

## Conference Paper

# Destination Competitiveness Aspect for Cultural Tourism Area in Museum of Fine Arts and Ceramics in Jakarta, Indonesia

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### Abstract

The purpose of this article is to know more about the Museum of Fine Arts and Ceramics in the old town city of Jakarta because the museum is a part of a cultural tourism destination. The museum has as much potential as the other museums and can become a competition destination for other museums. The research was conducted in April 2017 with qualitative approaches—interview and discussion with two respondents that comprised representation from the museum. In addition, some of the data were also produced from secondary sources such as official website and books. The Museum of Fine Arts and Ceramics has the ability to develop aspects of internal factors, attractions and accommodation facilities. The quality of the museum's development is to focus on destination management & competitiveness and also the marketing formulation strategy as a result of organized planning processes. With those conditions, they have an advantage as a basic foundation of their tourism development. This article illustrates a detailed analysis of the destination's competitiveness with its development strategy, and more distinctive understanding of what supporting facilities are provided by the museum—a destination's competitive position.

**Keywords:** cultural, destination competitiveness, destination development strategy, museum of fine arts and ceramics, potential development

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## 1. Introduction

Tourism is the travel activities that people do out of their area and is temporary no more than 1 year and the purpose is to have fun, business affairs, etc. (WTO 1999) and also can do by individuals or group to visit certain destinations for recreational purposes, learn the uniqueness of tourist areas, self-development etc. in a short time or temporarily. (UU RI number 10 year 2009)

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According to Valene Smith (1978; 4) *Hosts and Guests*: Cultural tourism is one type of activity that uses culture as its object. Tourists visits motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage of a community, region, group (Sofield and Birtles, 1996). A recent study of the cultural consumption habits of Europeans (European Commission 2002) indicated that people visited museums and galleries abroad almost as frequently as they did at home. This underlines the growing importance of cultural tourism as a source of cultural consumption. The purpose of cultural tourism is to preserve nature, environment, and resources, promote culture, lift the image of the nation, strengthen the self and the unity of the nation, strengthen friendship among nations. Some examples of cultural tourism are: religious tourism, educational tourism, historical tourism, city tours, etc.

There are 12 elements of cultural tourism that can be attraction for tourist, those are language, traditions, handicraft, foods and eating habit, art and music, history of the region, work and technology, religion, architectural characteristic in the area, dress and clothes, educational system, leisure activities (JAMIESON, 1994).

For the development of cultural tourism, in due time, it is foreseen that tourist attractions that attract foreign tourists are more concentrated on the cultural heritage of a nation. Therefore, in the tourism industry in the future, the result of the nation's culture as the main 'commodity' to attract foreign tourists to visit Indonesia. In addition, based on research that was conducted by PATA in 1961 in North America, the conclusion is more than 50% of foreign tourists visiting Asia and the Pacific region, the motivation of their travel is to see and witness the customs, the way of life, Relics of history, ancient buildings with high value. The opinion is not wrong. According to research Citra Pariwisata Indonesia in 2003, culture is a tourism element that most interest foreign tourists to come to Indonesia. Culture gets a score of 42.33 from foreign tourists in the category 'very interesting' and is above other elements such as natural beauty and historical relics, with a score of 39.42 and 30.86, respectively. It proves that cultural attractions are the most favored thing for tourists from tourism in Indonesia.

The Museum of Fine Arts and Ceramics is located at Jalan Pos Kota No 2, West Jakarta Municipality, DKI Jakarta Province, Indonesia. The museum is located directly opposite Jakarta History Museum is displaying local ceramics from various regions in the country, from the era of the Majapahit Kingdom of the 14th century, and from various countries in the world.

The Museum of Fine Arts and Ceramics has high potential that can be developed as a cultural tourism which are considered as historical places that is stored historic arts and ceramics collections from various countries. The objective of this study is to

assess how competitive cultural tourism in Museum of Fine Arts & Ceramics and its contributions to the development of destination competitiveness.

## 2. Literature Review

In this chapter we will discuss the main concepts of this study. The literature review consists of three sections. In the first section, we will take a closer look at destination competitiveness aspect. In Section 2.2 we will discuss about some factors that determine destination competitiveness. In Section 2.3 we will see cultural tourism object development strategy and its supporting facilities.

