

Development Planning of Cultural and Religious Tourism

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The aim of this research is to identify the potential of cultural and religious tourism in Central Java Province and to formulate the development strategy in both types of tourism. The type of this research is a combination of quantitative and qualitative research. This research uses descriptive analysis, Geographic Information System (GIS) analysis, and SWOT analysis by considering four components; these are: tourist attractions, facilities, accessibility, and accommodation. The results of the research of cultural tourism with a potential category are in Semarang City and Surakarta City. The results of the SWOT analysis of cultural tourism in Central Java Province are in quadrant I with the development strategy conducted by utilising the location of strategic cultural tourism, conducting cultural attraction regularly, and making tour packages. Regions that have religious tourism with potential categories are Rembang Regency and Semarang City. Based on the results of SWOT analysis, the religious tourism in Central Java is in quadrant III with the development strategy including optimising the promotion of religious tourism, cooperating with investors, and optimising the cleanliness rate. Suggestions that can be recommended for cultural tourism include developing and adding tourism components; these are tour guides, souvenir shops, facilities for people with disabilities, and so on. A suggestion that can be recommended for religious tourism is the need for cooperation with the private sector and other agencies in promoting tourism.

Key words: *Development Strategy, planning, cultural tourism, religious tourism.*

Introduction

The tourism sector is the one that has potential things to develop in a country. Tourism can give a multipling effect whose influence can be felt by the stakeholders from various circles, such as government, tourism object management, local society, investor, and many others. Tourism activities are very extensive. The tourism sector is not only able to increase the local government revenue but also is able to increase the economy growth of a country through the foreign exchange reserves. According to Spilane, the tourism role consists of three aspects which are economy, social, and cultural aspects.

Based on the data of the Ministry of Tourism in 2017, the tourism sector occupies the fourth position after the coal commodity, and the tourism sector significantly increases compared with other commodities. The great potential of tourism in Indonesia influences other provinces in Indonesia because this country has different potential diversity. One of the biggest islands in Indonesia is Java island. This island has unique tourist attractions with its natural, cultural, and artificial tourism. Such tourist attractions make this island have great potential in tourism. According to the Acts No. 10 in 2009, tourism attractions are anything that has uniqueness, beauty, and values from nature, culture, and artificial products that become the cultural target or the tourist visit destination. Based on six provinces in Java Island, there are some tourist attractions as follows:

Table 1: Number of Tourist Attractions in six Provinces in Java Island in 2017

Provinces	Number of Tourist Attractions (tourism objects)	Number of Visit (Millions of People)
DKI Jakarta	149	38,122,115
West Java	218	45,216,244
Banten	204	14,920,000
Central Java	615	40,899,577
DIY	115	25,950,793
East Java	314	15,722,040

Source: Ministry of Tourism, 2018

In table 1 it can be seen that Central Java is the province that has 615 tourist attractions. However, the high tourist attractions in Central Java Province cannot make the rate of Tourist Visit high. The highest rate of tourist visit in West Java Province is 45,216,244 people. It is in accordance with the tourism sector phenomena in which tourism diversity develops in Indonesia and also in Central Java Province. According to Pinata and Gayatri (2005), tourist attractions become the main factor for tourists to make a tourist visit. It can be seen in the data of the tourist visit in Central Java Province.

Table 2: Number of tourist visit in Central Java Province in 2013-2017

Year	Tourist Visit (Millions of People)	Growth
2013	29,818,752	14.14%
2014	30,304,563	1.63%
2015	33,451,743	10.39%
2016	37,478,669	12.04%
2017	40,899,577	8.36%

Source : Youth, Sports, and Tourism Office Central Java Province, 2018

Table 2 shows the data of foreign and domestic tourists in visiting Central Java Province. In this table it can be seen that the number of tourists significantly increased in the period of 2013-2017, but it is different from the tourism growth that was fluctuating and tended to decrease in 2017 from 12.04% to 8.36%. Such a condition describes that Central Java Province with high attractions in Central Java has not been able to attract the tourists in great number.

