

TOURISM DEVELOPMENT TOWARDS INTERNATIONAL COMPETITIVE TOURISM IN PROMOTING THE ECONOMY OF EAST JAVA

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ABSTRACT

The tourism sector is an economic sector that contributes to GRDP (Gross Regional Domestic Product) in East Java. East Java Province with great tourism potential and tourism development patterns that contribute to increasing East Java's economic growth. How the role of the tourism sector in East Java can improve the national economy and contribute to Indonesia's national GDP (Gross Domestic Product). This study aims to analyze the development of the tourism sector in East Java during 2016 to 2020 using the LQ (Location Quotient) method, to produce the tourism sector in the basic or non-basic sector categories. The data used is secondary data and this research is a quantitative research. The results of the calculation of LQ (Location Quotient) can help develop and build the tourism sector which is in the basic or non-basic category.

Keywords: LQ, GDP, Tourism Sector, Development Economic, East Java

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Introduction

Tourism is one of the mainstay economic sectors in Indonesia and in the world [Siswahto & Muryani \(2020\)](#), there are many areas that have tourism potential ([Putri, 2020](#)). East Java is one of the provinces of Indonesia also has a lot of good tourism places and is no less interesting than other provinces ([Primadany, 2013](#)). The tourism sector needs a strategy with a planned or structured tourism development model in order to optimally develop its potential ([Primadany, 2013](#)). The tourism sector is currently one of the leading sectors in Indonesia, where the role of tourism in development can be seen, among others, from an economic perspective, which is a source of state income in the form of taxes and levies, cultural and social culture, namely the creation of jobs ([Fadliyanti, et al., 2019](#)).

The government is improving facilities and infrastructure in tourist areas to attract tourists to increase tourist numbers ([Kumala, 2018](#)). The community needs to play a role in improving the performance of the tourism industry. The progress of the tourism industry is consistent with the progress of the community economy, that is, the form of community empowerment, which is the measure of the success of the tourism industry. Increasing tourism through greater community involvement can help improve the development of tourist areas. Tourism is an important sector for the development of a region, so the region must have its own unique economic development and be able to empower the wider commu-

nity, including stakeholders and tourism development enthusiasts (Kumala, 2018). Tourism activities within the scope of the economy in an area are one of the productive sectors and contribute income to the region both directly and indirectly (Aji, et al., 2018).

Tourism activities are a form of economic activity that cannot be separated from our daily lives. Trading activities and marketing activities as well as buying and selling activities and activities that support the development of the tourism sector require workers and visitors. Visitors to tourist attractions can come from domestic tourists, domestic tourists and foreign tourists. So that all tourists continue to visit tourist attractions in Indonesia, it is necessary to develop and develop sustainable potential and tourist attractions in East Java in the form of infrastructure and physical facilities as well as tourism services. One of the facilities needed in the tourism sector is accommodation and the provision of food and drink (Arrazy, 2020).

The goal of making East Java a province with regions and cities that contribute greatly to the economic growth of East Java involves all economic players in the tourism industry. Tourism stakeholders in East Java believe that the regional potential of East Java is not being fully realized, and besides the natural potential, the sales value is also a source of income for the local community. The East Java region is also an area with many historical sites that need to be understood and preserved. The East Java region is also an area that has many historical relics that must be known and preserved. It is necessary to introduce and promote and expand exploration and spread to all regions of East Java in particular and outside East Java covering all of Indonesia and abroad.

East Java consists of 29 districts and 9 municipalities, of course, each district and city has a tourist attraction and tourism activities. Tourism development in East Java is under the supervision of the government through the Department of Culture and Tourism of East Java Province, which is located at Jl. Menggal Tourism, Dukuh Menanggal, District. Gayungan, Surabaya City, East Java. According to PERGUB No. 65 of 2016 on the position, organizational structure, responsibilities and function descriptions and work procedures, its main task is to assist the governor to implement the government affairs of the provincial government in the field of culture and tourism (Pemerintah Provinsi Jawa Timur, 2016). Tourism development in East Java certainly requires a vision and mission so that the goals of tourism progress can be measured and achieved. Regional Regulation of East Java Province Number 6 of 2017 concerning the Master Plan of Tourism Development of East Java Province for 2017 – 2032 article 4 paragraph: (1). The vision of the Department of Culture and Tourism of East Java Province is the realization of the province as a leading tourism destination in the world, competitive and sustainable for the welfare of the community.

