

# Tourism Components and The Perspective of Hospitality Industry in Supporting Sustainable Urban Tourism Development

Dina Mayasari Soeswoyo

Sekolah Tinggi Pariwisata Bogor  
Bogor, Indonesia  
dinamayasari3@gmail.com

Sekti Rahardjo

Sekolah Tinggi Pariwisata Bogor  
Bogor, Indonesia

Putu Swasti Asparini

Sekolah Tinggi Pariwisata Bogor  
Bogor, Indonesia

**Abstract**—This research aims to explore the six tourism components of Bogor City, West Java-Indonesia and investigate the perspective of hotel and restaurant industry toward the development of sustainable urban tourism destination. This study used a qualitative-exploratory approach, based on four (4) aspects of sustainability tourism. Data collection techniques are through observation, semi-structured in-depth interviews from key informants to get a broader picture of the perspective of the role of hospitality industry, as well as documentation and literature studies. The informants in this study were the Chairman of the Indonesian Hotel & Restaurants Association (PHRI) of Bogor as representatives of the hospitality industry, and the Head of the Bogor Tourism Board which were then analyzed using descriptive-qualitative technique. The results of this study reveal a description of six tourism components of Bogor City and the role of hospitality industry toward development of sustainable tourism destination in the aspect of economic, environmental, social and cultural, even though it is still not optimal and needs to be further enhanced in tourism development planning. Some research implications i.e. increase understanding and quality of human resources, re-socialization of related government policies, and increase cooperation between all tourism stakeholders.

**Keywords**—urban tourism; tourism components; sustainable tourism development planning.

## I. INTRODUCTION

Today's population growth tends to be more rapid in large cities. Refer to Licciardi & Amirtahmasebi as cited by [1], more than half of the world's population has lived in cities and more than 90% urban growth occurs in developing countries. The attractiveness of the city as a center of government and various of innovations, industry, fashion and lifestyle can be a powerful magnet for the process of urbanization. The rapid of urban development, brings various benefits and impacts for the city and community. The large number of high-rise buildings, the development of various industrial sectors, the construction of residential housing facilities, and the number of modes of transportation as well as the development of lifestyles, unwittingly have reduced green land, increased the amount of industrial waste and transportation and caused

social impacts. Refer to Lazaroiu & Rosciab as cited by [1], cities for example, consumes 75% of world energy produces 80% of carbon dioxide emissions. The 'smart city' paradigm, which has been adopted by many cities around the world, represents an environment where innovation and technology complement city activities and services to provide benefits to residents and visitors. In Europe, initiatives for sustainable urban development have taken into account important principles including environmental sustainability, economic development and high quality of life [2]. The rapid development of technology, knowledge and information today, has helped urban development, including the tourism sector.

The scope of this study is in Bogor City in the province of West Java, which is only about 1-hour drive from the Indonesian capital, Jakarta. Known as the Rain City, Bogor, which has a fresh climate, is also very strategic because it borders the Bogor Regency, Bekasi, Tangerang, Sukabumi and Depok areas. Rich in various cultural potential, natural and artificial tourist attractions, making the city of Bogor has a unique tourism charm. The increasing number of tourists to the city of Bogor, provides many benefits especially on economy aspect on the city and its people. Many of the city's tourism potentials make an important contribution to the development of cities and also Indonesian tourism, such as tourism in the city of Bogor, which on average annually contributes the largest part to local taxes which then become part of the Regional Original Income (PAD). Unfortunately, there has not been much research on sustainable tourism that focuses on urban areas and even seems almost neglected [3]. Based on the results of previous studies [1], congestion, queues of tourists, crowds, destruction, emissions and pollution caused by mass tourism in cities, however, are the negative effects of uncontrolled tourism development in urban areas. This research was inspired by [4], [5], aims to explore the six tourism components of Bogor City and find out the extent perspective of the hospitality industry toward the sustainable tourism development in terms of economic, social, cultural and environmental aspects.

II. LITERATURE REVIEW

A. Tourism and Its Components

Refer to [6], the definition of tourism is "Various kinds of tourism activities and supported by facilities and services provided by the local community, fellow tourists, central government, regional government and tourism industry". Included in the tourism industry are 1) Tourist Attraction, 2) Tourist Transportation Services, 3) Travel Services, 4) Food and beverage services, and 5) Accommodation Supply.