The tourist visit influences the length of time the tourists stay in a region, in which the more the tourists stay in a region, the more the money is spent. A consumptive activity may influence the tourism income. Tourism revenue may increase the tourism revenue in Central Java Province and increase the economy in that region. The following is the number of Tourism Revenue of tourism sector in 2013-2017

Table 3: Number of revenue of tourism sector in Central Java Province in 2013-2017

Year	Tourism revenue (Rp)	Growth (%)
2013	214,513,465,633	0
2014	232,510,898,616	0.08
2015	238,373,330,846	0.02
2016	262,984,817,326	0.10
2017	212,570,844,806	-0.19

Source : Youth, Sports, and Tourism Office Central Java Province, 2017

Based on table 3 that shows the tourism sector revenue in Central Java Province, it can be seen that the tourism sector revenue tended to significantly increase in 2013-2016. But in 2017 it decreased from Rp 262/294,817,326 to Rp 212,570,844. The decrease in tourism revenue in Central Java province means that it cannot reach the expected target.

Central Java Province has many tribes, cultures, and religious backgrounds, which is usually called religious tourism. Religious tourism is a kind of tourism that aims at meeting the human spiritual need and at strengthening the faith by visiting religious places (Anwar, Hamid & Topowijoyo, 2017). While cultural tourism is the one in which there is a cultural

aspect or value on customs and cultural heritage in the form of a festival in a region that is performed hereditarily.

Mappi more clearly presented that there are some aspects included in cultural tourism, objects such as: traditional dances, traditional music, cultural heritage, traditional heritage, cultural festival exhibition, and traditional performance.

The potential of cultural and religious tourism in Central Java Province develops more and more every year. The tourists' interest in visiting a cultural tourism site is based on cultural uniqueness, infrastructure, accomodation, and service in giving information of the cultural tourism. The followings are the data on tourists' preference in visiting Central Java Province.

Table 4: Foreign and domestic tourists' preference in visiting Central Java Province in 2017

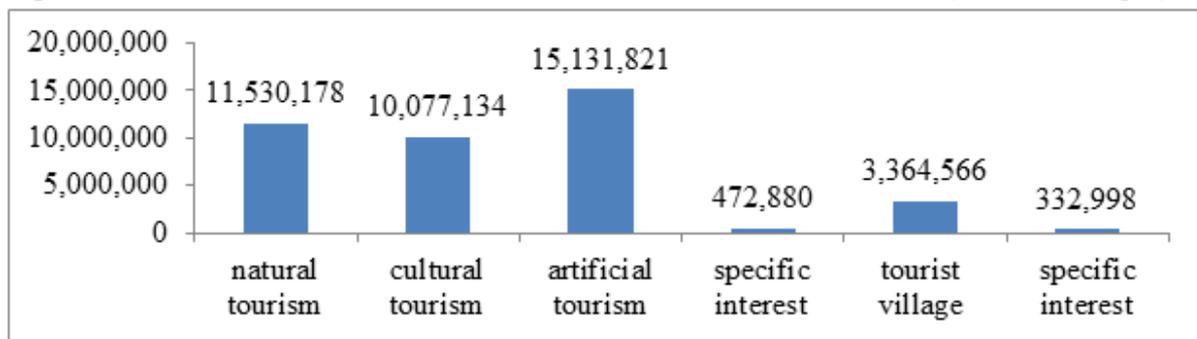
	Foreign tourists	Domestic tourists	Total Number
Entertainment and cafés	2%	3.70%	5.70%
Culinary	15.64%	10.40%	26.04%
Specific interest tourism	3.50%	11.10%	14.60%
Natural tourism	24.02%	12.40%	36.42%
Shopping tourism	13.55%	14.50%	28.05%
Central Java society	16.01%	20.70%	36.71%
Cultural tourism	21.77%	27.20%	48.97%

Source: Youth, Sports, and Tourism Office, Central Java Province, 2017, processed

Based on table 4, it can be seen that cultural tourism has the highest fans which amounted to 48.97%. It consists of foreign tourists which amounted to 21.77% and domestic tourists which amounted to 27.20%, while the number of the lowest fans is entertainment and cafés which amounted to 5.70% consisting of foreign tourists of 2% and domestic tourists of 3.70%. Some tourism objects frequently visited by the tourists are Borobudur Temple, Surakarta Palace, Semarang Old City, and Sangiran Museum (Tourism Office, Central Java, 2018).

