

Preliminary Study of Strategies for Developing Tourism Destinations

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Abstract: *Tourism Destinations in Indonesia are experiencing rapid development. This study aims to explain the strategy for developing tourism destinations. This study uses a qualitative method with a descriptive approach. In addition, this research also uses a literature study approach. Research reference data were obtained from journals and reference books related to tourism development strategies. The study results found eight strategies for developing tourism destinations: optimizing environmental management, optimizing potential and community assistance, managing intangible cultural assets, managing tangible cultural assets, fostering surrounding communities, improving product quality, and organizing integrated tourism activities. The government and tourism destination development stakeholders need to respond to the results of this research by optimizing the strategies identified in this study.*

Introduction

Indonesia has the potential for tourist attractions that are so common (Bahri & Halmahera, 2023). This tourist attraction must be "turned on" by building the advantages of tourist destinations (Wandik, 2020). Law Number 10 of 2009 concerning Tourism states that tourism development includes the tourism industry, tourism destinations, marketing, and tourism institutions (Elistia, 2020). Elistia (2020) explained that based on the President's mandate delivered at the Early Years Cabinet Meeting on January 4, 2016, 10 Destinations had been determined, namely Mandalika, Morotai Island, Tanjung Kelayang, Lake Toba, Wakatobi, Borobudur, Thousand Islands, Tanjung Lesung, Bromo–Tengger–Semeru, and Labuan Bajo.

Furthermore, the Government is focusing on developing super-priority tourism in five tourist sites, namely Lake Toba in North Sumatra, Borobudur in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, and Likupang in North Sulawesi (Wandik, 2020). The development of tourist destinations is carried out because it is a sector that promises significant revenues for the country (Songko & Setyawai, 2023) and has the potential to increase the Indonesian economy (Aviolina et al., 2023). Therefore, developing tourist destinations needs to be the concern of all parties.

The development of tourist destinations is related to efforts to identify potential destinations that are well-known and located in remote parts of the country (Berutu, 2023). Berutu (2023) identifies that developing tourist destinations is carried out to provide community welfare, create jobs, and protect and preserve nature and culture. According to Hariyanto (2016), Tourism Destinations are developed based on their characteristics, including Cultural Tourism Destinations, Natural Tourism Destinations, Religious Tourism Destinations, Culinary Tourism Destinations, and Historical Tourism Destinations. The development of tourist destinations is an effort to utilize Indonesia's natural resources (Setiawan, 2019) as a place of education (Priyanto et al., 2018). Ultimately, Tourist Destinations meet the needs of various dimensions, including physical, spiritual, and intellectual tourists (Hariyanto, 2016). Hermawan (2017) explains that four tourist destination stimuli are attractive: uniqueness, beauty, authenticity, and value. The development of tourist destinations needs to be carried out to increase Indonesia's tourism foreign

exchange earnings (Setiawan, 2019). In the end, tourism destinations have a multiplier effect in various sectors. (Setiawan, 2019)

However, the description of the Tourism Destination development strategy needs to be optimally drawn. This condition is due to the limited comprehensive related to tourism destination development strategy. An overview of the Tourism Destination development strategy is essential to achieving the success of a Tourist Destination. Finally, the description of the development of Tourist Destinations could be more optimal. An overview of the tourism destination development strategy is needed to promote and optimize the potential of tourist destinations in Indonesia. One effort must be made to identify a strategy for developing tourist destinations.

Various analyses discuss the strategy for developing tourist destinations. Berutu (2023) analyzes the development strategy of the Seribu Delleng Sindeka Tourist Destination in Pakpak Bharat Regency, North Sumatra—furthermore, research. Hermawan (2017) explores concepts for developing nature-based tourism destinations in the Puspo Ardi area of Kulon Progo. Meanwhile, comprehensive discussion regarding identifying tourist destination development strategies still needs to be improved. In line with this North Sumatra, further research on the identification of tourist destination development strategies needs to be carried out because it can provide comprehensive information about the models of tourist destination development strategy. In addition, the findings obtained can be used as a basis for research in the development strategy of various tourist destinations. The results can also be utilized by the government and related stakeholders who wish to increase the contribution of tourism destinations to development. Therefore, this study aims to identify strategies for developing tourist destinations.