There are four main components of tourism development known as 4As that is Attraction, Accessibility, Amenities and Ancillary Services [7], [8]. Refer to [9] as show in figure 1, tourism planning components are divided into six groups, namely: Tourist attraction and activities included natural, culture and other attractions, as well as various tourist activities in the area. Accommodation, in the form of hotels and various forms of lodging facilities including services. Other Tourist Facilities & Services needed for tourism development, such as restaurants, tour operators, souvenir shops, tourism information centers. Facilities and Transportation Services are access to tourist destinations including transportation services within the destination area. Institutional elements needed to develop and manage tourism include HR management programs, marketing strategies, management organizational structures, tourism regulations, investment policies, and development programs. Other tourism infrastructure needed, such as clean water, electricity, telecommunications, and sewerage.

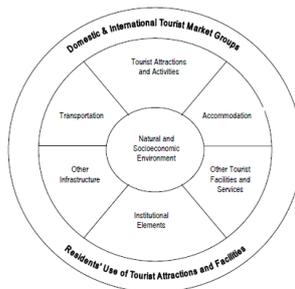


Fig. 1. Components of a Tourism Planning [9]

B. Sustainable Tourism

Referring to Israte and Bran as cited in [2], the concept of sustainable tourism emerged in the early 1990s, which was the development of the concept of sustainable development. This concept is promoted by many international and national organizations such as the World Federation for the Protection of Nature, and the European Federation of National and Natural Parks, which defines sustainable tourism in 1991 as development, marketing and management of all forms of tourism taking into account natural, social and economic, environment and preserving natural and cultural resources for future. According to the World Tourism Organization, sustainable tourism development responds to the current needs of protecting and increasing future tourism for tourists and

local communities. Refer to Stanciuastu as cited in [2], through sustainable tourism, all resources can be managed to satisfy the needs and to maintain cultural integrity, biodiversity, ecological dimensions and living systems. Figure 2 describe the principle of sustainable tourism refer to White & Scot as cited by [2], that divide into economic, environmental, and socio cultural dimension.

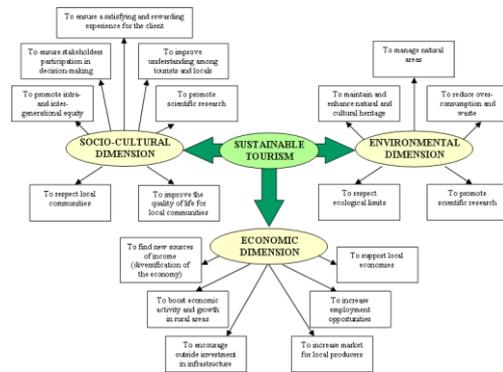


Fig. 2. Principles of sustainable tourism, adapted from White, Blackstock & Scot. as cited by [2].

Based on several theories explained earlier, Figure 3 below is the framework of this research:



Fig. 3. Conceptual Framework.

III. METHOD

This research is qualitative-explorative, conducted from September to October 2018 to explore qualitatively various tourism components of the City of Bogor and also the exclusive investigation of the hospitality industry in Bogor to support the development of sustainable tourism destination. The key informants in this study were the Bogor accommodation and restaurant industry which was represented by the Chairman of the Bogor Hotels and Restaurants Association (PHRI), who was able to provide qualitative information about matters relating to the support of the hospitality industry in the development Bogor City sustainable tourism destination, and also representatives of the local government of Bogor City for tourism. Data collection techniques through direct observation, face-to face in-depth

interviews, via e-mail, telephone and What-App. documentation as well as literature studies. The data analysis technique used in this study is the stage of data reduction, presentation, conclusion and verification of data through time triangulation.

