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UniVersity of Jember
Indonesia

PROCEEDINGS

**INTERNATIONAL CONFERENCE
on TOURISM**

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on TOURISM**

“Rebuilding Tourism for the Future:
Collaborative Innovation Strategies”

August 12nd - 14th, 2021, Jember - East Java - Indonesia

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Collaborative Innovation Strategies”

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International Conference on Tourism

“Rebuilding Tourism for The Future: Collaborative Innovation Strategies”



JAVA LOTUS HOTEL , JEMBER

August 12-14, 2021

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2021

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"Rebuilding Tourism for the Future: Collaborative Innovation Strategies"

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Preface

The proceeding of Tourism International Conference consists of selected papers, by the theme collaborative innovation study. Tourism International Conference held on 12-14 August 2021 as a hybrid conference conducted by the Faculty of Social and Political Science, University of Jember, Indonesia.

This international conference aims to provide a platform where all stakeholders from academia, business, government, and society can interact through a series of academic research presentations, panel discussions, and keynote speeches. The theme of the International Conference 2021 is “**Rebuilding Tourism for the Future: Collaborative Innovation Strategies.**” We accepted papers in 5 thematic ideas with various methodologies and approaches. These include articles with the following topics: tourism marketing, tourism destination and sustainable tourism. More than 150 participants attended and 31 papers were submitted.

We would like to take this opportunity to express our sincere gratitude to:

1. Dr. Ir. Iwan Taruna, M.Eng. IPM (Rector of University of Jember)
2. Dr. Djoko Poernomo, M.Si (Dean of the Faculty of Soacial and Political Science, University of Jember)
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8. Panca Oktawirani, Ph.D (FISIP University of Jember)

for their excellent presentation as invited speakers in the International Conference of Tourism 2021.

We also would like to express our heartfelt thanks to our co-hosts and sponsors for their great support, the internal and external reviewers for providing valuable suggestions in the review process, the authors for contributing their research results to the conference, and UPT Penerbitan Universitas Jember as our publication partner. Lastly, we would like to thank the committees for their outstanding contribution to the conference success.

Hopefully, the next Tourism International Conference 2022 could provide excellent opportunities to develop the networking and important channels to share ideas and experiences, and these proceedings could be beneficial in providing further insights for the tourism recovery in the post pandemic era.

Conference chair

Pramesi Lokaprasidha, S.S., M.Par.

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PEMARASAN PARIWISATA



Models and Strategies of Tourism Sector Investment Policy for Equitable Development in Probolinggo Regency

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Abstract. Bromo Tengger Semeru National Park (TNBTS) has been chosen to represent tourism in East Java by the Ministry of Tourism. However, TNBTS and the community have not been benefited from the realized investment. This study aims to view the models and strategies of tourism sector investment policies towards economic development. The research used descriptive, qualitative method by conducting interviews with related parties and doing a study of the implementation of investment in the tourism sector in East Java, especially TNBTS. The forms of investment in the tourism sector are investment in tourism attractions, investment in tourism accessibility, investment in tourism amenities, and investment in tourism ancillary. A sustainable investment strategy is a sustainable strategic plan by creating a model of 9 tourism product portfolios to support attractions; development of tourism accessibility in East Java, by improving the transportation sector; tourism amenities (facilities) in East Java can built by the private sector; and additional services must be provided by the local Regional Government.

1. Introduction

The government set sets tourism as a leading sector in national development. The tourism sector predictably becomes an opportunity to drive economic growth. The slogan "Wonderful Indonesia" that has been launched by the Government of the Republic of Indonesia is actually not a matter of slogan. Due to the big potentials and variety of tourism in the country, foreign tourist arrivals reached 10.2 million in 2015. Statistical data from January to December 2015 showed that tourism development achievement in Indonesia capably surpassed the determined target. The visit of foreign tourists contributes to foreign exchange earnings by IDR 144 trillion. This is evidenced through foreign tourist arrivals which increased to 10.2 million people, from the 2015 target of 10 million people.

