

Optimizing the Potential Places and Attractions of Tourist Destination

Rachmawati Novaria and Suko Istijanto

Department of Architecture, Faculty of Social Science and Political Science,
University of 17 Agustus 1945 Surabaya, Surabaya, East Java, Indonesia

Abstract: Indonesia has many tourist destinations, both in the form of artificial tourism destinations and natural tourist destinations. One of the natural tourist destinations to be reviewed in this study is Kedung Cinet. A rural nature tour in the Plandaan Region known as the “Grand Canyon Mini” in Jombang. This is in line with the concept of rural tourism development and the support program of the sustainable development goals whose main target is the improvement of social welfare, poverty alleviation and the reduction of unemployment. By identifying tourism potential, the result of the study is Kedung Cinet development model. Descriptive analysis method is used to see the conditions in the field with the determination of criteria based on the theory of design elements of rural tourism areas. And use the “SWOT analysis” to see potential objects and attractions. The solution is to establish Kedung Cinet area based on sustainable development concept.

Key words: Tourist destinations, tourist objects, attractions, development model, SWOT, solution

INTRODUCTION

Tourism development is a comprehensive development program that synergies with the efforts of nature conservation, environment and culture of local communities. Thus, the tourism development strategy should be oriented towards involving the community both in the process of planning organizing, implementation and supervision which in the end will be realized the development of tourism that can improve the welfare of the community.

A potential tourism development plan will be determined by an appropriate development strategy. The existence of tourism destinations Jombang Regency has a unique and unique advantages compared with tourist destinations in other areas are religious tourism and nature tourism. The various destinations that have potentials to be developed have become the collective consciousness of the people and citizens of Jombang. The problem is need to formulate the right model to empower and develop various potential tourist destinations that can become an icon for Jombang, so that, in turn will be able to lift the original revenue area. Based on the fact that the writers are interested to study the strategy of developing the potential and tourist attraction of Kedung Cinet to improve the marketing of tourist destinations in Jombang.

Kedung Cinet is a nature tour similar to the mini version of “Grand Canyon”. The location of Kedung Cinet is located in the village of Pojok Klitih, Plandaan sub-district, Jombang district. Travel to this tourist site through a very beautiful and exotic area where visitors

can walk through the green forest and clear Brantas River flow and crossing the adrenaline-challenging hanging bridge, making the trip to Kedung Cinet become special and exciting. The location of this tour itself is in the middle of a dense forest. When departing from Ringin Contong which is considered as the heart of Jombang city, it takes about 45-60 min journey to enjoy the natural treat Kedung Cinet. With such circumstances of course make the scenery there is very beautiful and interesting to enjoy.

Little myths about Kedung Cinet, Kedung Cinet’s story is often used as a bath of the Kings and Empresses and court ladies from the famous Mojopahit Kingdom of Trowulannya temple. To reach Kedung Cinet, its access will only be reached by two-wheeled vehicle when it reaches Klitih village, Plandaan subdistrict, about 10 km from Brantas Ploso bridge, to reach the location by going down Brantas River and passing suspension bridge.

From this study is expected to get a strategy and model of tourism development, especially in the development of tourism potentials in this area. With the basic assumption that the various potentials of tourism in Kedung Cinet Jombang Regency optimized with the utilization of tourism development strategies appropriate and good then tourist destinations there will developed optimally. Moreover, it can increase the local revenue and market tourism destination of Jombang Regency.

MATERIALS AND METHODS

This research is done by multiplying information through interviews and focus group discussion. The

expected information consists of natural, socioeconomic and local government, community and private sector support (Bungin, 2007), the method used in this research is descriptive explanatory research that is digging information on facts, identifying and mapping the current potency done qualitatively. While extracting data is done to the informan that is from the society of business development actors, governments of village, district and Jombang Regency.

The object of this research is Kedung Cinet in Jombang Regency that has the potential to be developed as a tourist attraction that has strong appeal. Data analysis was done by SWOT analysis through mapping of internal factor and external factor of area. Departing from the problems and actual issues that have been described then the researchers chose to use SWOT analysis approaches that are considered appropriate for solving the strategic problems of the tourism sector in Kedung Cinet, so that, it can be found the development strategy of Kedung Cinet tourism potential as one of the tourist attraction and effort economic development in Jombang Regency.

