The Analysis of Tourism Industry in Kacirebonan, West Java, Indonesia

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Abstract: Indonesia is known as a country that has diversity, both in terms of culture, ethnicity, language and also abundant natural resources. Thus, this diversity could be utilized for the development of Indonesian tourism and become the preferred destination among the tourist. Indonesia as one of the tourist destinations must improve the attractiveness of each region through the maintenance of historic objects, preserving culture and the unique environment.Each region has characteristics and potential to be developed into an attractive tourist attraction such as the culture of each tribe or region, historic buildings and natural beauty. The main attraction for visiting Indonesia is its natural wealth, arts and culture, hence, there is potential to develop on the authenticity of Indonesian region. One region that has a wealth of art and culture is the City of Cirebon. This research found that hospitality, communication network and infrastructure are the main causes of the successfulness of tourism industry in Cirebon. Keyword: Culture, environment

I.   INTRODUCTION

The City of Cirebon, as one of the tourist destinations in West Java offers a lot of interesting places due to its historical places such as stories of the saints, the Tomb of the Sunan Gunung Jati Tomb on Mount Sembung which about 15 km to the west of the city center. The Great Mosque of Sang Cipta Rasa, Masjid At-Taqwa, ancient temples, and buildings from the Dutch era are the example of the historic spot. The city also provides a variety of culinary specialties of Cirebon, and there are centers of rattan and batik crafts. Cirebon has four kraton at the same time in the city, namely Kasepuhan Palace, Kanoman Palace, Kacirebonan Palace and Kecireprabonan Palace. All of them have a combined architecture of Islamic, Chinese and Dutch cultural elements. The tourist destination has some uniqueness to be offered and thus, these places has been known to the public as the ancient place and the challenge is to preserve the originality and therefore required attention from the authorities in ensuring all historical places is being preserved accordingly.

1.1 Problems Statement

The identification of the problem is the uniqueness of each tourist destination is yet to be known, inadequate facilities and infrastructure and lack of hospitality from managers, the public towards the tourist. Hence, this research would like to investigate the success factor of tourism destination for the city of Cirebon based on the previous literature.

1.2 Limitation of Research

Based on previous literature, the topic of discussion in this research is too broad, hence, the researcher provides a limitation of the problem only to the analysis of the tourists' attraction at Kacirebonan Palace in the city of Cirebon.

1.3 Problem Formulation

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Based on the limitation of the problem, the formulation of the problem in this study is the success factors that contribute towards the successfulness of tourism at Keraton Kacirebonan, Cirebon City.

1.4 Research Gaps

Previous research has been silent on the success factors of a tourist destination and how the influence of organizational culture can affect the successfulness of a tourist attraction. Thus, by way of examining the employee attitude, this research would find the internal factors that affect the performance of an tourism based organization. Past literature on the effects of hospitality and other success factors of tourist destination was missing, and thus, this research wants to fill this gap.

II.   LITERATURE REVIEW

2.1 Definition of Tourism

With the increasingly development over times, tourism as an industry has increasingly developed, evidenced by the increasing number of hotels built, restaurants, the increasingly crowded world of aviation, and the increasing number of people skilled in tourism. Yoeti (1996, p. 112) in his book entitled, Introduction to the Science of Tourism' states that: Etymologically, tourism comes from Sanskrit. This word actually does not mean tourism (Dutch) or Tourism (English). Tourism in this sense is synonymous with the understanding of the Tour. In this case Pari which means 'Many' many times or round and round and Travel means 'Travel' so Tourism is a trip that is made many times or going round and round from one place to another. Tourism, according to (Director General of Tourism, 1978, p. 40) is *the process of traveling while a person or more to other places outside their place of residence, for economic, social, cultural, political, religious and health or other purposes is of another nature and adds to the experience or learning*.

According to Lunberg (1997, p.13), Tourism is the activities of someone who travels for the pleasure of traveling, because of curiosity (Yuliana Sandar Wijaya 2010, p. 13). Pitana Gde (2009: 45) in his book "Introduction to Tourism Science" states that tourism is a very multidimensional concept like the understanding of tourists. This book also explains the notion of tourism according to some experts, namely: "The activities of persons traveling to and staying in places outside the usual environment for not more than one consecutive year for leisure, business and other purposes" (WTO in Richard & Flicker, 2004: 6) " The sum of the phenomena and relationships arising from the interaction of tourists, business, host governments and host communities, in the process of attracting and hosting these tourists and other visitors " (Macintosh, 1980: 8).

