RESEARCH REPORT

HOSPITALITY INDUSTRY DEVELOPMENT THROUGH SPIRITUAL TOURISM IN INDONESIA

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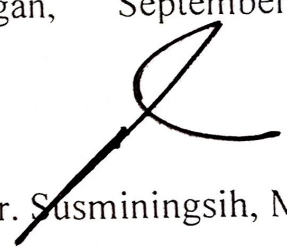
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FOREWORD

Thanks to God, thanks to IAIN Pekalongan, thanks to team, by your help the research of spiritual tourism research on spiritual tourism has been completed. This research was carried out thanks to the help of many parties, for that researchers gave appreciation to the respondents and the research team. Hopefully the results of this study will benefit readers who want to understand consumption patterns and decision-making relating to hospitality and spiritual tourism in Indonesia.

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Abstract

Tourism is important sector of industry in developing country. This is a good condition for many tourists because they receive good services. Entrepreneur of tour as producer they get a good market, as owner of the hotel, restaurant, and transportation, they have the competitive advantages. An understanding of hospitality developed through the study of the subject from a range of social science and arts perspectives has the ability to educate future practitioners, not just through new knowledge, but also through new ways of thinking. Religious contribute into culture experience through tourism perspective. The analyses reflect the values which concern with management of commercial hospitality. It's need to point that the tourism sustainability influenced many factors, such capital constraint, competition market, customer satisfaction, loyalty, government regulation, and also market strategy.

This research is based on data gathered using a qualitative and quantitative research method. Questionnaire gave to Pekalongan, Yogyakarta, and Bali tourists, when they seek the hospitality industry as well as consumer needs. The thematic analysis was used to identify the construction of contribution spirituality tourism into business as hospitality organization. The primary and secondary data were triangulated through combining the literature review, industry reports and the key issues about relation between spiritual tourism and hospitality industry within the Indonesia industry context and people behavior as the basis of research analysis.

Research found that Driving Motivation variable directly influence Visit Loyalty (t count value of 4.191 with a level of significance of 0.000 <0.05), Attracting Motivation variable directly influence Visit Loyalty (the t count value is 4.079 with a level of significance of 0,000 <0.05), Islamic Attribute Motivation variable directly influences Visit Loyalty (t count value is 2.328 with a level of significance of 0.021 <0.05), Driving Motivation variable significantly influences Visit Satisfaction (t count value is 2.088 with a level of significance of 0.038 <0.05), Visit Satisfaction variable significantly influences Visit Loyalty (t count value of 5.178 with a level of significance of 0.000 <0.05), Attracting Motivation indirectly influence Visit Loyalty (through Visit Satisfaction, t count value of 5.178 with a level of significance of 0.000 <0.05). Islamic Attribute Motivation indirectly influence Visit Loyalty (through Visit Satisfaction, t count value of 5.178 with a level of significance of 0.000 <0.05).

Key words: hospitality industry, spiritual tourism, sustainability.

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CHAPTER I

INTRODUCTION

A. Research Background

Hospitality is the art of delivering good customer experience to consumers in sectors like travel, accommodation, food and beverage, and general event management. Spirituality tourism as new paradigm in hospitality industry grows up as necessity of nation in global era. Indonesia tries to develop hospitality industry through religious tourism and halal food in many islands (Erb, 2013). Competition on tourism makes Indonesia on 40 of rank in the world. It moves from 70 of rank before. They keep try to be the best, until the target 30 of rank position on 2019 (Aan Jaelani, 2017). Toba Lake (North-Sumatera), Ngarai Sianok (Bukittinggi), Kampar River (Riau), Anambas (Riau), Muaro Temple (Jambi), Fort Marlborough (Bengkulu), Sultan Mahmud Badaruddin Moseum (Palembang), Parai Tenggiri Beach (Bangka Belitung), Nasional Way Kambas Park (Lampung), Peucang island (Banten), The Tousand island (Jakarta), Putih Crater (Bandung), Old City, Semarang, Karimun Jawa island (Jepara), Bromo Tengger National Park, (East Java), Ijen Crater (Banyuwangi), Rinjani Mountain (Lombok), Losari Beach (Makassar, South of Sulawesi), Bunaken Sea Park (Manado, North of Sulawesi), Batik Village, Pekalongan, Yogyakarta Palace, and other many places in Indonesia provide to foreigners. Significantly collaboration between tourism, industry, trading and religious affairs need to do in this country. Cuisine and tourism moves on new perspectives.

The hospitality and tourism industries are important economically for many countries. Innovation and consumer improvement in tourism and cuisine encourage the economy benefit. Time and resources invested in these industries by both governments and companies will lead to efficiencies, products and services being developed for and directed at particular markets; and improved performance (Ridley, 1995:40-41). The other component on selling is customer. Appealing to new customer segments include religious needs as an integral part of the hospitality industry. Production process, services, facilitate, marketing all as organized of religious activities (see Weidenfeld, 2006). Many small firms may be operated for other than commercial reasons and these may offer genuinely hospitable experiences. The field of hospitality and tourism can be tremendously fun and rewarding, especially if someone love interacting with lots of people.

As developing country, Indonesia needs to learn other nation working in industry of tourism, cuisine, restaurant, hand craft, hotels and travelling. Islam as majority religion can play a vital role in the development and maintenance of a vital and just economy. This is because a healthy economy requires that all persons view one another with dignity, not as objects of exploitation. Religion calls for people to respect the divinity in each human being, regardless of class or cultural background. To view one another with dignity means to respect labor and property. Competition ensures that wages and prices reflect a fair representation of the labor embodied in a product. Religion recognizes the divinity of the human being in an economy when it advocates free competition, protection of property rights and encourages people to share and behave well toward one another (Davies, 2004).

Indonesian people are known to be very friendly to tourists. This hospitality is believed to be due to the process of internalizing the spiritual values that people have into their daily behavior. Including in the field of business, spirituality has a role in the motivation and perspective of entrepreneurs to realize the strategy and how to serve consumers to productivity. The mentality of Indonesian entrepreneurs in turn is more "resistant" to the challenges and changes in the business environment, both on a national and international scale. It's fine for economy situation because satisfaction drive the consumer to come again and again. Good impact also coverage in nation income per year. Indonesian experience from tourism income can be study in Figure 1 below.
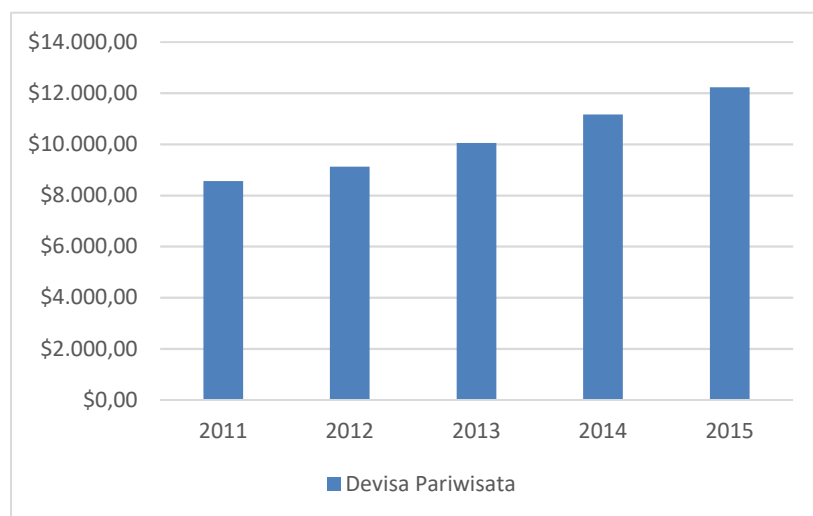
Figure 1.1.
Tourism Income (Million US $) in Indonesia on 2011–2015

Figure 1 shows us that tourism gives the high income for Indonesia since 2011 until 2015. It shows that tourism being important sector of industry in development country. This is a good condition for many people because as worker they receive good revenue, as producer they get a good market, as owner of the hotel, restaurant, and transportation, they have the competitive advantages.

Pekalongan City as one of destination implements the religious tourism and hospitality industry. Tourist came here to consume the batik cloth, the ancient of mosque, sacred of tombs, halal food, and sharia hotels. Table 1 shows us the amount of tourist visiting into Pekalongan City during 2012 until 2016.

Table 1.1
Amount of Tourist Visiting in Pekalongan City on 2012-2016

Tourist	Year				
	2012	2013	2014	2015	2016
International Tourist	158	238	232	265	256
Domestic Tourist	195. 546	181. 967	194. 396	189. 696	138. 217
Total	186. 406	195. 704	198. 309	237. 403	189. 961

Source: Pekalongan Tourism and Culture Office, 2016.

Table 1.2.
Potency and Tourism Destination in Pekalongan

Kind of Tourism	Names of destination
Natural Tourism	Pasir Kencana Coastal, Slamaran Indah Coastal and Tirta Bumi Hot Water.
Art and Culture Tourism	National Batik Moseum, Sintren, Kuntulan, Simthudduror, Barongsay, Nyadran and Pekchun Culture.
Shopping Center	*Mall*, Grosir Setono Market, Grosir Gamer Market, Batik *Showroom*, Traditional market, Kauman Batik Villages, RIDAKA Center of Art.
Spiritual Tourism	Tomb of Sayid bin Abdullah bin Tholib Al Atas.
Sport Tourism	Tirta Sari swimming pool, Kraton stadion, fishing, *Billyard*, Sport Building Jetayu.

Source: Pekalongan Tourism and Culture Office, 2019.

Yogyakarta, Bali and Pekalongan also have many famous destinations for domestic and international tourist. Most of them have strong contribution for local economy development.

Table 1.3.

Potency and Tourism Destination in Yogyakarta

Kind of Tourism	Names of destination
Natural Tourism	Taman Sari, Parangtritis Costal, Barong Coastal, Grand Mosque, The church of Loji Kecil, Sendang Sono, Puri, Vihara and Borobudur, Prambanan, Kalasan, Ratu Boko temples, Kelangon Merapi Mountain, Lava Bantal Berbah, Cerme Cave, Watu Lawang Mangunan, Nglinggo Tea Garden, The World Landmark Merapi Park.
Art and Culture Tourism	Ramayana Ballet, Ketoprak, Reog, Jatilan, Gamelan, Batik, Keris, Wayang Kulit (leather puppets), Kasongan, Palace, Monjali Park, Madukismo Sugar Factory, Giriloyo Batik, Sambi, Tanjung, Banjaroya, Kaki langit, Kebonagung, Kelor Villages.
Shopping Center	Malioboro street
Spiritual Tourism	Ritual tradition such, Garebeg, Labuhan, Ritual ceremonies in the Javanese month of *sapar* (The commemoration of 1st Suro), Pilgrimage to sacred places, Imogiri tomb.
Sport Tourism	Mandala Krida, Kridosono, Sultan Agung, Maguwoharjo Stadion, Paralayang Hill, Snorkeling Sadranan Coastal

Source: Yogyakarta Tourism and Culture Office, 2019

Table 1. 4.

Accumulation of Tourist Visiting in Yogyakarta on 2018

No.	Month	Amount of Tourist		Total	Amount of accumulation
1.	January	International	11.558	272.969	272.969
		Domestic	261.411		
2.	February	International	14.209	247.307	520.276
		Domestic	233.098		
3.	March	International	16.498	297.145	817.421
		Domestic	280.647		
4.	April	International	15.946	349.203	1.166.624
		Domestic	333.257		
5.	May	International	17.733	277.611	1.444.236
		Domestic	259.879		
6.	June	International	30.874	344.877	1.789.113
		Domestic	314.003		
7.	July	International	48.348	395.405	2.184.518
		Domestic	347.056		
8.	August	International	48.895	312.696	2.497.213
		Domestic	263.801		

9.	September	International	40.106	313.806	2.811.020
		Domestic	273.700		
10.	October	International	69.063	349.072	3.160.091
		Domestic	280.008		
11.	November	International	83.178	407.476	3.567.568
		Domestic	324.298		
12.	Desember	International	99.885	535.672	4.103.240
		Domestic	435.787		
Tourist Visiting Amount in Yogyakarta City on 2018					**4.103.240**

Evidence that Yogyakarta has a strong appeal can be understood from data on visits to this cultural city as listed in the following table 1. 5.

Table 1.5
Percentage Increasing in Number of Tourist Visiting
in Yogyakarta on 2014- 2018

Year	Visiting Amount	Percentage	Explanation
2014	3.007.253	10,74	Increase
2015	3.250.681	8,09	Increase
2016	3.261.748	0,3	Increase
2017	3.894.711	19,41	Increase
2018	4.103.240	5,35	Increase

The increase in visits as in table 5 is a very good achievement, so it needs to be evaluated to be maintained and continuously improved. This research contributes to analyze the factors that play a role in motivating visiting tourists. Similar conditions in Bali also have many tourist attractions, and like in Pekalongan and Yogyakarta. Similar conditions in Bali also have many tourist attractions, and like in Pekalongan and Yogyakarta, the diversity of locations has its own attraction for tourists both domestic and foreign. The tourist destinations contained in Pekalongan are as follows.

Table 1.6.
Potency and Tourism Destination in Pekalongan

Kind of Tourism	Names of destination
Natural Tourism	Pasir Kencana Coastal, Mangrove Park, Bengkelung Park, Celosia Park, Curug Waterfall, Depok Coastal, Kendalisodo Mountain, Sikujang Forest, Jlarang Waterfall, Siwatang Waterfall, Madu Waterfall, Kutis Waterfall, Srity Waterfall, Muncar Waterfall, Water, Kali Sengkarang River, Bajing Mountain, Rogo Jambangan Mountain, Simego Mountain
Art and Culture Tourism	Moseum Batik, Jetayu Cultural District, Jami'Mosque, International Batik Carnival, Panjang Jimat Festival, *Nyadran* Festival, Kauman Batik Village, Pesindon Batik Village, Kauman Batik Village, Wiradesa Batik Village
Shopping Center	Ramayana Mall, Grosir Market of Batik, Transmart, Robinson, China Town, International Batik Center
Spiritual Tourism	Jami' Mosque Heritage, Pho An Thian, Sapuro Mosque Heritage
Sport Tourism	Garden Outbound of Pagilaran, Outbound of Linggoasri, Outbound of Lolong Karanganyar, Outbound of Paingan River

Source: Pekalongan Tourism and Culture Office, 2019

Table 1.7.
Potency and Tourism Destination in Bali

Kind of Tourism	Names of destination
Natural Tourism	Nusa Dua Bali, Jimbaran, Kuta Bali, Pandawa, Sanur Bali, Karma Kandara, Tanah Lot, Virgin Karangasem, Dreamland, Menjangan Bali Barat.
Art and Culture Tourism	Pura Tirta Empul, Candi Uluwatu, Garuda Wisnu Kencana, Candi Kali Bukbuk.
Shopping Center	Beachwalk shopping center, Krisna shopping center, Discovery shopping Mall, Hardy's Sanur, Badung Market, Bali Brasco, Wayan Shop
Spiritual Tourism	Pura Tanah Lot, Pura Luhur Uluwatu, Pura Ulun Danu Beratan Bedugul, Pura Tirta Empul Tampak Siring, Pura Taman Ayun Mengw, Pura Taman Saraswati Ubud, Pura Goa Lawah Klungkung, Pura Gunung Kawi, Pura Besakih.
Sport Tourism	Bali water sport, Paralayang

Table 1.2, until table 1.7 shows that there are many potential destinations in Pekalongan, Yogyakarta and Bali. Most of them managed by government and social preneurship together in order to invite the foreign and domestic tourist. Most of Pekalongan, Yogyakarta people are Moslems. They have many mosque and Islamic school that potentially to be religious destination. Hospitality based on spiritual value encourage the development sharia tourism by give the tourist many easy and good facilitates that they used to worship as halal food and comfortable places instead they feel their journey.

Based on the theoretical framework concerning religious tourism provided by Rinschede (1992), Smith (1992), Turner and Turner (1978), William et. al (2002), Vukonic (1996) and York (2002), Weidenfeld's research attempt to examine the significance for HRM. Casualisation and outsourcing will become more dominant methods of employment. Strategic human resource management (SHRM) and its practices have the flexibility to add value to the future hospitality firm performance. The future of HRM in the hospitality industry will need to take into account the various trends but will also be influenced by local circumstances.

The study of hospitality is dynamic and changing in scope and direction (Lashley, 2007: 223). Discussion about hospitality industry is evident in many studies. An understanding of hospitality developed through the study of the subject from a range of social science and arts perspectives has the ability to educate future practitioners, not just through new knowledge, but also through new ways of thinking.

The study of hospitality affords an opportunity to examine host communities and their relationship with guests as tourists, migrants, asylum seekers, or near neighbours. Hospitality as a social lens enables the study of communities to accept or reject strangers, to see the strangers as enemy or friend (Lashley 2007: 223).

Therefore, Bharwani and Butt (2012:150) argued that hospitality organizations to consider the implications of the global context in which they operate and respond appropriately to meet the change-induced challenges. This can be done by ramping up the quality and the quantity of manpower employed through training and development interventions and by adopting suitable employee engagement and motivation initiatives.

At a social and cultural level, different societies require varying degrees of obligation to be hospitable with duties and obligations on both guests and hosts. Importantly, these obligations do change over time as a result of "modernity" or increased contact with tourists. Many of those approaching the study of hospitality from social science disciplines are interested in relationships between host communities and between tourists, but also migrants and asylum seekers (Hage, 2005; Molz, 2005; Garcia and Crang, 2005).

The development of Islamic and Arab based managerial skills not only fulfils the cultural dimensions of the country context but also guides towards the foundations of the destination brand, indeed to manage the destination brand in a more systematic and considered way (Hankinson, 2009); together with a focus on developing an appropriate and strategic communications mix directed at enhancing the destination image (Mc Cartney, et.al. 2008). As such, this vital element should be nurtured and appreciated in policy, practice and education. Such an approach would go some way towards advancing a more "integrative destination-marketing process" (Elbe et.al. 2009).

Tourism is a part of the biggest and fastest development in the economy sector. They give the contribution in economy development, poverty reduction, workforce absorption, and people revenues. Indonesia tourism on 2015 shows the

significantly of increasing contribution to GDP as 4,23 % (IDR 461.36 trillion) by devisa increasing US$ 11,9 billion with 12.16 million worker. 10,4 million international tourists and 255, 20 million domestic tourists. Tourism ministry mentioned that tourism as national economy core of business in export revenue, employment, development of company and local infrastructure development (http://www.kemenpar.go.id/asp/detil.asp?c=17&id=3755).

Religious contribute into batik business culture experience through batik village as organization perspective. The analyses reflect the values which concern with management of commercial hospitality. It's need to point that the developing of batik industry influenced many factors, such capital constraint, competition market, employer-employee relationship, government regulation, market strategy and so on. So, this paper try to descript the existence of batik village as an organization which also rich with contribution that rise from socio-culture include religion as sources of values that become fundamentally hospitality body.

B. Research Question

1. Do the push motivation (X1), pull motivation (X2), Islamic attribute (X3), Vitising Satisfaction (Z) and Visiting loyality (L) among the tourist who come to Indonesia (Yogyakarta, Pekalongan and Bali)?

