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Tourist destination boosting after planning and air transport integration: Societal impacts review of research outcomes

BY

Nanang Suparman,¹ Muhammad Andi Septiadi², Yuflih R. Timoty³

^{1,2}UIN Sunan Gunung Djati Bandung

³Universitas Pendidikan Indonesia



Abstract

This study reveals the condition of tourism infrastructure developments marine park in eastern Indonesia and air connectivity has gradually been integrated following the increasing number of foreign tourist visits to North Sulawesi. There are several research results focusing on planning air route development and arrival impacts in world-class marine park tourism spread across Eastern Indonesia. For this reason, this study describes social impacts based on research findings from several articles that have been published in conventional journals, and refers to an ongoing research project examining tourist destinations as "New Bali" in Bunaken Marine Park in North Sulawesi. The main social impacts can be summarized as: (i) social and economical impact;(ii) connectivity tourists desination impact(iii) and ecological impact. .

Key words: tourist boosting, connectivity impact, economic impact, eastern Indonesia.

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Corresponding author

Nanang Suparman

1. Introduction

Societal impact

The planning and air transport connectivity boosted some marine park tourist destinations in eastern Indonesia. The positive growth in tourist arrivals has encouraged domestic and foreign airlines to open flight routes to Manado, Sulawesi Utara. Direct flight services from several cities in eastern Indonesia to Manado and other cities in Sulawesi Utara has helped tourism destinations grow (1). This boosting visits of tourist has impact and still on going progress significant economical growth. The tourism sector through tourist expenditure has a multiplier of 1.83 to output and 1.88 to community income in the economy of North Sulawesi Province. Tourist expenditure of 4.56 trillion has an impact on the creation of the economic output of 8.38 trillion rupiahs. The economic sector that has the biggest output impact is the tourism sector with the creation of output of 3.50 trillion rupiahs (41.81 percent), then followed by transportation and storage sector of 1.55 trillion rupiahs (18.49 percent), and manufacturing sector of 1.44 trillion rupiahs (17.24 percent) (2). The development of tourist

destinations and air transport connectivity in North Sulawesi can be realized with leadership and good governance factors. There is clear interest in close collaboration between airports and airlines. The interest of tourism authorities at both the local and national levels. The influence of air transport on tourism is not a one-way relationship and the influence of tourism on air transport is evident in air route development. In the Indonesian context, the government has organized leading tourist destinations, planned regulations and prepared airport facilities to anticipate the multiplication of tourist arrivals. For these efforts, Indonesia has received a favorable economic impact. (3). More tourists need hotels, food and beverages, souvenirs, transportation, and other quick information. This has an impact on foreign exchange earnings, small and medium enterprise development, job creation, and respect for local culture.

North Sulawesi, a province in eastern Indonesia, has a number of world-class marine park tourist destinations that have not been visited by many foreign tourists, the Indonesian Government plans to make it a "New Bali" destination, which is an alternative leading destination besides Bali Island (Tunggono, 2016). Increased tourist



visits will have a positive impact on the development of tourist destinations and the economy of local communities. Air connectivity is considered effective for tourist visits to North Sulawesi, which is an archipelago, in addition to almost 90% of foreign tourist visits to Indonesia, including to North Sulawesi using airplanes (Sadya, 2022). The connectivity of Manado City tourist destinations to Bunaken Marine Park, Togeana Marine Park and other Marine Parks will have an impact on increasing local and foreign tourist visits so that micro, small and medium enterprises (MSMEs) in the tourism sector can grow, revitalize tourist attractions, and can reduce poverty levels (Suparman, et al. 2023). When foreign tourist visits to Manado City show an increasing trend, these conditions encourage several local airline companies to plan to open direct flight routes from big cities such as Jakarta and Bali to Manado City, this is positive for destinations in North Sulawesi (Erick, 2019). However, airport infrastructure in North Sulawesi is still very limited so that to access Marine Park destinations must use land and sea transportation modes through quite far routes.

Methodology

Several previous studies have shown that the relationship between air transport and tourism is significantly correlated with the presence of direct air transport connectivity (Koo, Lim, & Dobruszkes, 2017; Tveteras & Roll, 2014) airport development (Debbage, 2002; Duval & Schiff, 2011). The impact of developments in tourism on the demand for air transport is important to be investigated. The development of the East Indonesia Marine Park tourist destination is important to create more dynamic air traffic. The availability of low-fare services makes the above conditions more likely to materialize. Thus, increased travel to and from Marine Park tourist destinations is a function of the attractiveness of the region as a tourist attraction. This research method uses a mixed method, sequential exploratory strategy. In the sequential exploratory strategy, the first stage of the researcher collects and analyzes qualitative data and then collects and analyzes quantitative data in the second stage based on the results of the first stage. The main weight in this strategy is on qualitative data.

The informants involved in this research were divided into three categories. First, the Ministry of Transportation and the North Sulawesi Regional Government: (Department of Tourism and Creative Economy). Second, Aviation Companies (represented by 12 informants from private and state-owned aviation companies). Third, Hospitality and Restaurant Associations, Travel Associations, Communities, and Academics. Questionnaires, made using closed questions were given to the informants who had been determined, with a total of 96 respondents taken from a population of 115 employees. Focus Group Discussion (FGD), as one of the media in data collection techniques in this study, analyzes the impact of tourism development on two sides, the first on existing conditions and the second on the condition of the integration of strategic planning and air connectivity that allows ideal conditions to occur in Marine Park tourist destinations in Eastern Indonesia.