#### IV. FINDING AND DISCUSSION

##### A. Identification of six Bogor City Tourism Components

###### 1) Tourist Attraction and Activities

Bogor is about 60 km from Jakarta, is one of the supporting cities of West Java Province. Besides being directly adjacent to the city of Jakarta, as the country's capital city of Indonesia which is also the center of government, the city of Bogor also has a direct border with the cities of Depok, Tangerang and Bekasi, very strategic and easily accessible from various directions either by ordinary roads or highways. Bogor is famous as a city of rain with a relatively fresh air and rich in various natural, artificial and cultural tourist attractions. Various regional cultures and arts continue to be preserved and developed into tourist attractions that are held regularly in various cultural festivals. *Nyunda* Wednesday and Friday *Batik* are form of regional cultural preservation that is called upon by the Bogor City government where every Wednesday, government employees and residents are encouraged to wear Sundanese traditional clothing "pangsi" and every Friday to wear Bogor Batik clothes. 'Istana Untuk Rakyat' (Isturo) is a routine program where people can visit the palace and study history [10].



Fig. 4. Bogor Tourist Attractions: A. Presidential Palace, B. Hihid Dance, C. De Voyage, D. Home Gong

###### 2) Accommodation

Associated with tourism supporting accommodation facilities, various lodging facilities available in the city of Bogor consist of 2 to 4-star and non-star hotels, spread in the city center and in supporting areas or resorts. Official accommodation rates in Bogor start at Rp. 100,000, - up to Rp. 2,000,000 per night, with an average length of stay of 1-2 days. In 2017, there are 83 accommodation facilities in Bogor City.

###### 3) Other Tourist Facilities and Services

Shopping, restaurants and hawker centers are found along Pajajaran Street. On Jalan Suryakencana to Tajur area are found many factory Outlets, bag craft centers, and various local dishes such as fried toge, pickles, soto kuning, laksa, doclang, roasted corn pickles. Almost 200 Restaurants and cafes are registered in 2017. Outlets are generally open from morning to night, but traditional markets and craft centers are open from morning to evening. In 2017, there were 37 DMOs in Bogor that could help organize tourism programs and accompany tourists [10]. The development of digital technology today, makes it very easy for tourists to find various tourism information in Bogor such as tourist attractions, restaurants and DMO.



Fig. 5. Some of Restaurant and Accommodation Facilities in Bogor City : De Leuit Restaurant, Hotel Salak The Heritage, Novotel Resort, Lemongrass Restaurant

###### 4) Transportation Facilities & Services

The transportation system in Bogor is divided into two, namely the road and railroad transportation system. In Bogor, the current movement of people and tourists is more focused in the city center. In-flows from outside the city of Bogor are generally through access to the Jagorawi toll road, Bogor Main Road or through the train station. Rail or railroad influence is quite large which is one of the main modes of transportation for residents and tourists who want to visit Bogor, in addition to using buses, private vehicles, taxis and on-line transportation. For public transportation modes in the city of Bogor, it is dominated by many and easily obtainable urban transportation (Angkot), two-wheeled and four-wheeled transport based on-line, also carts and rickshaws in certain areas. A Central Bureau of Statistics [11] report, examine the total length of roads in Bogor City reaches 757,393 km. in 2016 and has no additional roads since 2012. This is not comparable to the increasing number of vehicles in the city of Bogor. This often causes congestion on various roads in the city center, especially the tourism. Since March 2016, Bogor government has implemented a one-way traffic lane system in the downtown area encircling the Presidential Palace and Bogor Botanical Gardens, thus it is enough to decrease congestion, increasing road performance and road service levels [11]. The important mode of transportation for tourists are the electric railroad train. The better facilities and

convenience of the commuter line train service, are used by tourists from Jakarta, Depok, Tangerang, Bekasi, as fast, cheap and convenient transportation.