2. How does the hospitality develop the spiritual tourism in Indonesia?

3. What the main factor in spiritual tourism building?

4. What are the government's roles in shaping the hospitality industry through spiritual tourism in Indonesia?

C. Objectives:

1. To identify the obstacle of hospitality industrial development of tourism in Indonesia.

2. To identify the role of spiritual capacity from Indonesian government for development.

3. To create a networking in hospitality industrial development.

4. To identify the role of Indonesia government due the empowering the spirituality and religion in business matter.

5. To discuss the hospitality industry with other partner in Central Java, Yogyakarta dan Bali Province, tourism Office, the board of ancient mosque, moseum, and ancient tombs, batik village and halal food destination in Pekalongan, Yogyakarta and Bali.

D. Theoretical Background

Many issues facing hospitality industry: labor and skill, productivity cost, technology, customer loyalty, service and satisfaction, market competition, decision making and organizational behavior (Duncan, 2005). Derrida (2000) defines hospitality as inviting and welcoming the "stranger". This takes place on two levels: the personal level where the "stranger" is welcomed into the home; and at the level of individual countries. For Derrida the hospitality given to the "other" is an ethical marker, both for an individual and a country. Everyday engagement with the "other" is fraught with difficulties; sometimes the "other" is devalued or in extreme cases rejected. In the case of hospitality, the "other" is often forced to take on the perceptions of the "host". The "guests" are unable to be themselves; they must transform their "otherness". The underlying principal is that during any hospitality

relationship the host and guest inhabit the same moral universe and are subject to transcendent laws of hospitality (O'Gorman, K.D, 2007).

An understanding of hospitality developed through the study of the subject from a range of social science and arts perspectives has the ability to educate future practitioners, not just through new knowledge, but also through new ways of thinking. Beyond this, the study of hospitality affords an opportunity to examine host communities and their relationship with guests as tourists, migrants, asylum seekers, or near neighbours. Hospitality as a social lens enables the study of communities to accept or reject strangers, to see the strangers as enemy or friend (Lashley, C., 2007).

The commercial domain is clearly influenced by these social and cultural, and domestic domains of hospitality. It is important that those studying hospitality recognize the interplay of both the cultural and domestic on the commercial provision of hospitality. It is also important that commercial providers develop a more subtle understanding of hospitality so as to focus on building long-term customer relationships. Successful hosts are able to engage customers on an emotional and personal level, which creates feelings of friendship and loyalty amongst guests. Telfer is correct in saying that commercial hospitality need not be inevitably inhospitable; there are many examples of those managing hotels, pubs and restaurants that provide generous and warm feelings amongst their clients because they recognize the key importance of customer experiences, and the need for these to be genuinely felt. On the other, Ritzer makes a powerful criticism of corporate providers, who ultimately prioritize shareholder interests above those of guests/ customers, employees and other stakeholders (Lashley, C. 2007: 223). There are various disciplines under the branch of hospitality. In this research there are some of the main areas can be exposed to in a Hospitality discussion.

Table 1. 8.
Main Area in Hospitality Course

No.	Field	Coverage
1.	Food Service Management	Relates to operations for a Food and Beverage (F&B) business, involving areas such as planning and purchasing supplies, food hygiene and production, and food service delivery.
2.	Event Management	Involves planning, managing and executing large scale events, such as festivals, conferences, ceremonies, formal parties, concerts & conventions.
3.	Accommodation & Hospitality Management	Relates to the handling of accommodation establishments, such as hotels and resorts. It covers areas such as reservation, housekeeping and guest service.
4.	Tour & Travel Management	Relates to the management of travel and tour industries, such as airline and cruise, as well as holiday tours.

Table 1.8. show us that industry involved many values in order to serve a consumer as well as their objective of business. Industrial activity types affected by widely pattern of lifes such values, ideas, trust as social institution, law and politic which have close relationship with those pattern. Industrial society built on a series of ideas, trust and values. Feldman and More said that industrial society is a series of social structure (Eldridge, 1973: 2, 21 & 23). There are many relationship develop in the society, each of them reflect the afection response. Value is basic foundation to behavior objective and becomes important consideration (Feather and Newton1982 in Quackenbush, 2001).

Statistics (statistical judgement) can't separate with the qualitative dimensions of the underlying (Saleh, 1986: 50). The meaning of industrial problems not lies in the industrial question itself, but in social and cultural aspects that underlie their behavior (Abdullah, 1988: 3). Human existence is the main discussion in this research, and all of his/ her competencies to manage their life absolutely tend to their spirituality, because as the creation their dependence and acceptance to God in their activity. J.

Bronowski stated that "Man is a singular creature. He has a set of gifts which make him unique among the animals: so that, unlike them, he is not a figure in the landscape - he is a shaper. In body and in mind he is the explorer of nature, the ubiquitous animal, who did not but has made his home in every continent" (J. Bronowski, 1973: 19).

In human resource management, religiousity and spirituality often understood simultaneously. Accordingly McDaniel and Burnett (1990) defined religiosity as a belief in God accompanied by a commitment to follow principles believed to be set by God. They suggested that religiosity could be measured in terms of cognitive and behavioral dimensions. The cognitive dimension is also known as the spiritualism refers to the degree to which an individual holds religious beliefs in terms of the importance of religion, belief in God, importance of spiritual value and importance of religiosity. The behavioral dimension is known as the devotion is interpreted as overt behavior toward a religious organization and can be measured in terms of church/mosque, monetary giving and activity involvement (Rashid & Ibrahim, 2008: 909). On the other hand, spirituality comes from many sources. Spirituality not always connected to God. It can be pschycology business, obsession or human inner necessity as to get the material or physical advantage. Spiritual commodity not to be self awareness to human reality anymore (Azhari Akmal Tarigan, 2015: 4).

This research draws attention the relationship between the spirituality and its role in entrepreneurship education to enhance the hospitality industry. Education has the important role to change the human way of thinking. As we know that the environment of industry always changes and need a good decision. Moslem entrepreneur should be develops their conception about business. Businesses competitiveness needs new innovation, and the consumer has the new trend of

consuming. For now, they are search the other unique trend of something to buy. Most of them look for the comfortable places and serves that match to their feeling. Business not mean get the material advantage anymore but serve the spiritual satisfaction for everyone by watching, eating, and other consumption. It's so for consumer, they not need the physic satisfaction anymore, but now they refer to green innovation; business changing can't be ignore for every entrepreneur.

The changing of business type involves the innovation the relationship. The roots of study of hospitality as a human phenomenon involves the relationship between hosts and guests. Although some have found this framework difficult to accept, or too crude (Slattery, 2002; Brotherton, 2002 both cited in Lashley, 2007). For example, on the private or domestic level individuals learn about hospitality in the home settings which can be seen as producing a more genuine and authentic hospitality. In addition, the dominant numbers of small hospitality firms offering food and drink, and/or accommodation are in, many ways, a form of "commercial home" where the commercial activities are intrinsically interwoven within the domestic and private setting. Also in commercial dimension of hospitality (and related tourism) activities, the study of host and guest relations, together with an understanding of the emotional present in hospitality service interactions, can better inform the development of effective competitive strategy.

CHAPTER II
TOURISM IN INDONESIA

A. Tourism Potrait

1. Tourism as an Industry

The UN Conference on Travel and Tourism in 1963 defined tourism as the journey of a tourist who is equal to a visitor and defines a visitor as any person who visits a country that is not his nationality, for various purposes, but not to find work or livelihood from the country visited (Pitana and Gayatri, 2005). The World Tourism Organization (WTO) describes tourism as an activity of a people who is referred to as a "visitor". A visitor is someone who visits a main destination outside his usual environment for less than one year for the main purpose (including) vacation, recreation, business, health, education or other purposes (Nugroho, 2018).

Tourism is one activity where almost all individuals have been involved in it at a certain time. Field trips to local museums, picnics to city parks, homecoming trips back to hometowns, pilgrimages to important religious sites, family vacations, exploring new places of interest, or even business safari activities outside of the region, all of which are a small part of the tourism spectrum. Since ancient times and until now, tourism has involved many individual roles both domestically and across national borders. Furthermore, this movement is also related to the economic interests and business benefits of various parties so that identification and broad understanding of the meaning of tourism and tourists, becomes important.

In its development, tourism has become an important catalyst in economic and social growth in various countries. Tourism has become an industry that is able to increase the income of tourist receiving countries, foreign exchange, employment

opportunities and the standard of living of local communities, as well as various complex sectors that can activate other related sectors such as hospitality, travel, restaurants, souvenirs and even health related businesses. Therefore, dealing the fact that tourism practices are connected with almost all activities in the socio-economic sector of people's life, it becomes impossible to identify a single definition that is agreed to reflect the complexity of tourism (Aniesa Samira Bafadhal, 2018).

Tourism has become a superior commodity in the business world. Satisfaction that is able to be given by the managers of tourism businesses to "sell" aspects of tourism in terms of places, scenery, weather/ climate, services, facilities, culinary and so on has encouraged tourists to visit and "return" to re-visit tourist destinations. The tendency of tourists to find locations that match their expectations, desires, and of course financial capability is a very lucrative business opportunity. As mentioned by Lickorish and Jenkins (1997) that tourism has 5 (five) types of multiplier effects, namely transactions or sales multiplier, output multiplier, income multiplier, government revenue multiplier and employment multiplier.

"*Multiplier analysis is used to estimate the ongoing impact of tourist expenditures in the economy. It is recognized that initial tourism expenditure will give rise to import demand to service tourists' needs, and that much of the initial expenditure will percolate through the economy to stimulate further indirect expenditure and expenditure induced by the initial expenditure. These three terms reflect that tourism is a multifaceted activity. It is essentially interdependent, relying for its activity on inputs from many sectors of the economy, from agriculture, industry and general services. The initial amount of tourism expenditure will generate changes in the economy-in output, income, employment, and contribution to government revenue. The changes in the various categories may be less than, equal to, or greater than the initial (additional) change in tourist expenditure which started the economic process. Tourist multipliers refer to the ratio of changes in output, income, employment and government revenue to the original change in tourist expenditure. Tourist multipliers can be divided into five main types:*

a. *Transactions or sales multipliers. An increase in tourist expenditure will generate additional business revenue. This multiplier measures the ratio between the two changes.*

b. *Output multiplier. This relates the amount of additional output generated in the economy as a consequence of an increase in tourist expenditure. The main difference with the transactions or sales multiplier is that the output multiplier is concerned with changes in the actual levels of production and not with the volume and value of sales.*

c. *Income multiplier. This measures the additional income created in the economy as a consequence of an increase in tourist expenditure.*

d. *Government revenue multiplier. This measures the impact on government revenue as a consequence of an increase in tourist expenditure.*

e. *Employment multiplier. This measures the total amount of employment created by an additional unit of tourism expenditure.*

Indonesia, known as the "piece of paradise" is famous for the wide variety of tourist and cultural destinations that are worth selling for domestic and foreign tourists. Therefore, management of tourism is absolutely necessary in a professional manner so that this non-oil and gas income source contribute to the welfare of the people of Indonesia.

Indonesia is very dependent on tourism as an "export commodity" which is expected to be able to replace the role of oil and gas. This expectation is quite reasonable, because Indonesia does have great tourism potential, both in terms of nature and in terms of social culture. Since *Pelita I*, Indonesian tourism has been moving at a rate that exceeds other Asia Pacific countries (whereas it was recorded that tourism in the Pacific growth is higher than world growth), which is 7% versus 4.4%. Viewed from the number of foreign tourist arrivals, Indonesia's tourism jumped quite dramatically, from 20,000 people in 1966 to 86,000 people in 1968, then jumped again to 129,000 people in 1970, and subsequently in 1993 it had reached a figure above three

quarter of a million . During *Pelita I*, tourist growth reached an average of 39.6% per year, although in this *Pelita I* the government only focused on tourist areas that were indeed accessible, such as Java, Sumatra and Bali. Started since the *Pelita II*, the tourist destinations expanded to other islands. During Pelita II, the average growth reached 11.7%, from 313,452 in 1974 to 486,674 in 1978. In 1997, Indonesia received 5, 18 million people. In the period 1975-1985, foreign tourists visiting ASEAN countries showed a growth of 6.5% per year, while Indonesia recorded 7%. But Indonesia's market share is still relatively small, at around 8.5% of ASEAN.

In addition to the growth of foreign tourists visiting, foreign exchange receipts also continue to increase. In 1984, foreign exchange earnings from tourism amounted to US $ 519,7 million, and in 1988 it had reached US $ 1,194.1 million. In 1990, tourism was able to earn foreign exchange of 1,89 billion US dollars. The trend of increasing foreign exchange earnings continued, although it had experienced negative growth in certain years due to various factors. In 2002, Indonesia received foreign exchange from tourists amounting to US $ 5,741 Billion, and in 2003 it decreased slightly to US $ 4,037 Billion, due to various events on the Mondial scale, such as the Kuta Tragedy of 2002, the SARS outbreak, the Marriot Jakarta tragedy, the Iraq war, and the 2003 avian influenza outbreak (Pitana and Gayatri, 2005)

Indonesian tourism has many competitive and comparative advantages, so it is worthy of becoming a Winner Nation through the tourism industry. **First**, tourism is the biggest foreign exchange earner. In 2019 the tourism industry is projected to become the largest foreign exchange earner in Indonesia, namely USD 24 Billion, surpassing the oil and gas, coal and palm oil sectors. The impact of incoming foreign exchange was immediately felt by all levels of society. **Second**, the best in the region. In 2019, Indonesian tourism is targeted to be the best in the region, even surpassing ASEAN.

Indonesia's main competitor is Thailand as a professional competitor, with foreign exchange of tourism more than 40 billion US dollars, while other countries are relatively more easily set aside. **Third**, Wonderful Indonesia country branding. Country Branding, which was originally not included in the world branding ranking, in 2015 ascended more than 100 ranks to 47th rank, surpassing Malaysia's country branding Truly Asia (96th rank) and Thailand's country branding Amazing Thailand (83th rank). Wonderful Indonesia's country branding reflects Indonesian tourism's Positioning and Differentiating. **Fourth**, incorporated Indonesia. This country will only be able to win the competition at the regional and global level if all Ministries/Institutions are united to focus on supporting the established core business. **Fifth**, Indonesia can be formatted as a Tourism Hub Country. To become a Trade and Investment Hub it would be too difficult for Indonesia to surpass other countries, such as Singapore. On the other hand, Indonesia can easily become a major destination for world tourism, as well as the Tourism Hub. **Sixth**, Resource Allocation. Consequently, after being determined as the country's core business, the allocation of resources, especially the budget must be prioritized and President Jokowi's new task is to create a new design for the national budget (https://www.republika.co.id/berita/kemenpar/berita-kemenpar/16/09/12/oddb9x368-jokowi-kita-harus-tentukan-core-ekonomi-indonesia).

In Indonesia, it is familiar with the concept of destination management organization (DMO), which is understood as a local tourism governance, where DMI is usually understood as a "forum" that contains "interaction" between government (regional) businesses, NGOs, local communities, and local academics , plus local media (Damanik and Teguh, 2012).

DMO in Indonesia is understood as local governance tourism, where there are government, society, acedemicians, business and media. At the lower level there is a regulator level, where the local government as the regional or local policy authority issues tourism regulations (or deregulation) in the area or tourist destination after obtaining input and consideration from the local governance tourism "Board" mentioned above. At the third level, there is an operator level, which is actually understood as DMO, which can be in the form of business organizations, and can also be in the form of community organizations. This DMO serves the tourism consumer. For more details, the DMO mechanism can be seen as follows:
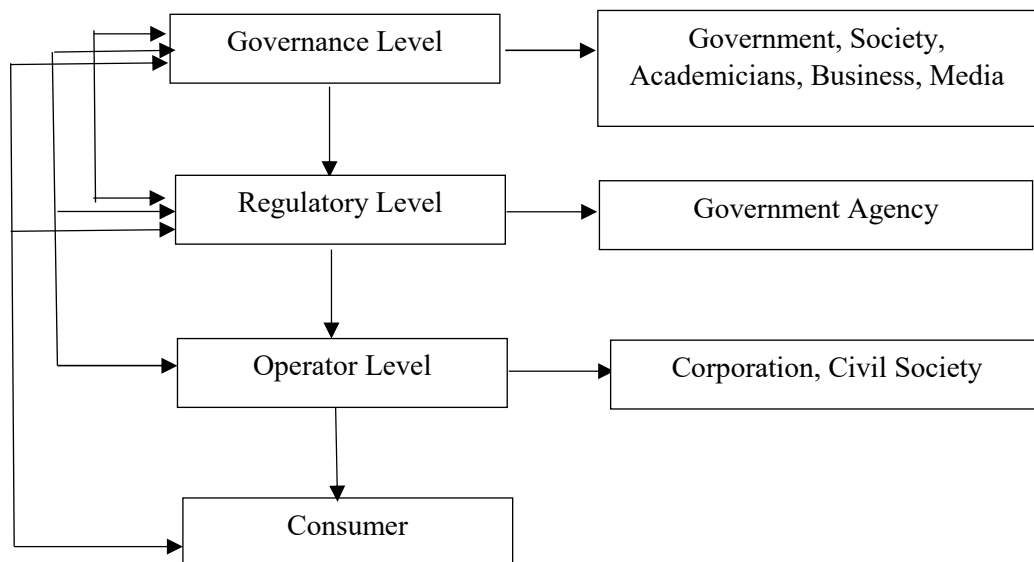
Figure 2.1
Understanding on Destination Management Organization/ Institution

Tourism development in Indonesia has become a commitment formalized in the activities of the ministry of tourism, from the capital to the regions by cooperating with various components such as transportation, hotels, restaurants, local residents, internet/ telecommunications network providers, food industry, handicraft industry, providers of local traditions/dance/painting and so on. The joint commitment shows that the Indonesian people have understood the meaning as well as carrying out the role of

development in the field of tourism. Development means to create from something that does not exist into being, from worthless into valuable; from low value to very high value. The potential and resources of the nation's tourism consist of physical potential, namely the natural wealth owned by the nation, and human wealth, namely the cultural wealth of the communities that exist in the nation, and the ideas of human tourism activists from the nation, including the idea to develop tourism from other neighboring nations. Goodness means the quality of humanity, in the sense of the results of development and the development of potential and resources to make the nation known as a big, strong, and dignified nation. Welfare is a quality of life socially, economically and culturally. Tourism actors are commercial businesses and tourism movers who do are not profit-oriented such as cultural communities, environmental communities, to professional communities in the academic world and mass media (Nugroho, 2018).

