

Enhancement of Tourism Promotion Efforts in DKI Jakarta

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Abstract : *This study discusses about enhancement of tourism promotion efforts in DKI Jakarta. Variables in the study consists of security stability variables and macroeconomic policies, tourism policies and budgets, tourism development strategies, strategies for supporting facilities and infrastructure development, length of stay improvement programs for foreign tourist visits, increased tourist visits to the archipelago, tourism sector MSMEs development, creation Tourism Employment, and Regional Revenue Increase from the Tourism Sector. The object of research is tourism businesses and MSMEs that carry out tourism sector activities in DKI Jakarta. Whereas the subjects in this study were leaders / managers, and MSMEs entrepreneurs, as well as other related parties. The result shows that there is a meaningful relationship between the variables of Security Stability and Macroeconomic Policy, Tourism Policy and Budget, Tourism Object Development Strategy, Tourism Support Facilities and Infrastructure Development Strategy, Length of Stay Program. The lowest closeness of the relationship is the Security Stability and Macroeconomic Policy variables with the Tourism Object Development Strategy variable, while the highest relationship closeness is the Security and Macroeconomic Policy variables, the Policy with the Length of Stay Program Improvement variable.*

Keywords : *enhancement; tourism; promotion; DKI Jakarta*

I. Introduction

DKI Jakarta is dubbed "A City with Thousands of Opportunities" which in recent decades has been the main entrance of the Asian region with all its uniqueness. Aside from being the administrative center of the capital of Indonesia but also as a center for social, cultural and health activities. Jakarta is a bustling and bustling city filled with land, sea and air transportation facilities. Jakarta was also dubbed "The City Administration" which consisted of 6 (six) regions up to and reaching to the Thousand Islands region. Jakarta as a center for administrative activities consisting of 43 sub-districts and 256 sub-districts, coupled with the community association (RW) and Neighborhood Unit (RT). The city of Jakarta is also the "City of History" which shows the historic city more than 500 years ago where the Ciliwung River flowed. Jakarta has an attraction as a center of trade activities and historical heritage heritage that is interesting to visit. So, Jakarta as "The Trade City" as well as "The tourism and Cultural City", so that Jakarta deserves to be a city that will attract many domestic and foreign tourists from a variety of attractions, activities and tourism attractions. Jakarta is also a major city center (business, trade, entertainment, hotels and restaurants, education, infrastructure, buildings and historic buildings) and is very attractive compared to other major cities throughout the world. Jakarta plays an important role in contributing to the economy and specifically the tourism sector in Indonesia after the Island of the Gods of Bali.

DKI Jakarta's flagship tourism objects according to successive locations such as: Ancol Jaya Dream Park, Beautiful Indonesia Mini Park, Ragunan Animal Temple, National Monument, National Museum, Satria Mandala Museum, Jakarta History Museum and Sunda Kelapa Harbor. From these objects 3 (three) locations as tourist objects classified as visited by tourists such as; Ancol Dreamland Park, Beautiful Indonesia Mini Park and Ragunan Animal Sanctuary. Of the leading tourism objects, the number of tourists has decreased significantly,

which is down from 22,183,535 in 2001 to 13,625,122 in 2005, down about 38 percent. Data on foreign tourist arrivals in DKI Jakarta according to BPS (2006: p. 453) when compared to the number of Indonesian tourists, the number of DKI tourists is very significant with a percentage of 21-30 percent.

Factors that influence regional income receipts from the tourism industry sector, both from domestic and foreign tourists, will be related to the amount of government budget spent to fund tourism facilities and infrastructure, the size of the budget for promotion both domestically and abroad, besides that influenced by the number of visits made by tourists including the length of stay, the influence of attraction of tourist attractions both in terms of numbers and the advantages of the products offered (tour packages), facilities to reach tourist attractions such as transportation facilities (land, sea, river and air), accommodation in tourist destination locations (hotels, restaurants, souvenir sale places etc.), information provided (catalogs, print media, electronic media and others), other supporting institutions such as bureaus travel, passport services and others.

