily activities and avoid stress levels from their daily work. The internal condition is a push factor, a condition where tourists have the motivation to travel. Pull factors are conditions where tourism destinations provide things that tourists need when carrying out tourism activities. Thus, pull factors are external aspects of tourists, the environment that is a tourist destination to fulfil their travel motivation. Aspects or pull factors a tourism destination possesses include weather, cleanliness, recreational facilities, community culture, natural beauty and even shopping opportunities (Beeton; 2006; Crompton, 1979; Dann, 1977).

The terms push and pull factors have differences when used in different contexts, for example, in tourists' motivation and products marketing. Beeton (2006) provides an example of push and pull factors in the context of marketing strategy. According to Beeton, the term push in marketing strategy refers to efforts to encourage tourism products or experiences to reach target market. Distribution channels become a medium so that the encouragement of tourism products can reach target market. Furthermore, the pull factors marketing strategy refers to efforts to influence customers to buy tourism products. In the context of this research, push and pull factors are associated with two aspects, including internal and external aspects, and aspects of tourism product management and marketing.

This study employs the concept of push and pull factors to analyse the micro-business of dried fish in two categories. First, the process of economic transactions or the purchase of micro-business products by tourists is the implementation of push and pull factors. Tourists may have a motivation or drive for micro-business products, and residents have products that have a selling

value to tourists (pull factors). Second, the micro-business of dried fish need a marketing strategy so that the product can run sustainably. Push and pull factors can be used as a reference to build micro-business, which in turn, build a people's economy and develop regional tourism.

This study aims to 1) identify opportunities and challenges in managing the micro-business of 'dried fish; 2) analyse the sustainability factors of the micro-business of 'dried fish' in the context of tourism; 3) propose a micro-business management strategy in the context of tourism. This study uses the concept of push and pull factors in analysing the opportunities and challenges of micro-business in the tourism sector. The concept of push and pull factors has been used as a scientific idea to study tourism, especially tourism destinations. This research contributes to developing the concept of push and pull factors with the main study of micro-business based on community products.

B. RESEARCH METHOD

This study employs a qualitative approach to assessing social reality in the Barru regency. Micro-business of dried fish and tourism activities are social realities that involve humans as business actors. Qualitative research examines social conditions by analysing qualitative data obtained from the views of informants and the researcher's observation (Goodson & Phillimore, 2004; Hesse-Biber, 2010; Junaid, 2016; Silverman, 2011). The author collected research data in August and September 2022 in Barru regency, South Sulawesi. The dried fish sales area is located in Kupa Village, Mallusetasi district, Barru regency of Indonesia.

The research implementation process in Barru regency was carried out in three stages. The first stage is the submission of research permit to the local government through the local board tourism. At this stage, the author conveys the aims and objectives of the research so that the local government permits it to carry out the research. The research is expected to provide recommendations or strategies for developing regional tourism through micro-business. The second stage is collecting research data by visiting the location or area of dried fish sellers in two stages: visits in August and September 2022. The author asked for time for the perpetrators or dried fish traders to become informants through interviews. Seven informants participated in the research interview: six dried fish traders and one government employee. The author made sure that the informants understood the aims and objectives of the study and asked permission so that the interview process could be recorded. The author also made use of a visit to the Barru regency to carry out observations by taking pictures of the physical condition of selling dried fish.

In the third stage, the author analysed the qualitative data through three processes. First, the author listened carefully to the recorded interviews and noted important qualitative information such as document and online information and fieldwork notes. The author noted essential data relevant to the research objectives and referred to the study's conceptual framework (figure 1). Second, the author wrote down the research data with the principle of thematic analysis. Writing research results is a data analysis process and interpretation of obtained data through recording essential themes. In thematic analysis, the author enables to identify themes or essential issues that arise from qualitative information. Then, the author writes a research report based on identified themes. In the third stage, the author reviewed the data interpretation results to draw research conclusions. The three stages are data reduction processes with data identification, presentation and concluding steps.

