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Performance of Tourism Competitiveness in National Park Area of Indonesia

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Abstract:

Essentially tourism Indonesia has certain excellence natural attraction wealth, one of them is the largest tropical forest products after Brazil and having 54 national parks. This country also has a nature property and the diversity of culture, typical living culture and a bonus of demographic to participate in tourism. Nowadays, Indonesian government is setting a tourism sector as one of a priority program. Measuring the performance of the tourism sector is not only measured by the number of tourists visit but the impact of the tourism sector is also to be able to become income sources and income in the region. Therefore, we present an assessment regarding to a potential correlation and characteristics of the tourism competitiveness through a non-tax income receipts on the site of a national park, and local government revenue, and tourist arrival at districts with its national park in Indonesia. We employ method of clusters and canonical correlation analysis. As results, we formed 3 (three) clusters, the tourism competitiveness, the most superior factor is security purchasing power parity, price competitiveness, tourist service infrastructure, openness indicator, environment indicator, and social development indicator. We conclude finally that none of the competitiveness of tourism in the region has a strong correlation in the non-tax income on the site of a national park, and local government indicator, with its a national park, and local government revenue, and tourist's arrival in districts with its a national park, and local government revenue, and tourist's arrival in districts with its a national park, and local government revenue, and tourist's arrival in districts with its a national park in Indonesia.

Keywords: tourism competitiveness; national park; local government revenue; tourist arrival.

JEL Classification: Z32; Q57; Q58.

Introduction

Essentially, products of Indonesia tourism have a comparative advantage in terms of nature contact and people contact. Indonesia has certain excellence natural wealth tourist attraction, wealth and diversity of cultural, the community tourism distinctive life (living culture) and an extra demographic that can participate in tourism industry. The comparative advantages of the Indonesian tourist products will be an excellence Indonesia tourism competitiveness if supported by the development of which will be well-planned and systematic. Different with the main competitors of Indonesia, such as Singapore and Malaysia who developed artificial tourism products in massive scale as hyper theme park, while Indonesia tourism destinations follows a natural attraction and culture as a selling.

When viewed from the aspect of nature wealth; Indonesia has competitiveness nature which are at the rank of 17 from 139 countries in the world; Indonesia has the largest tropical forest area after Brazil; Indonesia has 54 national parks. Besides that, for about 59 % land of Indonesia is a tropical forest area that become 10% from the tropical forests in the world and Indonesia has for about 110 million hectares as preserved forest area where 18.7 million hectares are the forest conservation area (Ministry of Tourism Performance Report 2016).

But in fact, the comparative advantages that tourism of Indonesia has is not followed by the high contribution for the foreign tourist visit. In 2016, nature tourism gives contributing only 35% the foreign tourist visits. From the tourism-based nature, if it is break down more detailed ecotourism site only contributes 45% the foreign tourist visits which is approximately 3.150.000 foreign tourists every year. If it is described more detail, in forest areas conservation which included a national park only gives contribution totally as much as 40% of ecotourism site or brings 1.260.000 foreign tourists every year (Ministry of Tourism Performance Report 2016).

From the aspect of demand, there is opportunity that can be utilized by the tourism sector; nowadays, there are the progress of the trend in consumer behavior that shows the power in a position to consumers bargaining position and the changing preference toward the greater consumers' participation in creating a product and experiences that are consumed. In the era of the economy experience, travelers are increasingly looking for tourist destination that is unique. The dissimilarity of climate and 3s (sun, sea, and sand) are no longer enough to motivate tourists to visit one destination. Tourists are seeking the authentic one, like the culture and its natural environment held by a destination. Tourists are also interested to participate and also create in their own traveling experience by doing activities in nature (nature-contact) and interact with the community in destination (people-contact (Dewi 2011).

Now, the Government of Indonesia stipulates tourism sector as one of priority programs after sector of food, energy, and maritime and have put in presidential regulation number 2 in 2015 on Medium Term of Government Work Plan in the year of 2015 - 2019. Therefore, Indonesian Government is very serious in developing the infrastructure such as the freeway, airport, and the sea port (RPJM 2015). The real implementation in supporting of the tourism sector, the government also applies the policies of Free Visa on Arrival for 169 countries, even the government had also raised the budget in Ministry of Tourism for a budget in a year 2015 – 2019 (Medium Term of Government Work Plan - Indonesia', Jakarta, Indonesia, 2015).

