MEASURING THE COMPETITIVENESS OF TOURISM VILLAGE WITH THE TRAVEL AND TOURISM COMPETITIVENESS INDEX

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Abstract. In Indonesia, until 2019, there are 74,954 villages, and 7,275 villages developed into tourist villages, which shows that the competition of tourist villages in Indonesia will be more and more. Therefore, measuring the competitiveness of the tourism village becomes very important to measure the success in the management of the village to fit the purpose of increasing the competitiveness of the sustainable tourism village. Until now, there is no instrument used to measure the competitiveness of tourist villages, so the government has not measured the performance of Tourism village management. Therefore in this study will be developed a measurement of the competitiveness of tourist villages with The Travel and Tourism Competitiveness Index instrument developed by the World Economic Forum. The samples used in this study are tourism villages in Klaten Regency, Central Java, Indonesia, namely Ponggok Village, Kebon Dalem Village, Paseban Village, Gunung Gajah village, and Melikan village. The calculation result of competitiveness concluded that the competitiveness of the tourism village Ponggok better than that of other tourism villages in Klaten Regency. Excellence Tourism Village Ponggok located on the pillars of health and hygiene, human resources and labor, priorities of travel, price competition, environmental sustainability, the infrastructure of tourism, and natural resources and culture. The results show that The Travel and Tourism Competitiveness Index instruments can be used to measure the competitiveness of tourism villages with the adjustment of existing conditions in the village.

Keywords: competitiveness, tourist village, The Travel and Tourism Competitiveness Index

1. INTRODUCTION

Tourism is a strategic sector and becomes a medium of integration of programs and activities between development sectors, so that tourism is determined to be the priority of construction aims to move the nation's economy. As conveyed by Indonesian Tourism Minister Arief Yahya (2017) that tourism is the key to development, welfare, and happiness. Some reasons for the tourism sector should be encouraged, among others; First, with increasing destinations and tourism investments in Indonesia, making tourism a key factor in export revenues, job creation, business development, and infrastructure.

Secondly, tourism has undergone ongoing expansion and diversification in the world and become one of the largest economic sectors and experience the fastest growth in the world. It is evidenced that although the countries of the world are experiencing a global crisis several times, the number of people traveling on the international level shows positive growth year after year. In the year 1950, there are 25 million tourists who make visits at the international level. The year 1980 to 278 million people, the year 1995 to 528 million people, continues to increase to 1.14 billion people (2014), 1.18 billion people (2015), 1.4 billion (2018), and 1.46 billion in 2019. Data shows that tourists in the world are increasing year by year and are not severely affected as the world is experiencing fluctuating world economic growth. In contrast to the global scale of the tourism sector, it can sustain growth, among others, demonstrated by

growth in GDP by 0.2%, the world exports by 2.3%, and the growth in the number of world tourists increased by 0.4 billion (Khumaedy, 2017).

The existence of a tourism village in the journey of tourism development in Indonesia is significant because it can color a more dynamic variation of destinations in a tourism area. That way, tourism is not always stuck in the trend of development of the pattern of mass tourism. In the context of tourism, the development of tourist villages becomes an integral part of tidal tourism developments. According to Ayazlar and Ayazlar (2015), through a tourism village, tourism proved its alignments to the spirit of pro-job (absorbing rural labor), pro-growth (regional economic growth generators), and pro Poor (poverty alleviation).

In Indonesia, there are 74,954 villages, and 7,275 villages are being developed into tourist villages, it is shown that the competition of tourism villages in Indonesia in the future will be more and more. For example, the tourism competition, especially the tourism village in Central Java, is stringent. In the year 2019 in Central Java already existed 229 tourism Village with category 96 villages entered has potential, eight villages entered the stub, 119 villages in the developing and six villages in advanced (Cultural and Tourism Office of Central Java, 2019).

In addition to Central Java, Yogyakarta's tourism village is also a rival to the tourist villages in central Java. This is a challenge for tourism managers in the village to increase the competitiveness of its tourist villages. Therefore, the measurement of the competitiveness of tourism villages becomes very important to monitor the activities or empowerment that the tourism village maintainers make to increase the competitiveness of the sustainable tourism village.

