

The Tourism Supply Chain Management: Case Study on Mount Kelud, Kediri Regency

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Abstract: Tourism is a lucrative sector for a country looking to boost its economy. The tourism industry can generate state income in the form of foreign exchange, therefore this tourism industry must be considered if a country wants its economy to rise. One way that can be done to increase the competitiveness of the tourism industry is to carry out comprehensive supply chain management. In this study the type of descriptive research selected and its approach with a qualitative research approach. So that the research location and research site is the Mount Kelud Tourism Area, Kediri Regency. Through the results of interviews, observations, and surveys related to the focus of research to related parties, there were 5 informants as primary data sources which were determined by researchers with certain considerations, namely the Tourism and Culture Office of Kediri Regency, tourism managers, visitors, motorcycle taxi associations, and traders associations. The results show that Mount Kelud tourism has very good potential to be developed. The lack of coordination between the two parties, namely between the government and the manager to improve existing facilities, becomes a problem such as adding photo spots which are considered insufficient and also expanding the parking area which is a problem because it is considered not spacious enough to accommodate many vehicles when the holidays arrive. The products sold are also less varied, namely only pineapple products and their derivatives such as pineapple chips, pineapple juice, pineapple candy, and others. So that visitors are not satisfied with the products sold because the products are less varied.

Keywords: Destination Potention, Tourism Supply Chain Management, Tourism.

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Introduction

In Indonesia the tourism industry has grown rapidly and modernly in the last twenty years seen from tourist visits (Barliansyah, 2019). Tourism is a lucrative sector for a country if it wants to boost its economy. The tourism industry can generate state income in the form of foreign exchange, therefore this tourism industry must be considered if a country wants its economy to rise. The Indonesian government is now paying attention to this, it can be seen with the government's seriousness in making this tourism one of the priority programs in the leadership of President Joko Widodo.

The program from President Joko Widodo, among others, is to carry out five national priority super destinations. These five super priority destinations are expected to be able to make Indonesia proud in the international arena, that Indonesia has a hidden paradise that is very worthy to visit for foreign and local tourists. The five super priority destinations are, among others: Lake Toba, Borobudur, Mandalika, Labuan Bajo,

and Likupang. The purpose of tourism development in the five super priority destinations is to create a new Bali that is already known in the eyes of the world because most foreign tourists only see Bali even though there are still many beautiful places in Indonesia to visit (Kemenparekraf).

Because the tourism industry is one of the most superior sector industries compared to others in the national economy that can generate state foreign exchange (BI, 2019). It is not imaginable that many countries depend on their state revenues in the tourism sector. Judging from the country of Thailand which produces 20 percent of GDP and employment in the tourism sector (UNWTO, 2020). The Maldives also depends on the tourism sector, seen from the Maldives' GDP of 28 percent and 60 percent of Maldives' foreign exchange earnings in the tourism sector (Wikipedia, 2021).

With the tagline "Wonderful Indonesia" tourism in Indonesia is expected to be increasingly famous in the eyes of the world. The tagline is implemented for the implementation of the sustainable tourism program in order to successfully create a good synergy between the tourism sector (Kemenparekraf). In Indonesia, many regions have begun to promote the existing tourism potential, as an attractive tourist destination for tourists to visit.

Kediri Regency is one of the many regions in Indonesia that makes the tourism sector a top priority. seen from the desire of the Regent of Kediri Hanindhito Himawan who wants the Kediri Regency area to become a tourist center in East Java (Tempo.com, 2021). By carrying out the tourism area with the tagline "Kediri Again" aims to build the Kediri Regency area in an effort to increase tourist visits to come to the region (kedirikab.go.id). This is in line with what has been stated in Law Number 23 of 2014 concerning Regional Government Article 1 Paragraph 6, which describes regional autonomy in which it is the obligation of the regions to regulate and manage their own government affairs in their regions. So that the existence of regional autonomy forces each region to try to maximize the tourism potential in their area (Azhari, 2018).

One way that can be done to increase the competitiveness of the tourism industry is to carry out a comprehensive supply chain management (Sholekhah, 2020). The necessity of having the supply chain in the tourism industry is as important as the needs to be given in the manufacturing industry (Sönmez & Pelit, 2023). With the support of competent government agencies, the tourism supply chain can be implemented properly. Because if there is support from competent government agencies, all parties can be integrated. Government instruments, government regulations, environmental policies, management and technological developments are drivers that can lead to tourism development (Buckley, 2012:26).

