

URBAN CREATIVE TOURISM AS AN EFFORT TO IMPROVE THE ECONOMY OF THE BATU MALANG TOURISM CITY AREA

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Abstract: Cities in a country have become a major actor that is more prominent than the country itself in regional and even global geographical relations. Competition between cities to gain trust as the best city in a particular aspect depends on how the city can convey the strength of competition with the relevance of the city. However, the competition is not only between baser cities, but also baser cities and ceci cities. So a strategy is needed for small cities to be able to increase their competitiveness in order to compete with big cities through city branding. Regional competitiveness is one of the main issues in regional development. The analysis method used in this study is descriptive analysis (descriptive research) using qualitative and quantitative approaches. Hasil this research, among others 1) In general, the results of this study are expected to provide recommendations for the government, especially the Batu City Government and other actors involved in the impact of creative tourism in Batu City. 2) This research is expected to be used as a strategy to implement creative tourism development in Batu City properly and sustainably. 3) In addition, this research also aims to provide academic knowledge related to creative tourism in Indonesia in general and in Batu City in particular. Creative Tourism aims to bind the soul of tourists to the attractiveness of tourism. The process of soul engagement and authentic experiences owned by each individual tourist is an important point in the development of tourism. With this new marketing pattern, it inspired many local governments, to apply it in the development of the image of their city. The development of tourism in the form of creative tourism is considered to be able to lift and shape the image of a city with increasing visits and consumption of tourist products with creative types of tourism.

Keywords: Urban Creative Tourism; Improving The Tourism Economy; Tourism City Area.

INTRODUCTION

Regional competitiveness is one of the main issues in regional development. The concept of competitiveness is generally associated with the ability of an enterprise, city, region, region or State to maintain or increase competitive advantage on an ongoing basis (Porter, 2000).

One of the approaches used to clarify the concept of regional competitiveness is based on the definition of the European Commission (1999), which defines as follows:

"The ability to produce goods and services that are in accordance with the needs of the international market, accompanied by the ability to maintain low income and relatively ringgit employment opportunities that are shrewd by external competitiveness. (European Commission, 1999 in Gardiner, 2003).

Santoso (2009) stated that the approach to urban development through strengthening city competitiveness is one of the city's strategies to be able to compete with other cities. Ranking and mapping the competitiveness of cities will help large cities in determining the direction of their development going forward. Cities can objectively know their strengths and weaknesses both based on their input and output indicators. Because the competitiveness rankings compiled are dynamic, cities must always strive to improve their position continuously. The city's competitiveness approach can be synergized with existing urban development strategies, such as NUDS-II, tying the city's development goals not only limited to strengthening internal factors,

but can also play a role in broader contexts, such as PKN and PKW, which are expected to be able to encourage regional growth.

Cities that are competitive will be able to play a role in building relationships with cities / regions according to the size and function of the city.

Gardiner, Martin, Tyler (2004, in Santoso, 2009) create a pyramide model of regional competitiveness by looking for relationships between several key factors that can build regional competitiveness, namely including input, output and outcome factors. This concept is applied by Bank Indonesia PPSK

- LP3E FE Unpad (2008) in Mapping Regional Economic Competitiveness in 434 Regencies/cities.

The competitiveness of the city is formed by the main factors (inputs) and minerva of the economy (outputs). The main factors that shape competitiveness consist of 5 main indicators, namely (1) the production business environment, (2) the regional economy, (3) employment and human resources, (4) infrastructure, natural resources and the environment, (S\$) banks and financial institutions. Economic performance (output) includes labor productivity, and GRDP per capita. Cities in the world strive to make it interesting and unique, one of which is by applying the concept of city branding. However, to make the city attractive is a difficult job for many governments, including local governments in Indonesia. After the economic crisis hit Indonesia in 1997, many regions were unable to finance their own needs so disubs. J' by the central government. Since Law No. 22/1999 on Regional Autonomy (which was later revised to Law No.

32/2004) was enacted, each region is required to be active and creative in obtaining regional income to increase economic development. The local government then tried to create many programs to attract investors in many ways such as opening up industrial areas, building many business centers, and entertainment/show embuait or other service sectors. Thus, governments are working hard to make their cities survive in the face of economic crises (Nur'aini, 2010).

