Transportation Policy toward Sustainable Tourism Development: Province of East Java, Indonesia

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Abstract---At Indonesia of East Java Province has great tourism potential with a development based on tourism that can provide economic growth to East Java province. In trying to maintain the existence of developing tourism and government of transportation policy through various tourist destinations and new infrastructure completeness. With the rapid development of tourism, making tourism sub-sector contributes greatly to the local income government. So, the purpose of this research is to identify the result of the analysis of tourism policy and transportation policy. In this study, The research would like to discuss how big the role of transportation in supporting tourism activities and increasing the growth of tourism in East Java along with the opportunities, supporting factors, and obstacles in increasing the growth of tourism. In the identification, it is found that transportation plays a big role in the growth of tourism that also affects the economic growth of the surrounding communities and the area so that poverty declines. The method used in this study is a descriptive statistical analysis by considering qualitative aspects as quantitative descriptors of the data obtained.
Keywords---east java tourism, e-government, sustainable tourism development, transportation policy government.

Introduction

Indonesia is the world's largest archipelago, after the new order era has ended in 1998, the face of Indonesia has been changed, the whole nation has to face economic turbulence and crisis everywhere, on the order hand, freedom of the press and freedom of speech are developing, people are more aware and critical about the social, economical and political situation, this is a part a learning curve about democratization. Indonesia's archipelago with a tropical climate and very humid has a richness and diversity of natural resources (beaches, volcanoes, tropical forests, and wildlife) that is unique in the world. As well as the natural beauty of Indonesia, visitors can see and appreciate Indonesia's culture and social legacies. They will know how Buddhism, Hinduism, Hinduism Islam, and Christianity have all contributed to Indonesia's built heritage and its living culture.

E-government is a program and commitment government to develop based governance electronics and performs the transformation of use to facilitate community and business activities towards a knowledge-based society (Knowledge-based Society). Through the development of e-government, the government hopes it can be done management systems and work processes in the environment government and autonomous regional government with optimizing the use of information technology and communication (Yildiz, 2007; Heeks & Bailur, 2007; Bélanger & Carter, 2008). For e-government implementation, the government has issued a Policy and Strategy National E-Government Development outlined in Presidential Instruction No. 3 of 2003: E-government development is an effort to develop administration governance-based (using) electronics to improve service quality public effectively and efficiently. Through structuring e-government development management systems and work processes in the environment government by optimizing utilization information technology of course on transportation and tourism policies in East Java Province, (Setiawan, 2017).

According to Sukirno (2000), tourism is an inseparable part of human life, especially in social and economic activities, in facing challenges and opportunities there has been a change in the role of government in the field of culture and tourism which in the past played a role as an implementer of development, currently, it is more focused only on government tasks, especially as a facilitator, so that tourism activities can develop rapidly (Sukirno, 2000; Mankiw, 2013). A fairly complex problem that requires attention from the government regarding the tourism sector is to provide facilities and infrastructure improvements in tourist areas so that visitors can increase and attract visitors. According to Wahab (1997), two factors influence the arrival of tourists at a tourist attraction, the first is irrational factors (unconscious encouragement) which include the scope of association and family ties, prestige behavior, personal admiration, religious feelings, community relations, and tourism promotion, advertising and dissemination, and economic conditions (income and costs). While the second factor is a rational factor, which includes tourism sources, tourist facilities, environmental conditions, population composition, political situation and geographical conditions.

The community has an important role in improving the world of tourism. The progress of tourism must be balanced with the progress of the community's economy. Empowerment is a benchmark for the success of Indonesian tourism, so the need to increase tourism by increasing community participation is by increasing the progress of tourist areas. Based on Law no. 9 of 2009, handing over part of the affairs in the field of tourism management to local governments. The transfer of part of tourism affairs to the local government was expanded by the existence of Law no. 32 of 2004 concerning Regional Autonomy. With regional autonomy, it allows each region to choose a sector that is a mainstay according to its potential and the needs of the community, if tourism is a mainstay sector in the development of an area, then the area must have various unique characteristics for economic development, as well as being able to empower the wider community, both actors and connoisseurs of tourism development (Lordkipanidze et al., 2005; Lee, 2013).

