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CREATIVE ECONOMY BASED ON INNOVATION DEVELOPMENT IN TOURISM DESTINATIONS AS A PANACEA

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ABSTRACT

The development of tourism innovation as the basis for the creative economy is the right solution to anticipate the negative impacts of the COVID-19 pandemic that has hit the world so far, including Indonesia as an archipelago country. Maritime tourism innovation is one of the panaceas of the creative economy because it can turn potential into valuable tourism competencies, both for the public and stakeholders as well as for tourists at Super Priority Destinations (SPD). Data, information, and knowledge about the creative economy based on tourism innovation are obtained through observations, interviews, focus group discussions, and searching for the required documents. The qualitative-descriptive analysis technique was used following the stages of the interactive model, namely data collection, data presentation, data processing, verification-drawing conclusions. The results show that the development of marine tourism innovation is considered as one of the panaceas for efforts to activate the creative economy in SPD in Indonesia. Tourism innovation as the basis for the creative economy is carried out through strengthening the SPD Pillar; Tourism Marketing; Tourism industry; human resources (HR) and Tourism Institutions; innovation in aspects of 5A (attractions,

accommodation, accessibility, amenities, and ancillaries), as well as the re-actualization of the quality tourism *Sapta Pesona* Program. Therefore, to realize public expectations regarding the strengthening of the creative economy based on the development of tourism innovation as a panacea, it is necessary to re-apply the three strategies to encourage research and innovation-oriented towards sustainably increasing added value and competitiveness. Adapting the latest information and communication technology ethically, aesthetically, kinesthetically, effectively, efficiently, sustainably; and managing the 5A-based tourism component through the re-actualization of the *Sapta Pesona* program.

Keywords: Creative Economy, Tourism Innovation, *Sapta Pesona* Program; Component 5A of tourism; Panacea.

INTRODUCTION

Globally, tourism is one of the sectors that drive the world's primary economy. If tourism is considered an export, then tourism is ranked three after fuel and chemicals, in 2019 tourism contributed 7 percent of global trade. From an employment perspective, tourism supports one in 10 jobs and provides a livelihood for millions more in developing and developed countries (Islahuddin et al., 2021). However, since the Covid-19 outbreak began in early January 2020, the tourism sector has been greatly affected, starting from the decline in the number of trips, livelihoods, public services, to people's purchasing power. Exports from tourism fell by \$910 billion to \$1.2 trillion in 2020. This would have a wider impact and could lower global GDP (Gross Domestic Product) by 1.5 to 2.8 percent. As many as 100-120 million tourism jobs are directly threatened, in addition to tourism-related sectors such as labor-intensive accommodation and the foodservice industry which employs 144 million workers worldwide (Azizah et al., 2018; Fadilah, n.d.; Islahuddin et al., 2021), including in Indonesia.

Indonesia as a destination has natural resources and other resources such as culture which is a target for tourists to carry out tourism activities. Natural resources owned include existing resources in the ocean (nautical), plains, and mountains with the potential for attractive tourist attractions in each province and district/city which are also tourism destinations. In particular, in the maritime area, Indonesia is known as a maritime country because about 75 percent of its territory is an ocean area consisting of 3.1 million square kilometers (km²) which is a territorial sea and 2.7 million km² is an Exclusive Economic Zone/EEZ (Islahuddin et al., 2021).

Indonesia's marine wealth can be seen through a coastline of 99,093 kilometers, a sea area of 3,257 square kilometers, 20.87 hectares of marine conservation areas, coasts, and small islands. The area contains 590 species of coral, 2,057 reef fish, 12 species of seagrass, 34 species of mangrove, 1,512 species of crustacean, 6 species of turtle, 850 species of sponge, 24 species of marine mammals, 463 points of shipwreck. This potential is used for educational tourism, underwater tourism, conservation tourism, and diving to develop knowledge (Suharyanto et al., 2020). Therefore, the development of innovation in marine tourism destinations is a must to support the development of a creative economy sustainably.