Through the Wonderful Indonesia branding, Indonesia's tourism ranking in the world inclined to 50th rank in 2015. Previously ranked 70th out of 141 countries in 2013. Even according to the official report of the World Economic Forum, Indonesia managed to soar eight ranks to rank 42 on April 6, 2017. The Minister has a target, Indonesia will be able to reach rank 20 before 2019 and tourism will be the country's largest foreign exchange earner as well as being the best tourism destination at the regional and global level. The tourism sector is projected to contribute 15% of gross domestic product, Rp. 280 trillion for foreign exchange, 20 million foreign tourist visits, 275 million domestic tourist trips and absorb 13 million workers by 2019. The tourism sector is believed to be able to create centers of economic growth that are more spread throughout the country. It is also hoped to be able to break the chains of poverty, unemployment, and inequalities quickly and accurately. In 2016 through Wonderful

Indonesia branding, Indonesian tourism won 46 awards from 22 host countries (Nugroho, 2018)..

In general, tourism correlates with the country's foreign exchange income. Contributions to the national GDP of 8%, impacted to foreign exchange generated that Rp. 280 trillion, creating employment in tourism as much as 13 million people, tourist arrivals numbering 20 million, and scores 275 million of domestic tourists, Indonesia's tourism competitiveness index is ranked 30th in the world.

Table 2.1
Annual Tourism Development Target 2013-2019

No.	Indicator	2013	2014	2015	2016	2017	2018	2019
1.	Contribution on National GDP (persen)	9,2	9,3	10	11	13	14	15
2.	Devisa (Trillion Rp.)	110,5	133,9	144	172,8	182	223	275
3.	Competitiveness Index (WEF)	#70	n.a	#50	n.a	#42	n.a	#30
5.	Foreign tourist (million visits)	8,8	9,4	10	12	15	17	20
6.	Domestic tourist (million travels)	250	251	255	260	265	270	275

Source: Riant Nugroho, 2018.

The development target of the tourism industry in Indonesia is continuously boosted through branding position activity. In the industrial world, brands become very important because through brands, product quality can be introduced or communicated to consumers. In tourism, tourists must know the quality of the destination contained in the chosen brand. Brand becomes a benchmark of the suitability of destination quality with all its components with the real facts. In terms of marketing, branding is a mandatory so that an industry's products sell well in the market.

Brand is everything, not a logo or symbol, brand is an indicator of the value offered to customers. Brand is an asset that creates valur to customers. By strengthening satisfaction and loyalty. Brands are the resultant that is run on the product. When we determine STP (segmentation-targeting-positioning) and differentiation, and support

with marketing mix (strategy, product-price-distribution-promotion) and solid promotion strategies (Hermawan, 2007).

As an industry, tourism has 5 (five) characteristics, namely:

First, market, in the sense that tourism has a fixed, large, strong and growing market. There is no market with endless growth like tourism. The first premise that underlies is that the increasing welfare of the community, the increasing needs, and the needs at the top level are spiritual needs, in the form of comfort. Maslow introduces the concept of "self esteem", as a form of recognition that the person concerned is "prosperous", with a variety of "selfie and wefie photos" in various tourist destinations throughout the world. In fact, those who are "not yet prosperous" also want to be considered "prosperous" so that they also participate in "competing" to take pictures in various popular destinations that symbolize welfare (such as Paris, London, Amsterdam, Barcelona, Rome, Tokyo, Sanghai, Sydney, Los Angeles and other). The next premise is, the increasing complexity of human life, the higher the level of psychological pressure or stress it receives, and the increasing level of stress, the increasing need for relaxation, and that is a "market" for tourism. The third premise is that globalization encourages the movement of people from one place to another in ever greater numbers and in an increasingly intensive time.

Second, management in its development. The most basic management sequentially teaches five processes that "must" be obeyed, namely:

1) Planning

2) Organizing

3) Actuating

4) Leadership

5) Controlling

The tourism industry and schools recognize and implement the five "mandatory processes" with various variants and developments. Management is implemented in the form of implementing at least five management sectors, namely:

1) Production

2) Marketing

3) Financing

4) Human resources

5) Business development

6) IT

7) Compliance

Third, standardization. Industry is always in competition and corporation/cooperation. The harmonizing instrument for competition and good and healthy business cooperation is standardization. Standardization creates an "equal measure" for all businesses and builds a fair level playing field. So, competition and cooperation run well and are healthy at the same level of competition.

The standard commonly followed by tourism businesses is ISO, or International for Standarization. ISO is derived from the Greek word isos, which means "same". The ISO story began in 1946 when delegates from 25 countries met at the Institute of Civil Engineers in London and decided to create a new international organization "to facilitate international coordination and unification of industry standards". On February 23, 1947, a new organization, ISO, officially began its operation. Since 1947, ISO has published more than 22170 International Standards covering almost all aspects of technology and manufacturing. At the present time, there are 161 member countries and 780 technical committees and subcommittees to take care of developing standards (see

http://www.iso.org/about-us.html).Sertification is not a compliance requirement, but serves to convince customers that an organization is operating according to the standards set. Three types of ISO that are relevant for tourism businesses are ISO 9001, ISO 14001, and OHSAS 18001: 2007.

ISO 9001 is a service-oriented certification and quality management standards adopted in 2000. According to this standard, an organization must demonstrate the ability to meet or exceed customer satisfaction in terms of product function, quality, and performance. The organization must also always apply regulations, industry standards and best practices regarding the production process and results. So, ISO 9001 ensures that the organization offers quality products while at the same time encouraging and acting on customer feedback, end users and regulatory agencies. ISO 14001 certification is proof of the feasibility of an organization, business and manufacturing facility in showing its responsibility to the environment. This certification is one of the results of the 1992 Rio Summit on Environment. This certification shows that an organization or business has dedicated its management system based on environmental awareness. OHSAS 18002: 2007 is an international standard for Occupational Health and Safety Management System in every work process in workplaces. OHSAS 18001 provides a framework for the effectiveness of OHS management including compliance with laws and regulations applied to each activity and recognizing the dangers that arise.

Fourth, mass or large volume. The Accor SA hotel chain operates under the name Accor Hotels, the largest French multinational company, operating in 92 countries, operating a franchise system of around 3,000 hotels on 5 continents with a variety of trademarks ranging from budget and economic accommodation to luxury accommodations in the best tourism destinations. world. In Indonesia alone, until mid-

2012 alone, the Accor Group operates 10,837 rooms. Archipelago International operates 6,087 rooms, and Santika hotels and Resorts are 5,653 rooms. For the luxury class hotel group, Starwood Group dominates with 2,702 rooms. In total, the volume of starred hotel service products in Indonesia is also very large, the largest in Southeast Asia. According to Statistics Central Agency (BPS) data, there are almost 290 thousand rooms from 2,350 starred hotels. As for non-star hotels, the number of rooms is nearly 285,000 with 16 thousand hotels. In addition, during 2013-2023, in Indonesia an estimated 100,000 rooms from 700 to 800 new hotels. The Indonesian hospitality market is also characterized by an average occupancy rate of 53 percent. Bali recorded the highest occupancy rate, at 61%, while Jakarta had 57%. Whereas in Riau, the occupancy rate reaches more than 50% per year. Almost all companies expand their capacity in the future.

In the travel services sector, Ctrip, the largest Online Travel (OTA) company in China headquartered in Shanghai, which was founded in 1999 has a market share of almost 80% of China's outbound which is more than 100 million in 2015. Ctrip partnered with Baidu, search engine or searching engine. It's like Google, which has Chinese language and it says Chinese. Baidu exists in China, because Google "blocked by" the China's Great Wall and may not operate there. The toughest opponent of Ctrip-Baidu is the biggest commerce company in China, Alibaba. Alibab, the largest e-commerce in China launched New Alitrip Travel in October 2014. Mass volume has large investment consequences. The growth of Indonesia's tourism investment is one example. In 2013 it reached 602 million US dollars or contributed 1.45 percent of the total national investment. Whereas in the first semester of 2017 it reached 929 million US dollars or 3.67% of the total national investment. That is, the number of

contributions achieved from tourism investment when compared with the total national investment increased 1.5 times.

Fifth, professional. In 2019, the ministry of tourism projects that there are already 500 thousand certified tourism workers in accordance with international standards. Meanwhile, Indonesia needs at least 2.5 million people to work in the tourism industry in the next 5 (five) years (2017-2022). Of the 2.5 million workers who work directly in various fields in the tourism sector, the government targets that 1,098,000 people must have competency certification. So that the tourism industry can compete globally, at least in the Southeast Asian Region. The situation of top level professionals in the tourism industry, especially hotels, is increasingly becoming a challenge.

The need of professionals in tourism sector are demanded by the five work group:

1) Top manager group

2) Middle manager group

3) Hospitality management consultant group

4) Consultant group

While worker/staff in tourism sector including:

1) hotel and inn sector hospitality worker group

2) Restaurant sector hospitality worker group

3) Travel and tour operator worker group

4) General support worker group, including driver to laundry operator

Sixth, business entities or corporations. As already stated, in 2017 the number of star-rated hotels reached 2,350 businesses and non-star hotels are 16 thousand hotels. In 2011 there were 2,977 medium and large restaurant businesses, with a growth of growth between 2-7% per year, or a minimum average of 3%, then in 2017, it is

estimated that there are around 4,000 business operators. Therefore, for hotel and restaurant businesses only, it is estimated that there are 18,350 hotel and restaurant businesses, excluding hotel management services. It is not yet possible to estimate the total number of tourism businesses from micro to large; from 59,267,759 micro business units or around 99%, there are 681,522 units of small businesses or 1.15%; There are medium business numbering 59,263 units or 0.10%; and large businesses there are 4,987 units or 0.1%. However, it is estimated that the total number of tourism businesses from micro to large is around 60,013,891, then approximately 20% are tourism businesses, or around 12 million tourism businesses, with a composition of small, medium and large businesses of around 1% of population, or 120,000 business players that are formal, or referred to as business entities, or in the management context is called corporation.

From this description it appears that tourism is far from just a business, which is a corporation. In Indonesia there are international hotel operators, such as Accor, which manages Mercure Hotels (4 star), Novotel (4 star), Sofitel (5 star); Formula 1 (2 stars), Ibis (2 & 3 stars), All Seasons (3 stars); Archipelago International manages Kamuela and Royal Kamuela (luxury villas), Grand Aston (5 star), Aston (3 star), The Alana (4 star), Harper (4 star), Quest Hotel (3 star), Neo (3 star +), Fave Hotel (2 star), outside some other properties managed by Archipelago but still use the brand of the property owner; Starwood Hotels which manages St. Regis, The Luxury Collection, W. Westin, Le Meridien, Four Points, Aloft Element; Inter Continental Hotels Group that manages InterContinental Hotels (5 stars), Crowne Plaza (4 and 5 stars), Holliday inn (4 stars), Holliday Inn Express (3 stars), Bali Kuta Resort (4 stars), Arion (4 stars); Tauzia Management manages Harris Hotel (3 and 4 stars), POP Hotel (2 stars); Tune Hotel which manages Tune Hotel (budget hotel). Meanwhile, the leading local brands are

Sahid, Santika, Bidakara, Horizon / Metropolitan, Hotel Indonesia Natour, Throne, Aryaduta, Jayakarta, Sofyan, Dafam, Kagum, Inti Whiz International (Nugroho, 2018).

Historically, tourism has begun since the emergence of human civilization itself, marked by human movements that make pilgrimages and other religious journeys. As a modern phenomenon, milestones in tourism can be traced from the journey of Marcopolo (1254-1324) who explored Europe, to China, then returned to Venice, which was then followed by the journey of Prince Henry (1394-1460), Cristopher Columbus (1451) -1506) and Vasco da Gama (end of the XV century). However, as an economic activity, tourism only developed in the early nineteenth century; and as an international tourism industry began in 1869 (Crick, 1989; Grabun and Jafari, 1991).

2. Indonesia Tourism Destination Object

Indonesia has many tourist destinations that are well-known and liked by tourists. In line with the increasing number and diversity of needs for tourism, so does the tourist destination as an important object of tourism. Tourist destinations should continue to innovate constantly not only physically but also the values offered. This means that tourist destinations, both emerging and developed ones need to reposition the market to create new tourism destination products and services, maintain repeat visits and stimulate the development of new markets. In an economic perspective, tourist destinations are more than just the geographical places visited by tourists. Liper (2004) states that tourist destinations are an amalgamation of products, services, natural resources, artificial elements and information that can attract the number of visitors to the place.

Broadly speaking, UNWTO (United Nations, 2007) describes tourist destinations as important places visited by tourists who describe the basic unit of analysis in

tourism. Tourism tourism can be divided into three perspectives: geographical (an area with geographical or administrative boundaries that is tourists visit and occupy during their trip), the economy (the place where tourists live and spend a certain amount of relevant money or a significant tourist revenue place, or potentially significant on the economy) and pre-geographical (which is one of the main reasons for travel).

Tourist destinations can be organized by the private or public sector and can be done through an entire country, a certain region, an island, a village, a city or an object with an independent attraction. Changes in perspective on tourist destinations from just "places" or "regions" to "products" and even "collection of experiences" are very dependent from the point of view of various parties involved in it such as the local host community, public administration, object destination managers, tourists, etc., which has diverse goals and needs (Aniesa Damira Bafadhal, 2018).

This study limits the 3 tourist sites studied, namely Bali, Yogyakarta and Pekalongan. All three are believed to have their own selling points, both in terms of culture, local products, spiritual and landscape.

a. **Bali**

Bali is very famous in the world of tourism especially from the view of foreign tourists. From the perspective of tourism, Bali's geography is already selling with its natural landscape. However, the management of Bali must be taken carefully so that its natural resource capital such as Sanur beach, Nusa Dua, Jimbaran, Kuta, Karma Kandara, Tanah Lot, Virgin Karangasem, Dreamland, Menjangan, Pandawa, Uluwatu, Lovina, Melasti, Tegal Wangi beach , Seminyak, Nusa Penida or other destinations such as Besakih Temple, Garuda Wisnu Kencana, Bali Bird, Bali Safari and Marine Park, Ubud Monkey Forest, Panglipuran Village, West Bali National Park, Sukawati Market, Gunung Batur, Blanco Museum,

Bedugul Botanical Gardens, Goa Gajah and others are truly able to contribute economically and socially without losing the identity of the local wisdom they have. Collaborative management of human resources, marketing, facilities and supporting environments needs to be continued.

Bali Tourism Local Wisdom

In Balinese philosophy, There are *Rhua Bhineda* (two different ones). If tourism is well managed and sustainable, it will produce optimal benefits for local people, at least for the surrounding indigenous communities and other tourism stakeholders. If managed sporadically and not neatly organized, then local and indigenous communities only get negative excesses, destructive changes in social cultural values. Damage or moral degradation of the impact of tourism on local communities (*adat*) will be difficult to overcome. This is what is called *taksu* or the magical value of cultural tourism which results in artistic and cultural performances guided by the natural beauty of Bali. It is recommended that sustainable cultural tourism maintains aspects of the local genus or local wisdom as a spirit of the attraction of tourism itself. Cultural tourism is not only seen by things or shows that are visible to the naked eye. But more on the consideration of why the values of local wisdom animates the implementation of people's attitudes and behavior in relation to their daily social interactions.

Each local wisdom value has a meaning for the cause of the event or the momentum why the event was implemented. For example the Balinese agricultural life teaches the concept of balance and purity of nature consisting of elements of soil, water, air, sun, and microorganisms. This is one of the concepts of *Tri Hita Karana* because there is maintaining the balance of nature that must be harmonious,

and sustainable from the following generations. Equilibrium in social interaction with the owner of agricultural land owner between one farmer and another farmer is done with the *subak* system. Subak is part of the local wisdom of the Balinese people to maintain the equitable and equitable distribution of water between one land and another. The conception of the job of farming is *Yadnya*, which is the obedience or obligation of humans to work and cultivate nature while keeping the mini style as God's form of trust to humans.

Yadnya through religious ceremonies are sometimes damaged by elements of prestige and honor. Many religious ceremonies are carried out by selling economic assets or inheritance from their ancestors. For the sake of prestige and the want to be seen respectable in the social fabric of a family sometimes bear debt or lose assets. *Yadnya* is a religious ceremony that some Balinese say is a burden, for example the *Ngaben* ceremony or the cremation, The *Ngaben* ceremony may cost tens to hundreds of millions or even billions of rupiah. In the end the community sought and made a Joint consensus on this *Yadnya* concept. Currently, *Ngaben*, if it is not able to be carried out by a family alone, it will be coordinated by the customary village with the mass *Ngaben* system. As it is more efficient in time, energy and financing that are certainly cheaper and more affordable for everyone.

The conception of *dharma* or *Yadnya* which is based on the philosophy of work is a gift of God and therefore the income earned belongs to God. Humans only use it to the extent that they need. The rest belongs to God which must be distributed back to the community in the form of *Yadnya*, including:

First, *Manusia Yadnya* (*Yadnya* for humanity, social activities or activities that occur in the dynamics of traditional villages). **Second**, the *dewa Yadya* , a spiritual activities or religious ceremonies in order to get closer to God. **Third**,

Bhuta Yadnya namely*, Yadnya* for religious ceremonies that are *Bhuta* in order to balance with the negative forces that exist in this universe. **Fourth**, *Pitra Yadnya* , a Yadnya for the ancestors with all its dimensions as a respect for what has been initiated and given to the next generation. **Fifth**, *Resi Yadnya* , a *Yadnya* to religious leaders.

The *Tri Hita Karana* philosophy is the most essential philosophy of the communal life of the Balinese, which is most internalized and implemented in tourism businesses and activities. Balinese society is a communal society in which all aspects of life are colored and imbued with the *Tri Hita Kirana* concept. This concept emphasizes the harmony and balance of the concept of humans with nature, humans with each other, humans with their Lord. Reflections on this philosophy can be seen when they (the indigenous Balinese) provide offerings for safety and ease in doing work (Suartha and Sudarta, 2016).

Bungin (2017) mentions in the modern perspective, the marketing component, destination, accessibility, HR and tourism institutions, as well as the existing elements packed into a unified tourism product in a destination that is packaged in a destination brand, so that the destination, accessibility, marketing, HR and tourism institutions become a unity of tourism products. So for example, Bali, even though Bali has a destination brand, "*Santi, santi, santi*" but the word Bali itself as a Bali brand has defeated it as a true brand. When I was in Tahiti Ui, I talked to Tahiti teenage girls of French descent. He asked me, where I was from, and I answered Indonesia, this teenager frowned while asking where Indonesia was, then I cut the compass by saying you know Bali? This teenager just immediately said ... oh Bali ... Bali is my dream. I was surprised to hear this answer, because of two things, firstly because this teenager knew Bali better than Indonesia, and

secondly Tahiti itself was an executive tourism destination. Tahiti is the executive destination brand for world travelers in the Pacific region. Poor tourists cannot enter Tahiti, because everything is expensive there. One meal at a mediocre restaurant costs 1.5 million per person. Because it's not surprising if there are tour packages from Jakarta to Tahiti, each night costs 57 million rupiah. So why is this teenager dreaming of going to Bali?

b. **Yogyakarta**

Yogyakarta has many very famous tourist destinations, such as Prambanan Temple, Kalasan Temple, Sari Temple, Sambisari Temple, Banynibo Temple, Barong Temple, Ratu Boko Palace Complex, Ngayogyakarta Hadiningrat Palace. Various museums such as the Puro Paku Alaman Museum, the Sono Budoyo Museum, the Fight Museum, Sasmitaloka Sudirman, the Dharma Wiratama Museum. Besides that Yogyakarta City also has natural and artificial tourism objects which are also visited by many domestic and foreign tourists, such as the Gembira Loka Zoo and Botanical Gardens, Merapi Peak, Kaliurang Mountain Recreation City, Parangtritis Beach, Trisik Beach, Baron Beach, Kukup Beach, Goa Selarong, Sendang Sono, Kiskemdo Cave Tourism Park, Wagabond Youth Hostel, and Glagah and Congot Beaches.