A tourist attraction is something that has a uniqueness, beauty and value in the form of diversity of natural, cultural wealth A tourist attraction is something that has a uniqueness, beauty and value in the form of diversity of natural wealth, culture and man-made products that are targeted or visited by tourists. Regional tourism destinations, hereinafter referred to as tourism destinations, are geographical areas within one or more administrative regions in which there are tourist attractions, public facilities, accessibility, and communities that are interrelated and complement the realization of tourism. Tourism business is a business that provides goods and or services to meet the needs of tourists and the tourism based organization. A tourism entrepreneur is a person or group of people who carry out tourism business activities. The tourism industry is a collection of tourism businesses that are interrelated in the context of producing goods and / or services for meeting the needs of tourists and organizing tourism.

Tourism is an activity that is carried out many times or revolves from one place to another outside the domicile, with the aim of looking for another atmosphere, such as recreation, increasing knowledge, looking for pleasure, business in a certain period of time. In addition, tourism can be a communication tool for tourists with the local community both socially, politically and culturally and also with the presence of tourism, it can easily improve the economic level of the community. Tourism is also a trip made from one place to another with the intention not to do business (Business) or make a living and

not for a long time (temporarily) in the place visited, but to meet human needs in providing spiritual and physical holidays after some time working.

2.2 Definition of Culture

Culture is derived from Sanskrit namely Buddhayah which is the plural form of Buddhi which means 'Budi' or 'Intellect'. Which has the meaning of everything related to reason and manners. Culture in Indonesia is very influential in the development of the times from time to time and changes in natural conditions in Indonesia. This is adjusted to the opinion by experts from Indonesia, according to Ki Hajar Dewantara, who argued that culture is the result of a society's struggle against time and nature which proves the triumph of people's lives in facing obstacles and challenges to achieve happiness. Meanwhile, according to Lehman, Himstreet, they interpret culture as a collection of experiences in life that exist in a particular society. According to Selo Soemardjan and Soelaiman Soemardi that culture is the work of people's creativity and sense. Meanwhile, according to an archaeologist, R Soekomo that culture is the result of human efforts in the form of objects and human thoughts during his life.

2.3 Definition of Attraction and Tourist Attraction Value

One of the elements that can influence the development of tourism is a tourist attraction or tourist attraction. Tourist objects and tourist attractions shortly have the same understanding. But it has a difference in principle. Yoeti (1996: 172), explains that the term tourist attraction abroad is unknown. They are known as Tourist Attraction. While in Indonesia both are known and have their respective understandings. Tourist attractions according to Sammeng in Anggraeni (2011: 24) are 'something interesting that causes tourists to visit a place, region or country. Meanwhile, according to Soekadijo (2000: 64) tourist attractions are said to be successful if it gives a good impression on tourists. Satisfaction depends not only on the tourist attraction itself, but also how to present and present it to tourists. (Puput Dewi Anggreani., 2011: 24). In addition, Soekadijo (2000: 61) explains the conditions for good tourist attractions, which are as follows: A good tourist attraction must be able to bring as many tourists, hold them to tourist attractions in a long time and provide satisfaction to tourists who are come visit.

2.4 Types of tours

According to Nyoman S.pendit (2003, p. 38-43) tourism is divided into several types: Cultural Tourism, Nature Tourism, Maritime Tourism, Historical Tourism, Religious Tourism, Educational Tourism, Honeymoon Tourism, Agricultural Tourism, Convention Tourism, Nature Reserve Tourism, Adventure tourism, Social tourism, Sports tourism, Political tourism, Industrial tourism and Commercial tourism. Source: (Puput dewi Anggreani 2011: 13-14).

- Cultural tourism viz. A tour with the aim of recognizing the customs and culture of the local area. Or habits carried out by people in an area. Natural Tourism, namely, a trip that utilizes the potential of natural resources and the environment as objects of tourist destinations.

- Marine Tourism, namely, travel destinations whose destination is to enjoy the beauty of the sea or the sea.

- Historical Tourism, namely, tours or trips that visit historical heritage sites such as: Museums, Inscriptions, and Temples.

- Religious tourism, namely, tours or trips that visit religious places such as places of worship or graves.

- Educational tourism, that is, a tourism program that is integrated with an educational program in it, usually this type of tourism is carried out by schools to support the school's learning.

2.5 Cultural tourism

Cultural Tourism is a trip made on the basis of a desire to broaden one's outlook on life by making visits or observations to other places, studying the condition of the people, their habits and customs, ways of life, culture and art. Often this trip is combined with opportunities to take part in cultural activities, such as art (Dance, Music, Dramatic Arts, Sound Arts), or historical activities and heritage of ancestors and ancient objects.