The fact that even at the development in the modern tourism is currently very closely related to the development in the whole world. It has changed the dynamics of the tourism sector become the main incentive socio-economic progress through creation of job opportunity, an increasing in business, export income, and the provision of infrastructure (Tourism Highlights 2018). Tourism is as a stimulant factor to economic development and national development and the main income source from foreign country for a large number of developing countries as a result of various effects on the examination of other industries (Dupeyras and Maccallum 2013). Based on analysis of the potential supply and demand based on the tourism aspect above, it needs to be done an assessment related a potential and a characteristic of tourism competitiveness on district and city in Indonesia with tourist destinations-based ecotourism, one of them is a national park. The strategies consider a number of factors such as a gradual improvement of the epidemiological situation, a continued roll-out of the COVID-19 vaccine, a significant improvement in traveler confidence and a major lifting of travel restrictions (UNWTO, 'Tourist Arrivals Down 87% in January 2021 as UNWTO Calls for Stronger Coordination to Restart Tourism', Madrid, 2021).

The important points of this study is that is there any potential correlation tourism competitiveness through non-tax income national park, and the local government revenue and tourist arrival in district that has a national park in Indonesia? Giving a tourism sector performance is not just measured by the number of tourists visit but it is the impact from the tourism sector should be an income sources and local income in the destination that is located in a developing sustainable tourism.

Therefore, we present an assessment regarding to a potential correlation and characteristics of the tourism competitiveness through a non-tax income receipts on the site of a national park, and local government revenue, and tourist arrival at districts with its National Park in Indonesia. We employ method of clusters and canonical correlation analysis.

The rest of this paper is organized as follow: Section 1 presents related works. Section 2 presents our proposed method. Section 3 presents case study the obtained results and following by discussion. Finally, concludes this work.

1. Literature Review

Tourism competitiveness. The competitiveness of destination is relating to the ability of destination to provide products or services to surpass other destination in terms of the important tourism experience for tourists (Dwyer and Kim 2003). The opinion Dupeyras about the competitiveness for a tourism destination is about the regions ability in order to optimize the tourist attraction for resident population and nonresident, to provide a service quality tourism, innovative, and interesting (for instance provides the best value for money) to consumers and to gain market share domestic and global market, while ensuring the available resources support tourism used efficiently and sustainable. Competitiveness widely regarded as an important factor in creating wealth national (Durand, Terrible and Madaschi 1998; European Commission, 'Enhancing European competitiveness, 2nd Report to the President of the Commission', Luxembourg, 1994; Fagerberg 2015; Fajnylber 1988; Krugman 1994; Newall 1992; Scott and Lodge 1985), because raising a living standard and a real income by offering goods and services with some comparative advantages (Ritchie, Crouch and Ritchie 1999).

The previous studies about the competitiveness of destination ever done as follows; early studies related to competitiveness objectives focus primarily on research conceptual to get attributes and those individuals in measuring destination competitiveness for example (Ritchie and Crouch 2003; Dwyer and Kim 2003). However, some attributes and those indicators suggested by the framework of conceptual cannot be applied in various destination (Garau-Taberner 2007). In addition, the attributes of the destination competitiveness and a variant measuring index until the measurement level is depend on the point of view of researchers (Garau-Taberner 2007). For example, Dwyer, Forsyth, and Rao (2000) focused on destination competitiveness and investigate destination price in terms of accommodation fee and the basic needs cost in destinations (Dwyer, Forsyth and Rao 2000).

Researchers set the competitiveness of various destinations, described by (Crouch, Ritchie 2003) the competitiveness of destination is the ability destination to provide a high living standard for communities located near destination (Ritchie and Crouch 2003). Bahar and Kozak (2007), argued that the most competitive destination in the long terms is a destination who created a welfare to the local community. Tourism destination involves various industries such as hotels, transportation, airline industry and others accommodations who contributed through the added value to a competitive position for overall in destinations. In addition, destinations will reach the high growth market and hence become more competitive because of the successfully added value plan. Market competition requires a balance between sustainable growth and environmental requirements on the return rate corresponds in all sectors industries involved in marketing destination (Hassan 2000).

However, the latest research is trying to understand the complexities and multidimensional nature of the competitiveness of tourism destinations (Gooroochurn and Sugiyarto 2005; Mazanec and Ring 2011). Thus, an increasing indicator is necessary to consider composite to capture the complexity of the destination competitiveness (Mendola and Volo 2017). To consider these points, the objective of a common factor of competitiveness in the literature is divided into two main factors. A competitive edge tourism in one country usually come from the environmental factors and tourism which is influence tourism industry in one country (Gretzel *et al.* 2015). Each factor consists of the multidimensional area as follows: environmental factors are included nature, economic and social in a country (The World Economic Forum 2018). Natural environmental is a natural resource means that owned by the state and environmental sustainability. Referring to economic environment, business environment, security and social capital/state culture. Some factors associated with tourism industry including policies and tourism infrastructure.

