Development of Potential Culinary and Shopping Tourism in Central Java Province

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Abstract

Central Java is a province that has more tourist attractions, but from the number of tourist visit, it only has relatively small. Therefore, it requires a development strategy of tourism sector. One of the tourism potential that can be developed is culinary and shopping tourism. The purpose of this research are identifying the potential of culinary and shopping tourism in Central Java and formulating the strategy to develop the tourism potential. The analysis tools used are statistic descriptive, Geographic Information System and SWOT analysis. The findings from this research are the potential of culinary tourism in Central Java in very potential category can be found in seven regencies/cities. The development strategy of culinary tourism is featuring the taste of Central Java, developing the culinary central area that gives multiplier effect on the society, repairing and adding facilities supporting the tourism. The potential of shopping tourism in very potential category can be found in six regencies/cities. The development strategy of shopping tourism is conducted by making innovation and utilizing the existing tourism potential, joining in some events, holding bazaar that supports the development of shopping tourism, and completing the directions and the map of shopping tourism potential to facilitate the tourists.

1. Introduction

Tourism sector is one that holds important role in driving the economy of a country. In 2009 this sector is expected to be able to reach the number of 24 billion U$D as the main income source of foreign exchange. This sector is expected to replace oil and gas sector. Tourism sector is included in the top three of foreign exchange contributor in Indonesia in 2017 (Ministry of Tourism Republic Indonesia, 2017), in which the tourism sector has been developed in each province in Indonesia. Those provinces are Bali, West Java, Central Java, East Java, DKI Jakarta, North Sumatra, Lampung, South Sulawesi, South Sumatra, Banten, and West Sumatra. The Ministry of Tourism states that Central Java is included in the top three of provinces in Indonesia that is popular among the tourists in taking tour. Those top three are Bali, West Java, and Central Java, in which Central Java Province itself has 615 tourist attractions that can be developed to support the tourism sector income. This can be seen in table 1 that explains the number of tourism objects and the number of tourists in 2017.

Table 1. Number of tourist attractions and tourist visit in Java Island in 2017

Provinces	Tourist attractions	Visit
Central Java	615	40,899,577
East Java	334	15,722,040
West Java	218	45,216,244
Banten	204	14,920,000
DKI Jakarta	149	38,122,115
DIY	115	25,950,793

Source: Ministry of Tourism, 2018

Table 2. Number of Tourist Visit and Tourism Income in 2013 – 2017

Year	Number of Visit	Annual Growth (%)	Number of Income (Rp)	Annual Growth (%)
2013	29,818,752	-	214,513,465,633	-
2014	30,304,563	1.63	232,510,898,616	0.08
2015	33,451,743	10.39	238,373,330,846	0.02
2016	37,478,669	12.04	262,984,817,326	0.10
2017	40,899,577	8.36	212,571,844,806	-0.19

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

Central Java is one province in Java Island that has enough number of tourist attractions compared with other provinces, however, based on the number of tourist visit in Central Java Province, it has the number of visit amounted 40,899,577. This number is still lower than West Java Province, in which West Java Province becomes one province that has the highest number of visit in Java Island, that later is followed by Central Java, DKI Jakarta, DIY, and Banten.

The spreading of tourism centralized in Central Java makes this province one that is rich of tourism resources. The spreading of the number of tourism objects in Central Java Province is due to its very strategic location in 5°40' - 8°30' LS and 108°30' - 111°30' BT, with the are of 3.25 juta hectare or 25.04% of the width of Java Island (Central Bereau of Statistic, 2018). This Central Java Province is bordering the Java Sea in the north, Special Region of Yogyakarta and the Hindia Sea in the south, West Java in the west, and East Java in the east. This condition makes the growth of tourism sector in Central Java grows fast and supports the foreign exchange earnings.