### 2.1. Destination competitiveness aspect

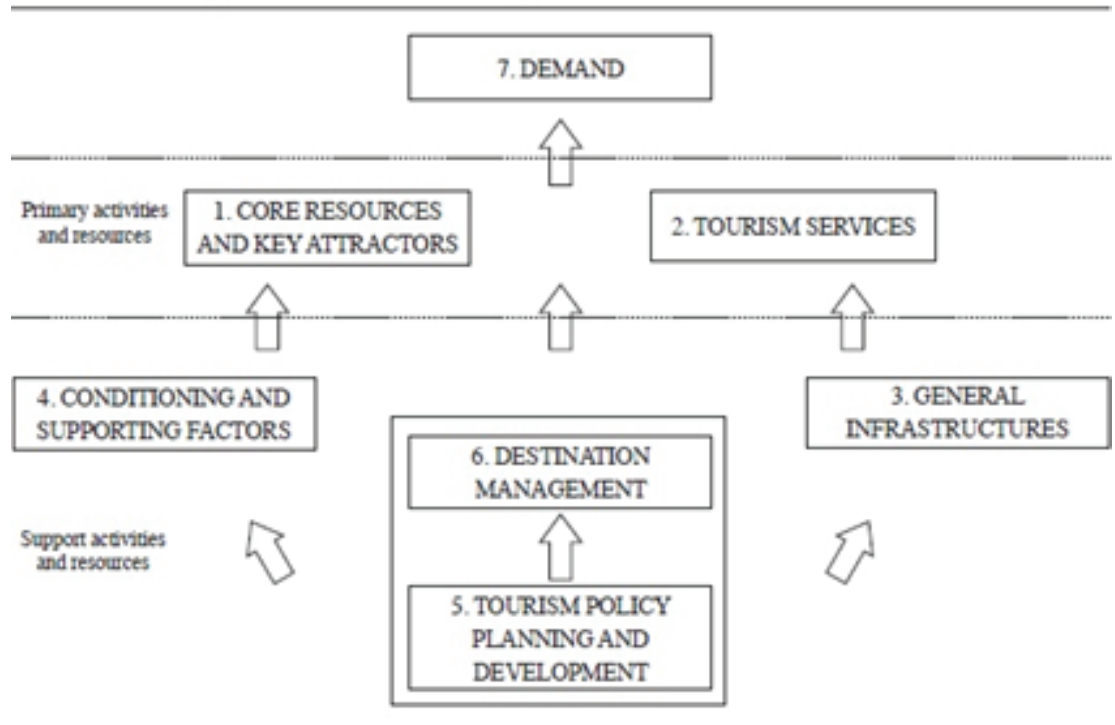
The concept of competitiveness is widely adapted from economic theory that is used for industry or corporations (Porter, 1990). Competitiveness in general also defines as the ability to compete companies or industries or countries on an ongoing basis to improve products and processes in order to create excellence compete (Alina and Catalina, 2009). For tourism, the competitiveness of tourist destinations is the ability to supply goods and services better than other destinations (Murphy, Pritchard, and Smith, 2000). Competitiveness is the ability of a destination to deliver goods and services that perform better than other destinations on those aspects of the tourism experience considered being important by tourists (Dwyer & Kim, 2003: 375). Ritchie & Crouch (2003) describe competitiveness as the ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations.

### 2.2. Model of destination competitiveness

The model of competitiveness identifies seven key determinants of destination competitiveness, as shown in Figure 1: core resources and key attractors; tourism services; general infrastructures; conditioning and supporting factors; tourism policy, planning and development; destination management; demand. As can be seen in Figure 1, there is a separation between resources and services that transfer the value directly to the tourist and activities supporting or conditioning their performances. This is based on

the ‘value fan’ configuration by Flagestad & Hope (2001), which takes as a reference Porter’s (1985) value chain model and Stabell & Fjelstad (1996, 1998) studies.

FIG. 1 Competitiveness and sustainability of a tourism destination: a model of evaluation



Source: adapted from Ritchie & Crouch (2000)

Figure 1: Competitiveness—a model of evaluation. Source: Ritchie & Crouch (2000).

The boxes ‘tourism policy, planning and development’ and ‘destination management’ are grouped within a larger box; more over ‘tourism policy, planning and development’ is linked forwards to the box ‘destination management’. This indicates that while tourism policy set a framework within which a competitive destination can be developed on the long term, destination management deals with its various factors in a short time horizon, in order to ensure economic profit ability, and avoiding degradation of the elements that forms the competitive position of a destination. The one-directional arrows from this larger box indicates that it can influence both the conditioning and supporting factor sand the availability and quality of general infrastructures; it can play an important role in the management of the core resources and also influence the availability and quality of tourism services.

The elements ‘core resources and key attractors’ ‘tourism policy, planning and development’ and ‘destination management’ derive from the Richie & Crouch model (2000). They lump together under the label ‘supporting factors and resources’ two subcomponents as ‘hospitality’ and ‘infrastructure’.