In short, the history of the Hadiningrat Palace as a crystallization of a long struggle that lasted from 1747-1755 with the culmination point of the *Babad Gianti*, which the point is that Prince Mangkubumi Sukowati was appointed as a king with the title: *Sultan Hamengku Buwono Senopati Ingalogo Ngabdulrochman Sayidin Panotogomo Kalifatullah* over half the Kingdom of Mataram with hereditary rights. . The term "palace"/"*Keraton*" is where the queen reside. Palace comes from the

words: *Ka + ratu + an = Keratuan* or palace. Or also called "*Kedaton*". *ke + datu + an = Kedatuan* or *Kedaton*. *Kraton* in the sense of Indonesians is "palace". Palace is a place where kings and queens reside. *Kraton* is not identical with palaces. *Kraton*, implicit religious, philosophical and cultural values. Because of that the palace is not merely a place for kings and queens to stay. *Kraton* also functions as the center of Government and the center of Culture. In short *TRI FUNGSI* (the three functions), as a place where the king and queen reside, as the center of Government and the center of Culture. Now the Palace of Ngayogyakarta does not only carry Three Functions as described above. An additional predicate is as a "Tourism Object". Then the Ngayogyakarta Palace carries Four Functions at once. In addition to the palace, other tourist destinations in Yogyakarta are temples. The desire of humans to meet their divine figure, throughout their history, has encouraged them to do creative deeds. Various attempts were made to channel his religious desires, including realizing his divine image in creepy and captivating works. So the birth of masterpieces is more a symbol of his religious belief to reinforce the existence of hands that have the power and might to create, maintain and destroy the "fate" of nature, humans and their lives. both religiously and politically, as gods manifesting on earth (Tontje Tnunay, 1991).

In addition to the palace and the temple, nature tourism in Yogyakarta also attracts its own attention. Since ancient times, beach complexes such as Parangtritis Beach, Trisik Beach, Baron Beach, Kukup Beach are well-known beaches, not only as a beach recreation area, but also as a place that has many historical heritages, especially those related to the legend of *Kanjeng Ratu Kidul* or Lord Queen of the South Sea. Generally as a natural tourism area which is also a cultural and pilgrimage tourism area, the beach destination has equipped itself with the

availability of lodging and restaurants, as well as various recreational facilities such as scenic pools, campsites and so on.

One of the cultural expressions of a nation seems to be from its works in the arts creating form creativity in aesthetic appearance. Art contains an ethical message from its creator to the whole life of the human being on earth. Whether that implies monumental significance for his spiritual beliefs; tributes to the spirits of the ancestors, their understanding of God, to the elements of evil spirits who are happy to disturb peace and the safety of human life., an also contain moral teachings abot universal values that become the compass of truth, so that the way of human life does not lost into a chaos.

Various types of arts then were born, such as dance and drama, sculpture, painting, music, craft,. Each type of art has a ritualistic function that is presented in the rituals of all life activities. Usually in dance arts, the idea of creation is taken from activities of daily social or transcendental spiritual activities. There is a mission of teaching, exaltation or depiction of a situation, until that understanding reaches the viewers. Likewise the art of drama, usually tells an empiric life between the good against the bad, to express a moral teaching so humans learn from the experience told. As with the statue, it was created as an expression of human desire for a supernatural being, to give the suggestion of protection. While craft, is an aesthetic expression to beautify the place it glorifies. Nor painting, especially batik, usually contains the mission of the creator's expectations of a glory and moral teachings. This can be seen in batik paintings of traditional Javanese fashions. Then music, is an expression of the rhythm of the soul of the people a culture (Tontje Tnunay, 1991).

c. Pekalongan

Regarding the history of the origin of the City of Pekalongan, researchers found that the version of Pekalongan, does not mean that the area has a lot of bats, although there is little connection with animals that like to hang themselves upside down on this tree. According to the *Poerwa Lelana* book, a Javanese book, "Pekalongan" is a derivative of the word "along", a word that is very close to the world of service, which means the catch of fishing works in the sea. The word along until now is still used to refer to the results of fishing in large numbers by fishermen on the north coast of Java, especially in the middle and east. These fishing communities include Pekalongan, as well as fishermen in the areas of Demak, Jepara, Rembang and Tuban (Widodo, 2005: 71)

Pekalongan is a city that is very meaningful for art, especially batik in Indonesia. Batik cloth is always associated with traditions, festival activities and religious ceremonies. The closeness of the relationship between the community and batik cloth is on the mystical quality aspects of certain designs. The use of cloth even shows the degree of wearer. Some patterns or motives have the meaning of sadness, but there are also other patterns or motives that mean good luck or motives that mean a hope of glory or well-being. There are also motives dedicated to God or other forces that are believed to determine human's life (Fraser-Lu, 1989: 28). There is no fabric in the Indonesian archipelago that has many meanings and symbols, through the philosophy of color, design and ways of making other than batik that expresses the spirit of batik makers, batik users and observers of batik as a cultural heritage (Wolody and Chian, 2004: 11)

For Javanese people, batik is a symbol of wealth that reflects traditional values, which plays an important role as one of the culture perfection aspect. Pekalongan is known as the City of Batik, because it is the main center of batik crafts. That opinion is not wrong, because Pekalongan batik has long been widely known, until batik becomes the identity of Pekalongan. Pekalongan Batik is a handicraft business that continues to grow. Besides being beneficial to the residents of Pekalongan City, batik is also known as a communal art craft business that is controlled by its residents (Widodo, 2005: 76-77). To support the development of batik in Pekalongan, the government of Pekalongan City has made craft centers in the form of Kampung Batik, as well as being a tourist destination. Among these are Pesindon Village, Kauman Batik Village and Wiradesa Batik Village. Since that time the batik business conditions here have entered a new era. The number of tourists also increased, although most were still domestic tourists. They not only came to look but also many who want to practice how to make batik. Because of this, batik homeowners generally giving simple workshops and are usually located in the back room of their gallery.

Exactly adjacent to the Kauman Batik Village, there is a religious tourism destination which is the landmark of Pekalongan City, the Jami' Kauman Mosque which was established in 1852 AD has a building architecture that still maintains its uniqueness with the tower, a strategic location because it faces the square and modern shopping centers making many residents use this mosque both for worship and unwind. This is due to the comfort in the mosque which stands on an area of approximately 10,000 m2 and a large parking area, toilet facilities and adequate ablution facilities and a very large mosque terrace. The closeness of this mosque to the batik village of Kauman is also more beneficial to rest for tourists who come.

In addition to the batik village and the Jami mosque, the destination location that became the icon of Pekalongan City was the Batik Museum. The museum was founded of course with a variety of purposes, among which is to facilitate access for everyone who visits both from within the city, outside the city to foreign countries to see the development of batik throughout Indonesia which is placed in rooms that have been transformed into showrooms. In this museum there are also various types of batik from various archipelago, complete with historical information on batik motifs, ranging from Islamic influence, Chinese cultural influence, Dutch influence and Japanese influence known as Javanese Hokokai motif.

The Pekalongan City Government encourages the economic potential of batik by placing batik traders in certain locales which then develop into batik wholesale markets, such as in the Noyontaan area (PPIP wholesale market), Setono wholesaler and Wiradesa wholesaler. Besides that, batik villages were also formed, such as Kauman Batik Village, Pesindon Batik Village, Wiradesa Batik Village and an international batik center (IBC or International Batik Center). From the geographical side, with the formation of batik villages, batik businesses, especially at the small and medium level, benefit, **first** they are in the adjacent area (geographical proximity). In every batik village, visitors can freely come to the batik showroom on foot because almost every home opens a batik sales business. **Second**, the availability of labor (labor pool) that has special skills, namely batik (written and stamped). Batik village which is the center of batik also indicates the availability of labor. The recruitment model through neighborhood relations is very beneficial for the residents in each batik village, when they are looking for work and also for the skipper because they do not have to bother selecting especially if

the prospective worker is not a neighbor, because usually the trust factor also plays a role. Only under certain conditions if the type of batik work cannot be done by ordinary workers, then the skipper looks for references in certain areas that have adequate human resources to work on the type of batik that is of interest. **Third** is the exchange of information and ideas about business development and innovation in motifs and techniques of batik itself. The existence of Kampung Batik is supported by the management of a famous batik wholesaler in Pekalongan City, namely Batik Setono Wholesale, which is in the pantura route at the toll exit/entrance and PPIP batik Wholesale and International Batik Center (IBC) Wholesale in the Wiradesa pantura line. In addition to the Batik Museum, Masjid Jami 'and Kampung Batik, tourist destinations that are also frequently visited by tourists, especially domestic, are Pasir Kencana Beach, Asri Api-Api Beach and Slamaran Pekalongan Beach. In this place visitors often make it as a place for family or friends recreation.

B. **Indonesian Tourism Managment**

Management of a tourism business illustrates that tourism is a system, in which it includes many components. As a complex system, tourism requires a complex management model as well. This is related to understanding tourism as an industry. The components of tourism include tourists, tourism destinations, tourism businesses, tourism institutions, tourism organizations at the local, regional, national and international level are interrelated, dependent, influential and cannot be exchanged for each other's role. Simply stated, this shows that tourism can be said as a system. Research on the tourism system developed rapidly in the 1970s to 1980s, mostly

discussing the theoretical basis and context of the tourism system in the planning, development and management processes.

There are several tourism management model, namely: (Bafadhal, 2018)

a. Tourism Functioning System Model
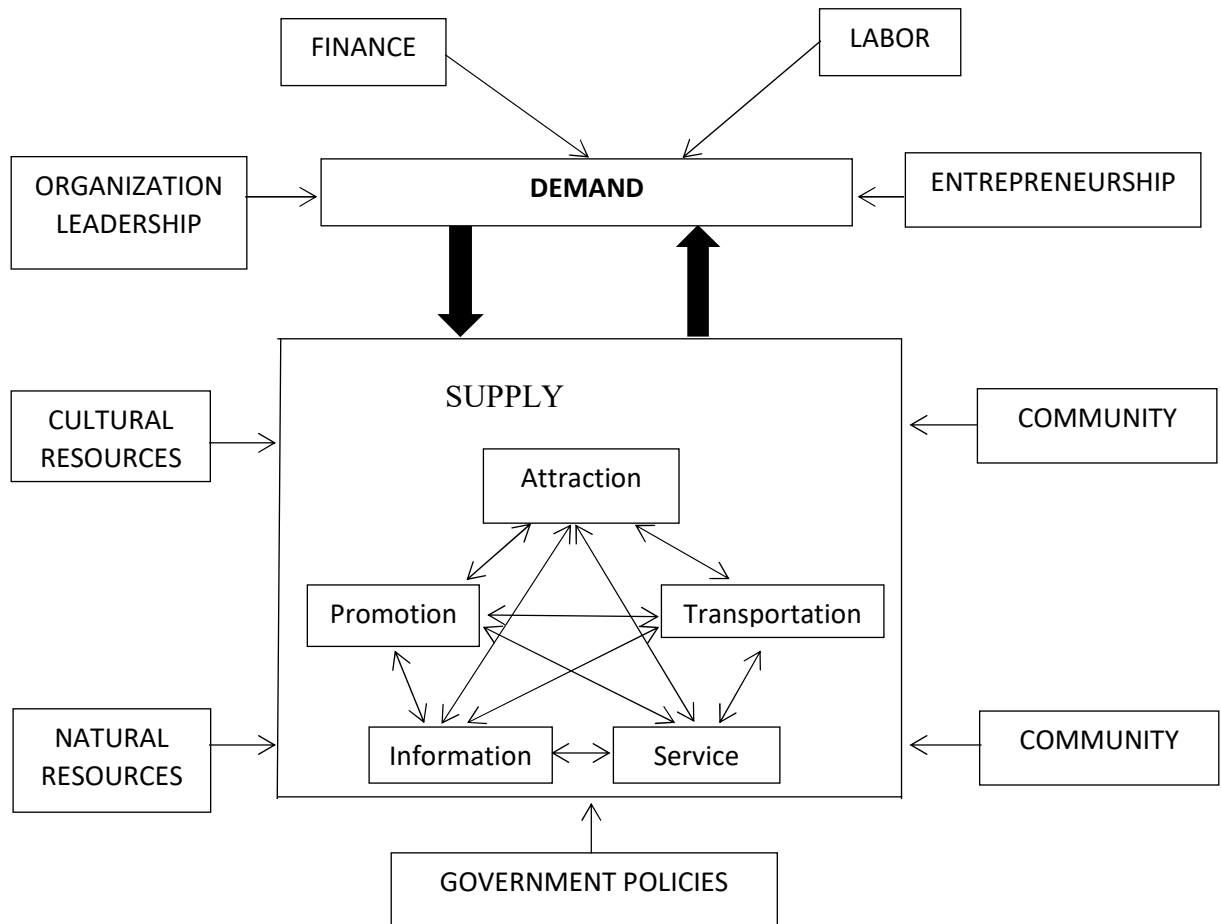
Figure 2.2.
Tourism Functioning System Model

The Tourism Functioning System model develops a system based on an economic perspective, which states the relationship between the supply side and demand and the external factors that influence it, in which the elements form a tourism system. In this model Gunn (2004) illustrates that to satisfy the tourism market demand from tourists (the supply side), a country, region, business people or

community in a tourism destination must provide a variety of tourism development and services. The balance between supply side and demand and resistance to external factor pressures namely natural resources, cultural resources of the organization/leadership, finance, labor, entrepreneurship, community, competition, and government policy are the keys to success in tourism development.

The Tourism Functioning System model developed by Gunn was developed in an economic perspective, which revealed the relationship between the supply and demand systems as well as the external influencing factors, where the elements form a tourism system. In the model Gunn illustrates that to satisfy the tourism market demand from tourists (the supply side), a country, region, business person or community in a tourism destination must provide a variety of tourism development and services (the supply side). The balance between the supply side and the demand side and resistance to external factor pressures namely natural resources, cultural resources, organization/leadership, finance, labor, entrepreneurship, community, competition and government policy are the keys to success in tourism development (Gunn and Var , 2004)

b. System Route Tourism Model

Transit Region or Route
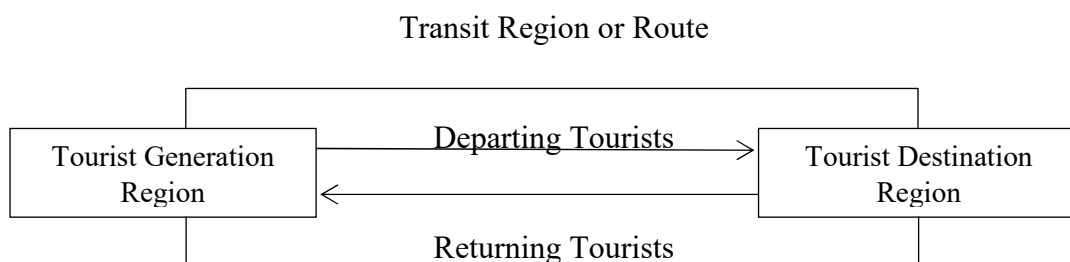
Figure 2.3.
Model System or Route

System or router model develops a tourism system model with a geographical approach. Leiper (2004) states that the elements that make up the tourism system are as follows:

1) Tourist Generating Regions, defined as a permanent base for tourists, a place where tours begin and end, places that produce an exodus of tourists. This location is the location of the basic market tourism industry. Therefore, the marketing function of the tourism industry plays an important role in this location such as advertising, promotion and wholesale. This location is basically described as a "market".

2) Tourist Destination Regions, defined as locations that have attractions that attract tourists to stay temporarily. This location is a location that consists of various tourist businesses such as accommodation, services, entertainment and recreational facilities. In short this location is described as a tourist destination and tourist attraction.

3) Transit Region or Route, a path that connects tourist producing areas with tourist destinations, together with tourist trips. It also includes a stopover point that can be used for the convenience of resting or seeing additional attractions. In addition, the main transportation industry plays an important role. Basically this location includes tourist destinations.

c. Model *Tourism System Mill and Morisson*

The Travel Purchase   MARKET   Reaching the Marketplace

TRAVEL   MARKETING

DESTINATION

The Shape
of Travel Demand   The Selling
of Travel
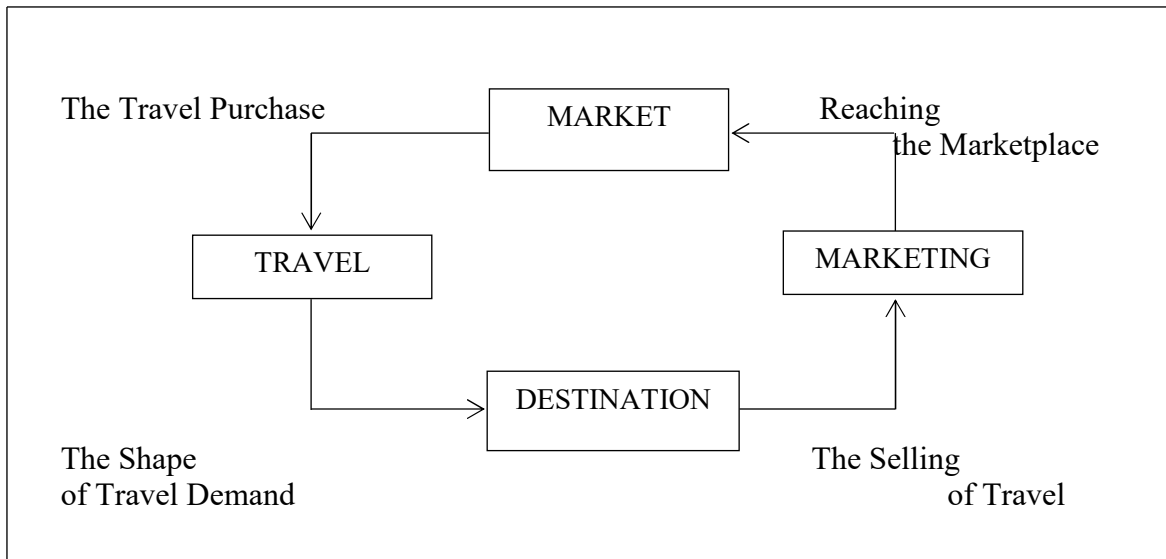
Figure 2.4.
Mill and Morisson Model
Source: Mill and Morisson (2002)

In the Mill and Morisson Tourism System Model, Mill and Morisson states that there are four elements forming a tourism system consisting of markets, marketing, destinations/tourist destinations, and travel. Marketing sells destinations to the market/tourists, while travel delivers markets to tourism destinations where each element consists of the following activities:

1) Market, an approach to consumer behavior is needed towards market demand that emphasizes external and internal influences on tourism including alternative travel, tourism suppliers, and the decision making process.

