

CHAPTER I

INTRODUCTION

This chapter contains the introduction of the research. This chapter consists of background of the research, problem formulation, research objective, research scope, and outline of the report.

1.1 Background

The tourism industry is the largest multi-disciplinary and multi-institutional industry in the world (Judisseno, 2015). Tourism is a promising sector that can provide benefits extensive and sustainable development for the country. The main purpose of tourists to travel is for business purposes, visiting friends or relatives, other personal needs and pleasure (Goeldner and Ritchie, 2012). According to Martin & Bosque (2008), the tourism sector has been the biggest national income source for many countries. In Indonesia, the percentage of national income contributed by tourism keeps significantly growing. The tourism contribution to Indonesia's economy from 2015-2017 can be seen in **Table 1.1**.

Table 1.1 The Tourism Contribution to Indonesia's Economy From 2015-2017

| Year | Contribution to GDP (in US\$) | Tourism Foreign Exchange (in US\$) | Contribution to Employment (person) | Number of Foreign Tourist Visit (person) |
|------|-------------------------------|------------------------------------|-------------------------------------|--|
| 2015 | 461,36 trillion (4,31%) | 12,225 billion | 11,3 million | 10,23 million |
| 2016 | 500,19 trillion (4,03%) | 13,568 billion | 12 million | 12,02 million |
| 2017 | 650 trillion (5%) | 15 billion | 13 million | 14,04 million |

(Source: Reza, 2018)

Indonesia is one of the world's major tourist destinations because of the wealth and diversity of natural resources (Reza, 2018). Mr Joko Widodo, the president of Indonesia, set tourism as one of the five priority development sectors in 2017, namely food, energy, maritime, tourism and industrial estates (Reza, 2018). Reports from The Travel and Tourism Competitiveness Report (2019) show that Indonesia is still rank 40 in the world, far behind Singapore (17), Malaysia (29), and Thailand (31) which is quite unfortunate considering Indonesia is the largest country in South Asia with the wealth and diversity of natural resources. With such urgency, it is natural that tourism is one of the priority development sectors of the Government of the Republic of Indonesia.

Indonesia is a Southeast Asian country in the form of islands. West Sumatra is one of the province of Indonesia with the capital city is Padang. West Sumatra is a land of scenic beauty with the sea and lakes, also mountains. Indicates, tourist spends their vacation in some town and district in West Sumatra. The total number of foreign tourist that come to West Sumatra from 2015-2019 can be seen in **Table 1.2**. It showed the number of foreign tourist visit West Sumatra continuously increased. Tourists decide to which destinations they will go based on their judgments regarding interactions of the internal influence (e.g. motivation, personality and attitude) and external influences (e.g. travel distance, expense, accessibility and destination authenticity) (Belk in Yoo, 2018). Given the information, there is the validity that foreign tourist judgment regarding the internal and external influence in visiting West Sumatra as the tourist destination's choice is quite good.

Table 1.2 The Number of Foreign Tourist Visits West Sumatra

| Year | 2015 | 2016 | 2017 | 2018 | 2019 |
|-------------------------|-------|-------|-------|-------|-------|
| Number of tourist visit | 49784 | 49686 | 56313 | 54361 | 60811 |

(Source: Statistic of West Sumatera Province)

The number of domestic tourist visits town and district in West Sumatra shown in **Table 1.3**.

Table 1.3 The Number of Domestic Tourist Visits Town and District in West Sumatera