Cultural tourism according to the big Indonesian dictionary (2001: 1274): Cultural tourism is traveling together with the aim of recognizing local culture or an area. While the tourist destinations based on culture (Nyoman S. Pendit, 1994: 42) include: Historical cities, which have unique architectural style buildings, monuments, theaters and so on. Educational centers such as universities, research and research centers, institutions scientific, conservatory and so on. A place that has special events such as celebrations, customs, folk parties, sports weeks and so on. Worship centers such as mosques, churches, temples, temples and so on.

Salah Wahab in the book 'Management of Tourism' (1996: 6) says that, Cultural Tourism is the desire to enrich information and knowledge about the State or other places and to satisfy entertainment needs. From some of the quotes above that Cultural Tourism is very important and must be owned by each tourist destination. Because this is an activity or a trip carried out by tourists on the basis of a desire to broaden one's outlook on life by learning the people, customs, ways of life, local arts and culture. To fulfill satisfaction while on vacation in a place or tourist area and also can add insight and knowledge about the culture of an area.

2.6 Tourist objects and attractions

The object and attraction of tourism is a formation and related activities and facilities, which can attract tourists or visitors to come to a certain area or place. Attractions and tourist attractions in shortcuts have the same understanding but have a difference in principle. Yoeti (1996: 172), explains that the term tourism object outside is unknown. They are known as Tourist Attraction. Whereas in Indonesia both are known and have their respective meanings. According to Sammeng (2000: 27) tourist objects and attractions can be divided into 3 types, namely:

• Natural tourism objects are tourism objects whose tourism activities are to sell and incline to nature. And the environment

• While Cultural tourism is an activity or tourist visit more to the culture of an area such as dance, art and attractions • The last is Artificial tours whose activities are to visit man-made tourist spots.

According to the book J. Spillane (1994: 63-67) in each tourism object or location there are actually various interdependent elements. These elements are needed so that tourists can enjoy a satisfying experience that is their vacation. From some of the quotations above that tourist attraction is an activity that has its own attraction or uniqueness, beauty and value that can attract tourists, both natural diversity, art culture from man-made products. This can make tourists feel attracted to come back to visit an area that is the target of tourist visits. So with a tourist attraction in an area, the area will often be visited by many tourists and tourism will develop by itself. As for what is included in the elements of tourism is

a) Attractions

Attraction is the center of a tourism industry. According to his understanding the attraction is able to attract tourists who want to visit it as a tourist destination. Attraction can be classified into several types, namely: Site Attraction and Event Attraction. Site Attraction is more directed to physical and permanent attractions with fixed locations. Attraction events are more temporary and their location changes or can be moved young. The form of ownership of attraction is a very important factor for the tourism industry. Attraction is usually owned by a non-profit sector that does not aim to maximize profits or profits. This sector usually promotes attraction more as social goods than personal goods.

Attractions can attract tourists to a location. Facilities meet the needs of tourists as long as they live a place far from home. Infrastructure and transportation are needed so that a destination for tourists. To meet the needs and requests. Usually they are attracted to a location because of certain characteristics. The characteristics that attract tourists are: Natural condition, which is safe is still natural. So that tourists feel at home and feel comfortable. Another characteristic is the climate and weather. First the tourists see or know the climate and weather of a place or area that will be their visit, so they can know what the climate and weather are like before they visit the place or area. The next characteristic that can attract tourists is Culture if tourists visit a tourist spot then one of the things they want to see and learn from the area is its culture so that tourists feel impressed and gain knowledge about a culture.

Besides culture, the thing that can attract tourists is History. So that tourists want to know the culture and history of a tourist destination. In addition, tourists are also very interested in an ethnic of a tourist destination. Of some characteristics that can attract tourists, the most important thing for tourists to visit a tourist destination is Accessibility, because accessibility is the main factor for visiting a tourist attraction.

b) Facilities

Although attractions can attract tourists from their places of origin to come, but facilities are needed to serve them during the trip. Facilities tend to support and develop at the same time or after attractions develop. During stay away from home, tourists must sleep, eat and drink. Lodging facilities vary greatly from hotels, camping facilities, relatives or friends' houses. The cost of lodging is usually one fifth of the total expenditure for tourists. Providing suitable facilities is very important for the success of a tourist destination.

c) Infrastructure

Attractions and facilities are very important, but cannot be achieved easily if there is no basic infrastructure.

This includes:

• Security, a destination or tourist destination will often be visited by tourists if somewhat safe and far away. This will encourage the growth and development of the area's tourism. So that tourists who visit an area will feel safe and not feel any fear to visit an area.

