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Conference Proceedings

**Nemzetközi tudományos konferencia
a Magyar Tudomány Ünnepe alkalmából**
International Scientific Conference
on the Occasion of the Hungarian Science Festival

Sopron, 2022. november 3.
3 November 2022, Sopron

**TÁRSADALOM – GAZDASÁG – TERMÉSZET:
SZINERGIÁK A FENNTARTHATÓ FEJLŐDÉSSEN**

SOCIETY – ECONOMY – NATURE: SYNERGIES IN SUSTAINABLE DEVELOPMENT

Szerkesztők / Editors:

OBÁDOVICS Csilla, RESPERGER Richárd, SZÉLES Zsuzsanna, TÓTH Balázs István

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Tourism Development in Indonesia - Surakarta City Role Supporting National Tourism Planning

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Abstract

The tourism sector in Indonesia is considered a priority sector as in 2015, the tourism sector became the highest presentation in ASEAN for the contributor to the national Gross Domestic Product (GDP) constituting 10%. Based on the Long-Term National Tourist Development Plan for 2010-2025, the Indonesian government had been selected as many as 50 tourism destinations nationwide to be developed by 2025. Indonesia also has a broad diversity of cultural values to be the main tourist attraction. The optimism is raised as cultural-based tourism will continue to expand in the future. Cultural-based tourism could be seen as a local area development driver, although the human factor is still considered the key role. Knowledge, skills, motivations, and collaboration are the main factors. In addition, it is also important to highlight not individual offers, but the region as a whole connecting different tourism spots. Surakarta City offers several attractions for its tourism both tangible and intangible divided into different themes such as historical; cultural; natural, entertainment, and recreation; religious; handy craft art; transportation; shopping; and culinary. Regarding the potential possessed by the city, education tourists and individual mass tourists should be considered the most suitable target markets and additionally, the related tourism products and services to be applied aiming to support Indonesia's tourism planning.

Keywords: cultural-based tourism, Surakarta, tourism development planning

JEL Codes: L83, Z32

1. Introduction

1.1. Research Background

Tourism sector in Indonesia is considered as priority sector (Aldianto et al., 2020) as in 2015, tourism sector became the highest presentation among ASEAN countries for contributor of the national GDP constituting 10% (Alamsjah, 2016). The number of international tourists visit Indonesia during year 2021 are 528.226 (ASEAN), 904.841 (Asia), 5.639 (Middle East), 55.906 (Europe), 25.073 (America), 35.504 (Oceania), and 2.341 (Africa), as illustrated on the following graphic to demonstrate economic potential regarding tourism sector.