2) Marketing, includes inspection of processes in which target areas and individual suppliers market their products and services to potential customers with an emphasis on using effective distribution channels.

3) Destinations, requires identification of procedures to be followed by the destination area including research activities, planning, regulation, development,

and selection of priorities that are specifically involved in the main travel, travel flows, and transportation capital used by land, sea and air. All components must be understood, planned and managed properly so that they can build a constructive tourism system and provide benefits for tourists, destinations and various other related parties.

d. Tourism System Model
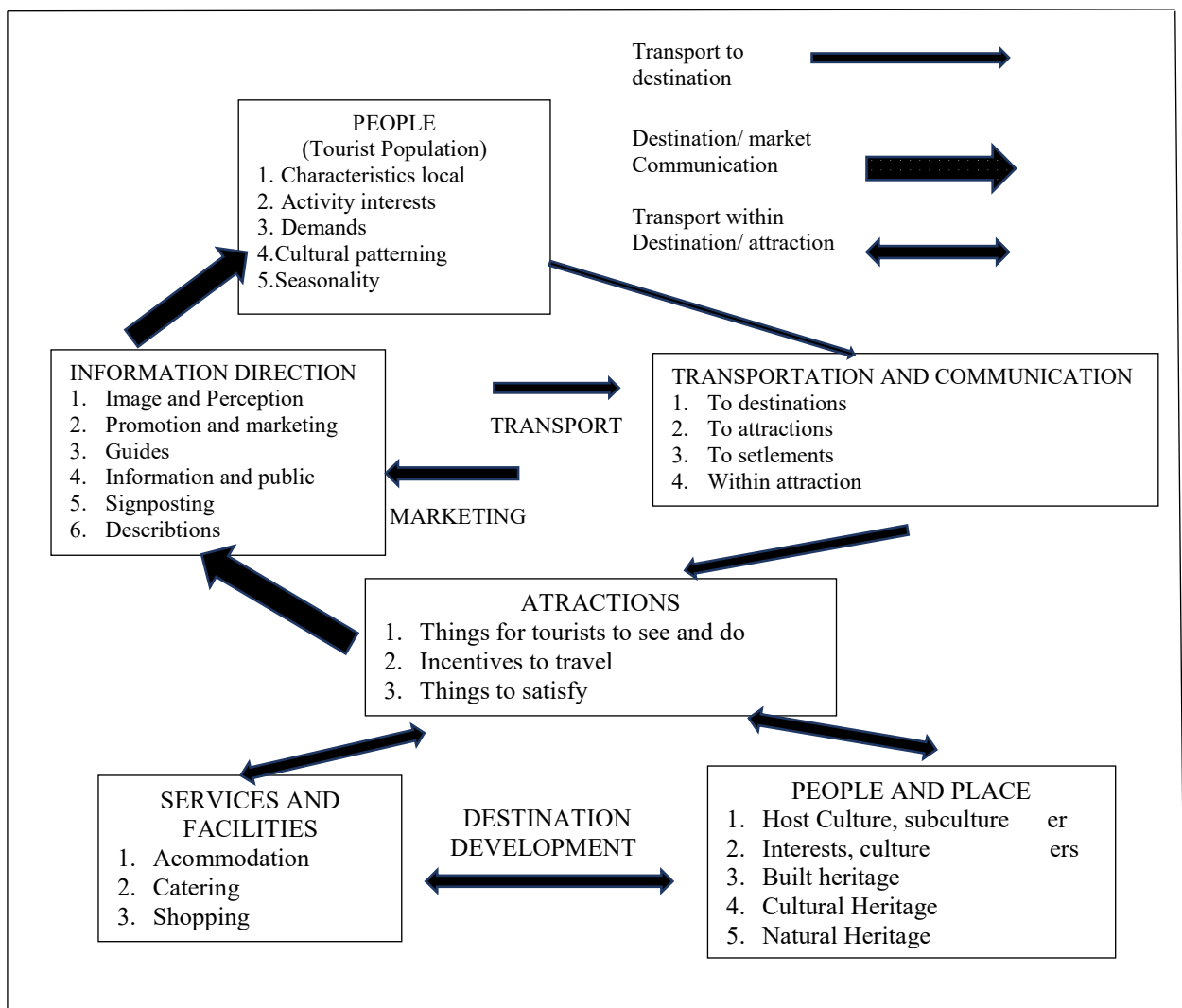
Figure 2.5.
Tourism System Model

Travis (2000) in Flognfeldt (2005) developed a model of the Leiper and Mill and Morisson tourism systems that started activities from:

1) Weighed marketing

   a) Information about tourist destinations, such as images, perceptions, promotions, travel guides, publications and travel direction of a tourist destination,

   b) People/ tourists, including the suitability of location characteristics with tourists, interest in activities, cultural patterns, ongoing demands and seasonals/trends.

2) Transfer/transportation in the form of transportation and communication activities to the destination, to the attractions, to the completion of the trip and during the attraction

3) Destination, including:

   a) Attractions, include everything that is offered to tourists to see and to do, travel incentives and something to satisfy tourists.

   b) Local residents and places include culture and sub-culture in the destination, cultural attractiveness and development, cultural heritage, and natural culture,

   c) Services and facilities include accommodation, food and shopping in tourism destinations.

e. Global Tourism System Model

   Cornelissen argues that global tourism requires a specific market, based on the exchange between tourism producers and consumers. This model consists of 4 (four) elements, namely:

1) From the tourism consumer side, it consists of social groups with socioeconomic and socio-cultural characteristics, interests, needs, desires and certain perceptions of tourists that are influenced by geographical, psychographic, economic, and social factors.

2) From the producer side which consists of tourism business producers who interact, innovate and compete.

3) From the product side which is the result of producers' business consisting of tourist attractions, accommodation, transportation in tourism destinations.

4) Furthermore, the linkages between producers are monitored and regulated by the institutions that govern the development/operation of tourism, the regulatory institutions component as a control component such as tourism associations and the government.
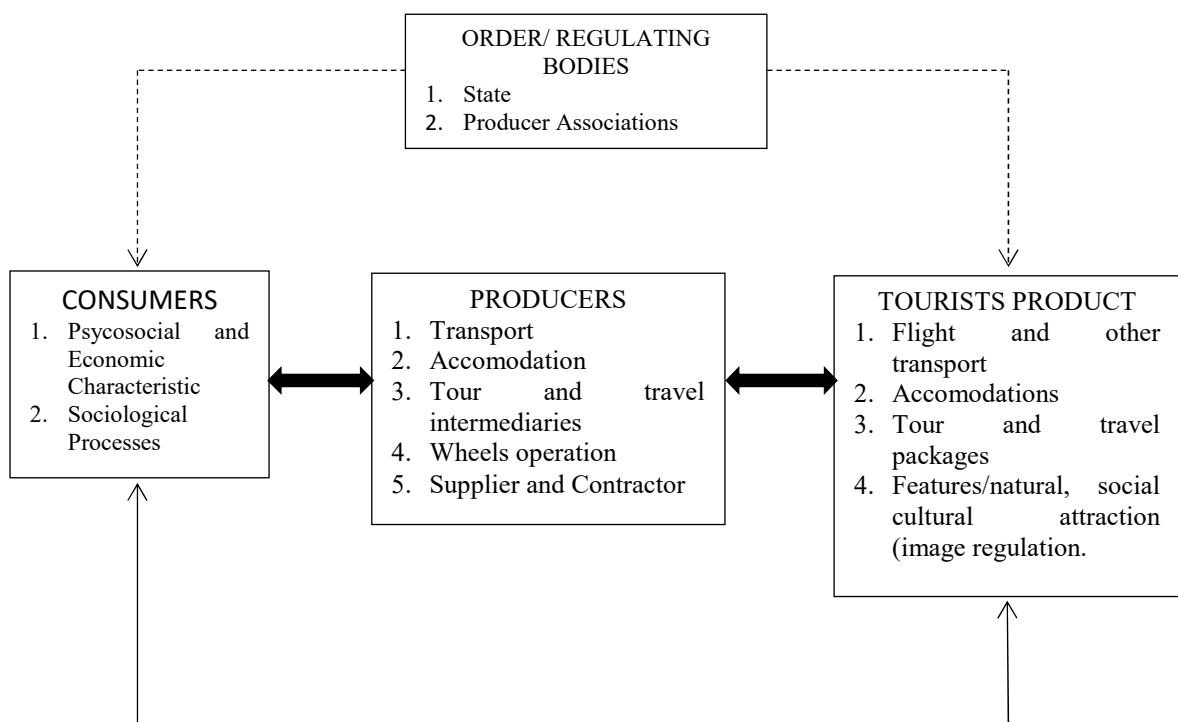
Figure 2.6

The Global Tourism System Model

Cornelissen (2005) developed a tourism system model called The Global Tourism System which argues that global tourism requires a specific market based on the exchange between tourism producers and consumers. This model consists of four elements:

1) The tourism consumer side, the exchange between producers and consumers consists of social groups with characteristics of socioeconomic and socio-cultural, interests, needs, desires and certain perceptions of tourists which are influenced by geographical, psychographic, economic and social factors.

2) The producer side consists of tourism business producers who interact, innovate and compete.

3) The product side which is the result of the producers' business consisting of tourist attractions, accommodation, transportation in tourism destinations.

4) Furthermore, the relationship among producers are monitored and managed by the institutions that regulate and manage the development and operation of tourism, managing institutions component as control component are namely tourism association and the government.

f. Full Engangement Tourism System Model
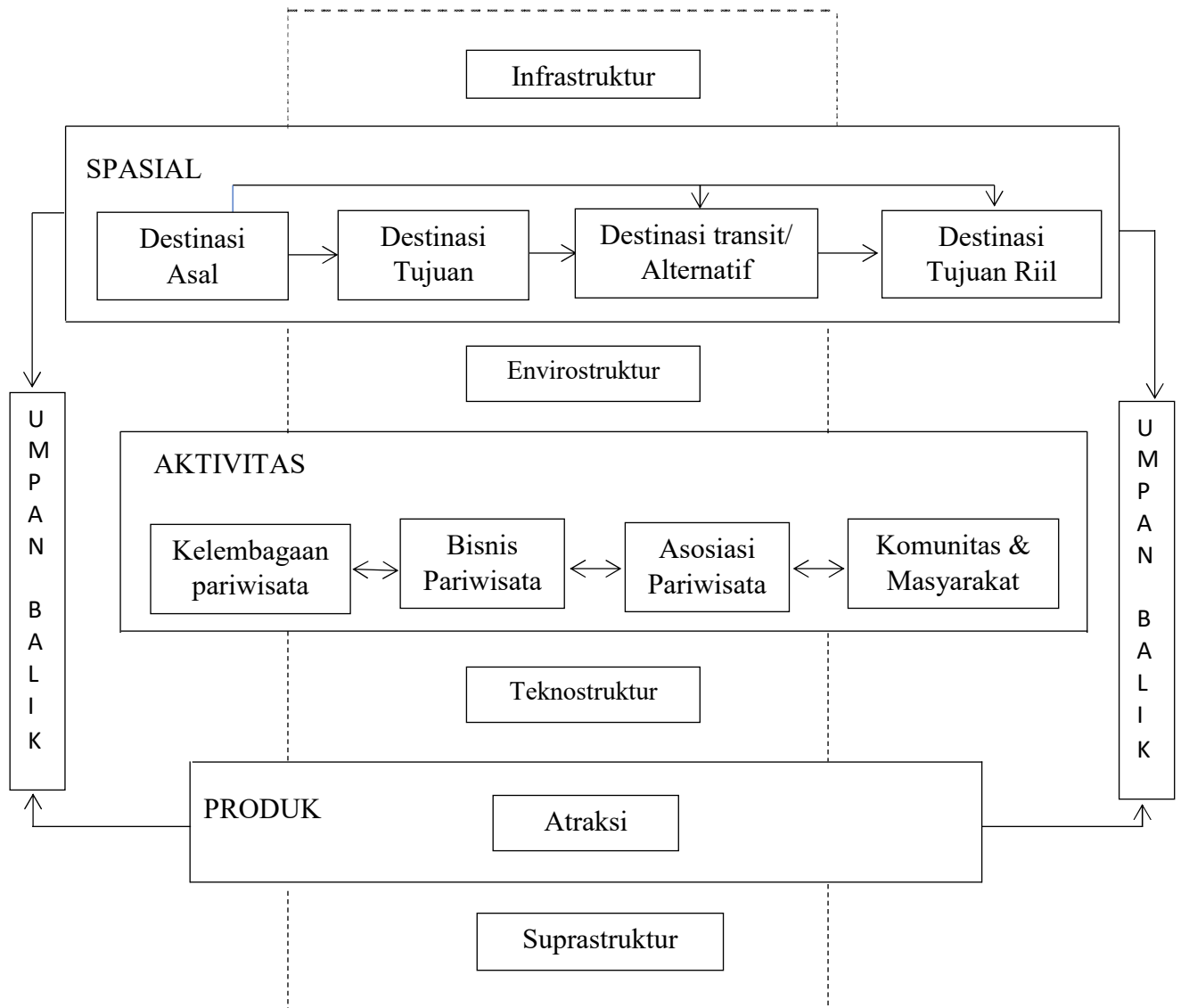
Figure 2.7.

Model *Full Engangement Tourism System*

The Full Engangement Tourism System model is based on a literature system with the supply and demand approach as well as technological and internet developments which are considered to have driven elements and pathways in a business system significantly, including the tourism system. Aniesa (2018) argues that tourism consists of 3 (three) main elements, namely:

1) Spatial, including:

   a) Tourists' destination of origin

   b) Virtual destination, if it uses to-date tech such as VR, AR, and Mixed Reality.

   c) Transit or alternative destination, this destination is reachable if the destinations are close and does not have alternative destiantion that needs to be visited.

   d) Tourism destination

2) Activities, consisting of:

   a) Tourism institution such as international, central government, or regional government

   b) Tourism business such as object business and tourism attractiveness, accommodation, transportation, restaurant, recreation and entertainment business, and other supporting business.

   c) Tourism association and also professionals, academicians, tourism experts.

   d) Community and society as a group in respective tourism destinations

3) Products with attractions as the main attraction of tourism can be natural beauty, facilities, images, experiences, interesting ideas contained in a tourist attraction.

   These three elements involve and require infrastructure, envirostructure, technology and superstructure that can further encourage tourist intentions to visit a destination, decide to travel and feel comfortable, safe and satisfied before, during and when arriving at a tourist destination so that tourists are ultimately expected can provide good feedback to related destinations in the form of good memories that continue to be remembered, pleasant experiences, perceptions and images, positive word of mouth or even a return visit.

C. Basic Principles of Tourism Management

As mentioned at the outset that tourism management requires commitment among components: government, community, society, industry, transportation, hotels and so on. As the holder of control of a country, of course the government has a strategic role in this management. 8 government tasks in tourism management are as follows (Cooper and Hall, 2008):

1) Coordination, means the coordination among government organizations so that there is no duplication in the use of resources for tourism.

2) Planning, preparing tourism decisions in the future, especially with respect to integrated planning in the economic, social, environmental, regional, urban, land use, and employment sectors.

3) Regulation, regulating the components of tourism in accordance with needs. The regulations are divided into regulatory policies, which provide "upper limits"; self-regulation that is making the actors make rules independently to control their "behavior"; distributive policy, i.e. sharing benefits to various groups; and redistributive policy, that is, transferring distribution allocations from one group to another.

4) Entrepreneurship, the government encourages the growth of new tourism attractions, if necessary, developing and managing new attractions.

5) Stimulation, providing support for fiscal and monetary stimulation for the development of tourism businesses.

6) Promotion, collecting certain levies from tourism businesses and tourists to be used as an international promotion fee on tourism excellence in the country.

7) Social tourism, providing subsidies for trips for the less fortunate citizens to travel in the form of holding a holiday camp for the less fortunate.

8) Accommodate public ideas, in the form of protecting the interests of local communities against tourist instructions, for example in the form of cultural and natural conservation, in the form of permits to hold certain restrictions on tourists, especially those that disturb the balance of culture and nature.

Modern tourism destinations are very complex and very capitalistic, thus the management of modern tourism must use accurate and measurable business management. In modern tourism management all matters of tourism must be mapped based on the type of business that can be managed well, so that management is good and good connectivity can be built among the types of tourism businesses. Currently all the complexities of tourism can be grouped by important components and elements (Bungin, 2017).

The role of public understanding and awareness of tourism is very influential on the condition and quality of destinations that are sold to tourists. Low or high understanding can even shape the conscious behavior of tourism that the community has. The government also plays a major role in tourism development through infrastructure policies and regulations that are published.

Public understanding of tourism is generally divided into two groups, namely, **first**, people who do not know about the substance of the meaning of tourism, that is, they are composed of ordinary people, usually looking at tourism as part of recreation, sightseeing, leisure and the like. This group is a consumptive, apathetic, and even destructive group. **Second**, are groups that actually understand the meaning of tourism, they consist of 3 (three) more groups namely:

a) intelligent tourism consumer group, they consist of domestic tourists and international tourists. They are a group of consumers, but critical of tourism, both domestically and abroad,

b) groups that are exploring and exploiting destinations for business matters

c) activist groups, namely groups that know the meaning of tourism, then provide guidance to destinations, human resources and traditional institutions to strengthen the substance of the community as a destination advantage in a sustainable manner.

The people who do not know about the substance of the meaning of tourism, of course their numbers are very large and although sometimes it is destructive to tourism (due to ignorance), but they are a potential domestic tourism potential. They sometimes do not know the destination brand, but see it as a travel accessory in the destination. For intelligent groups, those who come from domestic are certainly a small number, but those who come from international, their numbers are very much. Their main character is to always use online media for tourism needs. As for activist groups who understand the meaning of tourism and understand destination brands, they are smaller in number, but they are a strategic group that can determine the future of tourism (Bungin, 2017).
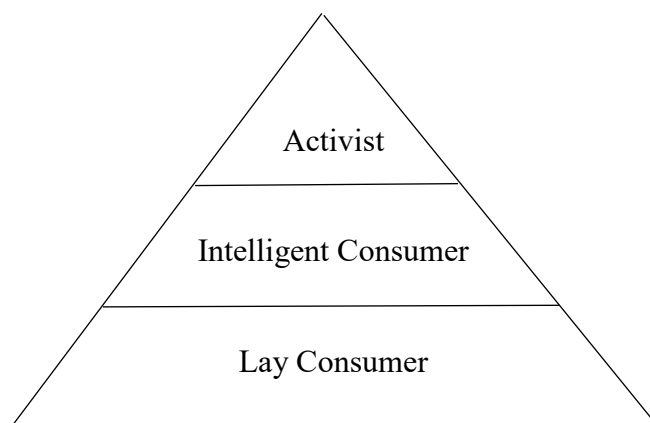
Figure. 2.8.
Pyramid of Tourism Understanding Groups

Table 2.1.
Tourism Important Components and Elements

	TOURISM COMPONENT			
	MARKETING	ACCESSBILITY	DESTINATION	TOURISM RESOURCES AND INSTITUTIONS
T O U R I S M E L E M E N T S	Information Service	Transportation	Tourism attraction; view, culture, tradition, religion, etc.	Tourism Consultant
	Information instrument	Air, sea, land, train, bus, private owned car vehicle	Tourism area: eco-tourism, sport tourism. Shopping tourism, religious tourism, culinary tourism, arts tourism, beach tourism	Availability of tourism experts and scientists
	Information methods	Travel agent	Hospitality (hygiene, hospitality, comfort, security)	Availability of skilled tourism human resources: hotels, guides, culinary, arts, industry, etc.
	Tourism informations agent	Transportation accessbility	Hotel, motel, *guest house,* rumah rakyat.	Public regulations and policies that positively affecting tourism
	Government commitment towards tourism	Map	Attraction; entertainment and recreation	Society's openness towards tourists
		Sanitation facility in airports, seaports, and terminals	MICE Venue	Availability of toursim information sources
		Facilities in land transportation rest areas	Water toursim: waterfalls, seas	Support by local indigenous institution and public figure towards tourism
			Spa-relaxation tourism	Tourism staffs
			local tourism travel agent	Regulation and policies of international politics that affecting tourism
			Culinary	
			Souvenirs, and creative industry	
			Equipments rentals for diving, fishing, biking, sports, climbing, mountaineering, etc.	

