

Cirebon City Tourism Competitiveness for Tourism Economic Development

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ABSTRACT

Keywords: tourism; economy; competitiveness; tourism economy.

In the West Java Provincial Tourism Development Master Plan, Cirebon City is included in the Provincial Tourism Strategic Area (KSPP), with tourist attractions in the Cultural Heritage Area. The development of the tourism sector can generate jobs, equal income distribution, and community welfare. As a city that is one of the tourism development areas of West Java, and one of the cities that ranks 4th in the number of GDP according to Regencies/Cities in West Java, the focus of this research is on the competitive advantage of Cirebon City tourism in the province using the Tourism Competitiveness Index. By using eight tourism competitiveness indicators according to TTCI, including the Human Tourism Indicator, Price Competitiveness Indicator, Human Resources Indicator, Openness Indicator, Social Development Indicator, Infrastructure Development Indicator, Environment Indicator, and Technology Advancement Indicator. Using secondary data with quantitative descriptive analysis and comparative approaches, the competitive advantages of Cirebon City tourism will be known.



Introduction

The economic condition of a region can be understood through the economic activities that take place in the area. The economy of Cirebon city continues to increase from year to year, where BPS stated that there was economic progress of 5.01% from 2022 to 2023 (Hermawan, 2016). Based on BPS Cirebon City, the sectors that have the most influence on the development of the city's economy are large and retail trade businesses, as well as vehicle repair with a contribution of 28.28%. Meanwhile, the most expenditure is in the Household Consumption Expenditure Component (PK-RT) sector at 56.53%. The economy of Cirebon city in 2023 will grow faster than West Java province, but slower than the national economy (Amanda & Setiawan, 2024).

The strategic location of the city of Cirebon is supported by the Cisumdawu Toll Road, Cipali Toll Road, and West Java International Airport (BIJB) Kertajati. The city government, through the Culture and Tourism Office, has also sought promotion in tourism midwives in the form of websites and tour packages (Sakinah & Dewanto, 2017). Based on recorded data, visits in Cirebon City have reached 3.5 million tourists. The development of Cirebon City tourism can be said to be quite dependent on the development of the tourism economy (Wibowo et al., 2017).

Indonesia's tourism competitiveness index is currently at level 22 in 2024 as said by the Minister of Tourism and Creative Economy. The economic impact of tourism can be directly seen through the increase in the number of jobs, income distribution, payments and levels of tourism spending (Aqilah & Islam, 2024). The development of the tourism economy has an interest in infrastructure innovation and increased competition of foreign and local companies, providing impetus for industrial development, foreign exchange earning, job creation, positive exploitation of national enterprises, and technology exchange. Therefore, an analysis of tourism competitiveness is needed.

Method

The analysis method to be used is quantitative analysis, with a comparative descriptive approach. Quantitative research is a methodology that focuses on collecting and analyzing numerical data to understand, test hypotheses, and make generalizations. Quantitative research can also be used on qualitative data, namely measuring events, or frequency (Bacon-Shone, 2013). Descriptive research is research that presents a description of a phenomenon, state or occurrence of an object using a certain method (Roziq et al., 2021). Data analysis is the process of breaking down data into its constituent components, to reveal the distinctive characteristics of elements and their structures and the essence of qualitative analysis is the related process to explain phenomena, classify them, and see how the concepts relate to each other. The quantitative description in this paper is used to describe the results of the analysis of the tourism competitiveness of the city of Cirebon, which will then be compared with the calculation of the tourism competitiveness of West Java Province. Then look at the results of the comparison, which indicators are superior and less than Cirebon City, which can be a benchmark for tourism economic development in the future.

The data used is sequential data obtained through the Open Data of Cirebon City and BPS Cirebon City, as well as the West Java Data Ecosystem and BPS of West Java Province. Secondary data is also obtained through scraping lodging data in Cirebon City and West Java.

Results and Discussion

The competitiveness analysis was carried out to find out how the condition of the tourism competitiveness of Cirebon City when compared to West Java Province, considering that the development of Cirebon City tourism is one of the plans of the tourism economic development of West Java Province (Roziq et al., 2021). The data used in this competitiveness analysis is data in 2020, because complete secondary data can be obtained through BPS and the Cirebon City and West Java data portals. The competitiveness analysis was carried out in accordance with the existing calculations from previous research, and the following data were obtained (Soetjipto et al., 2021).

