

The Potential and Prospect for Natural Tourism: A Political Economy of Indonesia

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Abstract: The purpose of this study is to analyze the potential and prospects for tourism development, especially Dieng natural tourism in Indonesia. This study applies a mixed-method and descriptive analysis for analyzing the data. The results show that the potential and prospects for natural tourism in Dieng are still high. Therefore, to optimize the potential of Dieng natural tourism, participation and synergy between actors and government are needed to provide infrastructure, facilities and management of natural tourism effectively.

Keywords: Nature tourism, Dieng, Indonesia

1. Introduction

Tourism is a strategic sector which has a high multiplier effect on other sectors. The development of tourism will have a positive impact on improving other sectors such as trade, hotel and restaurant, and transportation. This has caused many regions to make a significant effort to develop the tourism sector (Joo, Cho, & Woosnam, 2019; Lundberg, 2017; Sugathan & Ranjan, 2019).

The tourism sector contributes to regional and national income (Bhandari, 2019; Gao, Ryan, Cave, & Zhang, 2019). Tourism can play a role in reducing unemployment and creating jobs (Janta, Brown, Lugosi, & Ladkin, 2011; Janta, Lugosi, Brown, & Ladkin, 2012; Robinson, Baum, Golubovskaya, Solnet, & Callan, 2019). In addition to playing a role as an economic driver, the tourism sector also maintains the sustainability of the nation's culture, appreciation of art, tradition and national cultural wealth. In the environmental aspect, tourism can lift tourism products and services from the richness and uniqueness of nature and sea, and as an effective tool for the preservation of the natural environment and traditional cultural arts (Lane, 2018; Lee & Jan, 2019; Mucharreira, Antunes, Abranja, Justino, & Quirós, 2019; Pilving, Kull, Suškevics, & Viira, 2019; Shafiee, Rajabzadeh Ghatari, Hasanzadeh, & Jahanyan, 2019).

In Indonesia, tourism development also has a contribution to economic development in increasing foreign exchange earnings. The role of the tourism sector in increasing the country's foreign exchange needs to be supported by every element including the tourism sector in Central Java Province. Therefore, this study aims to identify the potential and prospects for

tourism development in Central Java, specifically in the Dieng area.

2. Research Methodology

The analytical method used in this study is a combination of quantitative and qualitative analysis. This study uses primary and secondary data. Primary data are obtained through focused discussions with stakeholders and interviews with questionnaire guidelines. Secondary data are obtained from official publications issued by the central statistics agency (BPS) and other accessible institutions.

The analytical tool for data analysis is descriptive, which provides an overview of the tourism sector development in Central Java - Indonesia, especially Dieng nature tourism.

3. Results And Discussion

Dieng is a plateau in Central Java. It is part of an active volcanic mountain range. High terrain and beautiful environment make this region becomes very cold. On normal days, the temperature in the Dieng plateau usually ranges from 11-18 ° C. However, in certain seasons, temperatures can even reach the freezing point of 0 ° C which makes this place even cooler.

Dieng is the area which has biogeophysical, social, economic and cultural links. It is located in parts of the Banjarnegara, Wonosobo, Temanggung, Kendal, Batang and Pekalongan districts. Dieng area includes Pekalongan area of 18,786.04 Ha, Temanggung covering 5,000 Ha, Batang covering 5,000 Ha, and Kendal covering 1,541.34 Ha. A map of the Dieng area is shown in Figure 1.

