Sustainable tourism competitiveness analysis for regional economic enhancement in West Java

Analisis daya saing pariwisata berkelanjutan untuk peningkatan perekonomian daerah di Jawa Barat

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ABSTRACT

Tourism is an economic sector that has a large multiplier effect on other economic activities, so that for certain areas that have tourism economic potential, it is very important to pay attention to and increase the competitiveness of tourism as a source of regional economic growth. This research aims to analyze the competitiveness of tourism in districts/cities in West Java. This research uses explanatory analysis and competitiveness mapping methods to identify superior tourism indicators in districts/cities in West Java. The indicators used in this research include the tourism impact index, human resources index, social development index, price competitiveness index and openness indicator. The results of the analysis found that there are only 4 regions that have superior tourism competitiveness in all indicators, namely Cirebon Regency, Indramayu Regency, Sukabumi City and Bekasi City. Based on the results of the analysis, this research recommends that the West Java Government and Regency/City Governments, apart from maintaining the attractiveness of tourism, also need to pay attention to competitiveness aspects so that it is hoped that tourism development in West Java can pay attention to sustainability aspects.

HOW TO CITE ITEM

ABSTRAK

Pariwisata merupakan salah satu sektor ekonomi yang mempunyai multiplier effect yang besar terhadap kegiatan perekonomian lainnya, sehingga bagi daerah-daerah tertentu yang mempunyai potensi ekonomi pariwisata, sangat penting untuk memperhatikan dan meningkatkan daya saing pariwisata sebagai sumber pertumbuhan ekonomi daerah. Penelitian ini bertujuan untuk menganalisis daya saing pariwisata kabupaten/kota di Jawa Barat. Penelitian ini menggunakan metode analisis eksplanatori dan pemetaan daya saing untuk mengidentifikasi indikator pariwisata unggulan di kabupaten/kota di Jawa Barat. Indikator yang digunakan dalam penelitian ini antara lain indeks dampak pariwisata, indeks sumber daya manusia, indeks pembangunan sosial, indeks daya saing harga dan indikator keterbukaan. Hasil analisis diperoleh hanya 4 daerah yang mempunyai daya saing pariwisata unggul pada seluruh indikator yaitu Kabupaten Cirebon, Kabupaten Indramayu, Kota Sukabumi dan Kota Bekasi. Berdasarkan hasil analisis, penelitian ini merekomendasikan kepada Pemerintah Provinsi Jawa Barat dan Pemerintah Daerah Kabupaten/Kota selain menjaga daya tarik pariwisata juga perlu memperhatikan aspek daya saing sehingga diharapkan pengembangan pariwisata di Jawa Barat dapat berjalan dengan baik. memperhatikan aspek keberlanjutan.

INTRODUCTION

The development of regional economies fundamentally aims to optimize the resources available in each region to enhance the economic well-being of its population (Amalia et al., 2022; Schumpeter & Swedberg, 2021). When examining all provinces in Indonesia, the primary sector currently driving economic development is largely propelled by the manufacturing industry and the utilization of natural resources, including agriculture and mining.

Over the past few decades, the tourism sector has begun to emerge as one of the sectors being developed to create sustainable economic growth that can be directly felt by each local government, whether at the provincial or district/city level, due to its significant multiplier effect on other economic activities (Ashoer et al., 2021; Tribe, 2020). opographically, Indonesia is an archipelagic country, which allows for the potential of tourism attractions in various regions, both in terms of natural and man-made attractions. Economic development resulting from the tourism sector can be observed through various indicators, including the number of tourists, the number of tourist attractions, the availability of accommodations, and the length of tourists' stays (Anggarini, 2021; Damanik et al., 2022; Damanik & Purba, 2020). These indicators reflect the extent of consumption by both domestic and international tourists during their visits to destination locations. According to data from BPS, the national contribution of the tourism sector each year is more than 4% of the GDP, with foreign exchange reserves contributing $11-16 billion before the pandemic era. This implies that the tourism sector has considerable potential for further growth and can also impact the national economic recovery post-pandemic. In addition to the increase in GDP, the tourism sector can also contribute to Local Revenue (PAD) in each district/city, thus helping boost the economic activities of each region.

