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Development Strategy For the Special Interest of Sustainable Tourism Object of Palembang

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Abstract. Special interest tourism objects are one of the leading sectors developed in Palembang. But the realization was not optimal, especially the management and sustainable service. The research aims to formulate sustainable development strategies for special interest tourism. This research was a case study focused on special interest attractions AL-Quran Al-Akbar. Data is collected by in-depth interviews involving managers, users and the government. Data processing and analysis uses qualitative models from Miles and Huberman and the formulation of development strategies was assessed using the SWOT analysis. The development strategies of special interest tourism objects were a) complementing and improving tourism facilities and infrastructure through iconic, instagramable and tripadvisor according to the digital trend, b) increasing human resources based on digital creative economy, c) increasing collaboration between government and management in tourism development through sales mission, festival / event and famtrip.

1. Introduction

The main issues of tourism in Indonesia in promoting regional tourism include security, comfort and other global issues, such as bombs, terrorist threats and natural disasters which are obstacles in bringing tourists. The government has promoted tourism development since the end of the sixth century, considering that many abiotic natural resource potentials are depleting and even depleted, the development of special interest tourism objects is one of the important targets for regional income and employment opportunities for the surrounding community. The concept of tourism must be based on a philosophy of harmony and harmony and sustainable tourism that is guided by human relations with the spiritual, social and natural environment, "this strong foundation is needed to develop national tourism," [1]. Sustainability Tourism is one of the government programs where tourism can be enjoyed by all people, especially the local community today to the next generation or the prosperity of many people [2].

Geographical factors are important factors for consideration of tourism development. The geographic approach that is based on the spatial aspect has a close relation to the distribution object of discussion. The development of tourism using a spatial approach can be seen from the position of tourism objects, this is intended to see the potential of tourism objects and the possibility to develop or develop [3]. The results of the study by Oktavia state that the potential of the tourism object of Palembang City has



comfortable topographical conditions, cultural attractions in the form of various tourist attractions, large celebrations every year involving the entire community [4].

In the tourism sector, especially the city of Palembang, it has received serious attention because of the Asian Games activities which will be held on August 18 to September 2, 2018 in Jakarta and Palembang. Palembang is a region that has a generally low-lying topography, according to the Head of the Tourism Office that Palembang will be the host of the Asean Games 2018. From the data obtained, there are 45 participants who will come to Palembang from outside Indonesia. With that, Palembang is one of the most visited tourist destinations in 2018. This activity can be one of the mainstay sectors to introduce the potential of special interest tourism objects in Palembang. The arrival of the sports team and their respective supporters will be tourism where the events are held, the time outside the competition is used to tour local attractions, this can increase the number of tourist visits.

The city of Palembang is one of the tourist destinations that has a variety of potential tourist attractions, one of which is a special interest tourist attraction. Special interest attractions are attractions that are now one of the leading sectors that are continuously being developed by the government of Palembang, but in realization there are still many tourist objects that have not been managed properly and have not been optimally utilized. For this reason, a development strategy for special interest attractions is needed in the city of Palembang. Special interest attractions are one of the tourist destinations in the city of Palembang including; AL-Quran Al-Akbar, Glora Sriwijaya Stadium, Pusri Complex, Pertamina Complex, Carving Work Center, Songke Craft Center and Derskransda Complex [5]. Potency of waterfront tourism objects has internal and external need to be added and taken into consideration as well as the participation of the community and government in the development of tourism [6]. Based on the background of the above problems, a special interest tourist attraction in Palembang City is one of the tourist destinations, it turns out that in its realization there are still obstacles in the management and improvement of quality both from the government and the low attention of the local community in improving community welfare and opening the field of work [7]. States that Palembang is inhabited by a pluralistic society from now until now, one form of plurality that is easily recognizable at the present time is the creation of ancient villages, which are the embryos of urban development. Efforts to optimize the development of this tourist attraction need to be an effort to increase the frequency of tourist visits by developing all the potential that exists both from attraction, accessibility and amenities. For this reason, it is necessary to have a holistic plan for the development strategy of special interest tourism objects in a sustainable manner.