Factors that affect competitive advantage tourism is very important for the performance of a state tourism industry (for example International Tourist Arrivals (ITAs) and The International Tourism Receipts (ITRs). ITAs and ITRs widely used as an indicator objective for measuring performance tourism. Tourism high performance can be achieved by a country through various combinations of these factors and understood through the concept of equality. Equality means an organization can reach intended performance through various combinations of the

organization even if the situation faced by individual organizations different (Doty, Glick and Huber 1993; Pendit 2002; Katz and Kahn 2015).

The environmental resources and logistic and infrastructural dimensions of each area represent an asset for the whole territory, since they are able not only to increase the quality of life of residents but, above all, to attract travelers, thus contributing to the development of the tourism sector. Therefore, it can be said that the dimensions assessed in this work increase the capacity of the territory to generate income (Ciacci *et al.* 2021).

It is important to discover the series of indicators to create framework adequate to evaluate competitiveness tourism at one country. Thus, according to the OECD, in a state tourism competitiveness evaluation, major indicators which are relevant in policymakers is PDB tourism directly, tourism income per person is based on market sources, staying one night in all kinds of accommodation, export tourism service, labor productivity in tourism service, parity of buying power and tourism fee, the visa requirements for visiting the country, natural resources and biodiversity, culture resources and creativity, visitors satisfaction, and action plan of national tourism (Dupeyras and Maccallum 2013). that the environmental resources and logistic and infrastructural dimensions of each area represent an asset for the whole territory, since they are able not only to increase the quality of life of residents but, above all, to attract travelers, thus contributing to the development of the tourism sector. Therefore, it can be said that the dimensions assessed in this work increase the capacity of the territory to generate income.

Local government revenue. According to the rules and regulations in the Republic of Indonesia; local government revenue is a local income sourced from the local tax, the levies or local retribution, the separated local asset management and others legitimate local revenue that aims to give scope to the region in seeking funding in the implementation of regional autonomy as a manifestation principle of decentralization. Those income sources are expected to be an income sources of the implementation and development to promote and equalization of the people welfare (article 1 paragraph 17) (Ministry of State Secretariat of Indonesia, 'Laws of The Republic Indonesia Number 20 of 1997 concerning Non-Tax State Revenue', Jakarta, Indonesia, 1997).

Non-Tax State Income. Under the provisions statutory in the Republic of Indonesia; non-tax state income from non-tax sources) (PNBP) is all the government income which is not originated from central tax receipts. In non-tax state income group, it comes from revenue from the utilization of natural resources. Although on the basis of principle, all non-tax state income are passes directly in a state treasury, but there were some of the funds non-tax state income can be used for the activities of agency concerned. The amount of funds non-tax state income is set by Minister of Finance and The Government Agencies could use these funds if it has been approved by the Ministry of Finance (Ministry of State Secretariat of Indonesia, 'Laws of The Republic Indonesia Number 20 of 1997 concerning Non-Tax State Revenue', Jakarta, Indonesia, 1997).

Tourist arrival. The most commonly variables used in measuring the demand of international tourism is tourist arrival from countries and origin regions to a particular purpose, followed by the tourist's outcome and staying in accommodation enrolled in destinations (Song, Witt and Li 2008; Song and Li 2008). The tourists visiting usually serves as the dependent variable in the study demand of tourism and factors that influencing the the tourist's arrival often considered as an explanatory variable (Geiger and Goh 2012). Other research also says the same opinion in a literature about demand of tourism, dependent variable is the number of tourist arrival (Mieczkowski, Chadee 1987; Gunadhi and Boey 1986; Patsouratis, Frangouli and Anastasopoulos 2005), per capita vacation visit (Martin and Witt 1988), or tourists' budget (González and Moral 1995; Li *et al.* 2006; Papatheodorou 1999; Hitt, Ireland and Hoskisson 2007). Some researchers have shown that many factors can affect the tourist's arrival, including accessibility of transportation, weather, economic environment, and duration of trips (Albalate and Bel 2010; Cho 2003; Taylor and Ortiz 2009; Van der Merwe and Saayman 2008).

2. Methodology

This study investigates the potential of tourism competitiveness based on characteristic of tourism competitiveness and examines the correlation of tourism competitiveness against non-tax income revenue (PNBP), National Park, local state revenue (PAD), and tourist arrival in districts and the city that has a national park in Indonesia. By using 17 variables consisting of 28 indicators are described in Table 1. The indicators measurement refers to the parameters of Travel & Tourism Competitiveness Index (The World Economic Forum 2017). The Competitiveness Monitor (WTTC 2002) and Indicators for Measuring Competitiveness in Tourism (Dupeyras and Maccallum 2013).