Based on the above background, researchers are interested in researching how the condition of tourism supply chain management in Mount Kelud, Kediri Regency is. Because according to researchers in other studies, it is rare to examine using a tourism supply chain management approach to develop existing tourist destinations. So that later researchers hope that their research can contribute to the Kediri Regency area so that the area is growing and becomes the center of a national tourist destination. And this research aims to advance knowledge about how sustainable tourism can work well with a tourism supply chain management approach.

Methodology

In this study the type of descriptive research selected and its approach with a qualitative research approach. Because it aims to identify and explain tourism supply chain management strategies in the development of lokatourism in Mount Kelud. Sources of data used in this study are primary and secondary data.

Primary data obtained directly in the field. Through the results of interviews, observations, and surveys related to the focus of research to related parties. In accordance with the triangulation principle, which is to compare data or information in different ways with the aim of obtaining a truth. With government employees as resource persons, namely officials who are in relevant agencies, namely the Tourism and Culture Office of Kediri Regency as those who oversee the implementation of the Mount Kelud tourism development strategy, tourism managers, tourists, motorcycle taxi associations, traders associations. The reason for choosing these resource persons is because they have a role in developing a tourist area in Mount Kelud with a tourism supply chain management approach.

And secondary data that comes from data sources that were previously written by someone other than the researcher. So that respondents do not directly relate to the researcher. Secondary data obtained from sources of literature, archives, and documents in accordance with the research focus. Secondary data includes documents, literature, and archives related to the implementation of the Gunung Kelud tourism development strategy.

Data analysis in this qualitative research was carried out since before entering the field, while in the field, and after in the field (Sugiyono, 2013). all activities in qualitative data analysis are carried out continuously until complete, so that the data will be saturated. Qualitative data analysis is an effort to create data, organize data, classify data into something that can be studied or managed, and conclude what is obtained. Interactive data analysis used in this study. The aim is to be systematic, factual and accurate. The components of data analysis can be described as follows: Data collection; Data Condensation; Data Presentation; Verification or Drawing Conclusions.

Results and discussions

From the result of the study, there are seven aspects that had been impacted the process of tourism supply chain management in Mount Kelud. These seven aspects play essential roles toward the quality of supply chain management.

1. Inquiry Management

The management of supply chain is aimed at meeting tourists' needs from targeted source markets and achieving the business target from different enterprises (Karsokiene & Giedraitis, 2023). The investment in the Gunung Kelud area comes from the local government budget or regional budget, which is then held in a meeting with council members to decide what the investment range will be and then collaborate between existing SKPDs. For example, for infrastructure, it can be done with the PUPR office of Kediri Regency for the process, because the Mount Kelud tourist area is managed by the local government of Kediri Regency and also the Mount Kelud Tourism Area also has other partners, namely PD Margo-Perhutani PD where this collaboration is in order to continue to preserve nature in the Mount Kelud Tourism Area and will also plant productive plants for the tourism needs of Mount Kelud. The most crowded time to visit is during holidays and red dates. To increase tourist visits, tourism promotion is carried out through various activities such as table tops, exhibitions, events, familiarization trips, as well as promotions in digital media, print media, electronic media, and other media.

2. Two-party relationship

The relationship between the government and the manager of the Mount Kelud tourist attraction is well established because here the government's role is very vital to develop regional tourism and improve the regional economy because it is the

government's task. The government and managers have also marketed their regional tourism to facilitate tourism industry players including travel agencies, tours, restaurants, and hotels by organizing table top activities and exhibitions. This table top is a forum designed to bring together the implementing regional tourism industry players as sellers and the destination tourism industry players as buyers. Meanwhile, this exhibition is an exhibition to promote the tourism potential of the region and its products. However, there is a difference of opinion that the relationship between the government and the manager is felt to be lacking because the demand for vehicle parking in the Mount Kelud Tourism Area to be expanded has not been fulfilled so that the relationship between the two parties is considered lacking. Maintaining ongoing collaboration and improvement with stakeholders and service providers becomes the key factor in supply chain management (Karsokiene & Giedraitis, 2023).

3. Supply Chain Management

With the existence of the Dohoho Kediri International Airport, it will be able to increase tourist visits in Kediri Regency, especially in the Mount Kelud Tourism Area. This airport serves as the main gateway for the tourism sector. The needs of supply chain management will also affect the manufacturing industry (Sönmez & Pelit, 2023). With the airport, it can provide easy access for tourists from outside the region and from abroad. Besides being able to increase tourist visits, it will also be able to attract investors to invest in the tourism sector later. With this airport, it can provide opportunities to promote tourism by collaborating with airport managers and other airlines to attract potential tourists from outside the region and abroad.