Method

This study uses a qualitative method related to phenomena (Khumaini et al., 2022). The research approach was carried out in a descriptive and literature study. A descriptive approach explains the results of identifying tourist destination development strategies. Data was obtained randomly from journals, books, and reference documents. The collected data were analyzed descriptively and dimensionally. This study grouped the results into four dimensions: explanation of tourist destinations, multiplied effects of tourist destinations, and strategies for developing tourist destinations.

Result and Discussion

Contains a description of the results of the community service process, namely an explanation of the dynamics of the mentoring process (various activities carried out, forms of technical action or program action to solve community problems). It also explains the expected emergence of social change, for example, the emergence of new institutions, changes in behaviour, the emergence of local leaders, the creation of new awareness towards social transformation, and so on.

Explanation of Tourist Destinations

Bafadhal (2018) identified three perspectives on Tourism Destinations: geographical, economic, and psychographic (Dewi et al., 2023). From a geographical perspective, a Tourist Destination is a "tourist spot". Furthermore, based on an economic perspective, Tourist Destinations are synonymous with Tourism products and services, which are not only attractive locations to visit. Meanwhile, from a psychographic perspective, a tourist destination is a place of 'collection of experiences' tourists obtain.

Based on Law Number 10 of 2009 concerning Tourism, Tourist Destinations are related to a geographical area in one or more areas with tourist attractions, public facilities, tourism facilities, accessibility, and interrelated communities that complement the realization of tourism. Indonesian tourist destinations consist of various objects, ranging from natural tourism, artificial

tourism, culture and others (Aviolina et al., 2023). Aso et al (2021) identified four elements in Tourist Destinations: tourist attractions, amenities, accessibility, and ancillary (Qodriyah et al., 2023).

Multiplier Effect of Tourist Destinations

Various parties develop tourist destinations because it has a multiplier effect, first, as a source of state revenue. Songko & Setyawai (2023) explained that developing tourist destinations is carried out because the tourism sector promises large incomes. Second, developing tourist destinations can improve the economy (Aviolina et al., 2023). Third, tourism activities directly impact people's income (Ramadhan & Rifani, 2023). Fourth, tourism influences the community's economy (Ramadhan & Rifani, 2023).

Strategies For Developing Tourism Destinations

Raupp & Hoffjann (2012) identified that strategy is often a discourse of quality and professionalization. One of the strategic concepts that has become discourse and professionalization is related to the strategy for developing tourist destinations. Some researchers e.g. Destiana & Astuti (2019), Hermawan (2019), and Sayekti (2019) discuss the strategy for developing Halal Tourism. Furthermore, research on Community-based Tourism development strategies (Andri et al., 2019; Ashley & Garland, 1994; Giampiccoli & Saayman, 2018; Okazaki, 2008; Suta & Mahagangga, 2018), Culture-based Tourism (Prakoso, 2015; Priyanto & Safitri, 2016). Thus, the strategy becomes important for all parties to pay attention to.

In this study, identification of the definition of strategy has been carried out. In detail, this can be seen in Table 1.

Table 1. Identification of Definitions of Strategy

Author	Dimension	Description
Porter (1991)	Integration	Strategy is seen as a way of integrating the activities of the various functional departments within an enterprise, including marketing, production, research and development, procurement, finance, and the like.
Ruslan (2000) dalam Permana (2013)	Integration Planning	Strategy is the act of aligning a company and its environment. Strategy is the act of aligning a company and its environment.
Mundir (2016)	Integration	Strategy is an overall approach related to the implementation of ideas, planning and execution of an activity within a certain period of time.
Stewart (2004)	Planning	Strategy is basically self-identification and how to exploit the potential of the organization for policy tasks.

Source: from various sources.

