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Determining The Potential Footwear Village To Developed As Creative Industries Tourism Area Study Case: Footwear Village, Mojokerto City, Indonesia

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ABSTRACT: The Footwear Villages in Mojokerto City are potential asset to developed as creative industries especially footwear industry related to the tourism sector. Government of Mojokerto City planned footwear village as area where the visitors do not only purchase the footwear but also they can be able to explore their creativity on the manufacture of footwear craft. In Mojokerto City, there are 3 footwear villages such as Miji footwear village, Surodinawan footwear village, and Prajuritkulon footwear village. This aim of research is to determine potential footwear village as creative industri tourism in Mojokerto City. The research method uses the Analytical Hierarchy Process (AHP) for the selection of potential footwear village. The selected footwear village becomes focus of the creative industries tourism development.

KEYWORDS: Footwear Village, Creative Industries, Creative Industries based Tourism.

I. INTRODUCTION

The local government has the development policy to support the footwear village as tourism area with leading sector in the footwear industries. The footwear village is established as creative industries according to Ministry of Tourism and Creative Economy (2012) that is combining between tourism and creative industries can generate a new tourism features that influence creative tourism. The tourism development is based on the creative industries expected to promote the development of tourism destination based on leading product, forming the destination brand, to encourage the community to be more interaction with the visitors [2]. Development of footwear industry sector in Mojokerto City in 2010 until 2012 did not increase significant. It is seen from GDP of Mojokerto City in the footwear industry sector, in 2010 IDR 126.985,7 (million rupiah), 2011 IDR 137.434,3 (million rupiah) and 2012 IDR 141.617,8 (million rupiah). The competition with imported footwear product that have lower price constrain for the footwear industry sector in Mojokerto City, it is not only impact on development of footwear product but also influence to Mojokerto City branding as footwear city in Indonesia. The development footwear village into tourism area can strengthen the identity of region as producer of footwear that is able to increase market share wider (Department of Cooperatives, Industry and Trade Mojokerto City, 2012). In the footwear Village, the creation process is expected to take place between the visitor and creative labor that produces new footwear products

There are 3 Footwear Villages in Mojokerto City consist of Miji Footwear Village, Surodinawan Footwear Village and Prajuritkulon Footwear Village. The footwear village program is initiated since 2012 still have not shown as creative industries based tourism, there are many visitors in footwear village are still not classified as tourists. Based on the survey result in 96 visitors in three footwear village area, there are 94,79% visitors that have motivation to visit footwear village to purchase of a product (reseller) and 5,21% visitors that have motivation to visit footwear village to experience of making footwear.

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From the explanation above, the footwear village which developed as tourism attraction in Mojokerto City has not running well. So there are need selection of potential footwear village to develop as creative industry based tourism. The potential footwear village area will be the main focus in the development of creative industries tourism

II. LITERATURE STUDY

There are several literature that used in this research such as creative industries theory, creative based tourism theory and tourism village theory.

2.1 Creative Industries

Creative industries mapping study which has been conducted by the Ministry of Trade of the Republic of Indonesia in 2007 have same definition about creative industries with UK DCMS Task Force 1988, so that creative industries in Indonesia defined as industries which have their origin in individual creativity, skill and talent and which have a potential for the wealth and job creation through the generation and exploitation of intellectual property and capital. There are different definitions about creative industries, the creative industries relate to the tourism are defined as: knowledge based creative activities that link producers, consumers and places by utilizing technology, talent or skill to generate meaningful intangible cultural products, creative content and experiences [5]. There are some aspects that influence the development of creative industries: Creative person (related to creative human resource based on motivation, competence and talent of interest); Organization context (culture, policy and communications systems); Environment (capital, partnership, technology, competition and government regulations); Product innovation (design) [1]. The development of creative industries are in dynamically include the local innovation capacity, the availability of venture capital, the role of collaboration between institutions, skills and knowledge base and public policies that support the development of creative industries [7]. Develop creative industries required of stakeholder role such as government (provide direction education and providing incentives for actors in creative industries sector); From the business side (aspects that need to be considered is to provide training on entrepreneurship, business coaching and mentoring; financing schemes, marketing and busines matching as well as the creative community); From academics side (founding creative-oriented curriculum and entrepreneurship, implementing innovative multidisciplinary research and education and training institutions) [4].

2.2 Creative Based Tourism

The creative tourism as active participation by tourists in creative activities, skill development and/or creative challenge that can form the basis of tourist experiences, which can also imply a convergence of creative spectacles and creative spaces [6]. Creative Tourism is a new tourism opportunity that emphasizes the engagement between hosts (locals) and guests (tourists) who are interested in actively participating in and learning from an authentic experience (authentic – active participation) [9].