Results and implications

The strategic planning for Bunake Marine Park, Togeana Marine Park, and others referenced by the World Travel & Tourism Council has established several key aspects of responsible and sustainable 'tourism for the future', including: (1) impacts the natural and cultural environment in a positive way; (2) benefits all sections of society, including youth, women and indigenous peoples; (3) attracts and develops a skilled workforce to support growing demand; (4) stimulates consumer demand for sustainable products; and, (5) uses the latest technology to find innovative solutions to future challenges. Analyzing connectivity to the region is a necessity to fulfill these key aspects.

Meanwhile, the impact of Bunaken National Park, Togeana Marine Park, and others can be seen from two aspects. First, the economic aspect that can increase community revenue so that purchasing power increases through environmentally friendly tourism. Tourists who come to the Marine Park require boats, diving equipment, lodging, eating and drinking, and other activities which are well responded to by the surrounding community. Cultural exchange occurs through the daily interaction of local communities with tourists. The number of healthy and preserved coral reefs in the Marine Park area is increasing the number of fish that live and work in the area breeding so that it is profitable for fishermen on the condition that they use equipment that does not damage the surrounding ecosystem. Secondly, the ecological aspect, the existing condition of Bunaken Marine Park is quite alarming experiencing environmental degradation that continues to occur due to fishing using bombs or drugs, theft of coral reefs, and exploitation of coral reefs.

Connectivity determines a better tourism experience. As Eastern Indonesia has many Marine Park attractions, it is necessary to identify places that have the potential to be facilitated by air transportation. Only air transportation offers space/time convergence in the world transportation system. Tourists tend to travel long distances to get a more interesting experience in visiting new places with natural beauty. However, they only have limited time, hence air transportation as the answer.

The air transportation situation in Indonesia is facing financial problems that have led to a decline in passenger numbers. Ticket fares have almost doubled from the regular price, a condition many people complain about and so far there has been no solution from the government. The number of scheduled flights is decreasing and competition with other modes of transportation is shifting demand for airlines. Some routes have also disappeared due to low demand. This uncertain situation has brought the continuation of services to outer regions such as marine park destinations to a standstill.

Findings from field interviews and the FGD between stakeholders raised several critical notes and what policies should be pursued, including (1) The key to tourism progress is that the Government, in this case as the operator P.T. Angkasa Pura, opens as many national and international flight networks as possible to a number of designated tourist destinations, in the context of marine park tourist destinations scattered in Eastern Indonesia, it is urgent for

pioneer airport facilities. (2) Flight connectivity is important in developing tourism in North Sulawesi through direct routes from Jakarta and Bali. (3) The Ministry of Transportation to provide bottom glass tourist boat facilities equipped with glass at the bottom of the ship so that tourists can enjoy the underwater scenery of the Marine Park with its beautiful charm. (4) To support the development of priority tourism "New Bali" in North Sulawesi Sam Ratu langi Airport requires renovation expansion to 57,296 square meters from 26,481 square meters so that the terminal capacity increases to 5.7 million per year compared to the previous 2.6 million per year. With these conditions, Sam Ratulangi Airport can function as a super hub airport connecting with pioneer airports to Bunaken Marine Park, Tanoge Marine Park, and surrounding areas.

The results of the overall interpretation of the qualitative analysis and results of focus group discussions were then tested by the researcher by distributing questionnaires to employees/officials/authorities of the Sulawesi Utara Tourism Office, Airport Authority, and Aviation Companies with the following simplifications results:

Table Questionnaire on strategic planning and air connectivity for tourism in Sulawesi Utara Province.

No	Question	Number of Respondents					
		STS1	T.S.2	N3	S4	S.S.5	
Environmental Observation							
1	Was an impact analysis of the global tourist multiplication on tourism infrastructure readiness conducted?	96	6	21	23	24	22
Determining the Mission of the Organization							
2	Do officials in determining the organization's mission involve employee forums and related parties?	96	36	32	15	8	5
Strategy and Target Determination							
3	Do officials formulate strategy and target determination with in-depth analysis	96	2	16	40	32	6

and involve a team of experts?

Air Connectivity and Tourist Access

4	Do central and regional officials have a strong commitment and adequate resources to realizing air connectivity and tourist access?	96	21	39	21	9	6
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Airport and Air Navigation Management

5	Is the authority of P.T. Angkasa Pura in managing airports and air navigation run professionally with world-class standards?	96	19	38	13	11	15
		84	146	112	84	54	

Respondents who answered: 54 x 5 = 270
Strongly agree (S.S.5)

Agree (S4) 84 x 4 = 336

Neutral (N3) 112 x 3 = 336

Don't agree (T.S.2) 146 x 2 = 292

Strongly disagree (STS1) 84 x 1 = 84

Total Score = 1.318

The total highest score for items strongly agree (S.S.) is 5 x (96 x 5 aspects) = 2400

Strategic planning $\frac{1318}{2400} \times 100\% = 54,91\%$

The overall discussion of the description above shows that the air flight connectivity policy as an integral part of the strategic tourism planning in Sulawesi Utara Province has not been effective dan has not had a positive impact on tourist destinations and surrounding communities. As a result, the program's goal of becoming a tourism province has not been achieved. This argument is based on qualitative descriptions, which were tested quantitatively through questionnaires with respondents from officials/officers/employees/ Department of Tourism of Sulawesi Utara, P.T. Angkasa Pura, and Aviation Companies.

Research findings that contribute to the creation of a "New Bali" in Eastern Indonesia are the importance of the preparation and implementation of the North Sulawesi Regional Tourism Development Master Plan for a period of 25 years comprehensively and based on scientific studies, while the current short-term development planning of 5 years is routine and administrative. Then it is necessary to deregulate flights for new routes to tourist destinations and the provision of government subsidies for airline companies that open these routes can be a key factor in the development of Marine Park tourist destinations in Eastern Indonesia.

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