2. Methods

This research is a case study focused on special interest attractions AL-Quran Al-Akbar. Data is collected by in-depth interviews involving managers, users and the government. The sampling technique was accidentally sampling based on anyone who happened to be encountered while conducting the research. For the sake of this data, researchers dig up information through in-depth interviews of the surrounding community, managers and related development (DISPAR of Palembang City on the development of sustainable special interest tourism objects in Palembang City.) Data processing and analysis uses qualitative models from Miles and Hubberman is carried out by 1) data reduction which is summarizing, choosing the main things, focusing on the important things, looking for themes and patterns. Data reduction is based on the purpose of the researcher, 2) the presentation of data that is displaying data in the form of a brief description, and 3) drawing conclusions or verification of data which is still temporary, and can change if there is no strong evidence supporting the next data collection stage, then the data triangulation activity [8]. In this study data triangulation was carried out based on interview activities, field observations, and supporting documents. The formulation of development strategies is assessed using the SWOT approach (Strength, Weakness, Opportunity, and Threat).

3. Results and Discussion

The results of the SWOT analysis on the development strategy of Special interest attractions in a sustainable manner in the city of Palembang

1. Strengths (S) Analysis

- 1.1. The existence of religious tourism is one of the attractions of the establishment of special interest tourism objects in the form of wood chips engraved with golden colour.
- 1.2. Cultural / religious attractions (legends, the existence of Muslim community religious events that are an attraction to see AL-Quran Al-Akbar which towers in a five-story building (Islamic art)
- 1.3. The security conditions at this tourist attraction are quite safe and the services of tourist officers are quite good at special interest tourism objects

2. Analysis of Weaknesses (W)

- 2.1. Tourist attractions only during religious or religious events
- 2.2. The availability of facilities and infrastructure is very inadequate (such as attractions, seating, restaurants, gazebos, public telephones, souvenir shops, guides)
- 2.3. Poor and remote transportation access from the centre

3. Analysis of Opportunities (O)

- 3.1. Providing representative transportation facilities, safe and comfortable online transportation
- 3.2. Opening jobs and business opportunities for the community in the future
- 3.3. Increasing Palembang City's community income and local revenue (PAD) on an ongoing basis
- 3.4. The entry of tourism business investment from local and foreign investors, especially in Islamic countries
- 3.5. The opening of opportunities for tourism promotion using Android media instagram and tripadvisor and other online media

4. Threats Analysis (T)

- 4.1. Less innovative tourist attractions so that visitors who come not too long at this attraction
- 4.2. The high level of promotion competition with other regions / tourist attractions
- 4.3. The low quality of human resources and the lack of awareness of tourists and society in maintaining environmental livelihoods
- 4.4. Limited access to public transportation is one of the obstacles for visitors come to this attraction
- 4.5. Independent fund management is one of the slow improvements in infrastructure and roads to special interest tourism objects

Development Strategy for Special Interest Tourism Objects

Based on the results of the SWOT analysis, a development strategy for special interest tourism objects can be developed. The appropriate development strategies for special interest attractions include:

A. Development Strategy for progressive or active

Progressive or active development to respond to strength (S) and opportunity (O) special interest attractions include: 1) Packaging religious and cultural tourist attractions becomes more attractive so as to be able to attract local and foreign investors in developing tourist attractions. For example making a schedule of activities in Islamic holidays (1 Muharram, Rajab, Rabiul Awal, and Ramadhan) and then packaged in the form of joint recitation, tadarusan, prayer and other spiritual activities, designing restaurant facilities that characterize the Palembang, Arab and Chinese characteristics. 2) Make packages and promotions on special religious days to be attractive and effective in attracting investors and potential visitors. 3) Making promotions in various print and electronic media that are more interesting and complete For example with promotions that are now more trends in the form of advisors and Instagram via the Android media (in the form of ticket prices, map locations, transportation / vehicles to locations, hotels / inns and restaurants).