Regional revenue from the tourism sector directly impacts the availability of activities and small and medium micro business units around the tourism service process to tourism destinations so that this increase in activity can develop Micro, Small and Medium Enterprises (MSMEs) and have the opportunity to increase employment. The number of poor people in Indonesia in 2007 (BPS) reached 37.17 million (16.58%) with unemployment estimated to reach 10 million workers and partly unemployment in DKI Jakarta ranging from 200,000 with employment opportunities of around 15,000 in 2005. Tourism activities also have a significant influence on the activities of other businesses such as hotels, restaurants, other entertainment facilities, transportation companies, travel agencies, gift shops, and other types and business activities. It is estimated that the impact of business activities in addition to increasing regional revenues DKI Jakarta also increases Micro, Small and Medium Enterprises (MSMEs) and employment which have a direct impact on increasing tourism competitiveness in the Special Capital Region (DKI) of Jakarta.

II. Review of Literature

2.1 Development Theory

In general, economic development is defined as a series of efforts in an economy to develop its economic activities so that more infrastructure is available, more and more companies are growing, the education level is getting higher and technology is increasing. As an implication of this development, it is expected that employment opportunities will increase, income levels increase, and community prosperity will be increasingly high (Sadono Sukirno, 2006: p. 3).

According to the strict academic understanding of economics in Todaro (2000, p. 17) translated by Haris Munandar, the term development (development) has traditionally been interpreted as the capacity of a national economy whose initial economic conditions are more or less static in a sufficient period of time long time to create and maintain an annual increase in gross national income or Gross National Product.

According to Meiyer and Baldwin in Suryana (2000, p. 3):
Economics development is a process of the economy of real national income increasing on a long period of time. And if the rate of development is great than the rate of population growth, then per capita real income increase

Economic development is defined as a process that causes per capita income of a population to increase in the long run. From this definition it contains three elements: (1) economic development as a process means continuous change in which it contains its own elements of strength for new investments; (2) efforts to increase per capita income; (3) the increase in per capita income must take place in the long term.

2.2 Tourism

Tourism according to McIntosh and Shashikant Gupta in Nyoman S. Pendit (2006, p. 34) a combination and symptoms and relationships that arise and interactions of tourists, business, host governments and host communities in the process of attracting and serving tourists and other visitors .

Tourism according to Lumsdon (1997) is a managerial process that anticipates and satisfies the desires of existing and more prospective visitors and suppliers or competitors' destinations. Management changes are driven by profits and benefits for the community or both; whichever path is taken, long-term success depends on the interaction between the customer and the supplier. This also means saving the needs of the environment and society and is at the core of customer satisfaction. These things can no longer be considered as something separate from each other.

Tourism according to Regional Regulation No. 10 of 2004 concerning Tourism in Article 1 is a travel activity or part of the activity carried out voluntarily and temporarily to enjoy a destination.

Tourism according to Law No. 10 of 2009 concerning Tourism in Article 1 is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the tourist attractions visited in the interim period.

Tourism according to Regional Regulation No. 10 of 2004 concerning Tourism is everything related to tourism, including the exploitation of tourism attractions and related businesses in that field. Tourism according to Law No. 10 of 2009 concerning Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments.

Tourism Marketing according to Regional Regulation No. 10 of 2004 concerning Tourism is an effort to introduce, promote and sell tourism products and destinations both domestically and abroad.

Seaton and Benett (1996) identified 5 (five) important characteristics of tourism marketing, namely:

- 1) A consumer-oriented philosophy
- 2) Analytical procedures and criteria
- 3) Data collection techniques
- 4) Organizational structure
- 5) Regional strategic decisions and planning functions.

According to Wahab (2003: p. 9) tourism is an important factor to mobilize the unity of the nation and its people who have different regions, dialects, customs and diverse tastes as well.

Tourists according to Hunziker and Krapft in Nyoman S. Pendit (2006, p. 35) a number of relationships and symptoms that result from the stay of foreigners, provided that their stay does not cause temporary residence and efforts or permanent as a business looking for full employment.

Travelers according to J. Christopher Holloway in Nyoman S.Pendit (2006, p. 33) are someone who travels to see something else and then complains if he pays something that is not appropriate.

International tourism is very useful as a means to increase international understanding and as a tranquilizing tool in political tensions because if people from various countries meet and pay attention to their household life patterns (at least this is what happens), then surely they will mutual understanding better.