According to Sudarti (2016), Often with the dynamics of development, the increase in community welfare has fostered new aspirations and demands from the community to realize a better quality of life. According to Nurfatimah (2013), East Java Province has the potential for large tourism objects, the pattern of tourism development in East Java Province is based on the potential to become the tourism sector. The urge to make East Java Province a regency/ city that can contribute to economic growth for East Java Province. The tourism industry players in East Java Province view that the potential of the region in East Java Province has not been well explored, apart from natural potential, the selling value which is a source of income for the people of the area.

According to Spillane (1987), the current number of tourism is starting to be seen in the East Java region but not many people know about it and there are many historical relics such as historical sites (Ismayanti, 2009; Paturusi, 2001). Temples and other relics that have tourism potential in East Java can be used as historical tourism objects so that future generations will know the historical journey in Indonesia. The East Java region is an area that has many historical remains that must be known and preserved. This research on the analysis of the potential of the tourism sector as a leading sector has not been done much, to find out which regencies/cities have the tourism sector as the leading sector in East Java Province. The reason for choosing to research the tourism sector in East Java, is because East Java has many areas and has a large area when compared to the province of Bali. The area of East Java Province is 47,800 km and the area of Bali Province is 5,633 km. Therefore, the tourism sector in East Java can be seen which areas stand out for the tourism sector.

The formulation of the problem is the extent to which the tourism sector has the potential as a leading sector and what factors affect the growth of the tourism sector. The theoretical basis used is the theory of economic development, in terms of regional development, which includes urban and rural areas as centers and locations for regional socio-economic activities. Economic growth theory, a quantitative measure that describes the development of an economy in a certain year when compared to the previous year.

Tourism development policy can have both positive and negative impacts on destinations. The development of sustainable tourism tries to balance these impacts to improve the quality of life of the host community and destination. The World Economic Development Commission (WCED) describes sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This session describes in more detail some of the principles that have been proposed to ensure that the tourism industry of tomorrow is characterized by rewarding and sustainable travel experiences (WCED, 1987). Therefore we want to know and discuss the results of this research so that we can contribute to the research.

Research Methodology

The population for this study includes tourism organizations agents, East Java is a province of Indonesia. It has a land border only with the province of Central Java to the west; the Java Sea and the Indian Ocean border its northern and southern coasts, respectively, while the narrow Bali Strait to the east separates Java from Bali. Located in eastern Java, it also includes the island of Madura, which is connected to Java by the longest bridge in Indonesia, the Suramadu Bridge, as well as the Kangean and Masalembu archipelagos located further east and north, respectively. Its capital is Surabaya, the second-largest city in Indonesia, a major industrial center and also a major business center. Banyuwangi is the largest regency in East Java and the largest on the island of Java.

The province covers an area of 47,800 km^2, According to the 2010 Census, 37,476,757 people were residing in East Java, making it Indonesia's second-most-populous province; the latest official estimate (for mid-2019) is 39,744,800. East Java is inhabited by many different ethnic groups, such as the Javanese, Madurese, and Chinese. Most of the people in East Java adheres to Islam, forming around 96% of the total population. Other religions are also worshipped, such as Christianity, which are mostly worshipped by Chinese Indonesians and immigrants from Eastern Indonesia and North Sumatra, and also Hinduism which are mostly worshipped by the Tenggerese people in the BromoTengger Semeru National Park and the Balinese people inhabiting the easternmost part of the province bordering Bali. The Indonesian language is the official language of the province as well as the whole nation, but Javanese and Madurese are the most frequently used language. Indonesian is only used for inter-ethnic communication and official purposes.

East Java is one of the provinces in Indonesia that offers different types of tourist attractions. This area offers a variety of natural attractions ranging from mountains, beaches, caves, to waterfalls. In general, almost every regency or city in East Java has its unique tourist destinations, such as the Ijen volcano in Banyuwangi, Baluran National Park in Situbondo, Bromo Tengger Semeru National Park, etc, will provide quite convincing evidence on the issue therein. As such, the conclusions of this study are not expected to be very different from those of a larger population of the same respondent, while this does not include the broad scope of the phenomenon that is interesting to broaden our understanding.

