How to Increase Regional Income Through Tourism Development In Serang

Lia Uzliawati¹, Roni Kambara², Widya Nur Bhakti Pertiwi³

¹ Department of Accounting, Universitas Sultan Ageng Tirtayasa, Serang, Indonesia
² Department of Management, Universitas Sultan Ageng Tirtayasa, Serang, Indonesia
³ Department of Marketing Management, Universitas Sultan Ageng Tirtayasa, Serang, Indonesia

Abstract: The purpose of this research is to identify factors that can increase the development and potential of Regional Native Income in Serang tourism through the potential and obstacles of tourist attractions. This research uses descriptive analytical methods. The data used is primary and secondary data. After the data is collected, qualitative data analysis is carried out using SWOT analysis. The results showed that the strategy and development of tourism to increase the original income of the area in Serang was quite optimal but the results were not so good. One of the efforts to overcome existing obstacles, the Serang government can provide bureaucratic facilities to attract investors to invest their capital. As well as increasing awareness and responsibility in maintaining environmental sustainability and community development of Serang.

Keywords: investor, regional income, Serang, tourism

1. Introduction

In the current era of globalization, the tourism sector is one of the sectors that can have a strategic role to support the development of the national economy as a foreign exchange earner, besides that the tourism sector is able to absorb labor and can encourage investment development. In an effort to increase the development of the tourism sector is not only economic capital and physical capital, but also social capital is needed. Tourist destinations, infrastructure and social capital in tourism growth are potential in tourism development that can increase regional income.

Regional income is an overview of the financial potential of regions that rely on elements of local taxes and levies. Regional income consists of local tax proceeds, local levy proceeds, separated regional wealth management proceeds, other legitimate local income. The area can explore the potential of existing resources in the area to improve regional finance can be in the form of tourism objects.

The government should realize that the tourism sector can potentially increase regional income. At this time the tourism sector is one of the sectors that has an important role in supporting the development of the regional economy. In order to develop the sector, the government must strive to dig, inventory and of course develop existing tourist attractions as the main attraction for tourists.

Another reason why tourism should be developed is because it can increase regional economic activities and its influence from tourism development seems more real, such as being able to open up culinary jobs, providing souvenirs, tour guide, and so on. In addition, the presence of tourist shopping in tourist areas will be able to increase the income of the local community. Furthermore, tourism potential in Indonesia is owned by almost all regions in Indonesia. One of them is the tourism potential in Serang.

Tourism activities are one of the huge potentials in the of Serang. Tourism can be developed in an area with various main reasons to produce economic manfaat in one region and the entry of foreign exchange for the area itself, the increase can be in the form of development and improvement of tourism sector facilities and infrastructure, especially aspects that can support natural tourism, cultural tourism, and cultural tourism.

Serang has potential in the tourism sector that is large enough to be developed, with various attractions, both natural attractions and artificial tourism. This research is to identify factors that can increase the development and
potential of regional income in serang tourism through the potential and obstacles of tourist attractions.

2. Methods

The method used in this research is a qualitative, descriptive method of study. The data collection procedure in this study is to interview, either structured or unstructured. The data obtained from the interviews are primary and secondary data. Primary data is the main data obtained from the research site, while secondary data is the supporting data obtained from outside the research site, such as tourism office, BPS, and related parties.

In order to achieve the objectives of this research, the authors use the SWOT analysis method. The population and research sample are all tourist attractions in Serang. This SWOT analysis seeks to bring together all aspects of the strength, weakness, opportunity, and threat that exists in each region. In the preparation of tourism object development strategy (Pradikta, 2013), the SWOT analysis is done by analyzing the internal and external strategy factor. Furthermore, the data reduction phase, data model, data calcification and conclusion are analysed to acquire the development strategy for Kasemen Tourism object (Rangkuti, 2008).

3. Results

The development of tourism potential in Serang can be divided into two development corridors, namely as follows:

1) The main corridor tourism development area includes natural tourism potential, such as special interests and culture among others: various historical relics such as tombs and special tours such as pilgrimages, old buildings, and including historical sites. Regional development
2) The central corridor tourism development area includes the potential of artificial natural tourism, special interests and culture, among others: shopping centers and trade various artificial tourist facilities and souvenir crafts. This central corridor is in the area around Serang and Cipocok Jaya sub-districts.

The potential that includes the superiority of Serang in the tourism sector lies more in the tourism objects of the two island nature reserves and banten lama tourism. In addition to the nature reserve tourism of Serang has potential in religious tourism such as the Great Mosque of Banten Lama, the tomb of Sultan Maulana Hasanudin, and the tomb of Maulana Yusuf. Furthermore, there are also tourist sites such as Banten Girang, Spellwijk Fortress, Surosoan Palace, Kaibon Palace, Avalokittesvara Monastery and Banten Lama Museum. Artificial tours such as Mahogany Bangun Sentosa (MBS) Tourist park is designed with European-style buildings. In addition, this place is quite unique and current so it is good to be an Instagramable photo spot. In addition, in mbs park there is also a traditional element that is the existence of lodging with a unique concept such as traditional houses. These attractions are expected to contribute or income a considerable amount to Regional Income Kota Serang.