The high rate of cultural tourism in increasing the tourists' interest evidently has not able to increase the tourist visit yet. According to Kirom (2016), the main factors in attracting the tourist to visit are uniqueness, facilities/easiness, and cultural value that become the object of a tourist visit. Imbalance in the condition may give influence on the lack of optimisation of cultural tourism in Central Java Province. The following data is the number of tourist visits according to the tourist attractions:

Figure 1. Number of Tourist Visits based on Tourist Attractions in 2017 (Millions People)

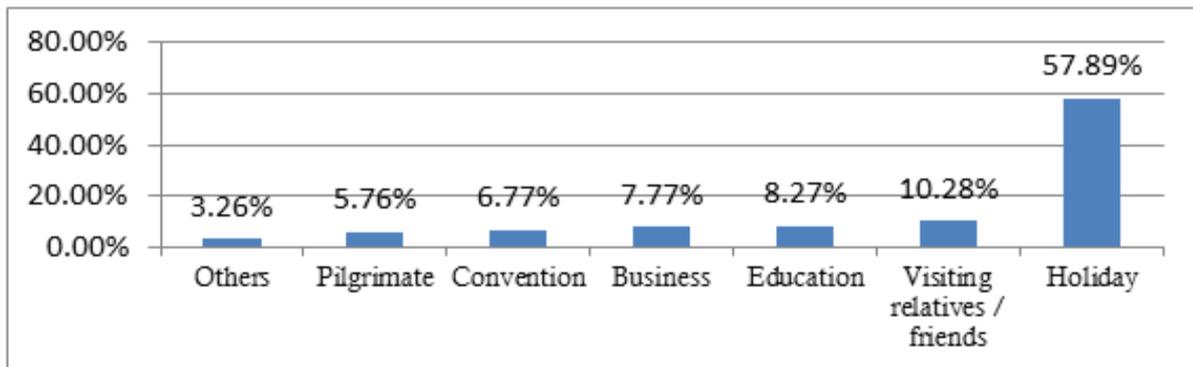


Source: Youth, Sports, and Tourism Office, 2017

Figure 1 shows that the highest number of tourist visits in artificial tourist attractions is 15,131,821 people, in natural tourist attractions is 11,530,178 people, and in cultural tourist attractions is 10,077,034 people. In the graph it can be concluded that cultural tourism ranked the third after artificial tourism and natural tourism. Cultural tourism is a kind of tourism that has the highest number of fans compared with other kinds of tourism. However, the high rate of tourist interest in visiting the cultural tourism is not balanced by the number of tourists who visit. Therefore, it requires a development in utilising the potential cultural tourism to be more favored by the tourists.

Religious tourism is a travel which aims at finding pleasure, satisfaction, and knowledge. Religious tourism is conducted by individuals or groups to the holy places such as cemeteries of big persons or leaders who are honored, to the hills or mounts considered sacred (Nyoman, 1994:46). Therefore, religious tourism here refers more to a pilgrimage tour (religious tour). The pilgrims usually come in groups or a community. This can be seen from the high amount of tourists but is not balanced by the tourist interest in visiting Central Java Province.

Figure 2. Number of Percentage of tourist visits based on aim and object to Central Java Province in 2017 (percentage)



Source : Youth, Sports, and Tourism Office, Central Java Province, 2017

Based on figure 2, it shows that the average of tourists who visit Central Java whose aim and object is holiday is 57.89%, while whose aim is pilgrimage is 5.67%. The pilgrimage is a religious tourism activity in which the tourists conduct tourism travel only to know places having religious values. In the figure it can be known that the tourism aim in having religious tourism activity is still low so there is optimisation in developing cultural and religious tourism.

Based on the result of interview with one staff in Youth, Sports, and Tourism Office of Central Java Province, it is stated that:

“religious tourism is the part of cultural tourism and is very potential but only for domestic tourists and not stay overnight. The number of religious tourist visit is high but the impact on the society is less. And religious tourism moves around because it has been scheduled and it only becomes the lodge.”