Supporting the East Java tourism vision, the Culture and Tourism Office has a mission in accordance with East Java Provincial Regulation Number 6 of 2017 concerning the East Java Province Tourism Development Master Plan for 2017-2032 article 4 paragraph (1). The mission of the Department of Culture and Tourism of East Java Province is as follows:

1. To develop places and tourist destinations that are safe, comfortable, attractive, accessible, environmentally friendly and generate local and community income.
2. Synergistic, superior and responsible tourism marketing to increase visitation by domestic and foreign tourists.
3. A competitive, credible and sustainable tourism industry that promotes business partnerships and responsible conservation of the cultural and natural environment.
4. The performance and contribution of provincial, private and municipal authorities, human resources, regulations and effective and efficient mechanisms to facilitate the realization of sustainable tourism.

To achieve the vision and mission in realizing superior tourism in East Java, it certainly

involves many parties including the government, private sector, communities around tourist areas and visitors. Of course, currently in a state of the Covid-19 pandemic, it certainly makes changes to the tourism sector. In the midst of the Covid-19 pandemic, tourism has become one of the sectors that have been hit, as well as its supporting sectors, such as hotels and restaurants because this sector is strongly influenced by community mobility. The tourism sector experienced a very significant decline, both in terms of income and visitors as well as its contribution to East Java's GDP.

The purpose of this paper is for the development of the tourism sector in East Java during 2016 to 2020 using the LQ (Location Quotient) method so as to produce the tourism sector in the basic sector category or not the basis for national tourism development towards international scale tourism.

Literature Review

Tourism Theory

Several definitions of tourism according to experts. According to Hunziger and Krapf from Switzerland in *Grundriss Der Allgemeinen Fernverkehrslehre*, tourism is the entire network and symptoms associated with the stay of foreigners in a place provided that the person does not do important work (major activity) that provides permanent or permanent and temporary benefits (Hunziger, 2008). Tourism is the sum total of phenomena, phenomena and The relationship caused by people traveling and transiting in places other than their place of residence. Intent not to remain permanent and not associated with any paid work. (Soebagio, 2012).

So it can be said that basically tourism is the motive of its activity is to fill Free time for fun, relaxation, study, religious and sports activities. Additionally, all of these activities can benefit the perpetrator, both physically and psychologically, Both physical and psychological, temporary and long-term, as well as for their long-term prospects (sustainable tourism) (Isdarmanto, 2017). Tourism activities are multi-sectoral activities that are carried out by many parties (minimum 18 organizations) all of whom have the same interests and benefit from each other. It is also called multi-dimensional, namely tourism that requires support or support from all aspects of views, understandings, different ideas of opinion from various cross-sectors. both non-government are involved in handling and involving many: sectors, agencies, disciplines. So that the basic need of tourism is coordination (Isdarmanto, 2017).

In particular, tourism can be used as a tool to reduce the gap of mutual understanding between tourist source countries and tourist receiving countries, foster good relations in the political, economic, social and technological fields and function to help improve and foster these relationships so that thus will broaden the horizon of mutual understanding between nations. In most developing countries there is a tendency to make sunlight (sun), beach (shore); sand (Sand); and even sex that is packed with cultural arts appeals and hospitality to attract tourists to come to visit a tourist destination (DTW) (Yoeti, 2005).

Tourism is a dynamic activity that involves many people both individually and in groups and revives various business fields in the region and a country. Regional tourism development in the region will be easier to do through tourism development, especially in the face of the occurrence of urbanization symptoms as a result of the increasingly dense population in a city which often causes social and economic problems. It is hoped that the development of tourism will provide enjoyment and satisfaction to tourists and prosperity and welfare for the community environment (Isdarmanto, 2017).