B. Development strategy the role of LGs, managers and the community

Development strategies in order to increase the role of LGs, foundations / managers and communities to respond to weaknesses (W) and opportunities (O) include: 1) Increase the number of facilities and infrastructure in the form of billboards, maps of tourist sites, and signposts and health posts and guard posts, 2) Increasing cooperation between LGs, Foundations and Communities in maintaining sustainability, maintaining pre-facilities and packaging tourism attractions so that the cooperation of the three is able to attract / attract foreign and local investors to invest in special interest attractions, 3) Establishing cooperation in Islamic countries in the world, especially especially in Islamic parliamentary conferences, 4) Management of websites that are up to date or up to date, 5) Increasing the role of the community to sell and increase employment, 6) Pattern of coordination of three tourist development zones consisting of zone 1 (AL-Quran Al-Akbar museum area), zone 2 (boarding school area) and zone 3 (area consisting of zones 1 and 2 managed by communities around Gandus). Map the Al-Quran Al-Akbar location in Palembang can be seen in figure 1.

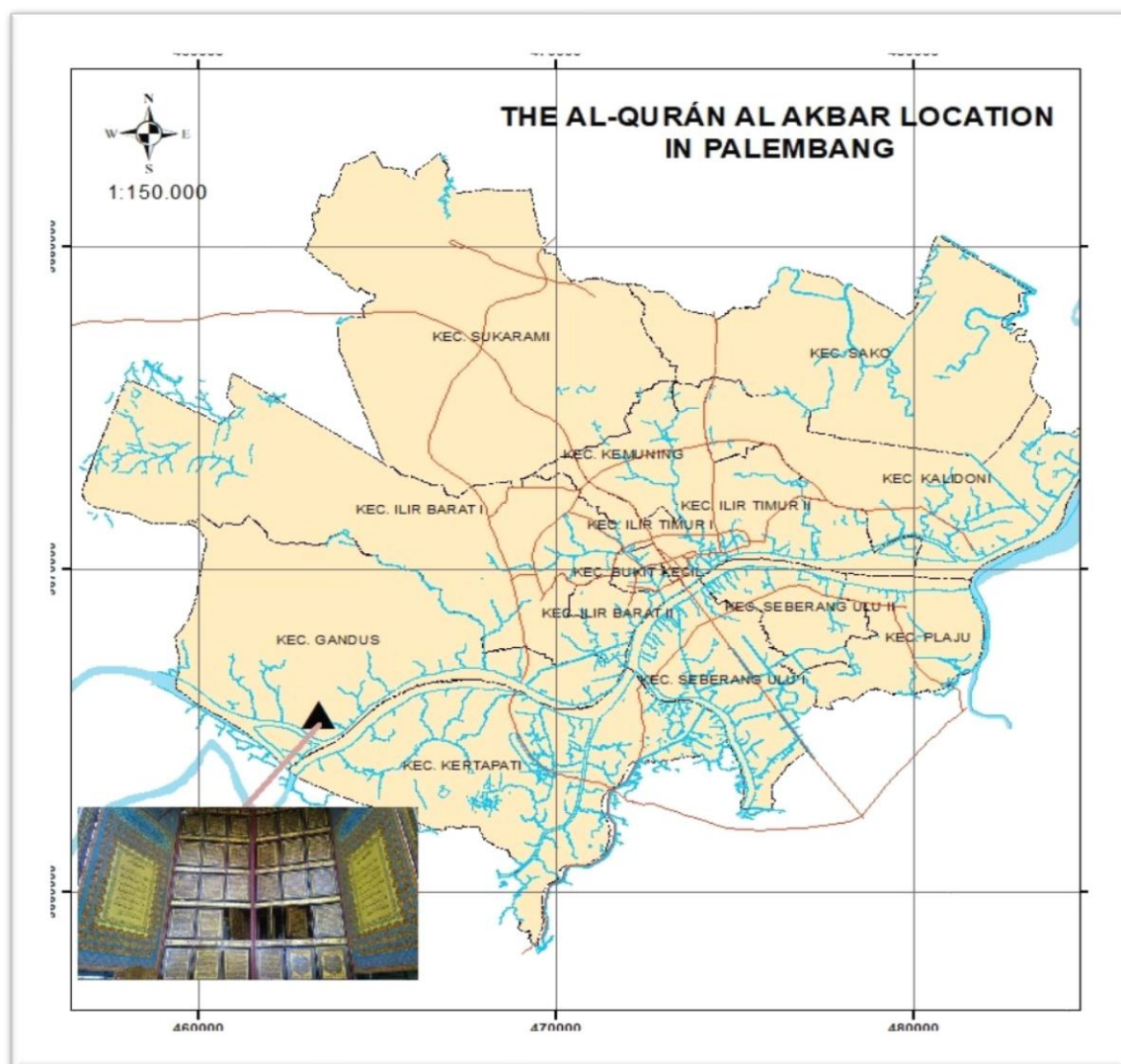


Figure.1. The Al-Quran Al-Akbar Location in Palembang Map

C. Development strategy that are active in opening opportunities

Development directives that are active in opening opportunities to respond to strength (S) and threats (T) include: 1) Schedule transportation at certain times to be more efficient, inexpensive, safe and

effective, 2) Establishing standard transport fares so that visitors and transportation providers benefit equally, 3) Developing more refractive and modern transportation facilities (online taxi)

D. Development strategy community activities (communities, foundations / managers / organizations must be active)

Directions for developing community activities that make communities, foundations / managers / organizations must be active in responding to weaknesses (W) and threats (T), among others:

1. Improve the quality of human resources by providing specialized training and effective empowerment of local communities.
 - 1.1. Regional Government HR: creates strong motivation for human resources working in government agencies that handle tourism to be very proactive in fostering, leading, coordinating, giving examples and providing opportunities to the tourism industry and the general public in developing tourism.
 - 1.2. Institutional HR: fostering and developing tourism education institutions in order to create links and matches between educations, tourism with more equitable tourism work.