An increase in the contribution of the tourism sector to local revenue will be achieved if tourism development pays attention to the 5As of tourism, namely accessibility, accommodation, attractions, activities and amenities (Prayoga et al., 2022). One province that has large tourism economic potential is West Java. West Java is the province with the largest number of tourist attractions in Indonesia with a total of 414 tourist attractions consisting of 141 artificial tourist attractions, 116 natural tourist attractions, 101 water tourism attractions, 37 amusement parks, 16 cultural tourist attractions. and 3 tourism areas (BPS 2021 data).

The number of tourist attractions in West Java is not in line with the activities of tourists visiting West Java. This can be seen from the average length of stay of tourists in West Java, which is 1.56 days, smaller than the average length of stay for national tourists of 1.98 days (BPS Data 2019-2021). On the other hand, in terms of the number of domestic tourist visits, the number of domestic tourist visits from 2019 to 2021 in West Java Province experienced a significant decline (BPS 2021 data).

Due to the decrease in the number of tourists in West Java Province, based on data from 2020, the total income from the tourism sector was IDR 1,366,764,061,801, a decrease of -140.06% (opendata.jabarprov.go.id). This suggests that the decline in the number of tourists and the shortening of their stays are factors contributing to the decline in the contribution of tourism to Local Revenue. The better the competitiveness of a region's tourism sector, the more it will drive an increase in the number and length of tourist visits, impacting the Local Revenue from the tourism sector (Meidona & Rozi, 2019; Roman et al., 2020). Based on this phenomenon, the researcher is interested in mapping the competitiveness of the tourism sector in all districts/cities of West Java Province with the aim of enhancing the role of the local tourism sector in sustainable economic development. Based on the research background focused on the topic of sustainable tourism development, the research problems formulated in this study are as follows the Condition of Sustainable Tourism Competitiveness Development in the Districts/Cities of West Java and the Impact of Tourism Competitiveness on Economic Development in the Districts/Cities of West Java. Based on the formulated research problems, the objectives of this study are as follows To Identify and Map the Condition of Sustainable Tourism Competitiveness Development in the Districts/Cities of West Java and Identify the Impact of Tourism Competitiveness on Economic Development in the Districts/Cities of West Java.

The object of focus in this research is formulated based on an empirical literature review, resulting in the research object consisting of the Level of Regional Economic Development as the dependent variable, Tourism Impact Index as the independent variable, and Human Resources Index, Openness Indicator, and Social Development Index as control variables.

Meanwhile, the research subject is directed towards the locus that serves as a limitation in the study. This research aims to analyze the role of tourism in the economic development of West Java. Therefore, the subjects in this study are the Districts/Cities in West Java, with the research period spanning from 2016 to 2021.

METHOD

This research attempts to map tourism competitiveness in districts/cities in West Java Province to identify the position and performance of tourism indicators. This research uses an explanatory research approach using indicators from WTTC, the object of this research is indicators of tourism competitiveness including the tourism impact index, human resources index, social development index, price competitiveness indicator and

openness indicator (Bazargani & Kiliç, 2021; Bulin et al., 2020) to measure how the magnitude of tourism competitiveness in districts/cities in West Java Province, which was then carried out by mapping analysis. The subjects of this research are 27 districts/cities in West Java Province, with an analysis period from 2016 to 2021. The data used in this research is secondary data originating from the Central Statistics Agency of the Republic of Indonesia, the Ministry of Tourism and Creative Economy of the Republic of Indonesia, and West Java Provincial Government, then the data obtained is processed to obtain values for each indicator of the research object. The indicators used in this research are as follows.

Table 1. Explanation of Indicators

Code	Indocators	Description	Unit	Data source
TII	Tourism Impact Index	The economic impact of the tourism sector is measured by the ratio of tourism value added to GRDP	%	BPS, Bappeda Jawa Barat dan Disbudpar Jawa Barat
HRI	Human Resources Index	The level of quality of human resources is measured through the level of education using Pure High School and Equivalent Enrollment Rate data	%	BPS, Bappeda Jawa Barat
SDI	Social Development Index	Indicators that show tourist comfort and safety as measured by the number of tourists' length of stay	Days	BPS, Disbudpar Jawa Barat
PCI	Price Competitiveness Indicator	Indicator that shows the price level of commodities consumed by tourists. Researchers use a proxy for average hotel consumption which is measured by the number of tourists times the average hotel rate times the length of stay of tourists	Rp Juta	BPS, Disbudpar Jawa Barat
OI	Openess Indicator	The level of regional economic openness is measured through the ratio between exports and imports to GRDP	%	BPS, Bappeda Jawa Barat