Tourism competitiveness Research conducted by Trisnawati (2007) using competitiveness monitor by comparing the competitiveness of tourism in Surakarta with Yogyakarta. Then the Palatcova and Hrubcova (2014) Use the Balance Score Card method in the country Chech. The Indonesian Ministry of Tourism, in collaboration with Kompas newspaper, surveyed the competitiveness of tourism in the districts and cities in Indonesia concerning the Travel and Tourism Competitiveness Index (TTCI) issued by the World Economic Forum (WEF). However, until now, there is no instrument used to measure the competitiveness of tourist villages.

This study developed The competitiveness measurement of tourism village, using The instrument The Travel and Tourism Competitiveness Index. The measurement using this instrument has advantages over other methods, namely involving primary and secondary data and the involvement of various parties in providing their opinions, so that the measurement results are more comprehensive and applied to the competitiveness measurement of tourism villages in Indonesia.

2. THE LITERATURE REVIEW
2.1 Tourism Village

Rural tourism first introduced by Lane (2009); the study was a breakthrough in rural tourism development. After the publication of this study, they have resulted in more attention given to this type of literature, according to Lane (2009), pure rural tourism defined as a type of tourism located in rural areas. Rural tourism has different scales, characters, and functions (Sharpley & Roberts, 2004). Tourism Village if reviewed as a destination for holidays, has the following characteristics: (1) placed in rural areas, (2) based on rural tourist features, (3) owning buildings and settlements on a small scale, (4) connected to local communities and families, (5) based on village and Smalltown, (6) representing intricate economic, environmental and historical patterns (Lane, 2009). Here is the definition of rural tourism published in the literature (Table 1).

Table 1. Definition of Tourism Village

Researcher	Definition
Bramwell & Lane, (1994) *quoted in* Su, (2011)	Education, art, and heritage occurring in the countryside are not only agricultural-based but also various activities.
Pedford, (1996), *quoted in* Su, 2011, 1438.	This concept includes indigenous and rural folklore, traditions, values, beliefs, and heritage with local communities.
Negrusa *et al*., 2007, 1.	A form of tourism provided by residents in rural areas, with small-scale accommodation, rural activities and habitual living
Daugstad, 2007, 404.	Rural tourism is an arena where tourists and peasants gather.
Kulcsar, 2009, 122.	Experience-oriented, rural areas are sparsely populated and based on cultural preservation, heritage, and traditions
Aref and Gill, 2009, 68.	A tourism product that gives visitors personalized contact, a sense of the physical environment and the rural man and as far as possible, allows them to participate in the activities, traditions, and lifestyles of local people.
Irshad, 2010, 5.	Rural tourism is located in rural areas, containing traditional community and practice, on a small scale.
Lo *et al*., 2012, 59.	Rural tourism offers different products for the industry.

Sources: Ayazlar, G and Ayazlar, R, 2015.

By definition, in table 1, It can be concluded that rural tourism attracts people who love natural vacations and that it also includes specialized services such as accommodation, events, celebrations, gastronomy, outdoor recreation, production, and sale of Handicrafts (Kulcsar, 2009). The definition of rural tourism has discussed in various literature, but in general rural tourism is distinguished from urban tourism in terms of experience type, use of natural resources, local inclusion, and infrastructure development.

Researchers agree that the terms of rural tourism are a subset of rural tourism. Rural tourism has regarded as an umbrella concept that houses other definitions of rural tourism, such as ecotourism. Ecotourism is defined as a journey to an untouched natural area to enjoy the nature and experience of past and present cultural features (Ayazlar and Ayazlar, 2015).

2.2 Competitiveness Tourism Village

The concept of competitiveness was introduced in the 1990s to determine the ranking of state competitiveness. This concept was then widely adopted by the business world, including the model of destination competitiveness. Destination competitiveness had attributed to the ability of the destination to provide a holiday experience, offer visitors better than those offered by other destinations, and an essential aspect for tourists. Therefore, there are at least two distinct perspectives. First, from a traveler's perspective, it focuses on making travel destinations and destinations that can attract tourists (self magnets) and strive to create conditions to achieve good results through strengthening competitiveness. Secondly, the demand factor and conditions related to tourism can create an environment in facilitating the satisfaction of visitors (Hasan, 2015).