The research procedure of the researcher to identify Kedung Cinet tourism potential with SWOT approach as described above is followed by the following steps: observing and noting the various conditions and potentials of objective conditions of objects or tourist destinations that are the focus of research, so, as to identify the internal factors in the form of strengths and weaknesses as well as external factors consisting of opportunities and threats required in the development of tourism in Jombang; Determine alternative strategies for tourism development in Jombang Regency by combining the SWOT condition based on the findings in the field; Determine the strategy of appropriate choice for tourism development in Jombang Regency.

Identification of the SWOT is the result of direct observation of the research object ie Cinet tourism potentials in Jombang Regency which have been compiled and categorized into internal factors such as strengths and weaknesses and external factors to be seen as an opportunities and threats.

RESULTS AND DISCUSSION

Using the SWOT analysis, we will find characteristics of key strengths, additional strengths, neutral factors, major weaknesses and additional weaknesses based on internal and external environmental analysis of tourism sector development in Kedung Cinet. From the analysis, the potential of an institution to move forward and develop is influenced by: how to harness the influence from outside as additional strength and local influence from within to be maximized. The identification of internal

and external issues analyzed in this study is the selection of priorities of strategic issues. In the end, the priority strategy that can be used to develop Kedung Cinet tourism potential optimally is the model where in optimizing the potential of Cinet tourism object and attraction, it needs support from 4 pillars of government, private support as business actor and local investor. As well as educational institutions.

The reality of the activity or the real desire of nature tourism is the attraction of recreational activities that utilize the potential of natural resources whose purpose is for tourists to receive physical and spiritual freshness, knowledge and experience and foster inspiration and love for nature. In conducting nature tourism activities we must preserve an unspoiled area, provide economic benefits and maintain the cultural integrity of local communities. It is another aspect that must be considered and prioritized to run, both by managers and tourists. In the economic aspect for example, every natural tourism destination should have transportation and lodging facilities.

Specifically, Fadeli (2000) mentions several criteria that must be implemented in the development of nature tourism, namely managers must be responsible for the preservation of unspoiled areas, provide economic benefits and maintain cultural integrity local community.

Gardner (1996) asserted that a model of tourism development has the following conditions. First, logical, that is a form of tourism must be understandable and in accordance with the prevailing reality. Second, flexible, that is a form of tourism must be able to follow the development and needs. Third, objectively that a form of tourism should be based on goals and objectives based on systematic and scientific considerations. Furthermore, Gardner (1996) also, adds that the orientation of tourism development model has strategic importance that is: trend oriented (based on existing tendencies) that is a development based on existing and developing considerations and order, oriented target, (based on target consideration) that is an outcome corresponding to the intended goals and objectives achieved in the future as a determinant.

The model of tourism development is a decision-making process related to the future of a tourist destination or tourist attraction which is a dynamic and systematic process by considering various alternative actions to achieve the goal. The process for making tourism model decisions is environmental (physical, economic, social, cultural and political) as an interrelated and interdependent component of one another. The model of tourism development is the actual form of tourism illustrated from the beginning to the end that is presented in a typical way that there are strategies, approaches, methods and techniques to achieve tourism objectives.

Tourism potential will be more perfect when packed with the provision of tourist attractions that become the needs of tourists. Open the possibility to provide culinary tours typical of Jombang cuisine past and who have adopted the development of culinary archipelago. The potential that can be developed also is to build shopping places that provide souvenirs, accessories, clothing, snacks, souvenirs which tourists need with a touch of local wisdom. In addition provided traditional art performances. Regional attractions that give pleasure to young children who commonly accompany their parents when traveling is also interesting to be provided.

Awareness that Kedung Cinet has enough tourism potential to be delivered by several informants. The results of the study directly through interviews with informants mentioned that Kedung Cinet is rich with tourism potentials that actually have advantages that are not inferior to other regions. Imam Sudjono as community leaders mentioned that the objective condition of Kedung Cinet's tourism potential is quite good, although, there is still much that needs to be improved. He also emphasized that the aspects that need to be considered in the management of the main tourist attraction is related to the variation of attractions in every tourist destination. For him, the attractions are a special attraction for tourists because the presence of visitors to a tourist attraction is to obtain satisfaction.

