

Success Factors for Elevating the Tourism Area Potential

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Abstract. The management of tourism sector was developed to make Indonesian tourism most popular in the world by the government. Pesona Indonesia is resolution of the Ministry of Tourism to promote Indonesian tourism. Increasing tourism potential in Indonesia will also support the current economic conditions, especially those affected by the Covid-19 pandemic. Therefore, to assist the government in making important strategies, in this study a successive factor model was made to encourage the potential of regional tourism areas. This study uses interpretive-qualitative research with a theoretical analytical approach based on literature review from various sources, such as news in the mass media, related research finding, and government policies. The results of the study using interpretive-qualitative research with a theoretical analytical approach stated that the 11 successive factors formed were telecommunications, power source, transportation, and waste management, location, clean water source, supporting industry, spatial, hospitality, and safety and security. This construct model will be implemented in areas with great tourism potential. Based on cultural and historical studies, Rembang Regency is an area with multiethnic, where the location of Rembang Regency, Central Java, Indonesia, which is on the North Coast of Java Island and near to East Java Province, which is on the seafloor, makes Rembang Regency, Central Java, Indonesia has a variety of beaches that have the potential to be used as a tourism area. Moreover, Rembang Regency also has various natural, historical, cultural, and culinary tourism potentials.

Keywords: Interpretive Qualitative, Stakeholder, Support System Facilities, Tourism Area.

1. Introduction

Indonesia has a variety of tourism potentials that have attractiveness among other tourist destinations in the world. This is indicated by the increasing number of foreign tourists visiting Indonesia every year. Pesona Indonesia is one of the efforts of the Ministry of Tourism to promote Indonesian tourism. In addition to government programs, social media users also participate in promoting Indonesia's tourism potential through accounts that provide information related to tourist locations. Efforts to promote tourism potential in Indonesia have a positive impact with the introduction of tourist areas in various regions.

The management of the tourism sector has been carried out to make Indonesian tourism more famous in the world by the government. In 2015 it was recorded that 10.23 million foreign tourists came to Indonesia and in 2019 the number increased to 16.11 million. Indonesia's tourism sector in 2018 was successfully recorded as the sector with the highest growth, namely 9th in the world, 3rd in Asia, and number 1 in Southeast Asia [1]. In addition, based on The Travel & Tourism Competitiveness Report, at the World Economic Forum, in 2019 the ranking of Indonesia's tourism competitiveness index in the world rose from 42 in 2017 to 40 in 2019 from 140 countries [2].

Increasing the contribution of tourism in improving the citizen's economy, especially citizen in tourist destinations is one of the strategic issues of Indonesia's tourism development. In general, an increase in the contribution of the tourism sector in an area will improve the welfare of the local citizen. The local citizen is one of the most important stakeholders in tourism which will help tourism development be more sensitive to local realities [3].

However, Entering the beginning of 2020, Indonesia was shaken by the spread of a new virus that spread from China to Indonesia. Since the spread of the virus named Covid-19, which has now become a pandemic, besides having an impact on the economic sector [4], it also has an impact on various other sectors,

especially the tourism sector in Indonesia. Therefore, it is necessary to study the significant contribution of tourism to the economy so that the tourism sector in the economy can be improved.

In the future, the tourism sector can and can accelerate economic growth and job creation. That is why accelerated economic growth and wider job creation can be done by promoting tourism development. In line with this, the National Medium-Term Development Plan (RPJMN) 2020-2024 has made accelerating tourism growth one of the strategies for accelerating national economic growth [5]. The government makes plans for tourism development programs that have been carried out with various strategies such as developing tourist markets, developing tourism images, developing tourism marketing partnerships, and developing tourism destination promotions.

A famous tourist destination among domestic and foreign tourists is Bali. Bali is very popular among the citizen because most of the villagers of the island of a thousand temples are Hindu [6]. Furthermore, traditional Balinese culture is still very strong in improving the daily lives of its citizen. So that it becomes a magnet for local tourists. Among foreign tourists, Bali is famous for its natural beauty. Thus, many foreign tourists spend their holidays in Bali to get a natural charm that does not exist in their home country.