2.3 Competitiveness of the Tourism Sector

According to Porter (1994: 1), competition is the essence of success or failure. Competition determines the accuracy of organizational activities that can support performance such as innovation, cohesive culture or good implementation. A competitive strategy is the search for competitive positions that are profitable within an industry, the fundamental arena in which competition occurs. Competitive strategies aim to establish a position that is profitable and can be defended against the forces that determine industrial competition.

The definition of competitiveness at the national level is the degree to which the country, in free and fair market conditions, can produce goods and services that meet international market testing while simultaneously increasing the real income of its citizens. Competitiveness at the national level is based on superior productivity performance. (Report of the President's Competitiveness Commission, written for the Reagan administration in 1984 in Dong-Sung Cho and Hwy-Chang Moon, 2003; 246)

According to Porter (1994; 4), in any industry, both domestically and internationally or producing products or services, competition rules include within 5 (five) competing forces, namely:

- a. The entry of new competitors.
- b. Threats of substitute products (substitution).
- c. Power of bargaining (bargaining) of buyers.
- d. Power of supplier bidding.
- e. Competition among existing competitors.

III. Research Method

Variables in the study consists of security stability variables and macroeconomic policies, tourism policies and budgets, tourism development strategies, strategies for supporting facilities and infrastructure development, length of stay improvement programs for foreign tourist visits, increased tourist visits to the archipelago, tourism sector MSMEs development, creation Tourism Employment, and Regional Revenue Increase from the Tourism Sector

The object of research is tourism businesses and MSMEs that carry out tourism sector activities in DKI Jakarta. Whereas the subjects in this study were leaders / managers, and MSMEs entrepreneurs, as well as other related parties.

IV. Discussion

Promotional activities carried out by the Tourism Office in 2008 have been carried out a lot, both in the form of participation in international level tourism exhibitions and national level

tourism exhibitions, as well as advertising in national and international media as seen in the activities below:

4.1. Domestic Promotion

In 2008, the Tourism Office's domestic promotional activities were divided into two groups, namely regular activities at the national tourism exhibition and the activities of the Jakarta Tourism Expo in several tourist centers, as shown in table 1 below:

Table 1. List of Domestic Promotion Activities 2008

NO	TIME	ACTIVITIES	PLACE
1	16-20 May 2008	Jogja Art and Tourism	Jogjakarta
2	20-25 May 2008	Majapahit Travel Fair	Surabaya
3	7-17 August 2008	Padang Fair	Padang, Sumbar
4	19-24 August 2008	Manado Expo	Manado
5	20-25 August 2008	NTB Expo	Mataram
6	26-31 August 2008	Festival Krakatau	Lampung
7	10-14 Oct 2008	Festival Nusa Dua	Bali
8	23-26 Oct 2008	Kemilau Nusantara	Bandung
9	18-21 Nov 2008	Jakarta Tourism Expo	Medan
10	2-5 December 2008	Jakarta Tourism Expo	Surabaya

Source: Subdis of Marketing and International Relations

4.2. Foreign Promotion

The following are some overseas promotional activities programmed in the Marketing and International Relations Sub-Department for the 2008 financial year, as shown in table 2:

Table 2. List of Overseas Promotional Activities 2008

NO	TIME	ACTIVITIES	PLACE
1	19-26 March 2008	Jakarta Food & Culture Festival	Istambul, Turki
2	6-9 May 2008	Arabian Travel Market (ATM)	Dubai, Uni Emirat Arab
3	5-8 June 2008	Korean Travel Fair (KOTFA)	Seoul, Korea Selatan
4	12-15 June 2008	International Travel Expo (ITE)	Hongkong, China
5	2-4 August 2008	Outbound Travel Market (OTM)	Calcutta, India
6	5-7 Sept 2008	MATTA Fair II	Kuala Lumpur, Malaysia

7	19-21 Sept 2008	JATA-World Travel Fair	Tokyo, Jepang
8	7-9 October 2008	ITCMA (MICE)	Bangkok, Thailand

Source: Subdis of Marketing and International Relations

4.3. Media and Communication

To support Jakarta tourism promotion activities both domestically and abroad, advertising activities have been carried out in print and foreign media, making Jakarta souvenirs and printing promotional materials both at home and abroad, but at the time of data collection, communication media activities have not done.