The explanation of indicators, parameters, and measurements competitiveness approach explained in Table 1. The 28th indicators are calculated based on data derived of quantitative data supply from various sources, such as a document and website of various agencies relating to the field of research, and The Central

Bureau of Statistics of the Republic of Indonesia. Competitiveness indicators used is normalized on the scale from 1 to 7 where the higher score of competitiveness destination will be, hence the performance destination is getting better (The World Economic Forum 2017).

• The standard formula to convert every indicator scale from 1 to 7 is:

6 x (country score – sample minimum/sample maximum – sample minimum) + 1

• For indicators with a high value but shows the less results of normalization formula using:

-6 x (country score – sample minimum/sample maximum – sample minimum) + 7

Variable Code Indicator Approach Criminal rate Travel & tourism competitiveness index Security X1 Х2 Physician density Travel & tourism competitiveness index Health & hygiene Access to improved Travel & tourism competitiveness index drinking water Access to improved Travel & tourism competitiveness index sanitation Malaria incident Travel & tourism competitiveness index Tourism performance and impact Х3 Overnights in all types of Indicators for measuring accommodation accommodation competitiveness in tourism Χ4 Ability of a destination to deliver Labour productivity in Indicators for measuring quality and competitive tourism tourism services competitiveness in tourism services Χ5 Primary education Travel & tourism competitiveness index Human resources enrolment rate Secondary education Travel & tourism competitiveness index enrolment rate Female labour force Travel & tourism competitiveness index participation Education index Competitiveness monitor Human development index Competitiveness monitor Purchasing Power Parity X6 Purchasing power parity Indicators for measuring competitiveness in tourism X7 Price competitiveness Hotel price index Travel & tourism competitiveness index Information. Communication & X8 Mobile network coverage Travel & tourism competitiveness index Technology Individuals using the Travel & tourism competitiveness index internet Quality of electricity supply Travel & tourism competitiveness index Χ9 Travel & tourism Travel & tourism competitiveness index The travel and tourism policy and enabling conditions expenditure X10 Air transport infrastructure Aircraft departures Travel & tourism competitiveness index Ground infrastructure X11 Road density Travel & tourism competitiveness index Quality of road Travel & tourism competitiveness index X12 Number of hotel rooms Travel & tourism competitiveness index Tourist service infrastructure X13 Competitiveness monitor Openness indicator Tourism openness X14 Environment indicator Population density Competitiveness monitor Forest cover change Travel & tourism competitiveness index X15 Cultural resources Oral and intangible cultural Travel & tourism competitiveness index heritage expressions and Indicators for measuring competitiveness in tourism Number of world heritage Travel & tourism competitiveness index cultural sites Natural Resources X16 Attractiveness of natural Travel & tourism competitiveness Index assets Social development indicator X17 Tourism openness Competitiveness monitor

Table 1. Variable and indicators of measurement competitiveness

Source: secondary research data

Data analysis is conducted in two steps. The first phase of analysis is using the clusters analysis, grouping the potential competitiveness for 47 districts and cities based on the characteristics of tourism competitiveness.

The main purpose of the cluster analysis is classifying the objects into a homogeneous group relatively based on the variable groups study. The objects in groups are alike in these variables having different value than the others (Malhotra and Dash 2016). In this study, the groups are grouped to the potential districts and city that have the similar characteristics of competitiveness to know the most optimal tourism characteristic competitiveness in each cluster.

After doing clustered, the next stage is to do testing whether the potential of competitiveness in all over the districts and cities in Indonesia correlates with non-tax income national park, real local revenue, and tourist arrival. A method of analysis using canonical correlation (canonical analysis) by utilizing software's SPSS version 23.

Hair *et. al* (2010) gives steps in correlation analysis canonical form; the determination function to be elected is based on the significant form, loading factors might be able to be alternatives in determining the size that is meaningful namely > 0.5. In the interpretation of the canonical variable; there are three methods that can be used among others canonical weight, canonical loading, and canonical cross-loading. Canonical weight describes the magnitude origin contribution in canonical variable in a set of testing. A variable that has the large coefficient number gives more contribution in the variables of its canonical. Whenever it is tested simultaneously by making use of the four procedures, hence there are three procedures function that the value must be < 0.05.

Canonical loading is measure the dependent variable and independent that has the most powerful influence in a set of testing with weights > 0.5. In SPSS, the value of canonical can be seen on the most powerful correlation between the dependent variable and the independent variable with its canonical variable.

Canonical cross-loading the measuring simple correlation between linear variable dependent and independent variable. The loading value in measuring canonical cross loading is > 0.5. The greater value is, it is able to illustrate that the closer correlation intensified ties between variables dependent and independent variable.