##### 5) Institutional Elements

Bogor Tourism Board is a government institution that plays an important role in tourism development in Bogor, with a vision for the 2015-2019 period is to make the Bogor as cultural city oriented to the Tourism Industry and Creative Industry [12]. In the implementation of Bogor Tourism and Culture Department in collaboration with various tourism associations and also the Bogor tourism community in realizing the vision and mission and strategic planning of Bogor urban tourism. Indonesian hotel and restaurant association (PHRI) is a non-profit association of hotel and restaurant owners as well as professionals for the development of the tourism industry sector; presenting the aspirations and challenges of the industry to the government to create a structured policy in accordance with the real needs of the industry. PHRI Bogor branch is a protection organization, coaching and aspirations of members for the development of the tourism industry in Bogor. Currently PHRI Bogor consists of 20 board members and 70 association members with the main activities of improving the quality of hotel and restaurant services in Bogor [12]. The Association of Indonesian Tours & Travel Agencies (ASITA) is an association that accommodates business people in the field of travel services in Indonesia. ASITA's Bogor City branch aims to improve the image of Indonesian tourism and Bogor City, as well as the role of members as the main players of national tourism, which consists of 16 board members and 37 association members [12]. Tourism Driving Group (KOMPEPAR) is one of the elements of the tourism community that is committed to help the government in building the world of tourism, based on the value of local wisdom by utilizing the involvement of the surrounding community. It's considered to be more understanding of the potential and other aspects of the environment. The purpose of KOMPEPAR's establishment was to increase community participation, awareness of tourism and community charm, environmental security and ultimately increase tourist visits [12].

The Regional Tourism Promotion Agency (BPPD) of Bogor was officially established at the end of 2014, a non-governmental agency tasked with helping to promote the City of Bogor [12]. The BPPD consists of 9 members (4 representatives of tourism associations, 2 of professional associations, 1 of aviation associations, 2 experts / academics) with a term of service based on the Decree of the Governor of West Java. Their role is to increase image of Bogor and Indonesia tourism, increase tourist, raise funds, develop tourism research.

##### 6) Other Infrastructures

Clean water in Bogor is managed by a government-owned enterprise, namely the PDAM Tirta Pakuan, used for households, commercial, industry, government agencies, social facilities, water tanks and special customers. The

PDAM clean water channel has been distributed almost all areas of Bogor, because there are some people who choose to install their own installations to use ground water because it is free. For the benefit of tourists, clean water installations are widely available in public toilets of tourist destinations, shopping centers, bus terminals, train stations, gas stations and other public places. Unfortunately, not all toilets available in public facilities are well maintained, currently no public clean water facilities for tap drinking. Electricity which is facilitated by PLN (State Electricity Company) has been evenly distributed in Bogor and can be used 24 hours. Telecommunication in Bogor is under the auspices of the Office of Communication, Informatics, Statistics and Coding (Diskominfostandi) of the City of Bogor-West Java which is currently doing a lot of development as an effort towards the creation of Bogor as a Smart City. Reference to [13], in 2018 special telecommunications applications will be built for three priority programs, namely pedestrian and park, transportation and mass transportation, as well as waste services, urban cleanliness and public space. In some tourist destinations, public telephone facilities are available but under poor maintenance.

The high population growth causes an increase in various socio-economic activities of the community and also the development of urban facilities such as business, commercial and industrial centers, especially in big cities. This not only creates positive benefits but also has a negative impact, such as reduced green land due to expansion of development, and ecological imbalance due to excess volume and variety of landfill which results in health and environmental problems such as odor and water pollution, the development of insects and also reduces the aesthetics of the city. The Bogor Government has implemented a 3R-based community waste management system (reduce, re-use, recycle), which is a waste bank and integrated waste management program in a temporary landfill in the community that has succeeded in reducing 13% of Bogor waste capacity [14]. Other Bogor government commitments in supporting a comfortable environment towards green city, namely reducing greenhouse gas emissions which are mostly from the transportation sector. Refer to [15], several efforts include cooperation and assistance from international non-governmental organizations, including the French Independent Organization AFD, which has conducted studies in Bogor on Smart Street Lighting & Climate Change Action. Plan and Japanese research institute NIES which has provided assistance in the use of energy monitoring tools, continues the climate change mitigation and adaptation program, by creating a one-way system of public transport (re-routing), integrated bus stops, environmentally friendly transport, with emission reduction targets up to 29%. In 2016, Bogor won the competition and was awarded as "The Most Lovable City in the World" organized by WWF in the One Planet City program in realizing sustainable urban development throughout the world. Community support and also the commitment of the Bogor government in anticipating and mitigating climate change as an effort to create a city that is loved becomes better and more sustainable, plays an

important role for the development and tourism of the city [16].

