

The Role of Industry-Based Tourism in Business Development in Indonesia

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ABSTRACT

Tourism has a lot of origins about tourist attractions, as well as the people. The community is basically an important role in the realization of a tourism place. There are local people who act as owners and managers and run their business in the tourism area, as well as the community as visitors from tourism places. In tourism there is a tourism industry in it, which is one of the largest and fastest growing industries in the world. The tourism industry is one of the largest and fastest growing industries in the world. The Tourism Industry is very different from other industries, such as the clothing industry and the agricultural industry, the Hospitality Industry is more likely to operate in providing services. Tourism is part of business development in Indonesia, ranging from hotels in it, modern tourism, marine tourism and other tours, which play a role in the progress and development of business in Indonesia. The increasing population growth, coupled with increasing economic needs, has made people develop creativity from their communities to develop businesses based on the tourism industry.

Keywords: Tourism; Industry of Tourism; Business

INTRODUCTION

If you hear the word tourism, it must sound familiar to your ears, you will imagine a place that is so amazing, beautiful nature, challenges, scenery, fresh and cool air, and others that make us want to travel to relieve fatigue and tiredness that exists. Good because of work, stress and many tasks, so traveling can reduce the existing fatigue a little and as a reliever of boredom.

The word tourism is certainly no stranger to our ears. When we hear the word tourism, in our minds we may imagine amazing places, beautiful nature, challenges, views, fresh and cool air, and other things that make us want to travel to relieve fatigue and tiredness. Both because of work, stress and many tasks, so traveling can slightly reduce existing fatigue and as a boredom reliever. Tourism has various origins regarding tourist attractions, as well as its people. Society is basically an important role in the realization of a tourism place. Both local people who act as owners and managers and run their business in the tourism area, as well as the community as visitors from tourism places. If this form of society is distinguished on the basis of the relationships created by its members, the form of society can be divided into the *paguyuban* community (*gameenschaap*) and the *patembayan* community (*gesselschaap*). The *paguyuban* community (*gameenschaap*) is a society in which there is a personal relationship between one member and another, giving rise to an inner relationship, for example, namely fathers and mothers, brothers and sisters. The *patembayan* community (*gesselschaap*) is a society in which the relationship between one member and another is straightforward and has

the same goal of obtaining material benefits (Busroh, 2017). Examples are hotels, restaurants, limited liability companies, limited partnerships, firms and others.

According to the basis of life or culture, society is divided into five forms, namely: (1) Primitive society is a society that is still completely simple, both the way of life, the way of dressing, the rules of behavior and so on. Meanwhile, modern society is a society that is more advanced than primitive society regarding everything. (2) Village community and city community. The village community is a group of people who live together in the village. While the urban community is a group of people who live together in the city. (3) Territorial Community, is a group of people who live together in a certain area. (4) Genealogical Society, is a society whose members are related by blood. (5) Genealogical Territorial Society, is a community whose members are related by blood and live together in a certain area. (Faisal & Mariyani, 2018)

Since several centuries ago, economic thinkers have seen in several cases regarding the growth factors in various countries in the world, it has been shown that trade relations and economic relations with the outside world are very important in supporting the economic development of a country. These economists have been since the time of the Mercantilists.

Basically, tourism is a travel activity carried out by a person or group of people outside their place of residence, temporary in nature, for various purposes as well as to earn a living (Kodhyat, 1983 in Revida et al., 2022). Meanwhile, tourism is referred to as a phenomenon of human travel individually or in groups with various purposes, as long as it is not to earn a living to settle down. (Revida et al., 2022)

From these several definitions, it is obtained that tourism is a field that is multidimensional, involves and intersects with various sectors and actors. At first glance, the words tourism and tourism seem to have the same meaning. But if we look more closely, then the meaning of the word tourism is broader than the word tourism.

Literature Review

Referring to Article 1 of the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism. There are definitions related to tourism by providing the following meanings, namely: Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period. Tourists are people who do tourism (Ibrahim et al., 2018). Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government and Regional Governments. (Rusmini, 2021)

The tourism industry is one of the largest and fastest growing industries in the world (Ranasinghe et al., 2020). The Tourism Industry is very different from other industries, such as the clothing industry and the agricultural industry, the Hospitality Industry is more likely to operate in providing services.

Hospitality Industry offers a very unique service, namely how to provide good service, so that consumer expectations can be realized. Hospitality Industry is an industry that has a very broad scope, including lodging, restaurants, gatherings, parks, transportation, and other activities related to the Tourism industry. The realization of consumer expectations has an

influence on customer satisfaction. It has previously been stated that the role of the business-based tourism industry is very important for a source of foreign exchange for a region or a country.

