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Location Quotient Analysis Tourism Support Sector in Lampung

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ABSTRACT

This research was conducted to determine, analyze the tourism support sector in districts or cities, and to determine the identification and supporters of the superior tourism support in Lampung Province. Through the location quotient analysis approach in supporting the tourism sector in Lampung province. The data used is the PDRB ADHK data according to a business pitch published by BPS- Statistics Lampung Province as a reference for the Location Quotient analysis. The research Scope of the study includes 15 Regency/cities in Lampung provinces with a research period of 2019-2023. The results show that Bandar Lampung as a city of which has enormous potential in supporting and the superior tourism sectors in Lampung province. In addition, the tourism support sector was identified by the LQ value-based sector was the transportation sector of 1,272: the accommodation and food service activities sector amounted to 3.907, as well as other services activities of 1.835 in 2019-2023 years.

Tourism Support Sector, Location Quotient, PDRB, Base Sector

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INTRODUCTION

Indonesia has experienced economic growth due to the effective implementation of government policies. For the collective welfare and national prosperity, these policies must align with economic advancements. Economic development can thus be defined as deliberate efforts to generate wealth using available resources. Indonesia, as a developing nation, is classified among Newly Industrialized Countries (NICs) due to its economic growth outpacing other developing countries, although it still lags behind developed nations (Rahmat, 2021). The Gross Regional Domestic Product (GRDP) of a region indicates its economic growth, with constant price GDP growth rate reflecting regional economic development. GRDP represents the total value added produced by all business units within a specific area. A region's economy will perform better with a higher growth rate, leading to more goods and services production, which in turn creates job opportunities and generates income for the community (Putri

Romhadhoni, 2018). The ability of the community to earn more correlates with job opportunities in the area, making it crucial to identify potential sectors that can develop the region and create jobs (Kusuma, 2016).

Understanding and properly utilizing a region's economic potential is vital for fostering development and economic welfare (Daryono, 2015). Since the basic sector significantly contributes to regional economic growth, the existing economic potential must be developed. The income from each economic sector in the GRDP can be used to identify the leading sectors in each region (Suryahadi, Hadiwidjaja, & Sumarto, 2012). The World Health Organization (WHO) declared Covid-19 a public health emergency on January 30, 2020, raising global concerns. WHO later classified the coronavirus as Covid-19 on February 12, 2020, and on March 11, 2020, it was declared a pandemic. The pandemic caused a shift in attitudes and challenges in tourism products. Irresponsible mass tourism gave way to safer, healthier, and high-value tourism products developed by local communities and destinations, emphasizing competitive tourism industries and tourism, whether natural, cultural, or man-made.

These national and international issues necessitate the management of destinations, particularly New Normal Tourism, to address upcoming challenges. Therefore, tourism destinations must evolve dynamically by enhancing internal management (Learning Destination). Moreover, destination management must meet community needs to develop sustainable management practices that enhance service quality, tourist satisfaction, local community satisfaction, and promotion in line with CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) principles. The global economic paradigm shift, particularly in Indonesia, from an information-based to a creative economy, has increased the demand for travel-related goods. The "New Normal Tourism" concept includes health precautions during travel. This paradigm shift changes tourism from a passive attitude to active community engagement, creativity, and establishing oneself as both a producer and consumer. Global economic and tourism paradigms have changed, affecting tourism product demand patterns. Initially, products were mass-produced and quantity-focused, then became cultural showcases relying on passive cultural introduction, and finally evolved into creativity-based tourism products emphasizing dynamic local culture (Lampung Province Tourism and Creative Economy Office, 2022).

