

THE COMPETITIVE ADVANTAGE TOURISM (CAT) ON TOURISM SUPPLY COMPONENTS IN RURAL TOURISM INDONESIA

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This study aims to develop a Competitive Advantage Tourism (CAT) Model for rural tourism. The model will base on the supply-side perception analysis of the Competitive Advantage Tourism (CAT) indicator of rural tourism. This model guide policymakers in designing effective and focused strategies. Data were obtained from in-depth interviews with research respondents and questionnaires provided to qualified tourism industry players from the public and private sectors. This data-driven approach builds a relationship between competitiveness indicators and competitive advantages using a combination of Importance Performance Analysis (IPA) and Confirmatory Factor Analysis (CFA), thus utilizing these advantages to produce a strategic model to compete internationally. The sampling in this study used Proportionate stratified random sampling on tourism actors as follows: Village Government or Local Government, Hotel and Lodging Managers, Restaurant Managers, Travel Agency Managers, Managers of Tourist Attractions, Tourism Service Supporters, and Local Communities in rural tourism. This research was located in Apar Tourism Village, Pariaman, West Sumatra, which became the 3rd Winner at the 2021 Indonesian Tourism Village Award Winner in the Digital Village Category. The construct reliability (CR) value of the latent variable Competitive Advantage Tourism Second Order resulted in a matter of 0.9669. The deal is more than 0.7. So that latent variables have excellent reliability.

Keywords: Importance Performance Analysis (IPA), Confirmatory Factor Analysis (CFA), Competitive Advantage Tourism (CAT), Supply Tourism Components, Rural Tourism

Introduction

Indonesia managed to raise its ranking to rank 40 on the Travel & Tourism Competitiveness Index 2019, but in 2021 the scale of the Travel & Tourism Competitiveness Index Indonesia decreased to rank 91. The decrease happened due to the decline in the tourism sector due to Covid 19. Still, other factors are causing the fall, one of which is the declining competitiveness of Indonesian tourism. Meanwhile, tourism is the second largest contributor to the country's foreign exchange (Rahmiati et al., 2020). With the absence of a competitive advantage model for Indonesian tourist destinations. The rapid advancement of everyday technology as a basis encourages the tourism industry to develop and convert into digital ideas. With the birth of digital-based tourism villages (Smart Tourism Village), tourism villages as

digital-based tourism destinations can be the forerunner of the revival of Indonesian tourism. As for the culture and its peculiarities, the State of Indonesia has 1,734 tourist villages, but only a few are well-controlled and maintained. While tourists who come to the village expected to provide economic growth for the village community, the reality is that they only offer a few benefits and do not spread throughout the village area (Bogomazova & Stenyushkina, 2018) (Liu et al., 2018).

The tourism sector is essential in supporting the country's economic development. ^{Tourism} sector can produce many positive impacts (Alim et al., 2021). Rural tourism has been developing rapidly in recent decades in different tourism typologies (Villanueva-álvaro et al., 2017). For many countries, rural tourism has become an essential product, allowing local people to share their natural environment with tourists looking for a more natural and authentic experience (Artal-Tur et al., 2019) (Campón-Cerro et al., 2017) (Zheng et al., 2021).

To take advantage of tourism potential and realize the competitive advantage of a tourist location. Then it is necessary to have a tourist experience offered to be more attractive compared to other tourist locations (Puška et al., 2021) (Huete-Alcocer & Valero-Tévar, 2021) (Dimoska & Trimcev, 2012). Development of the Competitive Advantage Model is needed to support the advantages of the resources owned by each Tourism Village (de Leaniz & del Bosque, 2015). Tourism at present is inseparable from technology (Desfiandi et al., 2017) (Bu et al., 2020) (Lukić et al., 2021). The existence of Tourism Villages using Digital Technology to support and increase the competitiveness of rural tourism.

Tourism, especially in rural areas, is empirically proven critical in increasing business opportunities for residents or communities living around village tourist attractions. In addition, the presence of tourists in rural natural tourism areas provides opportunities for people to get alternative income, starting with becoming a tourist guide, providing stalls, lodging/homestays so that they can prosper or improve the quality of life of the surrounding community. The main feature of this study is the use of Competitive Advantage analysis from the supply side. Competitiveness indicators build with the Importance-Performance Analysis (IPA) indicators technique and Confirmatory Factor Analysis (CFA) which is a very effective technique to see hands that can create the success of the Confirmatory Factor Analysis (CFA) model.