The development of tourism areas is due to the large number of people, the necessities of life and the tourism potential in the area. Increasing population growth, coupled with increasing economic needs, makes people develop their creativity, by utilizing the area around tourist attractions, by creating new tourist destinations. (Simanjuntak et al., 2017)

The role of the tourism industry in the tourism business, contained in it is management (Andayani, 2014). In general, management is an activity ranging from planning, execution, and supervision. In essence, these activities are carried out with the aim of achieving goals or targets. This goal emphasizes the need for the government in a country to encourage foreign trade activities, in order to collect gold and silver currency. Where at that time gold and silver were the main types of currency.

Regarding the role of trade and foreign economic relations in increasing growth and also for prosperity in a country. This means that without management activities in the tourism business and industry, it is very unlikely that goals, targets and profits can be achieved.

Management science is undeniably very closely related to everyday life. Without us realizing it, more or less the art of management has been applied in almost all activities. A simple example is when someone is shopping at the market. The person must do the planning by making detailed and complete records of what shopping will be purchased, even including the estimated price. They even do calculations between the money they have and the amount of spending later.

Business development the tourism industry itself is growing as a result of a response to increasing environmental issues that are developing (Ramly, 2007). This tourism industrial area is being promoted with a long-term goal, to participate in encouraging the conservation of the environment and natural resources within the framework of sustainable development. Sustainable development itself is to meet the needs of the current human population in a development, without having to reduce the rights of future generations to fulfil their needs.

Tourism boundaries should pay attention to the anatomy of the symptoms which consist of three elements: humans, namely people who travel, space, namely the area or scope of the place to travel, and time, namely the time spent traveling and staying in a destination tour (Nugroho & Duari, 2020). Tourism can also be a demand for one's desire to know the culture and lifestyle of other nations and as an effort to understand why other nations (foreign tourists) are different from domestic tourists.

Tourism is a means of restoring one's moral health and re-establishing one's emotional balance. It is also possible that tourism is used as a way to reinvent oneself. This is possible when a person is in a different environment. This situation is only possible when travelling, because travel can give rise to a feeling that the person has been psychologically removed from his or her own housing environment. So thus, a feeling of anxiety mixed with curiosity and love for new experiences in him.

The community has also begun to relate various environmental themes in various tourism industry activities from the supply side and the demand side which can increase the tourism business. Tourism activities also have a positive effect, namely being able to benefit in terms of community economic growth, reducing unemployment, opening up large and small business fields, producing souvenirs of local specialties, both old/traditional and modern handicrafts, increasing regional income and progress and also increase the foreign exchange of a country. (Vellas & Bécherel, 2008)

The growing tourism industry is as a result of the growth of the human population and the necessities of life that accompany it are unavoidable. Often the business growth of the tourism industry, which is followed by physical development, land use change, and changes in landscapes, threatens forms of biodiversity. This conflict is getting sharper and becomes important world issues. Developing countries with high levels of biodiversity are the areas where the most biodiversity is lost and lost. A concept to bridge regional development without sacrificing the surrounding biodiversity. (Hakim, 2004)

METHOD

This research method uses a qualitative descriptive analysis. Research with a qualitative approach emphasizes its analysis on deductive and inductive inference processes and on analysis of the dynamics of the relationships between observed phenomena, using scientific logic. (Moleong, 2017)

This does not mean that the qualitative approach does not use quantitative data support at all, but the emphasis is not on hypothesis testing but on efforts to answer research questions through formal and argumentative ways of thinking (Arikunto, 2017). What needs to be realized in qualitative research is that researchers only use search and review of the literature as a guideline, and are not intended to determine the direction and content of their research activities. In accordance with the inductive nature, researchers who use qualitative methods must be open to the possibility of new concepts emerging from the research, especially when carrying out preliminary research. (Mulyadi, 2012)

Therefore, it is not impossible if the researcher has to change the research problem which is different from the original plan. In addition, the search and review of the literature is also not intended as a basis for compiling the questionnaire. Literature searches and reviews are used solely to enrich ideas when researchers prepare themselves to think about various things and possibilities related to the interview guide. In qualitative research, the researcher is the research instrument.

RESULT AND ANALYSIS

The role of the tourism industry is very important for a source of foreign exchange for a region or a country. The development of tourism areas is due to the large population, necessities of life and tourism potential in the area. Increasing population growth, coupled with increasing economic needs, makes people develop their creativity. By utilizing the area around tourist attractions, by creating new tourist destinations.

The development of this new tourist area is expected to increase the number of tourists or tourists, both domestic and foreign tourists to visit various spots in tourist areas in the region or in the country. The role of the tourism industry in the development of tourism area development in an area is very important. Regional Governments must be more observant in seeing and developing tourism areas in their regions. The more and the increasing number of tourism places, the more jobs will be added to the surrounding communities.

