



# Development of Tourism in Kediri Regency Destination as the Local and National

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The purpose of this study was to determine the 10 potential tourist attraction which was chosen to serve as a center of growth in Kediri. The location of this research is the source Ubalan Kalasan, Taman Ria Corah, Spring Kamandanu, Wanawisata Source Podang, Niagara Tronggolo, Poh Sarang Church, Pamuksan Joyoboyo, Kelud, Arca Totok Kerot and Temple Surowono. Samples were taken each tourist as much as 30 tourists by accidental sampling. Data were collected by observation, interviews, documentation and measurement. Data analysis using descriptive quantitative scoring techniques. The results show the potential of the highest tourist attraction is the pilgrimage area Puh Sarang which has 21 types of facilities/infrastructure, while the lowest travel Surowono temple which only has five types of facilities/infrastructure. Based on calculations, tourist sites most apt to be central to the growth of tourism in Kediri is Puh Sarang Pilgrimage Region.

**Keywords:** Development of Tourism, Tourist Destination, Potential, Attraction.

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## 1. INTRODUCTION

Now the tourism is a branch of economics that shows the rapid development of the 20th century and the importance of building a civilization.<sup>5</sup> Economics is one of the impacts of tourism that there is a long-term relationship between the economic aspects of tourism activities with the chain.<sup>7</sup> Given the significance of the tourism industry in terms of additional employment opportunities, income earnings, tax revenues and foreign exchange reserves, it has become an important sector for the economic development and prosperity of any economy in the world.

Development of tourism in Indonesia aims to reduce poverty, preserve the environment, culture, improve the image of the nation and strengthen relationships with other countries.<sup>16</sup> For develop tourist locations become an attractive tourist destination needs to pay attention to: (1) a tourist attraction that includes forms, types and distribution; (2) elements offerings include attractions, transportation, infrastructure, accommodation and other support facilities; (3) rating as consumers tourist attraction.

Location or the location is very important in the development of a tourist destination. Location tourist destination located and easily accessible by tourists, is close to the centers of economic activity and government is a potential area for development. Human activities require sites to reduce the feeling of saturation, tension and to gain a sense of freshness back. Travelers who

limited time and finances will choose the location of a tourist destination is not far from where daily activities.

Various factors can be used to measure the potential of tourist destinations, such as climate, natural beauty, customs, architecture, performing arts, exhibitions, fairs, historical heritage/archaeological, community activities, sports facilities and education to recreation, health, shopping, entertainment, infrastructure, food and accommodation as well as the safety factor.

The development of tourism based on the properties, functions, capabilities, marketing reach to be achieved. Marketing range can be local, regional, national and even international can be.<sup>15</sup> The development can be carried out among the few growth poles theory or the concept of a central place Christaller.

As a first step in selecting and determining an appropriate tourism potential will be developed, the previous need to consider several things. The move was carried out with the hope will produce optimal tourist development, therefore the evaluation of tourism potential needs to be done.

To measure the potential of a location of tourist travel, explained that the interesting attractions have great attraction to bring in tourists.<sup>3</sup> From the results of research on tourist attraction a tourist attraction, the things to note is the natural factors that include the natural beauty and climate, socio-cultural factors that include customs, architecture, performing arts, festivals, performances, exhibitions and fairs, historical factors such as relics of ancient, religious factors such religion ceremonial activities, factors leisure facilities including sport and education, factors of

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health facilities, shopping, entertainment, food and accommodation and infrastructure factors.

To be a center growth required specific requirements is the maximum potential for growth compared to other locations. Furthermore, the operation of the concept of interest is the concept of leading industry, polarization and spread effect, to assumed been growth and development of other locations due to influence from the central location of growth.

Development of Tourism Destination Region is an effort to expand the area or the location of a tourist attraction or add a wide variety of traveler needs can be done in various ways, for example by developing a means of transport, infrastructure, supporting facilities and services, accommodation and their various attractions.