2.2 Tourism Village

General criteria that must be present on the candidate tourist village is located not too difficult to find and easily reachable visitors, characterized by physical or nonphysical and also there are certain results of the community that can be sold as souvenirs [8]. Build a village into a tourism area, there are several things that need to be considered: develop the potential of priority that owned by village; strengthening the relationships between development function of tourism activities with other sectors; repair and maintenance of facilities and infrastructure; provide the widest opportunity for local people to be part of the development of tourism village; strengthening local institutions that deal with development potential tourism area; and provide training on the development of the village as tourism area[3].

A. METHODOLOGY

This research use quantitative method using Analytical Hierarchy Process (AHP) with expert choice software. To determine potential footwear village to develop as creative industry tourism area using identified factors that affect the development of footwear village as creative industries tourism area such as factors (1) the basic requirement of the creative industry (availability of creative labor, skills, capital, technology, government policy, training, electrical and

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telecommunications network); (2) the tourism attraction (visitor of creative tourism, creative exploration, workshop places, and community participation); (3) the accessibility and mobility (road network, transport route, road conditions, distance to the city center and access to the footwear village), and (4) the product development (new products, and quality of products). Respondents that used in this study consists of several stakeholders who have an interest in developing creative industry tourism such as (1) Department of Cooperatives, Industry and Trade, (2) Department of Planning and Development, (3) local consultant SMIDep-JICA, (4) Department of sports, culture and tourism, and (5) districts government of Prajuritkulon. The hierarchical arrangement is used to determine the potential footwear village based on identified influence factors that affect the development of footwear village as creative industries tourism area.

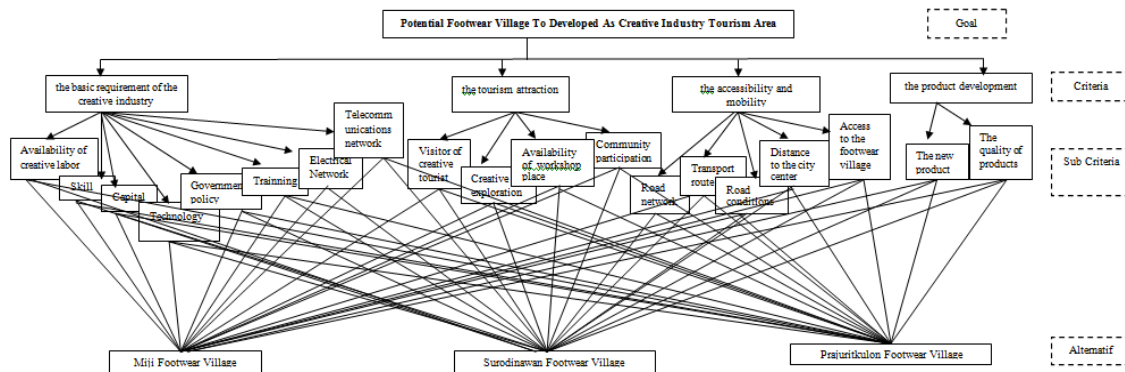


Fig. 1 Criteria Hierarchical Structure

III. DISCUSSION

Footwear village is a development program that develop footwear industry area to become a tourism area. This tourism area will use the product as an attractiveness. Footwear village is located in three villages, which are the center of footwear industry in Mojokerto. Each of them consists of some factories, for example, Miji Footwear Villase has 45 footwear factories; Surodinawan Footwear Villase has 70 footwear factories; and Prajurit Kulon Footwear Villase has 82 factories. Despite of their potentials, the development program of making footwear village as a tourism area seems not running well enough. Based on that fact, it needs to be an identification about the most potential footwear village including some aspects that can affect its development.

4.1 The first step to determine priority criteria and sub criteria that influence the development of Footwear Village as creative industries based tourism area.

Based on the analysis results obtained value weights for each factor, namely the development product (0,490), the basic requirement of the creative industry (0,242), a tourism attraction (0,183) and the accessibility and mobility (0,086). The level of consistency of the fourth factor 0,02 is considered valid because of inconsistencies values <0,1. Output analysis can be seen in the fig 2.