However, one of the places that have not fully developed is the tourism potential in Rembang Regency. The location of Rembang regency, Central Java, Indonesia on the North Coast of Java Island and near to the province of East Java, which is on the seafont, makes Rembang regency, Central Java, Indonesia has various beaches that have the potential to be used as tourist activities. Moreover, Rembang regency, Central Java, Indonesia itself has various natural, historical, and cultural tourism potentials, as well as culinary. Rembang Regency, Central Java, Indonesia is also a city with diverse ethnicities (multiethnic), this is a characteristic that is rarely found in tourist destinations in Indonesia. In addition, Rembang Regency, Central Java, Indonesia has more than fifteen tourist sites managed by various parties, such as the Tourism Office, Forestry Service, Marine Service, and most of the tourist sites in Rembang Regency, Central Java, Indonesia is managed by the villagers. So, it can increase citizen's income from the tourism sector. Based on BPS 2020 publication, natural, marine, and culinary tourism are more interested than historical and cultural tourism. Historical tourism is interested travelers when there are annual events such as Kartini day, and Haul Sunan Bonang. Meanwhile, the Lasem Batik Center has been re-developed with the support of Small and Medium Enterprises (SMEs). Based on the background of this study, it is necessary to do mapping successive factors that have an impact for elevating potential tourism areas.

2. Theoretical Background

Tourism is an industry that can provide rapid economic growth in terms of providing employment, income, living costs, and activating other production sectors in tourist receiving countries. A tourist area is a geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism [7].

Tourist areas can be divided into 5 categories [8]: (i) Marine tourism is a tourism activity was supported by facilities and infrastructure for swimming, fishing, diving, and other water sports, including accommodation, eating, and drinking facilities, and infrastructure. (ii) Ethnic tourism is a journey to observe the manifestation of culture and citizen's lifestyles that are considered attractive. (iii) Ecotourism is mostly associated with a penchant for natural beauty, the freshness of the air in the mountains, the wonders of rare animal life (wildlife), and plants that are rarely found in other places. (iv) Hunting Tourism has been carried out in countries that do have forest areas or hunting grounds that are justified by the government and promoted by various types of travel agents or agencies. (v) Agro tourism is a type of tourism that organizes trips to agricultural projects, plantations, and nurseries where group tours can conduct visits and visits where group tours can conduct visits and visits for study purposes and enjoy the fresh plants in the vicinity. So, in a tourism area, it is necessary to build a tourist attraction that has a tourist attraction so, it makes tourists interested in visiting it. The attraction of a tourist area must have support system facilities that must contain four "4A" components, namely: attraction, accessibility, amenities, and ancillary [9].

3. Methodology

This research is classified as interpretive qualitative research with a theoretical analytic approach which is taken based on a study of literary studies from various sources, such as news in the mass media, relevant research results, and government policies. Qualitative research is used to investigate, find, and describe the object under study [10]. Interpretive qualitative research is research conducted based on data to be able to develop analytical, conceptual, and categorical components of information from the data itself. While Theoretical analytic is an approach method using theoretical construction to provide direction for the development of tourism areas in Rembang, Central Java, Indonesia. The conditions in the theoretical analysis of the principles of developing tourism areas are used to underlie the factors driving the development of tourism areas. The relationship between interpretive qualitative research methods and theoretical analytic approaches can be described as follows.