4.4. International Relations

International Relations Activities The Jakarta tourism office includes active participation in several meeting events with members of international tourism both at regional and regional levels, including:

Table 3. List of International Relations Activities 2008

NO	TIME	ACTIVITIES	PLACE
1	29 April – 3 May	TPO Executive Committee Meeting	Melbourne, Australia
2	5-9 October	TPO Forum and The World Tourism Investment	Busan, Korea Selatan
3	6-10 October	The Council For Promotion of Tourism in Asia (CPTA)	Hanoi, Vietnam
4	October	International Congress and Convention Assoc.	Kanada
FAM TRIP			
1	10 June	Garuda Indonesia Tokyo (15 orang Tour Operator)	Jakarta
2	9-11 September	KL Media fam Trip (15 jurnalis)	Jakarta
3	10-11 September	Singapore Airlines Fam Trip to Indonesia from Scandinavian countries (15 orang)	Jakarta
4	26-28 September	FEALAC (7 jurnalis)	Jakarta
5	22-25 October	Journalist visit programme	Jakarta
6	10-12 November	Fam Trip Crew film 3 dimensi Garuda Indonesia Jepang	Jakarta
7	25-29 November	Fam Trip TV ATN Bangladesh	Jakarta

Source: Subdis of Marketing and International Relations

4.5. Expected Impact

The tourism development of DKI Jakarta province refers to the strategic plan of the DKI Jakarta province as stipulated in the DKI Jakarta Provincial Regulation Number 10 of 2002

concerning the Strategic Plan (Renstra) of the DKI Jakarta Province. Based on the regulation, the activities of all tourism units in the DKI Jakarta Provincial Tourism Office were prepared, both in the form of a one-year program such as the 2008 work program and a five-year strategic plan. The plan is contained in three main programs, namely; Tourism Product Development, Tourism Market Development, and Tourism Facilities and Services Development. Plus, it must be adjusted to each Tourism Office work program that refers to the Regional Medium Term Development Plan (RPJMD), in order to further optimize the performance targets of all activities.

In general, the implementation of many tourism program activities experienced problems, especially in terms of disbursement of funds due to delays in the new APBD which was ratified in April 2008, but until June 2008 it was still undergoing changes and awaiting approval from the legislature. This has resulted in the resignation of the schedule for holding several tourism events in Jakarta, which was held by the Jakarta Tourism Office.

The expected impact of the results and analysis of the preparation of the Jakarta tourism data for 2008, can be used as a reference in making tourism development policies in Jakarta both related to the readiness of tourism products, promotion and communication strategies, and guidance to the tourism industry. Of the overall data, the most concerning is data on tourism products in the Thousand Islands which have ups and downs, and impact on the closure of the tourism industry, if this is allowed then gradually the tourism business in the Thousand Islands will be difficult to become a mainstay of Jakarta tourism as a natural tourism product which is the pride of Jakarta.

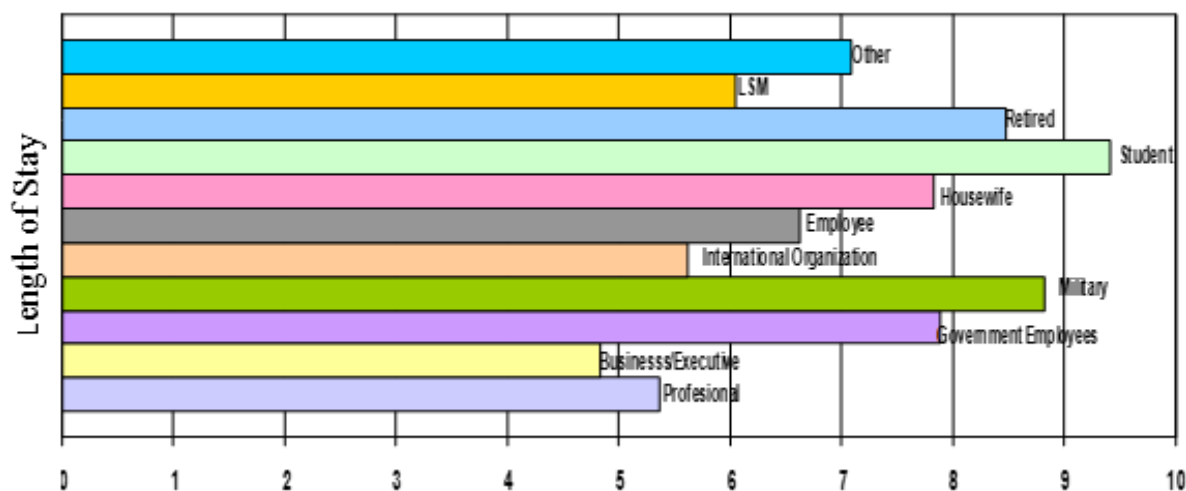
4.6. Average Length of Stay of Tourists in Jakarta

