Development strategy sustainability of historical and cultural tourism in Pacitan

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ABSTRACT: The purpose of this research is to design a historical and cultural tourism strategy in order to improve the community welfare and sustainability of historical tourism in Pacitan. The research method used is descriptive qualitative with PEST analysis. Sustainable tourism development strategy is analyzed based on political, economic, social and technological conditions that accompany the development of historical and cultural tourism in Pacitan. Data shows that as long as the stakeholders in Pacitan have not yet integrated various tourism potentials, each site is managed separately such as cave and beach tours. While historical and cultural potential has not been optimally developed in order to support tourism sector. The results of this study recommend the “sustainability” historical and cultural tourism development strategy as the basis for optimizing the tourism sector in Pacitan as well as to foster national identity through an understanding of local identity.

Keywords: sustainable, historical and cultural tourism, Pacitan

1 INTRODUCTION

The tourism industry has developed with various innovations such as geotourism, eco-histourism, edu-tourism, and other thematic tours (Farsani et al. 2011). The combination of optimizing the potential and innovation in the tourism sector has led to the success of cities and villages in contributing foreign exchange, increasing the welfare of the community, and developing rural areas (Macdonald & Jolliffe 2003; Vogt & Andereck 2000). One rural area that is struggling to develop tourism potential is Pacitan. A barren area on the south coast of Java. This region has a variety of potentials that have not been managed much, especially historical and cultural tourism, because so far the government’s focus has been limited to traces of ancient human heritage tourism, regional potential for food policy, and the development of Klayar beach tourism (Santoso 2009; Faturahman 2017; Ratnasari 2015).

Therefore, this article tries to offer a strategy for developing historical and cultural tourism in Pacitan. This strategy is needed because basically the tourism sector is a very complex activity and requires good organization (Hume 2013). Based on the case that occurred in Russia the integration of historical and cultural tourism has helped improve the socio-economic community, increase regional attractiveness and promote the development of urban services, infrastructure and cultural organization (Ismagilova et al. 2015). In addition, this tour can provide an identity for an area and attract tourists who are ultimately able to contribute to regional economic development (Varfolomeyev et al. 2015).

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2 METHOD

The method used for this research is descriptive qualitative method with PEST analysis. Strategic analysis in accordance with the development of historical and cultural tourism in Pacitan is the PEST method by integrating two tourism concepts, namely sustainable tourism and rural tourism. This method was adapted from business strategy management developed by (Ward & Peppard 2002). PEST analysis looks at several external factors that affect a business plan, namely political, economic, social and technological. Ward and Peppard (2002), see that careful monitoring of these factors may lead to significant business opportunities or identification of potential threats in time to take action to mitigate the effects. The data obtained in this study were divided into four categories in PEST. The results of the data classification were analyzed and adjusted to the strategy for developing historical heritage tourism. Based on the results of this analysis, weaknesses and strengths and what actions would be taken in order to develop historical heritage tourism in Pacitan were found.

3 RESULT AND DISCUSSION

3.1 *Pacitan and its potentials historical heritage*

Pacitan is a district located at the southern tip of East Java Province. Geographically, this district is bordered by Ponorogo Regency (East Java Province) – North; Trenggalek Regency (East Java Province), Timur; Indian Ocean; and Wonogiri Regency (Central Java Province) – West. The landscape of this area mostly consists of hills and mountains, steep ravines and includes the Thousand Mountains stretching along the island of Java. Administratively, Pacitan Regency consists of 12 districts, where the distance between the district center and the administrative center of Pacitan Regency is between 7–72 km. Most of the morphology of Pacitan Regency (49%) is a somewhat mountainous area with a land slope of >40 , and others are land with a flat-wavy area (slopes 0–8%) which occupy an area of 17%, Wavy land (8–15%) occupies $\pm 2.5\%$ area and slightly hilly land (slopes 26–40%) which occupies $\pm 28\%$ area. The Pacitan government divides villages/wards into five categories, namely Tepi Laut Villages/Kelurahan, non-seaside villages/wards, slope/peak villages/wards, valley villages/wards, and plain villages/wards.