Tourist attractions that invite visitors are usually natural attractions such as mountains and panta. which offers natural beauty, and this tourism model is often developed in various regions, commonly referred to as mass tourism or tourism that invites many visitors, but with many other cities that also offer similar and interesting natural attractions to visit, each region seeks a different interest in terms of tourism to attract many visitors to its territory. On the other hand, mass tourism has a negative impact on each region, namely environmental impacts, overcrowding of tourist destinations, and degradation of local culture (Richards, 2010).

The world of tourism continues to develop from natural tourism that can be enjoyed by seeing, hearing, and feeling directly, as well as cultural tourism where tourists can get to know and learn the history of each region for the diversity of cultures that exist, to tours that bind tourists interactively. This form of interaktf tourism has been proposed by Greg Richard and Crispin Raymond 2000, namely creative tourism. They interpret that creative tourism is a form of tourism that offers visitors the opportunity to develop

their creativity in the form of active participation in the learning and characteristics of the tourist destination area. That way this creative tourism can bind 2 tourists directly with the tourist area, so as to increase tourists' sense of belonging to tourist attractions. Richards and Raymond divide the form of creative tourism into several things, among others, arts and crafts, design, cooking, health and healing, language, spiritual, nature and scenery, and the last is sports.

In Indonesia itself, especially in Batu City - East Java, which was originally an agricultural-based natural tourism, it changed its tourism pattern to creative tourism, a tourism model that was never known by the people of Kets Batu before which was arranged very massively. Creative tourism forms such as Animal Park, Museum Angkut, Jatim Park, Eco Green Park, and ASEAN Culture Park (planned to be built). In fact, Batu City square has also undergone disneyization in terms of design.

The Regional Spatial Plan (RTRW) of Batu City 2010 - 2030 was stipulated in the Regional Spatial Plan (Perda) of Batu City Number 7 of 2011 concerning the Batu City Regional Spatial Plan. In chapter IV of this RTRW, Batu City wants to increase the position and role of Batu City from a tourist city to a tourist center that is taken into account at the regional or even national level, by adding a variety of tourist objects and attractions, which are supported by adequate facilities and infrastructure and tourism support elements with a relatively even distribution throughout the Batu City area in order to expand employment opportunities in order to overcome

unemployment and increase the income of residents and Tourism-based Batu City PAD.

Ha! The above certainly strengthens the reason that Batu City makes its urban area into a massive creative tourism city, with this creative tourism, the creative economy is also developing rapidly in it because of the demand (demand) from consumers to consume innovative pruduk, it will trigger rapid economic growth so as to give birth to the creative industry to supply (provide) consumer needs, Any productive economic activity that involves many manufacturers and can multiply various industrial products is called the product of the creative economy. (Rahim, 2013).

With the existence of creative tourism in the Batu City area which makes the city the first creative tourism city in Indonesia, research on the impact of creative tourism in urban planning of tourist areas on the people of Batu City is needed as an analysis of this research.

The purpose of this study is: identifying the impact of creative tourism on the tourism area of Batu City and identifying the social and economic impacts that will occur on the local community due to creative tourism. While the objectives of this study are:

" Identification of the concept of creative tourism in urban areas

» Identify the demand for creative tourism in urban areas

» Analysis of potentials and problems in the development of urban creative tourism

"The formulation of the concept of creative tourism development which

becomes a new paradigm of urban tourism.

The benefits that can be taken from the results of this study, among others, 1) In general, the results of this study are expected to provide recommendations for the government, especially the Batu City Government and other actors involved in the impact of creative tourism in Batu City. 2) This research is expected to be used as a strategy to implement creative tourism development in Batu City properly and sustainably. 3) In addition, this research also aims to provide academic knowledge related to creative tourism in Indonesia in general and in Batu City in particular.

MATERIALS AND METHODS

Data Collection Methods

There are several techniques that will be used to obtain data in this study, including:

a. Primary data collection techniques

Primary data collection techniques consisting of observations, interviews and questionnaires to map potential and problems in the supply and demand for creative tourism in urban areas.

b. Secondary data collection techniques

Secondary data collection techniques are carried out by surveying or applying for keypads data of related agencies, including government and non-government agencies.

Analysis Method

The analysis method used in this study is descriptive analysis (descriptive research) using qualitative and quantitative approaches.

Stages of Research

In compiling this study, there are several stages that the lungs are carried out, namely:

A. Preparatory Stage

The preparatory stage is the basic stage of the study. Because at this stage a plan is drawn up.

Research, in addition to that also at this stage formulated several points of a fundamental nature.