The following data are presented on the average length of stay of foreign tourists in Jakarta based on surveys of expenditure and satisfaction of foreign guests conducted by the Jakarta Central Bureau of Statistics in 2006, as in table 4 below:

Table 4. Average Length of Stay of Foreign Tourists in Jakarta In 2007

No	The Main Job	Average Length of Stay (Days)
1.	Professional	5,36
2.	Business / Executive	4,83
3.	Government Employees	7,89
4.	Military	8,82
5.	International Organization	5,62
6.	Employee	6,63
7.	Ibu Rumah Tangga	7,83
8.	Student	9,41
9.	Retired	8,47
10.	LSM	6,05
11.	Other	7,09
	Average	7,09

Source: BPS 2006



Data source : DKI Jakarta Foreign Guest Expenditure and Satisfaction Survey in 2006, DKI Jakarta Provincial Statistics Agency

4.7. Average Expenditures of Foreign Travelers in Jakarta

Based on data from the 2008 Department of Culture's Passenger Exit Survey, it can be described the data on the average expenditure of foreign tourists per visit according to the country of residence and exit as follows:

Table 5. Average Expenditures of Wisdom Per Visit According to Residence and Exit in 2007 Unit: \$ US

COUNTRY OF RESIDENCE	Pintu Keluar Soekarno-Hatta
Brunei Darussalam	570.04
Malaysia	658.98
Filipina	713.04
Singapura	665.17
Thailand	921.10
Hong Kong	772.88
India	1.075,51
Jepang	945,69
Korea Selatan	824,91
Pakistan	899,22
Bangladesh	1.365,83
Srilanka	750,68
Taiwan	767,53
China	820,79
Saudi Arabia	1.661,57
Asia Lainnya	1.419,55
Total Asia	824,09
Austria	1.221,16
Belgia	1.012,87
Denmark	533,50
Perancis	1.356,38
Jerman	1.161,53

Italia	1.121,92
Belanda	1.235,42
Spanyol & Portugal	2.728,61
Swedia	908,81
Swiss	1.829,12
Inggris	1.383,67
Finlandia	1.269,17
Norwegia	1.170,14
Rusia	1.942,68
Eropa Lainnya	1.073,00
Total Eropa	1.277,06
Amerika Serikat	1.554,28
Kanada	1.029,52
Mexico	2.500,00
Amerika Tengah	-
Amerika Selatan	1.435,00
Total Amerika	1.466,45
Australia	1.206,77
Selandia Baru	1.107,17
Oseania lainnya	737,20
Total Oseania	1.194,11
Mesir	900,83
Afrika Lainnya	1.021,12
Total Afrika	1.004,34
Average	1.000,82

Sumber : Passenger Exit Survey 2007, Departemen Kebudayaan dan Pariwisata

From table 5. the following is illustrated the ranking of the average expenditure of foreign tourists according to the country of residence from the Soekarno-Hatta exit, data shows that the countries of Spain and Portugal are ranked number 1 followed by Mexico and Russia. This means that the foreign tourist market that has not been cultivated so far turns out to have large spending power compared to tourists from ASEAN and East Asia. Foreign tourists from Bangladesh who received less attention as the target market actually ranked 8th where other Asian countries actually did not become the biggest expenditure contributor.

In addition, countries such as Finland, South America and Mexico that have not become the target market for Jakarta, need to be analyzed further the opportunity as a potential tourism market for Jakarta. For countries in the Middle East, Saudi Arabia sits in the top 10 while other Arab countries may still be difficult in calculating visits because the numbers are still low.