Based on the Acts No. 10 in 2009 on tourism, it states that some kinds of tourism include natural, cultural, and artificial tourism. While in its theory, Eka Yoeti (1996) stated that kinds of tourism according to its object include Cultural Tourism, Recuperational Tourism, Political Tourism, Religious Tourism, and Marine Tourism. It is not realised that the development of tourism sector in Central Java can be seen from cultural and religious tourism in which if these two kinds of tourism are studied further, there is no specification in discussing the cultural and religious tourism.

In the previous research conducted by Elsa Brata Aulia (2017), it stated that there are some factors influencing the tourism development; these are tourist attractions, labours, facilities, and promotion. Tourism development conducted uses the SWOT analysis with the graph result of grand strategy in quadrant 1 in which the strategy used consists of repairment of

facilities and visitor management, site repairment, maintainance in environment and site area, and research for temple repairment.

While in the previous research conducted by Maya Panorama (2018), it stated that the development of religious tourism object using the SWOT analysis is in quadrant 1 by considering the components of tourist attractions, promotion, accomodation, accessibility, and labours. While the development strategy conducted is by making a tour package, promoting abroad, improving attractions regularly, and taking socialisation to the local society in having communication with tourists.

The high interest of tourists in visiting cultural tourism in Central Java Province is not balanced with the tourist visit, while religious tourism still has low interest of tourists if seen from the aim of tourists in visiting Central Java with 5.76% being for a pilgrimage. Therefore, the development planning of cultural and religious tourism in Central Java Province needs to be discussed.

The aim of this research is identifying the potential of cultural and religious tourism in Central Java Province and formulating the development strategy of cultural and religious tourism in Central Java Province.

Method

This kind of research is mixed methods, which combine the quantitative and qualitative methods. The key persons in this research consist of five people who are the staff of the Youth, Sports, and Tourism Office of Central Java Province in tourism development; the staff of the Youth, Sports, and Tourism Office of Central Java Province in tourism marketing; the Head of Marketing in the Youth, Sports, and Tourism Office of Central Java Province; Department of Transportation of Central Java Province; and the Regional Development Planning Agency of Central Java Province.

The variables of research on identifying the potential of cultural and religious tourism include tourist attractions, facilities, accessibility, and accommodation, while the variables of research on developing the cultural and religious tourism consist of the internal and external ones. The internal variables include some indicators; these are tourist attractions, facilities, hospitality, tourism development or promotion, and capital. The external variables used include some indicators; these are accessibility, government support, and competitiveness.

The data used in this research are primary and secondary data. Primary data in this research is the data collected from the key persons who are from the Youth, Sports, and Tourism Office of Central Java Province, the Department of Transportation of Central Java Province, and the

Regional Development Planning Agency of Central Java Province. The primary data is collected by interview and questionnaire. While the secondary data is collected from the Ministry of Tourism and the Youth, Sports, and Tourism of Central Java Province.

The analysis used in this research is in the form of descriptive analysis, in which it is used to analyse the potential of cultural and religious tourism. The further analysis method is Geographic Information System (GIS), which is a system of analysis utilised by the computer system to save, manipulate, and analyse the geographic data information, which then is presented in the form of manual map. The analysis used in developing the potential of cultural and religious tourism is SWOT. SWOT analysis is an instrument used to analyse and compare between the external factors (opportunities and threats) and the internal factors (strengths and weaknesses). This research aims at knowing the strategy in conducting the regional development either in the long or short term.

Result and Discussion

Identification of Potential of Cultural Tourism in Central Java

Identification of the potential of cultural tourism in Central Java Province is based on the Summeng theory stating that there are 4 components of tourism development including tourist attractions, facilities, accessibility, and accommodation. While some criteria used in identifying the potential of cultural tourism are as follows:

1. Tourist attractions. Each kind of tourism in Regencies or Cities in Central Java Province has tourist attractions with 25% weight.
2. Facilities. Facilities in this research are those provided in a tourism object including: toilet, parking area, praying room, and other facilities (wifi, gazebo, playground for children, etc.). The categorising of each component has 1 value and if a tourism object can meet the criteria, it is calculated as 25%.
3. Accessibility. Calculation in this research is in accordance with the determination as follows: the distance from the tourism object to the city centre is not more than 20 km and the road condition is good. If the tourism object has both indicators, it is calculated as 25%.
4. Accommodation. Accommodation in this research can be seen from the amount of lodgings and public transportations that can be used to reach the tourism objects.