Sources : Data Processed, 2023

Tourism competitiveness is measured using a competitiveness index. To produce a mapping analysis of Regency/City tourism competitiveness in West Java, several stages of analysis are required. First, a descriptive analysis of tourism competitiveness indicators was carried out. Furthermore, after carrying out descriptive analysis, the tourism index is calculated for each year using the following formula.

$$Tourism\ Indeks = \frac{Actial\ Value - Minimum\ Value}{Maksimum\ Value - Minimum\ Value} \tag{1}$$

Furthermore, after analyzing the tourism index, it is continued with calculating the composite index using the following formula.

$$Y_k^c = \frac{1}{N} \sum X_i^c \tag{2}$$

Where Y is the composite index, N is the number of indicators and X is the value of each index. After obtaining the composite index, a tourism competitiveness mapping analysis is then carried out using the following formula.

$$Z^c = \sum W_k Y_k^c \tag{3}$$

Where Z is the tourism competitiveness index, W is the value of each index and Y is the composite index. Tourism competitiveness mapping analysis was carried out in the period 2016 to 2021.

RESULT AND DISCUSSION
Descriptives Analysis
This research uses 5 indicators, of which these 5 indicators capture the tourism conditions of districts/cities in West Java. This data was obtained from the conditions per indicator for the period 2016-2021. From this time period the researcher calculated the average value based on the specified time period. The development of tourism indicators for districts/cities in West Java from 2016 to 2021 is as follows.

Table 2. Data on the Development of Tourism Competitiveness Indicators 2016-2021

Region	TII (%)	HRI (%)	SDI (hari)	PCI (Juta)	OI (%)
Bogor	2.67	53.91	1.79	7976.09	0.30
Sukabumi	2.41	49.81	2.26	32164.50	0.99
Cianjur	6.16	44.58	0.87	2016.31	0.74
Bandung	2.43	54.78	0.59	17312.69	5.96
Garut	3.61	50.23	0.32	658.81	0.96
Tasikmalaya	1.35	58.53	0.96	4127.77	2.32
Ciamis	4.32	51.04	1.20	15704.03	1.39
Kuningan	1.82	65.38	1.02	2588.16	1.48
Cirebon	3.35	58.30	1.09	915.86	0.24
Majalengka	3.09	61.97	1.10	10161.45	4.44
Sumedang	4.58	44.00	1.05	1003.21	0.36
Indramayu	1.93	56.51	0.63	78.54	0.05
Subang	3.59	52.11	1.86	4093.77	0.85
Purwakarta	1.13	56.18	1.32	4004.97	1.44
Karawang	1.04	56.46	1.08	7475.63	1.42
Bekasi	0.53	58.76	2.12	19635.22	1.32
BandungBarat	5.31	50.92	0.81	5510.25	0.96
Pangandaran	9.15	66.31	1.53	3017.74	2.38
KotaBogor	4.72	62.22	2.03	119983.11	2.82
KotaSukabumi	2.93	71.79	1.16	1802.80	0.82
KotaBandung	4.73	68.02	1.55	22515.79	0.82
KotaCirebon	5.26	66.82	0.82	12037.80	4.77
KotaBekasi	4.01	70.45	0.92	2160.03	0.21
KotaDepok	3.95	73.61	0.52	14546.54	5.17
KotaCimahi	1.33	71.36	0.36	91.09	0.10
KotaTasikmalaya	5.08	69.25	1.18	946.44	0.45
KotaBanjar	2.74	72.97	1.27	141.37	0.17

Sources : Analysis Result, 2023.

Based on the results of this analysis, an assessment of the indicators for each district/city in West Java can be seen. The TII (Tourism Impact Index) indicator is an indicator that depicts the condition of the economic impact of the tourism sector in percentage units. Based on the results of the analysis carried out, the highest value is in Pangandaran Regency with a value of 9.15%, which means that the ratio of added value for tourism activities to GRDP Pangandaran Regency is 9.15%, while the lowest value is in Bekasi Regency with a value of 0.53%. In terms of average value in provincial units, the average TII (Tourism Impact Index) value is 3.45%, meaning that of the 27 districts/cities in West Java, 13 of them have a TII (Tourism Impact Index) value above the Provincial TII value.