In line with this opinion is Moh Basri (a local religious leader), mentioned that the underlying flaws for the management of Kedung Cinet Jombang tourism are related to the entertainment options and local attractions that can boost the tourists to feel comfortable and willing to extend their stay at the tourist place. Informant from (Inama Indarto), a tourist from the Mojokerto area emphasized the need for additional facilities and local attractions such as dances, traditional music presented to tourists for the development of tourist attractions Kedung Cinet. And information from Nani Haryati (female business actor), mentions in addition to presenting local attractions is also required souvenirs and souvenirs typical of the area that can be made by local craftsmen.

Kedung Cinet actually has the potential, strength and excellence that may not be owned by other tourist destinations. Potential, strength and excellence that furthermore, need to be seen and empowered by government in making policy, so that, become strategy of development of potential and appeal of precise, effective and efficient.

SWOT analysis is one of the analytical techniques used in interpreting the planning area and identifying the potentials and attractions of Kedung Cinet tourist destinations. Wahab (2003) with SWOT analysis will be known strength and opportunity are open as positive factors and weaknesses and threats that exist as negative factors. In turn, a core strategy will be derived, whose

principles are: strategies that leverage existing strengths and opportunities, strategies that address existing threats and strategies that fix existing weaknesses.

Alternative strategy; S-O strategy: The Strength Opportunity strategy (S-O) is a strategic step by using the power of tourism potential of Jombang Regency to be able to take advantage of tourism sector development opportunities including strategic steps as follows: Optimizing Kedung Cinet's geographical potential to capture opportunities for the implementation of regional autonomy in Jombang Regency, optimizing the existing and undeveloped Kedung Cinet tourism potential areas, take advantage of the business centers of superior product development support the development of Kedung Cinet to attract domestic and foreign tourists, increasing the commitment of local government and community support.

As stated by Unga and Antara (2011) it is said that the strategy of Strength Opportunity (SO) is a strategy that uses the forces to exploit the opportunities that exist. The existing strengths which become positive values for a destination are used maximally for destination activities. SO strategy in developing tourist location is formulated by using various strengths owned by this region in order to take advantage of various tourism opportunities that exist. Strengths and weaknesses are internal factors while opportunities and threats are external factors. In utilizing SWOT an alternative usage is based on the combination of each aspect, so, in the tourism world there are 4 development strategies, namely Strength-Opportunity (SO) strategy, Strength Threats (ST) strategy, Weakness-Opportunity (WO) strategy and WeaknessThreats (WT) strategy. SO, strategy is taken by utilizing the power (S) of a destination maximally to seize the Opportunity (O) for its development, Weakness-Opportunity strategy (WO). Strategy ST is taken by utilizing the power (S) destinations to the maximum to anticipate or deal with Threats (T) and try to maximize the threat as an opportunity. WO strategy is done by minimizing the Weakness (W) of a destination to seize the Opportunity (O) for the development of the destination. The WT strategy is run by minimizing the Weakness (W) of a destination to better avoid the existing (T) Threats.

Departing from the problems and actual issues that have been described earlier, the researchers chose to use the SWOT analysis approach that is considered appropriate for solving the strategic problems of tourism sector in Kedung Cinet Jombang, so that, it can be found the strategy of developing the potential and tourist attraction of Kedung Cinet as one An economic development effort in Jombang Regency.

S-T strategy: The strength-threats strategy is an alternative strategic step by utilizing the power of Kedung

Cinet tourism potential to overcome the threat of developing the tourism sector including the following strategic measures: Improve security stability; Utilizing spatial structures that are the priority of regional growth; Improving institutional role of tourism managers; Utilizing the commitment of local government and community support.

Furthermore, it can be said that the S-T strategy is a strategy that uses the power to overcome various obstacles in the destination area. Strategies in the development of potential destinations in the future can be formulated by utilizing various strengths that exist in answering various obstacles and challenges faced.

W-O strategy: The W-O (Weakness-Opportunity) strategy is a strategic step by overcoming weaknesses to seize opportunities or overcoming weaknesses by utilizing in the development of the tourism sector in Kedung Cinet including the following strategic measures. Improving supporting infrastructure and facilities, optimizing tourism promotion with technology and information utilization, Improve the system and quality of human resources of tourism managers, improved development financing capabilities by utilizing CSR's role support.