Table 6 Average Expenditures of Foreign Tourists Per Visit According to Country of Residence and Soekarno-Hatta Exit in 2007

Country of Residence	TotalH/Day US \$	Rating
Spanyol dan Portugal	2728,61	1
Mexico	2500	2
Rusia	1942,68	3
Saudi Arabia	1661,57	4

Amerika Serikat	1554,28	5
Amerika Selatan	1435	6
Inggris	1383,67	7
Bangladesh	1365,83	8
Perancis	1356,38	9
Finlandia	1269,17	10

Source : Passenger Exit Survey (Depbudpar, 2007)

As for the average expenditure of foreign tourists per day according to the country of residence and exit, foreign tourists from Bangladesh (1) with expenditures per day of 273.17 USD, Switzerland (2) with an average of 159.05 as shown in the table below:

Table 7. Average Expenditures of Wisman Per Day According to Country of Residence and Exit of 2007 Unit: US \$

Country of Residence	Exit of Soekarno Hatta	Rating
Brunei Darussalam	110,98	
Malaysia	116,59	
Filipina	96,46	
Singapura	131,95	9
Thailand	154,39	4
Hong Kong	111,85	
India	108,14	
Jepang	114,59	
Korea Selatan	114,54	
Pakistan	93,52	
Bangladesh	273,17	1
Srilanka	156,86	3
Taiwan	100,99	
China	116,56	
Arab Saudi	136,55	7
Asia Lainnya	178,86	
Total Asia	124,62	
Austria	86,66	
Belgia	77,34	
Denmark	52,05	
Perancis	88,44	
Jerman	90,33	
Italia	87,65	
Belanda	65,74	
Spanyol & Portugal	120,00	10
Swedia	113,60	
Swiss	159,05	2
Inggris	97,82	
Finlandia	90,65	
Norwegia	100,87	

Rusia	138,76	6
Eropa Lainnya	82,86	
Total Eropa	88,17	
Amerika Serikat	132,75	8
Kanada	92,87	
Mexico	80,65	
Amerika Tengah	-	
Amerika Selatan	80,00	
Total Amerika	121,23	
Australia	115,28	
Selandia Baru	94,73	
Oseania lainnya	110,58	
Total Oseania	113,70	
Mesir	150,14	5
Afrika Lainnya	107,33	
Total Afrika	111,31	
Rata-rata	110,46	

Source : Passenger Exit Survey 2007, Ministry of Culture and Tourism

From the table above, it can be seen that most tourists who have the highest average daily expenditure are not the main target market for tourists for Jakarta. Therefore, it is necessary to consider the country of origin of tourists who have high spending power and what efforts can be made to extend the length of stay they live in Jakarta, so that foreign exchange earnings increase. Tourists from Bangladesh and Sri Lanka have not even been considered potential tourist markets for Jakarta. Foreign tourists from Switzerland, Russia, Spain and Portugal who are not targeted as markets need to be directed and used as new markets in the European region because of their high purchasing power. As for the tourist market in the ASEAN region, Singaporeans have often become the target market and especially for Singapore tourists who spend the weekend in Jakarta, which is interesting that foreign tourists from Thailand are ranked fourth, this means that geographical proximity to Jakarta and tourism product development efforts different cities than those offered by Bangkok, Jakarta will be a pleasant place for Thais.

Based on the results of the 2007 Passenger Exit Survey, Ministry of Culture and Tourism, the average length of stay of foreign tourists per visit according to the country of residence of the Soekarno-Hatta exit, has an average length of stay of 8.09 days (data as attached). Foreign tourists from South Africa have a stay of 15.38 days and the least length of stay is foreign tourists from Pakistan with a length of stay of 4.33 days. From the average length of stay of foreign tourists 8.09 days, those who live purely in the DKI Jakarta Province are with an average proportion of 5.11 days.

While the average expenditure of foreign tourists per day according to the country of residence and exit in 2007, are as follows:

Table 8. Average Expenditures of Foreign Tourists Per Day According to Country of Residence and Exit in 2007

Unit : US \$

Country of Residence	EXIT		
	Soekarno-Hatta (JKT)	Ngurah Rai (BALI)	Juanda (SBY)
ASEAN	138,16	145,64	89,72
Asia (Kecuali ASEAN)	130,94	130,98	83,79
Timur Tengah	158,49	214,78	112,50
Eropa	112,34	93,17	79,03
Amerika	141,07	100,27	96,67
Oseania	115,46	104,58	52,09
Afrika	109,24	89,43	143,43