• Irrigation System, a place or tourist area is always supported by the existence of several facilities, one of which is irrigation where tourists really need water for bathing. In this case, clean water is used through water pumps from the government or manual or self-made irrigation systems such as wells.

• Communication networks, in a tourist area often in question about communication networks, this of course is a boomerang for tourists. Especially business travelers.

2.7 Transportation

There are several problems relating to transportation facilities and terminals. Generally, there is almost no coordination between the three types of transportation such as buses, trains and aircraft and also the regulatory standards that apply to each type of transport are less consistent. For example, directional signs, information is difficult to read and traffic signs must be uniform throughout the system. Airports, passengers often walk far at the airport.

Trains, facilities in the station are inadequate and crime rates are also high, which is a big station. Buses, terminals are always dirty and crowded because many people are not only passengers and cleaning services also make passengers less comfortable.

e) Hospitality

Tourists are in an environment they do not know. Therefore, guarantees regarding safety and Hospitality are very important. Especially for passengers who go far away to other countries. Because with the Hospitality, the picture for tourists will feel impressed or not impressed.

2.6 Definition of Attraction and Tourist Attraction Value

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2.8 Theoretical Framework For this research

The author sees that the Palace of Kacirebonan which has a variety of tourist attractions has these elements. Therefore, the author makes a framework that could be described as follows:
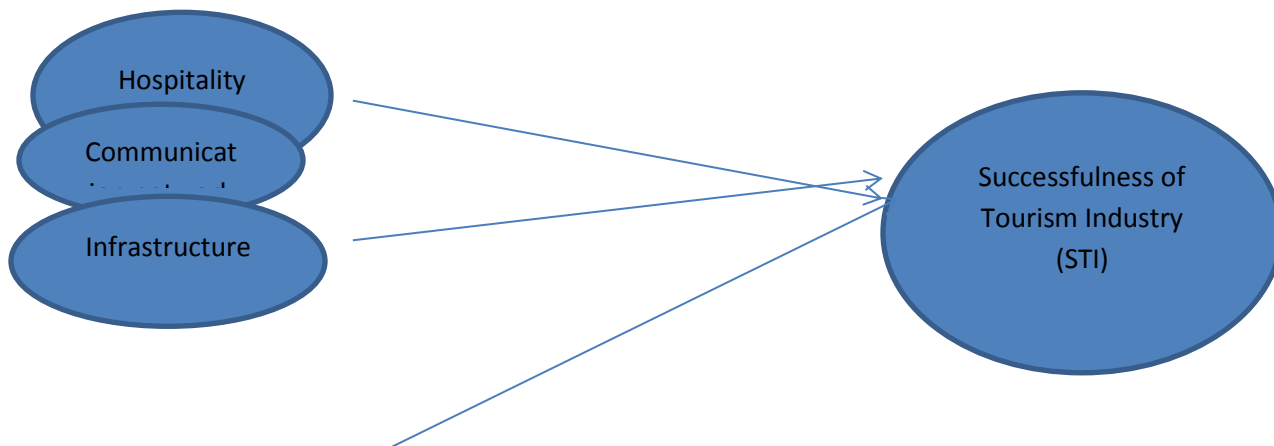
III.   RESEARCH METHODOLOGY

In this study, researchers chose to use descriptive & quantitative methods to discuss research on "Analysis of the tourism attractions of the Kacirebonan Palace". In accordance with the purpose of the study is to provide an overview or description of a situation as clearly as possible without any treatment of the object under study. On this basis, this research was conducted with a descriptive method with a quantitative approach (Ronny Kountur, 108).

In general, descriptive research uses surveys as a method of collecting data. In this study, the authors used a cross-sectional survey. Cross-sectional Survey is a method of collecting data where information is collected only at one particular time (Ronny Kountur, 109). The quantitative descriptive research method is a systematic depiction of a situation as clearly as possible without any treatment of the object under study (Ronny Kountur, 2004: 105). Descriptive research methods do not look for or explain a relationship, and do not test a hypothesis or make a prediction on a case in this study.

According to Sugiyono (2012: 23) said quantitative methods because research data in the form of numbers and analysis using statistics. Quantitative methods are used if the problem is a deviation between what should be and what happened, between the rules and the implementation, between theory and practice, between the plan and the implementation.

Descriptive research, according to Sulistyo-Basuki (2006: 110) looks for an appropriate and sufficient description of all activities, objects, processes, and people. Descriptive method according to Kusmayadi and Sugiharto (2000: 73) is a unit that is observed and will be explained and is an object of research that can be individuals, groups of organizations, communities, the work of human beings, agencies, and so on. The main purpose of descriptive research is to describe the characteristics of a population or a phenomenon that is happening. Descriptive research was conducted to answer the question of who (who), what (what), when (when), where (where), and how (how) associated with population characteristics or phenomena (Wibisono, 2003: 21).