Tourism potential existing is also able to support the growth and development of this kind of culinary and shopping tourism (Fan & Xue., 2018). This tourism is one of the economy growth supporting tourism in the local area. By utilizing the rich of culture, custom, social and politics, Central Java Province becomes one province as the destination of the tourists for travelling. The following is the data of tourist visit and tourism income in Central Java Province.

As seen in table 2, it explains that the growth of number of tourism in Central Java Province is growing fluctuatively. It can be seen that in 2014 to 2016 the growth of tourist visit in Central Java developed highly enough, but in 2017 it decreased from 12.04% to 8.36%. The decrease in the number of tourist visit in Central Java Province influences the decrease in the number of tourism sector income in Central Java Province. This leads to problems in tourism sector in Central Java Province. The following is a figure indicating the tourist interest in Central Java Province.
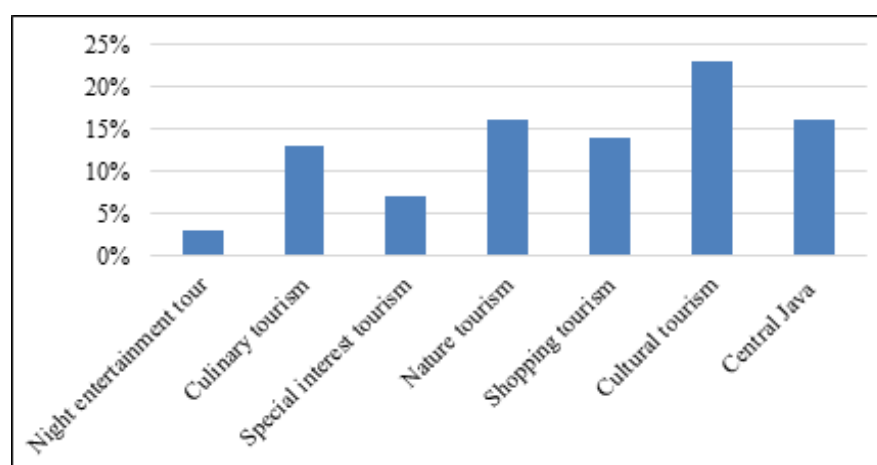
Figure 1. Tourist Interest in Central Java Province, 2017
Source: Youth, Sports, and Tourism Office, Central Java Province, 2018

Figure 1 indicates the tourists' interest in Central Java Province, in which the tourists' interest here is more dominated by the cultural tourism. Cultural tourism in Central Java Province is much more favored by the tourists than the other tourism. While the tourists' interest in culinary and shopping tourism is much lower than the cultural tourism, the natural tourism, and Central Java society, which amounted 13.02% in culinary tourism and 14.03% in shopping tourism. The potential of culinary and shopping tourism in Central Java Province becomes one tourism potential that is able to create new opportunity in business development in food and local special souvenirs. Besides, the potential of culinary and shopping tourism is also able to be one alternative of tourist destination in addition to natural, artificial, and cultural tourism.

Tourism is the form of activities of natural, cultural, artificial, religious, shopping and culinary tourism supported by the beauty of a tourism also facilities and infrastructures existing and provided by the local society, the government, or the department managing the tourism. Each tourist has different motive of tourism, among others are to enjoy the pleasure tourism, the recreational tourism, the cultural tourism, the sports tourism, the business tourism, and the conventional tourism. Special foods and special

goods produced by a region become an important element of diversification and a tool to define the brand and image of a region, country and culture (Hjalager, 2010).

Recently culinary and shopping tourism becomes popular in millenial community, not only popular among the millenial community and in television station, but also via the blogger and the culinary and shopping fans. The activities of culinary and shopping tourism is conducted not only to enjoy the tourism potential but also as one new style of life developing among the society (Andrade & Caamaño, 2018). This may become the main opportunity to develop the culinary and shopping tourism in Central Java Province, with the aim that the potential of culinary and shopping tourism in Central Java is more popular in tourists.