The number of tourists recorded at the hotel occupation level in Serang in 2020 for foreign tourists who come to serang is 144 and for domestic tourists as many as 19,153,676 people, this indicates that there is considerable tourism potential in serang. This is also in line with the development of hospitality services business, restaurants and other restaurants is one indication of the development of tourism in the of Serang. In 2020 there are quite a number of hotels located in serang, consisting of 2 4-star hotels, 1 11-star hotel, 4 2-star hotels, 1 3-star hotel, 17 non-star hotels.

In addition to being supported by the hospitality business, the tourism sector is also supported by various business developments in restaurants and cafes. In 2019, there were 51 restaurants and 25 cafes. Furthermore, in 2020 it consists of 50 restaurants. In addition to some that can support the increasing tourism sector that has been explained, the growth of various trade and service centers is also a special attraction for the development of the service sector, trade, and tourism in the ofSerang. Until 2020 there have been 8 modern trading centers / Malls, as well as a number of supermarkets and various traditional markets that still exist and spread throughout the district of Serang. Rawu Market is the largest market that is optimized by revitalizing its existence as a parent market for most commodities that are the needs of the people of Serang and surrounding areas. Furthermore, tourism potential is supported also by the growth and development of traditional and modern art and art groups.
SWOT analysis

Based on the results of SWOT analysis, it can be concluded external and internal factors from the tourist attractions of Serang.

A. Regional Income Acquisition Opportunities

The results of the analysis showed that tourist attractions in Serang have Regional Income acquisition potential that varies from low potential, medium potential and high potential. The sources of Regional Income that may be obtained also vary from taxes, levies, wealth management and others. Then it can be interpreted that tourist attractions in Serang can be concluded to have the potential to produce Regional Income and will also provide the potential to participate in the acquisition of Regional Income from other sectors outside the tourist attraction.

Tourism Management System is needed to ensure the acquisition of Regional Income directly from these attractions and other sectors outside the attraction. This Tourism Management System will work with to achieve Regional Income acquisition targets as its main performance. This Tourism Management System requires strong regulatory support as well as the support of other relevant resources to achieve its key performance.

B. Barriers to Regional Income Acquisition

Regional Income acquisition barriers from tourist attractions in Serang are also almost balanced with their potential. Variations in the form of obstacles are also visible, ranging from the status of ownership of tourist attraction assets, the potential of the attraction itself, resource ownership, infrastructure and investment.

In the above opportunity explained that it is necessary to prepare a Tourism Management System to ensure the potential acquisition of Regional Income can be realized, then this Tourism Management System will also work to reduce barriers to Regional Income acquisition.

In addition, obstacles or obstacles in the development of Serang tourism which also has an impact on the minimum of Regional Income Kota Serang from the tourism sector is the lack of investors who embed their mode resulting in a lack of funds in tourism development. As well as the limited human resources professionals in order to serve tourist services.

The need for investors in tourism development in Serang can be seen in Pancer tourist village and also Situ Ciwaka which is currently very unkempt and of course has a very impact on the interest of tourists visiting this place. The lack of investment capital for the development of these attractions is also a very strong factor that causes the abandonment of the attraction.

The following are the potential matrix and obstacles to the attractions in Serang.

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Strategies to Increase Regional Income potential in the tourism sector of Serang

Strategies that can be done by the Serang Government is to do these:

1. Revamping existing tourism facilities and infrastructure in the Serang area so as to further increase tourist interest to visit.

2. Utilization of Information technology for regional tourism promotion and system to support reliable marketing for tourist attractions. Introducing existing tourism in Serang to all communities both in Serang and outside Serang, by promoting Regional tourism. Tourism promotion in Serang can be done through the use of information technology in this case the internet and mass media.

3. Development of cultural and religious tourism products. The development includes; arrangement of tourism gate area and parking area, revamping the art stage; construction of public facilities such as Musola, toilets that are comfortable for visitors.

4. Development of educational tourism products. The development includes; edufarm tourism development, smart park, museum of history and culture of Serang.

5. Agro-based product development and family recreation. This development includes; the construction of fruit and vegetable stalls that are the produce of the people of Serang; build a relaxing garden as a picnic area or children playground along with park bench facilities, trash cans, sinks.

4. Conclusions

By doing the development of tourist products, it opens opportunities for Regional Income Kota Serang through, redistribution, area entrance ticketing, parking ticketing and so on. The Serang Government needs to devise a tourism management system. As explained above, the Tourism Management System will work to ensure the potential acquisition of Regional income and reduce Regional Income acquisition barriers.

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References