Development of Tourism Prigen Area Base on Structural Concepts

1Tarranita Kusumadewi, 2Sri Harini, 3Ilfi Nur Diana and 4Segaf

3,4FakultasSainsdanTeknologi UIN Maulana Malik Ibrahim Malang
13FakultasEkonomi UIN Maulana Malik Ibrahim Malang, Indonesia

ABSTRACT

Tourism plays an important role in the development of Indonesia in general and special planning area. In general, tourism has contributed to GDP and employment, both directly and indirectly. Simultaneously, tourism and creative economy contributed 11.8% to GDP Indonesia dan 14.66% of the total employment. One potential pariwisata that needs serious attention is Prigen. Prigen tourism region is a part integrated with the development of the region and Natural Heritage of Mount. Prigen tourism development concept is based on eco-tourism (eco-tourism) and mass tourism (sustainable mass tourism) supported by the creative economy. The development of tourism in Prigen divided into two zones central and supporting integrated with various sectors that will facilitate economic growth, improve community development, expanding employment and business opportunities and the benefits in order to improve competitiveness to face the challenges of change tourism bersifal local, national and global.

INTRODUCTION

The World Economic Forum (WEF) published the World Tourism Competitiveness Index, that in 2015 placed Indonesia ranks 50 and ranked 4th in the Asia Pacific region [1]. The high response of the public to visit tourist objects in Indonesia is one source of foreign exchange assets. it needs to be maintained and developed to support the development of based structure tourism that is integrated and sustainable. Furthermore the development of tourism activity is also directly affects the economic and social sectors of the local community and environmental conditions.

One of potential tourism in JawaTimur is Prigenarea that have natural and cultural tourism resources. This area plan as a destination tourism integrated. And also as a center for mass tourism at SurabayaMalang axis linkages. Tourism development includes of attraction, accessibility, service facilities, infrastructure etc. This development also influenced by geographic factors i.n. physical and non physical(environment, social, economic and culture). Both have mutual interaction [1].

Therefore planning of tourism Prigenarea has done by resources for successful development. But it also needs development strategic as a guidelines for next tourism programs[2].

Tourism objects hierarchical arranged by structural analysis at tourism Prigen area. This is as first step for identification tourism objects that need for changing tourist paradigm. Next, tourist will visit this area as natural and family tourism destination[3].

One of structural analysis development include internal and external factors. This process as a basic for tourism development strategy with data compilation[4]. Hopefully tourism activity in Prigen will increase community income that affected by tourism industry, tourism management, and tourism proponent like public and green open space.

2.0 Literature Review:

Law of Tourism (No. 10 years of 2009) says tourismis the overallactivities related to tourism andis multidimensionaland multidisciplinaryemergingas a manifestation of everyone's needs and the stateas well as the interaction between tourists and the local community, fellow tourists, Government, Local Government and Employers. Tourism is emerging and developing demands and the needs of people and the state.
Tourism as an activity to provide facilities to meet the needs and requests for the purpose of visiting a particular place cannot be separated with an understanding of the factors of tourism demand. Tourism is an activity that occurs when some tourists travel, covering everything from planning the trip itself, travel to certain places, lived there, to back and memories acquired thereafter. Activity travel covers purchases as well as the interaction between the host and his guests [5].

In basic economic theory, the demand for goods or services is determined by the willingness and ability to buy. Conceptually, the demand for goods is determined by the interplay of three variables, namely: quality of products or services, prices, and benefits of the product or service [6].

Tourism development structural concept includes seven analyses, i.e., natural resources, man-made resources, cultural resources, attraction destination tourism object, SWOT, Location Quotient, and T&T Competitiveness index [7]. Figure 1 shows the Determinants Model of Competitiveness

![Fig. 1: Determinants Model of Competitiveness][9]

3.0 Methodology:
Research methodology as a technical way to collect and analyzing the data. Data should be relevant with the issues and the goal. There are four techniques to collect data, i.e., field observation, literature review, questionnaire interview, and zoning mapping.

3.1 Field Observation:
The goal of field observation is to identify tourism area characteristic. We can get community real activity that is suitable with tourism activity. Then it will take a spatial and functional understanding of tourism development.

3.2 Literature Review:
This includes hierarchy tourism development, travel & tourism competitiveness index and study review from tourism Prigen activity.

3.3 Structural Area Analysis:
Zone mapping as a basis for structural area analysis. It brings about the main and supporting zones.

RESULTS AND DISCUSSION

4.1 Field Analysis:
Tourism Prigen Area located at Pasuruan District in 1120.30’ – 1130.30’ East Longitude and 7030’ - 8030’ South Longitude. Tourism Prigen area has exactly location at west highway accessibility from Surabaya to Malang. It contains four areas i.e., Pandaan, Prigen, Sukorejo, and Purwosari.