Tourist Theory

Etymologically, if we look at the meaning of the word "tourist" which comes from the word "tourist" it is actually not appropriate as a substitute for the word "tourist" in English.

The word comes from the Sanskrit word: “tourism” means “travel” which is the same or can be equated with the word “travel” in English, so “tourist” is the same as the word traveler, a generally accepted understanding in Indonesian society, actually this is not the case, said tourist is always associated with the word “tourist” (English). But the “tourist” itself comes from the word “tour” (which means a trip made from one place to another) and people who make this “tour” trip in English are called the term “tourist”. (Suwena & Widyatmaja, 2017).

The definition of tourist, among various experts or international bodies, there is still no uniform understanding. Differences in understanding or limitations are caused by differences in educational background or expertise, differences in interests and differences in views of the experts or bodies. Both regarding the limits of international tourists and domestic tourists (I Gusti Ngurah, 2017). Which includes tourists are (Suwena & Widyatmaja, 2017):

1. Travel for the purpose of having fun, visiting family, etc.
2. Travel for the purpose of meetings or for certain tasks, such as in science, state duties, diplomacy, religion, sports and others.
3. Travel for business purposes.
4. Visits follow ship trips, even though they stay less than 24 hours.

Those who are considered as non-tourists (Suwena & Widyatmaja, 2017):

1. Those who visit with the aim of looking for work or conducting business activities.
2. Those who visit a country for the purpose of permanent residence.
3. Residents in border areas and working in adjacent countries.
4. Tourists who only pass through a country without staying in the country through which they pass.

Seeing the nature of the trip and the scope in which the tour is carried out, we can also classify tourists as follows (Suwena & Widyatmaja, 2017):

1. Foreign tourists foreigners who go on tourist trips, who come to enter a country other than that country where he usually lives.
2. Domestic Foreign Tourists Foreigners residing in a country, who travel within the territory of that country place of residence (such as a person who works at the embassy).
3. Domestic tourists Citizens of a country who travel within their own borders without crossing their country’s borders.
4. Indigenous Foreign Tourists Citizens of a country, who because of their duties or positions abroad, return to their country country of origin and travel within the territory of their own country.
5. Transit travelers Tourists who travel to a certain country, who board an air ship or ship or train, who forced to stop or stop at the port/airport/station not of their own volition.
6. Business tourists People who travel (whether foreigners or own nationals) for other purposes do not tourism, but the tour will be carried out after the main destination is completed.

Tourist Attraction

Tourism is a dynamic activity that involves many people, both individuals and groups, and stimulates different business sectors. Law No. 10 of 2009 of the Republic of Indonesia, Tourist Attraction refers to anything that has uniqueness, convenience and value in the form of various natural, cultural and man-made wealth, and is a destination or place for tourists. The composition of tourism objects and environmental elements: natural resources, human resources, and artificial resources can be developed and utilized according to tourist attractions, namely everything that has the attractiveness, uniqueness and value of the height of a location or tourist attraction, which can then become an attraction for tourists to be able to feel and see through their visits to the area.

Conditions must be met to become the attractiveness of tourist destinations. Regional attraction tourist destination, If it can meet the requirements of the development zone, it will be interesting for tourists to visit. The terms are as follows:

- a. Includes natural sights, activities, arts and attractions.
- b. What to do, of course, what still needs to be done is to provide rides that make tourists feel at home and stay longer in tourist destinations.
- c. What to buy, tourist destinations must have several facilities to support purchases, especially souvenirs and folk handicrafts, which can play a role in bringing souvenirs back to the place of origin.
- d. What has arrived, accessibility, that is, how do we go to the destination area to visit, what kind of transportation is used, and how much is it? How long does it take to reach the tourist destination.
- e. What kind of support to live? The visiting tourists need temporary accommodation, and it is very necessary to prepare accommodation facilities such as star hotels or non-star hotels.