The novelty of this study is to develop and formulate a competitive advantage model for the Competitive Advantage Tourism (CAT) tourism industry by discussing tourism villages. This model guide policymakers in designing effective and focused strategies. This data-driven approach builds a relationship between competitiveness indicators and competitive advantage using a combination of importance-performance analysis and confirmatory factor analysis (CFA), thus utilizing these advantages to produce a strategic model to compete in the digital-based international tourism industry. It will also be the first study to use this method to define a destination's competitive advantage by modeling structural equations.

The specific purpose of this study was to develop a Competitive Advantage Tourism (CAT) Model for Digital Village-Based Tourism Villages. The study's objectives are as follows: identifying the Competitive Advantage Tourism (CAT) Model for Digital Village-Based Tourism Villages and Reviewing the formulation of the Competitive Advantage Tourism (CAT) Model for

Digital Village-Based Tourism Villages. Meanwhile, the final target of this study is to make Tourism Villages an independent economic force and able to make a real contribution to the welfare of the community.

Literature Review

1. Rural Tourism

In the 20th century, tourism became one of the most supportive factors for economic growth. Tourism is considered a driver of economic development at the local, regional and national levels. Its association with other production sectors impacts most of the economy. The capacity of tourism to improve people's living conditions has resulted in the emergence of new destinations around the world (Ham et al., 2020). Rural tourism has become an essential product, allowing local people to share their natural environment with tourists seeking a more natural and more natural experience (Artal-Tur et al., 2019) (Campón-Cerro et al., 2017) (Villanueva-álvaro et al., 2017). Tourism has been considered a mechanism of rural development, considering that rural tourism is cheaper and easier to implement than other strategies since the necessary investment from local governments and small businesses are relatively little (Lim et al., 2017)(Ćurčić et al., 2021).

Tourism is an economic activity with a significant contribution to rural development. To develop rural tourism areas supporting factors are needed to realize the achievement of goals. Rural tourism helps rural communities to diversify their sources of income, create new jobs and avoid the escape of young people to urban areas (Borseková et al., 2017) (Rahmiati et al., 2020). Rural and cultural tourism offers an alternative natural destination model, which can positively affect regional and sustainable development in many rural areas with a wealth of tourism natural resources. Rural areas where rural tourism is becoming more valued can represent new economic development opportunities. Thus, areas that have a lot of tourism resources can achieve economic growth through the positive effects that tourism can provide. Several previous studies have identified the significant impact of rural tourism on improving the rural economy (Shin et al., 2017) (Sari et al., 2021) (Castanho et al., 2021).

Rural tourism potential, local tourism in the village, is in great demand by tourists who prefer to travel outdoors and interact with the environment and local communities. Tourism Village (rural tourism) is tourism consisting of a whole pastoral experience, natural attractions, traditions, and unique elements that, as a whole, can attract tourists(Hou et al., 2021) (Davardoust & Karahan, 2021) (Arbogast et al., 2017) (Firdaus et al., 2021). From the explanation of rural tourism, that rural tourism provides the potential that villages have to be enjoyed by the community, so the management of rural tourism potential is the main thing to go to the tourist village.

2 Competitive Advantage Tourism (CAT)

Competitive advantage is the ability possessed and obtained through the characteristics and resources of the organization to have a higher performance than others. In a tourism area, it has a competitive advantage in tourism services when it can produce it with a lower opportunity cost than other destinations. This advantage can be due to the relative abundance of supporting factors of a destination (natural resources, history, and culture), different technologies and productivity,

or other factors (Algieri et al., 2018). In the tourism industry, the organization's learning improves the implementation of business strategies in terms of cost reduction and an increase in the level of differentiation from competitors, increasing the competitive advantage in the tourism sector. Competitive Advantage Tourism is related to the ability of a tourism destination to provide products or services that outperform other tourism destinations in terms of essential tourism experiences for tourists (Cheraghalizadeh & Tümer, 2017). In the context of tourism, competitive advantage refers to the ability of a destination to compete effectively and profitably to produce goods and services that perform better than other destinations, providing a memorable tourism experience (Lesmana & Sugiarto, 2021). Competitive advantage in areas with unique regional tourist destinations offers new possibilities to increase employment, create new jobs, attract tourists and residents, develop tourism-oriented entrepreneurs, and overall socio-economic development.

