Tourism Destination Development in Semarang City

Qristin Violinda[1*], Efriyani Sumastuti[2]
[1,2]Management, Universitas PGRI Semarang, Semarang, Indonesia
* qviolinda@upgris.ac.id

Abstract. Tourism is a strategic sector with a high multiplier effect on other sectors. The development of the tourism sector will have a positive impact on improving other sectors such as trade, hotel and restaurant, transportation, and other sectors. This has caused many regions to do their utmost to develop this sector. Empowerment of natural, cultural, and culinary potentials as an attraction of tourism is still not optimal. Management of tourist attractions that exist today is also not optimal. Even the involvement of related parties in this matter can be said to have not been maximized. Ideally, the development of tourist destinations should have the involvement of tourism operators, namely the government, the private sector, and the community. Seeing this phenomenon with its various problems, it is very interesting to conduct research. This research used a quantitative research method with five destinations. The results of the N.Vivo analysis show that of the twenty factors analyzed, there are three factors that most influence tourism excellence in the city of Semarang. These three factors include Government and private assistance, tourism promotion, and community involvement.
Keywords: Tourism; destination; development; behavioral intention; sharing economy

1. Introduction

Tourism is a strategic sector with a high multiplier effect on other sectors. The development of the tourism sector will have a positive impact on the improvement of other sectors such as trade, hotels and restaurants, transportation, and others. This has caused many regions to do their utmost to develop this sector.

Based on Law No. 10 of 2009 the definition of tourism is a variety of tourism activities and is supported by various facilities and services provided by the business community, government, and local government. The law also states that tourism is an integral part of national development carried out systematically, planned, integrated, sustainable, and responsibly while protecting religious values, the culture that lives in the community, sustainability, and environmental quality. And national interests.

Empowerment of natural, cultural, and culinary potentials as an attraction of tourism is still not optimal. Management of tourist attractions that exist today is also not optimal. Even the involvement of related parties in this matter can be said to have not been maximized. Ideally, the development of tourist destinations should have the involvement of tourism operators, namely the government, the private sector, and the community. Seeing this phenomenon with its various problems, it is very interesting to conduct research.

According to linguists, the word tourism comes from Sanskrit, consisting of two syllables: pari and tourism. Pari means whole, all, and full. Travel means travel. As a social upheaval, understanding of the meaning of the meaning of tourism has many definitions. According to [1] tourism is a trip from one place to another, temporary, carried out individually or in groups, as an effort to find a balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions. Tourism is a dynamic activity that involves many people and enlivens various fields of business. Indonesia is a country that has enormous tourism potential, supported by geographical conditions and cultural heritage. Indonesia will become the primary market for the tourism sector in the Southeast Asian country. Therefore it is necessary to prepare especially for the quality of existing human resources. Businesses must immediately prepare competency standards for their respective

Workforce. This competency standard has been regulated in Minister of Manpower and Transmigration Decree No. 57/2009 concerning the setting of Indonesian national work competency standards in the tourism scoping tourism sector.

Tourism Destinations

A destination is where someone wishes to travel and is directed to visit the site. The most crucial thing in a destination must have an attraction or attraction that can attract the attention of tourists, both psychologically and visually [2]. Furthermore, the understanding of tourism destinations is then clarified again by the World Tourism Organization in the Indonesian Tourism and Kemenparekraf Research and Development Center [3] explains that a tourism destination is an entity that covers a particular geographical area in which there are components of tourism products such as tourist attractions, amenities, and accessibility as well as other supporting services such as the community, tourism industry players and development institutions that form synergistically in creating a motivation of the visit as well as the totality of the experience of visiting tourists. As for understanding, according to [4], the components of a tourism destination are as follows: "A destination comprises a core facility, amenities, and services fashioned to cater to the needs of the tourists, generally represented as four A's. Nevertheless, all the elements: Attractions, Access, Amenities (Accommodation, food and beverage outlets, entertainment, retailing, and other services), Ancillary services (local organisation) ". To complete the above statement Cooper [5] argues that the framework for developing tourism destinations contains the same destination, which includes the following elements: Attraction: tourist attractions that are based primarily on natural and cultural wealth as well as artificial or artificial lures such as events or that are usually classified as special interests. Accessibility includes transportation system support, including terminal facilities, airports, ports, routes/routes, and other transportation models.