The development of the tourism industry area itself is developing as a result of a response to increasing environmental issues that are developing. This tourism industrial area is promoted with a long-term goal, to participate in encouraging the conservation of the environment and natural resources within the framework of sustainable development. Sustainable development itself is to meet the needs of the current human population in a development, without having to reduce the rights of future generations in meeting their needs.

Tourism is a means of restoring one's moral health and re-establishing one's emotional balance. Maybe tourism is also used as a way to reinvent oneself. This is possible when someone is in a different environment. This situation is only possible when traveling, because travel can create a feeling that the person has been psychologically deprived of his own housing environment. So that in this way, a feeling of misgivings mixed with feelings of curiosity and love for new experiences will grip in him. The community also began to associate various environmental themes in various tourism activities. Both from the supply side and the demand side. Tourism activities also have a positive effect, which can be beneficial in terms of community economic growth, reduce unemployment, open up large and small business fields, produce regional handicraft souvenirs both old/traditional and modern handicrafts, increase regional income and progress and also increase the foreign exchange of a country.

The tourism industry is a concept that needs to be understood to be analyzed and used as material for decision making. However, almost all countries do not understand this, so that various problems arise that make it difficult for the industry to develop in a realistic or credible manner related to basic tourism information in predicting its contribution, both to the regional, national and global economy.

The tourism and travel industry are number one in providing labor in Australia, Bahamas, Brazil, Canada, France, West Germany, Hong Kong, Italy, Jamaica, Japan, Singapore, United Kingdom and America. This statement is based on data published by the American Express company. (Utama et al., 2021)

Tourism can also be interpreted as a service and treatment. The tourism business is divided into three main groups, namely the tourism service business, the business of tourist objects and attractions, the last group is the business of tourism facilities. Meanwhile, what is meant by business is the activity of producing goods or services to be sold in a certain location and has its own administrative records and there is one person who is responsible.

Tourism as an industry, tourism is seen as having the opportunity to play an active role in conservation and sustainable development by designing a conservation-based tourism concept. If managed properly, the tourism industry will have an impact on enabling the flow of funds to finance programs for empowering and strengthening local communities, as well as

conserving natural resources and the environment. The characteristics of service in the hospitality industry are part of the service industry that offers experiences to consumers. In a company providing satisfaction to consumers is not only limited to the lower level, but the culture of serving must be applied to all lines, from top management, middle, and bottom levels.

The characteristics of service businesses in the hospitality industry include intangibility, inseparability, perishability, and variability. Intangibility refers to the products produced by the hospitality industry cannot be seen, touched, smelled or tasted after the purchase process. Inseparability refers to production and consumption of hospitality industry products must be carried out at the place where the product is produced. Perishability refers to the products in hospitality cannot be stored for further use or subsequent sale. Variability refers to the services provided to customers vary from time to time, depending on what experience you want to provide to guests. (Andayani, 2014).

Overall, tourism products have been recognized as service products with the following characteristics. Invisible, means tourism offers services that consist of service aspects. Services cannot be owned, services are performed and evaluated based on the results of a pleasant experience or vice versa. Tourism products cannot be saved, as the opportunity to offer rooms and the opportunity to rent a seat on an airplane cannot be stored or stacked for future use, if not used at that time, the opportunity will be lost forever. Inelastic supply, because tourism products cannot adjust to changes in demand, in the short or long term. The demand that increases and decreases in the short term only has a small effect on prices, fluctuations in the long run determine the composition of the product and its selling price. The elasticity of demand for tourism products, the demand for tourism products reacts quickly to events and changes in the environment such as security threats, economic changes and changing fashions. Tourism products are complementary as they are not a single service, but consist of several complementary sub-products.

Tourism products are inseparable as production and consumption occur simultaneously, there is no transfer of ownership. The customer-tourist must be present when the service is performed to be enjoyed. Heterogeneity, heterogeneous tourism products, because it is impossible to produce two identical tourism services. Fixed costs are high, the initial price for providing the basic elements of tourism products, such as transport (airplanes, trains, buses, etc.) and accommodation (hotels, villas, etc.) is very high. Expensive investments are made without any guarantee that investments will be reciprocated and profits will be made in the future. Labor intensive, tourism is a human industry. Part of the travel experience is the quality of service received by visitors and the skills of tourism company employees at a tourism destination in Indonesia.

In connection with the role of the tourism industry in business development in Indonesia, it is very contributing to developing business in Indonesia, especially in increasing the country's foreign exchange in general and regional foreign exchange in particular. As well as increasing business growth in the area around where the tourism industry is located. The balance between tourism and business sector development, environmental protection and satisfaction between the two parties, are the main points of thought in interpreting business development in Indonesia.

CONCLUSION

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The conclusion of the study that has been carried out shows that the role of industry-based tourism plays a very important role in business development in Indonesia. This is because tourism is a sector that plays a very important role in advancing and developing various business sectors in Indonesia in general and in the regions in particular.

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