

## SUSTRA LOWIS: STRENGTHENING TOURISM INDUSTRY TO REALIZE INDONESIA AS GLOBAL MARITIME AXIS

Pipin Nur Azizi  
*State University of Surabaya*  
azizipn@gmail.com

### ABSTRACT

Indonesia is the world's largest archipelago country and it has coastline stretching from Sabang to Merauke with more than 17.500 islands. As a maritime country, Indonesia has potential on marine tourism which can be a backbone of economy amid the global economic turmoil. However, the performance of Indonesian tourism has not shown satisfactory results if viewed from the data of foreign tourist visits which is left behind with neighboring countries. The implementation of SUSTRA LOWIS (Sustainable Tourism Strategy Based on Local Wisdom) is expected to increase the role of Indonesia's marine tourism sector to the economy by improving the quality of tourism management and human resources. Development of tourism must involve the role of society, but government is less concerned about it. The purpose of this paper is to create innovations to enhance the role of marine tourism industry to Indonesian economy, explaining that Indonesia has tremendous maritime potential and can be utilized for the collective interest and provide an overview to the government on programs that can be implemented for the marine tourism industry. This type of research is descriptive analysis. The study aims to analyze and describe the implementation of SUSTRA LOWIS as an effort to realize Indonesia as the world's maritime axis. Data were collected through observation and literature studies. The research concluded that SUSTRA LOWIS (Sustainable Tourism Strategy Based on Local Wisdom) has five main sectors for the development of marine tourism those are, Tourism Management Sector (TMS), Tourism Training Sector (TTS), Business Improvement Sector (BIS), Technology Based Tourism Sector (TBTS), and Maritime Education Sector (MES). These five sectors have programs that can support the development of marine tourism thoroughly and sustainably to realize Indonesia as the world's maritime axis.

**Keywords:** SUSTRA LOWIS, nautical tourism, world's maritime axis

### INTRODUCTION

As the world's largest archipelago country with more than 17.500 islands, Indonesia has tremendous potential in terms of maritime and government has a great vision of Indonesia's maritime sector by making this country as the world's maritime axis. Meanwhile the Indonesia's national mid-term development plan (RPJMN) which a national development strategy that is conducted by ministries especially tourism ministry is also a government effort to improve maritime sector.

Improving the maritime economic sector is one of the efforts to realize Indonesia as the world's maritime axis. There are several sectors of maritime economy that can be developed in Indonesia, including fisheries, shipping and tourism. Tourism is a maritime industry that promises to be developed now. This country has various tourist destinations that are not inferior to other countries, from cultural tourism to natural attractions such as marine tourism. There are many stunning places that can be visited by foreign tourists. Indonesia has an amazing underwater view, the longest coastline that has extraordinary beauty, as well as the diversity of marine ecosystems that are able to attract millions of domestic and foreign tourists to come.

Tourism ministry predicts that the tourism sector will continue to grow and contribute to Indonesian economy in the next few years and this sector could be an economic driver amid declining foreign exchange earnings from other sectors. In 2019 it will be predicted that tourism sector will be the biggest contributor for Indonesia's foreign exchange. The data showed that tourism sector has proven to contribute increasingly to the Indonesian economy. This industry depends on human resources and creative economy that is built sustainably by the government (Sadikin, 2011).

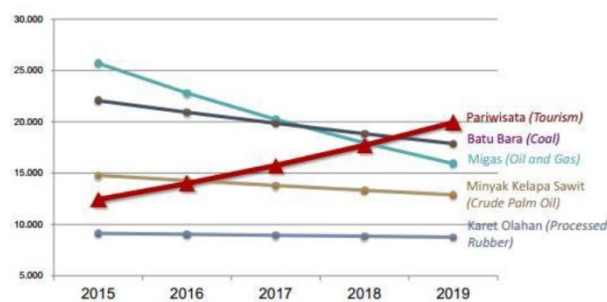


Figure 1. Projection of Indonesian Economy Driver Sector

Government is focusing on developing tourism industry by conducting large-scale promotions both at home and abroad. It is important to build a national branding that can attract tourists (Riana, 2015). But data from Tourism Ministry showed that Indonesia's foreign tourist visit are still lagging far behind than other countries in Asean. Therefore, it is necessary to have a real solution in order to lift the potential of tourism, especially marine tourism in Indonesia that can attract domestic and foreign tourists so that it provides horizontal economic benefits and vertical (Lukovi, 2012).