Based on Table 1, there are four dimensions of strategy definition—first, integration. The integration dimension is supported by Porter (1991) and Mundir (2016). Porter (1991) argues that strategy is integrating various functional departments within a company, including marketing, production, research and development, procurement, finance, and the like. Moreover, Porter (1991) emphasizes that strategy principally aligns a firm and its environment. A recent study by Mundir (2016) explained that a strategy is an overall approach to implementing ideas, planning and executing an activity within a certain period. Therefore, one of the dimensions of the strategy is the integration dimension.

Second, is the planning dimension. The integration dimension is supported by Ruslan (2000) (Permana, 2013; Stewart, 2004). Ruslan (2000) explains that Strategy is planning and management to achieve a specific goal in operational practice (Permana, 2013). Then, Stewart

(2004) terms planning dimensions with identification. According to Stewart (2004), Strategy is self-identification and exploiting organizational potential for policy tasks. Therefore, Stewart (2004) identifies three types of strategic thinking: policy strategy, organizational strategy, and managerial Strategy.

Based on the identification results that have been carried out, there are ten strategies for developing tourist destinations. In detail, this can be seen in Table 2.

Table 2. Results of Identification of Strategies For Developing Tourism Destinations

Author	Description	Method
Harofah and Mutaqin (2023)	There are four strategies for developing Tourist Destinations, namely: optimizing environmental management, optimizing the potential of home-based businesses and community assistance, managing intangible cultural assets, and managing tangible cultural assets.	SWOT Analysis
Fianto and Santoso (2021)	The strategy for developing tourist destinations is fostering the surrounding community through BUMDes, improving product quality, and organizing tourism activities integrated with other sectors, such as Harper, transportation, SMEs, trade and services, and health.	SWOT Analysis
Burhanudin & Sudarisman (2019)	Tourism Destination development uses the 10Ps strategy. Tourism businesses also use a marketing mix approach. The indicator used is the Tourism Destination indicator.	Systematic literature review

Source: processed from various sources

Based on Table 2, there are eight strategies for developing tourist destinations and first, optimizing environmental management. Harofah & Mutaqin (2023) explains that optimizing environmental management is carried out by creating attractiveness to the public and tourists. Furthermore, Harofah & Mutaqin (2023) explain that this attraction can be created by involving the community and government in preparing tourism development plans. In the end, the attractiveness of tourism destinations includes the existence of cultural tourism routes, the availability of parking spaces, the existence of supporting facilities such as public toilets, tourist attraction information centres, and the existence of spatial regulations (Harofah & Mutaqin, 2023).

The second is optimizing the potential and community assistance. Harofah & Mutaqin (2023) explain that developing tourism destinations must consider the available potential. Harofah & Mutaqin (2023) identified four criteria in determining potential tourism destinations: the beauty of natural scenery, the presence of cultural wealth, traditions and customs, the presence of cultural heritage and monuments of historical value, and the number of types of food. Third, management of intangible cultural assets. Harofah & Mutaqin (2023) explain that intangible cultural assets can become tourism products, for example, cooperation and various games.

Fourth, management of tangible cultural assets through cooperation opportunities. It is done to answer challenges in managing tourist attractions that have yet to receive support from the government. Because tourist sites are not government assets, they need to be financed independently. Fifth, coaching the surrounding community (Fianto & Santoso 2021). The tourism development strategy can be carried out by coaching the surrounding community. Sixth, improve product quality. Fianto & Santoso (2021) explain that improving the quality of tourism products is necessary. Seventh, organizing integrated tourism activities (Fianto & Santoso, 2021). Eighth, the marketing mix (Burhanudin & Sudarisman, 2019).



Figure 1. Eight Tourism Destination Development Strategies

Source: processed from various sources

Based on Figure 1, the results of this study have identified eight strategies for developing tourism destinations. It can be used to develop tourism destinations in Indonesia.

Conclusion

Tourism destinations have an essential role in national development in Indonesia. This research has explained the strategy for developing tourist destinations. The results showed eight strategies for developing tourism destinations: optimizing environmental management, optimizing potential and community assistance, managing intangible cultural assets, managing tangible cultural assets, developing local communities, improving product quality, and organizing integrated tourism activities. The government and tourism destination development stakeholders need to respond to the results of this research by optimizing the strategies identified in this study.

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