From the categorising on these 4 aspects, it can be found that cultural tourism based on the 4 categories consists of high potential, potential, less potential, and no potential, which is classified as follows:

1. Regencies / Cities in Central Java Province that have a high potential category and have the position in the scoring number of 76-100 include Semarang City (10 tourist attractions), Surakarta City (11 tourist attractions), and Magelang Regency (5 tourist attractions).
2. Regencies / Cities in Central Java Province that have tourist attractions with a potential category and have the position in the scoring number of 51-75 include Banjarnegara Regency (3 tourist attractions), Banyumas Regency (3 tourist attractions), and Boyolali Regency (3 tourist attractions).
3. Regencies / Cities in Central Java Province that have tourist attractions with a less potential category and have a position in the scoring number of 26-50 include Purbalingga Regency (1 tourist attraction)

Development strategy of cultural tourism in Central Java Province

The result of research of cultural tourism development in Central Java Province uses the SWOT analysis and questionnaire sharing to five key persons, so the internal and external factors of cultural tourism are presented below.

The strengths include potential cultural tourism, the strategic location of the cultural tourism, the ticket price offered as the cultural tourist attractions, wide and shady parking area, hospitality of the local society around the cultural tourism, culinary places as supporting the tourism, and the souvenir centre near the cultural tourism as its attractions.

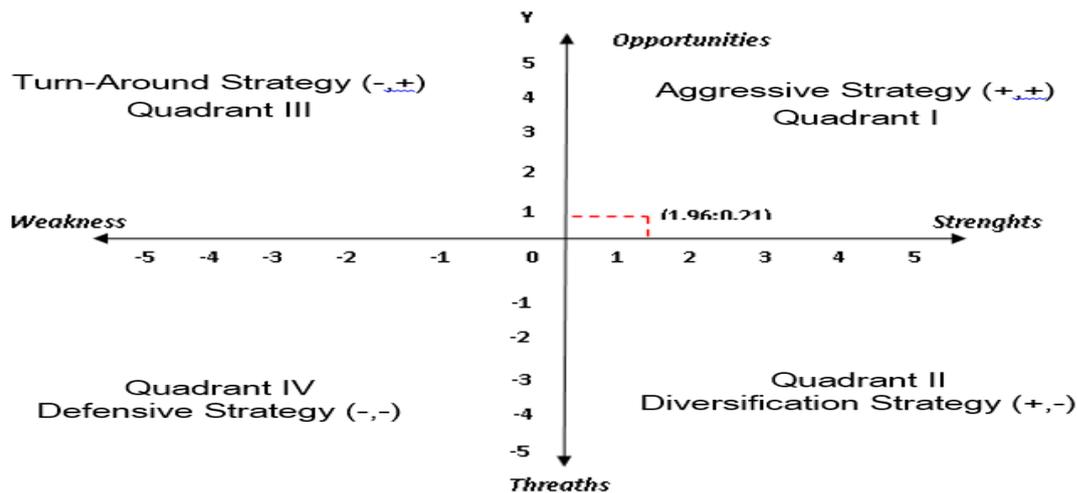
The weaknesses include the lack of promotion of the cultural tourist attractions, the lack of cultural tourism labours, too simple program of development, fund limitation in the management, the lack of safety around the cultural tourist attractions, the lack of cleanliness rate, the far distance of the cultural tourism from the tourist main market.

Opportunities include cultural tourism sector having high investment rate, local autonomy giving influence on the cultural tourism development, potential cultural tourism leading to recent character building education, cultural tourist attractions supported by easy accessibility, cooperation in the form of exhibition, and events in supporting the cultural tourism development.

Threats include cultural tourist attractions increasing the competition of tourism objects, far distance between the cultural tourist attractions, no public transportations reaching the cultural tourism locations, the lack of supporting facilities, some environmental damage due to cultural tourism development.

Based on the calculation result of internal dan external factors, the values resulted are put into the Matrix Grand Strategy.