Furthermore, W-O strategy is a strategy based on the utilization of existing opportunities by minimizing existing weaknesses. A WO strategy is a strategy that minimizes weaknesses to take advantage of opportunities.

W-T strategy: The W-T (Weakness-Threats) strategy is a strategic step by overcoming the weaknesses to avoid or overcome the threats that will arise in the development of tourism sector in Kedung Cinet including the following strategic measures; Improving infrastructure and the environment in order to anticipate damage due to bad weather that hampers tourism development; Optimizing public participation in tourism development to prevent pollution and environmental degradation.

Furthermore, although the WT strategy is part of the strategy that can be formulated from the SWOT analysis approach but in the implementation of WT strategy programs are very difficult to be implemented by an organization. Therefore, the researchers also argue that this strategy is not recommended to be applied in the development of tourism sector in Jombang. This strategy is not easy to implement because in addition to taking a long time, also required a considerable cost which would certainly drain the local budget that should be allocated for more priority activities.

The description regarding the utilization of strength and proper attitude to the threats of a tourism object will result in the proposition of tourism development potential strategy as follows. If the strength owned Kedung Cinet

Table 1: SWOT matrix

Factor internal	Strenght (S)	Weaknesses (W)
	Strategic geographic location	Limited infrastructure and supporting means of transportation
	The existence of a natural tourist attraction that has beautiful and natural panorama	Not optimal promotion with technology utilization
	There are several business centers	The absence of professional quality HR support
	The role of institutional/ institutional tourism managers	Not optimal community participation
	The existence of spatial structure that supports the growth priority of tourism area	The financing capacity of tourism development is still low
	The community structure of Kedung Cinet	
Factor external	A relatively stable security environment	
Opportunities (O)	S-O Strategy Optimizing the strategic location of Kedung Cinet	W-O strategy
Implementation of regional autonomy policy	Take advantage of the priority spatial structure of the growth of Kedung Cinet tourist area	Improve infrastructure and facilities
Government policy support	Take advantage of business centers of superior product development	Optimizing the promotion of Kedung Cinet tourism with the use of technology and information
The existence of corporate Social Responsibility (CSR) roles and programs	Take advantage of the commitment of local government and community support of Kedung Cinet.	Improve the system and quality of human resources of Kedung Cinet tourism management
	S-T strategy	Improve development financing capabilities by leveraging CSR's role support
Treats (T)	Improve stability to anticipate trauma and ensure the safety of tourists	W-T strategy
The occurrence of security trauma for tourists	Utilize the priority of tourism area growth with the commitment of local government	Improved repair infrastructure and transportation facilities that impede tourism development
Occurrence of accidents	Increasing the role of institution / institution of Kedung Cinet	Optimizing the community participation of Kedung Cinet
The occurrence of pollution and environmental damage	Increasing the commitment of local governments and communities	
The absence of synergy in network development		

Jombang optimized utilization along with preventive efforts over the existing threats Kedung Cinet tourism potential Jombang will be developed optimally.

More details of the SWOT analysis and the formulation of alternative strategies of development of Kedung Cinet tourism potential in the economic development effort in Jombang Regency can be summarized in matrix form as Table 1.

From several alternative strategic steps as described above, then through the stages of the SWOT approach can then be selected priority strategy or strategy of choice in developing tourism potential of Kedung Cinet in economic development effort in Jombang by doing assessment of each strategy factor using IFAS

Table 2: Factor of internal strategy of potential development of Kedung Cinet Jombang

Internal strategy factors	Weight	Rating	Scores
Power			
Strategic geographic position	0.069	3	0.207
Number of people's traditions	0.077	4	0.308
The number of potential natural attractions that have beautiful panorama and natural	0.076	4	0.304
There are some business centers	0.074	3	0.222
The role of institution/institution of tourism managers	0.057	2	0.114
The existence of spatial structure	0.730	3	0.219
Community structure	0.064	3	0.192
Relatively stable security environment	0.076	4	0.304
Clear commitment from local Government	0.077	4	0.308
Total	0.643		2.178
Weakness			
Limited infrastructure and transportation facilities	0.077	4	0.308
Not optimal promotion with technology utilization	0.075	4	0.300
The absence of professional quality HR support	0.071	3	0.213
Not optimal community participation	0.063	2	0.126
The ability to finance tourism development	0.071	3	0.213
Total	0.356		1.160
IFAS assessment results			