The projection of foreign exchange earnings from the main sectors in Indonesian economy indicates that foreign exchange revenues from the tourism sector always experience an increase compared to those from other sectors. This projection shows that the tourism sector has a promising prospect to encourage foreign exchange, a brighter tourism prospect and a strategic position within the framework of national development, providing encouragement and obligations for strategic steps in improving the performance of national tourism as well as increasing a stronger competitiveness to be able to attract larger foreign tourist visits, a more equitable movement of domestic tourists and higher investment interests in Indonesia.

Probolinggo is one of the regencies in East Java Province that has good potential in tourism. Located on the north coast of the island of Java, which borders directly with the Madura Strait, Probolinggo has diverse natural and cultural potentials, making it very promising to be developed as a sustainable tourist attraction. Similarly, Bromo Tengger Semeru National Park (TNBTS) is chosen by the Ministry of Tourism as a priority

destination, representing East Java tourism with an International vision of Geo-Ecoculture Park, with the target of attracting 1 million foreign tourists by 2019. This determination is also expected to be able to increase investment placed in the area around TNBTS, which is located in four administrative areas, one of which is Probolinggo Regency.

Figure 1.1 Projection of Foreign Exchange Revenue from Main Sectors



Source: Ministry of Tourism, 2019

The investment in the tourism sector can be invested in 4 components of tourism, namely; (1) investment in tourism attractions, (2) investment in tourism accessibility, (3) investment in tourism amenities and (4) investment in tourism ancillary. Procurement of investment in the tourism sector comes from the government and the private sector, both domestically and abroad. To identify the impact of investment in TNBTS tourism sector, an it is necessary to analyse what forms of investment invested in the TNBTS tourism sector and how much labor is absorbed in each of these investment forms.

Tourism sector investment is expected to have an impact on sustainable, equitable development, which means that this tourism investment can create a balance in the economic, social-cultural and environmental sectors in the long run. According to Bappeda or Regional Development and Planning Agency (2015c), the concept of sustainable tourism development basically emphasizes 4 principles, namely environmentally sustainable, socially and culturally acceptable, economically viable and technologically appropriate. Based on this concept, the existence of tourism investment with relevant strategies and policies can support the sustainability of tourism in the future for the next generation, long-term sustainability and impact on economic growth of the community.

The effect of investment in TNBTS tourism sector on economic growth needs further analysis, by knowing what investments are planted in TNBTS and how they will affect economic growth. In addition to the need for investment data on the tourism sector in the past five years, strategies and investment policies for the tourism sector with high social and economic impact are needed. If the strategies and policies have been arranged, investment from the tourism sector is expected to increase.

2. Methods

The term "investment" is an economic term that is always used by people in common. However, often its meaning is different from the meaning of "investment" in economic theory. Economic theory defines investment as expenditures to buy capital goods and production equipment, in purpose of replacing and especially adding capital goods in the economy that will be used to produce goods and services in the future. In other words, investment means shopping activities to increase the production capacity of an economy (Sukirno, 2011). Investment is also defined as a delay to consume now for future use for efficient production over a certain period of time. Jogiyanto (2008) and Sunariyah (2014) point out that investment is used for one or more assets owned and within a period of time for a long time in hope of getting benefits in the future.

Tourism, according to Norval and Muljadi (2012), is an activity related to entrance, stay, and activities carried out by people who come from abroad or domestic that occur within a country, city or region. The elements that must be fulfilled in tourism according to Yoeti (2008) are as follows:

Trips are made from one place to another, outside the residence where the person usually lives.

The purpose of making the trip is just to have fun, not to make money in that place.

The money spent at the tourist site comes from where the person is from, not from the tourist destination.

The trip is done at least 24 hours or more.

