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Innovation Strategy Role in Tourists Visit Improvement. Context of Man-Made Tourism in Indonesia

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Abstract

The study aims to analyze the innovation strategy impact on improvement of man-made tourist visit in Indonesia. Nowadays, man-made tourism is very popular for society as an alternative family tourism for entertainment, education and refreshing. The type of study uses a qualitative approach. Data collection techniques are conducted by in-depth interviews with man-made tourism actors in Indonesia, especially at Jatim Park Batu Malang, East Java Province, Taman Mini Indonesia Indah, Jakarta Province, Ragunan Zoo, Jakarta Province and Ancol, Jakarta Province, Indonesia. The researcher team also conducted data collection through photographs and records in the field. The study result recommends that man-made tourism requires innovative, effective, efficient and not easily imitated innovation strategies to increase the number of tourists so they can compete with other tourism such as natural and cultural tourism. Man-made tourism business actors need to manage well and professionally so the man-made tourism visitors will increase in the long term.

Keywords: innovation; man made tourism; traveler visit

Jel Classification: L83; Z32.

Introduction

The tourism industry is one of the world's largest industrial groups. Some industrialized countries is capable to support the country's economy. In the last three decades, the tourism sector in Indonesia has significant growth and able to contribute strategically in the national development in Indonesia. The real contribution is the increase of the country's foreign exchange earnings and the native regions revenue. Each region now competing to manage its tourism so it can attract and deserve to be visited by domestic and foreign tourists. Increased tourist visits have an impact on the growth of other related industries and being a driving factor in the tourism sector, such as; food

and beverage businesses, lodging, transportation and other businesses. This condition surely will affect the creation and absorption of employment, poverty alleviation and economic region growth.

In 2018 the target of tourists increases to 17 million from 15 million in 2017. The Ministry of Tourism prepares Visit Indonesia Wonderful Indonesia (VIWI) 2018 program in the form of tour packages to 18 leading destinations to increase the number of tourists. The 18 destinations are spread in Sumatera (Medan/Danau Toba, Batam, Belitung, Padang and Palembang), Java (Jakarta, Bandung, Borobudur/Yogyakarta, Solo, Surabaya-Bromo-Tengger and Banyuwangi), Kalimantan (Balikpapan), Bali, West Nusa Tenggara (Lombok), Sulawesi (Makassar/Wakatobi and Manado), and West Papua (Raja Ampat). (<https://travel.detik.com/travel-news/d-3766273/kunjungan-turis-tahun-2018-ditargetkan-capai-17-juta>, accessed on January 24, 2018). The temporary achievement number of foreign tourist arrivals in the January to October 2017 cumulatively amounted to 11.617.828 foreign tourists or grew 24% over the same period in 2016 as many as 9.403.614 foreign tourists. Therefore, to make economic growth and region to be evenly distributed, the President of Republic of Indonesia mandates the development of new tourism destinations (<http://kemenpar.go.id/asp/detail.asp?c=16&id=3862>, accessed on January 24, 2018).

It is known that Indonesia is an archipelagic country. Each island has a very interesting tourism potential to be developed in accordance with their local wisdom (Muafi 2016). Therefore, the government should cooperate with private parties to participate in developing tourism potential in each region. It needs collaboration and partnership between institutions so that the tourism sector can grow and succeed in the long term (Bramwell and Lane 2004). Tourism business actors should be able to design tourism strategy well and on target. There should be commitment from all parties to participate to succeed the strategy so the tourism performance is increasing. Tripathi and Siddiqui (2010) suggest that consumer preferences being an important attribute in providing tourism sector services. Different attributes can be offered with different marketing strategies. Gilmore *et al.* (2007), D'Amore (1992) recommends that a marketing strategy approach will be useful for sustainable tourism development. The tourism strategy concept can also consider the economic, social and environmental aspects of a region. This study is focused on the importance of having innovation strategy in man-made tourism industry that exist in Indonesia. Innovation and tourism are an interesting topic and a strategic issue today (Hall and Williams 2008, Mayer 2009). Man-made tourism is currently required to be innovative and creative in packing tourism strategies to attract more visitors both local and foreign (Carvalho and Costa 2011) and can compete with the natural and cultural tourism market.