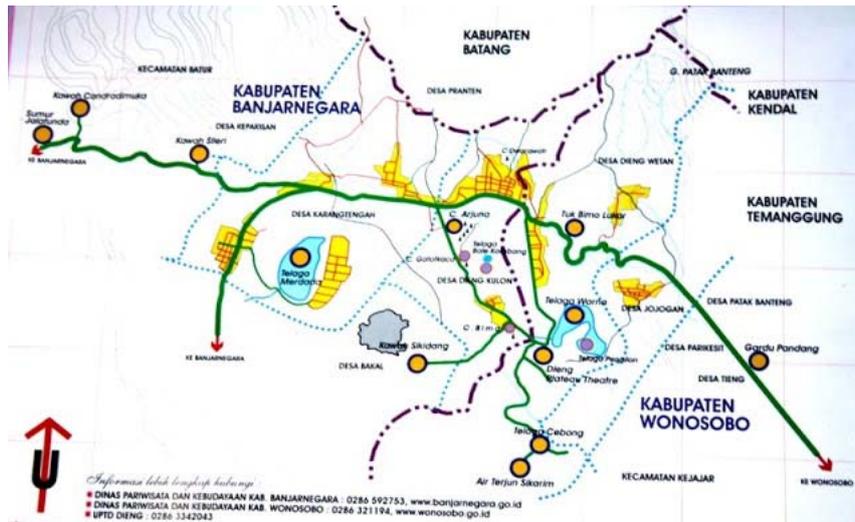


Figure 1. Map of the Dieng Area

Dieng area has a historic heritage in the form of Hindu temples. Besides, there are attractions such as Sikidang Crater, Candradimuka Crater, Color Lake, 2 Menjer Ponds, and so forth. The existence of these

attractions makes the Dieng area as a tourist destination for domestic and foreign tourists. Dieng area is one of the best places to enjoy the beauty of nature from a height.



Figure 2. Dieng Entrance Gate

To reach the location of the Dieng, tourists can only use land transportation via the highway, where public transportation is very limited. Some tourist destinations in the Dieng area are:

1. Arjuna Temple

Arjuna temple is located in the Banjarnegara region and there is a presidential

house of President Soeharto. The potential of Arjuna temple for tourist destinations is very high. However, several locations are still in the process of rehabilitation and explanation of information about the temple which is less strategically placed.



Figure 3. Arjuna Temple

2. Highest Village

In the Dieng area, there is Sembungan village, which is known as the highest village

in Java. The entrance to Sembungan village is the way to the Sikunir hill.



Figure 4. Entrance Gate of Sembungan Village

3. Sikunir Hill

To reach the top of Sikunir, tourists need to walk as far as 800 meters, with the road conditions uphill. Within 800 meters, it is divided into 3 posts. At each post, there is a

resting place. To take this distance takes about 30-60 minutes and is very dependent on the physical condition of each tourist. Some natural beauty can be seen from the top of Sikunir.



Figure 5. The View from Sikunir Hill

There are some unique fruits on the top of Sikunir. They are shown in Figure 6.



Figure 6. Fruits from Puncak Sikunir

4. Candradimuka Crater

According to the story, Candradimuka is a crater used to bathe *Gatotkaca* (puppet characters) so that he becomes a magical man.



Figure 7. Candradimuka Crater

5. Gardu Pandang

To get to Gardu Pandang, tourists need to climb about 400 meters. From Gardu

Pandang, tourists can see a lake of colors with a very beautiful view. However, there are some facilities, such as a shaking bridge which cannot function properly.



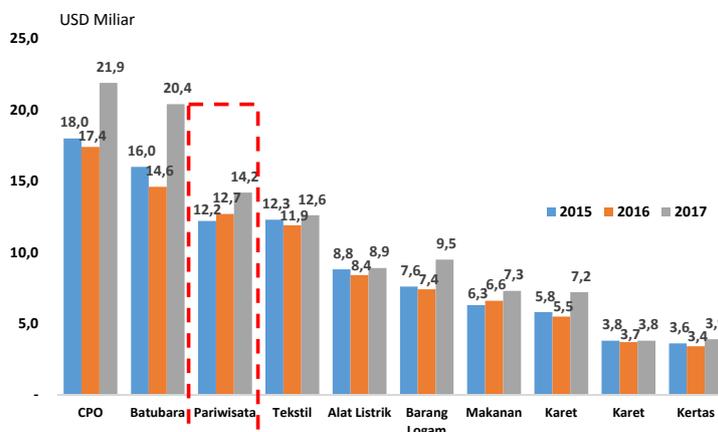
Figure 8. Gardu Pandang

3.1 Potential of Natural Tourism

The contribution of tourism in Indonesia in foreign exchange earnings is one of the

relatively high. However, compared to global and other countries' achievements, the contribution of tourism in Indonesia's foreign exchange earnings is still limited and it has the

potential to be increased. The following is data on the contribution of foreign exchange in the tourism sector of Indonesia compared to other commodities.



Source: Bank Indonesia

Figure 9. Indonesian Foreign Exchange Earnings per Commodity

The development of the tourism sector in Central Java - Indonesia showed an increase with the growth in the number of visitors

coming to various tourist destinations and events, as shown in Table 1.