Arsyad, (2010) stated that the local economy development is the process of managing the potentioal of local resources conducted by the local governmnet with the local society, and building a partnership patern between the local government and the private sector to create the new jobs and to drive the economy activities.

One sector developed is tourism sector, in which to develop the tourism sector requires tourism planning. According to Inskeep (1991), in the planning process, there are some requirements

to be concerned that is finding the potential and problems of tourism sector to get approach to use to build the tourism.

Tourism development according to Spillane (1994) is due to the decrease of the role of petroleum as the local income source, the decrease of the export value on non petrol sector, the consistent increase in tourism sector and the big potential of tourism sector in Indonesia. Tourism in this case is divided into three kinds those are cultural, artificial, and natural tourism. Cultural tourism consists of culinary, pilgrimate, shopping tourism. Culinary tourism is a kind of tourism influenced by the desire of tourists to take a travelling to a food making place, food festival, restaurant, and location providing various kinds of food with the aim at tasting the food (Kristiana et al., 2018). This is a kind of tourism that utilize the local richness and the local culture economically. Culinary tourism in this research includes food court area, special food, traditional market culinary tourism, and culinary event.

According to (Nisa & Haryanto, 2014), shopping tourism is an activity of tourism conducted by the tourists, not only to take a walk but also to do shopping and buying goods and service. It means that a tourist conducts a tourism travel in trade area as a recreation place.

The existence of the potential of culinary and shopping tourism requires the local government and the business actors to look at the opportunity in culinary and shopping tourism in Central Java Province to develop. This becomes the challenge for the government of Central Java Province to develop the potential of culinary and shopping tourism in Central Java Province to support the Central Java tourism sector.

Whereas the aims of this research are: (1) Identifying the potential of culinary and shopping tourism in Central Java Province. (2) Formulating strategies used to develop the potential of culinary and shopping tourism in Central Java Province. The novelty of this research is to mapping and analyze culinary businesses in Central Java specifically as a tourist destination. Culinary business in general is attached to tourist destinations in all places, but the culinary peculiarities in an area or region are separate objects that encourage the development of tourism in an area. This article specifically analyzes the strategy of developing culinary tourism in Central Java. Research and studies on shopping tourism are relatively few although in its development it is important to observe its development as a tourist destination (Robbiosi, 2011; Saayman & Saayman, 2012; Tomori, 2010). This study analyzes shopping tourism as an aspect that accompanies culinary tourism in Central Java.

2. Method Of Research

This research is a kind of mix methods research, which combines the qualitative and quantitative method of research. The qualitative method in this research is used to explain the potential of culinary and shopping tourism that is analyzed by the descriptive analysis. The quantitative method used in this research is in the form of Geographic Information System (GIS) analysis, which is used to map the culinary and shopping tourism existing in Central Java Province and it uses SWOT analysis to find the development strategy of culinary and shopping tourism in Central Java Province. The data collecting method used in this research is through three ways those are observation, questionnaire, interview, and documentation.

The sampling technique for this research is in the form of Purposive sampling. It is because the population in this research is very wide so that the sampling selection is based on the consideration of the researcher who is considered to be capable in the field being researched or is called keyperson. So in this research the sample determination is represented by 6 key persons those are 3 key persons from the Youth, Sports, and Tourism Office of Central Java Province (in marketing section and development section of tourist attractions), 1 key person from the Department of Industry and Trade of Central Java Province, 1 key person from the Department of Transportation of Central Java Province, and 1 key person from the Regional Development and Planning Agency.

Analysis method used in this research is in the form of descriptive analysis, in which the descriptive analysis is used to analyze the potential of culinary and shopping tourism based on the table of the potential of culinary and shopping tourism. The next analysis method is Geographic Information System (GIS), which is an analysis system that utilizes the computer system to save, manipulate, and analyze the geographical data information, that then is presented in the form of manual map (Prakoso et al., 2011).