1. Literature review

Man-made tourism

Government Regulation Republic of Indonesia (RI) Number 50 of 2011 regarding RIPPARNAS article 14 paragraph 1 letter c explains attraction of man-made attractions a special tourist attraction that is an artificial creations and other human activities outside the nature tourism and cultural tourism. Man-made tourism is currently developed as one of the tour that must have its own attraction compared with cultural tourism and nature tourism. Man-made tours can include; MICE tourism (MICE and event tourism), sport tourism, and integrated tourism area (Ratman 2016). According to Teguh (2017) the current tourism industry in Indonesia faced with various challenges ahead, such as;

1. Tourism development should encourage attractiveness, competitiveness, sustainability and localness;
2. Complexity of activities, facilities and services, multilevel coordination, and the need for a multilayer partnership;
3. Increased synergy and coordination across sectors;
4. Accelerated development of basic infrastructure and public utilities in tourism sector;
5. Building tourism means building a tourism ecosystem and tourism business model;
6. Stakeholders commitment and CEO commitment;
7. Implementation of sustainable tourism development;
8. Building nations through tourism (community welfare, poverty alleviation, peace, social justice, cultural diplomacy and national resilience).

Therefore, to make successful tourism activity Teguh (2017) recommends to concern about;

- (1) The destination cycleslevel. Destinations have their own business lifecycle. Therefore, tourism managers must have a good management strategy so that it can continually increase the growing rate of tourism.

(2) Cultural idiosyncrasies, in which historical, cultural and social conditions affect processes and outcomes. The local society culture greatly affects visitors to visit again and repeat the same experience. They are usually tourist visitors who want to learn the history, culture and social community.

(3) Administrative, legal and political framework. Policies and regulations which related to administration, legal and political should support the easiness of the tourism industry in order to develop and succeed

(4) Degree of integration. Integration level of various parties including the tourism business model implementation involving the society, corporate and inclusive tourism. The applied business model should involve the society, private parties and other stakeholders.

The research team identified and classified man-made tourism destinations in Indonesia, such as;

- Playgrounds; (1) Taman Impian Jaya Ancol, Jakarta; (2) Jungle Land, Bogor; (3) Ocean Park, Banten; (4); Jatim Park I, II, III and others; (5) CAS Waterpark Tourism Village Royal Tirta Anugrah, Banten; (6) Trans Studio Tour, Bandung; (7) Kidzania, Jakarta and (8) Water World Citra Raya, Banten.

- Fruit Garden/Flower Garden; (1) Sengkaling Tourism Park, Malang; (2) Strawberry Parongpong Garden; (3) Eco Green Park Malang; (4) Agrowisata Wonosari, Malang; (5) Taman Bunga Nusantara, Bandung (6) Taman Wisata Sengkaling, Malang and others

- Zoos; (1) The Ragunan Zoo, Jakarta; (2) Bandung Zoological Parks, Bandung; (3) Taman Pandanaran, Semarang; (4) Jatim Park 1, Malang; (5) Jatim Park 2, Malang; (6) Bali Zoo, Bali and others

- Integrated Resort; (1) Nusa Dua Resort area; (2) Tanjung Lesung Area; and others.

These destinations designed and developed continually by the government and the private sector to attract a visitor as a worth alternative destination that being visited by domestic and foreign tourists.

Innovation strategy and traveler visit

The study about tourism innovation is rarely found. Whereas this sector currently has an urgent need of innovation (Carvalho and Costa 2011). Innovation is competitive advantage source for an industry and can improve the organizational performance (Muafi 2015, Tushman and O'Reilly 1997, Hunt and Morgan 1995, Diharto *et al.* 2017). The capability innovation of an organization will be able to enhance organizational performance (Diharto *et al.* 2017, Muafi 2015). Shiau (2014), Kafetzopoulos and Psomas (2015), Muafi (2016, 2017, 2015) says that if a businessman is able to innovate highly, it will increase interest and decision to produce better and more efficient product.