| Area | 2017 | 2018 | 2019 | Total (People) |
|--------------------------------|---|---|---|-------------------|
| | The Number of Domestic Tourist Visit Town/District (People) | The Number of Domestic Tourist Visit Town/District (People) | The Number of Domestic Tourist Visit Town/District (People) | |
| Kepulauan Mentawai | 578778 | 467694 | 994655 | 2041127 |
| Padang | 1725000 | 1877312 | 843296 | 4445608 |
| Padang Pariaman | 1960765 | 2131244 | 307316 | 4399325 |
| Pesisir Selatan | 1288000 | 779553 | 971989 | 3039542 |
| Bukittinggi | 478400 | 547976 | 933609 | 1959985 |
| Agam | 291342 | 338547 | 756750 | 1386639 |
| Tanah Datar | 339138 | 370137 | 627057 | 1336332 |
| Kab.Solok | 270784 | 310077 | 601244 | 1182105 |
| Sawahlunto | 403420 | 461960 | 237490 | 1102870 |
| Lima Puluh Kota | 166710 | 251053 | 639840 | 1057603 |
| Pariaman | 9600 | 30993 | 450640 | 491233 |
| Payakumbuh | 84613 | 96892 | 298479 | 479984 |
| Kota Solok | 47495 | 228572 | 120411 | 396478 |
| Padang Panjang | 104399 | 119548 | 166364 | 390311 |
| Pasaman | 12621 | 11713 | 101141 | 125475 |
| Solok Selatan | 14542 | 34107 | 68084 | 116733 |
| Pasaman Barat | 2107 | 7153 | 28603 | 37863 |
| Sijunjung | 5734 | 7187 | 12434 | 25355 |
| Dharmasraya | 427 | 1350 | 9745 | 11522 |
| West Sumatera (Province) | 7783876 | 8073070 | 8169147 | 24026093 |

(Source: Statistic of West Sumatra Province)

The choice of destination for tourists has been regarded as a firm factor influencing the competitiveness and life cycle of the destinations themselves (Plog in Yoo, 2018). In West Sumatra, one of various tourist destination is located in Payakumbuh and Lima Puluh Kota. There are some various potential tourist destination in Payakumbuh and Lima Puluh Kota e.g nature tourism, gastronomy (culinary) tourism, sports tourism, agro-tourism, et cetera. Payakumbuh is made up of five subdistricts, which are: Lampasi Tigo Nagari, West Payakumbuh, East Payakumbuh, South Payakumbuh, and North Payakumbuh, and is also the capital of Limapuluh Kota Regency. Payakumbuh has the strategic location about 35 km from Batusangkar, 30 km from Bukittinggi, 120 km from Padang and 188 km from Pekanbaru (Statistic of Payakumbuh, 2018). Payakumbuh is the economic hub and activity centre of the Limapuluh Kota Regency. The town serves as the gate to West Sumatra and connects some major cities in West Sumatra with other provinces. It makes tourist from Pekanbaru to Padang and the surrounding area have to cross Payakumbuh and vice versa. Therefore the strategic location makes the tourism potential in Payakumbuh and Lima Puluh Kota can be increased.

In Payakumbuh and Lima Puluh Kota, there is potential tourism that can be developed, located in Kubang, Lima Puluh Kota Regency. Kubang is one of the villages in Guguak District, Lima Puluh Kota. There is various tourism attraction that can be developed in Kubang. Tourism attractions are referring to like those qualities of tourism destination which draw in tourist to visit a particular tourist destination with their features highlights (Kušen in Krešić, 2011). The following tourist attraction that potentially becomes the tourist destination are Tenun Kubang, Kebun Jesigo, Anyaman Mansiang, Rendang Kokoci, Kampung Ganepo, Embung Tanjung Bungo, Monumen PDRI, Sate Danguang-danguang and Martabak Kubang, and Paralayang Taeh.

The following tourist attraction, unfortunately, does not attract many tourists visited. From **Table 1.3** it shown that apart from beach tourism, the most visited tourist destination in West Sumatra based on the number of tourist visit throughout the year is Bukittinggi, which is located not too far from Payakumbuh

and Lima Puluh Kota. The distance between Bukittinggi and Payakumbuh is only 30 km away. It makes tourist that come from Padang and surrounding areas which visit Payakumbuh afterwards tend to spend their time mostly in Bukittinggi. Tourist doing culinary, travelling, and purchasing souvenirs in Bukittinggi, which means the economic transaction mostly happens in Bukittinggi. On the other hand, there is a minimum economic transaction happened in Payakumbuh and Lima Puluh Kota. Whereas Payakumbuh and Lima Puluh Kota also offers quality tourism that will worth the time and money.

Based on direct observing and interviewed in the field, another factor that causing tourist attraction in Kubang does not attract many tourists visited is, Payakumbuh and Lima Puluh Kota have various popular tourist destination such as Harau Valey, Kapalo Banda, Batang Tabik, which has a well-known tourist attraction. Having an attraction is the most important elements of tourism (Miedzińska, 2009). Attractive tourist destination would bring benefits to both residents and visitors. Attractive destination will affect the tourist's perception of quality and satisfaction as well as their willingness to return and to recommend the destination. The choice of a tourism destination depends on how best the tourism destination attribute meets the visitor requirement. Attractive tourism can be seen as the quality of a place, coming from its particular character and which caught a tourist's interest (Kurek in Miedzińska, 2009). To develop tourism in Kubang, it is necessary to determine the attractiveness factor of tourist attraction.