Geographic Information System (GIS) is able to combine the map and attribute to become one or usually called layer (data layer from various kind of data in the form of map, graph, or table), which then will form the basic data in SIG. In this research, Geographic Information System method is used to describe or map the potential of culinary and shopping tourism in Central Java Province. Besides, it also uses overlay analysis to formulate the strategy related to the development of the following types :
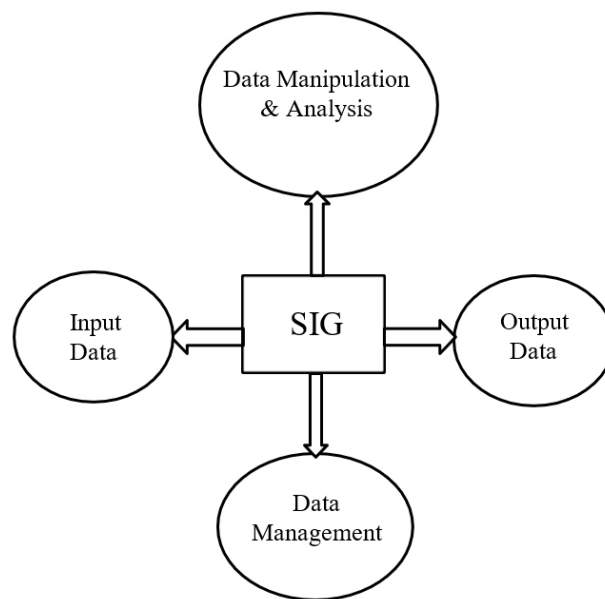

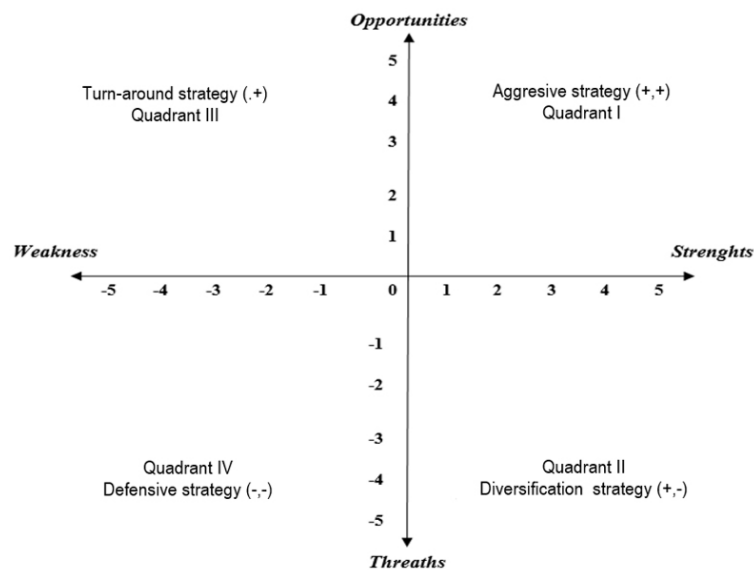**Figure 2. Sub system of Geographic Information System**

Figure 3. SWOT Analysis

Each of subsystem has different job as follows, input data is collecting the spartial data from various sources and changing the original data to be a format that can be used for GIS. First is data manipulation and analysis that determining the result of GIS and conducting manipulation to get the expected information. The second is data danagement, organizing the spatial data in the data basic so it will be easy to call, update, and edit.

The analysis tool used to know the development strategy of the potential of culinary and shopping tourism in Central Java Province is by using the SWOT analysis. SWOT analysis is a tool used to analyze and compare the external factors (opportunities and threats) with the internal factors (strengths and weaknesses) (Rangkuti, 2006). The SWOT analysis is used in this research aims at formulating the strategy either in the short or long period. The following is a diagram describing the SWOT analysis.