Case in Indonesia occurred in Banyuwangi Regency, East Java Province. In the beginning, people do not really know about the tourism sector even though this regency has a huge potential tourism. Banyuwangi Regency has a breakthrough by doing tourism innovation strategy. Pramita (2015) concluded that there is increase in the number of tourists since the Banyuwangi Festivalinnovation program although the number of foreign tourists has not too significantincreased as the domestic tourists. Factors that support the program are various parties support to participate in conducting tourism development and the active role of stakeholders. One of the hinder factors is the lack promotion in funding. This result is reinforced by Khasanah research (2015) which explains that in order to keep the increasing number of tourist visit in Banyuwangi Regency, local government will innovate the tourism information service. Started from the regional innovation program themed B-Diso (Banyuwangi Digital Society). Then, developing with a tourism innovation of information services through android-based applications "Banyuwangi Tourism". The United Nations World Tourism Organization (UNWTO) in the "12th UNWTO Awards Forum" in Madrid, Spain, 20/1/2016 gave award to Banyuwangi Regency for the "Public Policy Innovation and Governance" category, beating the other nominations from Colombia, Kenya, and Puerto Rico. (<http://travel.kompas.com/read/2016/01/22/104123127/Empat.Strategi.Banyuwangi.Raih.Penghargaan.Pariwisata.PBB>, accessed on January 24, 2018). It makes other districts more motivated to follow their steps, although they remain principled that each region has advantage and distinctive local wisdom. Then this innovation strategy conducted in other provinces in Indonesia, for example in Purworejo Regency, Central Java Province. Nowadays, innovation strategy is a must for tourism sector (Bahrudin 2017).

The heterogeneity of man-made tourist visitors makes businesses have to design programs and policies that can attract them to re-transact. Product and service innovation should be directed to the tangible and intangible products and services characteristic. Innovation in the tourism sector is necessary because of; the globalization demands, the tourist profilewhich constantly changing and the the tourism sustainability sector to survive and compete (Carvalho and Costa 2011). Maráková and Medvedová (2016) recommend the importance of innovation in tourism destinations may include processes, marketing, institutional, management, product and service innovation as well as the application of knowledge application to products, organizational and procedural innovations in tourism. The Nordic funding program is directed to be used for; innovation and efficiency of marketing communications, public and private partnerships in tourism innovation support, innovations from religious tradition

aspect, eco tourism, improved access to capital and finance from tourism, branding 'noudic tourism' as business concepts, products and services used to compete in the global market. Several study findings proved that innovation strategies in tourism are able to attract tourists (Hall and William 2008), both abroad and locally. Maráková and Medveďová (2016) reinforce the the existing literatureopinion that in manage tourist destinations should uses a new approach because of the constantly changing demands of consumer behavior.

2. Research Methods

This study uses a qualitative approach that conducted by doing unstructured and open interviews to 6 man-made tourism managers at manager level in Jatim Park Batu Malang, Taman Mini Indonesia Indah Jakarta, Ragunan Zoo, Jakarta, Indonesia and Ancol, Jakarta, Indonesia. Four locations are selected because each location has the same product characteristics that is tourism destinations with education-based tourist icons (e.g.: geology, art, culture, custom, and animal). Team identified the problems faced by man-made tourism managers at the four locations (Walker 1985). The validity of data research conducts based on the consideration indicators; credibility, dependability, and confirmability (Guba and Lincoln 1994, Walker 1985, Muafi *et al.* 2016, Muafi and Wijayani 2015). Interviews directed in accordance with the study's theme that is the importance of innovation strategies in managing man-made tourism. The research team conducted data collection to strengthen the interviews results by documenting photos, recording the interviews and exploring the records in the field (Miles *et al.* 2018, Muafi *et al.* 2016, Muafi and Wijayani 2015). It is done so that the research team succeeded in collecting depth and accurate information related with the studied theme. Validity and reliability test conducted by triangulation method: through some references or literature and comparing data that has been obtained in the field, observe diligently and consult the qualitative expert. It is done so that the study results can be simply presented and easy to understand so it can conclude easily (Muafi *et al.* 2016, Muafi and Wijayani 2015, Miles *et al.* 2018 Muafi 2017).

