

Structured Model of Tourism Attraction Development Based on 10A In the *Sirah kencong* Natural Tourism Area, Blitar Regency, East Java

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ABSTRACT

Blitar Regency is one of the National Tourism Development Areas (*Kawasan Pengembangan Pariwisata Nasional*) and has a superior natural tourist attraction, namely *Kawasan Wisata Sirah kencong* which is included in the top ten best natural tourism areas in East Java. This area is located on the slopes of Mount Kelud and Mount Kawi with administrative boundaries covering two sub-districts, making this area have many tourist attractions, such as natural, cultural, and artificial tourism. Even though there are many tourist attractions, this has not been able to improve the welfare of the surrounding community. Therefore, this study aims to create a structured model using the 10A approach to create sustainable tourism to improve the welfare of the people around the area. The method used in this study is the ISM method involving 10 pentahelix stakeholders. The results of the research show that tourism development can be carried out through 1) integration of natural, cultural, and artificial tourism; 2) creating educational tourism activities; 3) area arrangement; 4) promotion; 5) accessibility improvements; 6) creating a new reservation/order procedure through digital media; 7) increase in the level of hospitality of the host; 8) making security and safety guarantees for tourists; 9) preparation of planning documents, and 10) regular monitoring and evaluation.

Keywords: model; natural tourism; *Sirah kencong*; tourist attraction

1. Introduction

Tourism is one of the entities that can be used as a means to introduce a country to the world. In addition, tourism can also be an aspect to increase foreign exchange sources and become an important key in regional development and development. In addition, it can also improve the welfare of the community. Therefore, each country competes to increase the number of tourist visits for its country. However, the negative impact of global-scale tourism is also not small, so every country must also anticipate it. To promote tourism in an area, it is necessary to carry out good and integrated planning by involving stakeholders and all related elements: local governments, academics or tourism experts, local communities, and stakeholders. A development activity carried out through good planning can produce great benefits and can reduce the number of risks. Since 2019, the tourism sector ranks fourth as the largest foreign exchange earner for the State of Indonesia. To support the tourism sector as the main sector that contributes to the country's foreign exchange, each local government is required to have a strategy for developing tourism as an industry in each region.

Based on the Government Regulation of the Republic of Indonesia, there are maps of the distribution of 50 National Tourism Destinations (*Destinasi Pariwisata Nasional / DPN*) and 222 National Tourism Development Areas (*Kawasan Pengembangan Pariwisata Nasional / KPPN*) in which Blitar Regency is included. Based on the decision of the Ministry of Home Affairs, Blitar Regency is also included in the National Program for Nature Tourism Development. The decision is inseparable from the very strategic geographical location of Blitar Regency, which is located at the foot of Mount Kelud and directly adjacent to the Indian Ocean in the south so that it has basic potential as a reliable natural tourist destination and has the opportunity to become a leading natural tourist destination in Indonesia.

Based on the Regional Tourism Master Plan (*Rencana Induk Pariwisata Daerah / RIPDA*) of Blitar Regency 2014-2034, the priority of tourism development in Blitar Regency includes

natural tourism areas, cultural and scientific tourism areas, artificial tourism areas or recreational parks, and other tourist areas. The development of the tourist area, which is in line with the objectives of the spatial planning of the Blitar Regency, aims to create Blitar Regency as an agro-industry and tourism area based on environmental harmony and able to stabilize the balance of regional economic growth. Referring to the Regional Tourism Master Plan (RIPDA) of Blitar Regency for 2014-2034, one of the priority areas for tourism development in Blitar Regency is the *Kawasan Wisata Sirah kencong* which is located on the north side of Blitar Regency. The area has tea or coffee plantations, cattle farms, historical heritage temples, and several waterfalls located in Wlingi, Blitar Regency. The area is also included in the area of PT. Persero Bantaran Plantation PTPN XII, and PT Greenfield Indonesia.

In general, the *Kawasan Wisata Sirah kencong* has various types of tourist attractions contained in one area, so it is favored by tourists. Based on our observations, these natural tourist destinations are visited by many tourists of various ages and professions (Sani, 2020). The *Sirah kencong* Blitar Tourism Area is the ten best natural tourist destinations in East Java Province.