Quadrant 1: the strategy used to support the policy is aggresive (Growth oriented strategy), which is in a very beneficial situation. Quadrant 2: the strategy used in quadrant 2 is utilizing the opportunities and threats in the long period. Quadrant 3: facing the market opportunities but also facing the obstacles/internal weaknesses. Quadrant 3: focusing on minimizing the internal problems. Quadrant 4: in a very unbeneficial situation due to facing the threats and internal weaknesses.

The variable of research used in this research is divided into 2 parts. The variable of research used for identifying the potential of culinary and shopping tourism is in the form of tourist attractions, facilities, accessibility and accommodation. While the variable of research used for the SWOT analysis is accessibiliy, accommodation, government support, competitivess, attractions, facilities, hospitality, promotion, and capital. Based on the use of variables, it can find the potential existing in the culinary and shopping tourism in Central Java Province and the development strategy of the potential of culinary and shopping tourism in Central Java Province.

3. Result and Discussion
3.1 Identification of Potential of Culinary Tourism in Central Java Province

The identification of the potential of culinary tourism in Central Java Province is conducted to see the potential of culinary tourism in Central Java based on the tourism supporting components as presented by Sammeng (2001) those are tourist attractions, facilities, accessibility, and accommodation. Based on the components, it can find the result of the potential of culinary tourism into some categories: very potential, potential, less potential, and not potential. The categorizing is conducted by adding the scores resulted from the tourism supporting components as follows:

1. Tourist attractions, has 25% score weight.
2. Facilities, those are toilet, parking area, mushola and other facilities (wifi, gazeboo, playground for children, trash can, etc). If each tourist attraction has the facilities mentioned above, it will have 25% score weight.
3. Accessibility, including the distance less than 20 km from the center of Regency and City, road condition, with 25% score value.
4. Accommodation, in the form of lodging or other public facilities and transportation that can be used reach the tourist attractions. The score is 25%.

Based on the determination above, it can find the categorizing of the potential of culinary tourism in Central Java Province based on the scoring value as follows:

1. Very potential category, with the scoring value of 76 – 100. The regencies and cities included in it are: Semarang City (8 tourist attractions), Magelang City (6 tourist attractions), Boyolali Regency (5 tourist attractions), Kudus Regency (5 tourist attractions), Pekalongan Regency (5 tourist attractions), Semarang Regency (6 tourist attractions), and Surakarta City (5 tourist attractions).
2. Potential category, with the scoring value of 51 – 75. The regions included in this

category are Karanganyar Regency (3 tourist attractions), Sukoharjo Regency (2 tourist attractions), and Magelang Regency (2 tourist attractions).

3. Less potential category, with the scoring value of 26 – 50, includes Grobogan Regency (1 tourist attraction) and Tegal Regency (1 tourist attraction).

4. Not potential category, with the scoring value of 0 – 25, There is no regencies and cities in Central Java Province that are included in this category on the potential of culinary tourism in Central Java Province.

3.2 Development Strategy of Culinary Tourism in Central Java Province

The result of the calculation of external and internal factors is put into the Grand Strategy Matrix so it can find the potential position of culinary tourism in Central Java. After the position of culinary tourism in Central Java in the quadrant point, it can formulate the development strategy of culinary tourism in Central Java Province based on the quadrant position, in which the SWOT diagram is based on the result of external and internal factors existing in culinary tourism in Central Java Province.

Internal Factor = Total of Strenghts – Total of Weakness
= 1,49 – 0,67 = 0,82

Eksternal Factor = Total of Opportunities – Total of Threaths
= 1,06 – 1,62 = - 0,56