Based on the description above, tourism must meet the criteria of the four elements that have been mentioned, namely the element of travel, the element of purpose of attaining pleasure, and the purpose of pure tourism to seek pleasure, not to earn a living or income. According to the World Tourism Organization by the United Nations Statistical Commission (UNWTO Tourism Highlights, 2006), sustainable tourism development can be performed by: Optimizing the environment that can replace the elements of the tourism industry development.

Putting respect by preserving the native social culture of the local community.

Ensuring a long-term moving economy and fairly distributing it to the local community.

Maintaining the level of tourist satisfaction and trying to increase tourist awareness of the importance of maintaining the ecosystem.

According to Modern Kuznets Economic Growth Theory (Todaro, 2000: 144), a country's economic growth increases its capacity over a long period of time in a country's territory to provide economic products for the people in that country. According to Rostow (in Arsyad, 1999), the process of economic development can be divided into 5 stages, namely:

Traditional society;

Take-off prerequisite stage;

Take-off stage;

Maturity stage;

Energy consumption period.

According to Nailie (2018), sustainable development has become a global agenda in every development process. Therefore, all stakeholders including the government in various development sectors must establish the principles of sustainable development both in every policy and development plan to be implemented. In this case, tourism sector is included for sure.

3. Result and Discussion

Some attractions presented at the entrance gate of TBSTN through Probolinggo Regency are Djatilán Bromo and strawberry picking agrotourism managed by several tourism awareness groups (Pokdarwis). The infrastructure problems faced by Probolinggo Regency,

especially in the closest area of TNBTS, make investors cancel their investment. The problems, such as limited water and electricity, so far do not get proper attention and the solution is only to drain water from the nearest sub-district with a limited source of water. Not all people feel the impact, and the tourist facilities such as hotels must pay for operational costs, especially for water supply. The access has been adequate; it only needs a few improvements at various points to smoothen access to TNBTS. The community, which is still mostly farmers, is a bit of an obstacle in terms of understanding tourism awareness, so special training is needed to make the community more aware of tourism. The ultimate impact of the existence of TNBTS is expected to be felt by the community, especially in terms of community income. Agrotourism is also a solution that can be relied on, so that people who work as farmers can directly participate in the tourism sector.

Probolinggo as a transit city on a strategic route that connects major cities in Java and Bali is very open to high-value investment. As many as 27 types of accommodations have been developing rapidly in the City of Probolinggo. However, on the other hand, the development of investment in various tourism service sectors and the new tourist attractions in the City of Probolinggo are still not optimal. Opportunities for tourism investment in the tourism sector of Probolinggo City are very open, especially in the construction of accommodation facilities and the making of tourist attractions. Based on the development of local potential, tourism investment in the City of Probolinggo is mostly directed at efforts to explore opportunities for developing marine tourism.

Investment area in the City of Probolinggo is divided into areas of development of natural marine tourism attraction and mangrove forest exploration and artificial tourism located on the north side. Meanwhile, the development of accommodation sector requires the development of five-star hotels that have halls to accommodate MICE activities, with a strategic location on the south side. The development of the tourism sector in the City of Probolinggo also provides the opportunity to develop a souvenir and culinary center, which is currently not yet optimally developed. The center is located on the south side of Probolinggo City considering proximity to access to the tourist attraction of Mount Bromo.

Probolinggo Regency is one gate to Bromo Tengger Semeru National Park (TNBTS) with its main attraction at Seruni Point as a strategic location for viewing the sunrise of Mount Bromo. Based on the information gathered through deep interviews and group discussion forums in Probolinggo Regency, it was found that the investment realization encountered many obstacles, one of which was several investors who wanted to invest in Probolinggo, especially in the areas leading to TNBTS in Cemoro Lawang and Sukapura, found problems that made them cancel their investment. The major problems covered limited water sources that led to the increased hotel operating costs and power outages that often occurred every day, which made the investors reconsider their investment. This is the reason for the high investment projection, but its realization is very low. The planned investment fund is very high, but the facts found in the field are otherwise.