3. Results and discussion

Globalization makes tourist visitors demand fast, practical and efficient service. It seems that man-made tourism managers want to be able to provide satisfactory service to the customer. Customers who come to visit mostly from campus, elementary school to high school and family. They rarely come alone because it always comes clustered. Based on the study result, it can be concluded that innovation strategy is needed in the man-made tourism management in Indonesia, especially in Jatim Park Batu Malang, Taman Mini Indonesia, Jakarta, Ragunan Zoo, Jakarta and Ancol, Jakarta.

There are five important points that can be applied in tourism innovation strategies, including; (1) products and services innovation based on IT (2) products and services innovation based on local wisdom, (3) products and services innovation based on culture and art, (4) products and services innovation based on halal tourism, and (5) products and services innovation based on education.

"We have provided services to consumers by utilizing information technology. Products and services promotion conducted through twitter, whatsapp and facebook. We also provide online ticket purchases, attractive discounts and tour packages for groups "(Participant 2)

"We realize that we are less innovative in souvenirs sales because the small industries are very difficult to cooperate for selling souvenir products with reasonable price and good standard "(Participant 1)

"Our advantage is that we offered educational tours to customers and it becomes their main attraction to come back visiting our place. We give education about culture and art. We realize how important to sell innovative products and services so that visitors are happy and will come back "(Participant 3).

"The main attraction of visitors to come in this place is our tour which offers health tourism, geology and animals. Students and especially children at elementary, junior and senior high school loved it. Nevertheless, we will always innovate to create and offer new products that accordance with market demand because here precisely we can survive "(Participant 2)

"We often offer thematic and special events that are liked by the society in accordance with our local wisdom, such as dance or *Ondel Ondel* attractions. We have more than 20 rides, 20 performances, festivals and competitions "(Participant 5).

"We have targeted families and educational institutions customers. Some partnership that we have done is often provide an attractive promotion of educational, art and cultural tour packages with certain price rate if they come in large numbers. Our partnership through travel agents, schools, and universities "(Participant 4)

"We realize that the majority of visitors are Muslim so we provide worship place to pray. We also ordered 'halal' label for food and beverages which are purchased, so the visitors are enjoying the food and beverages"(Participant 1)

"Now, we realize that we have not developed tourism cyber campaign through social media. Where a sit is very important to maintain our reputation"(Participant 6).

"We realize that our targeted customers are local tourist because our promotional costs are relatively limited and foreign tourist usually have higher service demands and global standards "(Participant 5)

"We are pleased to see the tourism business in our surrounding environment which are run by developing societies, accommodation, restaurants, tourist transport services, souvenirs, etc." (Participant 1)

"The support that we expect from the government is provide the same holiday in one family, so the number of visit will be greater. They often come not together between father, mother and child". (Participant 2).

It can be concluded that all participants are aware with the importance of products and services innovation. It also reinforces the previous study findings that innovation strategies are very important to increase domestic and foreign tourists loyalty. Nevertheless, support from various parties is necessary for the man-made tourism sustainability in the long term. The tourism trend development becomes one of the triggers for the region to continue improve the quality of accessibility and connectivity. Various programs related to integrated inter regions development and tourist destinations are expected to facilitate tourists to visit man-made tours.

Conclusion

Innovation is an important aspect in contribution of man-made tourism managers to continue develop and being creative in accordance with market demands. It is important for the visitors to experience interesting, fun, and satisfy with the products and services quality which provided so they will conduct re-transaction.