Based on the ecological environment, there are two tourism potentials, namely natural tourism and artificial tourism. Natural resources of tourism include beaches and caves, while artificial tourism is historical, cultural and rural tourism. So far, the type of tourism that has been successfully managed with the help of investors and scientific institutions is nature tourism. The most famous destinations are Klayar beach and Goa Gong tours. Meanwhile, artificial tourism (history, culture, and rural areas) has not received good management. Based on the research results, Pacitan has at least 32 historical and cultural tourism potentials that can be combined with rural tourism which is spread across 9 sub-districts as presented in table 1.1.

Based on the condition of the area and the distribution of the potential, the development of historical heritage tourism in Pacitan can be integrated with the concept of rural tourism. This is because tourism utilizes nature and rural human objects as tourist attractions. Besides that, it is also very dependent on natural beauty, the environment, architecture, culture and other sources in rural areas, holidays and tourism activities that are based on experience and traditional rural tourism (Zhang 2012). Pacitan is generally known as a hilly area with a wide area distribution. Administratively, this area is not referred to as a city but a district with areas that are mostly located in the hills far from the center of government. So that people's lives are found in rural communities. In addition, almost all the potential for historical and cultural tourism is in these villages. This is a big capital in historical heritage tourism, so it requires the development of an appropriate strategy and which is fully supported by the surrounding community (Okazaki 2008).

Table 1. The spread of historical and cultural tourism in Pacitan.

No.	District	Tourism Potentials
1	Donorojo	Wayang Beber, Ceprotan Ceremony
2	Punung	Song Continued, Song Keplek, Song Gupuh, Ngrijangan, Baksooka River, Archaeological Laboratory, Museum of Buwana Keling, Tabuhan Cave
3	Pringkuku	–
4	Pacitan	Mantu Kucing Ceremony, Kanjeng Jimat Tomb
5	Kebonagung	Tetaken Ceremony, Baritan Ceremony, tomb of Ki Ageng Buwono Keling
6	Arjosari	Jaranan Pegon, Clean Village, Pondok Tremas
7	Nawangan	Kethek Ogleng Dance, Monument of Jenderal Soedirman
8	Bandar	–
9	Tegalombo	Ngreco Site, Badut Sinampurno, earth alms,
10	Tuakan	Monument and home of Jenderal Soedirman
11	Ngadirojo	–
12	Sudimoro	–

This participation consists of efforts to share roles proportionally, sharing knowledge about self-development (tourism), sharing benefits and costs, and deliberation in decision making (Connell 1997).

3.2 Title, author and affiliation frame recent strategies and tourism policy in Pacitan

The seriousness of the Pacitan government in managing tourism is shown by Perda No.7 of 2013 concerning the implementation of tourism which legally covers all tourism operations, especially transportation services, travel, food and beverage provision, accommodation, entertainment and recreation. The development of the tourism sector is assisted by foreign investors and institutions, such as the development of Klayar beach tourism and the revitalization of Songontin. From this it can be seen that the historical heritage plans have not been reflected in government policies. In addition, the government is also building road access. Based on 2015 data, there are 3 types of roads in Pacitan, namely state roads, provincial roads and district roads. The average access to tourist areas is a district road along 798,000m, but 362,188m is in heavily damaged condition. Another tourism business undertaken by the government is the publication of a map consisting of 23 destinations. In the map only four historical and cultural tourist destinations are listed, even though there are around 32 in Pacitan. This means that there are 28 destinations that are not included in the tourist map list. Even though this destination is a potential historical heritage that reflects the peculiarities of Pacitan such as Wayang Beber and various traditional ceremonies.