Lacks of incoming investment affect the number of projects undertaken, so that the absorption of labor to undertake this project is limited. In addition, if an investment fails, there will be no new jobs that will result in the absence of new employment. Based on this, improvement is needed by the government of Probolinggo Regency to manage water and electricity problems in buffer villages in TNBTS area, especially in Cemoro Lawang and Sukapura. In conclusion, investment in Probolinggo is very small, so that the absorption of its workforce is also small.

Investment in the tourism sector requires the support of all parties. The government through the Ministry of Tourism has set a regulation or policy related to the tourism sector business by issuing Regulation of the Minister of Tourism of the Republic of Indonesia Number 10 of 2018 concerning Licensing Services for the Electronically Integrated Business

Licensing of the Tourism Sector. The regulation explains the business sectors in the Tourism Sector. There are 13 business sectors in the Tourism Sector including:

- Travel Attractions
- Tourism area
- Tourism Transportation Services

- a) Travel Services
- b) Food and Beverage Services
- c) Entertainment and Recreational Activities
- d) Meetings, Incentive Travel, Conferences and Exhibitions.
- e) Tourism Information Services
- f) Tourism Consultant Services
- g) Tour guide services
- h) Water Tourism
- i) Spa

Based on the above data, investments should be made through mind mapping. This is to support improvement made by the provincial government in order to be more comprehensive and well-targeted. Below is described the investment issues in TNBTS area which includes Pasuruan, Probolinggo and Malang Regencies.

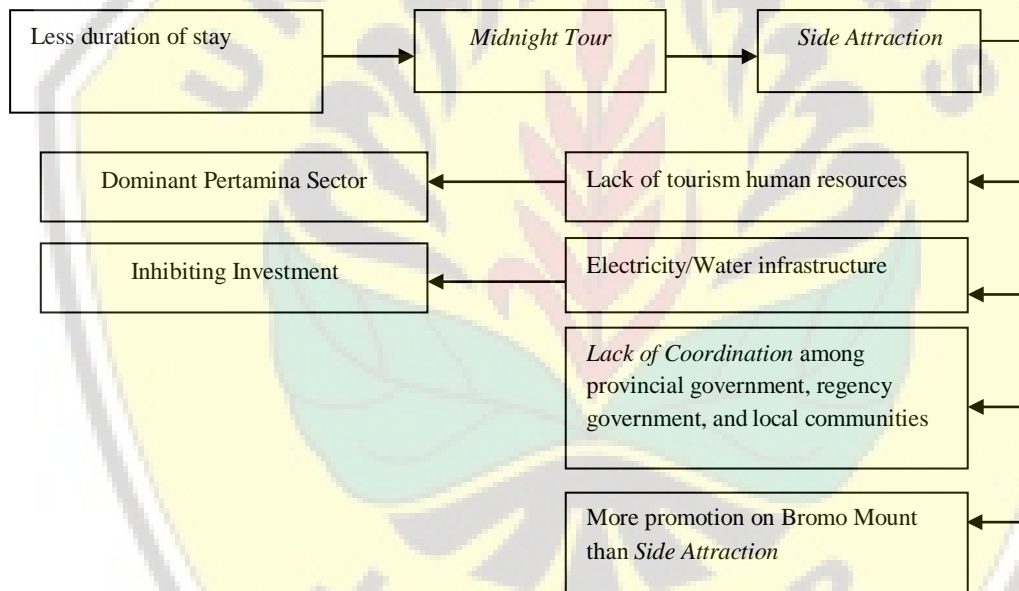


Figure 1.2 Inhibiting Factors of Investment

Another factor is the limited side attractions in TNBTS. The attractions that are currently very well known to tourists are the sunrise and whispering sand, despite the fact that there are a large number of attractions around TNBTS owned by buffer villages but are not promoted well to travel agents and tourists either through social media or through tourism forums. This promotion is needed to develop tourism in the buffer village in addition to the promotion that has been intensified for the main attractions to let tourists know that there are interesting attractions in the TNBTS area besides Bromo. Hopefully, after seeing the sunrise, tourists can take the time to enjoy the attractions in the buffer village. The more additional attractions that tourists enjoy, the longer the tour time, so tourists will be staying longer in hotels in the TNBTS area.