Lampung Province is a key tourism attraction in Indonesia, with its 2019–2024 Regional Medium-Term Development Plan (RPJMD) outlining its primary work agenda, including making Lampung one of Indonesia's main tourism destinations. The plan includes developing leading tourist destinations in Lampung's districts and regions, establishing Lampung as an ecotourism and

agro-tourism center in Indonesia, accelerating infrastructure development to support tourism industry growth, and expediting the construction of Pekon Seray Taufik Kiemas Central Beach Airport (Krui). The Lampung Provincial Government's commitment, focus, and priority in its work plans, performance guidelines, and policy directions demonstrate its dedication to future tourism growth. To promote Lampung as a primary tourism destination in Indonesia, it is crucial to assist its districts in becoming main tourist destinations. Supporting sectors must also develop to enhance tourism. Identifying potential economic sectors is vital for knowing which sectors can develop and create positive impacts, especially post-pandemic. Various analyses, including GRDP and Location Quotient (LQ) analysis, can identify sectors with potential for development (Arifah & Tambunan, 2022; Putra & Wulandari, 2021; Rifqi & Nihayah, 2022).

Considering Lampung Province's diverse tourism potential, including natural, artificial, agro, eco, and cultural tourism, the tourism sector has significant development potential (Lampung Province Tourism and Creative Economy Office, 2022). Lampung is a national priority tourism area due to its inclusion in the National Tourism Strategic Area (KSPN), encompassing Lake Ranau, Way Kambas National Park, and Mount Krakatau as strategic tourist locations. Additionally, Bakauheni Port City is designated a National Strategic Project (PSN). Given the substantial development potential of Lampung's tourism sector, identifying supporting sectors in each district/city is crucial for tourism to drive the economy. Despite these prospects, internal and external challenges hinder the tourism sector's potential as a primary attraction for Lampung Province. Issues include strategic development issues, development disparities, local government performance optimization, weak unit synergy, and community involvement (Lampung Province Tourism and Creative Economy Office, 2022). Addressing these issues requires enhancing infrastructure and services, promoting effective tourism policies, and integrating marketing and promotional efforts. The strategic tourism areas in Lampung, such as Way Kambas, Krakatau, and Lake Ranau, play a crucial role in its economic and social development, necessitating targeted efforts to support these areas and enhance Lampung's tourism sector's contribution to its economy.

This study aims to identify the business sectors that support tourism in the 15 regencies/cities of Lampung Province and to determine which regency/city possesses the most prominent tourism-supporting sector. The research objectives include analyzing the leading business sectors that bolster tourism across these regions and identifying the specific regency/city with the most superior tourism-supporting sector. The scientific benefits of this research are expected to enrich

the knowledge of economic planning in the tourism sector, particularly by analyzing tourism-supporting sectors in Lampung Province. Additionally, the practical benefits include providing updated references for tourism research, enhancing regional welfare through tourism, and offering clear insights for business actors to align with tourism market needs in Lampung. Lastly, the policy benefits aim to inform and guide stakeholders in developing more effective policies for the tourism-supporting sectors.

Robert Murray Haig (1928), as cited in Alkanzu, Sahri, & Sriningsih (2023), laid the foundation for economic base theory, which distinguishes between basic and non-basic sectors. Non-basic sectors serve local needs, while basic sectors drive regional growth by exporting goods and attracting external wealth. For a sector to be considered basic, it must meet local demand, export surplus, produce homogeneous goods, engage in large-scale production, and maintain stable output (Tarigan, 2005). The Location Quotient (LQ) method helps distinguish between these sectors by comparing regional employment shares to national averages, identifying sectors with higher regional proportional employment (Tarigan, 2005).

The relative economic potential of a region includes both physical and non-physical resources, such as natural resources and social or cultural assets (Rangga & Setyadi, 2019). Effective regional planning requires identifying sectors for development and addressing limiting factors. Post-autonomy, regions have more freedom to focus on specific growth sectors, which can stimulate broader economic development (Emalia & Putri, 2017). Techniques like comparative advantage and Location Quotient (LQ) analysis help assess regional economic potential. Sectors with comparative and competitive advantages are deemed promising for fostering regional economic growth (Saptana, 2009). LQ analysis is frequently used to identify these prospective sectors (Emalia & Putri, 2017).