Tourism Potential and Management

Tourism potential as a skill in an area can be used for development, such as nature, people and people's work. Tourism potential is the ability of an area to be used as a tourist destination because it has attractiveness or uniqueness. So that it needs to be developed or carried out so that worthy of being a tourist destination that can later be useful for all groups. Tourism potential has a relationship with power tourist attraction. The overall relationship and symptoms arises from the presence of a foreigner and his journey is not for the stay permanently and have nothing to do with activities to find living.

Tourism Management is art and knowledge in planning, organizing, directing, motivating, and control over people and work mechanisms to achieve a destination. Tourism management involves the process of planning, organizing (managing employees), directing and monitoring to achieve specific goals related to everything Related to tourism and related businesses in this field. Tourism is feasible to develop if it meets the following requirements are attraction, accesbility, amenity, ancilliary.

Data and Research Methods

This research is a quantitative study using measured data and then calculated using the LQ method to produce results based on and not based on the tourism sector. Data sources from BPS East Java Province (website) and BPS Indonesia (website). Type of data is secondary

data. The total population is 38 districts and cities in East Java Province, Indonesia. Try 38 regions and cities in East Java, Indonesia.

Variables as the basis for data collection are Indonesia's GDP (units of thousands of rupiah), foreign tourists to Indonesia (unit of person), East Java GRDP (units of thousand rupiah), foreign tourists to East Java (unit of person), regency and city GRDP (units of thousand rupiah), number of restaurants in regency and city (total). The year used in the research is 2016 to 2020. The research location is the scope of the East Java Province with the comparison parameters being Indonesia and the Regency / City in East Java. The method used is LQ (Location Quotient), which is the size of a sector/industry's role in a region compared to the sector's or industry's role at the national level. If $LQ > 1$, it means that the role of the sector in the region is more important than the role of the sector at the national level. On the other hand, if $LQ < 1$, the sector's role at the region is smaller than the sector's role at the national level. The results of the study found basic and non-basic areas in the study area.

Finding and Discussion

Overview of East Java Province

East Java is a province consisting of 29 districts and 9 municipalities with a total population of 40,665,696 (2020) and a population density of 851 persons/km². Surabaya, the capital of East Java Province, is a commercial, financial and tourist center. East Java is the largest of the six provinces in Java and the second most populous province in Indonesia after West Java. East Java Province borders the Java Sea in the north, the Bali Strait in the east, the Indian Ocean in the south, and Central Java Province in the west. The East Java region also includes the islands of Madura, Bawean, and Kangean, as well as some small islands in the Java Sea (Masalembu Islands) and the Indian Ocean (Semp Island and Nusa Barung).

East Java is one of the provinces in Indonesia that offers various tourist attractions. The area has a variety of natural attractions ranging from mountains, beaches, caves to waterfalls. Generally speaking, almost every region or city in East Java has a unique tourist destination, such as Ijen Volcano in Banyuwangi, Baluran National Park in Situbondo, etc. Known as the industrial and financial center of central and eastern Indonesia, East Java is of great economic importance, contributing around 15% of the country's gross domestic product.

Tourism Conditions in East Java

Tourism in East Java has national and international competitiveness and contributes in the form of contributing to the GRDP of the tourism sector in East Java.

Tabel 1: PDRB Based on Constant Prices for East Java Tourism Sector in 2016 – 2020 (in thousand rupiah)

2016	2017	2018	2019	2020
1.412.086,51	1.472.096,16	1.586.478,29	1.673.980,25	1.616.909,30

Source: BPS Jawa Timur (2021)

Table 1 shows the increase in the GRDP of the tourism sector from 2016 to 2019. However, in 2020, the Covid-19 pandemic caused a decrease in all countries in the world, resulting in a decrease in the GDP of the tourism sector in East Java. The Covid-19 pandemic has caused several factors that affect the decline in the tourism sector GRDP, namely restrictions on mobility / population movement, restrictions on community activities, closure of tourism places for some time. Of course, all the factors causing the decline in the GRDP figure affect tourism revenues and foreign tourist arrivals to Indonesia and East Java. Foreign tourist visits to East

Java are a form of international interest in tourism in East Java. This foreign tourist helps to encourage the East Java tourism sector to further develop its potential and characteristics of a tourism sector.

