

The Effects of Tourism Event on Economic Growth in Surakarta

Dicky Sumarsono^{1,3,4}, Putut Suharso^{1,2} and Sarbini⁵

¹Postgraduate Program in Cultural Studies, Sebelas Maret University, Ir. Sutarmi 36A Street, Surakarta 57126, Indonesia

²Departement of Library Science, Diponegoro University, Prof. H. Soedarto SH Street, Semarang 50275 Indonesia

³Azana Hotels & Resorts, Honggowongso 57 Street, Honggowongso Square A8, Surakarta 57151, Indonesia

⁴Victoria Hotel School, Honggowongso 57 Street, Honggowongso Square A1, Surakarta 57151, Indonesia

⁵Communication of Islamic Broadcasting, Faculty of Ushuludin and Da'wah IAIN Surakarta, Pandawa Street, Pucangan, Kartasura, Sukoharjo 57168, Indonesia

Keywords: Tourism Events, Economic Growth, Surakarta.

Abstract: This study aims to analyze the influence of tourism events on the economic growth of the city of Surakarta. The research method was qualitative explorative through data collection, data analysis, and presentation of the collected data. Result of the study are the potential of tourism in the city of Surakarta is influenced by aspects of facilities and aspects of security or comfort. Tourism event is in demand by the community by looking at the tourism event has given the values of self identity and culture of the Surakarta community. Tour event organizing contributes to the increase revenue in business actors, and The conducting of tourism event in Surakarta has positive impact to the economic growth.

1 INTRODUCTION

Surakarta has been designated as the economic development center (Pemerintah Provinsi Jateng, 2010) of Eastern and Southern parts of Central Java and the industrial center of Surakarta-Yogyakarta. And Adi Sumarmo Airport as an international airport, Surakarta city is expected to be the gateway of international tourism in Central Java, complementing the function as a city of culture, tourism, industry, trade and education. In addition, the city of Surakarta as one of the cultural development center of Java and Tourism of Central Java. Through the regional regulation, Adi Sumarmo Airport is also designated as a national strategic area. This regulation puts Surakarta City as the center of economic growth and puts tourism as one of the economic drivers in the region. In the last 10 years in the city of Surakarta every year there are 15 cultural events to attract tourists from foreign and domestic. The events are funded by the city budget of Surakarta. In the year contribution of tourism sector to GRDP of Surakarta amounted to 21.09% (Badan Pusat Statistik, 2017). Therefore, the tourism sector is a very potential sector to be developed to be able to drive economic growth and public welfare.

The tourism sector is able to give positive impact to the socioeconomic conditions of society (Tisdell, C. A., & Wilson, 2013), which contribute to state revenues (retribution and taxes), employment creation, working in the formal and informal sectors, increasing community revenues, and equitable development. While Archer (Archer, 1989) states that the amount of tourist spending will create a direct impact on the trade, hotels and restaurants sector and the transport sector so as to increase the GRDP (*Gross regional domestic product*). Trade sector, hotel and restaurant appear as main contributor in Surakarta. Local taxes and user charges from trade, hotels and restaurants are also the largest source of PAD (*Pendapatan Asli daerah*) in Surakarta (Badan Pusat Statistik, 2017).

Tourism has a very close economic linkage with many sectors, through so-called open-loop effects and induced-effects in addition to the commonly known term as trickle-down effect and multiplier effect). The role of tourism can also be seen from its contribution to GRDP and absorption of labors, although there is no exact figure for the 'tourism sector' in the statistical record. However, the increasing contribution of the trade, hotel and restaurant sector to GRDP clearly illustrates the role of tourism-related sectors. Trade, restaurant and hospitality sector (tourism) has a

bigger role in its contribution to GRDP. Surakarta tourism event encourages the community, both in the involvement of the event and the support of supporting facilities. The involvement of hotels, restaurants, culinary venues, batik outlets and the center souvenirs of Solo contribute to the growth of the economy. Visits of tourists both from outside the region and abroad are captured by the business as a potential for marketing the resulting product.

Dinas Pariwisata Kota Surakarta (Tourism Office) data shows that during 2017, there were 50 tourism events consisting of 20 main events and 30 supporting events. The success of the event during the year of 2017 can be seen from the increasing contribution of trade, hotel and restaurant sector to GRDP, and the contribution of hotel and restaurant tax to local revenue will have an effect on regional finance. Surakarta city has a good economy, the economic growth of Surakarta City in 2015-2017 was more than 6%. The economic structure of Surakarta City in 2017 was dominated by Trade, Hotel and Restaurant sector which donate the greatest, more than 27%; from the data, the question of this research is how the influence of tourist events to the economic growth in the city of Surakarta?