#### *B. Perspective of Accommodation and Restaurant Industry in Supporting Sustainable Bogor Tourism.*

According to the Head of the Bogor Tourism Board [17], the local government of Bogor through the Manpower Office has obliged industry players including hotel and restaurant industries in the City of Bogor to empower local workers at least 75% of the total overall work, but not yet implemented optimally. This was confirmed by the Chairman of the Indonesian Hotel and Restaurant Association (PHRI) of the City of Bogor, "The Manpower Office has instructed the hotel and restaurant business activities to absorb the local workforce to the maximum extent possible, although it has not been implemented optimally due to quality and other constraints" [18]. For this reason, several efforts are needed to reduce the negative impact of social aspects from the development of the Bogor hotel and restaurant industry. The existence of social jealousy, security and comfort from the surrounding community can occur if it is not well anticipated. According to the Chairman of the PHRI Bogor, some hotels and restaurants in Bogor already understand the importance of synergizing with the nearest environment and conducting social service programs or CSR for the surrounding community, such as giving donations to public facilities in the surrounding area, repairing places of worship. However, it is recognized that this has not been done by all hotel and restaurants in Bogor.

In the cultural aspect, several hotels and restaurants in Bogor have helped implement local culture in its business, such as applying Sundanese traditional uniforms for some operational employees, especially those directly dealing with tourists and serving a variety of Sundanese specialties in the. Some restaurant employees in Bogor City use Sundanese cloth and there are several restaurants that play Sundanese gamelan music as a dining accompaniment [18]. The same thing was stated by [17] that the Bogor City government program of 'Wednesday Nyunda' is one of the efforts to preserve regional culture, where every Wednesday, the hotel and restaurant industry uses Sundanese clothing, also encouraged to serve a variety of regional specialties.

The linkages in supporting the sustainable tourism of Bogor in the aspect of environmental impact, have been implemented by some hotel and restaurant industries even though not yet maximized. Some of the efforts that have been carried out include waste segregation, reduction of plastic use, efficiency in the use of water and electricity, garden aesthetics and green plants. "Until now there has never been data collection for hotel and restaurant waste production as well as its disposal system, consumption of electricity, water, etc." according to the Chairperson of Bogor PHRI [18]. However, this was responded differently by [17] who said that in fact there were environmental provisions that obliged hotel and restaurant businesses to make reports every six months about consumption of clean water, energy, sewage systems and

others and should also be routinely inspected by the government. There is an obligation for hotel and restaurant entrepreneurs to conduct an environmental impact analysis (Amdal) and make a waste management installation.

Undoubtedly, all industries will make maximum efforts in obtaining economic benefits for business sustainability. For local governments, the taxes charged by tourists through consumption in Hotels and Restaurants are 10 %, and the Bogor Tourism Tax (Hotel, Restaurant and Entertainment tax) is the biggest contributor to the Regional Tax component which is then used to assist government operational costs through the APBD [17]. But unfortunately, the benefits or attention of the government towards the Bogor hotel and restaurant industry is still considered minimal, including in terms of promotional support [18]. The same thing was acknowledged by [17] who said that the budget for the Tourism Office was still limited, currently the utilization of the new budget at the stage helped improve the quality of hotel and restaurant human resources through training program.

The results of this study are in line with [1], that the development of urban tourism in addition to providing many benefits but also can have negative impact if it is not controlled. The rapid tourism development has been anticipated by the private sector in this case in the hospitality industry and the government of the city of Bogor, although not yet maximal, especially on social, environmental and cultural aspects. For the City of Bogor and other tourist destinations in Indonesia, the management of cultural benefits and their impact toward sustainable tourism is one of the unique important factors that can be a comparative advantage for these destinations.