The competitiveness of tourism is the ability of a region/country to optimize the attraction of tourist destinations owned, described by providing quality, innovation, and tourism services that are attractive to tourists (OECD, 2013). The purpose of the creation of tourism competitiveness is to obtain and expand the market share both domestically and globally by ensuring that the resources available in supporting tourism are used efficiently and sustainably (OECD, 2013). The increasing competitiveness of tourism owned by a country had

characterized by the increasing interest of foreign visitors in conducting tourism visits in the country (Sufika, 2015).

Measurement of tourism competitiveness in this study using the Travel and Tourism Competitiveness Index (TTCI) developed by the World Economic Forum (WEF). TTCI is measured using 90 indicators grouped in 4 subindexes and 14 measurement pillars. The four sub-indices are environmental support covering the five pillars of the environment a) business, b) safety and safety, c) health and hygiene, d) Human resources and workforce, and e) readiness of information and communication technology; supported policies and conditions that include four pillars of a) travel and tourism priorities, b) international openness, c) Price competitiveness, and d) environmental sustainability; Infrastructure covering three pillars of a) airport infrastructure, b) port and land transportation infrastructure, and c) tourist service infrastructure; Natural and cultural resources covering two pillars of a) natural resources as well as cultural resources and b) business travel.

This Travel and Tourism Competitiveness Index (TTCI) used to measure the competitiveness of tourism in this research by adjusting to Indonesia's conditions. Figure 1 is the framework of the Travel and Tourism Competitiveness Index (TTCI).
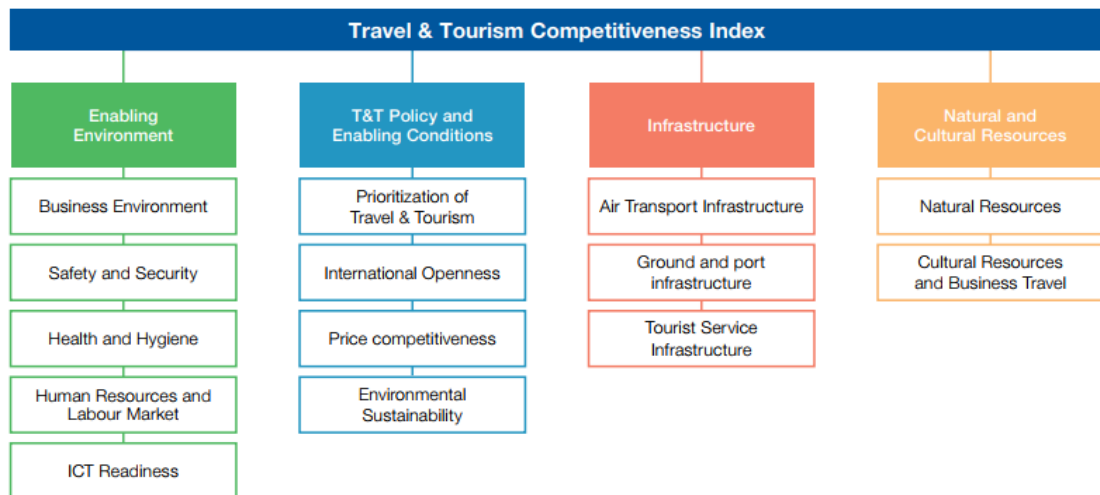

Figure 1. Travel and Tourism Competitiveness Index (TTCI)

Source: World Economic Forum (2017)

3. RESEARCH METHODS

The design of this research uses quantitative descriptive. This research aims to test the competitiveness of tourism villages using nine indicators developed by the World Economic Forum by using the Travel & Tourism Competitiveness Index (TTCI), which used to measure the competitiveness of tourism villages. However, this competitiveness index adapted to the conditions in Indonesia, especially for tourism villages. In the measurement of the competitiveness index of tourist villages in this research took samples of tourism village in Klaten Regency which include Ponggok village, Melikan Village, Paseban Village, Gununggajah Village, Kebon Dalem village.