RESULTS AND DISCUSSION

a. Creative Tourism (Pariwisata Kreatif)

1. Definition

Creative Tourism is defined as a type of tourism that offers tourists the opportunity to develop their creative potential through active participation in the process of learning and gaining experience from an activity based on the characteristics of the tourism destination they carry out (Richards & Raymond, 2000). From this definition, there are three things that are an important emphasis on creative tourism, namely creative potential, active participation and characteristics of tourist destinations.

Creative Potential Tourists are provided with a tool, as well as various equipment, to increase their creative potential and as a tourist product that can be taken home (not just souvenirs).

Active Participation Travellers are actively involved in a creative process where that

B. Data Collection Phase

At this stage, the data needs that have been made at the preparation stage begin to be collected through several ways, primary data needs can be obtained by making observations and interviews. In order to obtain secondary data, a survey can be carried out to agencies related to this research, as well as literature review.

C. Data Analysis Stage

At this stage the data is collected! It is then analyzed using the method set in the previous sub-chapter. The data analysis carried out must be related to the objectives of this study.

engagement creates a potential for "true exchange" and engagement between tourists and the community.

Characteristics of a Tourist Destination Linking a creative process with a tourist destination and associating it with its existing potential, creativity, and identity is very important. This requires combining the creativity of tourist destinations and tourists.

Co-creation The concept of creative tourism is defined as a level of cooperation or collaboration between tourists and the local community. The cooperation includes a framework of knowledge on how to manufacture a product, service and experience jointly created by producers and consumers. Roughly speaking, this concept involves the use of consumer knowledge about a product in improving the quality of that product and to better suit the needs of tourists. Although, usually in the context of creative tourism, the 12

work that is more important is cooperation in working, how managers learn to be able to best relate to tourists in a creative tourism process.

There are several travel experiences that can be obtained with creative tourism (Richards & Wilson, 2007), namely:

- 1) A new world (using all the senses)
- 2) New experiences (changes)
- 3) New strategies (placing, directing, staging)
- 4) A review of the old (a new perspective on previous products and processes)

In Indonesia, the definition of creative tourism is regulated in the Creative Tourism Development Guidelines (Ministry of Tourism and Creative Economy, 2012). Based on these guidelines, creative tourism is defined as a tourist activity along with all supporting facilities and infrastructure that:

- » Prioritizing authentic experiences that travellers enjoy,
- » The existence of participatory, interactive, and informal learning,
- « Providing opportunities for tourists to take advantage of their creative potential in consuming tourism products,
- « Not bulk, held in small groups, and
- « Closely connect with local communities as actors of these activities

Creative tourism is considered important, because it can increase the competitiveness of tourism destinations, drive people's economic activities, increase public and tourist appreciation of arts and culture, and develop the potential of human resources.

In this study, the reference used to identify the characteristics and development of creative tourism in Batu City is the Creative Tourism Development Guidelines issued by

the Ministry of Tourism and Creative Economy.

2. Creative Tourism Development Guidelines

Based on the Creative Tourism Development Guidelines, there are 7 characteristics that can describe the concept of creative tourism (Ministry of Tourism and Creative Economy, 2012):

Prioritizing local authenticity/distinctiveness: Intensive contact with the community, Participatory, interactive, and informal learning, Providing opportunities for tourists to unleash their creative potential, Together with the community produce tourism products, In small groups, and ALAN 3 LO There are workshops / workshops and instructors. The seven characteristics will then be compared with the existing conditions in the creative tourism attraction studied to see how the characteristics of creative tourism in Batu City are today. To obtain criteria regarding the characteristics of creative tourism, a literature review of what are the main characteristics that a creative tourism attraction must have . In order to be in accordance with the existing conditions in Indonesia, the criteria used are based on the Creative Tourism Development Guidelines issued by the Ministry of Tourism and Creative Economy. Then based on existing criteria, compared to the opinions of experts so that appropriate indicators are obtained to assess the parameters of the suitability of conditions that occur in the field with what they should be. The following are the characteristics of creative tourism and its indicators and

benchmarks that guide this study:

Table 1. Easil Synthesis of Creative Tourism Characteristics along with Indicators and Benchmarks