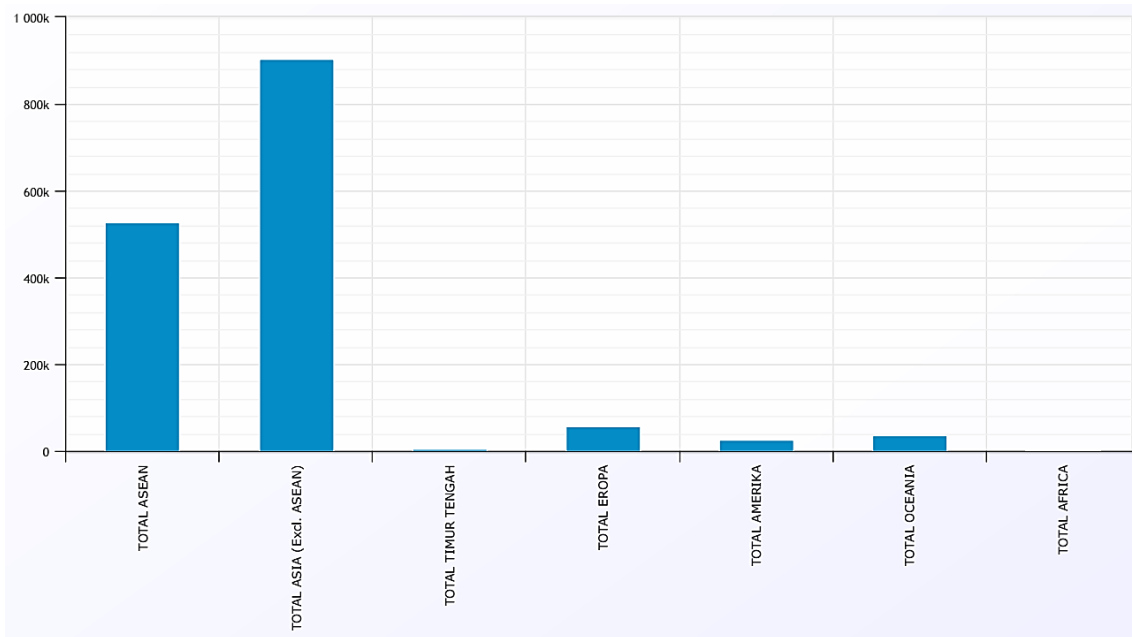


Figure 1: International Tourists of Indonesia Tourism
Source: Badan Pusat Statistik (2021b)

Based on the Long-Term National Tourist Development Plan for 2010-2025, Indonesia government had been selected as much as 50 tourism destinations nationwide to be developed by 2025 (Ollivaud & Haxton, 2019). Indonesia also has broad diversity of culture to be main tourist attraction (Wilopo & Hakim, 2017). The optimism raise as cultural based tourism will continue to expand in the future (Richards, 2018). Cultural based tourism could be seen as local area development driver, although human factor still considered as the key role. The change of time also generates tourism activity pattern (Erwan et al., 2022). The knowledge, skills, motivations, and collaboration are the main factors. In addition, it is also important to highlight not individual offers, but the region as a whole connecting different tourism spots (Št'astná et al., 2020). However, the lack of cooperation between government, private sector, non-government organizations, academicians, and communities stalled the development of tourism sector (Cholik, 2017).

A numbers of issues regarding tourism in Indonesia could be describe as follows (1) safety, (2) sanitation, (3) Information and Communication Technology (ICT) preparation, (4) environment, and (5) infrastructure (Haryanto, 2019). Those issues may become obstacles to fulfill Indonesian tourism plan under high quality and sustainable concept. Tourism sector become crucial since able encouraging local economic development and improving social welfare (Aisyianita, 2021). In order to develop tourism, the component of tourist destination have to be considerate, namely attraction, accessibility, amenity, and ancillary (Andrianto & Sugiama, 2016). Even though, Indonesia owns vast number of accommodation (see Figure 2), for instance both star and non-star hotel, investment is still needed to support the whole tourism system (Cholik, 2017).

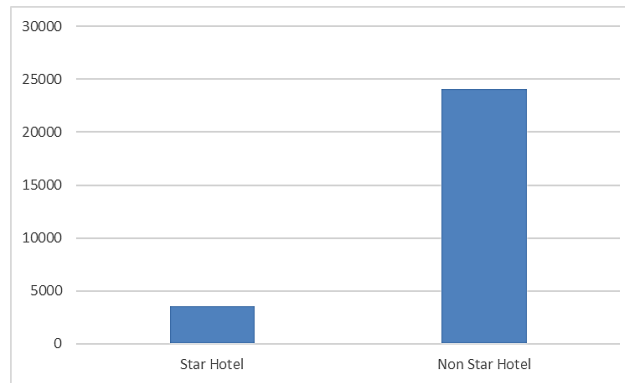


Figure 2: The Number of Accommodation in Indonesia
Source: Badan Pusat Statistik (2021a)

Sustainability of tourism also important since enabling activity of tourism; namely the community, the destination, and the attraction; remains perfectly working for long period and harmless to the environment (Higgins-Desbiolles, 2018). Therefore, the effort to improve tourism sector would be more effective and efficient, since address directly to the key components.