Amenities include supporting facilities and tourist support, including accommodation, restaurants (food and beverage), souvenir shops, travel agencies, retail, tourist information centres, money changers, and other leisure facilities. Ancillary Services include hospitals, banks, postal, telecommunications, and others. This is a supporting facility used by tourist Institutions, usually referred to as institutions, related to the existence and role of each element in supporting the implementation of a tourism activity that includes the local community. The explanation of some aspects of the destination development framework, according to Cooper [5], can be described as follows:
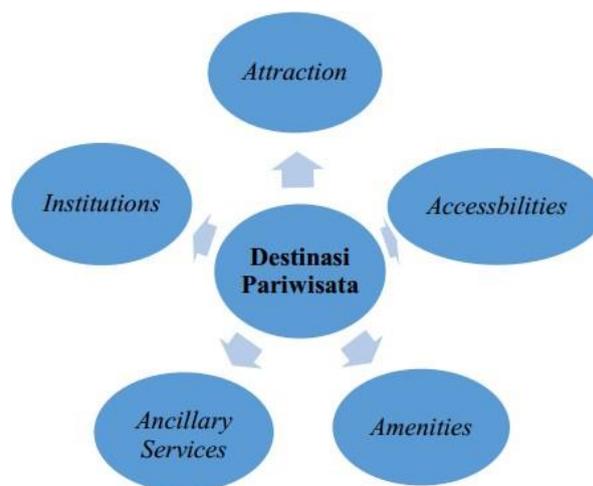

Figure 1. Construction of the Tourism Destination System

Tourism development must first be planned to improve existing products, look for opportunities for new market expansion and set long-term priorities for the local industry [2]. Apart from that, as a

framework for decision-making, the development strategy is also a guide for all future development activities. They identify the strengths and weaknesses of a tourism product, define a series of goals (goals) and objectives (objectives) in overcoming the problem and outline an action plan to achieve the goal. The development of tourism destinations includes planning for improvements in existing products (planning improvements to existing products), in this case, increasing regional potentials of the region by developing restricted possibilities that will serve as tourist destinations. Identify strengths, weaknesses, opportunities, and threats in the local product, which in this case are internal factors and the goal in determining the formulation of alternative strategies to develop tourism destinations. So this will be obtained by developing tourism which aims to build quality and gradual and balanced products and services. Marketing aspects can be interpreted as an art and science to choosing the target market and obtaining, maintaining, and growing customers through creating, delivering, and communicating superior value to customers [6]. This definition is a broad and general definition of marketing mainly because Kotler [6] believes that general principles in marketing will apply to products, services, people, and places (tourist destinations). However, although the definition is generally acceptable in the context of tourism marketing objectives, there are several areas where tourism marketing planning and management needs to get a particular nuance and emphasis. Marketing strategies that can be made include developing tourist sites and activities, accommodation, access to tourist destinations, supporting tourism facilities, and effective and efficient tourism marketing communication. In addition, determining the needs and desires of the market and targets, as well as providing the desired satisfaction more effectively and efficiently, is the primary key to achieving the goals and objectives of an organisation; the interests or needs of the market take precedence, not the goods or conditions of the seller. So it can be concluded that marketing is based on among them the target market and customer needs so that it can generate profits through customer satisfaction expressed in [7].

2. Research Methods

The analytical method used in this study is qualitative analysis. According to [8], qualitative research methods are research methods that are based on the philosophy of post-positivism, used to examine natural conditions of objects (as opposed to experiments) where researchers are key instruments, sampling data sources is done by purposive and snowball, collection techniques with tri-estimation (combined), data analysis is inductive or qualitative, and qualitative research results emphasise the meaning rather than generalisation. The qualitative research carried out in this study is a phenomenological qualitative study. Participants in this research are four tourism destinations in Semarang. The destination is Goa Kreo, waduk Jati barang, Dusun Kandri and pandanaran culiner.

This phenomenological research begins by paying attention to and examining the focus of the phenomenon to be discussed, which looks at various subjective aspects of object behaviour. Furthermore, researchers conducted data mining on how object meaning gives meaning to related phenomena. Data mining is carried out by conducting in-depth interviews with objects or informants in the study and by making direct observations about how the research object interprets its experience to others.