In general, the development of tourist destinations locally, initially just one type of tourist attraction or herein after developed more according to the needs and potential of the tourist area.<sup>12</sup> The development of national tourism destination is the development of tourism are the main concern in the selection or determination of the most important areas to be developed as tourist arrivals gate.

In connection with the condition of tourism in Kediri, it will have one of the attractions that can serve as a center of growth that will affect other attractions. Based on tourism issues contained in Kediri, this study aims to determine the potential tourist attraction to be used as the central location of growth in Kediri.

## 2. METHOD

This study was conducted in 10 locations of attractions in Kediri. Namely Taman Wisata Ubalan, Taman Ria Corah, garden Tourism Kelud, Temple Surowono, Pilgrimage Region Puh Sarang, Niagara Irrunggolo, Source Podang, Pamuksan Sri Aji Joyoboyo, Niagara Ngleyangan and Tourism Region Dams Motion Waru Turi.

This study uses a sampling technique nonprobability. Population is all the tourists who come to visit the sights. Sampling using random sampling accidental.<sup>13</sup> The number of samples taken as many as 300 travelers are scattered in 10 locations tourism. Data were collected by observation, interview, and the measurement is taken from documents related to tourism that exist at each location tourist attraction.

This study used 25 components of the appeal:

- (1) venue,
- (2) restaurant/restaurant/diner,
- (3) the place of entertainment/arts,
- (4) the venue,
- (5) resting place,
- (6) gymnasium,
- (7) place recreation education,
- (8) places of worship,
- (9) facility security/guard,
- (10) health facilities,
- (11) communication facilities,
- (12) public transport,
- (13) parks,
- (14) electricity,
- (15) water source,
- (16) shopping,
- (17) a historical relic,
- (18) the art of building,

**Table I. Levels of criteria for tourism location.**

No.	Criteria	Score
1.	The potential very good the scores	21–25
2.	Good potential good the score	16–20
3.	The potential medium the score	11–15
4.	Good potential good the score	6–10
5.	The potential very bad score	0–5

- (19) acts of worship,
- (20) show/performing arts,
- (21) fairs commercial,
- (22) of local products such as food,
- (23) clothing,
- (24) crafts,
- (25) ancient heritage/history.

Thus each location tourist attraction has a score between 0 (minimum) to 25 (maximum).

To determine the level of potential tourist attraction each location is calculated based tourism appeal of existing components, the more there is a component of appeal or the score the higher the level of tourism potentials. Criterion levels are as follows from Table I.

To determine the location of attractions that can be used as the center of tourism growth steps are as follows:

- a. Give a score for each indicator measuring each location tourist attraction. Indicators of measurement used is the natural beauty, the terrain, the average distances between the attractions, the level of environmental pollution, tourist behavior and security level. Score each indicator ranges from 1–10, according to the ranking of the 10 locations tourism. To determine the rankings obtained each location tourist attraction on each of the indicators used as follows:

The first, natural condition is known by the extent of land that belongs to the tourist attraction and then the condition of the terrain, topographic variations known based on the location of tourist objects, topographic variations are determined by the extent of the existing hills or in the vicinity of a tourist attraction.

The second, distance between attractions, nearby is determined by far the average distance from the location of tourist attraction to each other, the distance is calculated by averaging the distance from one location to 9 locations tourist attractions else.<sup>13</sup>

The third, level of pollution, known by many least dirt or rubbish at tourist sites, the dirty locations sights lower and lower scores. Many say the least dirt/trash can be determined by field measurements is weighing the amount of litter in one unit of land surface area. Points of measurement is determined randomly covering 20% of the total area of the tourist sites and each time measurement covers a land area of 1 m × 1 m.

The fourth, level of security, it is known based on the frequency of accidents/disasters and crime, the smaller the frequency of occurrence, the higher the level the score.

The fifth, behavior of tourists, is known based on the integrity of the sights. The higher the score when a tourist attraction fewer impaired by tourists. For example, graffiti, vandalism, theft of a tourist attraction.