Tourism development is not always had a positive impact towards community. Some of the negative impacts of tourism regarding to social are crowding and congestion, un-cleanliness, and environmental damage. In addition, even when tourism activity manage to keep local culture unharmed, but it has failed to gain position as tourism product, failing to gain benefit of economic aspect (Sawant, 2017). Furthermore, in order to gain sufficient benefit from tourism sector, community should possess adequate set of skills and knowledge to actively involved in tourism activity (Gnanapala & Sandaruwani, 2016).

Surakarta-Sangiran Region is one of 50 destinations for tourism development in Indonesia (National Tourism Masterplan Year 2010-2025, 2011). The planned region consist of four Regions of National Tourism Development and two Strategic Regions of National Tourism forming National Tourism Destination. As the core of the region, Surakarta City offers several attractions for its tourism both tangible and intangible divided into different themes such as historical; cultural; natural, entertainment, and recreation; religious; handy craft art; transportation; shopping; and culinary (Surakarta Tourism Office, 2019). Regarding the potential possessed by the city, education tourists and individual mass tourists should be considered the most suitable target markets and additionally, the related tourism products and services to be applied aiming to support Indonesia's tourism planning.

Based on those empirical evidences, it is clear that tourism sector in Indonesia has a strong capability as one of leading sector to increase social welfare of Indonesian. However, every stakeholders have to take account in regards to the sustainability of the sector. Thus, tourism in Indonesia will develop to create positive outcome for Indonesia economic well-being.

1.2. Research Objective

Research found that sustainability of tourism is essential solving problems in regards to community and environment, while at the same time is expected to make the activity last longer in time, and to improve the quality of tourism itself. The same method could be implemented for tourism sector in order to expand it. In order to understand the role of Surakarta City to support Indonesia planning on tourism, the research aims to these objectives.

1. To understand evolution of Indonesia tourism planning.
2. To understand Surakarta City tourism profile.
3. To formulate recommendations developing sustainable cultural tourism in Surakarta City.

The framework of the research could be as follow.

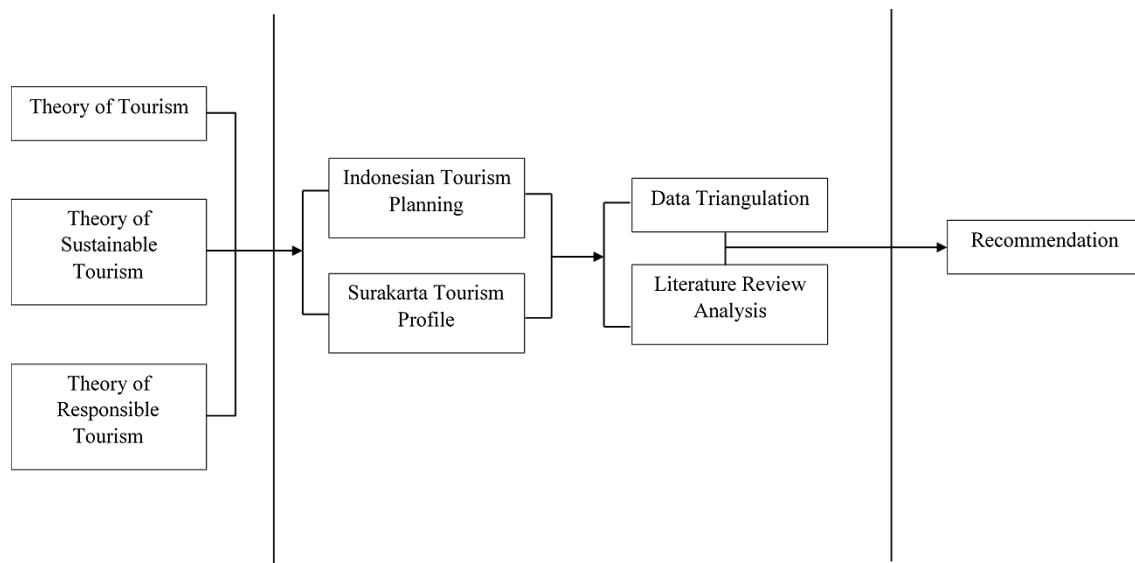


Figure 3: Research Framework
Source: Own elaboration (2022)