The Human Tourism Indicator has 2 components, namely the ratio of the number of tourist activities to the number of population, and the ratio of the GDP of tourism-related sectors to the total GDP (Jaelani, 2016). With the variables of total tourists,

population figures, GDP related to the tourism sector, and total GDP. The GDP sectors used are the transportation and warehousing sector, the provision of accommodation and food and beverages, and other service sectors, as the GDP is included in the tourism sector.

Table 3
Human Tourism Indicator

Indicators	Variable	West Java	Cirebon City
Human Tourism Indicator (HTI)	Total Tourists	22,327,316	352,426
	Total population	48,274,160	333,300
	GDP related to the Tourism Sector	IDR 213,601,250	IDR 4,449,388
	Total GDP	IDR 2,082,107,260	IDR 23,440,381

Source: Author's Analysis

The Human Resources Indicator has 4 components, namely the ratio of illiteracy-free population and educated population, the percentage of female labor force with total labor force, the percentage of urban open unemployment data with total labor force, and the percentage of educated population. With 7 variables, namely the literate population, the number of educated population, the percentage of female labor force, the total labor force, the percentage of open unemployment data, the percentage of open unemployment data, the percentage of the total labor force, and the percentage of the educated population.

Table 4
Human Resources Indicator

Indicators	Variable	West Java	Cirebon City
Human Resources Indicator (HRI)	Literacy Population	47,612,804.01	317,428.06
	Number of educated population	31,667,402.00	212,828.00
	Percentage of female Labor Force	0.34	0.35
	Total work	63.53	63.79
	Percentage of Open Unemployment data	10.48	11.52
	Percentage of total Labor Force	63.53	63.79
	Percentage of educated population	65.60	63.85

Source: Author's Analysis

The Price Competitive Indicator uses the component of the number of tourists in an area multiplied by the average hotel rate, multiplied by the average length of stay of

tourists. With 3 variables, namely the number of tourists, the average length of stay, and the average hotel rate.

Table 5
Price Competitive Indicator

Indicators	Variable	West Java	Cirebon City
Price Competitive Indicator (PCI)	Number of tourists	22,327,316	352,426
	Average length of stay	1.56	1.68
	Average hotel rates	IDR 606,241	IDR 494,799

Source: Author's Analysis

The Openess Indicator has a component of the ratio of the number of foreign tourists to the total PAD, using 2 variables, namely the number of foreign tourists and the total PAD.

Table 6
Openess Indicator

Indicators	Variable	West Java	Cirebon City
Openess Indicator (OI)	Number of Foreign		
	Tourists	1905213	161
	Total PAD	36,343,408	358,472.85

Source: Author's Analysis

The Social Development Indicator has an average tourist stay with tourist stay data variables.

Table 7
Social Development Indicator

Indicators	Variable	West Java	Cirebon City
Social Development Indicator (SDI)	Average length of stay of tourists	1.56	1.68

Source: Author's Analysis

The Infrastructure Development Indicator has a per capita income component, which is calculated using the variables of GDP and the number of population.

Table 8
Infrastructure Development Indicator

Indicators	Variable	West Java	Cirebon City
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Infrastructure Development Indicator (IDI)		IDR	IDR
	Total GDP	2,082,107,260	23,440,381
	Population	48,274,160	333,300

Source: Author's Analysis

The Environment Indicator has a component of the ratio of population and area of the area. So the variables used are the area of West Java Province and Cirebon City, and the number of population.

Table 9
Environment Indicator

Indicators	Variable	West Java	Cirebon City
Environment Indicator (EI)	Area	37,087,920.00	39,480.00
	Population	48,274,160	333,300

Source: Author's Analysis

The Technology Advancement Indicator has a component of the usage ratio of the number of telephone lines and the number of residents. However, the data recorded in BPS is the percentage of telephone line usage.

Table 10
Technology Advancement Indicator

Indicators	Variable	West Java	Cirebon City
Technology Advancement Indicator (TAI)	Percentage of phone line usage	2,34	2,42

Source: Author's Analysis

After calculating the five indicators of tourism competitiveness, a comparison of tourism competitiveness in each indicator in Cirebon City and West Java was obtained as follows.