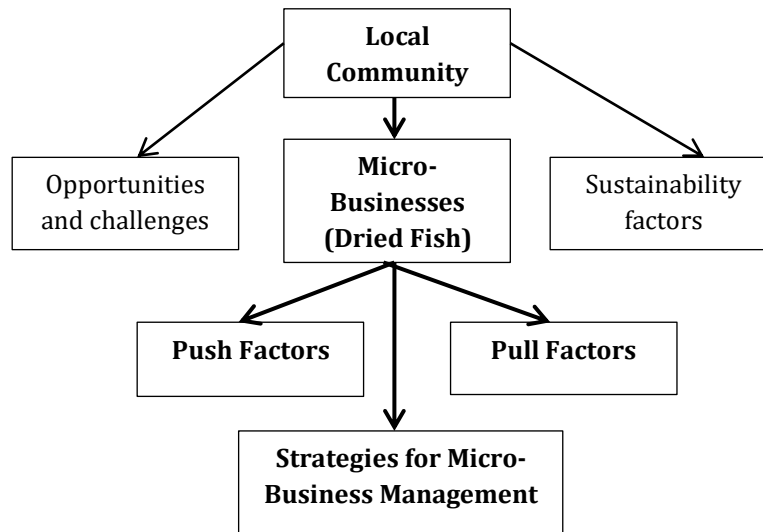


Figure 1. Conceptual framework for the research
Source: Author, 2022

There are two areas in the Barru regency where the residents manage micro businesses selling dried fish. The first area is in the sub-district of Palanro. The second area is Kupa Village, Mallusetasi district, where the author conducted the research. The two fish-selling business areas are located on the Barru District Road, which occupies axis road's left and right sides. Drivers or passengers of vehicles passing through the Barru regency axis road can directly see the micro-enterprise. In the first area, the author found the condition of the business of selling dried fish that is no longer operating. Residents in this area no longer sell dried fish. In the second area, the business of selling dried fish is still active, and customers can directly see the micro-business. Residents who live around the edge of the main road in Barru regency use their location to sell dried fish.

C. RESULTS AND ANALYSIS

1) An Overview of Micro-Business 'Dried Fish' in Barru Regency

Barru regency, South Sulawesi Province, has a varied geographical area. The sea or water area is part of the Barru regency area, which is the focus of most of the population living in the coastal area. They depend on their life to make a living as fishermen. The life of fishermen is an option as livelihoods for residents, especially those in coastal areas. The land area is also a geographical characteristic of the Barru regency, especially in the eastern region. For those who are living in inland area, the levels of livelihoods are varied; some work as farmers, labourers, traders, government employees and workers in the private sector. The geographical area of Barru regency is inseparable from regional conditions, especially for residents living in coastal areas.

The fishing profession for residents of coastal areas utilises marine natural resources to fulfil their lives. In addition to catching large fish, fishermen also catch small fish. The catch of fish with small size makes the micro-business selling fish the choice of some population. Small fish catches can be sold directly to buyers or can be dried in the sun to become small fish products that will have a selling value. This condition is one of the reasons for residents to process their catch into dried fish with various sales mechanisms such as direct selling or selling the products to agents. Dried fish that is ready can be sold directly to buyers, or some traders will buy dried fish products to become trading commodities through micro-business 'dried fish'.



Figure 2. Micro-business of dried fish in Barru regency
Source: Author, 2022

2) Opportunities and Challenges of Managing Micro-Business 'Dried Fish'

Micro-business 'dried fish' in Barru regency has been running since the community knows fish management with various products and becomes a selling point. The sale of dried fish is a community effort to improve their economy through micro-enterprises. However, the micro-business actors of dried fish are faced with the actual sales conditions. Therefore, there are opportunities that can be a force as well as a driving force for business actors to increase their business further. On the other hand, some challenges need to be addressed by sellers in order to keep their businesses sustainable. These opportunities and challenges related to whether micro-business of dried fish can be part of the tourism development of the Barru regency.