2. Literature Analysis

2.1. Sustainable Tourism

Unregulated development of tourism causing negative impacts in social, economic, and environment due to air pollution, landscape degradation (Amuquandoh, 2010), destination's profit leakout (Lacher & Nepal, 2010), increasing price (Tkalec & Vizek, 2016), inadequate working condition (Cabezas, 2008), overcrowding, social strain between community and visitors, crime, or commodification of culture and tradition (Yang et al., 2013). Sustainable tourism not only belongs to key agenda points of Global Sustainable Development 2030 (SDGs) (Ullah et al., 2021), but also became one of main goals in many countries as fundamental tourism policy (Hall, 2019). Based on definition by The World Tourism Organization (WTO), sustainable tourism as something that not only meets the needs of present tourists or host region, but also protecting and enhancing opportunities in the future time. All aspects, for instance social, economic, and environment resources are managed to taken care of (Manente & Minghetti, 2006). In addition, most of sustainable development model include three principles, especially environmental sustainability, inclusive economic sustainability, and the inclusive social development (Basiago, 1998). Environmental sustainability means to protecting the biodiversity, while economic sustainability aims to provide economic benefits for all stakeholders, and inclusive social development based on assumption that economic growth constrained by equity, empowerment, cultural identity and institutional stability (Zhu et al., 2019). In achieving sustainability, partnership and collaboration among stakeholders is crucial (Roxas et al., 2020). This means extensive cooperation among tourist companies, tourist destinations, and authorities (national, regional, and local) is needed to be competitive and overcome challenge (Angelkova et al., 2012). Decision in regards to policy related to sustainable tourism is essential since affecting greatly on how tourism will developed (Bramwell, 2007). Therefore, good governance is critical to ensure all stakeholders shared equal contribution in developing tourism destinations (Geiger, 2017).

2.2. Responsible Tourism

Responsible tourism means about individual's social and environment concern toward tourist destinations (T.-M. Cheng & Wu, 2015), particularly by conserving local people way of live and benefit them socially and at the same time keeping negative impact of tourism in destinations minimally (Carasuk et al., 2016). Responsible tourism guidelines are following (Goodwin & Francis, 2003):

- Environment protection,
- Respecting locals,
- Local community beneficial,
- Natural resource conservation,
- Minimize pollution.

The guidelines resulting two perspectives, friendly environmental and ethical issues (Cheng et al., 2011). In terms of ecological friendliness, responsible tourism depicted as an action to protect natural environment. While ethical issues related to all stakeholders, including locals, are supporting and practicing responsible behaviour in tourism destinations. This concept is believed as a feasible alternative approach in tourism to get the best of economic and social benefit but safe to environment (Burrai et al., 2019). In the micro level, responsible tourism may encourage successful tourism management, local people well-being, and sustainability of destinations (Mathew & Sreejesh, 2017) to create positive correlation between local community satisfaction and destinations sustainability (Chan et al., 2021). Implementation of responsible tourism concept consists of three phases (Mihalic, 2016), for instance:

- Awareness → Social awareness of all sustainability issues, including behavioural aspect in the destinations.
- Agenda → Formulating relevant policy regarding sustainability.
- Action → Implementation of previous phases.

Responsible tourism in Indonesia considered as suitable concept to be implemented since the country faced issues namely spatial changes due to tourism activity and tourists behaviour affecting destinations quality to decline (Simatupang, 2022).