Technics for data processing and analysis

Likert-type scale techniques, which are often used with a 6-point scale, (Ryan & Bernard, 2000), will be used in data collection. The reasons behind using the Likert type scale are (a) it is useful to get the feelings or opinions of respondents (Sparklin et al., 2009), and (b) to give participants a variety of choices as shown in Table 2 a continuation for choosing and, therefore, increasing levels the response. To test our research hypothesis, SPSS (Statistical Package for Social Sciences) version 23 will be used to analyze the data and test our research hypotheses using appropriate statistical tools, such as frequency, correlation, regressions, and process analysis. For sustainability analysis using descriptive statistics by utilizing questionnaires conducted through surveys. Questionnaires were calculated based on the scale, while the scale of measurement used in this study are: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree. Quantitative analysis used was a mean test.

Presentation results and discussion of findings

Presents findings from the analysis to answer the for research questions of the study, research context have focused on the government can play a good and optimal role so that: first, implementation of the vision and mission of existing tourism policies can be realized; two Can increase local revenue following the development of existing tourism; three, help improve the economy of the community. (E-government transportation policy leads to the development of sustainable tourism in the province of East Java, Indonesia). Descriptive statistics results and discussion, Hypothesis testing, and factor analysis result will guide this analysis.

This result is divided into two parts namely data presentation with analysis and discussion. The first part of the chapter, describing here is allocated for the presentation of collected data, statistical data analysis, reporting the results with interpretations. The second part of the chapter is devoted to present the discussion with findings. The demographic characteristics of the sample are presented in the first part of the chapter. The statistical analysis is carrying out in three stages. The confirmatory factor analysis is performed following univariate analysis of the study variables and their outcomes are compiled. Afterward, correlation analysis is performed and its results are reported. Statistical Package for Social Sciences followed by hypothesis testing is carried out and their results are presented in the last stage.

Response rate

The sample size was considered adequate according to the ratio of the minimum of five responses per construct (Lewis et al., 2005). Paper, pencil, and online surveys present a very clear response rate but to generate sufficient responses personal visits are made several times for this study. A total of 300 questionnaires were distributed in the provinces of East Java and 249 questionnaires were received from local public administrators. After coding and transforming for screening the filled surveys. Therefore, finalized response data has consisted of 249 respondents that is 79,67% of total participants. The detail of the response rate is shown (Table 1) bellow;

Table 1
Response statistics

Total Survey Distributed	300
Participants	249
Discarded responses	61
Final respondents	249 (79,67%)

Source: primary data, processed, 2020

Descriptive statistics result and discussion of findings
Demographics of respondents

The demographic profile of respondents was analyzed to know the ratio of age, education, experience of respondents. As shown in table 2, the majority of respondents were between 20 to 29 years that were 58,2% of the highest total participants followed by the age group of 18-19 years that were 18,9%. The age ratio shows the leaning of the younger community's highest respondents. In response to the education level, the majority of the respondents were Senior High School and Bachelor Degree graduate is Highest qualified 49,8% and 27,3% respectively. Like bellow:

Table 2
Demographics of respondents

Variable (N=249)		Frequency	Percentage (%)
Gender	Male	101	40,6%
	Female	148	59,4%
Age in years	18-19 years	47	18,9%
	20-29 years	145	58,2%
	30-39 years	34	13,7%
	40-49 years	13	5,2%
	50> years	10	4%
Education	Senior High School	124	49,8%
	Bachelor Degree	68	27,3%
	Master Degree	37	14,9%
	Ph.D Degree	20	8%
Profession or Work Place	Central Government	6	2,4%
	Regional Government	35	14,1%
	Regional Tourism Industry	3	1,2%
	Researchers/Lecturer	37	14,9%
	Community	105	42,2%
	Student	9	3,6%
	Entrepreneur	6	2,4%
	Teacher	5	2%
	Private	4	1,6%
	Employee and Other	39	15,6%
Work Experience	<1	128	51,4%
	2-5	59	23,7%
	6-10	27	10,8%

11-20	20	8%
20>	15	6%

Source: primary data, processed, 2020

The education level shows that local officials in local government are having the appropriate level of education. In response to the gender category, 40,6% of respondents were male and 59,4% female which shows the majority ratio is towards male dominance in local public administration. Moreover, Regarding working experience, the majority of officials were having < 1-year experience which accounted for 51,4%, and some other specific experience type was included such as not yet work or on entrepreneur basis which accounted for only 15,6% of the total participants.