Phenomenological research procedures Phenomenological research always seeks to reduce personal experiences to the ordinary meaning or universal essence (essentialising) of a phenomenon experienced consciously by a group of individuals. It should be noted once again that the experience is individual. Researchers collect stories from a group of individuals to look for common meanings. When we do phenomenology studies, oral stories about life experiences become primary data forms that must be collected. Obtaining this data, of course, requires the informant's openness to express what he is experiencing. Some steps need to be understood when carrying out phenomenological research. The steps in carrying out qualitative phenomenological research are:

The researcher confirms whether the formulation of the problem is the formulation of relevant research problems applying phenomenology pertinent to be examined using a phenomenological

approach. It is a research problem where it is essential to understand the personal experiences felt by a group of individuals towards a phenomenon they experience. Phenomenology in this research starts from mapping data, literature, and previous studies relating to tourism in the city of Semarang. In compiling the research problem, the researcher captures the phenomenon to be questioned its meaning for a group of individuals who experience it. This step begins by analysing the existing data for tourism development in Semarang.

Researchers, as humans, must, as far as possible, leave their personal experiences related to the focus of their research. This effort is called "bracket out". The bracket is done to help researchers gain as deep and objective an understanding as possible of phenomena experienced personally by informants without being contaminated by the researchers' own experience.

Phenomenological data in descriptive narratives were collected from stories of individuals who experienced a phenomenon under study. Phenomenological research data were obtained from in-depth interviews with a group of individuals. The amount cannot be determined. This study used five informants. Questions asked by a phenomenologist can vary. The data analysis process is, in principle, similar to other qualitative analyses; that is, the data is transcribed, and then by referring to the problem formulation, the researcher does the coding, clustering, labelling thematically, and makes interpretations. The process goes back and forth, as is the analysis of qualitative data in general.

3. Results and Discussion

The city of Semarang has a very heterogeneous population consisting of several ethnicities, Javanese, Chinese, Arabic, and Descendants. Other ethnic groups from various regions in Indonesia come to Semarang to try, study and stay forever in Semarang. Most of the population in the city of Semarang embraces Islam and followers of other religions such asChristianity, Catholicism, Hinduism, and Buddhism are also quite a lot.

Although the citizens of Semarang City are very heterogeneous, the social life of the people of Semarang City is very peaceful. The tolerance of religious life is very high. This factor strongly supports security conditions, so Semarang is an excellent Indonesian investment and business development city. Ethnic diversity in Semarang also lies behind the tagline in the City Branding of Semarang, namely "Variety of Culture". "Variety of Culture" means that the city of Semarang beautifies and develops while maintaining its heterogeneous culture. The message conveyed that the touch of harmonisation of various Javanese cultures, along with Chinese, Arabic, and Dutch cultures, must be felt in the city of Semarang. The city of Semarang has Cultural Diversity, a significant asset that must be highlighted because, from a tourism standpoint, it is power traction so that tourists are interested in visiting the city of Semarang. The impact of this cultural diversity has led to many types of variations in many ways on the profile of tourists visiting Semarang. Semarang tourist characteristics consist of a variety of different criteria.

Figure 2. Characteristic Tourism (Age, Gender, Education)

The characteristics of tourists visiting Semarang include:
1. Based on Figure 1, most tourists are aged 31-35, 24% or 24 people.
2. Based on Figure 2, the gender of most tourists is women, with 53 tourists (53%).
3.Based on Figure 3, it can be concluded that the dominance of tourists who come from high
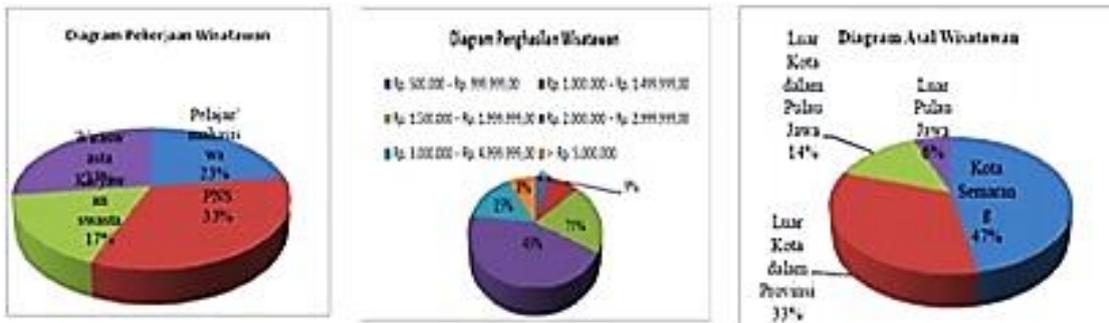   school and tertiary education (Bachelor).