Location Quotient (LQ) analysis identifies economic sectors with comparative advantages in a region. It measures sector contributions locally compared to national levels, often using employment and value-added variables (Emalia & Putri, 2017). An LQ greater than 1 indicates a strong, specialized sector driving economic growth, while LQ less than 1 shows reliance on imports (Dewi & Mahaendra, 2018). LQ can highlight sector strengths and weaknesses, guiding regional development strategies (Bagdja, 2010; Emalia & Putri, 2017). It is a key tool in assessing economic potential and sector composition over time (Sabana, 2007; Bendavid-Val, 1991).

David Ricardo's comparative advantage theory (1917) suggests regions can gain economic growth by specializing in producing goods with higher productivity and lower costs. A region excels when it produces high-efficiency

goods, meeting local needs and exporting surplus (Emalia & Putri, 2017). A Location Quotient (LQ) > 1 indicates a sector's comparative advantage. Comparative advantage shows potential competitiveness without economic distortions (Saptana, 2009). Competitive advantage assesses a region's ability to sell goods globally, considering market prices and economic viability (Emalia & Putri, 2017). Financial feasibility links to competitive advantage, benefiting both individual and societal perspectives (Saptana, 2009).

Tourism is defined as any activity related to the arrival, stay, and mobility of foreign nationals within or outside a country or region (Yoeti, 1995). As a burgeoning industry, tourism has significant economic potential by boosting living standards, creating jobs, and enhancing other productive sectors. It encompasses various sectors, including accommodation, transportation, food and beverage, crafts, and souvenirs.

Tourism types include cultural tourism, sports tourism, culinary tourism, agro-tourism, religious tourism, and marine tourism (Siregar, Yusrizal, & Jannah, 2024). Key factors influencing tourism include accessibility, accommodation, attractions, activities, and amenities (Purnawningrum & Ahmad, 2021). Accessibility involves transportation and ease of reaching destinations (Rossadi & Widayati, 2018; Inayah, Hanani, & Kismartini, 2024). Accommodation varies from commercial hotels to non-commercial lodgings (Sugiarto & Nuruddin, 2024). Attractions are pivotal in drawing visitors, supported by well-developed infrastructure (Setiawan, 2015; Suwena & Widyatmaja, 2017).

Gross Regional Domestic Product (PDRB) is a crucial indicator for assessing regional economic performance over time. It reflects how well a region manages its resources by representing the total value of final goods and services produced by all economic units within the area. PDRB is calculated as the sum of added values from all economic activities in a region (BPS, 2019). To measure annual economic growth, PDRB is adjusted for constant prices, known as PDRB at Constant Prices (PDRB ADHK), which uses base-year prices to account for inflation (BPS, 2019).

RESEARCH METHOD

This study employs a descriptive method with a quantitative approach to analyze and identify both basic and non-basic sectors that can support tourism across 15 districts/cities in Lampung Province. The research focuses on these 15 regions over the period from 2019 to 2023. The selected locations are part of the Lampung Province's Tourism Development Destinations, and the study spans the specified timeframe to assess the sector's contributions to tourism development.

This study utilizes secondary data sourced from government institutions, online resources, books, and other credible materials. The data is primarily obtained from BPS Lampung Province and the Tourism Office of Lampung Province. Sources include official websites such as the Ministry of Tourism and Creative Economy, and the Lampung Province's Tourism and Creative Economy Office, along with journals, logbooks, and other credible research literature (Zed, 2008; Sugiyono, 2007). The research method involves literature review and documentation techniques, which include gathering, reading, and organizing information from existing records and publications.

The data analysis method employed in this study uses a quantitative approach with a descriptive focus to identify tourism-supporting sectors across 15 districts and cities in Lampung Province. This study applies both qualitative and quantitative analyses to examine and deepen the understanding of tourism conditions in these areas, utilizing raw data on tourism-related numbers, terms, or symbols available from reliable sources. Quantitative research, in this context, involves statistical procedures and measurement, specifically using the PDRB data to analyze Location Quotient (LQ) values for 17 economic sectors. Among these sectors, three key areas identified as supporting tourism include transportation, accommodation and food services, and other services (BPS, 2022).

