

Slow Tourism Concept: Strategies in Improving Tourism in Indonesia

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ABSTRACT

This research is a qualitative research with a descriptive approach. The data used in this article are secondary data that researchers obtained from various credible scientific sources and were analyzed with the stages of data collection, data selection, data reduction, and drawing conclusions. The result in this article show that Pesona Indonesia and Slow Tourism Concept have contrasting differences but can be collaborated. As is the case, regarding Pesona Indonesia, it focuses more on the target visitors in terms of quantity while Slow Tourism Concept focuses more on quality. If collaborated, the focus can change to quantity and quality where visitors are in large numbers and get education about nature, good relations between visitors, and good relations between local residents. In addition, the experience gained by visitors will be more pronounced if they get a beautiful tourist spot according to the Pesona Indonesia concept if accompanied by valuable experiences from the Slow Tourism concept. Thus, researchers are increasingly convinced that the presence of the Slow Tourism Concept collaborated with the Pesona Indonesia Concept can further increase tourism in Indonesia.

Keywords: *Pesona Indonesia, Tourism, Slow Tourism Concept*

INTRODUCTION

The definition of tourism according to (Siswanto, 2007), tourism is the temporary and short-term movement of people to destinations outside the place where they usually live and work and also their activities while staying at a destination. According to (Ramadhan, 2016), tourism is the activity of temporarily moving people to destinations outside their place of residence and place of work and carrying out activities while at the destination and also preparing facilities to meet their needs. According to the opinion put forward by (Nggini, 2019). Tourism comes from two words, namely *Pari* and *Wisata*. *Pari* can be interpreted as many, many times, circling or complete. While *Tourism* can be interpreted as a trip or traveling which in this case is synonymous with the word "revel" in English. On that basis, the word "tourism" can also be interpreted as a trip that is done many times or circling from one place to another which in English is also called "Tour".

According to (HARIADI, 2019). There are several socioeconomic variables that affect tourism demand, namely: a. Age The relationship between tourism and age has two components, namely: the amount of free time and activities related to that age level. There are

also some differences in consumption patterns between older and younger groups. b. Income Income is the most important factor in shaping the demand for a tour. Not only the trip itself costs money, tourists also have to spend money on services available at the tourist destination and also on all activities during the trip. c. Education The level of education affects the type of free time to be used on the chosen trip. In addition, education is a motivation to travel. It can also be concluded that the level of education affects a person's views and provides more choices that can be taken by a person.

Meanwhile, based on Law No. 10 of 2009 concerning tourism, that the state of nature, flora, and fauna as a gift from God Almighty, as well as historical, artistic, and cultural heritage owned by the Indonesian nation are resources and capital for tourism development to increase the prosperity and welfare of the people as contained in Pancasila and the Opening of the 1945 Constitution of the Republic of Indonesia. The definition of tourism has never been exact among experts. Basically, tourism is a journey with the aim of entertaining which is carried out outside of daily activities which are carried out in order to provide permanent or temporary benefits. But when viewed from the context of tourism, it aims to entertain and also educate (Febrisa Yosanti, 2020).

Based on the definition of tourism above, it is concluded that tourism activities have the following characteristics (Edithania, 2018): 1. There are two interrelated locations, namely the area of origin and the destination area. 2. As a destination area, it must have objects and tourist attractions. 3. As a destination area, it must have tourism facilities and infrastructure. 4. The implementation of the trip to the destination area is carried out temporarily. 5. There are impacts that arise, especially the destination area in terms of socio-cultural, economic and environmental aspects.

Currently, the Government of the Republic of Indonesia interpreted by the Ministry of Tourism and Creative Economy has a mission to advance Indonesian tourism with the concept of national branding "Pesona Indonesia" which shows the natural beauty of Indonesia. Nation branding by (Edithania, 2018) is defined as the national identity of a country that has been abstracted, interpreted, internalized, and displayed to the public to build a positive image of a country. In addition, Anholt also mentioned that nation branding is formed from competitive identity, namely a strategic representation of a country to increase and/or maintain its competitiveness in attracting the interest of various parties in the global realm.