3. Case Studies

The standardization data uses a normalization method on a scale 1 to 7 (The World Economic Forum 2017). Then, the index score used to classify 48 National Park in 48 districts and cities based on the competitiveness factor of the district and city. The cluster analysis program uses SPSS 23.00 by using K-Means method. This process began with the determination of the quantity of clusters firstly (Malhotra and Dash 2016). Because of the differences in geography, natural resources, and cultural, this study establishes three different clusters. The final clusters canters result in K-Mean analysts, the first cluster is consisting of 35 districts and cities, the second cluster consists of 16 districts and cities, and the third cluster consists of 1 district shown in Table 2.

National parks	District and city	Cluster	Distance
AketajaweLolobata	Halmahera Tengah	1	3.90
BantimurungBulusaraung	Maros	1	2.85
Batang Gadis	Mandailing Natal	1	3.61
Berbak&Sembilang	TanjungJabung& Musi Banyuasin	1	2.42
BetungKerihun&DanauSentarum	Kapuas Hulu	1	2.32
Bogani Nani Wartabone	Gorontalo	1	3.76
Bukit Baka Bukit Raya	Sintang	1	2.47
Bukit Barisan Selatan	Lampung Barat	1	2.93
Bukit DuaBelas	Sarolangun	1	2.13
Bukit Tigapuluh	Sarolangun	1	2.13
Bunaken	Manado	1	3.58
GunungLeuser	Langkat	1	5.74
GunungPalung	Ketapang	1	2.53
GunungRinjani	Lombok Timur	1	3.53
GunungTambora	Dompu	1	2.61
KayanMentarang	Malinau	1	2.63
Kelimutu	Ende	1	3.35
KepualauanTogean	KepulauanSeribu	1	4.17
KerinciSeblat	Sarolangun	1	2.13
Komodo	Manggarai Barat	1	6.26
Kutai	Kutai Timur	1	3.32
Lore Lindu	Poso	1	3.25

Table 2. Group of cluster

National parks	District and city	Cluster	Distance
Lorentz	Merauke	1	3.15
Manupeu Tanah Daru &LaiwangiWanggameti	Sumba Timur	1	3.46
Manusela	Maluku Tengah	1	3.19
RawaAopaWatumohai	Kota Kendari	1	2.31
Sebangau	Kota Palangkaraya	1	4.33
Siberut	Kepulauan Mentawai	1	3.84
Takabone Rate	Selayar	1	2.34
TanjungPuting	Kotawaringin Barat	1	3.69
TelukCendrawasih	TelukWondana	1	4.16
TessoNilo	Pelalawan	1	4.79
Wakatobi	Wakatobi	1	6.32
Wasur	Merauke	1	3.15
Way Kambas	Lampung Timur	1	3.02
Alas Purwo	Banyuwangi	2	2.56
Baluran	Situbondo	2	2.89
Bromo TenggerSemeru	Pasuruan	2	3.03
GunungCeremai	Kuningan	2	3.68
GunungGedePangrango	Bogor	2	3.42
GunungHalimunSalak	Bogor	2	3.42
Gunung Merapi	Sleman	2	6.83
GunungMerbabu	Boyolali	2	5.49
Karimunjawa	Jepara	2	2.62
KepulauanSeribu	Tojo Una-una	2	4.60
Meru Betiri	Banyuwangi	2	2.56
Ujung Kulon	Pandeglang	2	5.66
Bali Barat	Buleleng	3	0.00

Source: the results of data analysis

On the first cluster factor of purchasing power parity, price competitiveness, and environment indicator are the highest score index and hence identified having the similar characteristics of competitiveness in the cluster. But in second cluster, the average score rank is slightly different, the security is considered as a superior competitiveness factor. While cluster 3 is more successful than other clusters upon the health & hygiene factor, tourist service infrastructure, openness indicator, cultural resources, and social development indicator (see Table 3).

Competitiveness factor	Cluster 1	Cluster 2	Cluster 3
Security	3.5	6.1	5.3
Health & hygiene	3.8	4.4	6.1
Overnights in all types of accommodation	2.7	2.9	1.7
Labour productivity in tourism services	1.9	2.7	3.1
Human resources	3.3	4.0	4.2
Purchasing Power Parity	6.1	5.6	1.0
Price competitiveness	6.2	5.5	1.0
Information, communication & technology	1.9	4.0	3.3
The travel and tourism policy and enabling conditions	1.8	1.5	2.2
Air transport infrastructure	2.4	3.3	3.2
Ground infrastructure	2.7	2.9	2.8
Tourist service infrastructure	1.9	5.3	7.0
Openness indicator	1.3	1.2	7.0
Environment indicator	6.2	4.2	5.3
Cultural resources	2.3	3.3	6.0
Social development indicator	3.2	2.0	6.7