The main factor is essential in correctly identifying the competitive advantage of tourism (Competitive Advantage Tourism) or the potential competitive advantage of the region in tourism. In determining, stakeholders should assume that competitive advantage is a special, unique and outstanding quality, ability, or characteristic representing value to local tourist destinations, especially tourists (domestic or foreign). Competitive Advantage Tourism must meet market needs and be consistent with the external environment. Competitive advantage will appear in conditions of imperfect competition (Borseková et al., 2015). Previous research on competitive advantage using Importance-Performance Analysis (IPA) indicators technique and Confirmatory Factor Analysis (CFA) has been researched by Alabadi et al., 2019; Chin et al., 2017; Dimoska & Trimcev, 2012; Evans, 2016; Kazandzhieva, 2021; Lim et al., 2018; Molina-Azorín et al., 2015; Oye, 2013; Wang et al., 2020)

Methodology

1. Research Location and Time

This research was on rural tourism in Apar Tourism Village, Pariaman, West Sumatra. This research consists of the identification stage of the competitiveness possessed, the next stage of making the Competitive Advantage Tourism (CAT) Model.

2. Data Analysis

Regarding the stages of research, several approaches and steps in carrying out activities until the implementation of the data source are acceptable and beneficial for all parties are as follows:

1. Tracing primary and secondary data on the management of Tourism Villages based on Digital Villages.
2. Literature study on the influence of digital village-based tourism village management, several alternative preventive and curative action solutions in the direction of Digital Village-based Tourism Villages.
3. This research used a mixture of qualitative and quantitative methods divided into four stages:

1. The first stage is developing a model of competitiveness indicators from the literature, called the "early model."
2. The second phase involves testing the initial model on tourism industry players from both the public and private sectors in the research object through in-depth interviews and filling out questionnaires; the results were used to develop "advanced models."
3. In the third stage, questionnaires for advanced models were distributed to tourism industry players from the 2021 Indonesian Tourism Village Award Winners in the Digital Village Category.
4. In the fourth stage, data obtained from Apar Tourism Village, Pariaman, West Sumatra, and from the Winner of the 2021 Indonesian Tourism Village Award with other Digital Village Categories will be analyzed at the final stage using importance-performance analysis (IPA) and confirmatory factor analysis (CFA)
 - 1) Importance Performance Analysis (IPA)

Importance Performance Analysis (IPA) was used to research tourist destinations. IPA provides direct Interpretation. The four quadrants are based on a combination of measurements of importance and performance levels (Oye, 2013)
 - 2) Confirmatory Factor Analysis (CFA)

The primary purpose of using Confirmatory Factor Analysis (CFA) analysis is to measure a predetermined model according to the observed data set, estimating the maximum probability (Evans, 2016) (Kazandzhieva, 2021).

3. Respondent

Respondents in the study were interested in the management and involvement of rural tourism, which was the study's object. In determining the number of research samples, it is necessary to pay attention to factors other than population representation problems and accuracy reasons, such as those related to the technical analysis used in hypothesis testing in this study. This study uses Proportionate stratified random sampling: This technique was used if the population is not homogeneous and proportional (Campón-Cerro et al., 2017). As for those who include tourism actors (Zeng & Wang, 2021) as follows: The selection of sample criteria in this study refers to individuals who have businesses and activities in the field of tourism in the place of research objects in Apar tourism villages located in the city of Pariaman such as service providers such as canoe service providers, mangrove planting service providers, local tour guides, stall sellers, ticket guards, Bumdes of Apar rural tourism, Pokdarwis, tourism sector observer groups, turtle breeding managers, speedboat owners, and service providers, and tourist attraction managers.