In the aspect of opportunity, the micro-business of dried fish can be a superior product for the community to improve the economy because income obtained from the products selling. This goal can be achieved if business actors understand the challenges of managing and selling dried fish. Furthermore, business actors need to understand and implement knowledge regarding quality micro-business products. A dried fish micro-business can be an edutourism product. Educational tourism provides opportunities for tourists to learn about fishery products (marine), the management of dried fish products. Educational tourism allows tourists to feel and carry out the dried fish production process, so there is a learning process (education) in these activities. In addition, information about the benefits of consuming dried fish can be part of the educational tourism process. Coastal communities, managers and micro-business sellers of dried fish can participate in the educational tourism process based on micro and local business products.

Micro-business 'dried fish' can be increasingly recognised with the joint efforts of business actors, local governments and the tourism industry. The tourism industry such as the travel agent and accommodation provider is a party that directly provides services to tourists. The tourism industry has customers who can be part of the dried fish micro-business target market. The travel agency is a tourism industry that can help micro-business of dried fish become part of tourism in

the Barru regency. Travel agencies can invite tourists to see the micro-business of dried fish directly. The tourist travel agency includes an agenda for visits to dried fish micro-business and provides information or explanations about dried fish and local culinary uses of dried fish. The accommodation business also plays an essential role in providing information on the existence of micro-businesses of dried fish in the Barru regency. Accommodation entrepreneurs can invite guests to enjoy local culinary dried fish and see firsthand the management and sale of dried fish in their menu.

Barru regency, through the local board of tourism is actively encouraging regional tourism development. Waters and coastal areas are potential for marine tourism, as well as being able to encourage the existence of fishing villages as a marine tourism attraction. Residents with fishermen's livelihoods recognise and manage dried fish. Therefore, dried fish micro-business products support the planning and development of marine tourism. Tourists seek new experiences by exploring local culture and micro-businesses based on local products (Manyara & Jones, 2007). Local government must encourage local community organisations such as local tourism organization (Pokdarwis) to design, compile and market marine tourism packages based on marine and coastal life.

Experience is the main product of tourism. Positive tourist experiences serve as a driving force for long-term marketing, enabling repeat visits and opportunities to attract tourists (Antón, et al. 2017). Building a positive tourist experience will involve many stakeholders, including the coastal community and micro-business actors of dried fish. Dried fish may not be tourists' primary consumption, especially in urban communities. However, dried fish with local specialities can be an additional experience for tourists who have never tried traditional food. According to Stanley and Stanley (2015), food tourism is becoming integral to other types of tourism. Visits to tourist attractions do not only shape the tourist experience but the overall combination of the tour, including enjoying regional specialities.

Dried fish sellers are faced with challenges or obstacles. The first challenge that needs attention is the efforts of sellers to manage selling products with hygiene and sanitation principles. Hygiene is related to the cleanliness of food and beverage products selling points. The cleanliness of business actors in managing and selling dried fish products must be prioritised so that customers are confident in micro-businesses for coastal communities. Sanitation is related to health and environmental cleanliness. An example of implementing hygiene and sanitation is the process of drying the fish. The sellers dry the fish in the middle of the road, close to the residents' houses.



Figure 3. The location of fish drying in the middle of the highway
Source: Author, 2022

The second challenge is the declining sales of dried fish products. According to the sellers, sales of dried fish have decreased. Sometimes there are no buyers in a day. This condition must be accepted, considering there is no other income. The third challenge is the packaging of dried fish micro-business; the sellers have not prioritised the packaging. Tourists need local products that can be carried easily and with good packaging. Indeed, the sellers can package the dried fish by utilising various materials so that it has quality with a high selling value.

The fourth challenge is the need to provide business actors with an understanding of customer service. Many dried fish sellers further increase the competition in selling fish. Therefore, understanding customer service needs to be a concern so that customers get services from micro-business actors of dried fish. The fifth challenge for selling dried fish micro-enterprises is providing information about dried fish products for customers, for example, the quality of dried fish, how long fish products can last and information about the management of dried fish. In addition, providing information about the benefits of consuming dried fish is essential for business actors and customers to know.