Table 1. Number of Foreign and Domestic Tourists

Tourists	Year					
	2011	2012	2013	2014	2015	2016
Overseas	392.895	372.463	388.143	419.584	375.166	578.924
Domestic	21.838.351	25.240.021	29.430.609	29.852.095	31.432.080	36.899.776
Total	22.231.246	25.612.484	29.818.752	30.271.679	31.807.246	37.478.700

Source: Culture and Tourism Office of Central Java Province, 2011-2016

The number of attractions in Central Java is more than any other province in Java. As of 2016, Central Java has 317 attractions. The number of attractions in the Province of DKI Jakarta has 32 objects, West Java has 218, Banten has 210, DIY has 115, and East Java

has 235. Variations in the types of attractions are also diverse including natural, cultural, religious, historical, shopping, attractions, and culinary. The income of the tourism sector in Java for 5 years can be seen in Table 2.

Table 2. Tourism Sector Revenues in Java (in million rupiahs)

Province	2011	2012	2013	2014	2015
DKI Jakarta	2.345.221	2.535.293	3.129.712	3.912.471	4.271.820
West Jawa	365.689	417.930	419.184	420.242	442.231
Banten	66.826	63.518	68.952	65.458	65.169
Central Jawa	130.876	182.513	220.025	236.813	261.702
DIY	106.215	153.174	188.839	241.955	286.993
East Jawa	269.430	298.619	323.854	361.983	398.210

Source: Indonesian Ministry of Tourism Pusdatin, 2011-2015

Table 2 shows that Central Java Province has the highest number of attractions. However, when compared to other provinces in Java, the contribution of tourism sector revenue in Central Java Province is the lowest after Banten.

3.2 Prospect of Natural Tourism

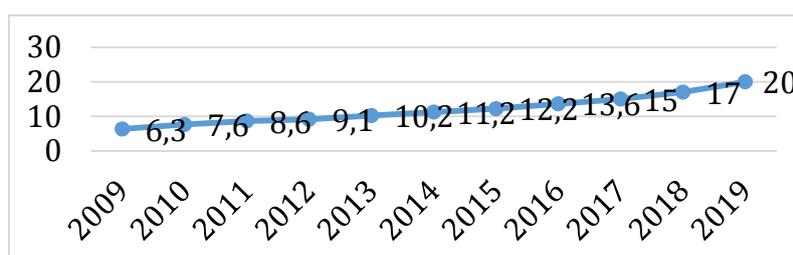
The tourism sector in Central Java contributes to increasing economic growth, local own revenue (PAD), absorbing labor and contributing to the pooling investment. The value of economic transactions created by tourism activities in 2015 reached 58,642.91 billion rupiahs. The transaction value created by domestic consumption is 82.79% or 48,552 billion rupiahs of the total tourism transaction value. The value of foreign exchange transactions reached 1,013.64 billion rupiahs or 1.73%, and then the value of foreign tourists transactions reached 431.50 billion rupiahs or 0.74%. Meanwhile, investment contributions reached 8,637.72 billion rupiahs or 14.73%. While the tourism promotion contribution from the government with a transaction value of 9.05 billion rupiahs or 0.02% (Nesparada Disporapar, Central Java, 2017).

Based on the results of a survey, there are 58.80% of tourists visiting Central Java is the first experience, while there are 29.30%

visiting Central Java 2-3 times, and not a few tourists who make 4-5 times as many visits 7.60%. For tourists who visit Central Java more than 5 times, they have a destination not only for vacation and travel but also for business purposes.

There are 80% of foreign tourists feel happy and satisfied with the accommodations in Central Java. Tourist satisfaction on accommodation has a major influence on the length of visit stay, so the longer the tourists are in Central Java the more money will be spent. The accommodation used by foreign tourists is not only in star hotels but also in the selection of accommodations which have the uniqueness and distinctiveness of Javanese architecture.

Half of the foreign tourists visiting Central Java like the form of eco-tourism which is more focused on environmental conservation are 73.10%. 17.70% tend to like nature tourism with a marine concept, and 9.20% like nature tourism which gives adventure value and adrenaline testing. Foreign tourists prefer to travel not only on vacation and have fun but also provide new experiences that can not be found in the country of origin of foreign tourists. The development of Indonesia's foreign exchange reserves in the 10 years (2009-2019) can be seen in Figure 10.



Source: Ministry of Tourism

Figure 10. Indonesian Tourism Sector Foreign Exchange Reserves

Data from the Ministry of Tourism shows that foreign exchange earnings from the tourism sector in 2015 reached USD15.20 billion. This number is ranked fourth as the largest contributor to foreign exchange, under oil and gas, coal and palm oil. Then in 2019, foreign exchange income from tourism is

targeted at USD 20 billion and becomes the largest to beat palm oil, oil and gas exports. To achieve this target, the government is targeting 20 million foreign tourists visit in 2019.

