TUGAS INDIVIDU UTS
PEREKONOMIAN INDONESIA

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Boosting Indonesia's Tourism Sector to be Competitive

Introduction

This world has so many types of businesses in any field. We can see a lot of businesses that are around us. Without us knowing it, we need and want the product or service provided by the business. A business is built to meet the needs and wants of its customers. The tourism industry is one of the sectors that has a very high level of sales. Humans have a desire to always travel, this is done to give themselves a vacation away from where they live. Tourism has a lot of interest and demand. In 2020, the tourism industry has very few visitors. This happened because in that year there was a world problem, namely the corona virus.

The tourism industry requires tourism development so that many tourists come to visit. Each country has its own uniqueness. Therefore, each country will compete in attracting tourists to come to visit other tourist attractions. In competing in the tourism industry, a development strategy is needed to increase tourism attractiveness. Indonesia is famous for its culture and beautiful scenery. The vast ocean is one of the places visited and targeted by tourists. Some of Indonesia's favourite tourist attractions are Borobudur, Bromo, Toba Lake, Raja Ampat and many more.

The problems that exist in tourism development in Indonesia are less or low promotional activities and also the price of domestic tickets which is quite expensive compared to international ticket prices. Supposedly, international ticket prices have a much higher price than domestic ticket prices. Indonesia has a lack of development strategy, therefore this needs to be re-examined. Competitiveness is a big problem in the tourism industry.

The competitiveness of tourism has four components, namely in the parts of core resources & attractors, management factors and resources, destination management and qualifications. In the core resources and attractors section, there are physiography, culture, history, activities, entertainment, market ties and a superstructure that must be met to provide attractiveness to a tourist spot. The second component is supporting factors and resources. These components that need to be considered are infrastructure, accessibility, facilities, hospitality and enterprise.

The third component is destination management which requires attention to marketing, finance and venture capital, human resources, organization, resource stewardship. Information, service quality and management at the end. The last component includes location, security, interdependencies, awareness and value. In this study, it is written that the focus of research will only be limited to four variables taken from 4 components. The focus is on activities, facilitating resources, organization and location. These four variables are important variables in tourism development.

Results

Indonesia has many interesting sights and cultures. If this culture and scenery is known by many people, they will certainly be interested in visiting and coming. The weakness that the tourism industry sector in Indonesia has is a lack of information so that tourists do not know about interesting tourist attractions in Indonesia. Information is one of the most important factors needed to attract the attention of tourists.

The implementation of promotional strategies by Indonesia is known to be lacking. This is due to inadequate budget for promotion. If the promotion carried out on "Pesona Indonesia" is made even more attractive, of course the tourists will have curiosity and want to find information about "Pesona Indonesia". The message conveyed to target tourists must be clear and compelling in order to spark their thinking. Without realizing it, when humans see an interesting and unique advertisement, their brains will immediately provide signals and stimuli to themselves.

It is known, the number of visitors owned by Indonesia in 2019 was 12,948,000 for international tourists. In the competition in the tourism industry, Singapore positioned first place. Indonesia has established a tourism development strategy by developing several tourist attractions by opening 10 new tours which are named New Bali. The government has also provided diversity in each tourist spot in order to create many new interesting places. The government has certainly made a lot of programs that can keep Indonesia growing.

In this research, it has been determined that the activities, facilities, organization and location will be part of it. In the activity section, there are sports tours, music, clothes, culture and many more. In the activity there will also be an event and tour package. In the facility section there will be no changes or additions to new places. There are 6 organizations that help develop tourism in Indonesia. In terms of location, the government has tried to build new tourism in several places.

This development that occurs in the tourism industry is given through the impact of changes in lifestyle and interest in new attractions. It is known that through research conducted on local tourists, it is said that local people prefer to go on tours abroad because they have more attractive and suitable attraction for children. The results of the analysis using regression show that the factors that influence the demand for tourism are shopping, museums, historical, artificial, nature, and religion.

Through the research results, it was found that the government has made several strategies to be able to develop tourism in 10 main destinations. Through this research, it was also found that factors such as airline ticket prices and promotional activities can reduce foreign power.

Conclusion

So the conclusion that can be taken from this research is that tourism needs to develop in order to help the economy of a country. This potential possessed by tourism has a very large influence on the economic system in Indonesia. The government needs to carry out strategies that can help tourism to develop. The government also needs to collaborate with several lesser-known

regions to be able to help develop and change these areas to become nicer and more attractive. The culture and uniqueness that exists in Indonesia is one of the identities that Indonesia has.

Reference

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