No	Characteristic	Explanation Characteristic	Indicator	Benchmarks
1.	Prioritizing local authenticity/kekhasan	The tourist activities offered are sourced from the values and/or cultural products in the region	Tourist activities derived from value-the distinctive value of Batu City	There is value and/or product Javanese culture from the tourist activities offered
2.	Intensive contact with the community	Tourist do two-way interaction with the community local	Tourist activities Involving local people those in the region aforementioned	Instructors and/or workers who interact directly with tourists are from from the region aforementioned
3.	Providing tourism activities terdapat elements of the peluang to tourists to issue p his creative otensi	The tourist activities offered have elements of creativity andn Accommodate Creative Potential of Travelers	Tourist activities can trigger and/or develop creativity that Traveller-Owned	There is an element of creativity
4.	Together with the community to produce tourism products	Tourists collaborate with local communities in making a tourism product	Tourism activities carried out produce a product resulting from the cooperation of tourists with local communities	There are activities that involve tourists and the public to create a tourism product
5.	Participatory, interactive, and informal learning	The tourist activities offered have an element of active learning, which accommodates the participation of tourists, two-way, non-rigid interaction	Tourist activities are carried out in a participatory and communicative manner. Tourism activities are based on educational value and are delivered implicitly	There is an element of education The educational material is not delivered directly, during or after carrying out tourist activities
6.	In small groups	Tourist activities are carried out in groups	Tourist activities are carried out in	Tourist activities are carried out in

		with limited number of tourists	groups and in small quantities	groups of a maximum of 10 people
7.	There are worfa'op/bengkel work and instructors	Tourist activities are carried out in a special room and supervised by people who have special competencies	Tourist activities are carried out in a special area with tools and materials already provided. Tourism activities are facilitated by people who have the required competencies	There is a special area and/or place to carry out activities. There are tools and/or materials needed to carry out tourist activities. There are people and/or groups of people who have the competencies needed to assist tourists in carrying out tourist activities

Source: Analysis Results, 2017

Based on the Creative Tourism Development Guidelines, the characteristics of creative tourism can also be seen from what kind of activities are

offered to tourists as one of the existing tourist attractions. Here is a typology of creative tourism activities based on the Creative Tourism Development Guidelines.

Table 2. Creative Tourism Typology Based on Creative Tourism Development Guidelines

Typology of Creative Tourism Activities	Definition	Deployment Examples
Creative tourism activities based on the culture of community life (lifestyle-based)	Tourist activities that provide an experience for tourists to engage directly and contact with the culture of daily life of special peoples, such as indigenous peoples, traditional peoples, and so on.	Tourists are directly involved in the procession of certain traditional ceremonies (e.g. religious upacara, house-making, and so on) or cultural walking tours.
Technology-driven creative tourism activities (technology-based)	Tourist activities that provide an experience for tourists to be directly involved in the use and or creation of certain	Travellers are directly engaged In agricultural cultivation workshops, crafting/craft making with special

	technologies, both traditional and modern technologies, both software and hardware.	technology and equipment, cityscape and ruralscape tours.
Creative knowledge-based tourism activities (knowledge-based)	Tourist activities that provide deeper knowledge about certain information that is of interest or concentration to tourists and provide opportunities for tourists to also explore the knowledge they have.	Tourists are directly involved in the behavior and development of certain flora and/or fauna, educational thematic tours, historical tours, and so on.
Sport-based tourism activities sport	Tourist activities in the form of sports activities with the aim of having fun, as well as providing opportunities for tourists to explore their abilities in certain sports interests	Tourists are seen in learning to dive, learn to surf, mountaineering with special themes, martial arts participation in traditional performances, and so on
Art-based creative tourism activities	Tourism activities that provide more knowledge and experience to tourists about art, and at the same time explore the artistic abilities of tourists	Tourists are included in art learning activities (dance, musical instruments, traditional or modern, typical of certain regions), participation in art performances, and so on.

Source: Creative Tourism Development Guidelines, 2012

To obtain criteria regarding the typology of creative tourism activities, a literature review is carried out on what are the main characteristics that a creative tourism attraction should have. In order to be in accordance with the existing conditions in Indonesia, the criteria used are based on the Creative Tourism Development Guidelines issued by the Ministry of Tourism and Creative

Economy. Then based on existing criteria, compared with the opinions of experts so that appropriate indicators are obtained to assess the parameters of the suitability of conditions that occur in the field with what they should be. The following are the characteristics of creative tourism along with the indicators and benchmarks that guide this study:

Table 3. Synthesis Results of Typology of Creative Tourism Activities along with Indicators and Benchmarks