The sixth, the number of tourists, is known based on the number of tourists visiting each tourism during the last 5 years. In rank indicator if encountered a number of attractions that same value then the scores made on average.

b. The sum score of all indicators for each location tourist attraction. The highest scores were selected as the center of growth.

### 3. RESULTS AND DISCUSSION

Based on the results of the calculation of the potential of tourism in each tourist area in Kediri today, the location of the area attractions Poh Sarang has the greatest potential for tourism. The most favorable case the magnitude of the tourism potential in connection with more supporting tourism facilities that have been built compared to the area attractions from various places so the most visited by tourists. In other words, the area attractions Puh Sarang become the center of tourism growth in Kediri With the greatest tourist potential of this region Puh Sarang travel can be developed further in order to be lokomotif for the other area attractions in Kediri. With the development of the area attractions Puh Sarang and good coordination between tourism area manager expected effect of the development of tourist attraction to another, so that the area around Kediri tourism developing all with an indication of the number of tourists visiting each location tourist attraction.

Information from Table II: A = condition sights (beauty), B = the condition of the land area, C = distance between the potential, D = degree of pollution, E = level of security, F = tourist behaviour, G = number of tourists.

The government's policy of developing the area is to set a specific city or region into a center of growth (growth pole). Centers of economic growth is one way to mobilize and spur development in order to increase incomes. Economic growth when directed to the areas that have the potential and facilities area, will accelerate economic progress, because it indirectly regional progress will be made public to seek a better life in the region.

Judging from its tourism potential, and by applying the theory of growth poles and a central place (Peroux and Christaller) then the tourist area of the nest Puh strongly supports the development of tourism to be done first. But in the ownership model that will be applied to further development must be appropriate so as to help the development of other area attractions in Kediri.

To increase the number of visitors from different religions need additional attractions are diverse both in quality and quantity that can be enjoyed by anyone. But with the additional attractions and other tourism facilities that will take up space that already exist and will reduce the value of pilgrimage due to the many visitors.

Reshuffle layout can be done to a minimum by reducing the supporting facilities of tourism that is not required by tourists. In this way only makes the local tourists who do not require a means of accommodation so that the number of tourists that

can be captured relatively little that is resident in Kediri and surrounding areas. If the pilgrimage as the main attraction while the majority of the population in the district of Kediri and the surrounding Muslim, are farmers and relatively low income. Background people like this unfavorable development of tourism in an area and is likely to be slow growing.

Looking at the conditions, possibly by managers Puh Sarang is not allowed to do a room change Puh Sarang tourist areas on a large scale. It can be concluded that the Puh Sarang tourist areas less suitable for tourism development models developed with local level given various limitations as described above.

Tourism development model that can be applied is the development of a regional level. In this model, rating the intended target is resident within the province or country or even internationally, and does not depend on the local population. This model is implemented by way of coordination between the management area attractions throughout Kediri to the tourist area Puh nest as the center of development. Although as a center of development and according to the type of the main attractions that exist, the area attractions Puh Sarang restricted its development, have some things that are appropriate to local conditions while the construction of tourism facilities can be transferred to the area attractions the others according to their respective characters tourist area.

With the spread of the construction of tourism facilities and attractions in the development of a variety of area attractions, the tourist attraction each region will increase. It can move the mobility of travelers that were previously only concentrated on the area attractions Puh Sarang, to go to another tourist attraction that has enhanced its appeal. This can happen traveler mobility and the higher the intensity when the attractiveness of tourism in each tourist area between the higher and the area attractions within easy reach by tourists.

Based on the regional location of tourist objects contained in Kediri, regional tourism development model suitable to be implemented due to many tourist objects of different types of its main attractions and relatively close distance, especially when in development funding is inadequate.

Thus the rating that was originally only wanted to visit in one or two locations tourist attraction will be interested to visit the area attractions as well as other easily accessible by tourists. To achieve that cooperation between managers of the area attractions should be done primarily in conducting promotional activities as well as travel agencies in the framework of preparing tour packages.