Source: the results of data analysis

The next process is to analyse correlation potential factors of tourism competitiveness on districts and cities on the non-tax income (Y1) national park, local governor revenue (Y2), and tourist arrival (Y3) at districts and cities. Based on the canonical correlation analysis, it has formed three functions (root no. 1, 2, and 3) where

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the value of canonical correlation to canonical function 1 is 0.86, function 2 is 0.82 and function 3 is 0.76 (see Table 4). The interpretation of the result can be seen from the number of significant functions. Function that can be used is function that has significant < 0.05. If it is seen on columns Sig of F, the intents of significance canonical function are looked the significant value (sig of F) function 1 is 0.000; function 2 is 0.000, and function 3 is as much as 0.007. Thus, this function 1 and function 2, individually manner is significant because it was below 0.005, hence the function 1 and 2 will be used in the following analysis (see Table 5).

Root no.	Eigenvalue	Pct.	Cum. Pct.	Canon Cor.	Sq. Cor
1	2.96	45.32	45.32	0.86	0.74
2	2.13	32.60	77.92	0.82	0.68
3	1.44	22.07	100.00	0.76	0.59

Table 4. Eigenvalues and canonical correlations

Source: the results of data analysis

Root no.	Wilks L.	F	Hypoth. DF	Error DF	Sig. of F
1 to 3	0.03	3.53	51.00	84.17	.000
1 to 2	0.13	3.19	32.00	58.00	.000
1 to 3	0.40	2.88	15.00	30.00	.007

Table 5. Dimension reduction analysis

Source: the results of data analysis

After found the two significant function or discovered more than one function who statistically significant, hence the next process is to be compared the correlation in simultaneously. The correlation testing simultaneously is based on four procedures below. When it is tested simultaneously by using four procedures, hence there is three value function procedure under 0.05. It can be seen in the (Sig. of F); functional 1 significant value is 0.000; function 2 is 0.000; and function 3 is 0.000. Thus, in simultaneous function 1 and 2 have a close relation to form a canonical correlation model (see Table 6).

Test Name	Value	Approx. F	Hypoth. DF	Error DF	Sig. of F
Pillais	2.01	3.63	51.00	90.00	0.000
Hotellings	6.53	3.41	51.00	80.00	0.000
Wilks	0.03	3.53	51.00	84.17	0.000
Roys	0.74				

Source: the results of data analysis

The next interpretation on canonical test where test the dependent and independent variables that is the most powerful force in a set of testing with weights > 0.5. Based on the results of the canonical weight variable at the dependent variable on the canonical loadings which higher variable is Y2 with weight 0.89 in function 1 and weight 0.76 in function 2. Thus, Y2 variable is a variable that has the most powerful effect to a set of independent variable (covariates) a correlation above 0.5 is variable X7 on function 1 and variable X12 on variable function 1 and function 2. Thus, variable X7 and variable X12 is a variable that has the most powerful effect to a set independent variable (see Tables 7 and 8).

Table 7. Standardized canonical coefficients for dependent variables

Variable	Function 1	Function 2	Function 3
Y1	(0.78)	0.49	0.39
Y2	0.89	0.76	0.36
Y3	(0.40)	(0.96)	0.63

Source: the results of data analysis

The next interpretation is to test the canonical loading which aim is to measure simple linear correlation between the dependent variable with the independent variable. The value of loading in the dependent variable can be seen in the Table 9 of correlations between dependent and canonical variables below. With no regarding to function 2 and 3 loading value of the dependent variable is up to 0.5 is Y2 (local revenue) has value loading 0.56. The value of loading on an independent variable can be seen in the Table 9 of correlations between covariates and canonical variables canonical variables canonical variables canonical variables below.

Variable	Function 1	Function 2	Function 3
X1	(0.20)	(0.02)	(0.11)
X2	(0.53)	(0.53)	(0.07)
X3	0.33	0.02	(0.27)
X4	0.08	(0.10)	(0.12)
X5	0.09	(0.32)	(0.22)
X6	(1.67)	0.47	0.25
X7	1.64	(0.73)	(0.75)
X8	(0.03)	(0.25)	(0.11)
X9	(0.03)	0.07	(0.24)
X10	(0.05)	(0.31)	0.33
X11	(0.35)	(0.01)	(0.17)
X12	0.58	0.61	(0.55)
X13	(0.50)	0.20	(0.10)
X14	(0.09)	(0.48)	(0.68)
X15	0.09	(0.52)	0.28
X16	(0.37)	(0.24)	(0.25)
X17	0.16	(0.08)	(0.04)

Table 8. Standardized canonical coefficients for independent variables

Source: the results of data analysis

With no regarding to functions 2 and 3, the value of loading an independent variable is up to 0.5 is not found. Hence, they can be concluded that there is no close relation in this study between independent variable and dependent variable (see Tables 9 and 10).