The Tourism and Creative Economy sectors are targeted to make an increasing contribution to the resilience of the Indonesian economy (Carrillo & Jorge, 2017; Nocca, 2017; Paziienza, 2004; Persada, 2018; Pratomo & Sumargo, 2016). The Foreign Exchange Value of the Tourism sector is targeted to increase from US\$ 3.3 – 4.8 billion in 2020 to US\$ 21.5 - 22.9 billion in 2024. The contribution of GDP (Gross Domestic Product) of Tourism to the National is targeted to increase gradually from 4 0.0 percent in 2020 to 4.5 percent in 2024. The Export Value of Creative Economy Products is targeted to increase from US\$ 16.9 billion in 2020 to US\$ 19.26 billion in 2024.

In supporting the increase in these contributions, it is necessary to increase the number and quality of tourists. The number of foreign tourists is targeted to increase from 2.8 – 4.0 million tourists in 2020 to 16-17 million tourists in 2024. Meanwhile, foreign tourists spending is expected to increase from US\$ 1166.67 – 1213.87 in 2020 to US\$ 1345 in 2024. For Nusantara tourists, the movement is targeted at 120-140 million movements in 2020, increasing to 330-355 million movements in 2024.

The competitiveness of national tourism destinations and industries is targeted to increase marked by the increase in the Travel and Tourism Competitiveness Index (TTCI) ranking published by the World Economic Forum. Indonesia is targeted to be ranked 36-39 in 2021 and increased to rank 31-34 in 2023.

The ratio of standardized and certified tourism and creative economy businesses is targeted to increase from 10 percent in 2020 to 30 percent in 2024. Total investment in tourism and the creative economy is targeted to increase from US\$ 2 billion in 2020 to US\$ 3 billion in 2024. The ratio of tourism and creative economy businesses that have access to financing to the total tourism and creative economy businesses is targeted to increase from 1.8 percent in 2020 to 4.6 percent in 2024.

Meanwhile, in the field of increasing the quality and quantity of tourism and creative economy workers in 2020-2024, the Ministry of Tourism and Creative Economy/ Creative Economy Development Agency targets to increase the number of tourism workers from 10 million workers in 2020 to 12 million workers in 2024, the number of creative economy workers from 17.25 million workers in 2020 to 19.9 million workers in 2024, and the number of graduates from tourism vocational colleges is targeted to increase from 1500 graduates in 2020 to 2200 graduates in 2024 (Islahuddin et al., 2021).

Based on this background, this research article identifies, analyzes, and explains the impact of the COVID-19 pandemic on the development of a tourism-based creative economy as a leading multidimensional development sector. The focus of the analysis is directed at explaining the development of marine tourism innovations as a panacea in entering the New Normal Local Economy (NENOLE) era in Indonesia.

LITERATURE REVIEW

Tourist areas are seen as having the same meaning as the concept of regional development which considers space as a relational asset. The concept of the area is affiliated with the economic scope of the region and in the perspective that the region is the subject of power in the process of regional

development. In the context of Indonesia, tourism areas are understood in two aspects, namely as a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions. On the other hand, as a tourist area, it has a unique and distinctive attraction (both in the form of physical attraction/uniqueness of the natural environment of the tourist area as well as the socio-cultural life of the community), which is managed and packaged naturally and attractively by developing tourism support facilities in a tourism area. harmonious environmental management and good and planned management. The attractiveness of the area can drive tourist visits to the tourist area and foster tourism economic activities that improve the welfare and empowerment of local communities (Ammirato et al., 2014; Baggio, 2011; Crouch & Ritchie, 2012). Thus, the tourist area is a tourism asset based on the potential of the area that is empowered and developed as a tourism product to attract tourist visits. The purpose of a region is increasingly related to the dynamics of tourism competitiveness (Ahmad et al., 2015; Bare et al., 2020; Crouch & Ritchie, 2012; Grimstad & Burgess, 2014; Kirovska, 2011).