However, amid the many attractions that can be explored, there are still some problems that exist in the *Kawasan Wisata Sirah kencong*. First, all tourist attractions have not been integrated into a single unit in the area. In addition, the area has not been managed professionally (Sani, 2020)(Januar, 2017). The local government of Blitar Regency has not optimally carried out its functions in the development of supporting infrastructure and tourism promotion. This has an impact on the development of several existing tourist attractions.

Therefore, tourism in Blitar Regency requires a planned tourism development strategy through a tourism attraction development model. The development of the *Kawasan Wisata Sirah kencong* requires a structured tourism attraction development model to improve the sustainable welfare of the community.

2. Methodology

The sustainable tourism paradigm has become a positive trend echoed throughout the world. The development of tourist destinations, no longer only pays attention to economic factors but needs to pay attention to the impact on the environment, especially on natural tourist destinations. Chen (2017) said that natural tourist destinations can have a positive effect on human health. In addition, natural tourist attractions can lead to the fulfillment of higher hierarchical needs in spirituality (Heintzman, 2000). Nature tourism is a tourism concept that reflects environmental insight and follows the principles of balance and environmental sustainability. In general, the development of natural tourism should be able to improve the quality of human relations, improve the quality of life of the local community and maintain the quality of the environment.

This study aims to create a structured model and strategy for the development of 10A-based tourist attractions in the *Sirah kencong* Tourism Area, Blitar Regency, East Java Province. The area is a natural and cultural tourism area whose development needs to pay attention to the principles and criteria of natural tourism such as the preservation of ecosystem functions, preservation of natural tourist attractions, socio-cultural sustainability, safety and comfort of visitors, and economic benefits (SNI, 2014).

The methodology used in the development of 10A-based nature tourism is a qualitative methodology supported by Interpretive Structural Modeling (ISM) analysis. ISM is a group learning process in which structural models are generated to clarify complex matters from a

system program through carefully designed patterns using graphics and narratives (Eriyantno, 2013).

Types of data used include primary data and secondary data. Primary data was obtained through interviews while secondary data was obtained from document studies from the local Tourism Office and previous research. Interviews were conducted involving ten stakeholders consisting of local government, academics, the private sector, community leaders, and the media. The results of the interviews were processed to be used as an Interpretive Structural Modeling (ISM) analysis questionnaire. Furthermore, filling out a questionnaire involving ten pentahelix stakeholders. The results of the questionnaire were analyzed using ISM which aims to create a structured model and then elaborated to formulate a strategy for the development of the *Sirah kencong* Tourism Area program through the 10A concept approach: Awareness, Attractiveness Availability, Access, Appreciation, Assurance, Activities, Appearance, Action, and Accountability (Morrison, 2013).

3. Result and Discussion

The *Sirah kencong* Tourism Area is a natural tourist destination located in Ngadirenggo Village, precisely on the slopes of Mount Kelud and Mount Kawi which are the northern part of Blitar Regency. This area includes five villages, namely Ngadirenggo, Tegalasri, Semen, Tulungrejo, and Krisik villages. The five of them are included in the area of Wlingi District and Gandusari District. This area has several tourist attractions in one area that can attract tourists to visit. The tourist attractions in the *Sirah kencong* Tourism Area are the tea plantation of PTPN XII *Sirah kencong*, *Sirah kencong* Temple, *Sirah kencong* waterfall, Brakpapat viewing post, Wukir Negro peak, Kejora Peak, cattle farm of PT. Greenfield Indonesia, Kawisari coffee plantation, Laweyan waterfall, and bicycle tracking path.

Although there are many tourist attractions (natural, cultural, and artificial) in its development this area has various obstacles. Based on interviews, these obstacles include tourist attractions that are not integrated and the lack of tourism human resources. A structured model is needed for the development of tourist attractions to be integrated and able to increase tourist visits. A tourist destination development is said to be successful if it has 10 10A indicators consisting of Awareness [G1], Attractiveness [G2], Availability [G3], Access [G4], Appreciation [G5], Assurance [G6], Activities [G7], Appearance [G8], Action [G9], and Accountability [G10]. The concept of destination success with indicator 10A is used as a reference in making the ISM questionnaire to produce a structured model based on the conditions of the *Sirah kencong* Tourism Area. The results of the questionnaire processed using ISM analysis showed that the highest driver power and the lowest dependence (driver power value 10 and dependence value 2) were attractiveness [G2] and activities [G7].