Typology	Typology Explained	Indicator	Benchmarks
Creative tourism activities based on the culture of community life (lifestyle-based)	Tourist activities that provide an experience for tourists to engage directly and contact with the culture of daily life of special peoples, such as indigenous peoples, traditional peoples, and so on.	<p>Tourist activities that introduce the culture of life of a local community group to tourists.</p> <p>Tourists are directly involved and have a two-way interaction with a local community.</p>	<p>Tourists are directly involved and have a two-way interaction with a local community.</p> <p>Tourists communicate directly with local communities.</p> <p>Instructors and/or workers who interact directly with tourists are from the region.</p>
Technology-based creative tourism activities	Tourist activities that provide an experience for tourists to be directly involved in the use and or creation of certain technologies, both traditional and modern technologies, both software and hardware.	Tourism activities that introduce the use and/or creation of a technology to tourists.	<p>There are tourist activities that use a technology.</p> <p>Travellers are directly involved in leveraging and/or creating a technology.</p>
Creative knowledge-based tourism activities (knowledge-based)	Tourist activities that provide deeper knowledge about certain information that is of interest or concentration to tourists and provide opportunities for tourists to also explore the knowledge they have.	Tourism activities that introduce a science in depth to tourists according to their interests and / or concentration	<p>There are tourist activities that have value or products of science.</p> <p>There are tourist activities that improve the ability of tourists related to the knowledge offered.</p>
Sport-based creative tourism activities	Tourist activities in the form of sports activities with the aim of having fun, as well as providing opportunities for tourists to explore their	Tourist activities in the form of sports that can improve the ability of tourists according to their interests and / or concentration.	<p>There are tourist activities that are directly related to a form of sports.</p> <p>There are tourist activities that improve the ability</p>

	abilities d<am teitcnt sports interests".		of tourists regarding the form of sports offered
Art-based creative tourism activities	Tourism activities that provide more knowledge and experience to tourists about art, and at the same time explore the artistic abilities of tourists.	Tourist activities that introduce an art in depth to tourists according to their interests and / or concentration.	There are tourist activities that have artistic value or programs. There are tourist activities that increase the ability of tourists related to the arts offered.

Source: Synthesis Results, 2017

Based on the typology of creative tourism activities above, it will be compared with the conditions that occur in the creative tourism attraction studied. This is done to see whether the creative tourism attraction activities offered are in accordance with the typology of creative tourism activities in the guidelines or not. In addition to the characteristics and typology of creative tourism activities, the Creative Tourism Development Guidelines also regulate several principles that must be considered in the development of creative tourism (Ministry of Tourism and Creative Economy, 2012):

1. The development of creative tourism must be in accordance with the social, cultural and agam norms that develop in society;
2. Bringing out the authenticity/distinctiveness of likal in every creative tourism process and product developed;
3. Provide opportunities for tourists and the community to interact with each other in developing their creativity

during the implementation of creative tourism programs;

4. Develop creative tourism programs that are full of environmental, social, and cultural learning, in a participatory, interactive, and informal manner;
5. Community empowerment as the main actor in the development of creative tourism, especially as workshop managers and instructors, based on their skills and abilities;
6. Creative tourism development must be carried out in a planned and integrated manner with the overall tourism plan and regional development plan in order to provide broad optimal benefits;
7. Creative tourism management must be carried out professionally in order to improve efficiency and performance and reduce the risks posed; and
8. Creative tourism management must be able to provide tangible benefits to the natural, social, cultural, and economic environment of the community and region.

The eight principles above will then be a reference in looking at creative tourism development efforts carried out by teikait stakeholders. In this case, the local government of Batu City, through the Tourism and Culture Office, is considered to be the main *stakeholder* in the development of creative tourism in Batu City. In addition to the principles that must be met in the development of creative tourism, there are also stages that must be met in the development of creative tourism. It is stated that there are 3 important stages in efforts to develop creative tourism, including the planning stage, management stage, and evaluation stage.

In the planning stage, there are 7 points that must be done before offering creative tourist attractions to tourists, including (1) preparation; (2) define goals and objectives; (3) identify tourism resources owned; (4) development of creative tourism product ideas/proposals to be developed; (5) preparation of creative tourism programs; (6) providing facilities and infrastructure to support creative tourism; and (7) setting standards for creative tourism products. In the management stage, there are 2 points that must be done to maintain quality as planned. Important points in the management stage include, (1) the development of a creative tourism program

management system; and (2) promotion of creative tourism. In the evaluation stage, there are 4 points that must be done to see how much the success rate of the creative tourism attraction offered and what steps must be taken to optimize the existing creative tourism. The important points in the evaluation stage include, (1) identification of tourist satisfaction; (2) identification of community satisfaction; (3) identification of the impact of creative tourism development; and (4) evaluation of creative tourism development.