Research results and descriptions
Result Value of support factors tourism transportation policy at Province of East Java

Based on statistical analysis with compare mean of the variable independent test showed on tourism transportation policy, there are 13 different indicators and the indicators that show differences (Table 3).

Table 3
Value of support factors on the tourism-based questionnaire

No	Code	Items	SD	D	N	A	SA	Median	Std. Deviation	N	Description
			1	2	3	4	5				
1	Y1.1	The quality of transportation mode is very good	11	36	75	95	29	4	1.023591395	249	Agree
2	Y1.2	Transport connectivity network has been very good	10	35	83	95	23	3	0.978539645	249	Neutral
3	Y1.3	Transportation costs are very affordable	12	21	82	97	34	4	1.004507912	249	Agree
4	Y1.4	The availability of travel frequency has been good	10	33	72	111	20	4	0.975174421	249	Agree
5	Y1.5	Integrated transportation, easy to reach tourist destinations	11	36	62	108	29	4	1.022499193	249	Agree
6	Y1.6	The availability of information in the use of transportation modes is very good	13	29	61	118	25	4	0.999773261	249	Agree
7	Y1.7	Replacement mobility is well structured	12	33	75	108	20	4	0.975523086	249	Agree
8	Y1.8	The provision of facilities and infrastructure is following the standards	12	36	76	89	33	4	1.055003685	249	Agree
9	Y1.9	Land use factor for transportation is good	11	28	72	113	22	4	0.966416915	249	Agree
10	Y1.10	The priority of travel activities has been conducted in a balanced manner between business activities and tourism	12	24	85	101	24	4	0.959657143	249	Agree
11	Y1.11	There is still a tourist area that cannot be accessed by transportation	16	23	66	110	31	4	1.047594546	249	Agree
12	Y1.12	Demand for public transportation is high	14	21	94	92	25	3	0.972930020	249	Neutral
13	Y1.13	The condition of tourist areas is interesting to visit	10	14	57	110	55	4	0.998022400	249	Agree

Source: Primary data, processed M.S Excel, 2020.

From Table 1. it can be deduced that out of the variables selected thirteen variables which items are Y1.1, Y1.2, Y1.3, Y1.4, Y1.5, Y1.6, Y1.7, Y1.8, Y1.9, Y1.10, Y1.11, Y1.12, and Y1.13 model had a significance an influence to Value of support factors on tourism transportation policy, This reflects that among variables proposed as government roles to facilitate good tourism implementation to develop tourism and government policy those thirteen variables appeared to influence managing tourist destinations in implementation of tourism in east java. With that, therefore, results from median and std. deviation are fully supported.

Table 4
Statistics

Statistics													
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Y1.13
N Valid	249	249	249	249	249	249	249	249	249	249	249	249	249
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	3.4016	3.3614	3.4940	3.4016	3.4378	3.4618	3.3695	3.4056	3.4498	3.4137	3.4819	3.3815	3.7631
Median	4.0000	3.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	3.0000	4.0000
Mode	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00
Std. Deviation	1.02359	.97854	1.00451	.97517	1.02250	.99977	.97552	1.05500	.96642	.95966	1.04759	.97293	.99802
Variance	1.048	.958	1.009	.951	1.046	1.000	.952	1.113	.934	.921	1.097	.947	.996
Range	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Sum	847.00	837.00	870.00	847.00	856.00	862.00	839.00	848.00	859.00	850.00	867.00	842.00	937.00

Source: Primary data, processed of SPSS, 2020

Discussion and Result

The role of transportation seems to allow people to easily access tourist destinations and to open new sights not previously attainable by transportation (Van Truong & Shimizu, 2017). Transport is an important part of tourism development efforts (Prideaux, 2000). Tourists also benefit that can make them easier and convenient because of better transportation access (Gunn & Var, 2002). Then, a good transportation system to the destination and destination can make the cost lower, easier to access the sights because of the overall cost that can be saved (Van Truong & Shimizu, 2017).