Result

IPA (Importance Performance Analysis)

The Importance Performance Analysis (IPA) method was based on the level of importance of the assessment and perception of the respondents of question items and the performance assessment (performance) in the evaluation reality assessed and felt by respondents. Calculating the percentage of the degree conformity between the level of performance and the level of importance was obtained. The story of conformity assessment resulting from the respondent

answer will determine the priorities on the factors that make the components of competitive advantage tourism competitive in tourist destinations in Apar tourism villages. With the grouping of assessments from respondents, they will get results from which items will be improved, maintained, and prioritized.

The items attributed in Importance Performance Analysis (IPA) level of importance and perception that the respondent referred. The results obtained from the assessment were in cartesian diagrams and cartesian analysis to find out the essential attributes in detail and sort these variables into four quadrants so that an overview of the factors that are priorities. To make improvements so that the interests assessed by the respondents can be by performance.

Importance Performance Analysis (IPA) determines the priority of indicator items and variables, known as the analysis quadrant. Quadrant analysis is a quadrant divided into four quadrants: Quadrant I, the top priority; Quadrant II, maintained achievement; quadrant III, low priority; and quadrant IV, excessive results. In the table below, you can see the data from the priority level of each question item and find out the average score of each question item. After the data was obtained, then the mapping of the cartesian diagram was described. The data's importance, performance, average importance, and suitability are in table 1.

Table 1. Conformity value, priority, average importance, and performance

No	Variable	Indicators	Items	Importance	Performance	Conformity	Priority	Average importance score	Average performance score
1	<i>Natural Resource and Environment</i>	<i>Nature</i>	X1.1	158	147	93.04%	22	4.51	4.20
2			X1.2	155	141	90.97%	19	4.43	4.03
3			X1.3	152	142	93.42%	24	4.34	4.06
4			X1.4	147	141	95.92%	33	4.2	4.03
5			X1.5	152	135	88.82%	14	4.34	3.86
6			X1.6	152	136	89.47%	17	4.34	3.89
7			X1.7	150	143	95.33%	31	4.29	4.09
8			X1.8	147	141	95.92%	34	4.2	4.03
9	<i>Built Environment</i>		X2.1	151	144	95.36%	32	4.31	4.11

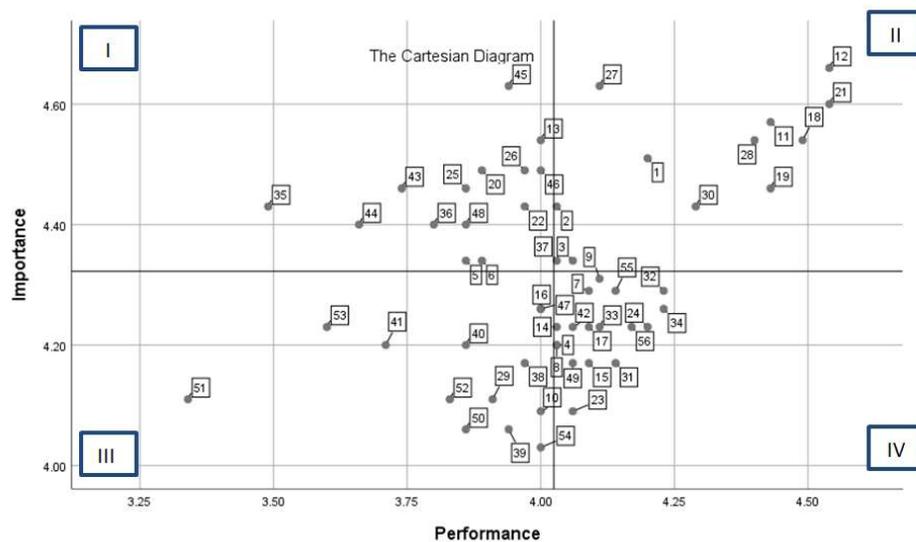
10		X2. 2	143	140	97.90 %	45	4.09	4.00
	<i>General</i>							
11		X2. 3	160	155	96.88 %	40	4.57	4.43
	<i>Infrastructu res</i>							
12		X2. 4	163	159	97.55 %	44	4.66	4.54
13		X2. 5	159	140	88.05 %	11	4.54	4.00
14		X2. 6	148	141	95.27 %	30	4.23	4.03
	<i>Accessibilit y</i>							
15		X2. 7	146	143	97.95 %	46	4.17	4.09
16		X2. 8	149	140	93.96 %	25	4.26	4.00
17		X2. 9	148	143	96.62 %	36	4.23	4.09
18		X2. 10	159	157	98.74 %	49	4.54	4.49
	<i>Technology</i>							
19		X2. 11	156	155	99.36 %	56	4.46	4.43
20		X2. 12	157	136	86.62 %	9	4.49	3.89
<hr/>								
21		X3. 1	161	159	98.76 %	50	4.60	4.54
22		X3. 2	155	139	89.68 %	18	4.43	3.97
	<i>Accommod ation</i>							
23		X3. 3	143	142	99.30 %	52	4.09	4.06
24		X3. 4	148	147	99.32 %	53	4.23	4.20
25	<i>Operating Sectors</i>	X3. 5	156	135	86.54 %	8	4.46	3.86
26		X3. 6	157	139	88.54 %	13	4.49	3.97
	<i>Culinary</i>							
27		X3. 7	162	144	88.89 %	15	4.63	4.11
28		X3. 8	159	154	96.86 %	39	4.54	4.40
29		X3. 9	144	137	95.14 %	28	4.11	3.91
	<i>Transportat ion</i>							