2.3. Tourism in Indonesia

Indonesia tourism development started in 1969 since policy about tourism development was released. The guidelines of national tourism development are stated as follow (Pedoman dalam Melaksanakan Kebijakan Pemerintah dalam Membina Pengembangan Kepariwisata Nasional, 1969):

- Reservation of not only beauty and diversification of natural resources of Indonesia, but also community culture as tourism attraction.
- Providing facilities to support tourism, including transportation, accommodation, entertainment, and other tourism hospitality services.
- Promoting Indonesia tourism actively and effectively.
- Ensuring continuity of tourism activity by administrative simplification.
- Encouraging air transportation as main transportation mode.

In 1969, the number of the international tourists were visited in Indonesia accounting at around 86.000 (Jafari, 2000). Therefore, The Government of Indonesia established Bali Tourism Development Corporation as the first master plan in regards to tourism development inspired by Hickman Powell's *The Last Paradise: An American's 'Discovery' of Bali in the 1920s* published in 1930. The book was driving the figure of international tourist increasing steadily from 11.278 in 1969 (Yamashita, 2013) to 2.114.991 by the year 2008. Thus, Bali becoming Indonesia main tourist attraction. Indonesia tourism branding had changed several times until today (Komsary, 2015), depicted on the Figure 4.



Figure 4: Indonesia Tourism Branding

Source: Komsary (2015)

The newest branding, Wonderful Indonesia, showing Indonesia has an outstanding natural environment and charming society as well (Satria & Fadillah, 2021). Moreover, Indonesia also rich with wonder, either its people as well as natural environment, which thrilling and promises a new pleasant experience (Mutma & Dyanasari, 2019). It is important to show international tourist that Indonesia has many attractive tourist destination other than Bali in order to avoid over tourism.

3. Discussion

3.1. Methodology

This paper was conducted to produce recommendation in regards to develop Indonesia tourism by optimizing tourist destinations in the country utilizing literature review method. The database used are from SCOPUS, Google Scholar, and government documents. The next step was to analysis all of the information gathered using data triangulation in order to formulate recommendation. Data triangulation was used to ensuring the recommendations were in line according to the theory (Nugroho et al., 2019).

3.2. Surakarta City Tourism Profile

The Government of Indonesia release the Long-Term National Tourist Development Plan for 2010-2025 in order to attract international visitors to enjoy the country tourism by developing fifty destinations, for instance Surakarta-Sangiran Region. The location of the destination illustrated in Figure 5.

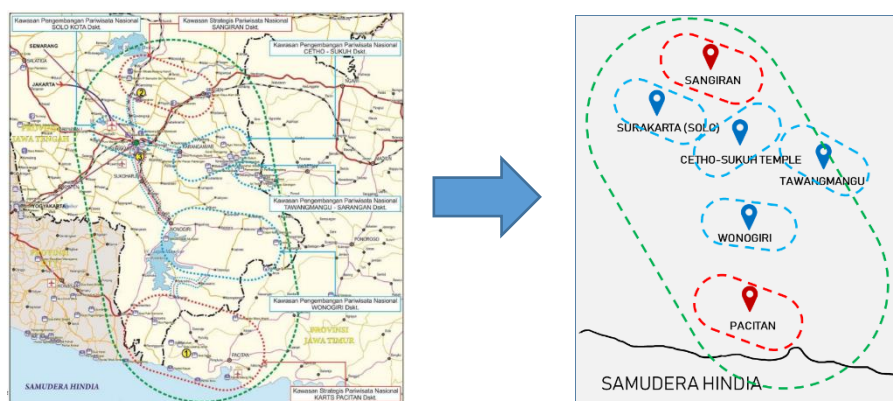


Figure 5: Surakarta-Sangiran Destination

Source: National Tourism Masterplan Year 2010-2025 (2011)

Surakarta – Sangiran Regional Tourism Planning, as a national destination, consists of four regions of National Tourism Development and two strategic regions of National Tourism. Surakarta (Solo) City will be the core of the development of the tourist destination region. Tourism is often considered as a vehicle for regional development due to the positive economic impacts of the industry (Kauppila et al., 2009), thus developing Surakarta City tourism will drive whole region development as well.