Table 9. Correlations between dependent and canonical variables

Variable	Function 1	Function 2	Function 3
Y1	(0.67)	0.58	0.44
Y2	0.56	0.27	0.77
Y3	0.09	(0.52)	0.84

Source: the results of data analysis

Table 10. Correlations between covariates and canonical variables

Variable	Function 1	Function 2	Function 3
X1	0.04	0.37	0.37
X2	(0.19)	(0.48)	0.25
X3	(0.04)	(0.12)	(0.25)
X4	0.20	0.11	0.22
X5	0.05	(0.33)	0.42
X6	(0.00)	(0.17)	(0.57)
X7	0.25	(0.27)	(0.67)
X8	0.13	(0.05)	0.51
X9	(0.15)	(0.12)	(0.17)
X10	(0.08)	0.50	0.36
X11	(0.13)	(0.12)	0.00
X12	0.24	0.33	0.67
X13	(0.43)	0.23	0.22
X14	(0.20)	0.14	(0.60)
X15	(0.13)	(0.24)	0.62
X16	(0.29)	0.18	(0.03)
X17	(0.29)	(0.00)	(0.17)

Source: the results of data analysis

The study has grouped districts and city that have a National Park in Indonesia. From the results obtained, in clusters 1 which is consisted of 35 districts and city that have a national park. Among 17 indicators, cluster 1 has 3 (three) strengthens that is on the purchasing power parity factor, price competitiveness, environment indicator. On the other side, this cluster has 14 (fourteen) weaknesses in respect; overnights in all types of accommodation, labour productivity in tourism services; human resources, information, communication &

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technology, the travel and tourism policy and enabling conditions, air transport infrastructure, ground infrastructure, tourist service infrastructure, openness indicator, cultural resources, and social development indicator. Therefore, it can be said that this clusters of destinations cost cheap deposits and very supported by environment indicator. But productivity level of resources related to tourism, the level of information technology and communication, and the readiness of infrastructure, also openness in accepting tourist visit must be optimized, hence the destination that has national park can be more competitive.

Cluster 2 consists of district of Banyuwangi, Situbondo, Pasuruan, Kuningan, Bogor, Sleman, Boyolali, Jepara, Tojo Una-una, Banyuwangi and Pandeglang. This clusters are really excellent in security, and superior in health & hygiene, purchasing power parity, price competitiveness, and tourist service infrastructure. But this cluster is lacking in; overnights in all types of accommodation, labour productivity in tourism services, human resources, the travel and tourism policy and enabling conditions, air transport infrastructure, ground infrastructure, openness indicator, environment indicator, cultural resources, and social development indicator. These clusters are categorized as a destination having competitive prices, hygienic high-level security funds but it is not supported by the supply of human resources, a policy of supporting the tourism sector, inadequate infrastructure and not open to accept tourists. This number of weaknesses should be optimized the competitiveness, because this clusters have great potential to be visited by foreign tourists because it was in Java Island and some of those destinations are close to Bali as the highest gateway for foreign tourists.

Clusters 3 where its members only District of Buleleng has National Park West Bali Regency. The power superiority of this cluster's competitiveness on the health & hygiene, human resources, tourist service infrastructure, openness indicator, environment indicator, cultural resources, and social development indicator. But these clusters have weaknesses on security, overnights in all types of accommodation, labour productivity in tourism services, purchasing power parity, price competitiveness, information, communication & technology, the travel and tourism policy and enabling options conditions, air transport infrastructure, and ground infrastructure. If it is compared with cluster 1 and clusters 2, this cluster has more superiority competitiveness, but these destinations deposit high cost, where purchasing factors power parity and price competitiveness have the lowest value if it is compared with other clusters.

In a research of Gooroochurn and Sugiyarto (2005) found the difference in the tourism competitiveness among 93 countries through analysis clusters. However, clusters analysis is the right method to define groups according to a characteristic data rather than discover patterns for the particular result. Thus, there is a characteristic to explain the individuals belonging to a group of more specifically to reach. To enhance the tourism performance in one country, it is important to make the right decisions about which factors should be focused in and to develop a proper plan in accordance with the selected factor (d'Hauteserre 2000). In other words, it is hard to give specific guidelines through cluster analysis when necessary to vote and concentrate which element that should be included as the core elements and which ones do not. Thus, this research, beside to use cluster analysis method, can also test the correlates of tourism competitiveness factors through the tourism performance in this case is non-tax income in a national park, local revenue and tourist arrival in districts and the city that has a national park in Indonesia.