According to experts (Ammirato et al., 2014; Baggio, 2011; Derek et al., 2019; Nunes & Sousa, 2019) that the criteria for appropriate resources as a tourist area are first, tourist areas can be observed based on the perfection of the resources they have. These perfect resources include, among others: a) global scarcity, b) local abundance, c) local control of the resource, d) territorial embedding, e) multiplier effects, f) use requires preservation (sustainability), g) global demand (viability). Meanwhile, according to Nunes & Sousa (2019) that, a tourist area does not have to be shown through the existence of the seven resource criteria above simultaneously. However, it should at least include some of the criteria resulting from political, economic, and social construction. Another important aspect is the participation of local communities as a resource control mechanism. Lastly, the dynamics of economic survival and preservation.

Principles of Tourism Area Development. The socio-economic importance of tourism is demonstrated by the high number of registered international tourist arrivals worldwide. Finally, tourism can offer opportunities for regional development based on territorial resources. At the same time, the impact of tourism on resource use and the regulation of economic systems can contribute negatively to the sustainability of a destination.

The development of tourist areas as a tourism and economic asset must meet the principles of developing tourist areas. In line with this, experts (Ammirato et al., 2014; Baggio, 2011; Crouch & Ritchie, 2012) formulated five fundamental principles in developing tourism areas, namely: 1) Not contradicting the customs or culture of the local community; 2) Physical development is aimed at improving the environmental quality of the area; 3) Pay attention to the elements of locality and authenticity; 4) Empowering tourism area communities; 5) Pay attention to the carrying capacity and capacity as well as environmental insight.

There are many types of tourism and these types continue to grow along with the development of tourism trends, one of which is marine tourism. Marine tourism is a tourism activity that utilizes natural potential and is related to water resources as a tourist attraction and the provision of water sports activities. Maritime tourism or marine tourism is closely related to activities at sea. Activities

that can be done in marine tourism include fishing, swimming in the sea, diving, sailing, surfing, and getting involved in marine conservation, such as planting coral reefs. Based on this, the aspect of marine tourism used in the study is the tourist attraction that exists in the area (Briandana et al., 2018; Islahuddin et al., 2021; Papageorgiou, 2016; Syam, 2021; Tegar & Gurning, 2018; Tiquio et al., 2017).

Innovation in Tourism. The innovation process is a process that must be passed by both individuals and groups to form attitudes towards innovations, decisions to adopt or reject, for implementation of new ideas, and confirmation of these decisions (Kapoor et al., 2014; Lundblad, 2003). Some innovation research in the late 1960s also focused on the concept of "innovation as something new (or a source of novelty)". According to Kotsemir et al., (2013) that, innovation can be a source for creating "new" which can be developed new products or processes for followers (adoption units).

According to Rogers & Rogers (1998), innovation is an idea, practice, or object that is considered new by an individual or another unit of adoption. This definition explains the essence of the term "new" based on hypotheses about the independence of the "novelty" of the innovation, the environment in which it operates, and the characteristics of the adopter of the innovation. According to this definition, the criteria for the "recency" of innovation are determined by the choices and perceptions of the innovation by the adopters (followers). This means that an idea, object, or practice is considered innovative during the period of perception as "new" by a representative adopter. However, an idea, object, or practice is classified as an innovation, even though other followers in the system cannot relate this idea, object, or practice to the innovation because of their acceptance or prior knowledge of the innovation.

It is understood that the availability of information and knowledge about innovations does not change the criterion of "novelty" and innovations are perceived as "something new" by representative followers until the time of their use in practice. In developing Rogers' concept of reinvention, Walker (2006) in his research has synthesized the definition of innovation. According to Walker, innovation is a process by which new ideas, objects, and practices are created, developed, or reinvented, and new and new ones are for adoption units.