This tourism area also had economic strategic access, that caused by multi accessibility from Surabaya-Malang, Surabaya-Probolinggo, Probolinggo-Malang. All of the access through Pasuruan district. The largest area is in Kecamatan Prigen (121,90 Km2). The advantage of larger area will have more potential resources to develop. The amount of people reach 84,458 persons. So we get density at 2.542 persons in one kilometer area.

Human resources will take an important part of tourism development. The supporting of human resources are workers in tourism activity. Figure 2 shows the people density at Prigen Tourism area.
Fig. 2: People Density at Prigen Tourism Area.

4.2 Structure Analysis:
Tourism development structural concept includes seven analysis i.e. natural resources, man made resources, cultural resources, attraction destination tourism object, SWOT, Location Quotient, and T&T Competitiveness index. This is the result from analyzing. Figure 3 shows the potential object tourist attraction at Prigen Tourism area.

Fig. 3: Potential Object Tourist Attraction at Prigen Tourism Area.

From the graphic above we see 71.4% object tourist destination possible to be developed. Thereafter, we had mapping zone for specify into main and support zones. The main zone, located at Kecamatan Prigen and supporting zone located at three Kecamatan, namely Purwosari, Pandan and Sukorejo.

The main zone planned as a counter magnet area that equipped by integrated and sustainable open space. We also planned a sub station to make linkages with other object tourism destination.

The support zone planned as receiver area that function as main gate to enter this tourism area. In In this zone, the improvement of facilities and infrastructure should be improved. Especially the addition of the rest area, the plaza as open place for tourists stop, food court, an information and souvenir center. Figure 4 shows the analysis of development model Prigen Tourism area.

Fig. 4: Analysis of Development Model Prigen Tourism Area.

Tourism Prigen area have potential natural and cultural resources, but not yet developed optimally. Therefore it needs environmental friendly development to increase environment quality and environment conservation. Figure 5 shows the zone structure and hierarchy of Prigentourism development.
Fig. 5: Zone Structure and Hierarchy of Prigen Tourism Development.

Based on data analyzing of LQ, Prigen took first value (>1), that it can developed as main zone. And other had value less from one, that they developed as supporting zones. Kecamatan Prigen had more tourism facilities and infrastructure, so it can be promoting tourism activity.

Fig. 6: Visualization of Main Zone at Prigen Tourism Development.

Figure 6 showing main zone of Prigen Tourism Development. Kecamatan Prigen have many tourism destination, naturally, man made and cultural like Taman Safari Indonesia II, Air Terjun Kakek Bodho, Air Terjun Putuk Truno, Air Terjun Alap-alap, Air Terjun Kebo Glundung, Candi Laras, Candi Satrio Manggung, Candi Jawi, Taman Candra Wilwatika. The tourism destinations are feasible to improved. But they're also need some intensive repair. And it need a good managerial to improve tourism supporting facilities. Figure 7 shows the visualization of supporting zone at Prigen tourism development.

Support Zone include three areas, i.e. KecamatanPandaan, KecamatanSukorejo and KecamatanPurwosari. This three Kecamatan also have many tourism destination like KecamatanPrigen. But, there are less tourism supporting facilities. There are some tourism object destination existing and improving:

1. Kecamatan Purwosari have object destinations of tourism like Taman Wisata Gunung Baung and Desa Wisata Kertosari, and Saygon Waterpark. Desa Kertosari is a potential tourism destination to improved as cultural village tourism. It has potential natural and cultural resources.
2. Kecamatan Sukorejo have object destinations of tourism like popular man made resources, Wisata Tas Rajut Kaboki.
3. Kecamatan Pandaan will be designed as main anchor of supporting zone. It has catchment center like Masjid Cheng Ho, Taman Dayu, Finna Golf Country Club Resort, Wisata Panci and International Cultural Centre (ICC). It also has potential accessibility that surrounding Kecamatan Pandaan to other Kabupaten like Probolinggo and Malang. And new toll road, Gempol-Pandaan, will be a new acces for tourist from other cities.
Fig. 7: Visualization of Supporting Zone at Prigen Tourism Development.

**Conclusion:**

Structural development concepts of Tourism Prigen area, divided into two zones, main zone and supporting zone. The main zone located at Kecamatan Prigen that have more potential natural, man made and cultural resources. Next, this main zone will be planned as counter magnet of tourism Prigen area. Meanwhile, support zone will be designed as catchment center. It will plan to design a gate for tourist from other cities. But we have to repair some tourist facilities and improve the other function like rest area, public open space, suttle bus and souvenir center.

**ACKNOWLEDGEMENT**

The authors would like to thank the funding bodies (Hibah Penelitian Kerjasama Tahun 2015) of this research: Bappeda Pasuruan through Bidang Ekonomi dan Sosial Budaya.

**REFERENCES**