Table 1 .Foreign Tourist Visit 2016 in Asean Countries

No.	Country	Amount
1	Thailand	30 million
2	Malaysia	25 million
3	Singapura	15 million
4	Indonesia	12 million

The need for development of sustainable marine tourism by improving all aspects relatedThe program has 5 important sectors and will support the development of marine tourism which will benefits not only to the competitiveness of the national economy but also to improve the society's economy. The purpose of this paper are (a) creating innovations to enhance the role of marine tourism industry, (b) explains that Indonesia has tremendous maritime potential (c) provide an overview to the government on programs that can be implemented for the marine tourism industry. And the benefit of this paper are (a) increasing the competitiveness of Indonesian maritime tourism (b) supporting the sustainable management of Indonesian tourism (c) encourage the improvement of people's welfare.

## LITERATURE REVIEW

### *Tourism Policy*

Tourism needs a special policy in its development, according to (Goeldner R, 2000), tourism policy is: A group of rules, provisions, goals and strategies for development/promotion, which provides a framework for collective and individual decisions that affect development of tourism directly, and daily activities within a destination. There are several functions of tourism policy, which are as follows: (1) determine expected activities and behavior (2), provide a direction and guidance for all stakeholders, (3) facilitate consensus based on specific strategies and goals for a certain destination area, (4) providing a framework for public/private discussion on the role and contribution of the tourism sector to the economy and to society in general, (5) allow tourism to come face-to-face with other sectors of the economy.

### *Tourism Planning*

Tourism policy is the initial development and determine the direction of tourism development in the future. In the implementation of tourism development, planning is a factor that needs to be done and considered. According to Inskeep(1998) there are several approaches to be considered in conducting tourism planning, (1) continuous incremental, and flexible approach, planning is seen as an ongoing process based on needs by monitoring the existing feed back, (2) system approach, where tourism is viewed as a system relationship and need to be planned as system analysis techniques, (3) comprehensive approach, related to previous system approach, where all aspects of tourism development include elemental institution, environmental elements and socio-economic implications, as a holistic approach, (4) integrated approach, related to system and overall approach where tourism is planned and developed as a system, tourism is planned and developed as an integrated system in all plans, (5) environmental and sustainable development approaches, tourism is planned, developed and managed in which natural and cultural resources are expected to be sustainable so the environmental analysis should be applied to this approach, (6) community approach, a supported and proposed approach emphasizes the importance of maximizing engagement of local people in tourism decision-making and decision-making processes, (7) implementable approach, tourism development policy, plans, and recommendations are formulated to be realistic and applicable, with the techniques used is implementation techniques including development, action programs or strategies, particularly in identifying and adopting, (8) application of systematic planning approach, this approach is applied in tourism planning based on the logic of activity.

### *Concepts and Principles of Sustainable Tourism*

World Tourism Organization in the agenda 21 for the travel and tourism industry stated that sustainable tourism development fulfill the needs of tourists and people in tourist destination areas while protecting and developing opportunities in the future. It's seen as something that leads to management, all resources (economic, social and aesthetic needs) can be met with cultural integrity, essential ecological processes, biological diversity and life-sustaining systems are maintained. The strategic issues in Sustainable Tourism are as follows: (1) improve the responsibility of corporate stakeholders, (2) produce a suitable form of tourism, (3) Sustaining social and cultural resources, (4) Sustaining natural environment, (5) the need

for an effective plan for regional planning of tourist destination, (6) The role of Carrying Capacities and indicators in Sustainable Tourism, (7) avoiding conflict, (8) increasing public involvement, (9) direction for the future.