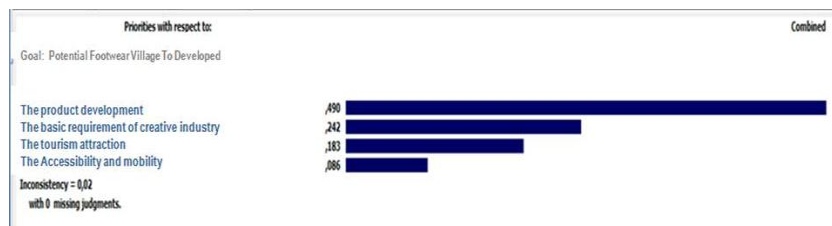


Fig. 2 Weights combination of four criteria

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2) Result of of all sub criteria

(1) The quality of products (0,199); (2) The new product (0,118); (3) skill (0,098); (4) Training (0,0093); (5) Creative exploration (0,074); (6) Availability of creative labor (0,062); (7) Capital (0,059); (8) Technology (0,047); (9) Community participation (0,047); (10) Government policy (0,037); (11) Access to the footwear village (0,035); (12) Visitor of creative tourist (0,032); (13) Availability of workshop place (0,029); (14) Road network (0,014); (15) Electrical Network (0,013); (16) Telecommunications network (0,013); (17) Transport route (0,013); (18) Road condition (0,010); (19) Distance to the city center (0,008). Output analysis can be seen in the fig 3

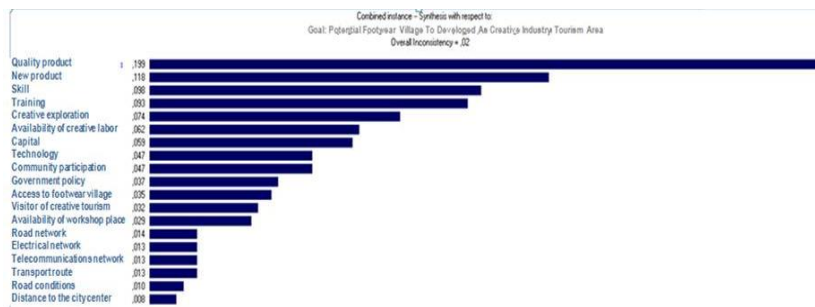


Fig. 3 Weights combination of four criteria

Based on the analysis results, its is known that criteria that can influence the development of Footwear Village as creative industries based tourism area, the first is development product, second is basic requirement of the creative industry, third is tourism attraction and fourth is the accessibility and mobility.

4.2 The second step, analyze three footwear village with previous results analysis

The assessment of the three footwear villages based on the product development criteria. In the fig 4 it can be seen that the village has a high potential in this criteria is Surodinawan Foowear Village

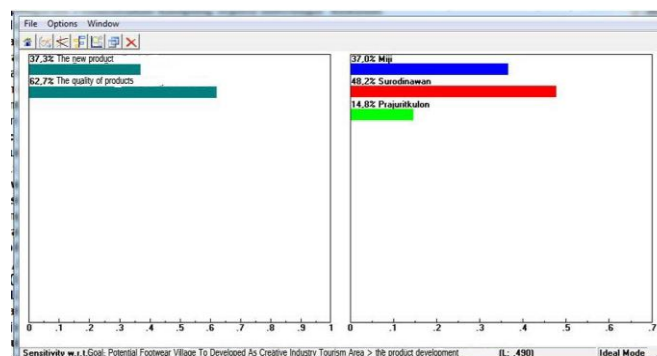


Fig. 4 Dinamic Sensitivity product development criteria

There are several things that make Surodinawan footwear village selected to be an area that has high potential in product development criteria compared to the other footwear villages, there are: higher quality and more variations of new footwear products.

The assessment of location consists of the three footwear village based on the basic requirement of the creative industry criteria. In the fig 5 it can be seen that footwear village that have a high potential in this criteria is Miji footwear village

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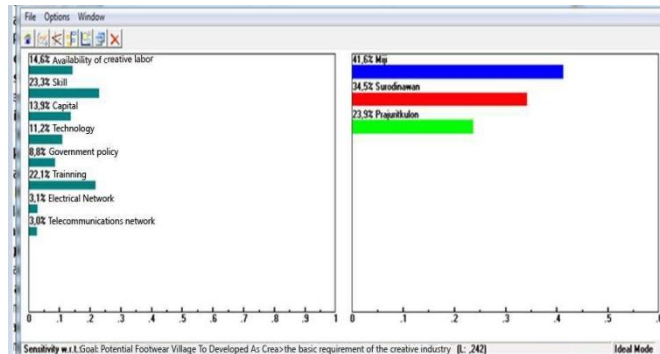


Fig. 5 Dinamic Sensitivity basic requirement of the creative industry criteria

There are several things that make Miji Footwear Village selected to be an area that has high potential in the basic needs of the creative industries criteria, there are: the level of labor's skills, the number of training activities held in Miji Footwear Village and availability of creative labors to support footwear industries.

The assessment of location consists of the three footwear village based on the tourism attraction criteria. In the fig 6 it can be seen that the village have a high potential in this criteria is Surodinawan Foowear Village.