Determining the attractiveness factor of tourist attraction will help in developing tourism in Kubang. It would be benefitted in many positive ways. The tourism sector will be able to revive the economy of the community, especially the local community. Tenun Kubang and Anyaman Mansiang are the craft product which is ancestral heritage. Besides preserving cultural heritage, developing craft tourism will increase the income and also the production of the craftsman. The product of tenun kubang and anyaman mansiang can be used as souvenirs. Jeruk Siam Gunung Omeh (Jesigo) is one potential agro-tourism in Kubang. The tourists can enter the land area and enjoy agro-tourism where visitors can pick oranges and

taste it immediately. Developing tourism in Jesigo will provide a lot of income that later on can be used for expanding the land and increase production so that the prosperity of farmers would be increased as well. On the other hand, expanding tourism in Kubang would increase business opportunities, create jobs and preserving nature and cultural heritage. Rendang, ganepo, martabak kubang, and sate danguang-danguang are Payakumbuh's traditional food. Expanding the culinary tourism will increase business opportunity and introduce local cuisine to the tourists. Whereas, sports and nature tourism are collaborations of recreational experience. Embung Tanjung Bungo, Monumen PDRI can be include in nature and recreational tourism. Paragliding is one of the sport tourism that can be done in Kubang. Besides, the area of paragliding also offers nature tourism, which provides the scenic beauty of the place.

Because determining attractiveness factor of tourism would bring many benefits to a tourist destination and the tourist destination in Kubang has a good potential for developed as integrated tourism, it is necessary to hold research and assessment of determining the attractiveness factor of tourist destination in Kubang which are Tenun Kubang, Kebun Jesigo, Anyaman Mansiang, Rendang Kokoci, Kampung Ganepo, Embung Tanjung Bungo, Monumen PDRI, Sate Danguang-danguang and Martabak Kubang, and Paralayang Taeh,. In which will be a consideration in developing strategies for the object of tourism to be better and able to increase the local incomes as well as community incomes around the tourist attraction.

1.2 Problem Formulation

The problem formulation of this research are as follow:

1. What are the critical success factor of tourism and the attractiveness factor of tourism that impact tourist destination in Kubang?
2. What are the strategical step in developing integrated tourism of Tenun Kubang and another tourist destination in Kubang?

1.3 Research Objective

The research objective of this research are as follow:

1. Identifying the critical success factor of tourism.
2. Determining the attractiveness factor and attractiveness index of each tourist destination in Kubang.
3. Determining the strategical step to integrate tourist destination in Kubang.

1.4 Research Scope

The scope of the research are as follow:

1. The tourist attraction in Kubang that will be determined the attractiveness factor is only Tenun Kubang, Kebun Jesigo, Anyaman Mansiang, Rendang Kokoci, Kampung Ganepo, Embung Tanjung Bungo, Monumen PDRI, Sate Danguang-danguang and Martabak Kubang, and Paralayang Taeh. Because based on direct observing and interviewed in the field, the tourist destination does not attract many tourists visited.

1.5 Outline of Report

The writing systematics of this research are as follow:

CHAPTER I INTRODUCTION

This chapter contains background regarding the integrated tourism, the formulation of the research problem, the objectives of the research, the scopes of research, and the outline of the report.

CHAPTER II LITERATURE REVIEW

This chapter contains a theoretical basis that supports research. The literature review consists of tourism, critical success factor of



tourism, the tourism attractiveness, halal tourism, and relative importance index.

CHAPTER III RESEARCH METHODOLOGY

This chapter contains the steps that will be taken in solving the problem in this research from the beginning until the end of the study.

CHAPTER IV DATA COLLECTION AND DATA PROCESSING

This chapter describes the data collection and data processing in this research.

CHAPTER V ANALYSIS

This chapter consists of an analysis of data collection and data processing in this research.

CHAPTER VI CONCLUSION

This chapter contains the conclusions of the research results and the suggestions for further research.