Figure 4 showing the position of culinary tourism in Central Java. Figure 4 indicates that the cutting point on culinary tourism in Central Java Province is in quadrant II, with the cutting point (0.82 ; - 0.56). Quadrant II supports the Diversification Strategy (positive, negative), which means that although the culinary tourism in Central Java Province is facing big enough threats, it can utilize the strength and opportunity factors in the long period.
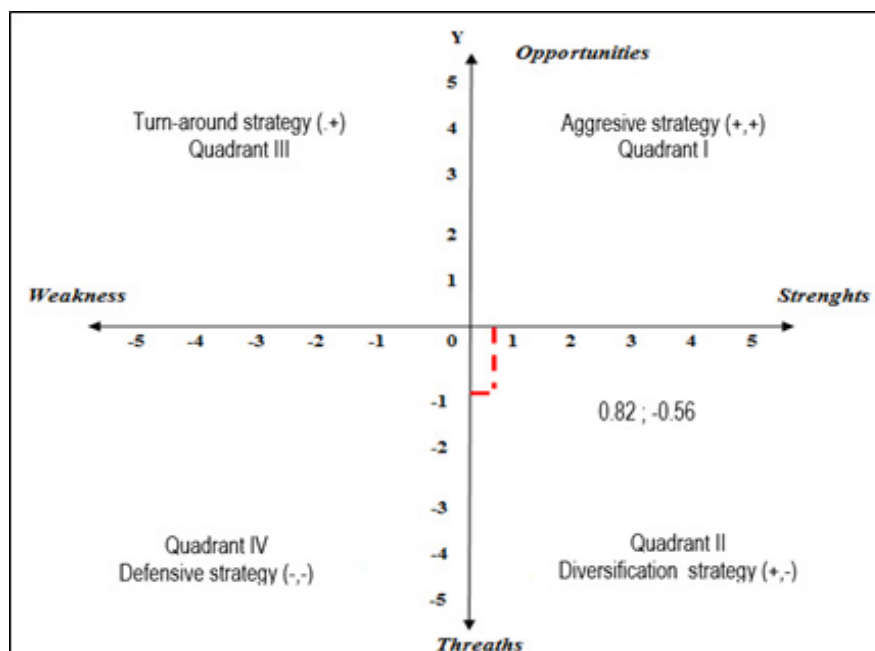

Figure 4. Grand Strategy Matrix of Culinary Tourism in Central Java Province
Source: Data processed, 2019

Strategy that can be conducted to support the Diversification Strategy on culinary tourism in Central Java Province is by optimizing the potential and uniqueness of culinary tourism in Central Java Province, by putting forward the taste of Central Java and developing the culinary center area that gives multiplier effect to the society. This strategy can be conducted in Regencies and Cities that are included in the very potential category. For those having potential category, the strategy conducted is by adding and repairing the culinary tourism supporting components such as toilet, special area for the disables, parking area, photo spot, praying room, and public transportation that support the tourists.

The strategy that can be conducted for those having less potential category is by repairing the culinary supporting components and increasing the culinary tourism promotion to increase the tourists' interest in the culinary tourist attractions via printed media or electronic media. Diversification Strategy is a strategy got from strength and opportunity factors in culinary tourism in Central Java Province including; the existing potential of culinary tourism, the strategic location of culinary tourism, the cheap parking ticket, the hospitality of the local society in welcoming the tourists, and the close distance of culinary tourism with the shopping place. The opportunity factor is in the form of the high rate of investment, promotion, innovation of product, and tourism attraction by utilizing the potential, easy accessibility, and cooperation or event in culinary tourism that can be the criteria to utilize in developing the culinary tourim in Central Java Province.

3.2 Identification of Potential of Shopping Tourism in Central Java Province

Identification of the potential of shopping tourism in Central Java Province is conducted to know the potential of shopping tourism in Central Java Province, which is seen from the aspect of tourism development according to Sammeng (2001). Based on the aspect, the categorizing of tourism component is conducted by adding the result of the score with the following determinations:

1. Tourist attractions. Each kind of tourism in Regencies and Cities in Central Java Province has tourist attractions, then it has 25% scoring value.

2. Facilities. The facilities in this research are those owned by the tourist attractions including: toilet, parking area, praying room, and other facilities (wifi, gazeboo, playground for children, trash can, etc). If each of tourist attractions has facilities as mentioned above, it has 25% scoring weight.