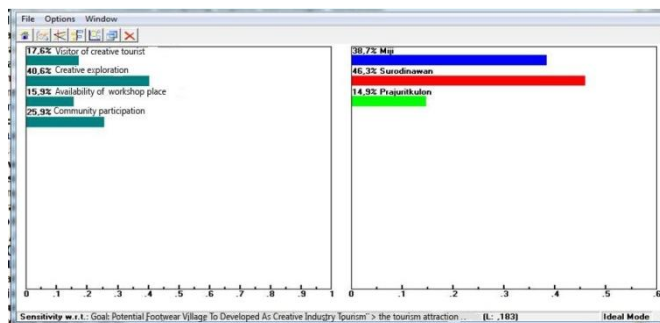


Fig. 6 Dinamic Sensitivity tourism attraction criteria

From fig 6 it is known that creative exploration activities in Surodinawan Footwear Village are dominated by tourist attraction criteria. It is supported by the existing condition in this area, where there has been a creative exploration activities in making footwear design by visitors. Community participation to develop creative industries based tourism in this area is more visible compared to another footwear village.

The assessment of the three footwear village based on the accessibility and mobility criteria. In the fig 7 it can be seen that the village has a high potential in this criteria is Miji Foowear Village

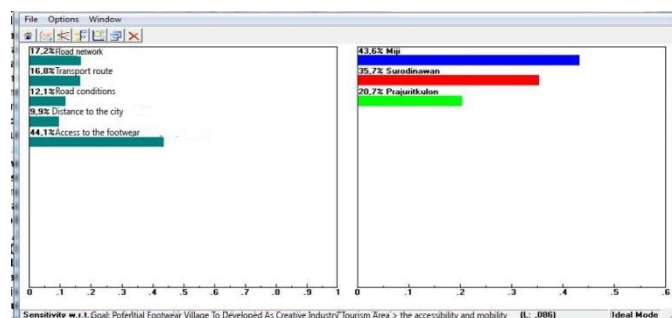


Fig. 7 Dinamic Sensitivity accessibility and mobility criteria

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There are several things that make Miji footwear village selected to be an area that has high potential in accessibility and mobility criteria, it is because the location of this area that close to city transport node and make this region is the easiest to be reached by visitors.

The analysis result can be seen that there are two potential footwear village in each criteria such as Surodinawan footwear village that have potency in the tourism attraction criteria and the product development criteria, and Miji footwear village that have potency in the basic requirement of the creative industry criteria and the accessibility and mobility criteria. Meanwhile, the Prajuritkulon footwear village does not have potency in all development criteria.

The aim of research is to determine most potential footwear village to develop as the tourism destination, so it must be selected one of footwear village are. It is necessary to look back the assessment of footwear village based on all development criteria. In the fig 8 it can be seen that the potential footwear village to developed as creative industry tourism area is Surodinawan footwear village.

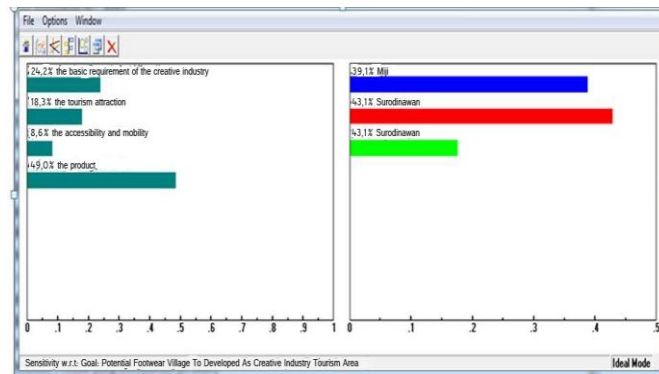


Fig. 8 Dinamic Sensitivity of all development criteria

IV. CONCLUSION

It is known that the footwear village has potency to be developed as a creative industry tourism area is Surodinawan footwear village. There are several things that make Surodinawan footwear village potential for development is based on the development of products and tourism attractions. At the beginning of development Surodinawan footwear village as tourism area will be focused in the potential criteria such as product development criteria and tourist attraction.

Product development can be done in Surodinawan Footwear Village by developing new footwear design by using distinctively culture of Mojokerto City while maintaining the quality of existing footwear with a new design. By producing such products, the attractiveness of visitors can be raised to not just purchasing the product but also learning the designing process. The learning of designing process is an activity that can explore visitor's creativity, which is a main purpose of creative industry tourism. This kind of activity will be held in each footwear factory of Surodinawan footwear village, thus it needs to be a development in this industry, for example improving the labor's skill, increasing the availability of labor, technology, and financial. The next development is accesibility and mobility to accelerate the inner and outer circulation Surodinawan footwear village.

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