This means that Attractiveness and Activities are the key elements of the development of *Sirah kencong* Tourism Area. The second highest driver power (driver power value 8 and dependence value 4) are Awareness [G1] and Appearance [G8]. This also means that Awareness and Appearance are the second key element of the development of the *Sirah kencong* Tourism Area. The third key element of developing the *Sirah kencong* Tourism Area with a value of driver power 6 and dependence 9 are Availability [G3], Access [G4], Appreciation [G5], Assurance [G6], and Action [G9]. While the lowest driver power (1) and the highest dependence (10) is Accountability [G10]. The contextual quadrant of the development of the *Sirah kencong* Tourism Area is in Figure 1.

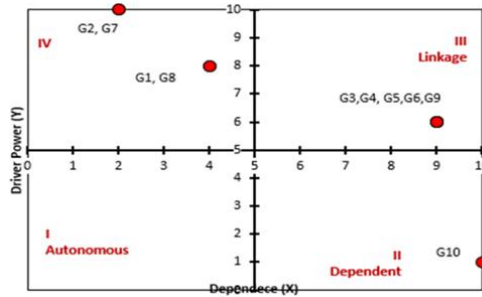


Figure 1.
The contextual quadrant of the development of *Sirah kencong* Tourism Area
(Source: Researcher Data, 2022)

Referring to the contextual quadrant, then the hierarchical structure of the development of the *Sirah kencong* Tourism Area is arranged to produce a structured development model in Figure 2.

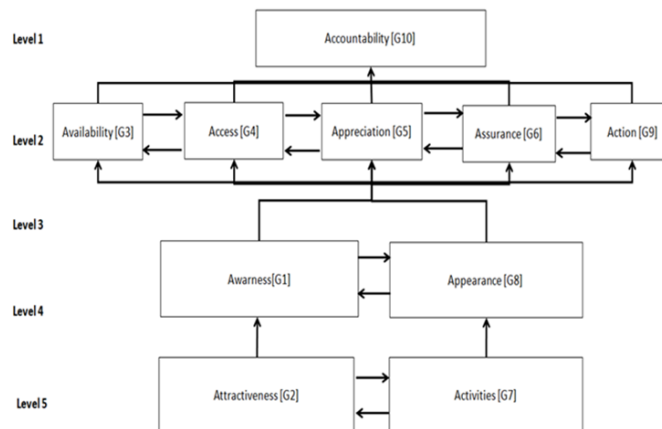


Figure 2.
A Structured Model for the Development of *Sirah kencong* Tourism Area
(Source: Researcher Analysis, 2022)

Figure 2 shows that Attractiveness and Activities are the main goals of developing nature tourism in the *Sirah kencong* Tourism Area which is at the highest level (level 5). Attractiveness is a top priority that must be realized in regional development. Therefore, it is necessary to explore the potential of tourist attractions and integrate the tourism sector with other sectors, for example, the relationship between the tourism sector and the tea and coffee plantation sector in the *Sirah kencong* Tourism Area. The development concept that collaborates plantations and tourism is better known as agrotourism.

Agrotourism is a plantation-based regional development concept aimed at accelerating tourism development in rural areas. The development of the tourism sector needs to be carried out in an integrated manner with plantation development in addition to paying attention to other sectors. This is in line with the focus on tourism development in Blitar Regency. Beauty and natural wealth are advantages and at the same time added value that contributes to the increase in tourism activities. In general, the existence of agro-tourism activities provides benefits: increasing environmental conservation, increasing aesthetic value and natural beauty, providing recreational value, increasing scientific activities and scientific development, and gaining economic benefits.