The six competitive identities are channels for forming a good image of a country. The six aspects are contained in the "Nation Branding Hexagon" which includes (Noviyanti, 2014): (a) Tourism: the most visible aspect and plays a major role in efforts to promote a country. This aspect brings economic benefits to the country by selling various tourist destinations in the country. The attraction of tourism is supported by the potential for attractions (both natural and artificial attractions) in each region, transportation, and accommodation. (b) Export

Brands: a country that produces goods or services massively can help accelerate nation branding, as Japan does by producing various electronic equipment. These domestically made products must be supported by demand and purchases from the public. (c) Governance: policies made by the government must pay attention to the interests of all elements of society. Government policies also need to guarantee security and public order. Another aspect that supports this governance dimension is the efforts initiated by the government in dealing with issues such as poverty and the environment. (d) Investment and Immigration: in addition to tourism, certain places in a country can be attractive to investors because of their great business development potential. Economic stability also plays a role in attracting investors to invest in a country. (e) Culture and Heritage: diverse cultures and rich cultural heritage (historical heritage) add to the uniqueness of a country. The uniqueness of culture can attract other nations to visit. In addition, various works of art such as music and films as well as sports activities in the modern era are also included in the supporting aspects of tourism. (f) People: this aspect contributes greatly to nation branding. The good or bad image of a country cannot be separated from the behavior and personality of the people who inhabit the country. The enthusiasm, friendliness, openness, and other positive traits as well as the competence of the local population are aspects that play an important role in forming a good image of the country in the public mind (Farhan, 2016).

The researcher believes that the concept of national branding “Pesona Indonesia” must be accompanied by the concept of Slow Tourism so that it can run hand in hand to advance and develop tourism in Indonesia (Wikipedia, 2023). The Slow Tourism Concept or commonly known as slow tourism does not only focus on the number of visitors in terms of quantity but also focuses on the quality of visitors. The number of visitors can actually make finances stable and it is undeniable that it can be the main factor in increasing tourism. However, quantity must also be accompanied by quality where visitors are also educated to interact well with nature, interact well with local communities, and interact well with other visitors so that visitors can love nature, get good experiences with local communities, and be familiar with other visitors. Slow Tourism can give a good impression to visitors so that visitors are interested in visiting the tour repeatedly and spreading a good impression to their colleagues (Anholt, 2007).

RESEARCH METHODS

The researcher believes that the concept of national branding “Pesona Indonesia” must be accompanied by the concept of Slow Tourism so that it can run hand in hand to advance and develop tourism in Indonesia (Imam Gunawan, 2014). The Slow Tourism Concept or commonly known as slow tourism does not only focus on the number of visitors in terms of quantity but also focuses on the quality of visitors (Andalisto et al., 2022). The number of visitors can actually make finances stable and it is undeniable that it can be the main factor in increasing tourism

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RESULT AND DISCUSSION

Tourism and Slow Tourism

The definition of tourism according to (Siswanto, 2007), tourism is the temporary and short-term movement of people to destinations outside the place where they usually live and work and also their activities while staying at a destination. According to (Ramadhan, 2016), tourism is the activity of temporarily moving people to destinations outside their place of residence and place of work and carrying out activities while at the destination and also preparing facilities to meet their needs. According to the opinion put forward by (Nggini, 2019). Tourism comes from two words, namely *Pari* and *Wisata*. *Pari* can be interpreted as many, many times, circling or complete. While *Tourism* can be interpreted as a trip or traveling which in this case is synonymous with the word "revel" in English. On that basis, the word "tourism" can also be interpreted as a trip that is done many times or circling from one place to another which in English is also called "Tour".

According to (HARIADI, 2019). There are several socioeconomic variables that affect tourism demand, namely:

- Age** The relationship between tourism and age has two components, namely: the amount of free time and activities related to that age level. There are also some differences in consumption patterns between older and younger groups.
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Slow Tourism Concept: Strategies In Improving Tourism In Indonesia Conclusion

In this article, the researcher argues that the concept of Slow Tourism can improve tourism in Indonesia because it can run in line with the concept being initiated by the government, namely the Indonesian Government. Here are some differences that can be collaborated between the "Slow Tourism Concept" and "Pesona Indonesia" in improving tourism in Indonesia.

Table 1

The difference between the Slow Tourism Concept and the Charm of Indonesia which can be collaborated

Slow Tourism Concept	Pesona Indonesia Concept
Target focus on visitors in terms of quantity	Not too concerned with quantity, but also quality
Management focus on visitors to get profit	Management focuses on visitors who can love nature, interact well with local communities, and good interactions between visitors
Natural charm is the main selling point	Visitor experience and comfort of interaction are the selling points

Based on the explanation above, it can be concluded that Pesona Indonesia and Slow Tourism Concept have contrasting differences but can be collaborated. As is the case, regarding Pesona Indonesia, it focuses more on the target visitors in terms of quantity while Slow Tourism Concept focuses more on quality. If collaborated, the focus can change to quantity and quality where visitors are in large numbers and get education about nature, good relations between visitors, and good relations between local residents. In addition, the experience gained by visitors will be more pronounced if they get a beautiful tourist spot according to the Pesona Indonesia concept if accompanied by valuable experiences from the Slow Tourism concept. Thus, researchers are increasingly convinced that the presence of the Slow Tourism Concept collaborated with the Pesona Indonesia Concept can further increase tourism in Indonesia.

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