2 RESEARCH METHODS

This study aims to analyze the influence of tourism events on the economic growth of the city of Surakarta, and Formulate the strategy of tourism development events in the city of Surakarta to support economic growth. Therefore this research used qualitative explorative method. Research was done through; (1) data collection, (2) data analysis, and (3) presentation of data analysis result (Hair, J., Anderson, R., & Black, 1998). Research location was in Surakarta City, and research data collected through; First, structured interviews and in-depth interviews to the actors of tourism and tourist events, while the determination of informants through purposive sampling was the method of sampling with a sample aimed or appropriate criteria of the community who have followed (Alasuutari, 1995) or seen the tour events of Surakarta City and stakeholders who are perpetrators of the tourism industry in the City of Surakarta; Second, observations and surveys to the actors of events; Third, document studies, Solo Dalam Angka (BPS), Mayor Accountability Report, Tour Impact Assessment (Bappeda), journal, research report, newspaper textbooks and online media relevant to the research problem. To test the validity of the data the

researcher did triangulation for each finding. As for the analysis using content analysis, the data in the form of collected numbers interpreted and then described in the form (Decrop, 1999; Pereiro, 2010; Fatchan, 2015) of research reports. Describe data to identify the characteristics of tourist events and tourism characteristics in Surakarta City.

3 RESULT

For the mutual benefit and protection of Authors and Publishers, it is necessary that Authors provide formal written Consent to Publish and Transfer of Copyright before publication of the Book. The signed Consent ensures that the publisher has the Author's authorization to publish the Contribution.

3.1 The Main Events in Surakarta

Tourist events are an activity undertaken by tourists when they take advantage of a destination. Activities or events are participatory followed by tourists. Tourism activities are mostly done in mountainous or rural areas or in the area on the seafront. The location of the activity is related to the natural environment and natural resources. There are various forms of tourist activity that can be done by tourists, activities undertaken driven by the motivation and hobby of the tourists themselves. Events tours many forms and manifold, some require certain knowledge and expertise. such as jogging, cycling, seeightseen, attending cultural evens, watching religion ceremony and others (Pariwisata, 2017) (Table 1).

Table 1: Calender of tourism events in Surakarta 2017.

No	Tourism Events	Date
1	Peringatan Tahun Baru Solo Zoo	January, 1, 2017
2	Wilujengan Nagari Maesa Lawung	January. 26, 2017
3	Grebeg Sudiro	January, 28, 2017
4	Solo Great Sale, located in shopping centers	February, 1-28, 2017
5	Festival Imlek, located in Gedhe Market	February, 1-28, 2017
6	Festival jenang	February, 14-17, 2017
7	Kirab Budaya for the 273th anniversary of Solo, located at Jl.	February, 18, 2017