The HRI (Human Resources Index) indicator is a measure of human resource readiness which is measured through education level using data on the Pure Enrollment Rate of High School and Equivalent in districts/cities. Based on the analysis results, the highest HRI value is in Depok City with a value of 73.61%, while the smallest value is in Sumedang Regency with a value of 44.00%. If calculated based on the provincial average, the pure enrollment rate at the high school level in West Java Province is 59.86%. This means that of the 27 districts/cities in West Java, 12 of them have HRI values above the provincial HRI value.

The SDI (Social Development Index) indicator shows the comfort and safety of tourists as measured by the number of tourists' length of stay. Based on these indicators, the Regency/City that has the highest length of stay for tourists is Sukabumi Regency with a length of 2.26 days, while the Regency/City that has the shortest length of stay for tourists is Garut Regency, namely 0.32 days.

The PCI (Price Competitiveness Index) indicator shows the price level of commodities consumed by tourists in millions. Based on the analysis results, the Regency/City that has the highest price level for commodities consumed by tourists is Bogor City with a value of 119.9 billion and the Regency/City that has the lowest price level for commodities consumed is Indramayu Regency, namely 78.5 million.

The OI (Openes Indicator) indicator shows the level of regional economic openness as measured by the ratio between exports and imports to GRDP. Based on these indicators, the highest regional economic openness level value is in Bandung Regency with a value of 5.9%, while the lowest value is in Cimahi City with a value of 0.10%.

Tourism Competitiveness Analysis

The results of the mapping analysis show the level of competitiveness in each tourism indicator. If the index value is <1, it indicates a low level of competitiveness, whereas if the index value is >1, it indicates a

higher level of competitiveness. The results of the analysis of mapping the competitiveness index of districts/cities in West Java in the analysis period 2016-2021 are as follows.

Table 3. Results of West Java Tourism Competitiveness Mapping Analysis

No	Region	TII	HRI	SDI	PCI	OI
1	Bogor	2.69	2.64	0.89	0.62	1.08
2	Sukabumi	1.59	2.49	0.56	0.50	1.45
3	Cianjur	2.21	3.42	0.94	0.87	0.73
4	Bandung	2.94	0.81	1.69	2.42	2.98
5	Garut	2.74	3.59	1.04	0.56	2.02
6	Tasikmalaya	1.35	2.83	0.46	0.89	1.15
7	Ciamis	2.93	0.81	0.70	0.22	1.74
8	Kuningan	2.82	3.43	0.98	0.82	1.09
9	Cirebon	2.60	2.52	2.22	1.78	3.94
10	Majalengka	1.92	0.94	1.00	3.55	1.45
11	Sumedang	2.23	3.27	0.79	0.93	0.64
12	Indramayu	1.79	1.08	2.07	1.23	2.15
13	Subang	1.87	1.19	1.90	0.68	1.67
14	Purwakarta	0.75	0.45	1.44	2.34	2.53
15	Karawang	2.13	2.98	1.67	1.22	0.39
16	Bekasi	1.85	0.59	1.49	1.79	1.07
17	BandungBarat	0.71	0.83	0.63	0.28	0.73
18	Pangandaran	1.88	3.54	2.01	1.17	0.55
19	KotaBogor	1.99	2.36	2.44	2.04	0.79
20	KotaSukabumi	1.73	1.34	2.07	1.44	1.30
21	KotaBandung	2.73	1.71	2.43	0.91	1.57
22	KotaCirebon	2.56	0.81	1.32	1.04	1.94
23	KotaBekasi	2.13	1.92	1.37	1.89	1.95
24	KotaDepok	1.86	2.85	0.89	1.02	2.11
25	KotaCimahi	2.63	2.29	0.91	0.72	1.25
26	KotaTasikmalaya	2.86	2.48	0.73	0.58	0.38
27	KotaBanjar	3.42	0.47	1.28	0.85	1.11

Sources : Analysis Result, 2023.

Tourism Impact Index Competitiveness

The Tourism Impact Index indicator measures the share of economic activity in the tourism sector in the aggregate economy. The results of the mapping analysis found that the majority of regencies/cities have high competitiveness as seen from the index value > 1. Regions that have high competitiveness are Banjar City, Tasikmalaya City, Bandung Regency, Garut Regency, Bandung City and others. Meanwhile, areas that have low competitiveness are Purwakarta Regency and West Bandung Regency. The results of the mapping analysis provide an illustration that regions with leading sectors in tourism tend to have high competitiveness. On the other hand, this does not mean that regions which have many popular tourist destinations such as West Bandung Regency do not have competitiveness, but it is also influenced by the economic structure in this case leading The economic sector in West Bandung Regency tends to be dominated by the industrial sector (Jordan et al., 2019; Kamaruddin et al., 2019; Mason, 2020).