## RESEARCH METHOD

Researcher used observations and literature studies in this paper. Primary data obtained from the observation on the community on the southern coast of East Java Jember Regency Indonesia. While secondary data obtained from literature study such as journals and internet.

## FINDINGS AND DISCUSSION

### *SUSTRA LOWIS (Sustainable Tourism Strategy Based on Local Wisdom)*

Development of tourism industry can not be seen from one thing only, but there are other elements that must be considered to support development such as, community empowerment, creative economy, technology and also education (Kovačić, Gračan, & Jugović, 2015). SUSTRA LOWIS will combine social and economic fields that will create an economy sustainability from marine tourism industry (Satria, 2009). SUSTRA LOWIS upholds potential and local wisdom in marine tourism development, meaning that this program will explore various local wisdom to create uniqueness. SUSTRA LOWIS will have 5 sector to improve marine tourism, the first is Tourism Management Sector (TMS), this sector will have several program such as Adventure Tourism Program (ATP). The Community can be empowered by giving management rights to various games related to marine tourism, so that they involve on managing the existing tourism and get the benefits. Adventure Tourism Program (ATP) that can be developed such as various types of water sports (banana boat, speed boat, flying fish, rolling donut, etc), snorkeling and underwater diving to show the beauty and diversity of Indonesia's marine ecosystem to tourists.



Figure 2. Water Sport Game

The second program is Experience Tourism Program (ETP), this program to introduce the Indonesian culture that is packed in cultural activities must be established in Experience Tourism Program (ETP). Cultural activities is held by not separating the element of marine tourism, therefore it will be held on a beach.. Some performances such as traditional dances can be displayed periodically to attract tourists. Then the food festival, traditional clothing, performances, and cultural exhibitions will also be held openly in a cultural event called "Beach Festival".



Figure 3. Cultural Show

The third program is Tourism Marketing Program (TMP), it allows the areas which has the nautical beauty to be visited by tourists from all over the world. Internet is growing in the community so it can be used as an effective promotional media. On the implementation, the movement "Upload Your Photos and Videos" will be done by every visitor to introduce the charm of Indonesian marine tourism. Every visitor is requested to upload photos during their visits with various hashtag related to the charm of marine tourism.



Figure 4. Social Media Marketing

The fourth program is Tourism Environment Program (TEP), it will preserve the environment, it is necessary to maintain the beauty of the marine tourism area. Local communities will be provided an education on sustainable environmental management and preservation procedures. Then the importance of establishment of a special task force to maintain the environment cleanliness every day. This task force will be responsible for managing cleanliness and providing socialization to every visitor and society to keep environment clean.





Figure 5. Garbage Area

The next sector is Tourism Training Sector (TTS) which has several programs those are Tourguide Training Program (TTP), will train the society that will be a tour guide to introduce a tourist area, attraction, resources, as well as culture. The job requires special skills of public speaking. Tour guides are trained to make conversation and making presentation that will be explained to the visitors. This training is expected to equip tour guide with a good communication skill. They will also be certified to ensure that they are skillful tour guide..



Figure 6. Marine Tourism Tour Guide

Language Training Program (LTP) is a foreign language training to be provided for tourism industry. The language training will provide a book specifically designed to facilitate them in learning foreign language for both tour guides and society. This book contains a conversation that is often done in dealing with foreign tourists accompanied by a translation in Bahasa. This book also helps people to practice whenever and wherever.



Figure 7. Language Training Program

Homestay Training Program (HTP) will train society to create lodging that is in line with tourist's expectations. Local residents utilize their homes to be homestay and the existence of it also provides a special experience for tourists because they can blend with the life of the local community. This experience is rarely found in other nautical attractions in the world, so it can provide a special attraction for Indonesian tourism.



Figure 8. Homestay Training Program

The third is Business Improvement Sector (BIS) and the programs is Handycraft Program (HP) will give a training on how to make unique crafts and become a new icon of marine tourism. The community is trained to make local handicrafts by utilizing unused natural resources such as shellfish that are often found in coastal areas. This training is expected to create a creative and active society in capturing business opportunities and at the same time creating village entrepreneurs who are not only able to promote products but also able to lift tourism sector in the region.