Terms of the large number of requests that come to a tourist attraction can be influenced by several factors that determine, such as; (1) supply-side factors, is services, transportation, attractions, information, and promotions that can get people interested in visiting tourist attractions; (2) tour package prices, which include living expenses and travel expenses for tourists at tourist destinations; 3) tourist income, (4) currency, the rise, and fall of a country's currency also affect international tourism, because when the currency goes down it can make tourism activity cheaper and increase the demand for the country, (5) trade volume, inter-state high, can improve the travel or business holidays; (6) information promotion activities of a tourist destination; and (7) other factors, such as booming events, political disturbances, and the similarity of tourist destination languages with their country of origin (Ioannides & Debbage, 1998). In an analysis of tourism prediction to result of research.

There is a close relationship between tourism and transportation accessibility factors, which certainly affects travel costs both in money and time spent on tourism, as well as in tourism supply and demand levels. Kithiia (2010), studied the effects of transport on the economy and tourism on the assumption that a good transport infrastructure would reduce the amount of spending, marketing, and distribution activities, thus increasing the number of tourists to a destination.

As mentioned earlier, good transportation and good infrastructure provision can have an impact on increasing the number of tourists to a destination, in this section we would like to discuss land use and transportation coordination strategies; governing spatial, urban planning, and traffic infrastructure in public transport preferences.

1) Determine major public transport corridors based on the city's planned urban functional division, taking into account the spatial layout of tourism resources, establishing several corridors connecting traffic within cities and between cities such as the construction of railways and toll roads that can also link areas tourist destinations tourism.

2) Set up basic facilities around public transport corridors. An internal public transport center and an external transport hub will be located around the urban axis intensively to gain the advantage of external and internal traffic connections with different traffic facilities or called intermodal. Meanwhile, major public transport and feeder will be arranged for the traveling of the residents and the integrated visitor. Here is an action that can be done.

   a) Establish transfer hubs, which include bus station and railway station infrastructure in inner-city traffic corridors, major railway stations, and expand public transportation corridors; plotting a major arterial road to connect hubs with regional roads as the transport backbone actors in the urban axis, the hub also linking

external traffic; therefore, it is necessary to build flyovers and underpasses and toll roads to reduce the density of vehicles within the city.

b) Plan an airport which is also hub transportation for other modes to facilitate people to make the transfer of transportation modes such as train facilities, alternative highway, and public transport bus.

c) In the East Java area of Surabaya city can be made vehicle restrictions policy to make the area around the destination more comfortable and more enjoyable.

3) Land planning with Transit-Oriented Development mode. Urban land planning following the Oriented Development Transit mode is the key to building sustainable transportation and providing a good transportation system to support tourism. On the other hand, should be accompanied by the construction of public service facilities along the main corridor of city center public transportation, the facility includes cultural service centers, information service centers, office centers, open spaces, business centers, shopping centers, tourist business centers, and others, etc.

Conclusion

Accessibility factors also have an impact on tourism improvements such as infrastructure improvements, provision of information, and affordable travel costs should be considered in tourism development (Cater, 1993; Wisudawati & Maheswari, 2018). There is a problem in managing accessibility factors that is difficult to integrate inaccessible components. E-government at present there have been many studies emphasizing the role of transport in tourism in non-technical terms, but it is still important to make decisions following relevant circumstances and based on existing experience studies, to create and develop effective transport policies to support the tourism industry. This study can be a powerful tool for evaluating the effectiveness of transportation projects. Accessible tourism can also be a great opportunity for tourism operators and can bring economic benefits within both the macro and micro-economic scope. From a micro perspective, the problem of low tourism demand can be attributed to factors; the possibility of the quality offered is low and needs to be developed; allowing for higher profits. From the macro side, its superiority is related to developing the national tourism industry thus creating employment and income revenue from abroad. But there are still many restrictions that can hamper the development of accessibility that is easily accessible in East Java. Among the former, the inability to build the infrastructure of local facilities and adequate accommodation facilities. Next, the capability of human resources, the travel operator, in this case, is the staff is still low in terms of training.

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