Competitiveness of Human Resources Index

The Human Resources Index explains how much human resources are available in tourism development. The results of the mapping analysis found that there are several regions that still have low competitiveness, including Tasikmalaya Regency, Banjar City, Bekasi Regency, Purwakarta Regency, Cirebon City, Bandung Regency, West Bandung, Ciamis and Majalengka. These findings provide input for Regency/City Governments to continue to improve the quality of human resources through programs in the fields of education and training. It is hoped that the improving quality of human resources will have an impact on tourism development and increase aggregate economic added value. In the analysis of competitiveness on the Human Resources Index indicator, several regions also found that had high competitiveness, including Garut Regency, Pangandaran Regency and others (Brata & Pemayun, 2018; Sutono et al., 2021; Uyar et al., 2023).

Competitiveness Social Development Index

This indicator explains the level of tourist comfort, one of which is measured using the tourist's length of stay. The results of the mapping analysis found that 11 of the 27 regencies/cities in West Java have low

competitiveness due to the short average length of stay for tourists. On the other hand, Bandung City and Bogor City have the highest competitiveness because they are tourist destinations with a large number of accommodation and the average length of stay for tourists tends to be longer. The results of the mapping on this indicator are one of the considerations for developing regional tourism. The number of tourists is not always directly proportional to the length of stay of tourists, however, if the tourism ecosystem is well formed, the tendency for the length of stay of tourists will be higher (Fadhila, 2019; Jacobsen et al., 2018; Sari & Yuliarmi, 2018; Wang et al., 2018).

Competitiveness Price Competitiveness Index

This indicator shows the level of tourist consumption in each region. The higher the PCI, the higher the level of tourist consumption. The results of the mapping analysis show that regions with high SDI competitiveness are in line with and followed by high PCI. This finding strengthens researchers' suspicions that the long average length of stay of tourists has an impact on high levels of consumption. The results of the analysis show that 14 of the 27 regencies/cities have low PCI competitiveness (Hadi et al., 2022; Hanafiah & Zulkifly, 2019).

Competitiveness Openness Indicator

This indicator explains the role of the tourism openness aspect which is measured through the ratio between the number of foreign tourists and local revenue. The results of the analysis found 7 regions that had low OI competitiveness, namely Cianjur, Sumedang, Karawang, Bekasi and Pangandaran regencies, as well as the cities of Bogor and Tasikmalaya. Several tourism literature explains that the scale of tourism development depends on the level of destination differentiation. The higher the tourism differentiation, the wider the development potential at regional, national and even international levels. Although not all districts/cities in West Java have a development focus on the tourism sector, for regions that focus on this sector, it is necessary to pay attention to the direction of the development scale which is based on tourism differentiation and its potential. The broader tourism segmenting and targeting will encourage higher levels of openness (Dwyer et al., 2020; Hermawan, 2018; Sokhanvar et al., 2018).

CONCLUSION

This research emphasizes the importance of tourism competitiveness for each region as a lever sector for regional economic growth. The research results found that there were only 4 regions that had competitive advantages in all analysis indicators, namely Cirebon Regency, Indramayu Regency, Sukabumi City and Bekasi City. In the TII indicator, the highest competitiveness is achieved by Banjar City and there are 2 areas whose competitiveness must be improved. The results of HRI indicator mapping found that the highest competitiveness was achieved by Pangandaran Regency which has a percentage of human resources in the tourism sector that is superior to other regions. Furthermore, in the SDI indicator which shows the quality of tourists' length of stay, the highest competitiveness is achieved by the City of Bogor. Meanwhile, on the PCI indicator, the highest competitiveness was achieved by Majalengka Regency, and on the OI indicator, the highest competitiveness was achieved by Cirebon Regency.

Based on the findings in this research, it shows that not all regions have many and popular tourism activities or destinations, in line with the quality of their competitiveness. Therefore, based on the analysis results, the overall competitiveness indicators that still have low values among 27 districts/cities are related to the Social Development Index and Price Competitiveness Indicator. Both of these indicators should receive special attention from all local governments to prepare and improve the quality of human resources, especially those needed in the tourism industry sector. Additionally, to increase the length of stay for tourists, the government needs to open up investment opportunities for both local and foreign entrepreneurs to invest in the accommodation sector so that accommodation prices can become more competitive and diverse

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