Furthermore, business actors need to implement product and marketing innovations so that the dried fish business can continue. Innovation enables entrepreneurs to sustain business to win the competition in the tourism and hospitality industry (Pikkemaat & Zehrer, 2016; Souto, 2015; Tejada & Moreno, 2013). Improving the community's economy is one of the needs and goals of the community. The community hope to obtain additional income through selling local products. Product and marketing innovation allows residents to achieve sustainable business goals rather than quick economic profit.

Table 1. Summary of opportunities and challenges for managing dried fish micro-business

No	Opportunities	Challenges
1	Improving the community's economy with local-based products	Hygiene and sanitation in the management and sale of dried fish
2	The opportunity to manage educational tourism on micro and local-based business products	The decreasing sales of dried fish
3	Opportunities for business actors to partner with the tourism industry	Weak product packaging
4	Opportunity to be part of a tour package in Barru regency	Understanding of dried fish sellers regarding customer service
5	Opportunities to support the development of marine tourism packages	Understanding of the benefits of dried fish products
6	The opportunity to improve the quality of tourist experience through micro-business products	Innovation and marketing of micro-business products

Source: Author, 2022

3) Factors for the Sustainability of Micro-Business 'Dried Fish'

A micro-business is the choice of residents to meet economic needs. The availability of dried fish products ready to sell is an opportunity for people's livelihoods. The hope of the local population is the sustainability of the business so that it can impact the community's economic

sustainability. The community has made various efforts to maintain the micro-business of dried fish such as selling dried fish although limited number of selling. However, current conditions show that this hope may not be achieved as the declining number of sales is unavoidable, given the limited interest of customers in buying dried fish products. Increasing sales is the hope of the community, but it needs to be supported by efforts to make customers choose dried fish products as purchase products.

This study analyses the factors that need to be paid attention to by tourism stakeholders, especially business actors, in order to maintain the micro-business of dried fish. The factors of micro-business sustainability consist of two parts, namely, internal and external factors. The internal factor comes from the sellers of the dried fish business, while the external factor is other stakeholders apart from the dried fish business actor.

Internal Factors

Dried fish micro-businesses are the main factor in the sustainability of a dried fish business. The internal factors of dried fish business actors are pull factors that need to be considered by business actors. First, the location for selling dried fish is along the outskirts of the Barru regency highway. Residents who live on the outskirts of axis road take advantage of its location to sell dried fish products. In display for selling, all sellers do not cover dried fish. Dried fish is left open so customers who stop by can see the dried fish that is the buyer's choice. In the fish selling area, all sellers apply the same thing. This is to ensure that their commodities can be seen directly by motorists/passengers who pass the highway/axle of Barru regency.



Figure 4. Dried fish sellers open their products without covering an effort to show dried fish products to customers

Source: Author, 2022

Informants convey two reasons for openly selling fish. First, customers usually want to ensure that the dried fish sold is in good condition, not only on the top view. Informants show the fish sold and give examples of how the customer holds and ensures the dried fish is in a quality category. Second, dried fish sellers believe that their sales will decrease if they cover the fish with plastic. They have tried to cover dried fish with transparent plastic to avoid dust. However, the results have no impact on product sales. An informant conveyed, “we don’t cover this fried fish because people will not know our products. Indeed, we have opened the dried fish (without plastic cover, and limited customers come to buy our dried fish” (interview, August 2022).

The second factor is the declining number of sales. As mentioned earlier, there was a decrease in the number of sales of dried fish products. The economic turnover of the community

in the dried fish micro business is seen from product sales. Therefore, product sales also have an impact on efforts to continue the dried fish micro business or not. The informant said that the number of dried fish sellers also decreased. However, the informant continued the micro-business even though sales had decreased.