3.2 POPULATION AND SAMPLING

The sample is part of the elements of the population to be studied. The basic idea of sampling is that by selecting parts of the population elements, conclusions about the whole population are expected to be obtained, Cooper & Pamela (2001). The economic advantage of sampling is that it costs less and provides faster results. The respondents of this study consisted of visitors of all ages and genders who came to the Palace of Kacirebonan. Hence, to measure and determine the sample size of a population, the researchers used Slovin's opinion.

IV.   RESULT OF THIS RESEARCH

4.1 Reliability Test for This Research

Table 4.1 Cronbach's alpha analysis (Reliability Test)

Questions Category	Cronbach's Alpha	No of Items
Hospitality	0.702	10
Communication Network	0.701	10
Infrastructure	0.712	10

Source: analysis of data survey

According to Hair et al. (1998), the value of 0.7 is acceptable for the reliability test and therefore, the data in this research has been found as reliable. The reliabilities which is less than 0.6 is being considered as poor and not reliable to be used in social science the research. Thus, all components in Hospitality perspective have been found reliable in this research due to its value of 0.702.

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be used in social science the research. Thus, all components in Communication Network perspective have been found reliable in this research because its value is 0.701

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social science the research. Thus, all components in Infrastructure perspective have been found reliable in this research because the value is 0.712.

Reliability Test: Mean and Standard Deviation

Table 4.2

Perspectives	Mean	Standard Deviation
Hospitality	2.57	1.00
Communication Network	2.32	1.01
Infrastructure	3.22	1.15

Source: analysis of data survey

Summary of Result of Pearson Correlation Analyses for This Research

Table 4.4

Variables	R Value	R-Square	F-Statistic	Std Error Estimate	P-value	Conclusion
Hospitality Perspective	0.47	0.18	87.32	0.31	<0.001	**Significant at p<0.001**
Communication Network Perspective	0.27	0.03	12.81	0.33	<0.001	**Significant at p<0.001**
Infrastructure perspective	0.35	0.06	25.56	0.33	<0.001	**Significant at p<0.001**

Source: analysis of data survey

Table 4.5 Pearson Correlation Analysis 1

Perspectives	Pearson's R	R^2	F-statistic	p-value
HOSPITALITY Perspective	0.47	0.18	89.32	<0.001
Communication Network Perspective	0.27	0.03	12.91	<0.001

Infrastructure Perspective	0.35	0.06	25.44	<0.001

Source: analysis of data survey

4.1 Result of the Pearson Correlation Analysis (PCA)

The Pearson Correlation Analysis (PCA) evaluated the Hospitality perspective and found it to be significant with a p value <0.001 and with a Pearson R value of 0.47. This result support Hypothesis 1, which proved the relationship between the Hospitality perspective and.

The Pearson Correlation Analysis (PCA) evaluated the Communication Network perspective and found it to be significant with a p value less than 0.001 and with a Pearson R value of 0.27. Hypothesis 2, which indicates the relationship between the Communication Network perspective and STI in Cirebon is supported.

The Pearson Correlation Analysis (PCA) evaluated the Infrastructure perspective and found it to be significant with a p value less than 0.001 and with a Pearson R value of 0.35. This result support Hypothesis 3, which state there is relationship between the Infrastructure perspective and Success of Tourism Industry (STI) in Cirebon.

Table 4.6 Summary of Regression Analysis for This Research

Variables	R Value	R-Square	β	Std Error Of Estimate	P-value	Conclusion
Hospitality	0.47	0.18	0.143	0.31	<0.001	**Significant**
Communication Network	0.27	0.03	0.06	0.33	<0.001	**Significant**
Infrastructure	0.35	0.06	0.072	0.33	<0.001	**Significant**

Source: Analysis of Data Survey

4.2 Result of Standard Regression

The standard regression indicates that there is relationship between the three independent variables with the dependent variable. The p value for all independent variables is less than 0.01 and proved the significant relationship. The significant value for all independent variables was less than alpha value of 0.05. Hence, the evidence from the result of standard regression proved the positive significant relationship between all independent variables with dependent variable in this research.

V. CONCLUSION

This research found that the Infrastructure, Communication network and hospitality factor affect the successfulness of the tourism industry in Kacirebonan District. Hence, amongst these three factors, infrastructure factor must be monitored and improvised by the organization and the government must play important role in improving the facilities as well as the infrastructure in order to attract more tourist to the designated areas in Kacirebonan.

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