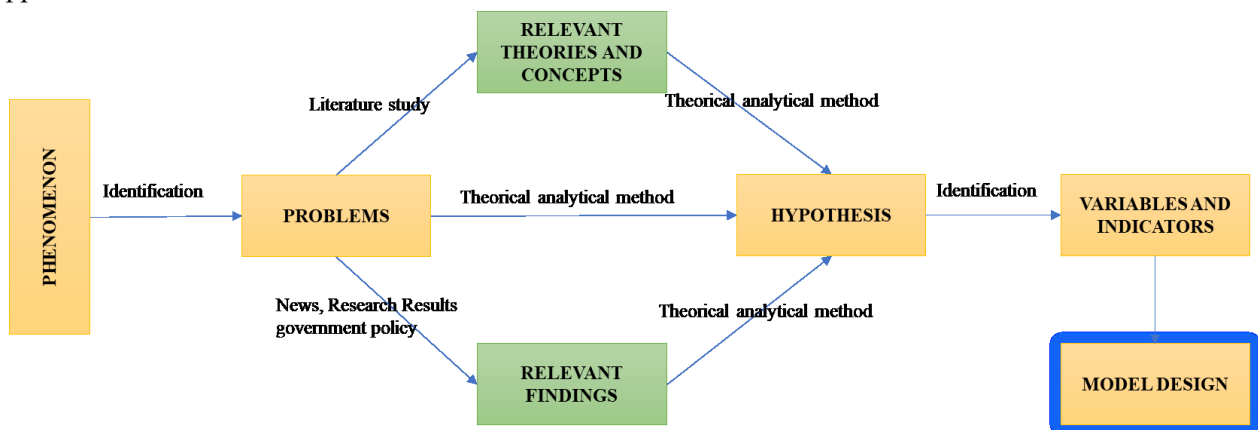


Fig. 1: Relationship between interpretive qualitative research and theoretical analytical methods

4. Result and Discussion

The development of successive factors is taken from several previous studies. So that, the factors are included in driving of tourism area are telecommunication, power source, transportation, waste management [11],[12], location, clean water source, supporting industry, spatial, hospitality, safety and security [13],[14], and stakeholder [15].

