ANALYSIS OF TOURISM COMPETITIVENESS IN THE CITY OF PARIAMAN USING DEVIDE AND CONQUER METHOD

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Abstract

The department is one of the strategic departments to increase local income. Income from Tourism activities contribute to employment and promote employment in these fields Sub-industry of tourism. In this study, the subjects of tourism are untouchables The Regency is one of the areas with high-value tourism potential. In this study, the competitiveness of the tourism industry can be measured Use four indicators to measure competitiveness World Tourism Organization (WTO), namely Human Tourism Index (HTI), Infrastructure Development Index (IDI), Environmental Index (EI), Open Index (OI)). Secondary school data. The analytical method used in this study is tourism competitiveness index. Analysis shows that the 8th tourism industry competitiveness Indicator variable IDI (Infrastructure Development Index) environmental indicators (EI) indicates that this value is highly competitive, while other indicators have .low Competitiveness..

Keyword : *Tourism, Economics, Devde And Conquer*

INTRODUCTION

Pariaman City Government (Pemkot), West Sumatra, is focusing increasing public services in the tourism sector, in order to boost visits tourists to a number of tourist objects in the local area. As a region that has vision and mission to make the city a tourist destination and an environmentally based creative economy, culture and religion, Pariaman relies heavily on Regional Original Income (PAD) in that sector[1]. The tourism sector is a potential sector to be developed as a source of regional income. Development and utilization program Regional tourism resources and potential are expected to contribute for economic development, as a material to increase PAD. Extensively tourism is seen as an activity that has the

multidimensionality of a series development process. The development of the tourism sector concerns social aspects cultural, economic and political[2].

Kota Pariaman's PAD rate increased in 2016 compared to 2015[3]. This increase is evidenced by the fact that tourism in Kota Pariaman has begun to be enjoyed by the public visitors. Pariaman City is always filled with various good tourists every year domestic and international. The government is in its duties as regulation the city administration is increasingly holding various events both at the national level and internationally[4]. Evidenced by data from the City Culture and Tourism Service Pariaman, the tourists visiting the tourist attraction of Kota Pariaman are getting increasing every year[5]
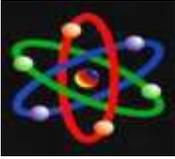
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Table 1 . Regional Original Revenue (PAD) of Kota Pariaman from the Tourism Sector in 2015-2016

No	Bulan	Dari Pemakaianaset Daerah (Pentas,Orgen,Wc,Lapangan,Souvenir,Odong-Odong,Istana Balon,Pujasera)		Dari Retribusi Tempat Rekreasi(Pulau ,Rumah Tabuik,Perjualan Di Kawasan Wisata)		Jumlah	
		2015	**2016**	**2015**	**2016**	**2015**	**2016**
1	Januari	1.400.000,-	1.200.000,-	-	103.700.000,-	14.00.000,-	104.900.000,-
2	Februari	4.800.000,-	2.700.00,-	-	80.490.000,-	4.800.000,-	83.190.000,-
3	Maret	3.800.000,-	3.200.000,-	-	35.000.000,-	3800.000,-	38.200.000,-
4	April	3.100.00,-	6.100.000,-	1000.000,-	40.990.000,-	4.100.000,-	47.090.000,-
5	Mei	7.900.000,-	3.900.000,-	16.100.000,-	52.500.000,-	24.000.000,-	56.400.000,-
6	Juni	2.150.000,-	800.000,-	4.000.000,-	3.000.000,-	6.150.000,-	3.800.000,-
7	Juli	4.800.000,-	24.650.000,-	76.000.000,-	164.100.000,-	80.800.000,-	188.750.000,-
8	Agustus	6.400.000,-	2.600.000,-	7.280.000,-	23.000.000,-	13.680.000,-	25.600.000,-
9	September	2000.000,-	1.200.000,-	8.500.000,-	9.500.000,-	10.500.000,-	10.700.000,-
10	Oktober	3.100.000,-	6.100.000,-	7.500.000,-	9.500.000,-	10.600.000,-	15.600.000,-