In a later development, O'Sullivan & Dooley (2009) articulated hypotheses that were important for the conceptualization of innovation. The assumption is that innovation is the process of implementing changes that are directed at increasing the value of the product for users and contributing to the development of knowledge for innovation adopters. The innovation process begins with scanning and looking for opportunities, then proceeds with the strategic selection, for the resource options selected, and finally for implementing the innovation (Mergel & Desouza, 2013).

The concept of innovation as a contributing factor to change more explicitly reflects various aspects of the definition of innovation. Rogers & Rogers (1998) has presented several ways that can be done by generations to develop the innovation process through 6 stages, namely: 1) Recognizing a Problem or Need; 2) Basic and Applied Research; 3) Development; 4) Commercialization; 5) Diffusion and Adoption; 6) Consequences.

RESEARCH METHODS

Descriptive-qualitative research (Patton, 2005; Saebani & Ahmad, 2009; Silverman, 2020) using this phenomenological approach describes and explains the direction and purpose of developing tourism innovation, especially on the type of marine tourism in Indonesia's three Super Priority Destinations (SPD). The research locations are the marine tourism destinations of Mandalika in Lombok, West Nusa Tenggara (NTB), Labuan Bajo in East Nusa Tenggara (NTT) and Likupang in North Sulawesi Province (Islahuddin et al., 2021).

The development of innovation involves stakeholders, namely local managers or communities, government (central) and local governments, academics, entrepreneurs/private sectors, industry, communities, and the media. Data, information, and knowledge about the development of innovation in the marine tourism sector were obtained through in-depth observations and interviews (Jamshed, 2014) with informants representing tourists (domestic, foreign), informants representing regional apparatus organizations (RAO), informants representing managers, informants representing community members domiciled in the vicinity of the SPD. Unstructured interviews were also used in data collection. Data, information, and knowledge were also obtained from the results of focus group discussions (FGD) and through searching supporting documents. Documentation data sources include government policies, tourism development plans, work programs, and information from social media and websites. Data were analyzed descriptively-qualitatively following an interactive model (Miles et al., 2018) which includes data collection, data condensation, data presentation, verification/ concluding.

RESEARCH RESULTS AND DISCUSSION

Four pillars are the main policies in the development of marine tourism in Indonesia. The four main elements consist of destinations (products), marketing, institutions, and industry. Three main constructs are the focus of innovation related to destinations, namely the quality of tourist destinations (TD), tour packages, and creative products. Each construct is formed by several attributes which are the open coding of the construct. Attributes of attractions have their characteristics to attract tourists so that innovations in packaging and structuring tourist attractions are following their character. According to the informant, "We are often shackled with programs that require attractions to be in a tourist destination, sometimes there is a policy from the center to develop tourist destinations complete with attractions, making us or local governments tend to imitate and even copy and paste the attractions we have seen. If this is left unchecked, it can lead to a lot of duplication or similarities between one destination and another, so it needs a touch of innovation in every attraction that will be displayed" (Islahuddin et al., 2021).

The development of tourist attractions in a destination area is oriented to the potential possessed by each region, both natural and socio-cultural tourism potential. Two categories of tourist attractions were obtained, namely: Managers of Tourist Attractions in Super Priority Destination (SPD) Areas pessimistic with the Tourism Development Program adopted from the central government and

managers of TD wanting innovative tourism area development oriented to local potential.