The indexing measurement of this study used 54 indicators grouped in 4 subindexes and 11 measurement pillars. The four sub-indices are environmental support covering five pillars of business, safety and safety, health and hygiene, human and labor resources, and readiness of information and communication technology; Supporting policies and conditions covering the three pillars of travel and tourism priorities, price competitiveness, and environmental sustainability; the infrastructure that includes two pillars of transportation infrastructure and tourist service infrastructure; Thes Natural and cultural resources include two pillars of natural resources and cultural resources and business travel.

This Travel and Tourism Competitiveness Index (TTCI) used to measure the competitiveness of tourism in this research by adjusting to the conditions in Indonesia. Indicators and measurements of the competitiveness of tourism villages can see in table 2.

Table 2. Indicators and measurements of tourism village competitiveness

No	Component	Indicator	Measurement
1	Business environment	1. Proprietary rights	Likert scale 1 – 5 Score 1 = Very weak Score 5 = Very strong
		2. Investment Regulation	Likert scale 1 – 5 scale Score 1 = strongly discourage Score 5 = very encouraging
		3. Cost to start a business	Percentage cost of revenue a year
		4. Taxes and retribution	Percentage of tax rate and contributions from revenue
2	Safety and security	1. Unofficial Levy	Likert scale 1 – 5 Score 1 = Very large Score 5 = No
		2. Reliability of Police services	Likert scale 1 – 5 Score 1 = very unreliable Score 5 = very reliable
		3. Theft level	Number of theft cases per year
		4. 4. Murder rate	Number of murder cases per year
3	Health and hygiene	1. Doctor Density	Percentage of doctors from villagers
		2. Access to sanitation	Number of toilets on population
		3. Access to drinking water	Availability of clean water resources for each resident
		4. Access to village Health Services	Availability of village health care unit for each resident
		5. The prevalence of HIV	Percentage of population aged 15-49 to HIV
		6. Incidence of diarrhea	Percentage of the number of cases of diarrhea on population
		7. Malaria/DBD Events	Percentage of cases of Malaria/fever in the number of inhabitants
4	Human Resources and the labor market	1. Number of primary education participation	The ratio of Yunior School children's to the number of elementary education age population
		2. The secondary education participation rate	The ratio of advanced school children (High School) to the number of elementary education age populations
		3. Extensive staff training	Likert scale 1 – 5 Score 1 = None Score 5 = Very many
		4. Customer Satisfaction	Likert scale 1 – 5

			Score 1 = Very dissatisfied Score 5 = Very satisfied
		5. Ease of finding a skilled workforce	Likert scale 1 – 5 Score 1 = very difficult Score 5 = Very easy
		6. Female labor force participation	Women's labor force ratio
5	The readiness of Information Technology	1. Use of ICT for business transactions to business	Likert scale 1 – 5 Score 1 = not at all Score 5 = for the most part
		2. Use of ICT for business transactions to consumers	Likert scale 1 – 5 Score 1 = not at all Score 5 = for the most part
		3. Individuals who use the internet	Percentage of Internet subscriber count of the number of the
		4. Broadband Internet Subscriber	Percentage number of subscriber Internet broadband from the number of
		5. Mobile Phone Subscriptions	Total number of mobile phone customers in the last three months
		6. Mobile Broadband Subscriptions	The number of mobile broadband subscriptions refers to the active SIM card.
		7. Mobile Network Coverage	The percentage of people who are within range of mobile signals, regardless of whether their customers or not their subscribers.
		8. Power supply Quality	Likert scale 1 – 5 Score 1 = very unreliable Score 5 = very reliable
6	Priority Travel and Tours	1. The village Government's priority on the Travel & Tourism industry	Likert scale 1 – 5 Score 1 = Not a priority at all Score 5 = First Priority
		2. Promotion expenditure	Percentage of promoted budgets from a total budget
		3. Marketing effectiveness to attract tourists	Likert scale 1 – 5 Score 1 = very ineffective Score 5 = very effective
		4. Completeness of annual Tourism Travel & Data	Likert scale 1 – 5 Score 1 = no data at all Score 5 = very available
		5. Timeliness to provide Travel Data & Monthly/Quarterly Tourism	Likert scale 1 – 5 Score 1 = very late Score 5 = very fast
7	Price competition	1. Ticket prices	Entrance ticket to Tourism object
		2. Lodging Fee	Average Room Rates
		3. Food prices	Likert scale 1 – 5 Score 1 = Very expensive Score 5 = very cheap