11	November	-	1.200.	5.500.0	5.000.0	5.500.00	6.200.00
12	Desember	16.700 .000,-	2.200. 000,-	54.000. 000,-	12.500. 000,-	70.700.0 00,-	143700.0 00,-
Jumlah Total		**56.150 .000,-**	**55.850 .000,-**	**179.880 .000,-**	**539.288 .000,-**	**263.030. 000,-**	**595.130. 000,-**

Source: Department of Tourism and Culture

Based on table 1 of the tourism and culture office of Kota Pariaman, the level of PAD in Kota Pariaman increased in 2016 compared to 2015. This increase is evidenced by the fact that tourism in Kota Pariaman has begun to be enjoyed by visitors. Pariaman City every year is always filled with various tourists, both domestic and international. The

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government in its duties as a city administration arrangement is increasingly holding various events both at the national and international levels. It is evident from the data of the Pariaman City Culture and Tourism Office that tourists visiting the tourist attraction of Kota Pariaman are increasing every year. This can be seen in table2.

Table 2. The Development of Tourist Visits in Pariaman City Tourism Objects 2010-2017

NO	TAHUN	ASAL WISATAWAN	
		DOMESTIK	MANCANEGARA
1	2010	508,025	44
2	2011	580,665	71
3	2012	609,669	75
4	2013	640,184	79
5	2014	705,200	81
6	2015	750,200	121
7	2016	791,624	34
8	2017	1.233.668	73

Source: City of Pariaman Culture and Tourism Office

From table 2, it can be seen that the number of visitors to the Kota Pariaman

tourist attraction has increased from year to year. The number of tourist visits from

2007 recorded 508,025 domestic tourists, and continues to increase every year until 2014 totaling 1,233,668 domestic tourists. The development of tourism also encourages and accelerates economic growth. Tourism activities create demand, both consumption and investment, which in turn will lead to production of goods and services. During the tour, tourists will shop, thus directly generating a demand (Tourism Final Demand) for the market for goods, services and tourism. Furthermore, the Final Demand of tourists indirectly raises a demand for capital goods and raw materials (Investment Derived Demand) to produce to meet tourist demand for these goods and services.

Table 3. Growth Rate of Gross Regional Domestic Product in Kota Pariaman Years Of 2012-2016

Tahun	Persen
2012	6,31
2013	6,08
2014	5,88
2015	5,52
2016	5,26

Data Sources of Bps Kota Pariaman

Based on the data in the table above, it can be seen that the growth rate of the Kota Pariaman's Gross Domestic Product shows that in 2012-2016 it has decreased from 6.31 to 5.26 percent. Based on the research background, it can be seen that Kota Pariaman has great tourism potential to be developed. This can be seen through the growing development of facilities and infrastructure, starting from the number of visitors, the original regional data collection (PAD, population, area size. This is important because by paying attention to the indicators determining the competitiveness of the tourism sector, it can be assessed the strengths and weaknesses of the region. In developing the tourism sector as a potential source of PAD. Based on the above problems, research questions can be formulated, namely how to analyze the competitiveness of the tourism sector in Kota Pariaman in improving the regional economy.

METHOD

This type of research is a quantitative descriptive study which aims to explain systematically, factually and accurately the facts and characteristics of a particular object or population. This study emphasizes theory testing through measuring research variables with numbers and analyzing data using statistical procedures[6].