Table 11
Comparative Competitiveness Analysis

It	Indicators	Component	West Java	Cirebon City
1	Human Tourism Indicator (HTI)	The ratio of the number of tourist activities to the number of people	0.46	1.06
		Ratio between the GDP of tourism-related sectors and total GDP	0.10	0.19
2	Price Competitive Indicator (PCI)	PPP= Number of tourists in a region x average hotel rates x average length of stay	21,115,734,3 61,341.20	292,958,454, 388.32

3	Human Resources Indicator (HRI)	Ratio of illiterate free population and educated population	1.50	1.49
		Percentage of female labor force with total labor force	0.01	0.01
		Percentage of city open unemployment data with total labor force	0.16	0.18
		Percentage of educated population	65.60	63.85
4	Openess Indicator (OI)	The ratio of the number of foreign tourists to the total PAD.	0.0524	0.0004
5	Social Development Indicator (SDI)	Veteran data on average traveller stay	1.56	1.68
6	Infrastructure Development Indicator (IDI)	Per Capita Income (GDP/Total Population)	43.13	70.33
7	Environment Indicator (EI)	Ratio of population to area	0.77	0.12
8	Technology Advanced Indicator (TAI)	Line telephone usage data	2,34	2,42

Source: Author's Analysis

Through an analysis conducted on 8 indicators, it is known that Cirebon City is superior to West Java Province in the Human Tourism Indicator (HTI), Social Development Indicator (SDI), Infrastructure Development Indicator (SDI), and Techology Advancement Indicator (TAI). The failure in the HTI indicator proves that Cirebon City is superior in total tourists when compared to the number of population, and the GDP in the tourism sector when compared to the total GDP. Meanwhile, the superiority in the SDI indicator proves that the average length of stay of tourists is higher than that of West Java. Then the superiority in the IDI indicator proves that Cirebon City excels in regional per capita income. In the TAI idatator, Cirebon City excels in telephone line usage data where in Cirebon City, the use of telephone lines is more than in West Java Province.

The existence of 4 indicators of Cirebon City's superiority over West Java Province proves the potential for tourism development that will increase the tourism economy. As written by (Suprapti et al., 2019), the Cirebon City Culture and Tourism Office said that the amenities in Cirebon City are quite supportive, and ready for tourism development.

The weaknesses of Cirebon City are in the Human Resources Indicator (HRI), Openess Indicator (OI), and Environment Indicator (EI). The HRI of Cirebon city

surpasses the Province of West Java except for 2 components, namely the percentage of education, which also affects the component of the ratio of illiterate free population and educated population. The weakness in OI is because the number of tourists in Cirebon City cannot beat the number of tourists in West Java Province. In the PCI indicator, Cirebon City is not superior due to significant differences in tourists. Cirebon City could not beat West Java Province, where Cirebon City contributed 1.5% of all tourists in West Java Province.

The weakness of Cirebon City in the HRI indicator is something that needs to be considered, considering that the success of the tourism economy will be realized if there are capable human resources. Meanwhile, at this time, the lack of education in the community can be seen, one of which is in the case of beggars who still cannot be eradicated in Cirebon City, as stated in Jayanti (2017).

Conclusion

Cirebon City plays a role as the center of the DPP in the Greater Cirebon Tourism Destination, with the KSPP which includes the Historical Tourism Area and the Palace in Cirebon and its surroundings. The KSPP development plan aims to enhance history-based tourism and palaces, focusing on various major and additional attractions in the region. The development of tourism areas will affect the economic growth of the city. The economic impact of tourism development includes increased employment, income, spending, and infrastructure innovation, as well as corporate competition. Therefore, the analysis of tourism competitiveness is important to find out the advantages of urban tourism, when compared to the province.

Through the analysis of the competition, it can be concluded that the competitiveness of the city of Cirebon is superior to West Java Province in the indicators of Human Tourism Indicator (HTI), Social Development Indicator (SDI), Infrastructure Development Indicator (IDI) and Technology Advancement Indicator (TAI). This is influenced by tourist visits and the high average length of stay of tourists which proves the interest of tourists to visit Cirebon City is large. It was concluded that the tourism competitiveness of Cirebon City is superior, and has great potential in tourism development to improve the city's economy.

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