External factors

Customers and related stakeholders such as the local government and the tourism industry are the most influential parties in sustainability on external factors. The desire of tourists or customers (including local people) to buy dried fish products is a push factor. Tourist interest in buying dried fish products is essential in supporting the sustainability of dried fish micro-businesses. This study did not analyse the perceptions of tourists or customers regarding dried fish products. However, customer interest in buying products is closely related to internal factors. Therefore, internal factors determine customers' decisions to buy dried fish products. Customers buying dried fish relate to how the sellers manage their products so that customers will have the dried fish.

The government and the tourism industry are essential in supporting the micro-business of dried fish as a support for regional tourism. The government plays a role in assisting and providing training to business actors to manage fish sales following customer expectations. The main target of tourism is the quality of the tourist experience which can impact the marketing of tourism destinations. The government is a facilitator and driver for the community to understand tourism. The government can plan and implement mentoring programs in the context of understanding micro-businesses based on tourism business products.

4) The Management of Micro-Business from the Perspective of Push Factors

Micro-business of dried fish can support tourism development in the Barru regency. Various types of tourism can be associated with managing and selling dried fish. The author has explained the urgency of educational tourism based on dried fish micro-enterprises. Furthermore, alternative tourism may be an option to develop by utilising the existence of micro-businesses of dried fish as a driving and pulling factor for visits to Barru regency. This study proposes a micro-enterprise management strategy to support regional tourism development based on the principle of push and pull factors.

Tourism is an industry that involves various parties, for example, the community, micro-enterprises and the tourism industry. This study recommends implementing tourism industry collaboration, an approach involving various industry groups with the same goal. The author defines industrial collaboration as a joint effort or effort from various tourism businesses to market regional products to customers to achieve economic transactions in tourism destinations. For example, the dried fish micro-business aims to increase sales through the tourism industry. Tourism business actors help market the existence of dried fish micro-businesses. Accommodation businesses, for example, hotel staff or managers, work on marketing dry fish micro business guests, which can be a visit agenda for hotel guests. The hotel can use dried fish products as local specialities to serve to guests. Hotel guests need local cuisine that can add to the travelling experience.

The travel industry also plays an essential role in marketing the existence of micro-businesses to customers. Travel agencies and agents are businesses that bring guests to tourist destinations. The travel agenda of tourists is highly dependent on the travel packages that become tourism products. The transportation business also plays a vital role in helping the existence of the micro-business dried fish. Drivers of vehicles carrying passengers from Makassar to the north

of South Sulawesi can recommend to customers to buy dried fish products. The main customers of the dried fish are passengers passing through the Barru regency area. Therefore, the joint efforts of stakeholders are an essential step to encourage the purchase of dried fish that has better quality. Stakeholder collaboration is essential because dried fish sellers benefit from the joint efforts of stakeholders.

The second strategy is the implementation of positive marketing. Every stakeholder in tourism destinations can carry out positive marketing by utilising digital marketing. The first step is to improve the quality of dried fish packaging so that stakeholders can market micro-businesses dried fish. One of the essential stakeholders in the positive marketing process is "Genpi", a youth organisation focusing on the digital marketing of regional tourism products. Dried fish micro-business has a positive side that can be a selling point to tourists.

Micro-business of dried fish needs to have a local product business brand. A brand is part of a marketing strategy that enables entrepreneurs to promote tourism products and reach potential customers (Hankinson, 2005). The dried fish micro-business does not yet have a brand that can influence the customer's decision to purchase dried fish. Furthermore, dried fish brands can influence customer decisions to seek information about local products, one of which is quality dried fish. Another strategy for managing micro businesses is implementing events or cultural festivals. Events are currently growing and are effective in supporting the continuity of tourism businesses (Getz & Page, 2016; Soteriadis, 2016). Stakeholders in tourism destinations need to plan and run festivals or maritime cultural events, inviting micro-business entrepreneurs of dried fish to participate in regional cultural events. Indeed, there is a tendency for culture to focus only on dances and regional customs, and regional culinary needs to be encouraged as tourism products. This study recommends the importance of cultural tourism events with local products as the main icon of the event or festival.