Source : Passenger Exit Survey (Ministry of Culture and Tourism, 2007)

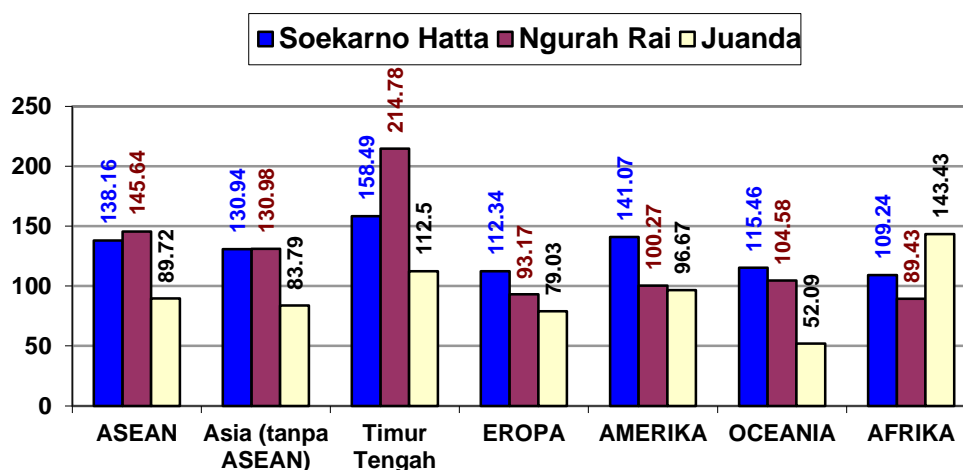


Figure 2. Average Expenditures of Foreign Experts Per Day by Country of Residence and Exit in 2007

Source: Passenger Exit Survey (Ministry of Culture and Tourism, 2007)

4.8. Average Length of Stay for Tourists at a Starry Hotel in Jakarta

In this section, data will be drawn on the average length of stay of foreign tourists in star-rated hotels in Jakarta, as input for reviewing the position of product supply in Jakarta, especially from accommodation and the comparison with the number of available rooms. So that later it will be known whether the accommodation facilities in Jakarta are over supply or require more rooms to receive foreign tourist visits.

The highest occupancy rate for foreign tourist rooms in 2008 was in August (56.96%) and April (56.41%). What needs to be paid attention to is that April and August are not the peak season for Jakarta, this is probably because in those months many exhibitions, meeting activities / MICE for business travelers were held, along with data on room occupancy rates for 2006-2008 :

Table 9. Average Occupancy Rate of Mancanegar Tourist Rooms in Starred Hotels in DKI Jakarta 2006-2008

MONTH	YEAR 2006 (%)	YEAR 2007 (%)	DEVELOPMENT (% *)	YEAR 2008 (%)	DEVELOPMENT (% **)
January	42,91	58,00	15,09	52,29	(5,71)
February	46,39	57,39	11	50,98	(6,41)
March	52,17	52,07	(0,1)	52,03	(0,04)
April	48,93	53,82	4,89	56,41	4,38
May	50,79	53,74	2,95	55,20	(1,21)
June	49,00	57,84	8,84	53,94	(1,26)
July	54,91	59,09	4,18	56,29	(2,80)
Agustus	49,15	54,57	5,42	56,96	2,39
September	56,34	50,20	(6,14)	42,96	(7,24)
October	44,28	50,86	6,58	43,59	(7,27)
November	53,77	58,97	5,2	49,30	(9,67)
December	60,89	59,05	(1,84)	50,33	(8,72)
Average	50,79	55,47	4,67	51,69	(3,63)

*: growth in room occupancy rates compared to the same month in 2007 with 2006

**: growth in room occupancy rates in 2008 compared to the same month in 2007

Source: BPS DKI Jakarta Province

Table 10. Average Length of Stay of Foreign Tourists in Starred Hotels in DKI Jakarta 2005-2008 Unit: Days

MONTH	YEAR 2005	YEAR 2006	YEAR 2007	YEAR 2008
January	1,96	1,98	2,45	2,93
February	1,94	1,85	2,23	3,29
March	1,90	2,26	2,52	2,79
April	1,73	2,45	2,15	2,42
May	1,82	2,03	2,62	2,61
June	1,71	2,00	2,49	2,39
July	1,82	2,24	2,40	3,08
Agustus	2,05	2,05	2,47	2,80
September	2,04	1,96	2,84	2,81
October	2,38	2,05	2,59	2,83
November	2,74	2,10	2,30	4,69
December	2,12	2,28	2,65	1,99