Accessibility attributes collected from interviews provide information about accessibility conditions in SPD. Accessibility conditions or the ease of reaching tourist sites have adequate quality, for example, the availability of airports, roads connecting location points, and there are plans for the expansion of several core tourist routes. However, there are also problems in destination areas related to accessibility. The results of interviews with community members in Likupang, North Sulawesi stated: “Indeed there has been an expansion from the central government, there has been the construction of a ring road to and from Manado City, but it has not been touched on to villages that have tourism potential. Our method is usually to pick up tourists by motorbike. Big buses don't come here, but only reach the other side of the village, by motorbike here” (Islahuddin et al., 2021). The same statement was expressed by the manager of the tourist village in Lombok. A tourist village is determined by the availability of integrated accessibility, connecting each tourist attraction. The role of the provincial government and the central government is very important to support road revitalization efforts, be it local roads, village roads, or roads connecting inter-districts. The results of interviews with villagers in Lombok stated: “If only the village budget is relied on to build roads, it is impossible, sir, moreover we are still prioritizing community farming activities, well, so we prioritize the construction of agricultural roads. We hope that there will be assistance from the central government for road expansion in villages, especially if you want to make it a tourist village, the village must be assisted.”

SPD development is supported by the availability of accessibility with good conditions, where there is access that connects the main spots to and from tourist villages. Likewise, there is synergy among all policymakers in the development of accessibility infrastructure, starting from airports (direct flights), local roads, village roads, inter-district roads, and national roads.

A tourist area that has been equipped with adequate accessibility attributes has a positive impact on tourism progress. Research on the Effect of Availability of Infrastructure and Transportation Facilities on Tourist Satisfaction (Soebiyantoro, 2009) reinforces that increasing the development of facilities and infrastructure can increase tourist attractions. Improving the quality of facilities and infrastructure affects the availability of entertainment. Increasing the availability of quality transportation affects the availability of entertainment tourism. Improving the quality of the availability of tourist attractions can increase tourist satisfaction so that the income of the tourism sector can increase (Bare et al., 2020).

Based on the results of the interview, information was obtained that the amenity attribute was one of the discussions. As a tourism component, the existence of Amenities is very important in supporting tourist activities. Amenity is all facilities and infrastructure that support tourists in a tourist attraction. The facilities and infrastructure in question are lodgings, restaurants, transportation, and travel agents. By using suitable infrastructure, tourism facilities such as hotels, tourist attractions, marinas, theaters, and so on are built. The infrastructure that is needed for the construction of tourism facilities is roads, water supplies, electricity, garbage disposal sites, airports, ports, telephones, and others. The results of interviews with people at SPD Mandalika Lombok stated that “As far as I know,

infrastructure development here (Mandalika) is managed by the Indonesia Tourism Development Corporation (ITDC) as an institution appointed by the President. The information is that ITDC wants to complete the basic infrastructure in The Mandalika Area to increase the attractiveness of the area for investors and potential investors to invest here, now there are many road constructions, electricity networks, telecommunications, and so on."

Informants stated that infrastructure development, in general, must precede facilities. According to Setiawan (2015), there is a time when infrastructure is built together in the context of developing tourist facilities. A place or area can develop as a tourist destination if its accessibility is good. There is a reciprocal relationship between facilities and infrastructure. Infrastructure is a requirement for facilities and vice versa facilities can lead to infrastructure improvements.

The attributes of tourism activities are the themes discussed in interviews with the government at SPD Likupang. Tourist activities in Likupang are still minimal so that tourists have no other alternative for traveling. Thus, it is necessary to innovate and develop tour packages and identify the potential in the SPD area. The following is part of the informant's statement that "The treat is in the form of a beach, that's all, there is no more, right, if, in Bali, tourists can watch ceremonies or go to places where there is a water park or traditional market, at least they are here two nights and then return to the beach Manado" (Islahuddin et al., 2021).

The development of tourism activities in a destination area must be carried out as a strategic step to attract more massive tourists (Ammirato et al., 2014; Aribowo et al., 2018; Bare et al., 2021; Bima et al., 2020; Cooper, 2018; Moutinho & Vargas-Sanchez, 2018). In addition, a series of studies are needed to package the tourism potential in SPD, especially in Likupang, North Sulawesi integrated with the surrounding area.