Figure 2. Matrix Grand Strategy of cultural tourism in Central Java Province



Source: data processed in 2019

Based on figure 2, it shows that the cultural tourism is in quadrant I with the cutting point (1.20;0.21) in which in quadrant I the position of strengths and opportunities are so optimally utilised to be able to increase the cultural tourism development in Central Java Province. Such a situation is very favourable for cultural tourism, and the strategy that should be applied in this condition is supporting the growth more aggressively (growth-oriented strategy) by considering the existing criteria of the opportunities and strengths.

The development strategy of cultural tourism in Central Java Province is as follows:

1. Developing the Central Java cultural tourism through good investment to increase the potential of cultural tourism.
2. Utilising the strategic location of cultural tourism by conducting cultural attractions like holding cultural festivals to attract the cultural visit.
3. Utilising the potential of cultural tourism by considering the tourism product innovation like tour packages to attract the tourists to visit the cultural tourist attractions.

Identification of Potential of Religious Tourism in Central Java Province

Identification of the potential of religious tourism in Central Java Province can be seen based on the theory presented by Sammeng (2001) stating the factors influencing the tourism development such as tourist attractions, facilities, accessibility, and accommodation. Potential identification is classified based on the following aspects:

1. Tourist attractions. Each kind of tourism in regencies or cities in Central Java Province has tourist attractions with 25% weight.
2. Facilities. Facilities in this research are those provided in a tourism object including: toilets, parking area, praying room, and other facilities (wifi, gazebo, playground for children, etc.). The categorising of each component has one value and if a tourism object can meet the criteria, it is calculated as 25%.
3. Accessibility. Calculation in this research is in accordance with the determination as follows: the distance from the tourism object to the city centre is not more than 20 km and the road condition is good. If the tourism object has both indicators, it is calculated as 25%.
4. Accommodation. Accommodation in this research can be seen from the amount of lodgings and public transportation that can be used to reach the tourism objects.

The result found based on the identification of the potential of religious tourism can be seen in the components categorised into 4 categories, consisting of high potential, potential, less potential, and no potential. While the result of identifying the potential religious tourism include:

1. Regencies / Cities in Central Java Province that have religious tourist attractions with a high potential category and have a position in the scoring number of 76-100 include Rembang Regency (4 tourist attractions), Semarang City (3 tourist attractions), Kudus Regency (2 tourist attractions), and Demak Regency (2 tourist attractions).
2. Regencies / Cities in Central Java Province that have tourist attractions with a potential category and have a position in the scoring number of 51-75 include Cilacap Regency (2 tourist attractions).
3. Regencies / Cities in Central Java Province that have religious tourist attractions with less potential category and have a position in the scoring number of 26-50 include Banjarnegara Regency (1 tourist attraction), Batang Regency (1 tourist attraction), Brebes Regency (1 tourist attraction), Pati Regency (1 tourist attraction), and Pekalongan (1 tourist attraction).
4. Regencies / Cities in Central Java Province that have religious tourist attractions with no potential category and have a position in the scoring number of 0-25 in which the area has no tourist attractions include Pekalongan City, Pemalang City, and Surakarta City.

Development strategy of religious tourism in Central Java Province

The result of research of religious tourism development in Central Java Province uses the SWOT analysis and questionnaire sharing to five key persons, so the internal and external factors of cultural tourism are presented below.



The strengths include potential religious tourism, a strategic location of the religious tourism, ticket price offered for the religious tourist attractions, wide and shady parking area, hospitality of the local society around religious tourism, culinary places as supporting the tourism, and a souvenir centre near the religious tourism as its attractions.