Source: BPS DKI Jakarta Province

The average length of stay of foreign tourists in star-rated hotels in Jakarta from 2005 to 2008 on average has increased from an average of less than two days to more than two days. changes in length of stay of foreign tourists for 2008 occurred in February and July 2008, compared to 2007 the average length of stay of tourists experienced a peak in May and September, this indicates a shift in the time or holiday season of tourists to Jakarta.

For 2008, in February and September many international events such as International Java Jazz festivals and international golf tournaments were held in addition to the many exhibitions and MICE events held in those months. Conversely, if viewed from the average occupancy rate of rooms by foreign tourists, the highest room occupancy rate in 2008 was in August (56.96%) and April (56.41%) even though these months were not the peak season for Jakarta. So it is necessary to do further analysis on the changing trend of foreign tourists to Jakarta in order to anticipate and support the promotion and sales of tour packages in Jakarta.

Furthermore, the following will describe the length of stay of foreign tourists in Jakarta according to their main occupation, which was obtained from the Guest Satisfaction and Expenditure survey of the DKI Jakarta Provincial Statistics Agency, and will later be used to calculate foreign exchange earned in the following table:

Table 11. Average Length of Stay, Expenditures Per Visit and Per Day of Tourists Visiting Jakarta by Major Job In 2006

No	Job	Average Length of Stay (Days)	Average Expenditures per Visit (US \$)	Average Expenditures per Visit Per Day (US\$)
1	Professional	5,36	914,33	170,58
2	Business / Executive	4,83	928,83	192,51
3	Government employees	7,89	1.344,95	170,46
4	Military	8,82	1.096,76	124,35
5	International Organization	5,62	1.964,15	189,35
6	Employee	6,63	849,15	128,08
7	Haousewife	7,83	1.230,30	157,13
8	Student	9,41	974,27	103,54
9	Retired	8,47	1.035,68	122,28
10	LSM	6,05	1.435,55	237,28
11	Other	7,09	1.049,51	148,03
	Average	7,09	1.165,77	158,51

Source: 2006 DKI Jakarta Foreign Guest Expenditure and Satisfaction Survey, DKI Jakarta Provincial Statistics Agency

From the table above, the compiler tries to calculate the foreign exchange generated from the arrival of foreign tourists to Jakarta using the data above, as illustrated in the following table:

Table 12. Foreign Exchange of Foreign Tourists in DKI Jakarta Province 2002 – 2008

Year	Number of Travelers	Average Length of Stay (Day)	Average Shopping per Day (US\$)	Amount of Shopping (US\$)
2002	1.267.695	4.80	91.38	556.041.451,68
2003	1.125.168	4.50	96.66	489.414.324,96
2004	1.065.495	5.71	100.45	611.682.992,28
2005	1.168.656	6.31	108.54	800.397.769,33
2006	1.216.132	7,09	158,51	1.366.732.800,74
2007	1.216.057	5,11	120	745.686.152,4
2008	1.534.785	4	120	736.696.800,0

Source: BPS DKI Jakarta

Processed: DKI Jakarta Provincial Tourism Office

V. Conclusion

There is a meaningful relationship between the variables of Security Stability and Macroeconomic Policy, Tourism Policy and Budget, Tourism Object Development Strategy, Tourism Support Facilities and Infrastructure Development Strategy, Length of Stay Program. The lowest closeness of the relationship is the Security Stability and Macroeconomic Policy variables with the Tourism Object Development Strategy variable, while the highest relationship closeness is the Security and Macroeconomic Policy variables, the Policy with the Length of Stay Program Improvement variable. There are effects both partially and simultaneously from the variables of Security Stability and Macroeconomic policies, Tourism Policies and Budgets, Tourism Object Development Strategies, Supporting Facilities and Infrastructure Development Strategies, Length of Stay Improvement Program to Increase Amount and Expenditures for Foreign Tourists in DKI Jakarta very significant. The biggest influence is Security Stability and Macroeconomic policies, while the least influential is the Length of Stay Program.

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