The analysis involves calculating the Location Quotient (LQ) to distinguish between basic and non-basic economic sectors. Basic sectors are those that produce goods and services exceeding local needs, potentially exporting outside the region, while non-basic sectors rely on imports to meet local demand. The LQ formula used is:

$$LQ = \frac{X_r/RV_r}{X_n/RV_n}$$

Where X_r represents the sector's PDRB in the district, X_n represents the sector's PDRB at the provincial level, and RV_r and RV_n are the total PDRB figures for the district and province, respectively (Bendavid-Val, 1991; Sabana, 2007; Dewi & Mahaendra, 2018). Sectors with an LQ greater than 1 are considered basic, indicating higher specialization at the district level compared to the provincial level, whereas those with an LQ less than 1 are non-basic, suggesting lower specialization and reliance on external sources.

RESULT AND DISCUSSION

LQ Average Estimation Per Regency

Table 1.
LQ average estimation per regency

Regency/city	H; Transportation	I; Provision Accommodation and Food Services	R,S,T,U Other Services
Lampung Barat	0.533	0.833	1.792
Lampung Selatan	0.996	0.905	0.629
Lampung Timur	0.496	0.909	1.346
Lampung Tengah	0.532	0.677	0.600
Lampung Utara	1.059	0.789	0.823
Way Kanan	0.550	0.540	0.611
Tanggamus	1.020	1.199	1.293
Pesawaran	0.525	0.862	0.816
Tulang Bawang	0.701	0.865	0.424
Tulang Bawang Barat	0.162	0.596	0.481
Pesisir Barat	0.206	1.370	1.201
Pringsewu	0.874	1.611	1.244
Mesuji	0.349	0.645	0.437
Bandar Lampung	1.272	3.907	1.835
Metro	1.462	1.647	2.422

Discussion of the results of the Location Quotient (LQ) estimation per Regency in the tourism support sector is presented in the following table:

Table 2.
Location Quotient per Regency

Regency/City	H; Transportation	I; Provision Accommodation and Food Services	R,S,T,U Other Services
Lampung Barat	Non Basis	Non Basis	Basis
Lampung Selatan	Non Basis	Non Basis	Non Basis
Lampung Timur	Non Basis	Non Basis	Basis
Lampung Tengah	Non Basis	Non Basis	Non Basis
Lampung Utara	Basis	Non Basis	Non Basis

Regency/City	H; Transportation	I; Provision Accommodation and Food Services	R,S,T,U Other Services
Way Kanan	Non Basis	Non Basis	Non Basis
Tanggamus	Basis	Basis	Basis
Pesawaran	Non Basis	Non Basis	Non Basis
Tulang Bawang Barat	Non Basis	Non Basis	Non Basis
Tulang Bawang Pesisir Barat	Non Basis	Non Basis	Non Basis
Pringsewu	Non Basis	Basis	Basis
Mesuji	Non Basis	Basis	Basis
Bandar Lampung Metro	Non Basis	Non Basis	Non Basis
	Basis	Basis	Basis
	Basis	Basis	Basis

Tourism Support Sector in Lampung Regencies

In Lampung Barat Regency, an analysis using Location Quotient (LQ) has identified the "other services" sector as a foundational economic component, contributing 2% (169.58 billion IDR) to the region's economy in 2023. This sector's growth is largely driven by the increase in tourist visits following the pandemic and the cessation of public activity restrictions (PPKM). The "Sekala Bekhak Festival," part of the national Kharisma Event Nusantara, plays a crucial role in preserving and promoting local cultural heritage, thus attracting more tourists to the region. Similarly, in Lampung Timur Regency, the "other services" sector has been significant, contributing 15.11% to economic growth. The rise in tourist activities, particularly around Way Kambas National Park and the "Way Kambas Festival," has not only enhanced local economic activities but also increased non-tax revenues, further boosting regional recognition and growth.