5) Micro-Business Management from the Pull Factors Perspective

Pull factors are internal conditions of management and dried fish business actors' efforts to attract customers. Attracting tourists to visit the dry fish selling area requires efforts from business actors. This study proposes four strategies for attracting tourists from the perspective of pull factors. The first strategy is strengthening partnerships between dry fish business actors, government agencies, and government business entities. State-owned enterprises and the state electricity centre have fostered business actors, but they need to follow up on these coaching efforts. Business actors must build more partners, especially stakeholders in the new district. The most potential partners are state-owned enterprises, private parties, government agencies and educational institutions.

In the second strategy, micro-business actors must ensure the quality of the dried fish products they sell. Quality-based product strategy is a way for business actors to start from the management process to selling dried fish products. Implementing hygiene and sanitation is an essential effort of dry fish business actors. The sellers need to convince customers that the management of dried fish has implemented the principles of hygiene and sanitation. In this strategy, the sales process needs to pay attention to the cleanliness of the fish, free from dust and carry out the knowledge and understanding of hygiene gained through training. Finally, the third strategy is to offer alternative tourism activities based on maritime culture and education. Dried fish products are fishery products in the form of dried fish processing.

Alternative tourism based on maritime education and culture can take advantage of the dried fish micro-business in Barru regency. Tourists need various types of tours to add to their travel experience. Maritime culture, with dried fish products, can offer tourists an experience.

Furthermore, educational tourism can provide information and knowledge to tourists about culinary products, micro-enterprises and local culture. Educational tourism destinations and maritime culture can be supported with interpretation programs. Interpretation is the process of providing information to tourists in order to provide knowledge to tourists about an object. The main object of cultural tourism and education is marine product-based micro-enterprises. For example, there is a dry fish management process, and knowledge of that process becomes an experience for tourists. Interpretation allows the process of delivering information to tourists.

D. CONCLUSION

Tourism is characterised by tourist trips to tourist attractions and enjoying nature and culture in tourist destinations. There is a tendency that micro-businesses are still a complement, not a tourist need, when they are in a tourist destination. Therefore, this research encourages the micro-business role in supporting regional tourism development through quality micro-business management. Dried fish micro-business in Barru regency faces challenges in supporting regional tourism. However, some factors become opportunities for business management and optimum sales.

It is essential to evaluate how dried fish sellers sell their products based on internal factors. The purpose of the evaluation is to ascertain whether the customer believes that the dried fish product is of good quality in terms of hygiene, sanitation, and health when consuming dried fish. A decrease in the number of sales of dried fish can affect the sustainability of the dried fish micro-business. Therefore, the stakeholders' role can help sustain the dried fish micro-business in Barru regency. On external factors, the interest of customers or tourists must be the main concern for dried fish sellers. Tourist interest in buying dried fish products is essential in supporting the sustainability of dried fish micro-businesses. This study did not analyse the perceptions of tourists or customers regarding dried fish products. However, customer interest in buying products is closely related to internal factors.

This study proposes two approaches to managing and optimising dried fish product sales in tourism-based local products: push and pull factor approaches. In the push factor, four strategies need attention: partnership and networking, quality-based product strategy, alternative tourism based on maritime education and culture and the interpretation program of dried fish products. In the pull factor, four approaches are essential: tourism industry collaboration strategies, positive marketing (providing positive information rather than negative image about dried fish), strengthening tourism product brands by the government by conducting festivals, and maritime cultural events. Academics use the concept of push and pull factors in assessing tourist motivation. However, push and pull factors are also helpful in analysing micro-business management in the tourism sector. The existence of micro-business is significant in motivating tourists to travel. Therefore, micro-businesses are not only a complement to support the tourist experience but can also be a tourist need in tourism activities. This paper discusses micro-businesses from push and pull factors based on information from sellers and related stakeholders. There should be more discussion on the perspective of the tourism industry. Hence, it is essential to investigate further the tourism industry's efforts in supporting micro-businesses.

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