RESULT

The results of the analysis regarding the position or position of tourism competitiveness in Kota Pariaman can be briefly explained in Table 4.7.

a. Human Tourism Indicator (HTI)

TPI = Number of Tourists in Kota Pariaman Total Population in Kota

Pariaman Based on the formula above, the results of the Human Tourism Indicator (HTI) in Pariaman City in 2012 amounted to 0.00148464, 2013 amounted to 0.00041144, in 2014 amounted to 0.00087310, 2015 0.01352866, 2016 amounting to 0.00732865.

b. Infrastructure Development Indicator (IDI)

The Infrastructure Development Indicator (IDI) shows the development of roads, improvement of sanitation facilities and increased access of residents to clean water facilities in Kota Pariaman. The total existing PAD can be used to allocate infrastructure to make it adequate. This indicator looks at the proportion of roads in good condition, and the share of local government spending on infrastructure. The formula used to calculate the Infrastructure Development Indicator (IDI) is to calculate the percentage of the number of good roads with the number of asphalt roads in Kota Pariaman. Based on the formula above, it can be seen that the road conditions in Kota Pariaman are classified as good, where there is a ratio of 11: 9. This road condition consists of 138,852 km of good roads and 160,633 km of moderate conditions. With damaged roads consisting of 44,075 km and heavily damaged conditions 62,132 km. Based on the formula above, the results of the Infrastructure Development Indicator (IDI) in Kota Pariaman 2012 amounted to 0.000294 in 2013 amounting to 0.000294, in 2014 amounting to 0.000294, year 2015

0.000294, year 2016 amounted to 0.002989.

c. Environment Indicator (EI)

Environment Indicator (EI) shows the quality of the environment and the awareness of the population in Kota Pariaman in maintaining its environment. The measurements used are CO_2 emission index and population density index (ratio between total population and area). While the measurement of the CO_2 emission index does not contain data, then what is used to calculate the EI is the population density index, which is the total population of Pariaman City divided by the area of Kota Pariaman. Where a large population can help the government to be aware of the surrounding environment.

$$EI = \text{Total population}$$

Area Based on the formula above, the results of the Environment Indicator (EI) in Kota Pariaman in 2012 amounted to 11.10973228, in 2013 it was 11.2644492, in 2014 amounted to 11.3972191, in 2015 amounted to 11.5470283, and in 2016 amounting to 11.6808887.

d. Openess Indicator (OI)

$$OI = \text{Number of foreign tourists Total PAD}$$

Based on the formula above, the results obtained from the Openess Indicator (OI) in Kota Pariaman in 2012 amounted to 0.00000862 in 2013 amounting to 0.00000242 years 2014 amounted to

0.000000520 in 2015 amounting to 0.00000081, and in 2016 amounting to 0.00000044.

Table 4. Development of Tourism Competitiveness Indicators for Kota Pariaman 2012-2016

Indikator	2012	2013	2014	2015	2016
Tourism Index (TPI)	0,0014	0,0004	0,0008	0,0135	0,0073
Infrastructure Development (IDI)	0,0003	0,0003	0,0003	0,0003	0,0029
Environment (EI)	11,10	11,26	11,40	11,54	11,68
Openess Indicator (OI)	0,00000008	0,00000024	0,00000005	0,00000008	0,00000004

Tourism Index

This analysis is very necessary in analyzing the potential determination of Kota Pariaman. Based on Table 4.8 the tourism index changes every year, where there are several indicators that have increased and some have decreased during the 2012-2016 period.

In the Tourism Participation Index indicator, the actual value is the result of the value of the calculated year, the minimum value of the indicator is 0.0004 and the maximum value is 0.0135. Based on the formula above, the tourism Index results obtained from the Tourism Participation Index indicator in 2012 of 0, 2013 of 0, in 2014 of 0, of 2015 of 1, of 2016 equal to 0.5. In the Infrastructure Development Indicator (IDI) indicator, the minimum value is 0.0029 and the maximum value is 0.0003. based on the formula above, the tourism index results obtained from the Infrastructure Development Indicator (IDI) in 2012 amounted to 1, in 2013 was 1, year