 - 1.3. Community HR: Provide practical training in the field of tourism to the community, for example about tour guides, making souvenirs, regional specialties, souvenirs, packaging and marketing. Conduct socialization, tourism awareness campaigns and continuous community building through existing local institutions, thus creating awareness of the importance of tourism.
 - 1.4. Private HR: HR capabilities must be improved based on competency. This can be done by:
 - 1.4.1. Enforce certification of tourism HR competencies in the private sector, be it staff level, middle manager or manager
 - 1.4.2. Providing education and training for private sector tourism workers
 - 1.4.3. Give awards and incentives to the human resources of the tourism sector, to encourage them to work as well as possible.
2. Activating mutual cooperation to maintain existing facilities and infrastructure and environmental cleanliness
3. If it is necessary to hold a small levy for the maintenance of sanitary facilities and public toilets so that they can be better managed and maintained by the community.
4. Institutional and Investment Development Strategies; Cooperation between stakeholders, by conducting a development planning socialization program, opening a discussion forum between actors of development activities, leaving authority for the government, the private sector and the community, Government, design stages of development to facilitate the implementation of development activities, Investors, invest in the cost of developing tourism arrangement facilities, Society, improving the quality and role of HR, especially local HR.

Community empowerment program in the form of:

1. Increasing community capacity in the field of tourism, in the form of; training and socialization of local communities, especially traders and entrepreneurs in improving the welfare of the community.
2. Increasing community business in market development, in the form of; community training on entrepreneurship, giving capital to small businesses, empowering people as food traders, souvenir traders, vehicle rental businesses, lodging businesses, tour and travel businesses.
3. Increasing the active role of the community in the form of; training local communities in planning and management, fostering groups routinely and continuously developing / preserving traditional cultural arts which at the same time can become tourism package treats, empowering the surrounding community as janitors, regional security, guides, parking, hotel and restaurant employees; training for local communities as managers and making MoU with other major Islamic countries such as Saudi Arabia, Malaysia and Brunei Darussalam.