Figure 9. Handicraft Program

The second program is Oceanic Production Program (OPP). The Indonesian sea is one of the world's rich waters with various fish resources. Oftentimes fishermen have to face fluctuation of fish price, to solve this problem fish processing to increase value added needs to be done through Oceanic Production Program (OPP). One of them is by making typical culinary from sea resources. For example seaweed can be processed into snacks that can be enjoyed by tourists.



Figure 10. Fisheries Production Program

The next program is Cooperative Program (CP) which is formed in order to sell various products that have been produced by local communities in several community empowerment programs such as handicrafts and marine products processing, so that tourists who come can buy the product as a typical souvenir of a marine tourism. Cooperative also encourage the emergence of entrepreneurs in the field of marine resources and able to support the fishermen's economy when unable to go to sea.



Figure 11. Cooperative Program

Then the fourth is Technology Based Tourism Sector (TBTS), it has several programs named Go-Guide is an android based application that will help tour guide to get tourists who want his services by using the application installed on the service users and tour guide's smartphone. This application is a new and innovative breakthrough in the tourism industry that can revive Indonesia's marine tourism and create new jobs.

Table 2 : Differences of Online and Conventional Tour Guide

No.	Go-Guide	Conventional Tour Guide
19   Page		



1	Tour guide offer their service by using application which is connected to the internet	Tour guide offer their service to each tourist conventionally
2	Tourists can order the tour guide's service by using application that connected to application programming interface such as Google maps and Google place.	Tourists must go to information center to look for tour guide
3	The offered price is measured by duration of service and that price will be applied for all tourists both domestic and international.	The offered price usually depends on tour guide's request and they set a different price for both domestic and international tourists. The price is higher for international tourists.
4	Enabling to save the time and more efficient in offering the tour guide service	Tour guide waste their time on waiting and looking for visitor by walking around and it is not efficient.
5	Allowing tour guide to earn more revenue because of efficiency	Visitors have a difficulty on finding the tour guide service and it will minimize their revenue

Go-Guide also uses some information systems to provide services for consumers that is End User Technology, and Application Programming Interface. End user technology allows apps to be used on any smartphone based on android or iOS. Application programming interface is a technology used in managing process of meeting between tour guides and consumers. Technology that is used such as google map and google place, these two technologies will be the location detection between the two sides that will help them to meet.

The next program is Stay With Indonesian Friend (SWIF). It is an innovative program in attracting local and foreign tourist visits. Tourists do not need to think about the necessities of life and accommodation during a vacation. This service enablethem to book marine tourism package in Indonesia.

No.	SWIF	Conventional Tour Package
1	SWIF will be managed by local society	This package tour is managed by a coporate
2	Tourists can stay in a tourism object in a several days depend on their order	Tourists will visit a tourism object in a few minutes or hours
3	Tourists will stay at a homestay which is prepared by the local inhabitant	Tourists stay at a homestay or hotel where its location relatively far from the tourism object
4	Tourists will have a great experience by following local inhabitant's activity to explore the nature and nautical tourism such as snorkeling, fishing, and others	Tourists have limited time to explore the beauty of a nautical tourism.
5	Tourists will involve in the society's activity and they can deepen experience of inhabitant's culture, knowledge and value	Tourists can not involve in a inhabitant's activity

The last is Maritime Education Sector (MES), and the program is Library Program (LP) will provide a variety of books that will be a public's reading material which can add insight relating to tourism and the most important is to create human resources quality based on knowledge. Books are available for all ages. In addition, the library will also be equipped with various magazines, newspapers and journals. This library is also a beginning to civilize the public especially children to read because it is the greatest weapon against various types of economic and social problems.



Figure 12 Library Program

The next program is Maritime Education Program (MEP). As an archipelagic country, maritime education is indispensable for instilling national identity to the upcoming generations. Maritime Education Program (MEP) aims to create public awareness about the potential that can be developed in maritime countries and increase the sense of responsibility to maintain the integrity and sustainability of Indonesian maritime. The maritime education is not only provide skilled labor to fulfill maritime sector employment, but also the most important thing is to strengthen character and insight about maritime to the community, especially young generation.