Sumber: Bungin, 2017

D. Tourims Policy Control Mechanism

Tourism development in developing countries requires policies that are able to balance national interests with global trends; between the growth of tourism with the sustainability of resources and the potential of the nation's tourism, which includes the mastery of the nation's tourism wealth economically, physically, socially and culturally. The idea to build tourism is good because Indonesia is already great, but it's still far from the achievements that can be achieved - as we can see in the top 10 best countries in tourism field.

Related to the attracting factors of tourists, there are two destinations that can be distinguished. First, destinations that require destination branding. This kind of destination is a new destination with a variety of tourism attractions marketed to attract tourists. Second, destinations that are constructed by the community. Such destinations are destinations that are created due to certain attractions within the destination. The appeal is needed by the world community because it is written in the scriptures of a religion, the presence of folklore stories in the world community and so on.

The characteristics of the first tourism destinations, many are owned by various countries in the world, so that competition between the destination countries is increasingly stringent and requires action to sell special destination products through an integrated marketing strategy and directed, among which is to construct a strong destination brand. Examples of destinations like this are often found in various countries in the world such as China with the Great Wall of China, France with the Eiffel Tower, the United States with Las Vegas, India with the Taj Mahal, Burma with Angkor Wat, Indonesia with Bali, Borobudur and Komodo, Malaysia with The Twin Towers and so on.

The second destination characteristics, constructed by the community. Destinations like this are created because of the existence of special tourism objects in them, while the destination itself as a whole has no appeal. Examples of destinations like this are Mecca and Medina. Every time millions of Muslims all over the world come in Mecca and Medina because in Mecca there is the Ka'bah while in Medina there is the Nabawi Mosque and the Prophet Muhammad's tomb. In addition, the City of Mecca and Medina kept the history of the struggle of the Prophet Muhammad PBUH so that these two cities became the Haram Land which was spiritually believed by Muslims to have a "*barokah*" (blessing) value to the Muslims who visited them. Muslims also believe that everyone who performs congregational prayers at the Grand Mosque will get a grace of 100,000 times as much as the congregational prayers at other mosques. Likewise in the Prophet's Mosque, everyone who performs congregational prayers will be rewarded 10,000 times as he does congregational prayers in other mosques. In addition to such spiritual beliefs, there are also various versions of other spiritual values that can be obtained by Muslims around these two cities. So this spiritual value is an extraordinary attraction for these two cities.

Almost the same spiritual value is believed by Muslims, Christians and Jews towards the City of Jerusalem. This city is a holy city of three religions. Muslims believe this city as the third holy city besides Mecca and Medina, especially because there is the Al-Aqsa Mosque. Christians also believe that Jerusalem with the Wailing Wall is the birthplace of Jesus, Jesus the Messiah. The Jews consider Jerusalem as the city of the inheritance of the prophets Abraham, David, and Moses. Likewise the City of Rome, the center of Catholics, because in the Vatican where the Pope is located, the Catholic leaders of the world are enthroned, so

visiting Rome and the Vatican is a tour that is full of spiritual values for Catholics (Bungin, 2017).

E. Tourism Impact

1. **Tourism and economics**

   To understand impact of tourism towards national economy, it uses 5 formulas namely: (Cooper, et al. 1988 in Nugroho, 2018)

   a. Direct impact

   The direct impact in the economic field is the economic effect that occurs directly as a result of tourism activities. Cooper called it a "front-line tourist establishment", which is:

   1) Transactions for transportation from the tourists' origin to the tourist destination, and return.

   2) Transactions for tourism accommodation.

   3) Transactions for attraction in tourism destination

   4) Transactions for consumption in tourism destination

   5) Transactions for transportation in tourism destination.

   b. Indirect impact

   The concept of "trickle down effect", tourism has an indirect economic influence, namely various economic transactions that occur when tourists are at tourist sites, in the form of goods and services transactions. These impacts include:

   1) Transactions for souvenir purchases.

   2) Transactions for tourism services, including culinary, spa, massage, meditation, toilet etc.

3) Transactions for the purchase of tourist support devices on trips, including telecommunications or gadget devices, telephone and internet networks, financial institutions, money changers, etc..

c. Induced impact

Induced impact is impact occuring among those transactions, namely:

1) Payments received by staff in tourism sectors and its supports

2) Comission and interests occuring due to economic transaction

d. Advanced impact

Advanced impact is the impact experienced because there is a totality of economic transactions that occur in a tourist destination. Advanced impact are as follows:

1) Transactions with areas of food and beverages supplier

2) Transactions with areas of human resources supplier.

3) Transactions with tourism supporting industries, namely automotives, banking, garment, etc.

e. Negative impact

The negative impact of tourism are:

1) Outbound Tourism

Outbound tourism is a tourism activity where a person travels abroad, with the consequence arising foreign exchange expenditure from a country that its citizens spend at the destination. The longer the tourism activity, the greater the foreign exchange expenditure of the country, through consumption and other economic transactions.

2) Lost Transaction

Lost Transaction is tourism transactions carried out by foreign tourists (tourists), but does not enter the foreign exchange income of the foreign recipient countries. For example, a Dutch tourist, flying a KLM plane, means that he is conducting a transaction with KLM, a Dutch airline company.

3) Leakage Economic

Leakage Economic or transactions made by foreign tourists in tourism destinations that require products or services that are taken / imported from abroad. For example, tourists from the Netherlands or from Switzerland who consume Perrier bottled drinking water. Or tourists from Australia to buy Samsung brand mobile phones manufactured in Vietnam. Foreign tourists or domestic tourists who stay at Accor hotel chains directly pay management fees to Accor international management. Transactions for airline ticket or hotel purchases through Agoda. This site is one of the fastest growing online travel booking platforms in the world. The company, founded in 2005, is growing rapidly in Asia and was taken over by the world's largest online booking provider, Booking Holding Inc. in 2007, and is headquartered in Singapore. Or foreign tourists who while shopping in Lazada Indonesia, Lazada Indonesia is an online shopping site that offers various types of products, ranging from electronics, books, children's toys and baby equipment, medical devices and beauty products, household appliances, and traveling equipment and Sports. Lazada Indonesia was established in 2012 and is part of the Lazada Group which operates in Southeast Asia. Until 2014, Lazada Group has operated in Singapore, Malaysia, Indonesia, Vietnam, Thailand and the Philippines with Singapore as the location of their headquarters. Lazada Group itself is a

subsidiary of the German internet company called Rocket Internet, an online incubator company that has successfully created innovative online companies in various parts of the world, headquartered in Berlin, Germany. In Kuta Bali, souvenir vendors sell souvenirs from China, so souvenir transactions in Bali flow money to China. Even in the case of micro economic leakage, which sometimes does not need to be counted, foreign tourists or tourists make transactions with Garuda Indonesia, then some of the profits from total transaction results also flow to non-Indonesian shareholders.

4) Displacement Effect

Displacement Effect or also recognized as opportunity cost, is a policy that shifts development priorities for certain sectors, for example the construction of irrigation channels, is transferred to infrastructure investments that support tourism, for example toll roads to tourist destinations, airports, and so on.

2. Tourism and the existence of original culture

In the study of cultural tourism, the concept developed is to provide personal inner entertainment for the happiness of tourists. The size of the cultural life of tourism more emphasizes the economic value, business, modernization, and rationality. The development of tourism, such as in Bali, for example, gradually experienced social, economic and political dynamics. At first the attractions of dance and pure art were displayed in front of tourists as a reflection of Balinese customs and culture. Tourists were invited to understand the life and rituals carried out by the community in the traditional village. Its manifestations are dance attractions performed in front of tourists in the tour package activities of tourist visits to Bali.

Gradually these attractions are packaged as if they have value, meaning and function in every movement and every type of dance displayed. Whereas the values, meanings and functions are *taksu* in a dance event carried out by a customary village to a phenomenon or sign of an event or momentum, a customary event of Balinese history. Duplications of dance attractions are presented on the basis of fulfilling the needs. This is the other side which is the impact of the tourism industry, at the beginning, tourists deliberately present adjusting to the schedule of the ceremony, along and in line with its development, not tourists who adjust the schedule but dance attractions ultimately adjust to the schedule of tourist visits. However, not all dances can be commercialized by tourism actors. Because there are some dances in Bali that are very sacred and should not be performed indiscriminately regarding its space and time. In some other tourism locations there are also phenomena like this.

Cultural tourism continues to grow and is not only seen as a signification of diversity. The process of cultural tourism is large and results in a domino effect in various fields, of course providing dispossible income (economic activity), especially for the host community (host). The presence of "foreigners" has had an impact on meeting the needs that must be paid (accommodation, amenities, transportation, facilities, and other services), including the willingness to pay for the desired attractions. If previously various ceremonies / rituals and craft products were only used for their own circles with special meanings and functions, then the presence of tourists has added another value to the products and cultural attractiveness. The presence of tourists at ceremonies / rituals that are carried out as a form of expression and gratitude, such as harvest celebrations, birth parties, marriages, or deaths, has opened opportunities for the management (tourism service providers: government,

tour operators, etc.) and the local community towards utilizing the benefits. What was originally private for the society turns public, sacred turns into secular.

3. **Tourism and social development**

Influence of tourism towards cultural-social may give positive and negative contribution. The positive contribution are:

a. Society's knowledge are increasing since there are informations carried by tourists

b. People are increasingly aware of their cultural asset namely music, dance, language which are the part of tourism

c. Tourism can promote the wisdom and grandeur of the local wisdom values to a wide audience. So that tourists can tell stories when they have returned to their places of origin to their colleagues. Tourism creates the value of peace through cross-cultural interactions between art practitioners and art connoisseurs, tourists. Unconsciously the social status of the community will be elevated in its position within the social order because of the existence of information values, economic values, cultural values and human values.

On the other hand the tourism industry in addition to bringing positive things also provides things that are detrimental in the order of people's lives, including:

a. Commercialization of culture, is the servitude of economic values or capitalism to the material by selling and displaying dances, other art performances on a massive scale and does not consider aesthetic values and the appropriate placement of space and time.

b. The risk of cross-cultural transformation exerts the effects of outside cultures or westernization on indigenous or communal communities. Potentials that are quite massive and morally damaging are gambling, alcoholism, prostitution, crime, and thuggery. The tourism industry, on the other hand, provides an increase and

stability in the social fabric, on the other hand there is a problem of inequality between individuals and even groups within the tourism community. These disparities and inequalities give a sense of jealousy, and ultimately their powerlessness in the competition for the values of their tourism industry makes them lazy and hopeless.

c. The apparent degradation is not just a matter of morale. However, in daily life the Balinese people begin to leave manners to their fellow humans. This phenomenon is often found by young people who rarely use subtle Balinese language to the older or their parents. Everyday attitudes tend to be indifferent to others and their social conditions. The digital age with easy access to information and social media through gadgets makes it an anti-social generation.

d. Personal attitudes and behaviors go together as a result of streams of modernization and westernization of inflows from outside cultures without a strong filtering by tourism actors especially young people resulting in changes in politeness, speech ethics, ways of dressing, which do not reflect customs and values Balinese local wisdom. Social media discussion forums and media portals are often found harsh words easily said by young people in social media comments and posts and sometimes leads to racism issues (Suartha and Sudartha, 2016).

CHAPTER III

METHODOLOGY

This research is based on data gathered using a qualitative and quantitative research methodology (mix method research). Qualitative approach to understand the change processes of entrepreneur especially in tourism industry in Indonesia (Central Java/ Pekalongan, Yogyakarta, and Bali), when they seek the hospitality industry solving as well as consumer needs. The primary data was collected via semi-constructed interviews with owner of gallery, Moslem restaurant, Sharia hotels, and Moslem travel agency, while we are doing the observation and documentation. We also used an in-depth literature review of relevant international academic journal of hospitality industry research, spirituality, and tourism as secondary data and the industry reports to accomplish the exploratory research.

As for the quantitative method, this study uses a questionnaire technique that will be distributed to respondents, namely tourists visiting the tourism destinations of the three cities (Pekalongan, Yogyakarta and Bali). This questionnaire was created to explore data on factors attracting domestic and foreign tourists. Furthermore, from each factor (driving, attracting and Islamic attributes) will be determined which of these factors that most strongly influence the motivation of tourists and vice versa, will also be determined, which factors that are less affecting tourists. From the analysis of the two methods it is expected to provide evaluation and recommendations to local governments to improve the factors that are considered to have less contribution to support the tourism industry in Indonesia.

Data collection techniques in this study were carried out by distributing questionnaires and conducting interviews that used to obtain primary data and literature studies used to obtain secondary data. The explanation of the two techniques is as follows:

A. Population and Sampling

Considering that the number of population that is not possible to be determined, then the determination of the number of samples to be used in this study is using the following formula (Rao, Purba, 1996):

$$n = \frac{Z^2}{4 \, (moe)^2}$$

Description ;

n = number of sample

$$n = \frac{1,96^2}{4 \, (0,1)^2}$$

Z = confidence interval required in the research

at a = 5%, Z = 1,96

n = 96,04

moe = margin of error (maximum tollerated error of 10%)

So based on the formula, a sample of 96.04 people can be drawn from the population, but because there is an element of rounding and to simplify the calculation, the researcher took samples of 100 respondents in the City of Pekalongan (Central Java), Yogyakarta (Special Region of Jogjakarta), and Bali, respectively.

The sampling technique in this study uses a nonprobability sampling method with a purposive sampling technique that is a method of determining samples with certain criteria. The sample selection criteria in this study are:

1. Tourists visiting Pekalongan City (Central Java), Yogyakarta (Special Region of Jogjakarta), and Bali.

2. Tourists coming from outside of Pekalongan City (Central Java), Yogyakarta (Special Region of Jogjakarta), and Bali.

3. Willing to be a respondent.

B. Questionnaire

This technique is a form of data collection tools in the form of questions. Hopefully by spreading the question list to each respondent, researchers can collect data that is relevant to the research objectives and has a high degree of reliability and validity (Muhammad, 2008).

The questionnaire used in this study is a Likert scale questionnaire. By using Likert scale, it is expected that the researcher can find out the levels of the actual opinion of the respondents and having the possibility to assess the items in a more precise way. In likert scale, every answer is weighted, as follows:

1) Very agree: 5

2) Agree: 4

3) Neutral: 3

4) Disagree: 2

5) Very disagree: 1

Table 3.1.
Variable Operational Definition

Variable	Sub Variable	Indicator	Measuring scale	Item no.
Driving Factor (X1)	One of the motivational factors or needs that arise due to imbalance or tension in the motivation system, as a factor that motivates or makes the desire to travel. (Alghamdi 2007: 46).			
	Escape ($X1_1$)	Desire to escape from work environment or daily routiinity.	Likert	1
	Relaxation ($X1_2$)	Desire to have a relaxation.	Likert	2
	Play ($X1_3$)	Desire to feel joy.	Likert	3

	Strengthening family bonds (X1_4)	Desire to strengthen familial bond	Likert	4
	Prestige (X1_5)	To show prestige, or social status.	Likert	5
	Social Interaction (X1_6)	To have social interactions with others.	Likert	6
	Romance (X1_7)	To meet the loved ones	Likert	7
	Educational Opportunity (X1_8)	Desire to see interesting education facility.	Likert	8
	Spiritual Needs (X1_9)	A mean to get close with the deity	Likert	9
	Wish Fulfilment (X1_10)	Desire to realize long-wanted desires	Likert	10
	Visit New Places (X1_11)	Visit new places.	Likert	11
	Improve health (X1_12)	Desire to improve health.	Likert	12
	Take challenge, experience, and adventure (X1_13)	Desire to take challenge, experience, and adventure.	Likert	13
	Exercise Physically (X1_14)	Desire to have sports or physical training.	Likert	14
	Visit family and friends (X1_15)	Desire to visit families and friends..	Likert	15
	Seek intellectual eurichment (X1_16)	Desire to improve knowledge.	Likert	16
Attracting Factor	The attracting factor is defined as something that can help to stimulate a tourism product by attracting consumers to a particular destination. Giva Pavule (2006: 27).			

(X2)	Safety of destination ($X2_1$)	Tourist's safety guarantee.	Likert	1
	Location of accomodation ($X2_2$)	Things provided to accomodate tourists.	Likert	2
	Natural Attraction ($X2_3$)	The Presence of Natural attraction.	Likert	3
	Islamic City ($X2_4$)	The presence of worshipping facilities, especially for muslims.	Likert	4
	Food and beverage ($X2_5$)	Availability of specific food and beverages.	Likert	5
	Historical attraction ($X2_6$)	The existence of historical buildings/old town	Likert	6
	Cultural attraction ($X2_7$)	The presence of local cultural attraction	Likert	7
	Local transportation ($X2_8$)	The availability of local transportation towards the tourism destination	Likert	8
	Medical facilities ($X2_9$)	The availability of health/medical facilities	Likert	9
	Infrastructure ($X2_{10}$)	Availability of representative infrastructure	Likert	10
	Tour and Travel agents ($X2_{11}$)	Availability of tour packages provided by tour agents.	Likert	11
	Image ($X2_{12}$)	Locals' attitude towards tourists	Likert	12
	Special events ($X2_{13}$)	Availability of cultural festivals or such kind of events	Likert	13
	Leisure activities ($X2_{14}$)	The availability of leisure activities.	Likert	14
	Natural environment ($X2_{15}$)	The availability of natural environment.	Likert	15
	Travel information system ($X2_{16}$)	The availability of tourist information center.	Likert	16
Islamic Attribute	Possibility of Muslim tourists to travel safely and comfortably in accordance with Islamic sharia (Battor 2010).			