30		X3. 10	155	150	96.77 %	38	4.43	4.29
31		X3. 11	146	145	99.32 %	54	4.17	4.14
32		X3. 12	150	148	98.67 %	48	4.29	4.23
33		X4. 1	148	144	97.30 %	43	4.23	4.11
34	<i>Cultural Heritage</i>	X4. 2	149	148	99.33 %	55	4.26	4.23
35		X4. 3	155	122	78.71 %	1	4.43	3.49
36		X4. 4	154	133	86.36 %	7	4.40	3.80
37		X4. 5	152	141	92.76 %	21	4.34	4.03
38	<i>Attractions</i>	X4. 6	146	139	95.21 %	29	4.17	3.97
39		X4. 7	142	138	97.18 %	41	4.06	3.94
40		X4. 8	147	135	91.84 %	20	4.20	3.86
41	<i>Hospitality and cultural resources</i>	X4. 9	147	130	88.44 %	12	4.20	3.71
42		<i>Human resources</i>	X4. 10	148	142	95.95 %	35	4.23
43	X4. 11		156	131	83.97 %	4	4.46	3.74
44	X4. 12		154	128	83.12 %	3	4.40	3.66
45		X4. 13	162	138	85.19 %	6	4.63	3.94
46	<i>Quality of Service</i>	X4. 14	157	140	89.17 %	16	4.49	4.00
47		X4. 15	149	140	93.96 %	26	4.26	4.00
48		X4. 16	154	135	87.66 %	10	4.40	3.86
49		X4. 17	146	142	97.26 %	42	4.17	4.06

50	Destination Management	X4. 18	142	135	95.07 %	27	4.06	3.86
51		X4. 19	144	117	81.25 %	2	4.11	3.34
52		X4. 20	144	134	93.06 %	23	4.11	3.83
53	Security	X4. 21	148	126	85.14 %	5	4.23	3.60
54		X4. 22	141	140	99.29 %	51	4.03	4.00
55		X4. 23	150	145	96.67 %	37	4.29	4.14
56		X4. 24	148	146	98.65 %	47	4.23	4.17
Rata-rata			151.27	140.84	93.17 %	-	4.32	4.02

Known average scores were used for mapping on cartesian charts. Cartesian diagrams serve to find out the position of each of the items on each variable and indicator. Cartesian diagrams inserted into quadrant I, quadrant II, quadrant III and quadrant IV. The four quadrants that have separated based on specific criteria describe the differences in conditions with each other. Cartesian diagram with four finite frames with an x-axis (performance) of 4.02 and a y-axis (importance) of 4.32. The Cartesian diagram image in figure 1

Figure 1 The Cartesian Diagram



Regarding the research results of the indicators in Quadrant II, it is essential and performs very well to continue to work well. While still concentrating on the hands in the Quadrant, Quadrant I was critical and needed improvement. Quadrants I and II are essential indicators because they reveal potential advantages in attributes. Meanwhile, Quadrant III, with low priority, and IV, with extreme performance, have low importance but good performance. Item attributes in quadrants III and IV were ignored because they have the lowest priority, so the question items and indicators entered into the confirmatory factor analysis (CFA) calculation are question attribute items in quadrants I and II.