Figure 13. Maritime Education Program

The main step to implement SUSTRA LOWIS is by capturing all related parties on helping to succeed the program. This policy network explains the role and relationship of various parties in realizing SUSTRA LOWIS program. There are three main parties that have an important role on building relationships to create cooperation, those are government, private sector and society. The government in this case is the ministry of tourism, maritime, communication and information and the ministry of finance can socialize the program to the community, preparing the program, funding, drafting regulations to support the implementation of it.

The second party is the private sector those are banks and companies. The private sector that has CSR (Corporate Social Responsibility) program can support SUSTRA LOWIS program. The last party involved is community, they have a vital role because the success of SUSTRA LOWIS program depends on the willingness of community to receive and manage it. Once the program has been implemented, monitoring and evaluation is conducted between the central and local governments to address any constraints that may occur.

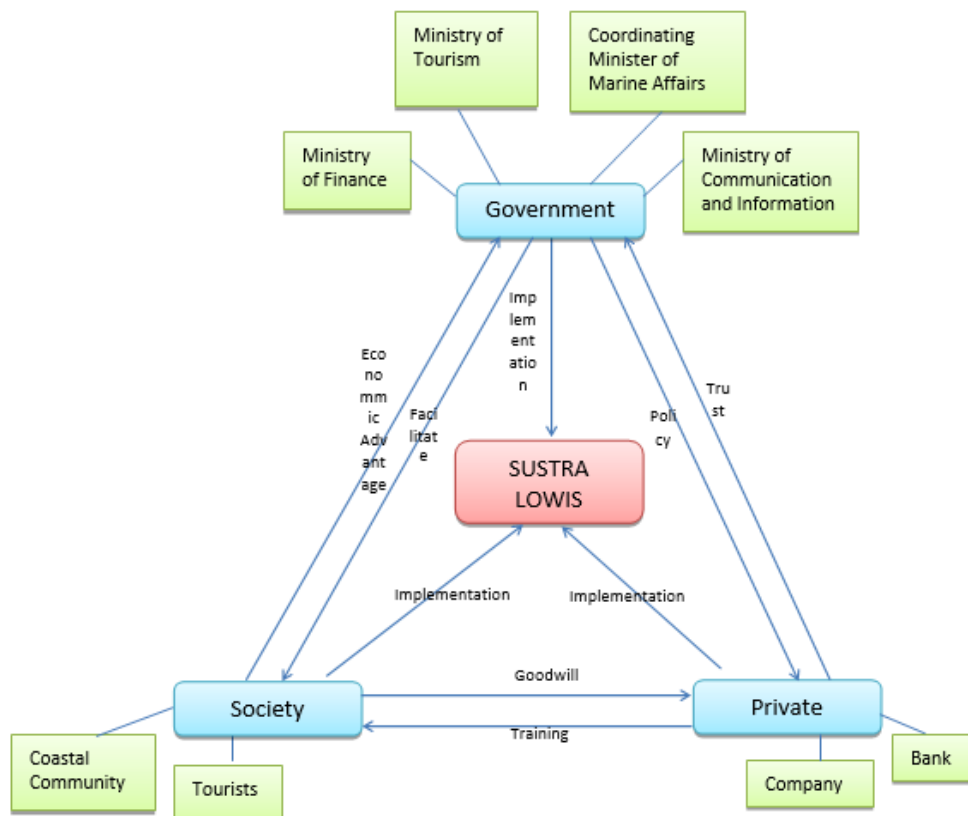


Figure 14. Policy Network

Based on data from the Ministry of Tourism, tourism development becomes a national priority with a budget allocation of APBN 2017 of Rp. 4,077 trillion. The implementation of SUSTRA LOWIS required 40% of the tourism development's national budget, here are the calculations:

$$40\% \times 4,077,178,000,000 = \text{Rp. } 1.630.871.200.000$$

The amount funds will be distributed to defray each SUSTRA LOWIS sector as follows 25% for TMS, 25% for TTS, 20% for BIS, 20% for TBTS and 10% for MES. The funds are also distributed equally to each program within each sector. Distribution of funds in each sector and program is based on the priorities and needs, here are details of funding for each sector and program:

SUSTRA LOWIS				
Tourism Management Sector (TMS)				
25% from Sustra	ATP (25%)	ETP (25%)	TMP (25%)	TEP (25%)
Lowis allocation	Rp. 101.929.450.000	Rp. 101.929.450.000	Rp. 101.929.450.000	Rp. 101.929.450.000
Tourism Training Sector (TTS)				
25% from Sustra	TTP (35%)	LTP (30%)	HTP (35%)	
Lowis allocation	Rp. 142.701.230.000	Rp. 122.315.340.000	Rp. 142.701.230.000	
Business Improvement Sector (BIS)				
20% from Sustra	HP (30%)	OOP (35%)	CP (35%)	
Lowis allocation	Rp. 97.852.272.000	Rp. 114.160.984.000	Rp. 114.160.984.000	
Technology Based Tourism Sector (TBTS)				
20% from Sustra	GG (50%)	SWIF (50%)		
Lowis allocation	Rp. 163.087.120.000	Rp. 163.087.120.000		
Maritime Education Sector (MES)				
10% from Sustra	MEP (50%)	LP (50%)		
Lowis allocation	Rp. 81.543.560.000	Rp. 81.543.560.000		

Figure 15. Fund Estimation

## CONCLUSION

SUSTRA LOWIS (Sustainable Tourism Strategy Based on Local Wisdom) is a strategy to develop Indonesia maritime tourism by using local wisdom approach and comprehensive solution. All sectors in SUSTRA LOWIS are Tourism Management Sector (TMS), Tourism Training Sector (TTS), Business Improvement Sector (BIS), Technology Based Tourism Sector (TBTS), Maritime Education Sector (MES) have an important role on developing marine tourism which is not only focus on marine tourism itself or natural resources, but also emphasizes the importance of community empowerment as the main actors in this economic activity.

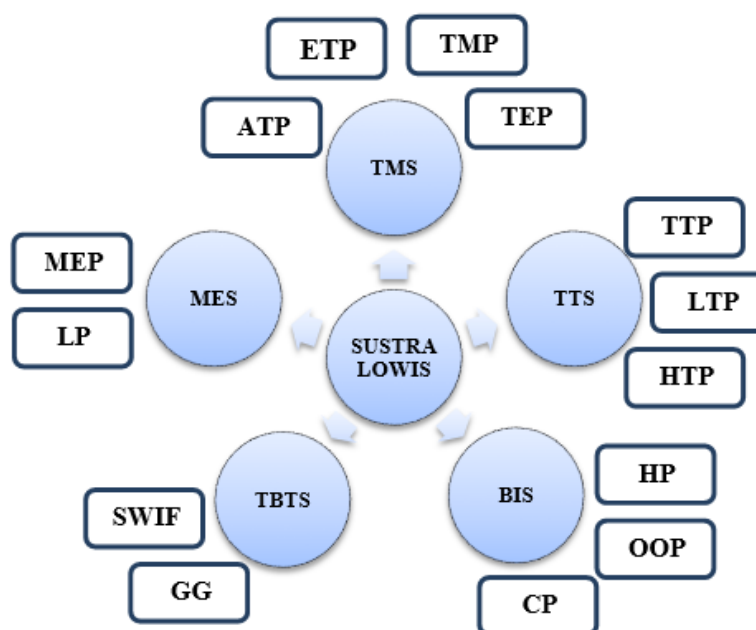


Figure 16. SUSTRA LOWIS's Program

Government has implemented a policy to make marine tourism development as a top priority, but the program does not have a comprehensive solution like SUSTRA LOWIS offers to make Indonesia's maritime tourism a world's major tourist destination. Therefore the authors suggest to do further development of SUSTRA LOWIS which aims to make this program can give a real contribution to Indonesian tourism.

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