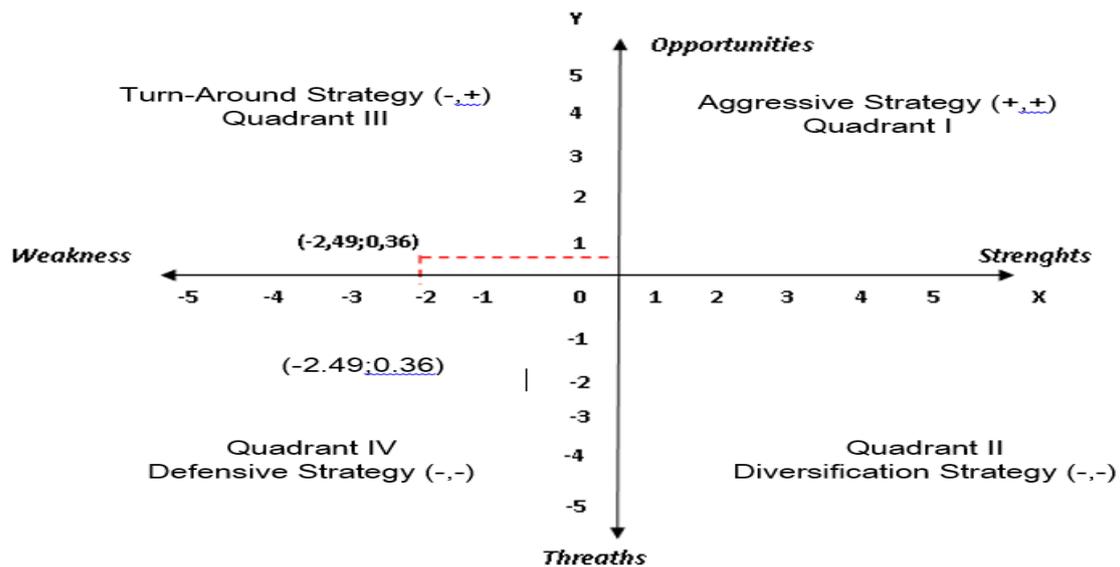
The weaknesses include the lack of promotion of the religious tourist attractions, the lack of religious tourism labours, too simple program of development, fund limitation in the management, the lack of safety around the religious tourist attractions, the lack of cleanliness rate in the religious tourism, and the far distance of the religious tourism from the tourist main market.

Opportunities include religious tourism sector having high investment rate, local autonomy giving influence on the religious tourism development, potential religious tourism leading to recent character building education, religious tourist attractions supported by easy accessibility, cooperation in the form of an exhibition, and events in supporting the religious tourism development.

Threats include religious tourist attractions increasing the competition of tourism objects, far distance between the religious tourist attractions, no public transportation reaching the religious tourism locations, the lack of supporting facilities, and some environmental damage due to cultural tourism development.

Based on the calculation result of internal dan external factors, the values resulted are put into the Matrix Grand Strategy.

Figure 3. Grand Strategy Matrix of Religious Tourist Attractions in Central Java Province



Source: data processed in 2019

Based on figure 3, it shows that the result of grand strategy matrix in religious tourism in Central Java Province is in quadrant III with the cutting point $(-2.49; 0.36)$. It can be seen that the religious tourism in Central Java is in the position where in the internal factor the weakness is bigger than the strength, while in the external factor the opportunity is bigger than the threat. It means that religious tourism in Central Java faces the big market opportunities but there are some internal threats.

While the strategy used is as follows:

1. Optimising the promotion of religious tourism through print media either newspaper, television, or social media to increase the tourist visit.
2. Religious tourism has a limitation of budget in developing the tourism so it requires cooperation with the investors to develop religious tourism in Central Java Province.
3. Optimising the cleanliness rate of religious tourist attractions to give comfort to the tourists.
4. Making innovation of product with a religious tour package that is completed with lodgings and food service and also has tour guide who can give complete information to the religious tourists.

Conclusion

The results of research of cultural tourism with a high potential category are on Semarang City and Surakarta City. The results of the SWOT analysis of cultural tourism in Central Java



Province are in quadrant I with the development strategy conducted by utilising the location of strategic cultural tourism, conducting cultural attraction regularly, and making tour packages. Regions that have religious tourism with high potential categories are Rembang Regency and Semarang City. Based on the results of SWOT analysis, the religious tourism in Central Java is in quadrant III with the development strategy including optimising the promotion of religious tourism, cooperating with investors, and optimising the cleanliness rate. Suggestions that can be recommended for cultural tourism include developing and adding tourism components; these are tour guides, souvenir shops, facilities for people with disabilities, and so on. A suggestion that can be recommended for religious tourism is the need for cooperation with the private sector and other agencies in promoting tourism.

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