Figure 3. Characteristic Tourism (Job, status)

1. Based on Figure 4, it can be concluded that the dominance of tourists who come from or from
   the level of employment of Civil Servants (PNS) and Entrepreneurs.
2. Based on Figure 5, it can be concluded that the dominance of visiting tourists earns
   between 2,000,000-2,999,999.
3. Based on Figure 6, it can be concluded that the dominance of tourists visiting is still on
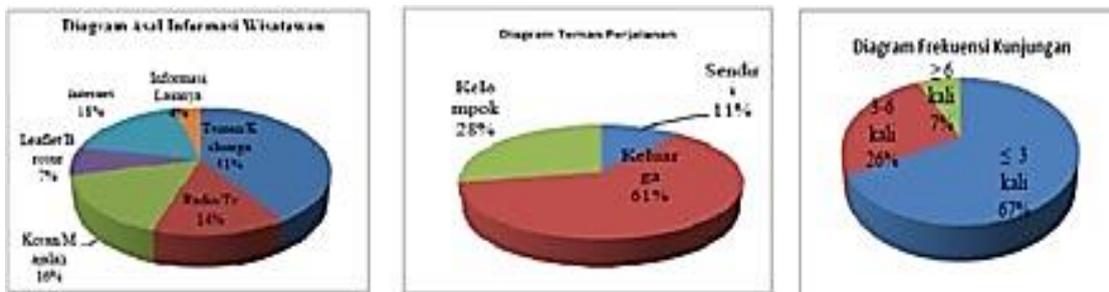   alocal scale in the City of Semarang.

Figure 4. Characteristic Tourism of frequency

1. Based on Figure 7, it can be concluded that the dominance of tourists who visit gets
   information from friends/family and the Internet.
2. Based on Figure 8, it can be concluded that the dominance of tourists who visit with families
   as tourist travel companions.
3. Based on Figure 9, it can be concluded that the dominance of tourists visiting for a month
   isthree times the number of tourists visiting.

Semarang City Tourism Excellence Factors

The results of the N.Vivo analysis show three factors that most influence tourism excellence
in the city of Semarang. These three factors include:

1. Government and private assistance

Government assistance is the first factor that significantly increases tourist arrivals in Goa Kreo, Teak Reservoir, Governor's Rembug, and Pandanaran Culinary. This can be seen in the picture below:
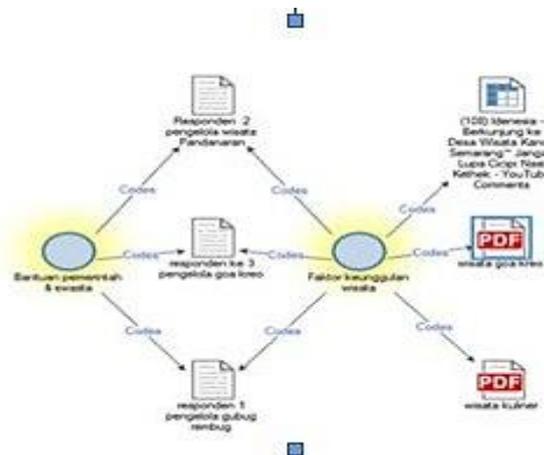

Figure 5. Correlation of Government and Private Assistance to tourism excellence

Based on the analysis and monitoring of the writers in the field, Goa Kreo tourism potential, Jati Barang Reservoir, Rembug Governor's Village, and Pandanaran culinary have great potential to develop; the authors found several causes of the tourism sector's non-optimality in terms of its contribution to PAD, including 1) no tourism development has been developed in focus. Goa Creo, teak reservoirs, rembug huts, and culinary pandanaran have much potential that can be designed so that it can become a leading tourism in the development of tourism in the city of Semarang as well as being used as a regional tourism 2) Tourism management in Semarang City is carried out technically by two institutions/agencies, namely the Office of Tourism and Culture and Regional Enterprises of Various Enterprises (PDAU). So far, the two institutions have focused more on managing tourist destinations which are their respective responsibilities, even though the potential of these two institutions will be more optimal if they are synergised and collaborated. Cooperation is needed by setting aside ego egoism to optimise the existing tourism potential. 3) The government's commitment could be more optimal towards tourism development, as evidenced by the budget allocation for developing tourism potential, which is still very limited, and tourism has not become the central icon in the development plan. 4) The absence of a tourism master plan as a reference in implementing targeted and sustainable tourism 5) Not yet optimal tourism marketing and promotion activities. This can also be seen in interviews with managers:

Question: *What efforts are being made to increase the attractiveness of this Goa Creo attraction so that it is more valuable and exciting to be visited by tourists?*

Answer: *Adding a tourist attraction, only we still have many obstacles due to limited facilities and budget. We will add rides such as flying foxes and swimming baths for children but are still constrained by permission and funding. We, the managers, also want to make a cable car so that visitors can enjoy the view from several corners of the destination, but that has not yet been realised because of cost constraints. We want to cooperate with the private sector but are constrained by permission from the regions.*

Question: *What are the inhibiting factors in developing this Goa Creo attraction?*

Answer: *The inhibiting factor is that managers can only take a few steps because this tourism management is based on PDAU, so we still have to follow PDAU regulations in its development.*

2. Travel promotion

Based on the data analysis with NVivo, promotion is the second factor that plays a significant role in increasing tourist arrivals in Goa CREO, teak reservoirs, rembughuts, and culinary pandanaran. Still, that role is more dominated by promotions on social media than promotions through tourism exhibition activities organised by the local city government.
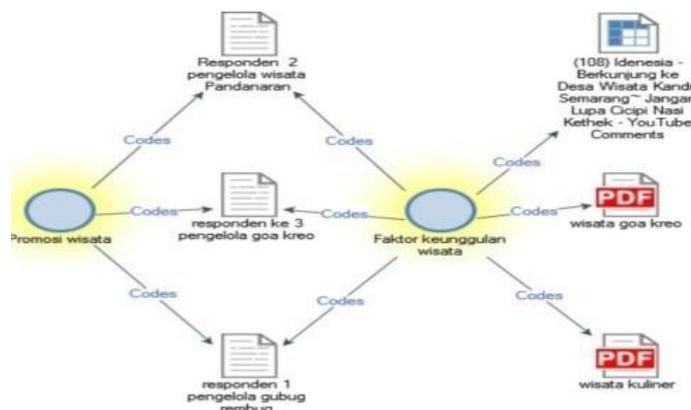

Figure 6. Correlation of Tourism Promotion towards Tourism Excellence

The results also showed that tourists were interested in the message's contents about the Goa CREO attraction, Jatibarang Reservoir, rembug huts, and culinary pandanaran. According to them, attractions such as Goa Kreo and Teak Reservoir have many exciting advantages. This Kreo Cave is benefited from the existence of a reservoir; the second is the cave itself. There are two caves, creo caves and porcupine caves; one of the attractions will also have fauna which is a long-tailed monkey. That's one attraction too. So visitors can interact with long-tailed monkeys to feed. Other than that, every Sunday, there is a monkey climbing attraction attraction "like the 17 August event; they provide above the areca palm tree. The advantage of tourism in the cave is also about the history of Petilasan. About Sunan Kalijogo's journey in finding wood for constructingthe Demak Mosque. So in addition to tourism, visitors also learn the history of Islam, so expansion to tourism can also for the account of Wali Songo, besides that food tourism in Pandanaran, according to them, is quite interesting where they can buy various kinds of souvenirs typical of Semarang with a variety of packaging and the price is varied. Most tourists also say that the promotion that attracts their attention to come to visit is other than through social media, namely through brochures provided by travel agents. Then the ad and the combination of the two. They said that the forms of promotion about attractions of Goa Kreo, Teak Reservoir, gubug gem bug, and culinary Pandanaran most often seen or read were via YouTube, Instagram, and Facebook. This is to thepolicy direction carried out by the manager that can be seen from the results of the interview, namely:

Question: Is there collaboration with other parties to promote attractions?
Answer: There are usually tourism exhibitions besides our marketing through social media, Facebook, and Instagram. We also ... " From there, people are watching on Instagram. It continues to be viral. "We benefit from social media; besides rondo, there is also a masterpiece of the legend of Goa Kreo, our marketing is also related to the performance of art, dance, and dance which is one of the strengths that also attract visitors, but now there is also a homestay for tourists from outside the city. " If there are special events, radio, we get to the RRI every three months at RRI to give room for UPTD to promote on RRI.