In this model they are regarded as separate factors from 'conditioning and supporting factors'. Many authors (Pearce, 1981; Murphy, 1985; Inskip, 1991; Gunn, 2002) underline the importance of these components, regarding them as separate primary elements. Moreover, respect to Ritchie & Crouch (2000), the model explicitly recognizes the demand factor as a fundamental determinant, as illustrated by Dwyer & Kim (2003).

It is proposed a set of indicators that is considered useful for analyzing the competitiveness of a tourism destination, as shown in tab. 1. The indicators derive from the major empirical models of destination competitiveness, further enriched with indicators that are inferred from the conceptual models of destination competitiveness and from the wider literature in tourism policy, planning and management. The choice is made considering the ability of each variable to identify the most important aspects that contribute to the competitiveness of a destination. The most important criterion for the selection of the indicators is that they are policy relevant, as suggested by Miller (2001).

### **2.3. Cultural tourism object development strategy and its supporting facilities**

Tourism destination development strategies are based on opportunities and obstacles to the development of Indonesian tourism destinations sourced from the assessment. The tourism competitiveness index at the global level (Travel & Tourism Competitiveness Index/TTCI) issued by the World Economic Forum (WEF) in 2015. Based on the assessment of tourism competitiveness index, then the destination. Tourism Indonesia has 5 (five) opportunities/advantages are: (1) Natural Resources/natural resources show that the potential of nature-based tourism in Indonesia has high competitiveness; (2) Prioritization of T & T/priority. Tourism shows that tourism has become a priority development in Indonesia; (3) Price competitiveness shows that Indonesia has an advantage. In the price at which the price in question covers: taxes, fuel prices, indexes. Hotel prices, strength/purchasing power, and impact of applicable taxes; (4) Human Resources/human resources; (5) Safety & security/safety and security shows a good development in the context of tourism development.

Besides the superiority of tourism, there are some obstacles/weaknesses: (1) Tourism Infrastructure/Tourism infrastructure; (2) ICT infrastructure/infrastructure. Communication and information technology; (3) Health & hygiene/hygiene and hygiene; (4) Air transport infrastructure and Ground transport infrastructure/

Accessibility (Connectivity, seat capacity, and direct flight); (5) Policy rules & regulation (permit Entry sailboat/yacht, visa, customs clearance).

Based on these opportunities and constraints, the destination development strategy Tourism is formulated as follows:

1. Development of tourism infrastructure and ecosystem;
2. Increasing the quality and quantity of cultural, natural, and artificial tourism destinations;
3. Tourism Destination Governance in the National Tourism Strategic Area; and
4. Community empowerment.

### 3. Research Methodology

#### 3.1. Data collection

The research is initially came from assignments for Tourism Geography subject. The study area is held at Museum of Fine Arts and Ceramics that is located at Jl. Pos Kota No 2, Jakarta Barat, Jakarta, Indonesia. The study was conducted in April 2017. The interview included two participants from the Museum of Fine Arts and Ceramics, which are a tour guide for foreign tourists and the manager of the museum. Through the interview, it provides a lot of knowledge about museum's collections and the facilities that are provided by the museum.

#### 3.2. Data analysis

A qualitative study analysis is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting (Cresswell, 1994). Qualitative research is a generic term for investigative methodologies described as ethnographic, naturalistic, anthropological, field, or participant observer research. It emphasizes the importance of looking at variables in the natural setting in which they are found. Interaction between variables is important. Detailed data is gathered through open ended questions that provide direct quotations. The interviewer is an integral part of the investigation (Jacob, 1988). Qualitative research is an inductive approach, and its goal is to gain a deeper understanding of a person's or group's experience. According to Ross (1999), qualitative approaches to research are based

on a 'world view' which is holistic and has the following beliefs: (1) there is not a single reality. (2) reality based upon perceptions that are different for each person and change over time. (3) it is a given situation of context.

#### 4. Findings and Discussion

In recent years, Museum of Fine Arts and Ceramics has become Ministry of Tourism focus for its cultural heritage and it is being developed as cultural tourism that have destination competitiveness aspect. With those destination competitiveness aspect, the museum will be an attraction for foreign and domestic tourists. So, the museum will be able to compete with other cultural attractions. Especially, the museum is located in the old city tourist areas that are guarded and developed as one of the priority tourism object of the tourism office of the capital city of Jakarta.

The museum has around 500 fine art works from various time periods. Those art works were made of different materials and processes, such as wooden totem, sketch, Batik painting, and many more. The paintings made by Indonesia's famous artists such as Raden Saleh, Affandi, S. Sudjojono and many more are displayed in this museum.