Based on output canonical weight in this study can be concluded there are significant relation between dependent variable and independent variables or local revenue, non-tax income, and tourist correlates with arrival variable competitiveness of tourism: (1) security; (2) health and hygiene; (3) overnights in all types of accommodation; (4) labour productivity in tourism services; (5) human resources; (6) purchasing power parity; (7) price competitiveness; (8) information, communication and technology; (9) the travel and tourism policy and enabling conditions; (10) air transport infrastructure; (11) ground infrastructure; (12) tourist service infrastructure; (13) openness indicator; (14) environment indicator; (15) cultural resources; (16); natural resources and (17) social development indicator. However, the seventeenth independent variable is not one that has links most closely with dependent variable (local revenue, non-tax income, and tourist arrival)

If we see the result of clusters analysist above, there are several superior competitiveness variables in several clusters areas such as the security competitiveness variable, human resources, tourist service in clusters 2. In clusters 1 of the superior tourism competitiveness variable among others the purchasing power parity, price competitiveness. While in the case of clusters 3 where its members are only District of Buleleng has a superior tourism attraction variable such as health & hygiene, cultural resources, and social development indicator. It turns out that the excellences tourism competitiveness does not have any strong relation in the effort to enhance, non-tax state revenues on the site of a national park, and increase their own local revenue, and tourist arrival in areas that have a national park in Indonesia.

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As can be inferred, the finding of the study is tourism competitiveness in an area that has a national park in Indonesia has correlation to the non-tax state revenue on the site of national park, local revenue, and tourist arrival in districts and cities where a national park is, the correlation can be optimized if tourism competitiveness destination is also simultaneously. The results of this study will not only provide a platform dialogue to multiple stakeholders in districts and cities in order to develop policy and appropriate action in an effort to improve competitiveness in the comparative has the potential of natural resources in national park. This study also does global approach through the analysis of global trends industry and offers unique perspective to the government about the issues perspective dealt with in order to ensure the competitiveness of tourism in the long term because basically products tourism products of Indonesia has comparative superior in the terms of nature contact and people contact.

According to the United Nation World Tourism Organization, tourism in many developing countries such as Indonesia is an economic development which is the worthiest and sustainable way (UNWTO 2018). Tourism acts as motivation factor for economic development and national levels as is a principal source of revenue from foreign affairs for for a large number of developing countries as an effect of other industries (Ayikoru 2015; Brida and Risso 2009; Dupeyras and Maccallum 2013). Therefore, it is, hence important to tourist destinations of these markets to develop and strengthen the position of global competitive in the market that more competitive, and hence the competitiveness of analysis in full destinations around the world is still relevant until now. However, the majority of research on the competitiveness of tourist destinations consider the demand side and research is very limited to discuss the competitiveness of tourism destination from the perspective of stakeholders on the supply side (Hallmann, Zehrer and Müller 2015).

The starting point for measuring a naturally tourism destination competitiveness is the production and business environment. The source of direct competitiveness for a tourist destination is a dynamic business environment and fair. The incentive to become more competitive and more attractive institutional framework provided by a dynamic that could lead to a policy designed to support both in the areas of environmental impact on a competitive and sustainable tourism. Policy plays an important role in the development of tourism in order to increase economic and new power which is necessary to support growth and create new value to design innovative tourism services (Dupeyras and Maccallum 2013).

Furthermore, it is needed to convey that competitiveness factors used in this research is a very small region of related literature. There are many other factors that determine the competitiveness of destinations but the factors included in the index competitiveness counted was only involved in this study. More specifically, the purpose of destination to increase the tourist destination must be assisted by the principle of sustainability. As described by Ritchie, Crouch, and Hudson (2000), for competitive, the development of tourism destinations must be continuing and sustainable an economically, ecological, social, culture and political.

Conclusion

We have shown that tourism competitiveness in an area that has a national park in Indonesia has correlation to the non-tax state revenue on the site of national park, local revenue, and tourist arrival in districts and cities where a national park is, the correlation can be optimized if tourism competitiveness destination is also be simultaneously. The limitation of the study situated on the fact that the study of potential competitiveness of a national park in the region were not involved in this study. A product is only able to compete when if it is having the excellence and uniqueness and increase the quality of their services adapted with the advantages of services needed by the consumer. Thus, the next study researchers will conduct a greater study depth over the competitiveness and uniqueness a national park. In efforts to develop excellence compete needs to be done the potential of competitiveness and uniqueness a national park, therefore it will be seen clearly modelling the measures which would surmount in each cluster. However, it needs to be emphasized that the study was designed to illustrate relative competitiveness of certain areas which has a national park and determining factor competitiveness most effective between these areas. Hence, the main result is regarded as a competitiveness-based tourism ecotourism in Indonesia.

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