Confirmatory Factor Analysis (CFA)

There were 56 indicators from Importance Performance Analysis (IPA), but in Confirmatory Factor Analysis (CFA), The indicators of the 26 items are in Quadrant I and Quadrant II. The table below shows 26 indicators.

Table 2. Indicators on the calculation of Confirmatory Factor Analysis (CFA)

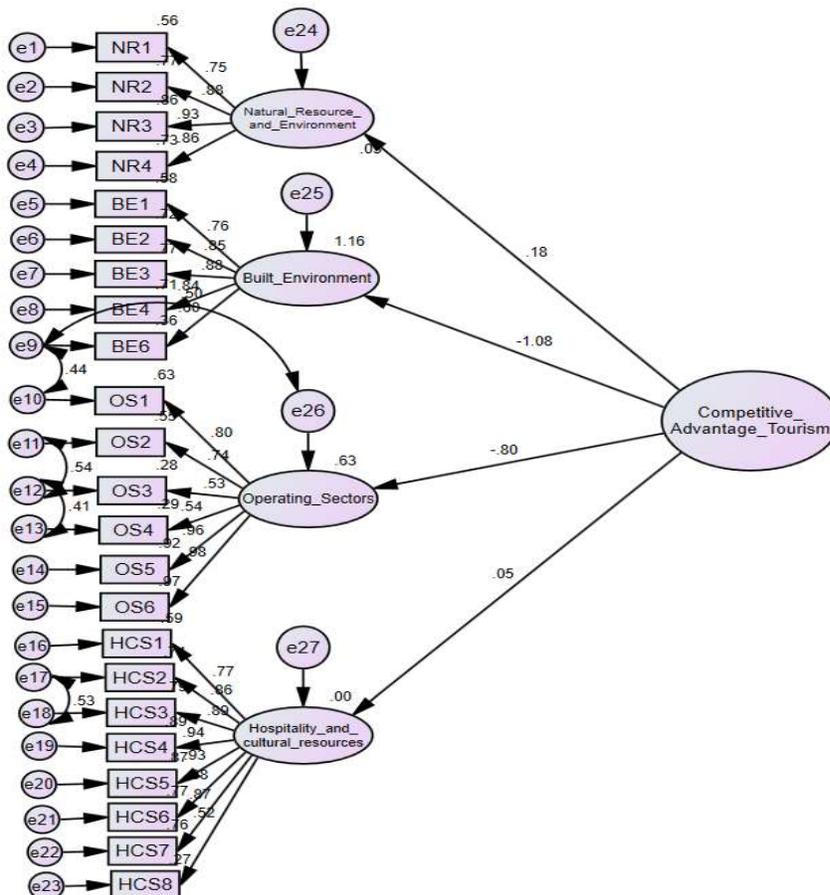
No	Variable Label	Question	Items
<i>1. Natural Resources and Environment</i>			
		1 Availability of varied tourist attractions	NR1
	Nature	2 It has a memorable natural tourist attraction	NR2
		3 Tourist areas that are still maintained the authenticity	NR3
	Environment	5 Cleanliness within the attraction's environment	NR4
		6 Neatness within the attraction environment	NR5
<i>2. Built environment</i>			
	General	11 Availability of spacious parking spaces	BE1
	Infrastructures	12 Availability of trails, supporting bridges in the attractions	BE2
		13 Availability of access driveways to attractions	BE3
	Accessibility	18 The smooth communication network (4G) with the presence of BTS towers (<i>Base Transmission System</i>)	BE4
		19 Availability of search engine facilities via the internet on accurate sites regarding tourist attractions	BE5
		20 The display on the digital tourism application is immensely user-friendly (easy to use)	BE6
<i>3. Operating Sectors</i>			
	Accommodation	21 Availability of lodging, homestay, and guest house around the attraction	OS1
		22 Cleanliness of the inn, <i>homestay</i> , and <i>guest house</i>	OS2
		25 Availability of food and beverage stalls/stalls in tourist attractions	OS3
	Culinary	26 Availability of unique food and drinks at the attraction	OS4
		27 Prices of affordable food and drinks	OS5
		28 Availability of variations of the food menu offered	OS6
	Travel Agent	30 Tour packages provided by travel agencies to attractions	OS7