As its name implies, there are some ceramics collection in this museum. There are many ceramics both from Indonesia as well as other countries. Ceramics from Indonesia mostly were produced in Aceh, Medan, Palembang, Lampung, Jakarta, Bandung, Bali, Lombok, and many other cities. It also has Majapahit ceramic from the 14th century, which show beautiful extraordinary characteristic and have history value with various shapes and functions. One of the interesting things about ceramic collections in this museum is the magnificent collection of ceramics from China. There are collections of ceramics from Ming and Ching Dynasties (14th century).

The Museum of Fine Arts and Ceramics looks well maintained and very clean. All that can be seen from a park located in front of and in the middle of the museum. The park is very clean and well maintained, while inside the museum itself there are many signs such as directions and some signs such as 'do not touch' or 'do not touch in this area'.

With a friendly and reserved Museum guard. This makes the Museum of Fine Arts and Ceramics still able to compete with other museums who located around the museum, such as wayang museum and Jakarta history museum. With the holding of various promotions and events conducted at the Museum is strengthening the art museum and ceramics that this museum still has a lot of attention not only from

art lovers but from all tourists who want to see the history and culture kept by the museum.

Visible from quite a lot of visitors who come to see art museum and ceramics, this can be one proof that art museum and ceramics are still able to compete with other museums and quite popular among them.

While conducting a research visit at the Museum of Fine Arts and Ceramics, the author has a brief interview with Mrs. Ani as person in charge for museum management and one of the Tour Guide that's working at the museum. The guide is named Pak Ahmad and has been working as a Tour Guide in the Old Town Tourism area since a few years ago. He explained how the history of the formation of Museum of Fine Arts and Ceramics and how this museum will be managed in order to survive the severity of competition that occurred in this industry nowadays.

During the interviews Pak Ahmad explained that this building was established in 1996 and it has a long history because it was a transitional period from the Dutch colonial to Japanese occupation. Initially, the Japanese government used this building as a Japanese military dormitory in 1982–1945.

In addition, the museum also has the work of other famous maestros in the world. Museum of Fine Arts and Ceramics also has a collection of ceramics contained from the former relics of the Majapahit Kingdom, this museum also has a collection of ceramics from shipwreck owned china that sank Indonesia waters and the remains of relics of the ship that was rescued were displayed in the museum of fine arts and ceramics.

Various ways were done by the museum to unleash the potential of existing one such as in cooperation with the government, educational institutions, private institutions and art lovers community to preserve this museum. In addition, the museum has regular events such as socialization to the public about the Museum of Fine Arts and Ceramics through the website, socialization to schools, cooperate with institutions both public and private, hold a painting exhibition that usually works with Schools of Art in Jakarta.

Museum of Fine Arts and Ceramics itself stood under the authority of the Ministry of Tourism and there is assistance from the government for the development of this museum. For non-government institution, the museum cooperates with Mitra Museum Jakarta institution that's belonging to Jakarta current Governor's wife Basuki Tjahaja Purnama, Mrs. Veronica Tan. The role of the Museum's Partner institution has a role in the holding of plans for the restoration of the Museum of Fine Arts and Ceramics. For the facilities of the Museum of Fine Arts and Ceramics such as local tour guide



and foreign tour guide, tourist information center, wi-fi, canteen, park, musholla and special facilities for diffable.

The community around the museum also plays a role in the development of museums such as securing the area around the museum environment so that tourists can feel safe and tourism activities take place smoothly. The surrounding community also participated in events organized by the museum, joint work to keep the environment clean around the museum. There is also a bicycle-bike community that participated cooperate clean up the area around the museum and the old city so that cleanliness is maintained.

## 5. Conclusion

In this new global era there is a tendency that people want to understand the culture outside their environment. According to James J. Spillane (2003) that cultural tourism products have a special market segment that is 'knowledge workers' or in terms of tourism is called 'mature tourist' or experienced travelers where they travel or visit other areas with the aim of not only recreational but more motivated to gain experience through direct involvement with life activities and the traditions and cultures of local communities. A recent study of the cultural consumption habits of Europeans (European Commission 2002) indicated that people visited museums and galleries abroad almost as frequently as they did at home. This underlines the growing importance of cultural tourism as a source of cultural consumption. In recent years, Museum of Fine Arts and Ceramics has become Ministry of Tourism focus for its cultural heritage and it is being developed as cultural tourism that have destination competitiveness aspect. With those destination competitiveness aspect, the museum will be an attraction for foreign and domestic tourists. So, the museum will be able to compete with other cultural attractions. Especially, the museum is located in the old city tourist areas that are guarded and developed as one of the priority tourism object of the tourism office of the capital city of Jakarta. One of the interesting things about ceramic collections in this museum is the magnificent collection of ceramics from China. There are collections of ceramics from Ming and Ching Dynasties (14th century).

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