#### V. CONCLUSION

Six supporting components of Bogor tourism are as follows: 1) Components of attraction and activities of Bogor city consists of natural attraction, artificial and especially cultural attraction that is very prominent both Sundanese culture & art, local cuisine, as well as historical heritage. 2) In 2017, there are 83 accommodation facilities consisting of star and non-star rated hotels. 3) Other Tourism Support Facilities available in the City of Bogor are 189 restaurants serving local food, Indonesian cuisine and international dishes. Various Factory Outlets, handicrafts, bags, shoes, souvenirs are found along Jalan Raya Padjajaran to Tajur area, as well as shopping malls. 4) Transportation facilities and services components: Access to tourism transportation from outside Bogor is via highway and also rail-train, with various modes of transportation i.g. buses, private vehicles, online and conventional taxis. The mode of transportation in the city of Bogor is Angkot (urban transportation), online vehicles, delman and becak. 5) The institution element that support Bogor City tourism are the Tourism Office and BPPD as government institutions, KOMPEPAR and HPI as community groups; ASITA and PHRI as private organizations. 6) Other Infrastructure: The Bogor Government has committed to the management of transportation disposal systems and waste,

clean water and electricity through the green city and one planet city programs.

In terms of economic aspect, hospitality industry perspective toward the Bogor sustainable tourism development has support an optimal contribution to business continuity as the largest sector contributing to local government taxes. Majority of the Bogor hospitality industry has support the concept in the social aspect but it has not been maximized because of the ability of surrounding human resources. However, only some of the hospitality industry have been concerned about the benefits and impacts of the environment and culture.

To support the sustainable tourism development of Bogor, here are some implications: 1) Increase understanding and quality of human resources for sustainable tourism through socialization programs. 2) Re-socialization of various policies / provisions governing tourism supporting industries, especially environmental, social and cultural impacts. 3) Increase cooperation between all tourism stakeholders. 4) Provide good administration system, especially on environmental impacts periodically. For further research, it is recommended to conduct more extensive research in exploring the perspectives of other tourism components such as the tourist attraction and institutional elements, in supporting the development of sustainable Bogor City tourism destination.

#### ACKNOWLEDGEMENT

The authors appreciate the financial support from Indonesian Higher Education Technology Research (Ristekdikti), support from the Chair and LPPM of the Bogor Higher Education of Tourism (STP), Syahlan Rasyidi as the Head of the Bogor City Tourism Office and Dr. Yuno A. Lahay as Chair of the PHRI of Bogor City, which have helped much for this research.

#### REFERENCES

- [1] J. Surinach and K. Wo'ber, "Re-print by Tourism economic," Spanyol, 2017.
- [2] A. Zamfir and C. R.A., "Towards Sustainable Tourism Development in Urban Areas: Case Study on Bucharest as Tourist Destination," Bucharest, Piata Romana 6, 2015.
- [3] C. " Maxim, "Sustainable tourism implementation in urban areas: a case study of London," *J. Sustain. Tour.*, 2016.
- [4] N. G. M. K. Utami, "Optimalisasi produk pariwisata perkotaan sesuai tren pariwisata bertanggung jawab di Kota Bandung," 2016.
- [5] N. Glen, "Sustainable Tourism Implementation for Small Accommodation Establishments in South Africa," University of South Africa, retrieved, 2017.
- [6] Undang-Undang Republik Indonesia 10, "Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 Tentang Kepariwisataaan," 2009.
- [7] C. Cooper, *Tourism: Principles and Practice*, Second Edi. Longman, England., 2000.
- [8] A. G. Sugiama, "The Framework of Rural Tourism Development.," in *Proceeding on Business and Economic Seminar*, 2014, pp. 404-410.
- [9] E. Inskeep, *Tourism Planning*. United States of America: Van Nostrand Reinhold, 1991.
- [10] Disparbud, "Istura (Istana untuk rakyat) 2018," *Pemerintah Kota Bogor*, 2018. .
- [11] "Bogor in Figures 2018," 2018.
- [12] "Data Kepariwisataaan Kota Bogor, jilid 2.," 2017.
- [13] Firdauz, "Rencana Pembangunan Smart City Bogor," 2017. .

- [14] L. Rahmawati, "Pemkot Bogor optimalkan pengolahan sampah berbasis masyarakat," 2016. .
- [15] "Transformasi-Center for Public Policy Transformation." .
- [16] D. M. Soeswoyo, L. Dewi, and P. S. Asparini, "Promosi melalui media sosial berbasis partisipasi masyarakat dan peranannya dalam pariwisata kota.," *J. Pariwisata*, vol. 5, no. 2, 2018.
- [17] S. Rasyidi, "Government of Bogor Program," 2018.
- [18] Y. A. Lahay, "Hotel and Restaurant data," 2018.