The increase in foreign exchange from the tourism sector is contributed by the increase in the number of foreign tourists

visiting the country, which in 2017 reached 14.1 million visits. The period of January-July 2018, foreign tourist arrivals reached 9.06 million, an increase of 12.92% over the same period in the previous year. Efforts to increase the number of foreign tourists to Indonesia need to be pursued more seriously including anticipation of natural and environmental conditions in disaster-prone tourist areas. The occurrence of natural disasters such as the

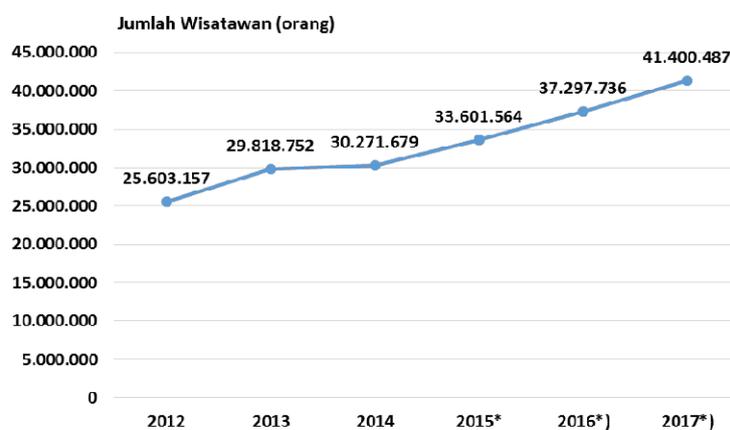
eruption of Mount Agung in Bali and the earthquake in Lombok can burden the target of foreign tourists visiting Indonesia.

Based on BPS data, the length of tourists staying in Central Java in 2013 was 1.56 days. Based on information on the cost per day spent in Central Java, obtained tourist shopping to attractions and staying for one year, as shown in Table 3.

Table 3. Number and Tourist Growth of Central Java (2011-2017)

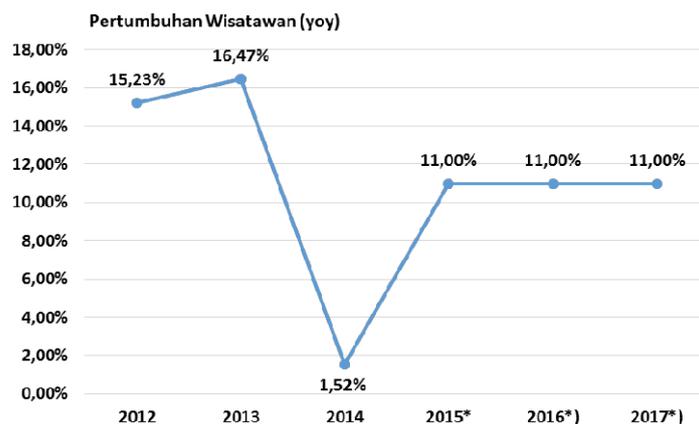
Year	Number of Tourists (people)	Growth (%)
2011	22.219.865	
2012	25.603.157	15.23
2013	29.818.752	16.47
2014	30.271.679	1.52
2015*	33.601.564	11.00
2016*)	37.297.736	11.00
2017*)	41.400.487	11.00

Source: Statistics Indonesia, Central Java; *) Predictions



Source: Statistics Indonesia, Central Java

Figure 11. Number of Central Java Tourists in 2011-2017



Source: Statistics Indonesia, Central Java
Figure 12. Central Java Tourist Growth

4. Conclusion

This study concludes that Dieng natural tourism potential is still very high when viewed from the natural beauty, variety, and types of existing tours. Dieng natural tourism has not been optimally advanced. The prospect of Dieng nature tourism is also very good. This is based on the number of tourist visits and their contribution to the increase in foreign exchange.

To optimize Dieng natural tourism potential, the following ways need to be done:

1. Improving the quality and access of tourism destinations supported by strengthening promotions and increasing the capacity of tourism actors. With various improvements in access and quality of service, it will increase the number of tourist visits.
2. Increasing access to finance to be able to run the economy of the community in the Dieng area.
3. Making intensification of digital payment system services.
4. Strengthening the synergy of the promotion of tourism destinations between the central and regional governments.
5. Arranging tour packages, for example, temple tour packages and agro-tourism packages.

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