4. Inventory Management

The number of inns in the Mount Kelud Tourism Area itself is 9 homestays and 2 inns. It is deemed sufficient for the needs of tourists who want to stay in the Mount Kelud Tourism Area. Because the inn is crowded with visitors when there is an event or event, other than that the inn looks deserted. For the number of outlets in the Mount Kelud Tourism Area, there are about 20 outlets, it is also considered to be very sufficient to meet the needs of tourists who want to shop because if there are too many or more, they are afraid that their wares will not sell because on weekdays there are no visitors and at the same time there are no visitors. On normal days, these outlets are usually closed and open again on weekends or other holidays. The ojek itself consists of 160 people, which is definitely sufficient for the needs of tourists who visit Mount Kelud and want to see the crater of Mount Kelud.

5. Tourism Product Development

The tourism industry is linked with numerous diverse and heterogeneous business entities (Chowdhury, et al., 2023). The result is quite good tourism in Mount Kelud. However, there are some notes where facilities such as photo spots are somewhat reproduced because visitors feel that photo spots are important, especially now in the era of social media that requires content to be shared with friends. And also add the types of products sold in the Mount Kelud Area to make it more diverse, because most of the products sold in the Mount Kelud Tourism Area are pineapple products and their derivatives, so it is necessary to add non-pineapple products to make them more varied. And also the parking facility needs to be expanded so that it can accommodate more vehicles and can also accommodate motorcycles and cars. Because the parking lot is separate between motorbike and car parking.

6. Tourism Supply Chain Coordination

Maintaining ongoing collaboration and improvement with stakeholders and service providers becomes the key factor in supply chain management (Karsokiene & Giedraitis, 2023). The policy that regulates the pattern of cooperation between travel agencies, tourist destinations, and hotels has not yet been seen from the travel agency, which if you want to come to visit Mount Kelud, confirm by telephone and later the manager will prepare tickets, parking, and also shuttle buses to take you to the top. because the bus can't go up because the road is narrow. The order is without a down payment so that it is paid at the time of the visit.

7. Information Technology

The Mount Kelud Tourism Area has a website and social media called @wisatakelud which aims to promote tourism in the Kediri Regency area, especially the Mount Kelud Tourism Area. The contents of the website include, among others, tourist destinations, cultural arts, tourist villages, culinary arts, and virtual tours. However, the contents of the website still have no information about ticket prices and it is not yet available for ticket sales that can be ordered online, but it does not demand the possibility that in the future it can be developed again so that you can order tickets online and can find out about prices. ticket prices and more.

For how to determine the number of visitors and which tourists come from areas managed by the Kediri Regency Government, it is well computerized. However, the classification of tourist visit data is still limited to only domestic and foreign tourist visits, due to the difficulty of implementing data collection in the field. More specific data collection is from regional origin, gender, age, and so on, only for market analysis purposes.

Conclusions

The condition of supply chain management in the Mount Kelud Tourism Area is quite good, but there are some minor notes that become a weakness for Mount Kelud tourism, namely the lack of parking area. The parking lot when the holidays come, the parking lot is very full and the officers are confused to arrange vehicles that want to park. Even vehicles can be parked on the streets as the parking lot is full. Also, the weakness is that the products sold are less varied, only selling pineapple products and pineapple derivative products.

The challenge faced by stakeholders in the development of the Mount Kelud Tourism Area in the tourism supply chain management approach is for the government and tourism managers. Also, the traders also sell other products to be more varied, not only selling pineapples. As well as for the motorcycle taxi community, they want to reduce the ojek fare which is considered too expensive to drive to the crater of Mount Kelud, which is Rp. 30,000.

Efforts to make the management of the tourism supply chain in the Gunung Kelud Tourism Area run efficiently and increase tourist visits are by coordinating between two parties, namely the government and managers to improve existing facilities, namely expanding the parking area which is considered less spacious to accommodate many vehicles. and beautify existing facilities such as adding photo spots. As well as training existing MSME actors or traders' associations to be trained to produce food or drinks other than pineapple so that the products sold are not only pineapple products. Also, the motorcycle taxi community wants to be discussed about the price of the motorcycle taxi

fare so that it will be lowered again so that it is not too expensive because it is in the common interest.

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