From this research it is known that the tourism supporting system sector is still not evenly distributed. There are 27 hotels scattered in Pacitan, Nawangan, and Ngadirojo and 30 in Pacitan, Punung, Pringkuku, Arjosari and Tegalombo). In order to overcome the spread of hotels and restaurants, one of the proposals offered is the provision of traditional homestays. This is done with the main objective of providing easy access from lodging to tourist destinations, in addition to providing new tourist experiences that are sought after by tourists. Other tourism support capacity is a gift shop, which in this case is managed by individuals such as Batik Saji, Pak Ran Tuna Tofu, agate crafts and Putra Samudra.

3.3 Sustainability strategy of historical heritage tourism in Pacitan

Sustainable historical heritage tourism in this study aims to maintain, preserve historical heritage, disseminate historical heritage information through tourism activities, and take advantage of the

existence of historical heritage as a means of cultural heritage and identity. The development of this strategy uses PEST analysis, namely political, social, economic and technological analysis. The use of the concept of sustainable tourism is carried out in order to preserve the potential of historical heritage that is widely spread in Pacitan, from prehistoric times to the physical revolution. According to (Lane 2009) the development of a tourism sustainability strategy needs to pay attention to four things, namely; social, economic, and ecological analysis skills; broad consultations between various stakeholders; openness; and continuous implementation. Meanwhile, the concept of rural tourism is seen in accordance with the conditions and potential of Pacitan which has rural characteristics. In order to analyze this potential, it is important to pay attention to the existence of ownership of natural and cultural resources, multidirectional relationships among stakeholders and the existence of integrative management (Cawley & Gillmor 2008).

The first step is a political strategy carried out by preparing real policies and programs capable of stimulating and providing opportunities for the development of historical heritage tourism. In addition, it also designs real stakeholder participation programs, such as forming historical and cultural tourism awareness groups at the village and sub-district levels. To make it easier, this group can be initiated from members of the Ka-rangtaruna who regularly receive assistance from academic groups and the government.

The second step is an economic strategy. There are various ways to do this, for example running a culinary business that serves typical Pacitan food such as tiwul rice, chicken vegetables in spicy coconut milk, ointment, and grilled tuna. Serving local food in tourism is seen as important for the purpose of presenting attachment to nature, resilience to globalization, strengthening personal identity, seeking freshness, taste and authenticity and for support for local producers (Sidali et al. 2015). This facility will be more complete if the local government is able to provide new tourism experience services such as homestays in people's homes. In addition, to get memories of tourist attractions, it is necessary to design unique crafts and souvenirs. These two goods are among the highest consumption of tourists (Hume 2013) which can contribute to the provision of jobs.

The third step of social strategy includes fostering tourism behavior, fostering an entrepreneurial spirit, and a group approach (Vogt & Andereck 2000). The tourism behavior in question is an awareness of the importance of the tourism sector as a livelihood as well as a guardian of identity. This tourism behavior can be manifested in simple actions such as not destroying historical heritage by committing vandalism, preserving historical and cultural values, and making innovations in the context of disseminating historical and cultural information. Meanwhile, cultivating an entrepreneurial spirit is a simultaneous action between the community and the government on an ongoing basis because without innovation, commitment and the courage to take risks, no tourism can develop (Wilson et al. 2001).

The fourth step of the technological strategy is one of them is developing a historical e-tourism which contains integrated information, especially those related to transportation and accommodation (Varfolomeyev et al. 2015). This begins with data collection and assistance to people who provide these services, including traditional homestays, so that information on the presence of tourists can be coordinated easily.

4 CONCLUSION

Based on the results of the research and discussion in this article, it can be concluded that Pacitan has a lot of historical and cultural tourism potential that needs to be managed properly. Data shows that, so far, the Pacitan government has focused more on developing natural tourism such as beaches and caves, while the development of historical and cultural tourism has not been touched much. This is reflected in several things, including only four historical and cultural tourism sites that are included in the official Pacitan tourist map, minimal access to historical and cultural tourism sites and lack of transportation and accommodation facilities at sites that are potential historical tourism and culture.

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