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(X3)	Worshipping Place (X3_1)	Availability of worshipping place	Likert	1
	Halal Food (X3_2)	Availability of halal food	Likert	2
	Free alcohol drinks (X3_3)	Prohibition of alcoholic beverages	Likert	3
	Free gambling (X3_4)	Prohibition of gambling activities	Likert	4
	Sholat reminder (X3_5)	Availability of sholat time reminder for tourists	Likert	5
	Al-Qur'an availability (X3_6)	Availability of the holy Al-Qur'an	Likert	6
	Prostitution prohibition (X3_7)	Prohibition of prostitution	Likert	7
	Sharia-Compliance Clothes (X3_8)	Availability of instructions for wearing Sharia clothes/*aurat* covering	Likert	8
	Pornography prohibition (X3_9)	Prohibition of pornography	Likert	9
	Clean/pure water availability (X3_10)	Availability of clean/pure water	Likert	10
	Khalwat Prohibition (X3_11)	Prohiibition of *Khalwat* activities	Likert	11

C. Hypotesis

Hypothesis 1

Driving Factors are affecting Visit Loyalty

Hypothesis 2

Attracting Motivations are affecting Visit Loyalty

Hypothesis 3

Islamic Attributes Motivations are affecting Visit Loyalty

Hypothesis 4

Driving Factors are indirectly affecting Visit Loyalty (through Visit Satisfaction).

Hypothesis 5

Attracting Factors are indirectly affecting Visit Loyalty (through Visit Satisfaction).

Hypothesis 6

Islamic Attribute Factors are indirectly affecting Visit Loyalty (through Visit Satisfaction).

D. Interview

The following technique is conducting interviews with visitors or tourists in several tourist locations in each city (Pekalongan, Yogyakarta and Bali). This interview conducted by asking open-ended questions to both domestic and foreign visitors, with the aim of obtaining data on their motivation, experience and knowledge about the tourist attractions they visited. The purpose of this interview is to explore the wishes of the informants regarding tourism management in Indonesia so that it can become a recommendation for the government.

E. Observation

This study relies on observations on tourism management in Indonesia, represented by 3 provincial regions (Central Java, Yogyakarta and Bali). This observation is specifically aimed at facilities, completeness of information, and the uniqueness of attractions. This observation is very useful for this research to provide an overview of management and the problems faced.

F. Literature Study

Literature study is an activity of collecting data and information from various sources, such as books containing various kinds of theoretical studies that are needed by the researcher, magazines, manuscripts, historical stories, and documents. This includes recording news from radio, television and other electronic media.

The literature study method in this study is used as a supporting method to obtain data on a general description of tourism in Pekalongan, Yogyakarta and Bali, as well as the condition of tourist attractions in the three destinations, and other data related to the object of research study.

G. Validity Test

Validity test is conducted to find out whether the results of questions on the questionnaire submitted by the respondent can explain the variations of values in each research variable. According to Sugiyono (2010) the question instrument is considered valid when the Pearson correlation is greater than the r-table value.

H. Reliability Test

The reliability test used to prove that if the research was examined using the same variables and the same indicators, it would produce the same data. A variable must be reliable because if it is not, the data cannot be continued to test the hypothesis to be tested. But if it is reliable, it can test the research hypothesis, then a variable can be said to be reliable is if the Cronbach Alpha value > 0.60.

I. Linear Regression Analysis of Driving Motivation (X1), Attracting Motivation (X2), Islamic Attribute (X3),Visit Satisfaction (Z) and Visit Loyalty (Y)

a) Data Normality Test

Normality Test aims to test whether in the regression model, bound variable and independent variable have normal distribution or not. A good regression model is to have a normal or near normal data distribution. There are two way to find out whether the data distribution is normal or not, namely by graphical analysis and statistical analysis. Graph analysis used is to look at histogram graphs that compare observational data with distributions that approach the normal distribution. The normal distribution will form a diagonal straight line and the ploting of residual data will be compared with the diagonal line. If the residual data distribution is normal, then the line that describes the actual data will follow the diagonal line. The researcher used Kolmogorov Smirnov test.

b) Multicolinearity Test

Ghozali (2001: 106) explained the multicollinearity test aims to test whether in the regression model found a correlation between independent variables. A good regression models should not occur correlation between independent variables. Model of regression which is free of multicollinearity has a tolerance value above 0.10 and VIF values below 10.

c) Heteroscedasticity Test

Ghozali (2001: 139) explained that the heteroscedasticity test aims to test whether in the regression model there is an unequal variance from the residuals of one observation to another. If the residual variance from one observation to another observation does not change, then it is called homocedasticity and if different is

called heteroscedasticity. There are two ways to find out whether there is heteroscedasticity in a multiple linear regression model. The first way is to look at a scatterplot chart. If the points do not form a certain pattern and spread above and below the zero on the Y axis, then there is no heteroscedasticity. The second way to use statistical testing is the Glejser test.

J. Hypothesis Test

To analyze the collected data, hypotheses are tested using multiple linear regression analysis technique.

a) T test

Ghozali (2001: 98) revealed, t test basically shows how far the influence of one independent variable individually on the dependent variable..

b) F test

F test aims to see the simultaneous effect of independent variables on dependent variable.

c) Determination Coefficient Test

The coefficient of determination test aims to see how much the ability of variables of organizational communication climate, organizational culture, and leadership style in explaining employee performance variables.

K. Analysis of X's influence on Y

a) Driving Motivation X_1) on Visit Satisfaction (Z).

Tests used in this study are cross tabulation analysis, correlation coefficient test, determination coefficient test, simple linear regression test and significance test.

The testing was carried out using the asistance of SPSS for Windows version 23 computer program.

b) Attracting Motivation Influence Analysis (X$_2$) on Visit Satisfaction (Z).

Tests used in this study were cross tabulation analysis, correlation coefficient test, determination coefficient test, simple linear regression test, and significance test. The testing was carried out using SPSS for Windows version 23.

c) Islamic Attribute Influence Analysis (X3) on Visit Satisfaction(Z)

Tests used in this study were cross tabulation analysis, correlation coefficient test, determination coefficient test, simple linear regression test, and significance test. The testing was carried out using SPSS for Windows version 23

d) Regression Test of Driving Factor, Attracting Motivation and Islamic Attribute on Visit Satisfaction.

Regression is an analysis that is used to find out how much influence and direction of the relationship among variables on driving motivation variable, attracting motivation variable and Islamic attribute variable with visit satisfaction variable. The results of testing this regression produce similarities between driving motivation variable (X1), attracting motivation (X2) and Islamic attributes (X3) and visit satisfaction variable (Z)

L. Analysis of Visit Satifaction (Z) on Visit Loyalty (Y).

The test used in this study were cross tabulation analysis, correlation coefficient test, determination coefficient test, simple linear regression test, and significance test. The testing was carried out using SPSS for Windows version 32.

M. Influence Analysis of Driving Motivation (X1), Attracting Motivation (X2), and Islamic Attribute (X3) on Visit Satisfaction (Z).

The tests used in this study are multiple correlation coefficient test, determination coefficient test, multiple linear regression test, and F test. The tests were carried out using the assistance of SPSS For Windows version 32 computer program.

N. Sobel Test Analysis

Sobel test analysis of service quality variables (X) on visitor satisfaction variables (Z) through visitor loyalty (Y) and sobel test analysis of rate variable (X) to visitor satisfaction variable (Z) through visitor loyalty (Y) used in this study is a sobel test. The test is conducted online through the following website address: http://quatpsy.org/sobel/sobel.htm.

CHAPTER IV

DATA ANALYSIS

A. Data Analysis Technique

Data Quality Test

Data quality in a hypothesis test will affect the results of the accuracy of the test, Fauzi's hypothesis (2014). In this study the quality of data generated from the use of instruments was evaluated with validity and reliability testing.

1. Validity Test

Validity Test is used to measure the validity of a questionnaire. A questionnaire is valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. This list of questions generally supports a certain group of variables. Validity test is done by comparing the value of sig (2-tailed) with alpha, then the statement is said to be valid if the value of sig (2-tailed) <alpha 0.05 (Imam Ghozali, 2013).

Table 4.1
Result of Driving Motivation Validity Test

No	Question	Sig (2-tailed)	Cathegory
1	Question 1	0,003	Valid
2	Question 2	0,000	Valid
3	Question 3	0,000	Valid
4	Question 4	0,000	Valid
5	Question 5	0,000	Valid
6	Question 6	0,000	Valid
7	Question 7	0,000	Valid
8	Question 8	0,000	Valid
9	Question 9	0,000	Valid
10	Question 10	0,000	Valid
11	Question 11	0,000	Valid
12	Question 12	0,000	Valid

No	Question	Sig (2-tailed)	Cathegory
13	Question 13	0,000	Valid
14	Question 14	0,000	Valid
15	Question 15	0,000	Valid
16	Question 16	0,000	Valid

Table 4.2
Result of Attracting Motivation Validity Test

No	Question	Sig (2-tailed)	Cathegory
1	Question 1	0,000	Valid
2	Question 2	0,000	Valid
3	Question 3	0,000	Valid
4	Question 4	0,000	Valid
5	Question 5	0,000	Valid
6	Question 6	0,000	Valid
7	Question 7	0,000	Valid
8	Question 8	0,000	Valid
9	Question 9	0,000	Valid
10	Question 10	0,000	Valid
11	Question 11	0,000	Valid
12	Question 12	0,000	Valid
13	Question 13	0,000	Valid
14	Question 14	0,000	Valid
15	Question 15	0,000	Valid
16	Question 16	0,000	Valid

Table 4.3
Result of Islamic Attribute Motivation Validity Test

No	Question	Sig (2-tailed)	Cathegory
1	Question 1	0,000	Valid
2	Question 2	0,000	Valid
3	Question 3	0,000	Valid
4	Question 4	0,000	Valid
5	Question 5	0,000	Valid
6	Question 6	0,000	Valid
7	Question 7	0,000	Valid
8	Question 8	0,000	Valid
9	Question 9	0,000	Valid
10	Question 10	0,000	Valid
11	Question 11	0,000	Valid

Table 4.4
Result of Visit Satisfaction Validity Test

No	Question	Sig (2-tailed)	Cathegory
1	Question 1	0,000	Valid
2	Question 2	0,000	Valid
3	Question 3	0,000	Valid
4	Question 4	0,000	Valid

Table 4.5
Result of Visit Loyalty Validity Test

No	Question	Sig (2-tailed)	Cathegory
1	Question 1	0,000	Valid
2	Question 2	0,000	Valid

2. Reliability Test

Reliability Tests are used for questionnaires which are indicators of variables. A questionnaire is reliable if a person's answer to a statement is consistent or stable from time to time. The reliability of the research instruments in this study was tested using the Cronbach's Alpha coefficient. If the alpha coefficient value is greater than 0.70, it can be concluded that the research is reliable (Imam Ghozali, 2013)..

Table 4.6
Reliability Test Result

Variable	Alpha	Cathegory
Driving Motivation	0,926	Reliable
Attracting Motivation	0,971	Reliable
Islamic Attribute Motivation	0,959	Reliable
Visitor Satisfaction	0,909	Reliable
Visitor Loyalty	0,946	Reliable

B. Classic Assumption Test

1. Normality Test

Normality test is taken to find out whether in the regression model the dependent variable and the independent variable have a normal distribution or not. To avoid bias, the data used must be normally distributed. A good regression model is having normal or near normal data (Ghozali, 2013).

Data normality testing is done by using the One Sample Kolmogorov-Smirnov Test, by looking at the 5% significance level. The basis for decision making from the normality test is to see the probability of asymp.sig (2-tailed)> 0.05 then the data has a normal distribution and it is better if the probablity of asymp.sig (2-tailed) <0.05 then the data has an abnormal distribution (Ghzoali, 2013).

Table 4.7
Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		240
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	,99159649
Most Extreme Differences	Absolute	,081
	Positive	,081
	Negative	-,061
Kolmogorov-Smirnov Z		1,257
Asymp. Sig. (2-tailed)		,085

a. Test distribution is Normal.

b. Calculated from data.

Based on the SPSS output of the Kolmogorov-Smirnov test above, it can be seen that the significant Asymp value (2-tailed) is above the level of significant 5% which is 0.085, it explains that the data used are normally distributed.

2. Multicolinearity Test

Multicollinity test aims to test whether there is a regression model found a correlation between independent variables. A good regression model should not occur correlation between independent variables (Ghozali, 2013). The tolerance value is above 0.1 and VIF value is below 10, so there is no multicollinity problem. Tolerance and VIF test results are as follows:

Table 4.8

Multicolinearity Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,504	,244		-6,166	,000		
	driving_motivation	,036	,009	,222	4,191	,000	,247	4,046
	attracting_ motivation	,055	,011	,355	4,879	,000	,132	7,599
	islamic_attribute_ motivation	,023	,010	,111	2,328	,021	,305	3,276
	visit_satisfaction	,188	,036	,288	5,178	,000	,224	4,455

a. Dependent Variable: loyalitas_kunjungan

Based on the results of the analysis in table 4.8, it shows that there are variables that show a tolerance value> 0.1 and a VIF value <10 this means that the independent variable model used in this study does not indicate any existence of multicollinity.

3. Heteroscedasticity Test

Heterocedastisitas test aims to test whether the regression model, there there are variance and residual inequality that occurs in one observation to another. If the variance from residual of one observation to another observation is fixed, then it is called homoscedasticity and if different is called heteroscedasticity. A good regression model is a homoscedasticity.

Heteroscedasticity test can be determined through glacier test. If the significant result of the glacier test is greater than 0.05, the homoscedasticity regression model. And conversely, if the significant result is below or equal to 0.05, the regression model experiences heteroscedasticity (Ghozali, 2013).

Table 4.9
Heteroscedasticity Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,733	,162		4,521	,000
	Driving_Motivation	-,009	,006	-,201	-1,546	,123
	Attracting Motivation	,011	,007	,263	1,475	,142
	Islamic Attribute_Motivation	-,010	,007	-,168	-1,433	,153
	Visit Satisfaction	,015	,024	,087	,639	,524

a. Dependent Variable: ABS_RES

Based on table 4.9 it can be seen that the significant value of all variables is above the level of significant (alpha) 0.05, so it is concluded that there is no heteroscedasticity.

C. Path Analysis

Path Analysis is an expansion of the regression analysis to estimate the causality relationship between determined variables (Ghozali, 2013). Path analysis is a method used to test the effect of intervening variables. The pattern of relationships that reveal the influence of a set of other variables, both directly and indirectly through other variables as intervening.

1. Regression Analysis of Influence of Driving Motivation, Attracting Motivation and Islamic Attribute Motivation on Visit Satisfaction– Equation 1

The direct influence of Driving Motivation, Attracting Motivation and Islamic Attribute Motivation on Visit Satisfaction is explained in the following regression equation model 1:

Table 4.10
Regression of Driving Motivation, Attracting Motivation and Islamic Attribute Motivation on Visit Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,691	,422		4,005	,000
	driving_motivation	,031	,015	,128	2,088	,038
	attracting_motivation	,137	,018	,582	7,642	,000
	Islamic attribute_motivation	,069	,017	,216	3,989	,000

a. Dependent Variable: visit_satisfaction

Based on the coefficients table, the regression equation can be drawn as follows:

Visit Satisfaction (VS) = 0.128 DM + 0.582 AM + 0.216 ISLAMM + e_1

The results of the regression equation can be explained as follows

a. The regression coefficient of driving motivation is 0.128, indicating that if the variable of driving motivation has increased, the visit satisfaction variable will increase by 0.128. In this case other factors that influence visit satisfaction are considered permanent.

b. The regression coefficient of attracting motivation of 0.582 indicates that if the attracting motivation variable has increased, the visit satisfaction variable will increase by 0.582. In this case other factors that influence visit satisfaction are considered permanent.

c. The regression coefficient of islamic attribute motivation of 0.216 indicates that if the variable of islamic attribute motivation increases, the visit satisfaction variable will increase by 0.216. In this case other factors that influence visit satisfaction are considered permanent.

Table 4.11
The output of the summary model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,881ᵃ	,776	,773	1,830

a. Predictors: (Constant), islamic_attribute_motivation, driving_motivation, attratcing_motivation

The output of the summary model above shows that the value of R2 for this equation is 0.776. Therefore the value of e_1 can be calculated with $\sqrt{(1-R^2)}$. So the value of $e_1 = \sqrt{(1-0,776} = 0,473$

a. Individual Parameter Significance Test (T-Test)

The results of the regression analysis explained that the independent variables namely DM (Driving Motivation), AM (Attracting Motivation) and ISLAMM (Islamic Attributes Motivation) significantly influence the dependent variable VS (Visit Satisfaction) with a significance level of 0.038; 0,000 and 0,000 respectively. This is because the significance value is smaller than the significance level used which is 5%.

2. **Regression Analysis of Effects of Driving Motivation, Attracting Motivation, Islamic Attribute Motivation and Visit Satisfaction on Visit Loyalty - Equation II**

The direct influence of Driving Motivation, Towing Motivation, Islamic Attributes Motivation and Visit Satisfaction on Visit Loyalty can be explained in the following regression equation II model:

Table 4.12

Regression Effects of Driving Motivation, Attractor Motivation, Islamic Attributes Motivation and Visit Satisfaction on Visit Loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,504	,244		-6,166	,000
	driving_motivation	,036	,009	,222	4,191	,000
	attracting_ motivation	,055	,011	,355	4,879	,000
	islamic_attribute_ motivation	,023	,010	,111	2,328	,021
	visit_loyalty	,188	,036	,288	5,178	,000

a. Dependent Variable: visit_loyalty

Based on the coefficients table, the regression equation can be drawn as follows:

Visit Loyalty (VL) = 0,222 DM + 0,355 AM + 0,111 ISLAMM + 0,288 VS + e_2

The results of the regression equation can be explained as follows:

a. The regression coefficient of driving motivation of 0.222 indicates that if the driving motivation variable increased, the visit loyalty variable would increase by 0.222. In this case other factors that influence the loyalty of the visit are considered permanent.

b. The regression coefficient of attracting motivation of 0.355 indicates that if the attracting motivation variable increased, the visit loyalty variable will increase by 0.355. In this case other factors that influence the loyalty of the visit are considered permanent.

c. The regression coefficient of Islamic attribute motivation of 0.111 indicates that if the variable of Islamic attribute motivation increases, the visit loyalty variable will increase by 0.111. In this case, other factors that influence visit loyalty are considered permanent.

d. The regression coeficient of visit satisfaction of 0.288 indicates that if the visit satisfaction variable increases, the visit loyalty variable will increase by 0.288. In this case other factors that influence regional financial performance are considered permanent.

Table 4.13
The Results of Summary Model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,915ᵃ	,836	,834	1,023

a. Predictors: (Constant), visit_liyalty, islamic_attribute_motivation, driving_motivation, attracting_motivation

The results of summary model above shows that the value of R^2 for this two equations is 0.836. Therefore the value of e_1 can be calculated with $\sqrt{(1-R^2)}$. So the amount of the value $e^2 = \sqrt{(1-0{,}836} = 0.405$

3. Individual Parameter Significance Test (T-Test)

The results of the regression analysis explained that the independent variables namely DM (Driving Motivation), AM (Attracting Motivation), ISLAMM (Islamic Attribute Motivation) and VS (Visit Satisfaction) significantly

influence the dependent variable VL (Visit Loyalty) with the significance level of 0,000; 0,000; 0.021 and 0,000 respectively. This is because the significance value is smaller than the significance level used which is 5%.

