

## **The Effects of Halal Food Socialization by the Culture and Tourism Office of South Sulawesi to the Increase of Tourists Visit in the City of Makassar**

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**Abstract.** Halal industry no longer applies to solely food production and consumption, but also evolved holistic halal concept that encompasses various commercial activities. Halal tourism is now fast becoming a new phenomenon in the general tourism, south Sulawesi's government had tried to socialize the halal food tourism, Makassar is the main city of the socialization in two recent years that encouraged the writers to investigate the effects of tourists visit. The writers had tried to get more information of the effects of tourist visit after the socialization, both for domestic and international tourists. The writers had interviewed those who work for tourism sectors to investigate the effect of the visit. The results of the writing were; there would be the positive effect from the Muslim tourists, especially the domestic ones, bad or negative effect to the most of western tourists, and there wouldn't be any market segment at all.

**Keyword:** halal, tourism, makassar