Lampung Utara Regency has seen substantial economic growth in the transportation sector, which was identified as a key area through LQ analysis. Efforts by the provincial government to improve transportation infrastructure, such as the management of the Propau terminal and the integration of commercial rail services, have resulted in a 17.79% growth in this sector. This growth is attributed to the normalization of activities post-pandemic, which led to a significant increase in passenger numbers and the expansion of bus services. In Tanggamus Regency, transportation, accommodation, and food services, as well as other services, have been identified as vital economic sectors. The operationalization of the Batu Balai Port has improved sea connectivity,

contributing to a 7.51% increase in the transportation sector's growth. Additionally, the "Tanggamus Foodies" festival has boosted the accommodation and food services sector, while local cultural events have fostered growth in other services.

In Pesisir Barat Regency, the accommodation and food services sector has been instrumental in economic development, particularly with the relaxation of PPKM policies. The "World Surf League Krui Pro 2023" surfing championship significantly boosted tourism, leading to a 12.63% growth in the region's economy. Similarly, Pringsewu Regency has seen growth in the accommodation and food services sector, with a notable increase in domestic tourists and the success of the "Pringsewu Foodies Festival," contributing 2.76% to the region's GDP.

Tourism Support Sector in Lampung Cities

In Bandar Lampung City, the transport sector has been identified as a fundamental economic sector, contributing 17.88% to the city's Gross Regional Domestic Product (GRDP) in 2023. This increase aligns with a significant rise in passenger numbers across various land and rail transportation modes, especially during major holidays like Eid, Christmas, and New Year, where passenger volume surged by 80% compared to the previous year. Furthermore, the accommodation and food services sector has also been recognized as crucial, with substantial growth driven by a notable increase in travelers during the 2023 holiday season. Events such as the "Pekan Raya Lampung 2023," which featured 800 booths from national businesses, local SMEs, and vendors from 13 districts, have significantly bolstered this sector. The "other services" sector, encompassing arts, entertainment, and other related services, has also seen growth, with domestic tourist numbers surpassing targets during the 2023 Eid holidays, reaching 2,010,547 visitors, and foreign tourists numbering 9,839. The success of these sectors is attributed to strategic urban development initiatives, including infrastructure improvements, the construction of hotels and entertainment venues, and the establishment of key tourist attractions, all aimed at enhancing the city's tourism appeal and economic resilience.

Similarly, in Metro City, the transportation sector stands out as a significant contributor, accounting for 9.87% of the city's GRDP in 2023. The substantial contribution of 98.50% from land transportation modes is attributed to increased passenger usage and a 40% rise in tourist numbers from 2022 to 2023. The accommodation and food services sector also plays a crucial role, contributing 2.96% to the GRDP, with food services being the dominant sub-sector due to a surge in culinary tourism and a doubling of food-related SMEs to 14,000 units. Festivals like the "Metro Culinary and Finance" event have further promoted this

sector. The "other services" sector, identified as another key area, saw a slight increase to 2.48% in 2023, supported by recreational and entertainment activities linked to local festivals. This comprehensive support across sectors illustrates Metro City's strategic focus on enhancing its tourism infrastructure and services, in line with the broader vision of Lampung Province to develop its western regions into world-class tourist destinations. The provincial government's commitment to integrating tourism with economic development is evident in their efforts to create a balanced growth model, incorporating cultural, natural, culinary, and technological attractions.

CONCLUSION

Based on the LQ analysis and the discussions presented in the previous chapter, the conclusions are as follows: Eight regencies/cities in Lampung Province support the tourism-supporting sectors, namely Bandar Lampung, Metro, and Tanggamus, where the tourism-supporting sectors include accommodation and food services, transportation, and other services; Pesisir Barat and Pringsewu, where the supporting sectors are accommodation and food services and other services; Lampung Barat and Lampung Timur, where the supporting sector is other services; and Lampung Utara, where the supporting sector is transportation. Among these, Bandar Lampung stands out as the city with the greatest potential and the most superior tourism-supporting sector in Lampung Province based on the LQ analysis.

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