3. Accessibility. The calculation of accessibility in this research is in accordance with the following determinations: the distance is less than 20 km from the center of City/ Regency, and the road is in good condition. It has 25% score.

4. Accommodation. Accommodation in this research is in the form of lodging or other public facilities and the attractions can be reached by the public transportation.

Based on the identification of the potential of shopping tourism in Central Java Province, the result of categorizing the potential of shopping tourism in Central Java Province is divided into 4 categories as follows:

1. Very potential category. It has the scoring value of 76 – 100. The regions included are: Banyumas Regency (5 tourist attractions), Magelang City (6 tourist attractions), Sukoharjo Regency (6 tourist attractions), Semarang City (10 tourist attractions), Surakarta City (5 tourist attractions), and Tegal City (6 tourist attractions). In this category, the strategy that can be conducted is by making innovation on the existing potential of shopping tourism to compete with other shopping tourism in Central Java Province.

2. Potential category. It has the scoring value of 51 – 75. The regions included are: Batang

Regency (1 tourist attraction), Grobogan Regency (1 tourist attraction), Jepara Regency (1 tourist attraction), Karanganyar Regency (1 tourist attraction), Kendal Regency (1 tourist attraction), Pekalongan City (1 tourist attraction), Purbalingga Regency (1 tourist attraction), Purworejo Regency (1 tourist attraction), Rembang Regency (1 tourist attraction), Sragen Regency (1 tourist attraction), Surakarta City (1 tourist attraction) and Wonogiri Regency (1 tourist attraction). In this category the potential of shopping tourism in Regencies/Cities is good, but it still requires development strategy to encourage other tourism in Central Java Province. The strategy that can be conducted is by re-introducing the potential of shopping tourism in Regencies and Cities by having cooperation in exhibition, event, bazaar to support the tourism development and to attract the tourists' interest.

3. Less potential category. It has the scoring value of 26 – 50. The regions included are Grobogan Regency (1 tourist attraction). The category of less potential means that it still requires cooperation in developing the potential of shopping tourism either from the central government, the private sector, and the society in relation to the tourist attractions, facilities, accessibility, and accommodation. And also by having cooperation with many parties to promote the activities of shopping tourism through various tourism events, exhibition, and bazaar

3.3 Development Strategy of Potential of Shopping Tourism in Central Java Province

Based on the result of external and internal factors existing in shpping tourism in Central Java Province,