8	Environmental sustainability	1. Strict environmental regulations	Likert scale 1 – 5 Score 1 = Very weak Score 5 = Very strict
		2. Environmental Enforcement	Likert scale 1 – 5 Score 1 = Very weak Score 5 = Very strict
		3. Sustainability of tourism and tourism industry development	Likert scale 1 – 5 Score 1 = very ineffective Score 5 = very effective
		4. Waste Water Treatment	Likert scale 1 – 5 Score 1 = Very bad Score 5 = Excellent
9	Infrastructure	1. Road Quality	Likert scale 1 – 5 Score 1 = Very bad Score 5 = Excellent
		2. Transportation cost-efficiency	Likert scale 1 – 5 Score 1 = very inefficient Score 5 = very efficient
		3. Road density	The long road to tourist sites ratio
		4. Railroad density	The long ratio of paved roads to tourist sites
10	Tourist service Infrastructure	1. Hotel Rooms/Homestay	Number of hotel rooms per 100 inhabitants
		2. Quality Tourism Infrastructure	Likert scale 1 – 5 Score 1 = Very bad Score 5 = Excellent
		3. The existence of rental companies	Likert scale 1 – 5 Score 1 = No Score 5 = many available
		4. Number of ATM	Number of ATMs actively operating
11	Natural and cultural resources	1. Digital Demand for nature tourism	Number of natural sites
		2. The attraction of natural assets	Likert scale 1 – 5 Score 1 = No Score 5 = Very many
		3. Number of sports stadiums	The number of sports stadiums owned.
		4. Number of meetings held	Number of tour meetings held annually
		5. Number of cultural entertainment	Number of cultural entertainment held

Source: TTCI, WEF (2017)

To measure tourism competitiveness in each tourism village, the object used an average weighted formula, namely to change each indicator of the data obtained then processed to a scale of 1-5. As for the formula use the following ways:

$$\text{Score} = 4 \text{ x} \left(\frac{\text{village score} - \text{minimum sample}}{\text{maximum sample} - \text{minimum sample}} \right) + 1$$

4. RESULTS AND DISCUSSION

In this study, measurement of the competitiveness of tourist villages refers to TTCI with modifications adjusting the scope of research. To measure the competitiveness index of

tourist villages, in this research took samples of tourism village in Klaten Regency, namely Ponggok Village (A), Melikan Village (B), Paseban Village (C), Gununggajah Village (D), Kebon Dalem Village (E). This sampling because to the five tourism villages is a village in Klaten Regency, which is still active in managing its tourism, and it demonstrated from the activities of tourism management/Podarwis that are still active in managing the tourism. While other villages, although there are still tourist attractions, the management is not much to play well. Examples of calculation results on health and hygiene pillars with a doctor's density indicator, which is measured using a percentage of the number of doctors from villagers, the observation results obtained in Table 3:

Table 3. Competitiveness Index Calculation

No	Village Name	Number of Doctor	Population	Percentage	Index value
1	Ponggok	3	2138	0,0014	5,0
2	Melikan	0	3644	0,0000	1,0
3	Paseban	0	3298	0,0000	1,0
4	Gununggajah	0	3514	0,0000	1,0
5	Kebondalem	2	3853	0,00078	3,2

Source: Data processed, 2019

Based on the above data, the Competitiveness index can be calculated for Ponggok village as follows:

$$\text{Score} = 4 \times \left(\frac{0,0014-0,000}{0,0014-0,000}\right) + 1$$
$$= 4 \times \left(\frac{0,0014}{0,0014}\right) + 1$$
$$= 4 \times (1) + 1$$
$$= 5$$

So the competitiveness index score on the doctor's density indicator for the village Ponggok is 5. The competitiveness calculations for each tourism village on health and hygiene pillars (pillar 3) can see in table 4.