The existence of tourism human resources is also a supporting tool in developing the tourism sector, which understands and is able to manage additional attractions in the buffer village. The existence of tourism awareness groups in Probolinggo Regency, which have members of people at the surrounding communities with educational backgrounds from primary school to senior high school, is greatly helpful in TNBTS development. However, the management and services provided are still not optimal, especially services provided for tourists when enjoying additional attractions as a positive energy for visitors. Thus, if tourists get good service, they will have good memories and then share them to their friends and relatives.

The fulfilment of the needs of tourism human resources in Probolinggo can be done by establishing informal and formal tourism education, where the alumni can focus on developing TNBTS tourism. In addition, the community's major livelihood in farming makes them less aware of tourism. They are still not aware that tourism can have a positive impact on the economy of citizens. The society must support the sustainability of tourism in the TNBTS area.

The government, either Central, Provincial or Regency Governments, must take a serious attention on water and electricity infrastructure. The availability of water and electricity is a major requirement in the operations of the tourism industry. Based on the problems that have been outlined, the investment models that can be applied as follows.

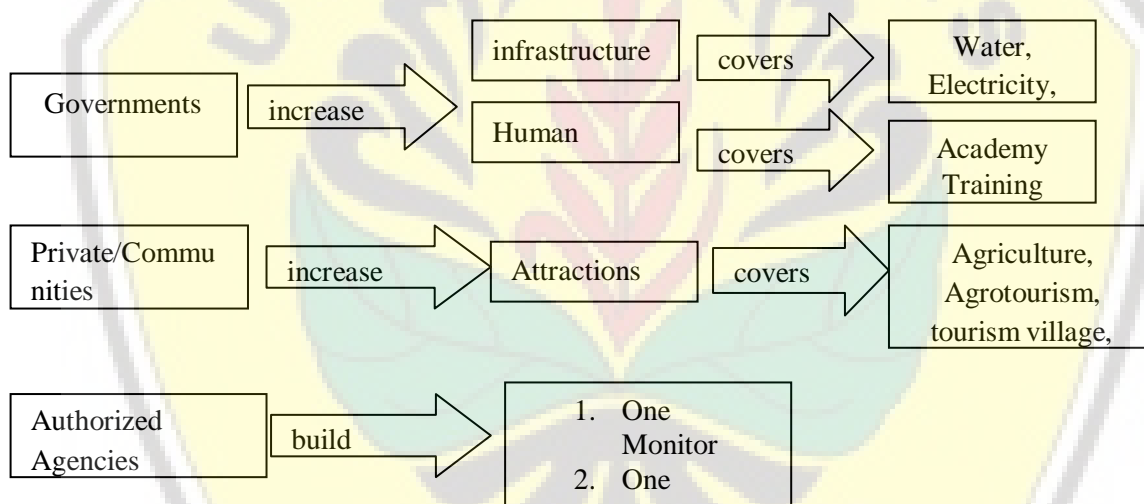


Figure 1.3 Sustainable Investment Model in East Java

Infrastructure investment that must be made by the Regional Government is the improvement of water and electricity systems which are currently the biggest obstacles faced by the TNBTS community. Electricity and water are the major needs in the tourism industry's operations in TNBTS, such as hotels, homestays and restaurants. Electricity and water constraints are also a major factor that makes investors not interested in investing in TNBTS. Therefore, electricity and water are the main focus that must be addressed by the government in the near future in order to immediately invite investors to invest in TNBTS. In addition to improving the condition of the main roads and roads in the buffer village, improvements must also be made to give the impression of comfort to tourists using both 4-wheeled and 2-wheeled transportation that lead to TNBTS, and further shorten the time tourists to arrive at TNBTS.