3. **Path Analysis Test**

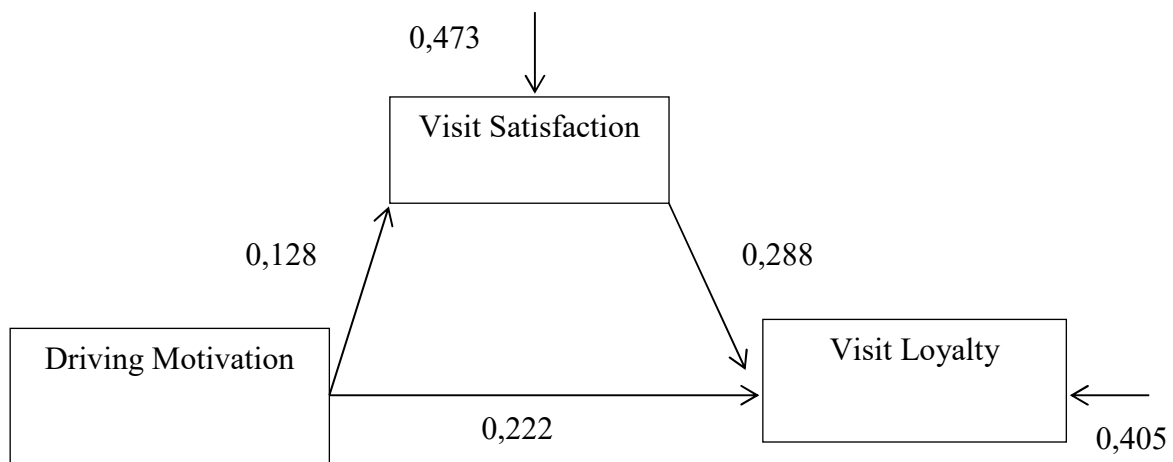1. **Driving Motivation indirectly influence Visit Loyalty (through Visit Satisfaction)**

Figure 4.1.
Driving Motivation indirectly influence Visit Loyalty (through Visit Satisfaction)

The results of the SPSS output provide a standardized beta value of driving motivation in the following equation: (1) path p2 of 0.128 and significant at 0.038 which means that driving motivation influences visit satisfaction. In the SPSS output of equation (2) the standardized beta value for driving motivation which is the path value of p1 is 0.222 and significant at 0,000 which means the driving motivation influences visit loyalty. The beta standardized value of visit satisfaction which is the path value of p3 is 0.288 and significant at 0,000 which means visit satisfaction affects visit loyalty. The amount of $e_1 = \sqrt{1-0,776} = 0,473$, and the magnitude of $e_2\sqrt{1-0,836} = 0,405$.

The path analysis result shows that driving motivation directly influences visit loyalty and indirectly influences visit loyalty (through visit satisfaction).

2. **Attracting Motivation indirectly influence Visit Loyalty (through Visit Satisfaction)**
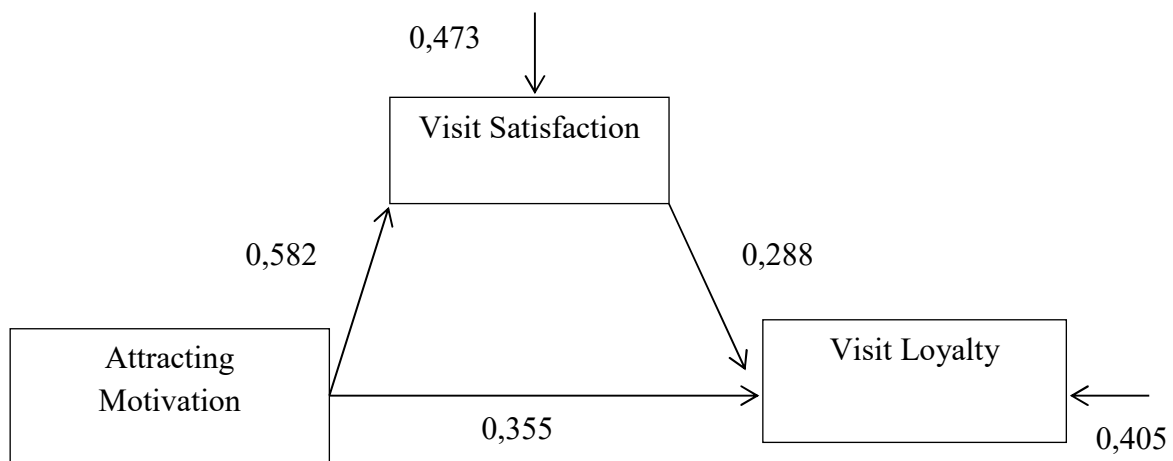

Figure 4.2.
Attracting Motivation indirectly influence Visit Loyalty (through Visit Satisfaction)

The results of the SPSS output provide a standardized beta value of attracting motivation the following equation: (1) path p2 of 0.582 and significant at 0,000 which means that attracting motivation influences visit satisfaction. In the SPSS output of equation (2), the standardized beta value for attracting motivation which is the path value of p1 is 0.355 and significant at 0,000, which means the attracting motivation affects the visit loyalty. The beta standardized value of visit satisfaction which is the path value of p3 is 0.288 and significant at 0,000 which means visit satisfaction affects visit loyalty. The amount of $e_1 = \sqrt{1-0,776} = 0,473$, and the amount of $e_2\sqrt{1-0,836} = 0,405$.

The results of the path analysis show that the attracting motivation directly influences visit loyalty and indirectly influences visit loyalty (through visit satisfaction).

3. **Islamic Attributes Motivation indirectly influences Visit Loyalty (through Visit Satisfaction)**
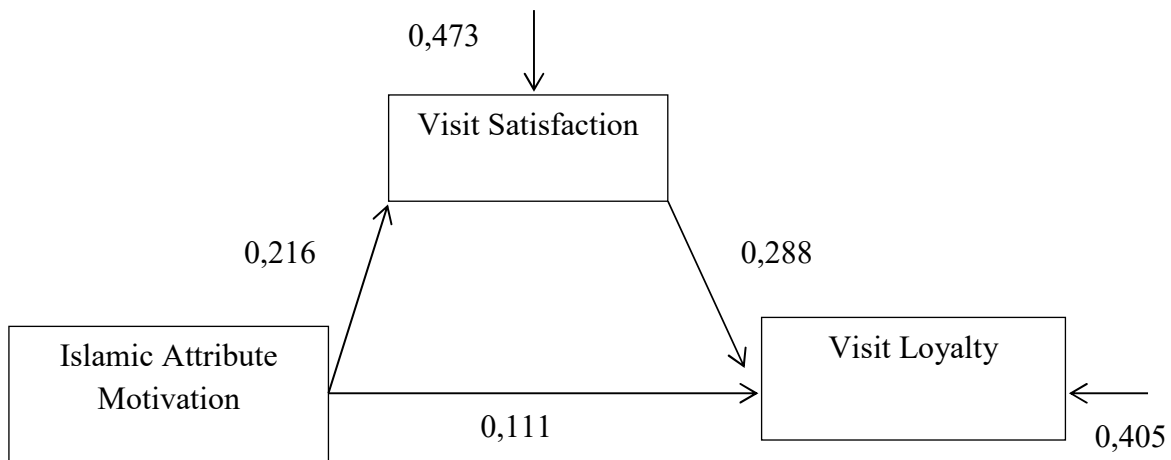

Figure 4.3.
Islamic Attributes Motivation indirectly influences Visit Loyalty (through Visit Satisfaction)

The SPSS output results provide a beta standardized value of Islamic attribute motivation in the following equation: (1) path p2 of 0.216 and significant at 0,000 which means that the Islamic attribute motivation influences visit satisfaction. In the SPSS output of equation (2), the beta standardized value for the Islamic attribute motivation which is the path value of p1 is 0.111 and significant at 0.021 which means that the Islamic attribute motivation influences the visit loyalty. The beta standardized value of visit satisfaction which is the pathway value of p3 is 0.288 and significant at 0,000 which means visit satisfaction affects visit loyalty. The amount of $e_1 = \sqrt{1-0,776} = 0,473$, and the amount of $e_2\sqrt{1-0,836} = 0,405$.

The results of the path analysis show that the motivation of Islamic attributes directly influence the visit loyalty and indirectly influence visit loyalty (through visit satisfaction).

D. Hypothesis Test

Based on the data above, it can be concluded about the hypothesis testing, directly and indirectly from each variable as follows:

1. **Hypothesis 1**

   The result of regression output show that the t count value of 4.191 with a level of significance of 0.000 <0.05. This means that Driving Motivation variable directly influence Visit Loyalty. Thus hypothesis one is accepted.

2. **Hipotesis 2**

   The result of regression output show that the t count value is 4.079 with a level of significance of 0,000 <0.05. This means that Attracting Motivation variable directly influence Visit Loyalty. Thus hypothesis two is accepted.

3. **Hipotesis 3**

   The result of regression output show that the t count value is 2.328 with a level of significance of 0.021 <0.05. This means that Islamic Attribute Motivation variable directly influences Visit Loyalty. Thus the third hypothesis is accepted.

4. **Hipotesis 4**

   The result of regression output show that the t count value is 2.088 with a level of significance of 0.038 <0.05. This means that the Driving Motivation variable significantly influences Visit Satisfaction, and Visit Satisfaction has a t count value of 5.178 with a level of significance of 0.000 <0.05. This means that the Visit Satisfaction variable significantly influences Visit Loyalty. Thus the Driving

Motivation indirectly influences Visit Loyalty (through Visit Satisfaction) so that hypothesis four is accepted.

5. **Hipotesis 5**

The result of regression output show that the t count value is 7.642 with a level of significance of 0.000 <0.05. This means that the Attracting Motivation variable influences Visits Satisfaction, and Visit Satisfaction has a t count value of 5.178 with a level of significance of 0.000 <0.05. This means that the Visit Satisfaction variable significantly influences Visit Loyalty. Thus the Attracting Motivation indirectly influence Visit Loyalty (through Visit Satisfaction), so the hypothesis five is accepted.

6. **Hipotesis 6**

The result of regression output show that the t count value is 3.989 with a level of significance of 0.000 <0.05. This means that the Islamic Attribute Motivation variable influences Visit Satisfaction, and Visit Satisfaction has a t count value of 5.178 with a level of significance of 0.000 <0.05. This means that the Visit Satisfaction variable significantly influence Visit Loyalty. Thus the Islamic Attribute Motivation indirectly influence Visit Loyalty (through Visit Satisfaction) so that the sixth hypothesis is accepted.

E. **Sobel Test Analysis**

Sobel test analysis of service quality variable (X) to visit loyalty variable (Y) through visit satisfaction (Z) and sobel test analysis of rate variable (X) to visitor satisfaction variables (Z) through visitor loyalty (Y) used in this study is a sobel test. The test is carried out online through the following website address: http://danielsoper.com .
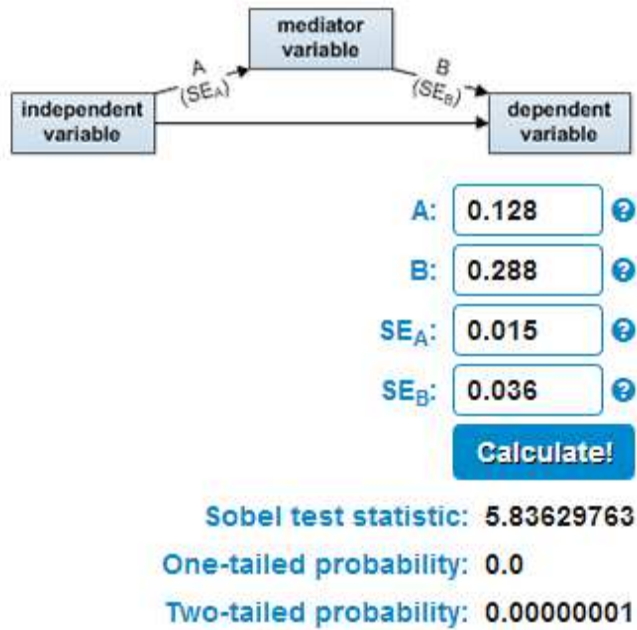
Figure 4.4.
Sobel Test Result of Driving Motivation of Visit Loyalty through Visit Satisfaction
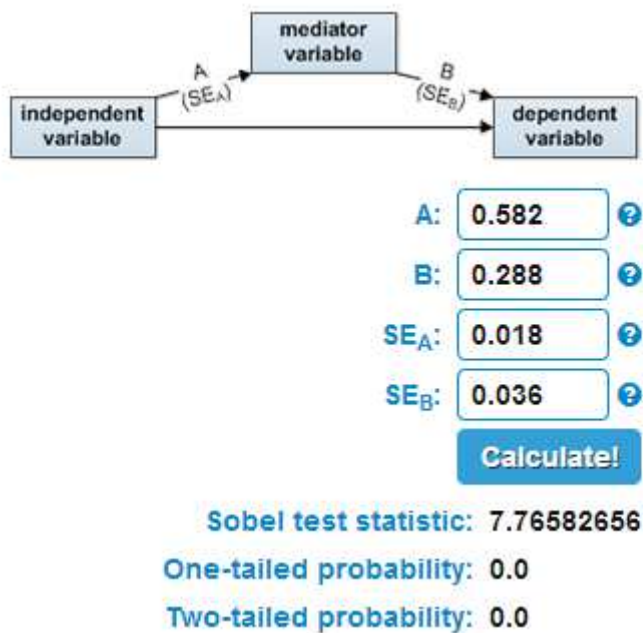

Figure 4. 5.
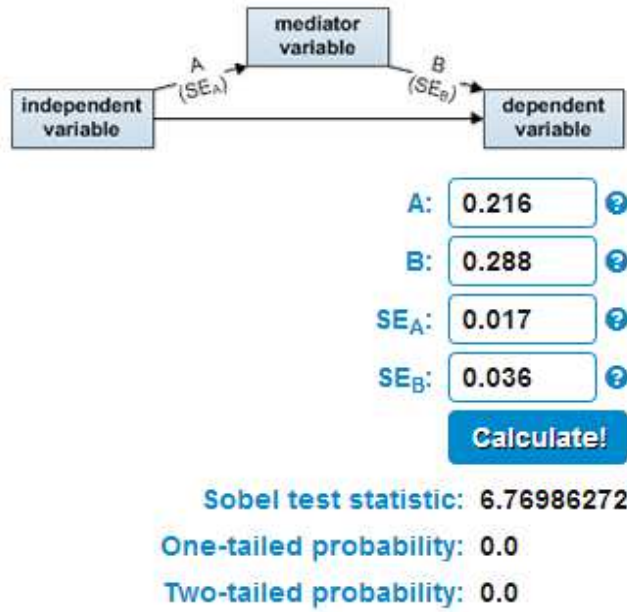**Sobel Test Result of Attracting Motivation of Visit Loyalty through Visit Satisfaction**

Figure 4.6.
Sobel Test Result of Islamic Attributes Motivation of Visit Loyalty through Visit Satisfaction

CHAPTER V

CONCLUSION

A. Conclusion.

Tourism is a fact of development. This research on tourism largely observes tourism as a sustainable industry based on hospitality or hospitality in a broad sense, namely product friendly, environmentally friendly, transportation friendly, accommodation friendly, marketing friendly. Spirituality which is the principle for "selling" tourism also has a friendly impact on tourism management. This awareness is very important because tourism has a long-term pattern, so it requires an integrative study of various components of actors, governments, producers, art activists, craftsmen, hotel managers, transportation owners, agencies, communities, school and university. Tourism is a necessity in every country including Indonesia which has many tourist destinations. Government attention through regulation or policy becomes the carrying capacity when identifying a tourism potential in an area. For this reason, the relationship between the regional government and the central government is good to strive for the potential of 'authentic' regions to be significantly raised. This will certainly be a great opportunity for entrepreneurs in hospitality, transportation, other tourism services, culinary, traditional cloth and souvenirs, arts, to take part in the tourism sector. Provision of roads and other infrastructure such as electricity, internet networks, airport will greatly affect the development of tourist destinations.

After a quantitative analysis is performed, it can be seen that all six or all hypotheses are accepted, thus it can be analyzed that the **driven motivator is like:** ***Escape, Relaxation, Play, Strengthening family bonds, Prestige, Social Interaction,***

Romance, Educational **Opportunity***, Spiritual, Wish Fulfilment, Visit to New Places, Improve health, Take challenge, experience, and adventure, Exercise Physically, Visit family and friends, Seek intellectual eurichment*, **and such attracting motivations :** *Safety of destination, Location of accommodation, Natural Attraction, Islamic City, Food and beverage, Historical attraction, Cultural* **attraction***, Local transportation, Medical facilities, Infrastructure, Tour and Travel agents, image, Special events, Leisure activities, Natural environment and Travel information system.* Each factor plays an important role in the development of the tourism industry.

These types of motivations have significantly influenced the existence of spiritual-based tourist destinations. The level of tourist visits to be determined by government policies and managers of tourist destinations to prepare facilities and infrastructure that is pleasant for visitors. Clean and comfortable environment, with complete facilities such as information center, transportation, toilets, clean water, culinary, places and worship equipment. From observations, questionnaires and interviews conducted during the research process, information was obtained that besides the view (generally this was stated by foreign tourists), spiritual factors formed through geography of location, legend, myths became an interesting dimension for tourists to visit a destination. For regions or countries that are well aware that their lives depend on the aspect of tourism (tourism awareness), then generally they and the government through regulations will manage the area so that it supports managed tourism, such as a clean environment, traditional traditional foods, dances, buildings, everything noble value (heritage).

The heritage icons such as Bali, Yogyakarta and Pekalongan continue to make efforts to maintain cultural sites such as the Jami mosque, temples, *Janger* dance, Barongs, and so on. So do not be surprised if in order to maintain the aura of nobleness, the government of Bali set the rules including renovation of private homes must continue

to use traditional Balinese house designs, complete with prayer temples, as well as the color of the outer walls. So it is not surprising that tourists see almost all buildings in Bali have the same style, and this is very instrumental in strengthening the image of Bali tourism which is full of noble values. Yogyakarta, and Pekalongan socialize their traditional activities in every event, such as the *grebek Maulid*, *syawalan, muharram* with a series of activities either through social media, local radio, installation of billboards, banners and placement of x banners in hotels or government buildings in a relatively long period of time ie 1-2 months continuously. This was done to attract the attention of prospective tourists both domestic and foreign.

B. Suggestion

The Indonesian government needs to continue to enhance cultural preservation so as not to be desacralized due to the aim of commercializing art entertainment to satisfy tourists. In addition, the need for environmental infrastructure that supports the implementation of tourism, such as transportation, information centers, health facilities and comfortable lodging.

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