2014 amounted to 1, in 2015 amounted to 1, and in 2016 amounted to 1. In the Environment Indicator (EI) indicator, the minimum value is 11.10 and the maximum value is 11.68. Based on the formula above, the tourism index results obtained from the Environment Indicator (EI) in 2012 amounted to 0, 2013 was 0.27, 2014 was 0.51, in 2015 amounted to 0.75, and in 2016 amounted to 1. In the Openess Indicator (OI) indicator, the minimum value is 0.0000004 and the maximum value is 0.00000024. Based on the formula above, the results obtained from the tourism index value of the Openess Indicator (OI) in 2012 amounted to 0.1 in 2013 amounted to 1, in 2014 amounted to 0, in 2015 amounted to 0.1, and in 2016 it was 0.
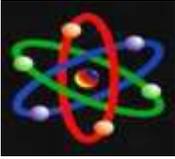
Table 5. Pariaman City Tourism Index 2012-2016

Indikator	2012	2013
Tourism Participation Index(TPI)	0	0
Infrastructure Development Indicator(IDI)	1	1
Environment Indicator(EI)	0	O,27
Openess Indicator(OI)	0,1	1

Table 6. Kota Pariaman Composite Index Results

Indikator	2014	2015	2016	Indeks komposit
Tourism Participation Index (TPI)	0	0	0,5	0,5
Infrastructure Development Indicator (IDI)	1	1	1	1
Environment Indicator (EI)	0,51	0,75	1	0,506
Openess Indicator (OI)	0	0,1	0	0,24

In 2015 the Tourism Participation Index (TPI), Infrastructure Development Indicator (IDI), Environment Indicator (EI), and Openess Indicator (OI) of Pariaman City had the highest index value for a period of 5 years. This illustrates that the government has improved the quality and developed the potential of these indicators. This is due to the increasing number of tourist visits from 2012 to 2016. The government has also increased the length of paved roads with good road quality. This will increase the number of tourists who come to Kota Pariaman.
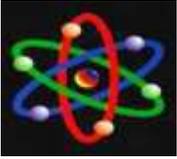
Composite Index

Indexation is widely used as a method of calculating the level of competitiveness. The diversity of factors and complex variables, different resources between regions, can also be normalized by this method.

Tourism Competitiveness Index

Indikator	Indeks Daya Saing
Tourism Participation Index (TPI)	0,45
Infrastructure Development Indicator (IDI)	1
Environment Indicator (EI)	1,28
Openess Indicator (OI)	0,3

Analysis of determining competitiveness aims to provide an overview of the position of the tourism competitiveness of Pariaman City. The results of this analysis have implications for policies that must be taken by the Municipal Government of Pariaman to develop the tourism sector by taking into account the determinants of competitiveness. This is important to do because by taking into account the indicators that determine the competitiveness of tourism, the strengths and weaknesses of the area can be assessed in developing the tourism sector as a

potential source of PAD, where Pariaman is one of the destinations that is planned to become an international destination. The value of the Tourism Participation Index (TPI), the Openess Indicator (OI), shows low competitiveness, where the value is less than 1.While the value of the Infrastructure Development Indicator (IDI), Environment Indicator (EI) shows high competitiveness.

CONCLUTION

The Tourism Participation Index (TPI) value is 0.45, which means that the competitiveness of the Tourism Participation Index (TPI) is low. The value of the Openess Indicator (OI) is 0.3, which means that the competitiveness of the Openess Indicator (OI) is low. The Infrastructure Development Indicator (IDI) is 1, which means it shows a high / good capacity of the Infrastructure Development Indicator (IDI). Environment Indicator (EI) is 1.28, which means it shows a high / good ability of the Environment Indicator (EI). Based on the analysis and discussion on which competitiveness is carried out, the following conclusions are obtained: a) The Tourism Participation Index (TPI) in the city of Pariaman shows low competitiveness. b) Infrastructure Development Indicator (IDI) The value of the Infrastructure Development Indicator (IDI) in the city of Pariaman shows high / good competitiveness. c) Environment Indicator (EI). The value of the Environment Indicator (EI) in the city of Pariaman shows high / good competitiveness. d) Openess Indicator (OI), the value of the Openess Indicator (OI) in the city of Pariaman shows low competitiveness

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