Table 3: External strategic factors of potential development kedung cinet jombang

External strategy factors	Weight	Rating	Scores
Opportunities			
Implementation of the policy of Regional autonomy	0.114	3	0.342
Government policy support as a flagship area.	0.128	4	0.512
The interest of both domestic and Foreign tourists.	0.129	4	0.516
The breadth of marketing network	0.113	2	0.216
The existence of corporate Social Responsibility (CSR) roles and programs	0.111	2	0.212
Amount	0.595	-	1.798
Threat			
Security for tourists	0.109	4	0.426
Accident due to bad weather	0.108	3	0.334
The occurrence of pollution and environmental damage	0.107	3	0.321
The absence of synergy in network development	0.171	2	0.212
Total	0.495	-	1.293
EFAS assessment results			

(Internal strategic Factors Analysis Summary) and EFAS (External strategic Factors Analysis Summary) to construct a SWOT matrix as presented Table 2.

Table 3 shows it can be explained that based on the acquisition of an assessment of internal factors (X-axis) and external done by reducing the weighting result and rating of each indicator of strength and weakness

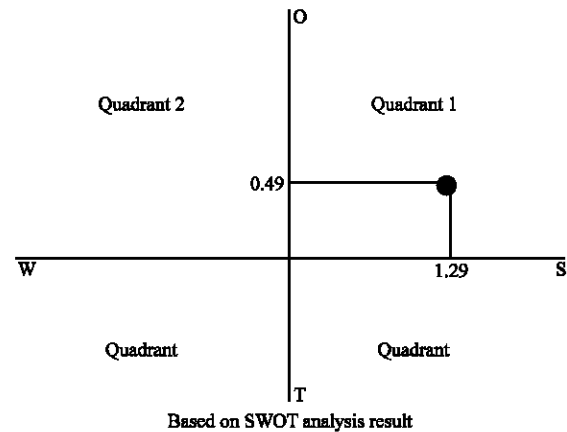


Fig. 1: Priority development strategy of Kedung Cinet Jombang tourism (IFAS-EFAS assessment results)

factor, then obtained for internal factor get value equal to 1,293 or is in power level. While the external factor reduction (Y-axis), namely the reduction of the value of opportunities and threats obtained by the value of positive 0.495 or at the level of opportunity. Thus, if the results of the assessment are depicted in a graph, it will be known the intersection point between X and Y axis in quadrant 1 position which can be clearly seen in Fig. 1.

From the assessment of IFAS and EFAS in the table, it can be seen that the strategy position lies in quadrant I in room a with rapid growth strategy which is a fast flow growth strategy to show the development of Kedung Cinet's tourism potential optimally for certain targets and in short time due to the potential owned power is greater than the threat to the development of Kedung Cinet tourism in Jombang.

CONCLUSION

The strategy of developing the potential and tourist attraction of Kedung Cinet in an effort to increase the original revenue of Jombang is as follows.

Based on the results of SWOT analysis it can be stated that the development of Kedung Cinet tourism potential can be pursued with an effective and appropriate development strategy in accordance with the potential of a tourist destination there is all stakeholders. They are given a wide opportunity to develop the potential and attractiveness of the region, based on the strategy that has been chosen.

In turn, the determination of the right strategy will be able to support income earning that leads to an increase in the original income of Jombang.

RECOMMENDATIONS

Several steps to develop the potential and attractions of Kedung Cinet which can be reached in the application of SWOT strategy as follows; It offers various potentials to outside parties, both to the government and private parties to work on various existing potentials such as local attractions and traditional music attractions in order to entertain and develop tourist attractions Kedung Cinet, conduct comparative visits as comparative materials in tourist areas that have similar potential characteristics and develop early, introducing to the public, both Foreign tourists and domestic tourists by using information technology as a means of promotion, utilizing superior product producers for human resource development and utilization of natural resources, increase the commitment of local government and support, improve infrastructure and transportation facilities, increasing the role of tourism management

institutions to cooperate and synergy the development of tour packages with other regional tourism agencies.

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