In addition to attractiveness which is at the highest level (level 5), it is necessary to add more interesting tourist activities that involve tourists interacting with residents. The characteristics of tourists today are the desire for tourism activities that involve them with local communities to interact with each other. In this case, the manager of the *Sirah kencong* Tourism Area can make educational tour packages such as tea-picking tours, coffee-picking tours, and cow milking tours to involve tourists and the community. Tourists can do these activities and the community can tell the history and culture of farming and harvesting culture.

At level 4 the structural model for the development of the *Sirah kencong* Tourism Area (figure 2) requires an increase in Awareness and Appearance. Awareness concerns tourists' knowledge of the main product of the destination. To increase tourist awareness, managers must be active in promoting the main attractions and supporting attractions of the destination. The provision of clear information to support awareness criteria can be supported by the existence of a Tourist Information Center at the destination. This aims to increase awareness of tourists or increase tourist knowledge. In addition, marketing can be done by utilizing digital platforms. The era of digitalization allows tourists to access tourist product information through digital platforms. So that tourists know what they will get at their destination before they travel. With the itinerary, the movement of tourists will be planned and can increase the awareness of tourists themselves. In addition to awareness, at level 4 it is necessary to increase the appearance or appearance of destinations that can give a good first impression such as structuring tourist attractions in the *Sirah kencong* area.

Furthermore, at level 2 the development of the *Sirah kencong* Tourism Area (figure 2) requires an element of availability including the availability or ease of obtaining information related to the tourist area. Ease in this case, such as the ease of finding destination locations, the main product of the destination, to online reservations. In addition, other conveniences can be provided by adding the number of networks in booking destination tickets to the Travel Agent or digital platforms such as Traveloka, etc. The second thing (at level 2) the development of the *Sirah kencong* Tourism Area requires adequate accessibility improvements to reach each tourist attraction. With the ease of access provided, it will provide comfort for tourists and have an impact on tourist satisfaction. Accessibility in this case is not only road conditions but also includes street lighting, sign systems or directions to destinations, etc.

According to Government Regulation Number 50 in 2011, the development of tourism accessibility is regulated in two articles, namely: 1) Development of Tourism Accessibility, including a) Provision and development of transportation facilities for road, river, lake, and ferry transportation, sea transportation, air transportation, and train transportation; b) Provision and development of transportation infrastructure for road, river, lake, and ferry transportation, sea transportation, air transportation, and rail transportation; and c) Provision and development of transportation systems for road, river, lake, and ferry transportation, sea transportation, air transportation, and rail transportation, 2) Development of Tourism Accessibility as referred to in paragraph (1) is intended to support the development of Tourism and the movement of tourists to destinations and the movement of tourists within the DPN.

The third point at level 2 is that it takes an increase in appreciation from the local community by showing hospitality to tourists by giving them a pleasant welcome. It will have a positive impact on tourists because when they feel welcomed and get good service at the destination, tourists will be willing to stay longer or increase their stay. In addition, Assurance is also needed to guarantee the safety of tourists. Assurance is one of the dimensions of driving tourism services that can be used to provide excellent service to customers. Assurance is not only a guarantee of safety from a disaster at a destination but also knowledge and courtesy of

destination managers and local communities in creating trust and confidence regarding the safety of the destination itself. Action is also needed as a reference for long-term tourism development plans in terms of development and marketing owned by the manager. This relates to the ability of tourism human resources in managing and managing tourist destinations.

At level 1 of the structured model for the development of the *Sirah kencong* Tourism Area (figure 2), accountability is the last indicator that must be met for the sustainability of the development of the *Sirah kencong* tourist area. Accountability concerns an evaluation of the services that have been provided to tourists and also an evaluation of the effectiveness of the services provided periodically.

4. Conclusion

The structured model of the development of natural tourism based on 10A in the *Sirah kencong* Tourism Area, Blitar Regency, East Java Province through ISM (Interpretative Structural Modeling) analysis shows that in the development of sustainable tourism areas, it is necessary to: integrate natural, cultural, and artificial tourism; make tourism activity packages such as educational tour packages picking tea, picking coffee and milking cows that involve tourists and the public; increase tourist awareness through the creation of a Tourist Information Center; improve the appearance and arrangement of tourist attractions in a better way; make an easy order procedure through digital platforms; improve accessibility; improve the quality of host services, make planning documents; and evaluate the work periodically.

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