Kriteria regarding creative tourism development efforts conducted a literature review of what are the main efforts that must be made by various relevant *stakeholders* in developing creative tourism. In order to be in accordance with the existing conditions in Indonesia, the criteria used are based on the Creative Tourism Development Guidelines issued by the Ministry of Tourism and Creative Economy. Then based on the existing criteria, compared with the opinions of experts so that the right indicators are obtained to assess the parameters of the suitability of the conditions that occur in the field with the jarg should be. The following are the criteria for creative tourism development efforts and their indicators and benchmarks that guide this study:

Table 4. Results of Synthesis of Creative Tourism Development Efforts along with Indicators and Benchmarks

Stages of development	Development Stages Explained	Indicator	Benchmarks
Planning Phase	The stage that must be carried out before carrying out the development of creative tourism, consists of identifying potentials, formulating plans, and providing needs.	<p>Preparatory sub-stages</p> <p>Sub-stage of defining goals and objectives</p> <p>Sub-stage of identification of tourism resources owned</p> <p>Sub-stage of development of creative tourism product ideas/proposals to be developed</p> <p>Sub-stages of creative tourism program preparation</p> <p>Sub-stage of providing facilities and infrastructure to support creative tourism</p> <p>Sub-stage of determining standards for creative tourism products</p>	<p>There are tourism resources that can be developed as creative tourism</p> <p>There are certain goals and objectives in developing creative tourism in the future</p> <p>There is an inventarization of tourism resources owned, for the purposes of subsequent development</p> <p>There is an analysis of future development ideas by consulting experts and coordinating with local governments</p> <p>There is a creative tour package program offered</p> <p>Availability of facilities and infrastructure that support creative tourism activities offered</p> <p>There are standards of activities and/or tourist products offered</p>
Management Stage	Stages that must be carried out when carrying out the development of creative tourism, consisting of management and promotion	Sub-stage of development of creative tourism program management system	<p>There is a system for managing creative tourism programs, before, during, and after tourist visits</p> <p>There are promotional activities using promotional media</p>

		Sub-stages of creative tourism promotion	
Evaluation Phase	The stages that must be carried out after carrying out creative tourism development, consist of evaluating the level of satisfaction, impact and development	<p>Sub-stages of identifying traveller satisfaction</p> <p>Sub-stages of community satisfaction identification</p> <p>Sub-stage of identifying the impact of creative tourism development</p> <p>Sub-stage of evaluation of creative tourism development</p>	<p>There is a mechanism for evaluating the satisfaction of tourists who are aware of the tourist activities offered, including supporting matters</p> <p>There is a mechanism to identify the satisfaction of the surrounding community with the tourist activities offered</p> <p>There is a mechanism for identifying the impact that occurs from the development that has been carried out</p> <p>There is a mechanism for evaluating the plan, management and impact of the development that has been carried out</p>

Source: Synthesis Results, 2017

Based on the creative tourism development efforts above, it will be compared with the development efforts that have been carried out by various stakeholders related to the development of creative tourism in Batu City. This is done to see how creative tourism development efforts are carried out in the development of creative tourism in Batu City. Then based on these efforts, a follow-up analysis was carried out on the impact of creative tourism development in Batu City, which in the end was synthesized about what factors affect the development of creative tourism in Batu City based on the findings on other targets. To analyze what factors influence the development of creative tourism that occurs in accordance with the purpose of research, a synthesis of the findings obtained when analyzing the previous targets is carried out. Then the

results of the synthesis will be grouped based on the impact given by the factor, then the results of the synthesis will be grouped based on the impact caused which will be delivered in the form of a table including an elaboration of the analysis that has been carried out.

CONCLUSIONS

The tourism sector is one of the alternative urban industries that can shape the image of a city, where the pattern of world marketing in tourism development causes changes in the pattern of packaging tourism which was originally culturally used as tourism into tourism by involving

tourists in tourism activities, which at first was only enjoyed visually. Competition between cities to gain trust as the best city in a particular aspect depends on how the city can convey the strength of competition with the relevance of the city. The results of this study are expected to provide recommendations for the government, especially the Batu City Government and other actors involved in the impact of creative tourism in Batu City. Batu City has the potential to develop creative tourism because of the rapidly growing tourist attraction in the last decade. The image of Batu City as a Tourism City makes it a very large potential in the development of Creative tourism. With the development of Creative tourism, it is hoped that cities will have an image that matches their identity.

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