Table 2: Number of International Tourist Arrivals to East Java in 2016 – 2020 (people’s soul)

2016	2017	2018	2019	2020
220.570	247.016	320.529	243.899	34.771

Source: [BPS Jawa Timur \(2021\)](#)

In Table 2, foreign tourist visits have continued to increase from 2016 to 2019. However, there has been a decline of more than 50% from 2019 to 2020, which is the cause of the Covid-19 pandemic, resulting in restrictions and regulations that limit tourist visits. abroad to East Java. The tourism sector is supported by factors that help improve tourism conditions, namely the presence of restaurants or restaurants which are a form of supporting the tourism sector. A restaurant or restaurant is a stopover place for tourists visiting a tourist place. Restaurants and restaurants can be located inside tourist sites and can also be outside around tourist attractions with a distance that is not too far away so that they are easy to reach. The tourism sector and restaurants or restaurants absorb labor and generate income in the tourism sector as well as income in an area where tourism is located.

Table 3: Number of Restaurants or Restaurants in East Java in 2016 – 2020 (units)

2016	2017	2018	2019	2020
1706	2930	3007	3432	4169

Source: [BPS Jawa Timur \(2021\)](#)

In Table 3 there continues to be an increase in the number of restaurants or restaurants in East Java from 2016 to 2020. Although in 2020 there was an outbreak of the Covid-19 pandemic but this did not reduce the number of restaurants or restaurants because restaurants or restaurants continued to operate with using a food and beverage ordering system to take home not to eat or drink on the spot.

Analysis of Base Sector and Non-Based Sector in East Java Tourism Sector

A base-level analysis of the sectors within the region is, of course, aimed at ascertaining the impact of local sectors within the region and national sectors outside the region. The method used is LQ (Location Quotient) or (Location Quotient), which is a comparison of the size of a sector/industry’s role at the regional level to the size of the sector’s/industry’s role at the country level. For $LQ > 1$, this means that the sector’s role at the regional level is more important than at the country level. Conversely, if $LQ < 1$ In that case, the role of the sector at the regional level is smaller than at the national level.

The formula for LQ (Location Quotient) or (Location Quotient) is as follows:

$$LQ = \frac{xi/PDRB}{Xi/PDB} \tag{1}$$

- Description: xi = the added value of sector i in the area
- GRDP = GRDP value in the area
- Xi = added value of sector i nationally
- GDP = GDP value nationally

Result

Table 4 below shows the results of basic level analysis of the tourism sector in East Java.

Tabel 4: LQ Value and Determination of Base and Non-Based in East Java Tourism Sector 2016 – 2020

Tahun	LQ	Basis/Tidak Basis
2016	0,55	LQ<1, Tidak Basis
2017	0,55	LQ<1, Tidak Basis
2018	0,50	LQ<1, Tidak Basis
2019	0,39	LQ<1, Tidak Basis
2020	0,20	LQ<1, Tidak Basis

Source: Calculation results with LQ by the author, 2021

The LQ value of the tourism sector in East Java is less than 1, or $LQ < 1$ from 2016 to 2020. This value explains that East Java's tourism sector is not a basic sector and its role is neither big nor small enough. The tourism sector plays a big enough role in Indonesia compared to East Java.