Surakarta is located in Central Java-Indonesia; one hour from Bali, one hour from Jakarta by air, two hours from Kuala Lumpur, one and half hours from Singapore, or eight hours from Jakarta by train. Surakarta also able to reach via Yogya around 1 hour with commuter trains. International gateways and could be accessed directly from Kuala Lumpur and Singapore and could be accessed from Bali via Yogyakarta and Jakarta. The population of about 500.000 inhabitants. Surakarta is known as one of the core of Javanese culture that traditionally is one of the political center and the development of Javanese tradition. The prosperity of this region since the 19th century, encouraging the development of Java language literature, dance, culinary arts, fashion, architecture, and various other cultural expressions. The language used in Surakarta is a dialect of Javanese Mataraman (Middle Javanese) with a variant of Surakarta. However, the local variant of Surakarta is known as “soft variant” because the use of words in the widespread conduct everyday conversation, more extensive than in other places. Official language in Surakarta is Bahasa. Lastly, Surakarta has an equatorial climate, which is warm and humid all year round. The temperature averages around 28° Celsius daily, with abundant rainfall during the monsoon seasons from December to March approximately 11.65 mm (Badan Pusat Statistik Kota Surakarta, 2018).

Based on the data provided by Surakarta Tourism Office (2019), the visitors of Surakarta City could be divided into two categories, domestic and international. Both categories have detailed sub-category, namely gender, the number of tourist, age ranges, motivation, attraction, and transportation mode. The data were depicted on Table 1.

Table 1: Surakarta Tourism Profile

National	Category (in Majority)	International
352.700 tourists	Number of Visitor	1.406 tourists
Female (60.7%)	Gender	Female (53.4%)
Age between 21-24 (49%)	Age Range	Age between 35-44 (29.8%)
Vacation (49.2%)	Motivation	Vacation (48.2%)
Tourism Attraction (35%)	Interest	Tourism Attraction (48.2%)
Product Price (44.7%)	Willingness to Pay Factor	Product Price (19.9%)
Private Vehicle (25.6%)	Transportation Mode	Travel Agent Vehicle (35.6%)

Source: Surakarta Tourism Office (2019)

Surakarta City has numerous tourism objects clustered in several different themes, for instance:

- Historical Tourism consists of Kasunanan Surakarta Palace and many museums.
- Cultural Tourism consists of Javanese Dancing Drama, Javanese Traditional Performance, and Shadow Puppet.
- Natural, Entertainment, and Recreation Tour consists of Grojogan Sewu Waterfall, Batik Village, Jurug Zoo, and so on.
- Religious Tourism consists of Great Mosque of Surakarta Palace.
- Handycraft Art Destination consists of Gamelan Making Gallery and Glass Making Workshop.

- Transportation Tourism consists of Double Decker Bus and Steamed Locomotive Train.
- Shopping Tourism consists of Klewer Market, Gede Hardjonagoro Market, and other shopping destinations.
- Culinary Tourism consists of Timlo, Selat, Soto, Bakso, and other variety of traditional culinary.

3.3. Surakarta City Role Supporting National Tourism Planning

In order to understand the way Surakarta City may supporting national tourism planning, first the target group have to be determined by comparing theoretical aspect, national regulation, and Surakarta City tourism profile. The results showed in the following table:

Table 2: Surakarta City Tourism Target Market

Theoretical	Regulation	Surakarta Tourism Profile	Target Market
Individual mass tourist main motivation is recreation (Yiannakis & Gibson, 1992)	Providing facilities to support tourism, including transportation, accommodation, entertainment, and other tourism hospitality services.	Most tourist, both national and international, come to Surakarta for vacation.	Individual Mass Tourist
In order to develop tourism, the component of tourist destination have to be considerate, namely attraction, accessibility, amenity, and ancillary (Andrianto & Sugiama, 2016)	Providing facilities to support tourism, including transportation, accommodation, entertainment, and other tourism hospitality services.	Surakarta has international gateways.	National and International Visitors
Leisure activities is important, including tourism, in building healthy relationships among family members (Wu & Wall, 2016).	Ensuring continuity of tourism activity by administrative simplification.	Many attractions or tourism products promoting family togetherness.	Families
Educational tourism can be viewed as “general interest learning while traveling” to “purposeful learning and travel” (Ritchie et al., 2003).	Promoting Indonesia tourism actively and effectively.	Many tourist objects offering knowledge about culture or history.	Education Tourist

Source: Pedoman dalam Melaksanakan Kebijakan Pemerintah dalam Membina Pengembangan Kepariwisata Nasional (1969); Yiannakis & Gibson (1992); Andrianto & Sugiama (2016); Wu & Wall (2016); Ritchie et al. (2003)

Based on the target market of Surakarta City Tourism as showed on Table 2, recommendations in order to develop tourism in the city could be explained as follow:

- Optimizing public transportation system since data showed that majority of tourists, both domestic and international, had not using public transportation. Instead they were using private vehicle and travel agent vehicle.
- Creating tour package as Surakarta City has many tourist attractions, thus all destinations could be visited and developed equally.
- Arrange regulation to limit visitor on certain tourist object since many tourist attractions have small area and historical relics of the past to be preserved.
- Responsible tourism may help the sustainability of Surakarta tourism due to local people still practiced their culture strongly.

4. Conclusion

Surakarta (Solo) City will be the core of the development of the Surakarta-Sangiran tourist destination region. Furthermore, Surakarta is known as one of the core of Javanese culture that traditionally is one of the political center and the development of Javanese tradition, encouraging the development of Java language literature, dance, culinary arts, fashion, architecture, and various other cultural expressions. Individual mass tourist, both national and international, was recommended as target market along with educational and family tourism concept. All in all, the role of Surakarta City to support National Tourism Development could be explained into three aspects.

Firstly, developing tourism in Surakarta City may help Indonesia promoting diversity of culture in the country. Surakarta City possess vast variety of cultural theme tourist object heavily influenced by Javanese culture. The culture itself entirely different compared to people culture in Bali, the most famous tourist destination in Indonesia, ranging from traditional clothing to traditional culinary. Furthermore, the different in culture could be encouraging more enthusiasm from international tourists to visit Indonesia as Surakarta City may offer new authentic and exciting experience for the tourists. Thus, the diversity of culture could becoming Indonesia potency in regards to tourism.

Secondly, most of the tourist objects in Surakarta City presenting exposure to local culture rather than enjoying natural environment. Indonesia, especially Bali, is famous for its natural destinations notably the beach for surfing or enjoying sunset. However, considering Indonesia also has rich variety of culture, this potential aspect could be an alternative way for tourists to enjoy tourism in the country. Since Surakarta City offers nothing but traditional culture as its strength on the term of tourism, then developing the city tourism may help Indonesia to broaden national tourist destinations. Therefore, Indonesia able to unlock new market for its tourism in the future.

Lastly, The Government of Indonesia plan to develop fifty tourism destinations around the country while Surakarta-Sangiran Region is among them. Surakarta City would be becoming the development core of the planning since transportation hubs are located in the city, namely bus station, train station, and airport. Tourists will come to the region through Surakarta City in order to visit other tourist destinations spot around the city in the region. To develop the region, Surakarta City as the core, have to be able attracting more visitors to come. Then, those visitors could be directed to visit another objects around in the region. As a consequence, trickle-down effect will occurs developing Surakarta-Sangiran Region based on the development of Surakarta City tourism. Thus, the region will be fully developed as stated on The Government of Indonesia National Tourism Masterplan document.

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