The role of government need to realize Puh Sarang developed as a tourist attraction with regional levels in Kediri. If the development is successful will be in line with what was presented by Sharpley that rural tourism has long been regarded as a means of achieving economic and social development, as a source of income and livelihood in rural areas where agricultural land has declined.

Model international tourism development national even less suited for infrastructure facilities to be provided must be qualified and their national or international typical tourist attraction that is not widely available in the world. In this model of tourism development role of government is required in connection with the development of tourism facility and infrastructure should be provided as well as a provider of human resources, it costs a lot and requires cooperation with other local governments.

Distances between tourist sites are relatively close is also a supporter of the development of tourism in the region. Similarly,

Table II. Identification of tourism.

No.	Tourism location	A	B	C	D	E	F	G	ΣScore
1.	Bendungan	4	9	9	2	9	5,5	10	48,5
2.	G. Kelud	9,5	10	1	5	2	3,5	7	38
3.	C. Surowono	5	1	5	8	6	9	2	36
4.	Irrunggolo	3	5	3	6	3,5	5,5	5	31
5.	Puh Sarang	7,5	8	8	10	6	9	9	57,5
6.	Joyoboyo	9,5	2	10	9	9	9	6	54,5
7.	Sumber Podang	2	4	4	4	3,5	2	1	20,5
8.	Tmn Ria Corah	1	3	7	1	6	1	4	23
9.	Ubalan	7,5	7	6	3	9	3,5	8	44
10.	Ngleyangan	6	6	2	7	1	7	3	32

the distance between the location of attractions in Kediri, relatively close proximity so easy to reach while flying distance of just 82 km is between Mount Kelud to Ngleyangan. But with the facilities and good transport infrastructure between them past some tourist locations, the distance so far not become an obstacle for tourists.

Necessary to increase the quality and quantity of existing attractions and supporting facilities of tourism is the availability of enough land for such places. Most of the land area tourist objects in Kediri has the size that is wide enough and far from the settlement so that if necessary to increase the attractions as well as various support facilities are still insufficient without disturbing residents. Development disturbing residents have a high risk of failure because it requires substantial investment to move the people and affairs become more complicated and takes a long time.

The availability of facilities and infrastructure of public transportation to get to the location of the tourist, is also a contributing factor to the development of tourism, although in some places that conditions are not good but in this case can still be improved. Infrastructure is a significant determinant of tourism in flows into a destination. With further increase the private sector's role in providing a means of transportation, the role of the government is quite a less which is only in terms of maintenance of transport infrastructure alone that his job becomes easier and the better the tourists will be easier and more locations sights can be reached by tourists in time relatively short, because in general, tourists do not want too many unused time for the trip.

Natural conditions is topography and land use are varied, for example in the form of plains, hills and mountains with the use of wetland, forests and villages located in the district of Kediri, raises a sense of fun and not boring for carrying out a trip to the location of a tourist attraction. This is the main attraction for tourists during the tourist trip. The climatic conditions in Kediri come into one's vision temperate climate with temperatures between 23 °C–31 °C is very suitable for activity tourism open (outdoor) because it is not too cold nor too hot, but need to watch out for in connection with more wet months for one year so as to reduce tourist activity in the field (open area) because of rain. Besides, the disruption of natural disasters such as the eruption of Mount Kelud which can happen at any time so as to disrupt the schedule of tourist visits.

Considering various factors such as the above and anticipating some existing negative Factor regional tourist objects in Kediri have good prospects for developing and developed into tourist areas of interest locally, regionally and nationally.

#### 4. CONCLUSION

Of the 10 existing attractions, sights pilgrimage Puh Sarang has a potential tourist attraction has the highest with 21 types of tourism facility and infrastructure so that tourist sites are most apt to be central to the growth of tourism is pilgrimage area Puh Sarang. The development model selected is most suitable for regional development model. Regional level development model in question is the target of visitors from the province or country, which has cultural and religious backgrounds are heterogeneous. In connection with the regional development aspects of the infrastructure that should anyone need more increase so that more visitors are coming more easily and comfortably.

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