Tabel 5. LQ Value and Determination of Base and Non-Base on the Regency and City Tourism Sector in East Java 2016 – 2020

Kabupaten/Kota	2016	2017	2018	2019	2020
Kabupaten Pacitan	0,96	0,99	0,99	0,87	1,12
Kabupaten Ponorogo	1,06	0,68	0,68	0,48	0,61
Kabupaten Trenggalek	0,46	0,79	0,79	0,90	0,35
Kabupaten Tulungagung	1,4	1,29	1,29	1,43	1,62
kabupaten Blitar	0,89	1,07	1,07	1,22	1,43
Kabupaten Kediri	0,93	0,92	0,92	0,59	0,64
Kabupaten Malang	0,37	0,63	0,63	0,69	0,85
Kabupaten Lumajang	0,64	1,95	1,94	0,44	0,51
Kabupaten Jember	1,01	1,45	1,46	3,59	4,11
Kabupaten Banyuwangi	0,53	1,12	1,13	1,29	1,37
Kabupaten Bondowoso	0,45	0,66	0,66	0,65	0,68
Kabupaten Situbondo	0,45	0,65	0,51	1,27	1,56
Kabupaten Probolinggo	1,46	1,47	1,46	2,40	2,46
Kabupaten Pasuruan	2,90	5,06	5,10	8,6	11,07
Kabupaten Sidoarjo	4,32	2,1	2,03	2,38	2,37
Kabupaten Mojokerto	2,59	3,58	3,62	4,14	4,38
Kabupaten Jombang	1,63	2,42	2,43	5,79	5,48
Kabupaten Nganjuk	0,76	1,37	1,37	1,71	1,49
Kabupaten Ngawi	1,29	2,06	2,06	2,82	2,67
Kabupaten Madiun	0,68	0,76	0,76	0,87	1,07
Kabupaten Magetan	1,15	0,46	0,46	0,55	0,68
Kabupaten Bojonegoro	1,73	1,74	1,73	6,53	6,91
Kabupaten Tuban	1,35	3,03	3,03	1,23	1,45
Kabupaten Lamongan	1,02	2,48	2,49	2,37	2,78
Kabupaten Gresik	4,51	2,16	7,93	1,98	2,37

Kabupaten/Kota	2016	2017	2018	2019	2020
Kabupaten Bangkalan	1,37	2,61	1,83	1,66	1,96
Kabupaten Sampang	2,17	4,14	2,17	2,21	3,27
Kabupaten Pamekasan	0,45	1,91	0,79	0,81	0,98
Kabupaten Sumenep	0,96	2,92	2,65	1,25	1,41
Kota Kediri	2,65	6,45	6,47	7,39	6,21
Kota Blitar	0,12	0,25	0,26	0,45	0,55
Kota Malang	1,31	1,26	2,81	2,71	3,80
Kota Probolinggo	0,50	0,70	0,71	0,49	0,61
Kota Pasuruan	0,23	0,12	0,12	0,23	0,49
Kota Mojokerto	0,36	0,63	0,64	0,93	1,24
Kota Madiun	0,36	0,63	0,64	0,93	1,24
Kota Surabaya	1,08	1,02	1	1	1
Kota Batu	1,39	1,43	1,57	1,87	2,31

Source: Calculation results with LQ by the author, 2021

Table 5 explains that there are a total of 15 districts and cities that are in the non-basic sector for the tourism sector in the area. Regencies and cities in the non-base sector are Pacitan Regency, Trenggalek Regency, Kediri Regency, Malang Regency, Lumajang Regency, Bondowoso Regency, Situbondo Regency, Madiun Regency, Magetan Regency, Pamekasan Regency, Blitar City, Probolinggo City, Pasuruan City, City Mojokerto, Madiun City. While the rest consist of 23 districts and cities in the base sector in the tourism sector of East Java. This causes the East Java tourism sector to not be categorized as a basic sector because one of the reasons is that several districts and cities are still in the non-basic sector for the tourism sector. Districts and cities that are in the non-basic sector are due to not optimizing the capabilities and natural potentials that can be developed as a tourism sector in East Java.

Discussion as a Written Idea for the Sustainable Development and Development of the Tourism Sector in East Java

Sustainable pattern of tourism development and development is needed, with the aim of developing the East Java tourism sector so that it has international competitiveness. Competitiveness is used to improve the economy in East Java and nationally in Indonesia. The steps taken to build and develop the tourism sector in East Java can be taken in several ways.