	Slamet Riyadi – City Hall of Surakarta				located in Benteng Vastenburg																																																			
8	Festival Musik Kolosal, located in Benteng Vastenburg	February, 24 – 25, 2017	27	Kirab Malam 1 Suro, located in Keraton Solo	September, 11/12, 2017																																																			
9	Mangkunegaran Performing Art, located in Pura Mangkunegaran	March, 17-18, 2017	28	Kirab Pusakadalem 1 Suro, located in Pura Mangkunegaran	September, 11/12, 2017																																																			
10	Travel Mart, located in some hotels	March, 17, 2017	29	Srawung Seni Sakral Internasional, located in Museum Radyapustaka	September, 12, 2017																																																			
11	Solo Indonesia Culinary Festival, located in Manahan Stadium	Maret, 24-26, 2017	30	Solo City Jazz, located in Benteng Vastenburg	September, 29 – 30, 2017																																																			
12	Festival Hadrah, located in Benteng Vastenburg	April, 24, 2017	31	Grebeq mulut	December, 1, 2017																																																			
13	Solo Menari, located in Car Free Day	April, 29, 2017	32	Sekaten	Desember, 2, 2017																																																			
14	Solo International Festival Gamelan, located in Benteng Vastenburg	May, 6, 2017	33	Haul Habib Ali Bin Muhammad Al Habsyi, located in Kliwon Market	Desember, 16, 2017																																																			
15	Semarak Budaya Indonesia, located in Balekambang Park	May, 10 – 11, 2018	3.2 Choice of Tourism Events in Surakarta																																																					
16	Kampung Ramadhan Kauman and Laweyan	June, 2, 2018	Surakarta City Government has many agenda of tourism events every year. In the year of 2017, the Government of Surakarta had 50 agenda of tour events, consisting of 30 main events and 20 support events. Those tourism events agenda were in great demand by the people of Surakarta. The type of tourist events that most interested by the people of Surakarta (Bappeda, 2016) (Table 2).																																																					
17	Bakdan ing Balekambang, located in Balekambang Park	July, 25, 2017	Table 2: Calender of tourism events in Surakarta 2017.																																																					
18	Bakdan Neng Solo, located in Benteng Vastenburg	June, 18-20, 2018	<table border="1"> <thead> <tr> <th>No</th> <th>Event</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Solo Batik Carnival</td> <td>62%</td> </tr> <tr> <td>2</td> <td>Sekaten</td> <td>52%</td> </tr> <tr> <td>3</td> <td>Solo Carnival</td> <td>47%</td> </tr> <tr> <td>4</td> <td>Solo Great Sale</td> <td>43%</td> </tr> <tr> <td>5</td> <td>Solo International Performing Art</td> <td>39%</td> </tr> <tr> <td>6</td> <td>Festival Jenang Solo</td> <td>38%</td> </tr> <tr> <td>7</td> <td>Kirab Malam 1 Suro</td> <td>35%</td> </tr> <tr> <td>8</td> <td>Solo Indonesia Clinary Festival</td> <td>32%</td> </tr> <tr> <td>9</td> <td>Solo 24 Jam Menari</td> <td>29%</td> </tr> <tr> <td>10</td> <td>Solo Batik Fashion</td> <td>29%</td> </tr> <tr> <td>11</td> <td>Imlek Festival</td> <td>28%</td> </tr> <tr> <td>12</td> <td>Solo City Jazz</td> <td>25%</td> </tr> <tr> <td>13</td> <td>Hut Car Free Day</td> <td>25%</td> </tr> <tr> <td>14</td> <td>Grebeg Mulud</td> <td>24%</td> </tr> <tr> <td>15</td> <td>Solo Keroncong Festival</td> <td>23%</td> </tr> <tr> <td>16</td> <td>Keraton Surakarta Festival</td> <td>23%</td> </tr> </tbody> </table>			No	Event	Percentage	1	Solo Batik Carnival	62%	2	Sekaten	52%	3	Solo Carnival	47%	4	Solo Great Sale	43%	5	Solo International Performing Art	39%	6	Festival Jenang Solo	38%	7	Kirab Malam 1 Suro	35%	8	Solo Indonesia Clinary Festival	32%	9	Solo 24 Jam Menari	29%	10	Solo Batik Fashion	29%	11	Imlek Festival	28%	12	Solo City Jazz	25%	13	Hut Car Free Day	25%	14	Grebeg Mulud	24%	15	Solo Keroncong Festival	23%	16	Keraton Surakarta Festival	23%
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25	Festival Bocah Dolanan, located in Taman Sriwedari	July, 1 - 2, 2017																																																						
26	Solo International Performing Art (SIPA),	September, 7 - 9, 2017																																																						

17	Festival Bengawan Solo	22%
18	Pawai Pembangunan	16%
19	Pengajian Tahun Baru Hijriyah	16%
20	Grebeg Sudiro	16%
21	Mangkunegaran Performing Art	15%
22	Peringatan Maulid Nabi Muhammad Saw	15%
23	Sendratari Ramayana	14%
24	Rock In Solo	14%
25	Solo Blues Festival	14%
26	Pasar Seni Balekambang	14%
27	Suro Bulan Budaya	13%
28	Pentas Wayang Orang Gabungan	13%
29	Kirab Apem Sewu	13%
30	Java Expo 2015	11%
31	Malem Selikuran	11%
32	Syawalan Jurug	11%
33	Festival Suro	11%
34	Festival Wayang Bocah	9%
35	Grand Final Putera Puteri Solo	9%
36	Indonesia International Mask Festival	9%
37	Festival Parade Hadrah	9%
38	Festival Ketoprak	9%
39	Bakdan Ing Balekambang	9%
40	Solo Gerr Seri	9%
41	Semarak Budaya Indonesia	8%
42	Festival Payung Indonesia	8%
43	Haul Ali Bin Muhammad Al Habsy	8%
44	Kejuaraan Karate Antar Mahasiswa Se-Asia Tenggara	8%
45	Grebeg Besar	8%

Based on the above data shows that the tourism event organized by the Government of Surakarta during this time, the most popular tourist event by the community is Solo Batik *Carnival (SBC)*, next is *Sekaten, Solo Carnival, Solo Great Sale, Solo International Performing Art (SIPA)*, *Solo solo festival, Malam satu suro, Solo Indonesia Culinary festival, Solo 24 hours Dancing, and Solo Batik Fashion*. Based on data from the Department of Tourism, the event of Surakarta tourism events are divided into 4 types of tourism namely shopping, culinary, culture and technology. Based on survey results, tourist events can be classified into 4 types of tours events. interest of 35%.