The next destination thematic is a tour package that includes experience design, quality/packaging techniques, package variations, and prices. The essence of a tour package is to be able to create a quality experience for tourists and to fulfill this requires quality packaging techniques. A tour package is a plan for tourist activities carried out by tourists, which have been prepared and sold at a predetermined price. This idea is supported by research by Bare et al., (2020) where what is expressed is the benefit of the existence of a tour package, namely so that the tour becomes comfortable, safe, and can be sold, therefore it is packaged into a tour package where the price includes travel costs, hotels, or other facilities. which provides convenience for the buyer (Syam, 2021). The results of interviews with several tour guides in the SPD area stated that apart from Komodo Island, as a tourist destination, we provide various tour packages. We combine nature tourism on the beach and natural panoramas, some also visit the local wisdom of the people on Rinca Island, Padar Island, Melo Village, some are packaged with a combination of Komodo Island and Labuan Bajo, a maximum of two hours by sea, and several Komodo ancient animal festivals" (Islahuddin et al., 2021).

The results of the interview stated that the preparation of tour packages around the Labuan Bajo SPD has included the tourism potential in the vicinity. There is integration in the preparation of tour packages. This study also found the fact that the preparation of tour packages in some SPDs is oriented towards the tourist experience through the presentation of activity-based tourist attractions, such as

local wisdom, local culinary, and local culture. This confirms the findings of the United Nations World Trade Organization (UNWTO) that tourism elements based on local cultural communication (local wisdom) account for 39 percent of tourist arrivals (Camagni et al., 2020; Chin et al., 2017; Crouch & Ritchie, 2012; Richards, 2018). This reality is in line with the views of tourists that not a few tourists request tourist locations that have characteristics in Likupang. Apart from the relatively far distance from Manado to Likupang, two hours, they prefer to stay at a local homestay, well, they are satisfied and like this kind of treat.”

Trends in the technique of preparing recreational tour packages are currently transforming from indoor models to outdoor activities, such as jogging, river crossings, unique spot photography, camping, diving, and so on so that these activities become opportunities for commercial products. This reality is in line with Buckley's (2000) view that there has been a shift from a simple non-commercial outdoor recreation culture to a more modern demand-driven commercial sector with new forms of recreation that utilize multi-industry. Thus, the phenomenon of the transformation of recreational forms has resulted in the improvement and development of recreational facilities at the research sites, Mandalika, Labuan Bajo, and Likupang.

In the marketing construct, based on the results of interviews, three attributes have been discussed (Islahuddin et al., 2021). These three attributes are in line with the theory that explains the marketing components consisting of digitization, content, and management. The tourism sector as one of the industries that are developing rapidly, of course, continues to change following the ongoing trend where the tourism sector needs to adapt quickly to the environment and intense competition. Smart tourism is the best step to survive in the rapid changes in technology and information where the physical and non-physical dimensions (management) of tourism enter the next level (digitalization) to achieve a new, more modern generation following the times (Gajdošík, 2018).

The convergence of tourism content, services, and information technology tools helps tourists to extend the cognitive boundaries of their travel plans with visualized details about destinations and enhances other related qualities (Widjaja & Hery, 2016). Based on the results of interviews and observations at SPD, it can be seen that digitalization is a major part of a series of tourism activities. The readiness of human resources supports the success of marketing SPD with a digitalization approach. The results of interviews with informants in Labuan Bajo stated the importance of digitalization to market tourism products that "tourists before entering here must register online first. Labuan Bajo has marketed tourism products through digitalization, not only that, micro-small and medium enterprises (MSMEs) and creative industries are the same way." The success of digital marketing is strongly supported by the quality of human resources in SPD.