1. Taking into account the factors that influence sustainable tourism:
 - a. Demographic development (population, working age, education level, income distribution).
 - b. Economic development (company/industry performance in the tourism sector).
 - c. Political and legal developments (based on regulations and laws in the tourism sector).
 - d. Social and cultural development (related to the attitudes and cultural values of a society).
 - e. Technological developments (technology influences arise through new products, processes, and materials).
 - f. Globalization developments (global segment includes relevant new global markets, changing global markets).

2. Provide different indicators for each tourism segment (Sulistiyadi, 2019):

- a. National level to identify key changes in tourism at national level. Comparisons with other countries provide a basis for identifying more changes. Supports broader strategic planning at a localized level.
- b. The regional level serves as an input to regional planning and security processes. As a basis for regional comparisons and to provide national information Level planning process.
- c. Specific targets to identify keys (coastal areas, cities, local communities, etc.). Elements of resources, the state of the tourism sector, risks and performance.
- d. Key tourist sites used in tourism destinations (e.g. protected areas, beaches, historic districts in cities, areas of special interest) where specific indicators are key to decisions regarding site control, management and future development of tourist attractions (e.g. , national parks, amusement parks). Management level indicators can support the site planning and control of tourism enterprises.
- e. Monitor individual tourist facilities (hotels, restaurants, marinas, etc.) Business impact and performance.

3. Providing services for tourists (Giri, 2019):

- a. Attractions
- b. Accommodation
- c. Transportation
- d. Consumption
- e. Administration

4. Develop tourism potential in the area:

- a. Developing cultural tourism
- b. Developing nature tourism
- c. Develop artificial tourism
- d. Developing educational tourism
- e. Developing mixed tourism involving nature, culture, education and artificial

5. Adding supporting factors for the tourism sector:

- a. Hotel
- b. Resort
- c. Restaurants and restaurants
- d. Formal street vendors (selling souvenirs, souvenirs typical of tourist areas)
- e. Tour guide

6. To increase the competitiveness of Indonesia's tourism, especially to support the development of Indonesia's infrastructure and maritime transport facilities, especially cruise tourism

and the entry of foreign tourists to Jakarta, Batam and Medan. You need to do. Based on the concept of deluxe tourism, adult tourism that attracts foreign tourists during the off-season.

7. The tourism sector is a sector that contributes significantly to the economic growth of the country. From an economic point of view, there are at least eight advantages if a country develops tourism. First, expand business opportunities. Second, increased employment opportunities. Third, improve tax revenue. Fourth is the increase in national income. Fifth, speed up the process of income distribution. 6. Increase the added value of cultural properties. Seventh, expanding the domestic product market. And the eighth is to create an impact multiplier effect on the economy through transactions by tourists and investors.

Conclusion

East Java's tourism sector is not included in the basic sector. Not all cities in East Java are included in the basic sector category. The number of supporting sectors of the tourism sector in East Java, such as restaurants and restaurants, has increased, so that the income of the tourism sector can be increased. From 2016 to 2019, the number of foreign tourist visits to East Java increased. However, since 2020, the Covid-19 pandemic has reduced the number of foreign tourist visits to East Java. Gross domestic product of East Java increased from 2016 to 2019. However, since 2020, the Covid-19 pandemic has reduced East Java's gross domestic product. There was an increase in the number of restaurants and restaurants in East Java from 2016 to 2020. The Covid-19 pandemic did not cause a decrease in the number of restaurants and restaurants in East Java. Because restaurants and restaurants can remain operational by serving online purchases/orders and there are no on-site eating and drinking facilities so take home the food and drink ordered. And continue to serve residents around tourist attractions. East Java Tourism competitiveness in Tourism service infrastructure, environmental sustainability, land and port infrastructure pillars are the main weaknesses that need to be considered while developing tourism in East Java.

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