4 DISCUSSION

4.1 Tourism and Economic Growth

McIntosh and Prentice [13] found the relationship between perceived authenticity and tourist emotive processes with the attractions' setting gained by the tourist in particular condition. Many people assume that people who have visited the other place by themselves outweigh their neighbors who are not traveling. People who have traveled to other areas are considered or feel by themselves to rise to their prestige or status. Every year the city of Surakarta held a tourism event as well as a cultural event that is compiled in the agenda of the Surakarta event. The impact of the tourism event is a big enough to the income for the government as well as the parties associated with tourism. In the year of 2015-2017 trend of income from the tourism sector was always increasing, the increase was also encouraged by the increasing number of visits of foreign tourists and domestic who came to the city of Surakarta.

The tourism sector is developed by many developing countries as a source of economic growth and reduce poverty (Archer, 1989; Tisdell and Wilson, 2013). The tourism sector by many developing countries to become an economic sector that can absorb a lot of manpower. Zhang (Zhang, Chong and Ap, 1999) argues that China's experience with the tourism sector is capable of developing the tourism sector with different motivations from time to time. In early 1949 to 1978, the tourism sector in China was linked to foreign political activity, then during the second period of 1975 to 1985, the Chinese government realized that tourism was a profitable economic sector. 1986 to the present is the phase in which the government considers the tourism sector to have a significant contribution to economic growth.

4.2 Tourism Business Network

The tourism sector is an economic sector that is naturally a business network or product bundle (Getz, Carlsen and Morrison, 2004; Mill, 2009). The tourism sector is no longer associated with tourist destinations. The development of the tourism sector shows this sector is related to other sectors, such as retail, fashion, hotels, culture and transportation (Getz, 1991, 2008). The consequence of this is that the tourism sector can have a simultaneous impact on some other economies sectors. However, the tourism business network also causes development policies in this sector to require multi-sector policies with various combinations. The tourism sector is a

business network that impacts on the performance of the tourism sector automatically also measures the performance of other sectors that are part of its business network. In the real sector economy study released by the Ministry of Finance of the Republic of Indonesia 2012, trade, hotel and restaurant sectors provide the largest contribution to total economic growth or share to growth, followed by industrial sector, as well as transportation and communications sector. Meanwhile, the performance of the hotel and restaurant sub-sectors related to the increasing income of the community also increasing of people to the places of tourism in the territory of Indonesia. This is also reflected in the increasing number of domestic and foreign tourists, and the increasing occupancy rate of hotels.

The development of tourism is not only reflected by the increase in tourist arrivals, both foreign and domestic, as well as the increase in revenues generated by the trade, hotels and restaurants sector, namely for accommodation, consumption of tourist transport food or other services. The development of the tourism sector has had a positive effect on the economy (Eadington and Redman, 1991; Getz, 1991; McKercher, 2002), as have pointed out. The development of tourism can be seen from the indicator of the growth of foreign and domestic tourist visits as well as revenue growth from trade, hotel and restaurant subsector to economic performance. The indicators of economic performance are the growth of GRDP and the growth of labour absorption. The increase of tourist arrivals and tourist spending will first create a direct impact on the trade subsector, hotels, and restaurants. Furthermore, in accordance with the theory of economic basis, the theory of export basis, and the theory of sector leaders of tourism development provides a chain of influence on other economic sectors, either directly supplying goods and services for tourism and indirect sectors, multiplier so that GRDP and total employment increase.

5 CONCLUSIONS

In the year of 2017, the Government of Surakarta had 50 agenda of tour events, consisting of 20 main events and 30 support events. 50 events can be grouped into 4 types, namely the culinary tour event, shopping tour events, technology tourism events and cultural tourism events. The potential of tourism in the city of Surakarta is influenced by aspects of facilities and aspects of security/comfort. This tourism event is in demand by the community by

looking at the tourism event has given the values of self identity and culture of the Surakarta community. Tour event organizing contributes to the increase revenue in business actors reached 9%. The conducting of tourism event in Surakarta has positive impact to sector and sub sector in GRDP, like trade sector, hotels and restaurants, transport sub-sectors and sub-sectors recording and entertainment services and influential in increasing the number of tourists, both domestic tourists and foreign tourists. Furthermore, it can be concluded that the improvement of aspects of these aspects have a positive and significant impact on the economic growth of Surakarta City.

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