Generally, tourists who answered said they wanted to visit the tourist attraction after they saw the photos and videos they saw through social media, youtube, Instagram, and Facebook, where they

could also see the reviews of tourists who had visited the area. It wasfollowed by actions to come to the place in question. After they visited the tourist attractions, it turned out that their impressions of these places gave the majority the appearanceof a reasonable opinion that the arrangement of these tourist attractions was still needed to become even more attractive.

3. Community involvement

Factors of community involvement greatly influence the sustainability of tourism. [9] also states that in the context of tourism development, the participation of local communities in tourism can reduce the negative impression generated on the natural environment without cramming tourism activities. This is supported by Murphy [10], especially if tourism involves sources that form a significant component of the tourism potential, also looking at the principal needs of the local population. In the process of tourism development, [11] explains that community involvement can be seen from two perspectives: in the process of making decisions and in the form of methods resulting from these development activities. The community can involve themselves in tourism development, such as selling souvenirs, food stalls, lodging, and village historical objects and culture [12]. This is consistent with the results of the analysis of the research we obtained in the field, which is depicted in the figure below:
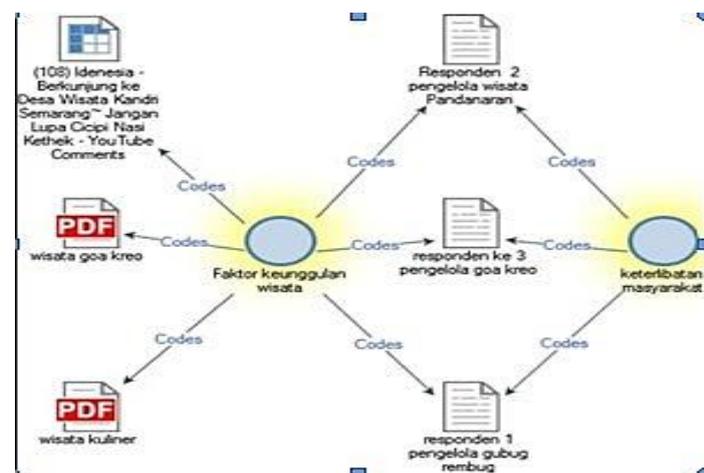

Figure 6. Community involvement

The picture shows that community involvement is significant in tourism excellence in Goa Kreo tourism, Governor's Rembug, and Pandanaran cuisine. Based on the results of interviews we conducted with the management also showed the same thing. Community involvement has a significant role in the development of tourism. Support or community involvementrelated to safety, comfort and the implementation of several tourist attractions such as dances, traditional ceremonies, and other artistic performances. The following interview excerptsrelated to this matter:

Question: Are local people involved in managing facilities/infrastructure in this tourist area? What is their involvement like?

Answer: Very involved, especially in matters related to the rondo offering ceremony, carried out twice involving many people. In addition, the dance show itself also affected manypeople. During the rondo ceremony, many tourists attended because the ceremony wasquite lively and had a strong appeal.

4. Conclusions

Government assistance is the first factor that significantly increases tourist visits to GoaKreo, Jati Barang Reservoir, Gubug Rembug, and culinary Pandanaran. Promotion is the second factor that plays

a vital role in increasing tourist visits in Goa Kreo, teak goods reservoirs, rembug huts, and pandanaran culinary, but this role is more dominated by promotions carried out on social media compared to promotions carried out through tourism exhibition activities organized by the government—local town. Community involvement has a significant role in tourism excellence in Goa Kreo, Gubug Rembug, and Pandanaran Culinary tours. The authors found several causes for the unsuitable tourism sector's contribution to PAD, including: 1) The absence of focused tourism development. Creo cave, teak goods reservoir, rembug hut, and culinary pandanaran have much potential to be developed to become a leading tourism in tourism development in the city of Semarang and be used as a regional tourism icon. 2) Tourism management in Semarang is technically implemented by two institutions/agencies, namely the Tourism and Culture Office and the Regional Multi-Business Company (PDAU).For this reason, special attention from the government is needed to be able to overcome this.

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