Internal Factor = Total of Strenghts – Total of Weakness

= 1,85 – 0,71 = 1,14

Eksternal Factor = Total of Opportunities – Total of Threaths

= 1,86 – 1,18 = 0,68

Figure 5 showing the position of shopping tourism in Central Java. Based on the result of calculation of the internal and external factors, the value resulted is put into the Grand Strategy Matrix. The position of shopping tourism in Central Java Province is in point (1.14 ; 0.68), the position of coordinate point is in quadrant I, in which quadrant I is a position that utilizes tha strength and opportunity factors maximally to increase the growth of shopping tourism in Central Java Province. The result is aggressive strategy, in which this strategy can be conducted in shopping tourism with very potential category in the form of new innovation on the existing shopping tourist attractions, like creating shopping places whith entertainment attractions. It is because the category has fulfilled the component of tourist development those are tourist attractions, facilities, accessibility, and accommodation. For shopping tourism with potential category, the aggressive strategy that can be conducted is repairing and adding the tourism supporting components to enable the tourists in having tourism travel. This is in line with the research of Kivela & Crotts (2005) which groups tourists based on three main parameters, namely the cultural aspects and the curiosity of typical culinary trips. Both of these things encourage the creation of new events for tourism. While for shopping tourist attractions with less potential category, it makes cooperation in activities like exhibition, event and bazaar that support the development of shopping tourism in Central Java Province.
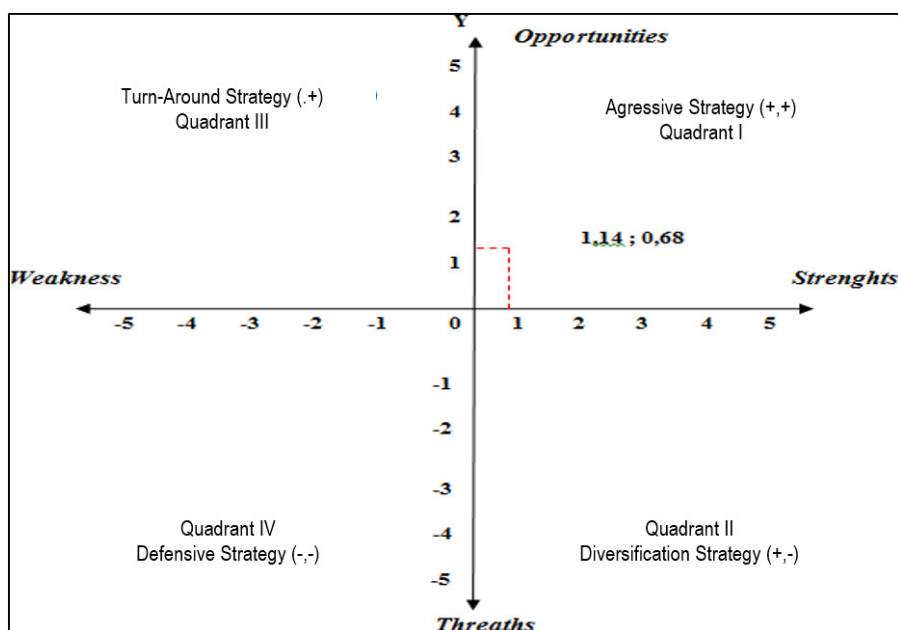
Figure 5. Grand Strategy Matrix of Shopping Tourism in Central Java Province
Source: Data Processed, 2019

In addition to the above strategy, the development of the potential of shopping tourism in Central Java Province can also be conducted by utilizing the criteria in the strength and opportunity factors existing in the shopping tourism in Central Java Province. The strength and opportunity factors are: the potential of shopping tourism in Central Java Province that has been utilized, the very strategic location of tourism, and other criteria. Oleh karena itu, definisi pariwisata belanja tetap luas dan tidak jelas (Tabel 1). The thing that needs to be formulated is the definition of shopping tourism, or how shopping can be said as a tourist activity. Shopping is an activity that involves purchasing goods and services when visiting various places to satisfy purchase desires. Timoty & Butler (1995) define shopping tourism as a trip / touring with the primary purpose of buying a typical product of an area. Michalko & Varadi (2004) define shopping tourism as purchasing typical products when traveling.

The criteria of opportunities can be developed in shopping tourism in Central Java Province as follows: the shopping tourism in Central Java has high rate of investment, local autonomy gives

discretion to develop and promote the shopping tourist attractions in Central Java, the shopping tourism in Central Java makes innovation of product and tourism performance by utilizing the exisiting potential, and other criteria in the opportunity factor in shopping tourism in Central Java Province.

4.   Conclusions

Based on the result of research on the culinary and shopping tourism in Central Java Province, it can be concluded as follows:

The potential of culinary tourism in Central Java in very potential category can be found in seven regencies/cities. Three regencies are included in potential category and two regencies are included in less potential category. The development strategy of culinary tourism is featuring the taste of Central Java, developing the culinary central area that gives multiplier effect on the society, repairing and adding facilities supporting the tourism. The potential of shopping tourism in Central Java Province in very potential category can be found in six regencies/cities. Twelve regencies/cities are included in potential category and one regency is included in less potential category. The

development strategy of shopping tourism is conducted by making innovation and utilizing the existing tourism potential, joining in some events, holding bazaar that supports the development of shopping tourism, and completing the directions and the map of shopping tourism potential to facilitate the tourists.

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