The marketing content used in the three SPDs (Mandalika, Labuan Bajo, and Likupang) has its characteristics. Content varies according to local forces, including natural and socio-cultural forces. Storynomics Tourism is a mainstay of Indonesia's tourism development strategy, especially in the five SPD tourist areas (Islahuddin et al., 2021). The five destinations are Lake Toba, Borobudur, Mandalika, Labuan Bajo and Likupang. The marketing formula used with a tourism approach puts forward narrative, creative content, living culture and uses the power of culture as the destination's

DNA (deoxyribonucleic acid). According to the informant, "We support tourism actors here, there are also active content creators, right, we train them, assisted by facilities and infrastructure, the main problem so far has been on the internet network, but everything is optimal, they can create content on the internet. where and whenever"

The orientation of the development of competitiveness and innovation of Indonesian tourism, especially in SPD in international competition, is directed so that it can be accepted by all levels/circles of foreign and domestic tourists with different background characteristics. On this basis, an integrated marine tourism product communication content was created by collaborating with Tradition & Culture, Modern Art, Lifestyle, Creative Economy, Contemporary Art, Nature Landscape in a unified frame of immersion-based communication content. Another aspect that has been developed in the style of language in tourism communication messages that are more contemporary and millennial.

Seven cultural elements can be used as variations in the preparation of marketing content, namely Livelihoods typical of an area, Oral and written language typical of the region, Typical regional knowledge systems, Regional distinctive social systems, Regional distinctive living equipment and technology systems, Religious and belief systems regional specialties, artistic forms of regional aesthetic works. This is supported by the informant's statement that "In the era of global culture that moves dynamically and brings the impact of new ideas that are inspiring, creative-innovative, the development of Indonesian tourism must be more exploratory to increase competitive advantage (Bare et al., 2020; Islahuddin et al., 2021).

Tourism destination marketing is the activity of tourism destinations in creating, communicating, delivering, and exchanging all offerings that have value for customers by providing benefits and being responsible for the community. According to the informant, "We are here trying to do destination marketing that we think is appropriate. We also do, create, create, inform and always communicate what is offered for destinations and in the end, all these offers are expected to satisfy tourists and be better than other regions."

The North Sulawesi government can realize the creation of integrated tourism management by increasing the intensity of coordination between tourism actors, supported by effective and efficient marketing and utilization of information technology. The awareness of fellow tourism actors as a driving force in carrying out destination marketing is increased because the milestone for the creation of advanced and intelligent tourism is carried out by tourism actors.

The role of the tourism industry in SPD is to create or increase employment and employment opportunities for the surrounding community where the industry is established, such as in accommodation, restaurants, tour guides, artists, travel agencies, and other services. The tourism industry also contributes directly to other sectors in the form of business of making or repairing roads, ports, airports, hygiene, and health programs that can provide benefits and pleasure, both for the community in the area concerned and for tourists.

In the construction of the role of industry in SPD, several sub-themes were identified including the Corporate Social Responsibility (CSR) program, Mentoring, Development, and Partnership of

industry and society. The results show that the role of industry in each tourist attraction varies due to differences in creativity and innovation of managers (private, government, community). Furthermore, the success of the role of industry in tourism development in each tourism object can be seen from the increasing number of tourist visits, the number of physical development and supporting facilities, as well as the number of workers involved.

Community assistance in SPD has different characteristics according to the level of industry involvement. The results of the interview with the informant stated that "we suggest to the government and the private sector to increase creativity and innovation in the development and management of tourism potential here and what is most needed by the community is assistance and cooperation to provide counseling about improving local culture as a strength in destinations." Industry and community development and partnerships are carried out with resilience in the tourism sector, Institutional Strengthening and Designing Strategic Programs by implementing Community Based Tourism in tourist villages around SPD carried out by fostering communities to increase their participation and partnering with industry as in planning stage, implementation stage and benefit-taking stage.

In the institutional construct, based on the results of interviews, there are three attributes discussed by the informants. These three attributes are in line with the theory of strengthening human resource capabilities, development programs, and institutional strengthening. Information from the central government through the FGD stated that "Tourism institutions are a unifying element and its network that is developed in an organized manner, including the Government, Regional Government, private and community, human resources, regulations and operational mechanisms that are continuous to generate innovation and change towards achieving goals in the region. tourism sector. Strengthening the capability of tourism human resources is an absolute necessity to improve tourism. Three things underlie the strengthening of capabilities, namely policy demands on services to tourists; The demands of tourism actors regarding the quality of human resources, and as an effort to follow the trend of tourism which is progressing very rapidly."