Table 1. Tourism Product Strategy

| Number | Tourism Product Strategy | Planning/ Program | Years | | | | | Executor |
|--------|---|---|-------|---|---|---|---|--|
| | | | 1 | 2 | 3 | 4 | 5 | |
| 1 | Islamic culture-based tourism development (Giant Al-Quran) | Creation of Islamic nuances on tourism products | | | | | | Main executor: City government Government tourism office |
| | | The development of a tourist area becomes an ecotourism area | | | | | | |
| | | Special theme development in the area of special interest attractions | | | | | | Related Main Implementers: Department of Transportation Dinas PU |
| 2 | Improving the quality of ODTW in areas of special interest tourism | Renovation of canteen, road and central by buildings | | | | | | education authorities Local colleges and study centers |
| | | Beautify the area with plants, lights and ornaments that are in accordance with the product character that symbolizes the 3 nations namely Nusantara, China, and Arabic | | | | | | Private / investor Tour operator / travel agent Community organizations Society |
| | | Construction of regional icons (Representation of accent carved ornaments typical of Palembang) | | | | | | |
| 3 | Development of supporting attractions as supporters of major attractions | Making boardwalk, play area (<i>playground</i>) and <i>eco park, cafe and shopping centre</i> | | | | | | |
| | | Development of a tourism zone consisting of zones 1,2 and 3 | | | | | | |
| 4 | Development of tourism supporting facilities on a regional scale | Development of tourism information center | | | | | | |
| | | Use of open areas as a community center | | | | | | |
| 5 | Increased quality of amenities to higher operational standards | Tourism HR training in serving guests | | | | | | |
| | | Development of representative supporting facilities (MCK, restaurants, eco lodge and signboard) | | | | | | |
| 6 | Development of a network accessibility system in supporting Asean Games tourism | Renovation and road development with LRT and Online Transportation | | | | | | |

Table 2. Marketing Strategies

| Number | Marketing strategy | Plan / Program | Stages / year | | | | | Executor |
|--------|--|--|---------------|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | |
| 1 | Packaging the product into a package that attracts visitors | Making icon a pilgrim tourism package Making religious tourism packages that are packaged in syariah concepts | | | | | | Main executor: City government Government tourism office |
| 2 | A comprehensive and integrated promotion development | Marketing via electronic media (website, tv show, facebook, Instagram, WA, Email, tripadvisor) Implementation of annual festivals and events to attract tourist visits (festivals) and install banners and brochures Creation of branding in the marketing of special interest tourism corridors | | | | | | Related Main Implementers: Department of Transportation Dinas PU education authorities Local colleges and study centers Private / investor Tour operator / travel agent Community organizations society |
| 3 | Alignment of tourism products and promotions that are highly competitive | The arrangement and development of old and new ODTW with certain themes that are in accordance with the branding and positioning of special interest tourism corridors | | | | | | |

Implementation of the Development Strategy Program Special Interest Attractions

1. Increased attraction/tourism attractions of special religious and cultural interest in a sustainable manner that is related to tourist attraction and competitiveness that are more useful.

2. Development and Improvement of Facilities and Infrastructures in the form of road improvements to locations, more conducive parking lots, tourist signs, tourist maps, visitor seats, cafes, public telephones and souvenir shops
3. Increasing the Local Socio-Economic Condition of the Community, by empowering the people's economy (handicrafts, souvenirs/souvenirs, organizations engaged in tourism, etc.).
4. Increased Institutional and Investment Development in the form of socialization through print and electronic media using Android cellphones in the form of Facebook, instrumental, banner, farm tour, opinion makers, Tripadvisor and through web / site, conducting discussion activities with local government and parties experts, conduct seminars involving investor and the public and the government and collaborate with parties involved in developing tourism objects

4. Conclusion

Development Strategy for special interest tourism Al-Quran Al-Akbar objects in a sustainable manner by equipping and improving facilities and infrastructure facilities through *iconic, instagramable and tripadvisor* tourist attractions according to the digital era trends, improvement of creative economy-based human resources, and cooperation between managers and government in tourism development through *sales mission, festival / event and* developing tourism zones around to become one tour package.

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