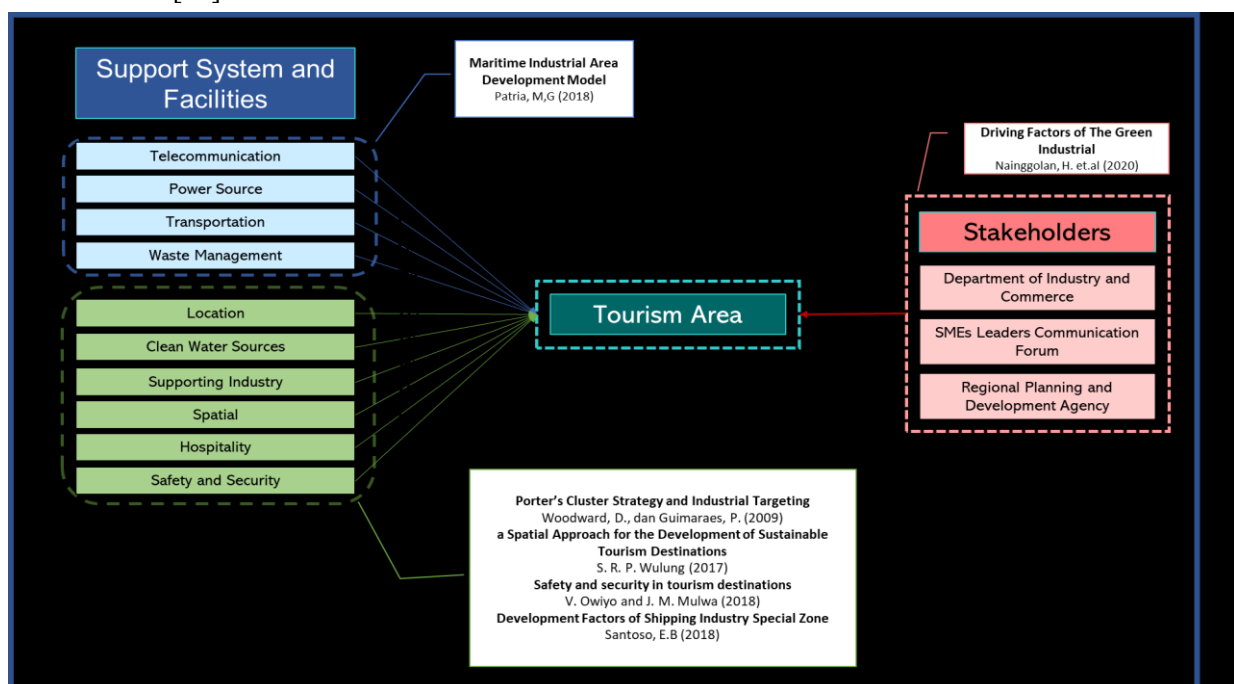


Fig. 2: Model tourism area with successive factor

To support defense strategies and tourism management during a pandemic in the new normal era, tourism destinations apply adequate standards for tourists [16], thus providing alternative new travel patterns: (i) high standard security: Increasing security standards such as checking luggage, the installation of CCTV on each side of the tourist attraction throughout the region, and the addition of security personnel such as security guards in all tourist attractions [17]. (ii) high standard sanitation: tourist areas are required to improve their sanitation standards because this ensures the attractiveness of a tourist area. Tourism actors will create sanitation standards that must be owned by a tourist attraction such as toilet cleanliness, hand washing facilities, availability of masks, body temperature measurement, checking health certificates, and vaccinations [13]. (iii) solo travel tour: providing the best service for tourists by arranging seats in the car, providing hand sanitizer, hand soap, tissue in each car, and also prioritizing private transportation modes for small groups. (iv) wellness tour: This wellness tour offers the perfect balance, so it will help travelers return home feeling better than they were before they left.

The theoretical analytic model based on paramita, 2020 for the development of tourist destinations suggests that the basic concept is the tourism area life cycle (TALC) and its expansion in the context of implementing sustainable development practices in the tourism business model [18]. The empirical basis of the method uses statistics on the development of the tourism industry in Bornholm. This paper aims to define the stages of development of the Bornholm tourist area and the consequences of this stage for the business model of the tourism companies that function there. Tourism in Bornholm, in line with the TALC concept, is currently in the stabilization stage.

From the results of the literature review, the application of the tourism area model is (i) local government policies, the policies that apply in each area are policies set by the local government. (ii) based on the physical conditions in the district of Rembang, Central Java, Indonesia, several potentials support it to be developed into a tourist area, some of the physical conditions of tourist sites in the district of Rembang, Central Java, Indonesia: (a) Telecommunications, has a very rapid development. Basically, it has become a necessity for the citizen of Rembang Regency, Central Java, Indonesia, especially in the north coast region where the level of population mobility is high. Currently, the communication network has reached all of Rembang Regency. In the tourism area several telecommunications towers that already operating and have received permits, it can support the development of tourism areas in Rembang Regency, Central Java, Indonesia [19]. (b) Power Source, one of the futures of national electricity is the Steam Power Plant (PLTU) project in Rembang regency. The power plant with a capacity of 2 x 315 MW with coal fuel is estimated to be able to elevate the potential tourism area [20]. (c) Transportation, there are many buses in Rembang with various directions, between cities and between provinces. but around Rembang regency transportation is almost difficult to find, in the future can be improved to elevate and optimize tourism area potential [11]. (d) Waste Management, there is already a regional regulation that regulates waste management namely PerBup No. 51/2020 waste management policies and strategies [11], [21]. (e) Location, provide facilities in terms of socialization and utilization of tourist sites. Prioritizing development in tourist areas first, Approaching tourist area owners intensively [13]. (f) Clean Water Source, in Rembang Regency, especially in tourist areas, will make clean water management independently, cooperate with clean water supply agencies to meet the needs of industrial areas, Create independent and integrated clean water management, Cooperate with water services [13],[14]. (g) Supporting Industry, building supporting industries around tourism areas, Providing supporting industrial areas around/in tourism areas, Creating special clusters for supporting industries for tourism areas [13]. (h) Spatial, the spatial approach of tourism destinations is needed to support sustainable tourism. It is important as a guide for tourism destination managers in determining the development of destinations in the future [13],[22]. (i) Hospitality, the presence of hospitality in the tourism sector has a positive impact on the growth of the number of tourists, besides that can also increase income for the citizen around tourism areas [13],[23]. (j) Safety and Security, the destination deterrents are security and safety. Such factors are barriers to visiting a particular destination and consequently tourism growth [13],[24] (k) Stakeholder, collaborating with various parties, such as developers and supported by the government, Establishing tourism area management institutions that can come from developers/investors, local communities and other industrial parties [15]. (iii) based on potential visitors when viewed from the grouping, the tourism sector in Rembang district, Central Java, Indonesia, such as (a) Maritime tourism