The development program includes three things, namely needs analysis, targeted training programs, and mentoring. The need for competent personnel in the world of tourism in general and in marine SPD, in particular, is very urgent, as the conclusion of the FGD results that: "We can no longer half-assed in managing marine tourism SPD, management in SPD requires trained people, workers hard, and has gone through an educational program. For that, if we want to work seriously, we must start by analyzing what is needed by SPD, whether it is human resources or other supporting elements."

The tourism development program through the community empowerment pattern in SPD is carried out on an ongoing basis. This is done to maintain sustainability and achieve maximum goals. The mentoring program is carried out to provide opportunities for tourism actors to make solutions if they encounter difficulties and obstacles in management and ensure that the management of TD is following the goals that have been set. The results of the study report that the key to the success of tourism management is the strengthening of tourism institutions and the existence of well-organized destination management. This reality is based on the results of the FGD with government

representatives who stated that "Indonesia's tourism development policy is currently leading to strengthening the capacity of destination areas through the Destination Management Organization (DMO) program. Strengthening tourism competitiveness through a collaborative governance approach is facilitated by the Ministry of Tourism and Creative Economy."

Based on this description, it can be stated that DMO is a tourism destination governance structure that includes the functions of coordinating, planning, implementing, and controlling destination organizations innovatively and systemically. This governance is carried out through the use of integrated networks, information, and guided technology. The community, associations, industry, academics, and government are involved in improving the quality of management, volume of tourist visits, length of stay, and amount of tourist spending as well as benefits for the community in tourism destinations. Furthermore, the main strategy in developing SPD in the context of innovation is to carry out updates in certain contexts or loci (Islahuddin et al., 2021), namely stopover points, Diving Spots, Surfing Spots, experience design, Quality/Packaging Techniques, package variations, Utilization of local materials and creations. Souvenirs, local cuisine, activities, productive groups, amenities, accessibility, waste management, tourist comfort, and dock facilities. The focus of marine tourism innovation is by the results of Bare's research (2021) that tourism creativity and innovation include the 5A components (attractions, accessibility, accommodation, amenities, ancillaries) based on the re-actualization of the Sapta (seven) Pesona program which includes security, order, cleanliness, coolness, beauty, hospitality, and memories.

All components of tourism destination development through creativity and innovation that are of value to the public (government, private sector, community, industry, investors, tourism actors, and so on) are the basis for sustainable creative economy development. The sustainability of this program is a pillar for efforts to increase the competitiveness of the creative economy and tourism in local, national, and international contexts.

CONCLUSIONS AND SUGGESTIONS

Indonesia's tourism development is carried out through the development of tourism innovation as the basis for the creative economy which is carried out through strengthening the Pillars of Super Priority Tourism Destinations and Creative Economy Products; Tourism Marketing Pillars; Tourism Industry Pillars; Pillar of Human Resources and Tourism Institutions; and the Values Pillar of Creativity and innovation. The development of tourism innovations in the 5A aspects (attractions, accommodation, accessibility, amenities, and amenities) is carried out by encouraging research, technology adoption, and the re-actualization of the quality tourism Sapta Pesona Program. Therefore, to realize public expectations regarding the strengthening of the creative economy based on the development of tourism innovation as a panacea, it can be done through the application of the following three strategies, namely encouraging research and innovation related to the development of tourism destinations and creative economy products that are oriented towards increasing added value and competitiveness globally. sustainable. Adopt (adapt) the latest information and communication technology ethically, aesthetically, kinesthetically, effectively, efficiently, sustainably. Manage and

develop the 5A-based tourism component through the re-actualization of the Sapta Pesona program.

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