Table 4. Tourism Village Competitiveness Index Based on Health and Hygiene Indicators

Pillars and indicators	Tourism Village				
	Ponggok	Melikan	Paseban	Gunung Gajah	Kebon dalem
Kesehatan dan Higienitas					
3.1 Doctor Density	5.0	1.0	1.0	1	3.2
3.2 Access to sanitation	1.3	1.0	5.0	2.7	3.5
3.3 Access to clean drinking water	5.0	1.0	1.0	1	1.0
3.4 Village Health Services Access	5.0	1.0	1.5	3.3	2.6
3.5 HIV prevalence	0.0	0.0	0.0	0	0.0
3.6 Incidence of diarrhea/TBC	1.0	1.0	1.0	5	1.0
3.7 Incidence of Malaria/Dengue fever	0.0	0.0	0.0	0	0.0
Rata-rata	**2.5**	**0.7**	**1.4**	**1.9**	**1.6**

Source: Processed primary data, 2019

After the calculation of 11 pillars obtained, the average total value of the results of the index of the competitiveness of tourist villages can see in table 5.

Table 5. Total Average competitiveness Index

No	Pillars	Tourism Village				
		Ponggok	Melikan	Paseban	Gunung Gajah	Kebondalem
1	Business environment	3.0	2.0	4.0	2.0	3.0

2	Comfort and safety	2.8	2.8	2.8	1.8	3.8
3	Health and hygiene	2.5	0.7	1.4	1.9	1.6
4	Human Resources and Labor	3.7	3.2	2.8	1.7	3.2
5	The readiness of Information Technology	2.7	1.8	0.9	1.7	3.9
6	Priority Travel	5.0	1.0	2.3	4.5	4.6
7	Price competition	4.1	1.6	1.0	1.3	2.6
8	Environmental sustainability	5.0	1.0	2.5	2.0	4.0
9	Infrastructure	2.0	3.0	2.0	2.0	3.5
10	Tourism Services Infrastructure	4.3	1.6	2.7	1.7	4.2
11	Natural and cultural resources	3.9	1.0	2.3	2.7	1.4
	Total Score	**3.5**	**1.8**	**2.2**	**2.1**	**3.3**

Source: Processed primary data, 2019

Table 6 shows that the competitiveness rating of the tourism village in Klaten Regency is the highest village of Ponggok, then the village of Kebon Dalem, Paseban, Gununggajah, and the lowest village of Melikan. Ponggok village has the advantages of competitiveness on the pillars of human resources and labor, priorities of travel, price competition, environmental sustainability, the infrastructure of tourism services, and natural resources and culture. Kebondalem Village has advantages on the pillars of comfort and safety, the readiness of information technology, and infrastructure. Paseban Village has its ability to the pillars of the business environment. The village of Gununggajah and Melikan village has no advantage over other tourist villages.

CONCLUSION

The calculation result of competitiveness concluded that the level of competitiveness tourism village Ponggok better than other tourism villages in Klaten Regency. Excellence Tourism Village Ponggok located on the pillars of health and hygiene, human resources and labor, priorities of travel, price competition, environmental sustainability, the infrastructure of tourism, and natural resources and culture. Based on the results, it shows that The Travel and Tourism Competitiveness Index instruments can be used to measure the competitiveness of tourism villages with the adjustment of existing conditions in the village.

Measuring The competitiveness of tourism by using The instrument The Travel and Tourism Competitiveness Index in the first tourist village was conducted. Therefore, it is necessary to develop better research from the scope of research and its instruments to find a competitive measure of tourism village that is more comprehensive and reliable. It can use as a standard for measuring the village competitiveness used to measure the performance of tourism villages.

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