The tourism sector has a strategic position in various development policies, especially for the Indonesian country which has tourism assets, to be strengthened and empowered as a pillar of the country's economy. In the future, the national economy will no longer rely on the oil and gas sector as the mainstay of foreign exchange contributors that support the economy. Oil and gas reserves will eventually be depleted and irreplaceable. Therefore, the tourism sector is a key sector that is expected to be able to function as the largest foreign exchange earner above other sectors.

The tourism investment strategies that must be sustainably developed in Probolinggo Regency cover four aspects (4 A), more specifically in Bromo Tengger Semeru National Park (TNBTS), as follows:

1. Attraction

Attraction is a way of attracting tourists or visitors with something that can be performed or tourists' special interest in certain characteristics of attractions. The motivation of tourists to visit a place is to fulfil or satisfy some needs and requests. The tourists are usually interested in a location that has certain characteristics, which include natural beauty and culture. By seeing the TNBTS area as a nature conservation tourism area, it is necessary to have a sustainable strategic plan by creating a model of 9 portfolios of tourism products in the core and supporting areas below:

a. Natural tourism

- Marine tourism
- Ecotourism
- Adventure tourism

b. Cultural tourism

- Cultural and historical tourism
- Shopping and culinary tourism
- City and village tourism

c. Man-made tourism

- MICE and event tourism
- Sports tourism
- Integrated tourism objects

2. W-O Strategy

a. Increasing marketing and promotion of tourist attractions, events and souvenirs through social media

Marketing and promotion are performed actively, effectively and attractively in various media both social media and printed media. Social media such as websites, Instagram, Facebook and Twitter must follow today's millennial tastes, so they can attract tourists.

b. Providing training to Tourism HR about tourism services

Tourism HR training here includes English language training, personality training, *Sapta Pesona* training, basic tourist service training, training on making tour packages, training on making souvenirs, training on tourist scouting.

3. S-T Strategy

a. Creating an Authority Agency with the concept of one MPM (One monitoring, One Procedure, One Marketing)

The participation of the government and the private sector must be regulated in such a way that binding policies are needed to ensure that the two parties go hand in hand and in harmony.

b. Improvement of road infrastructure

Road infrastructure improvements are undertaken because the road conditions are not good and dangerous for road users and to provide facilities for tourists to travel to and from TNBTS from the entrance of Probolinggo Regency.

4. W-T Strategy

a. Making events that carry religious themes

Regencies of Pasuruan, Malang and Probolinggo have unique cultural characteristics, such as Tengger Tribe Culture, *Pujaan Barisan* Ceremony, *Karo Day*, and *Kasodo Day*. These religious events are a very strong cultural tourism that encourages tourists to come for enjoyment but at present it is not well managed.

b. Adding telecommunication networks and selfie spots

In this millennial era, the motives for traveling are not only having fun for enjoying the beauty of nature but also for existence to be able to share tourists' activities on social media such as Facebook, Instagram and Whatsapp to get self-recognition. These motives sometimes defeat the main motives (having fun) that even make someone willing to spend money to travel in order to get the best photos to be shared on social media.

4. Conclusion

Tourism sector investment does not have an impact on employment around the TNBTS because the investment made by the Provincial Government has a little value and does not open up opportunities for employment in the tourism sector. Investments that have been made so far are personal investments made by individuals and non-governmental organizations around the BTS TN area. Investment in Probolinggo Regency is still not optimal because the investment value is very small and does not have an impact on employment because there are several obstacles faced (water and electricity), so investors discourage investment.

The indicator of economic growth is the GRDP, namely real national income, per capita income, population welfare and labor. The investment that has been running in the three TNBTS regions is very small, so it has no impact on economic growth. It provides a micro impact due to its "by and for the community" concept. Investment in Probolinggo Regency has not had a positive effect on economic growth because of its small value and several constraints related to facilities that make investors not terribly interested to invest.

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