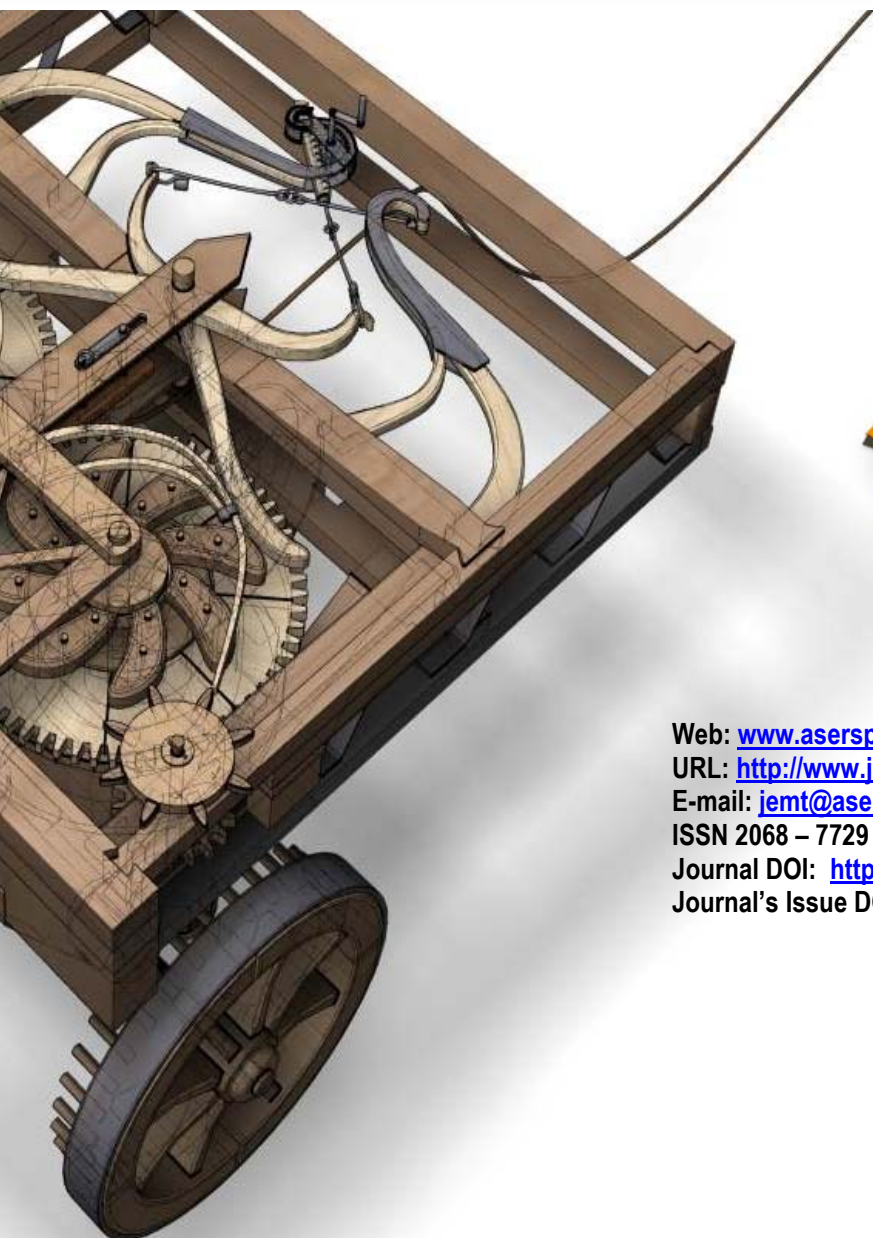
Man-made tourism managers must be consistent, think strategically a head, continue to develop and modify products and services in an innovative way. Developed innovation should have uniqueness and can not be imitated by other man-made tour managers.

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