4. Hospitality and cultural resources

<i>Cultural Heritage</i>	35	The existence of local wisdom owned	HCS1
	36	Availability of traditional arts (dance, culinary tours, etc.)	HCS2
	37	The existence of unique tourist attractions	HCS3
<i>Human resources</i>	43	The government has committed to organizing training for tourism activists	HCS4
	44	There is a desire to improve abilities in the field of tourism	HCS5
<i>Quality of Service</i>	45	The hospitality was given to visitors	HCS6
	46	Can provide information about attractions well	HCS7
	48	Have concern and tolerance in dealing with visitor complaints	HCS8

To get the second-order model on confirmatory factor analysis (CFA). The variables to be analyzed using 2nd Order Confirmatory Factor Analysis (CFA) are natural resources and environment, Built Environment, Operating Sectors, and Hospitality and Cultural Resources. In the 2nd Order Confirmatory Factor Analysis (CFA) analysis, there are 23 indicators derived from four variables that have been tested. The indicators used are only significant ones. So the diagram for the Variable Component of Competitive Advantage Tourism using the 2nd Order CFA is shown in Figure 2 below:

Figure 2. Standardize Estimate Second Order



The construct reliability (CR) value of the latent variable Competitive Advantage Tourism Second Order resulted in a matter of 0.9669. The deal is more than 0.7. So that latent variables have excellent reliability.

Discussion and Conclusion

The conclusion of this research is that the natural resources and environmental components that significantly contribute to measuring Competitive Advantage Tourism (CAT) are the availability of varied tourist attractions, having memorable natural tourist attractions. These tourist areas still maintain authenticity and cleanliness in the tourist attraction environment. Items of the built environment components that have a significant contribution in measuring Competitive Advantage Tourism (CAT) are: the availability of a large parking lot, the availability of paths and bridges that support tourist attractions, the availability of access to entrances to tourist attractions, the smoothness of communication networks (4G) with the presence of BTS towers (Base Transmission System) and the display on the digital tourism application is very user friendly. Items from the operating sectors component that has a significant contribution in measuring Competitive Advantage Tourism (CAT): the availability of lodging, homestays, guest houses around tourist attractions, cleanliness from accommodations, homestays, guest houses, availability of food stalls/food and beverages in tourist attractions, availability of fantastic food and drinks in tourist attractions, prices of affordable food and beverages and the availability of variations of the food menu offered. Items from the Spirit of hospitality and cultural resources component that have a significant contribution in measuring Competitive Advantage Tourism (CAT): are the existence of local wisdom owned, the availability of traditional arts (dance, culinary tourism, etc.), the presence of unique tourist attractions, the government's commitment to hold training for tourism activists, the desire to improve their abilities in the field of tourism, the hospitality was given to visitors. It can provide information about the attraction well.

Recommendation

In measuring Competitive Advantage Tourism (CAT), rural tourism in a case study of Apar tourism village) From 56 items using Competitive Advantage Tourism (CAT) calculations, 23 indicators significantly contributed to measuring Competitive Advantage Tourism (CAT) rural tourism with case studies in Apar tourism villages. In Competitive Advantage Tourism using a combination of Importance Performance Analysis (IPA) and Confirmatory Factor Analysis (CFA), the findings of this study provide practical implications that provide a deeper understanding of the components that most contribute to Competitive Advantage Tourism in tourism villages.

For further research that will analyze rural tourism, the author can suggest as follows: This study uses secondary and primary data that have been investigated, to the next researcher is expected to use more comprehensive data, such as the results of the FGD (Focus Group Discussion). This study analyzes from the supply tourism side; the next researcher is expected to examine from the demand side or demand tourism.

Conflict of Interest

There is no conflict of interest

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