includes Karang Jahe Beach, Wates Beach, Gedhe Island, Caruban Beach. Natural attractions include Pasucen, Kali fountain waterfall, Panohan, Watu Congol. (b) Culinary tourism in Rembang, Central Java, Indonesia, there are kelo mrico, lontong tuyuhan, satay serepeh, legen. For souvenirs from Rembang, Central Java, Indonesia, there is kawisto syrup, dumbeg, corn chips, salted fish, and shrimp paste. (c) Historical and cultural tours include the Terjan Site, the Selodiri Site, the Ancient Boat Site, and the Lasem Batik Center. History of Islam in Pasujudan and Sunan Bonang's Tomb in Lasem District, as well as the Kartini Museum, Kartini's Tomb. Moreover, there are historical and Chinese cultural tours in Lawang Ombo and various temples in Rembang Regency.

Based on the analysis of the potential of tourist areas that have been described previously, the following is a depiction in the form of a schematic model that drives the formation of tourist areas shown in Figure 2.

The tourism area development model in Figure 2 shows the three main constructs in this study. The constructs are tourism areas, support systems and facilities, and stakeholders. The explanation and specifications of the tourism area development model are presented in table 1.

Table 1 Factor Support System Facilities and Stakeholders Hypothesis

Notation	Variable	Effect
H1:	Telecommunication	There is a positive effect between telecommunication and tourism area
H2:	Power Source	There is a positive effect between power source and tourism area
H3:	Transportation	There is a positive effect between transportation and tourism area
H4:	Waste Management	There is a positive effect between waste management and tourism area
H5:	Location	There is a positive effect between location and tourism area
H6:	Clean Water Source	There is a positive effect between clean water source and tourism area
H7:	Supporting Industry	There is a positive effect between supporting industry and tourism area
H8:	Spatial	There is a positive effect between spatial and tourism area
H9:	Hospitality	There is a positive effect between hospitality and tourism area
H10:	Safety and Security	There is a positive effect between safety and security and tourism area
H11:	Stakeholder	There is a positive effect between stakeholder and tourism area

Knowledge of variables that are arranged in support of support system facilities and stakeholders has several indicators that can be analyzed. This study aims to map the variables and indicators that influence the tourism area. The result of this research is mapping the successive factor to elevate the potential tourism area that need to be prepared for tourist area in Rembang Regency, Central Java, Indonesia.

5. Conclusion

Based on applying the interpretive-qualitative method with the theoretical analysis, it can be concluded that this research to gain more insight into the relationship between successive factor which is support system facilities and stakeholders in tourism areas. There are 4 articles selected as main articles for further review. According to the main article, the category that most influences the tourism area is infrastructure, then in this study, it was developed into 4 factors: telecommunications, power source, transportation, and waste management. For further research, the effect of knowledge sharing on tourism areas is categorized based on physical categories and supporting industries, so this study was developed into 6 factors: location, clean water source, supporting industry, spatial, hospitality, and safety and security. Meanwhile, the latest research indicates the influence of stakeholders, in this study the role of local governments and business actors in the tourism sector. The construct model to elevated tourism area potential requires further investigation because there is a possibility that this successive factor requires inter-organizational knowledge management.

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