



CITIES 2015 International Conference, Intelligent Planning Towards Smart Cities, CITIES 2015,
3-4 November 2015, Surabaya, Indonesia

Influence factors on the development of creative industry as tourism destination (case study: footwear village in Mojokerto City)

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Abstract

Footwear Village in Mojokerto City is one of the representative of creative industries especially footwear industry related to the tourism sector. The aim of research is to analysis the factors that affect the development of footwear industry as the tourist destination.

The research method used Factor Analysis by using SPSS. The result of study is the factors that affected the development of footwear industry as creative industry following the factors (1) the basic requirement of the creative industry; (2) the tourism attraction; (3) the accessibility and mobility, and (4) the product development.

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Peer-review under responsibility of the organizing committee of CITIES 2015

Keywords: Creative Economy; Tourism Attraction; Footwear Industry; Urban Village.

1. Introduction

The creative industries and tourism are two sectors which affect each other and can be synergy if managed properly (Ooi, 2006). Ministry of Tourism and Creative Economy (2012) said that combining between tourism and creative industries generate a new tourism features that influence creative tourism (OECD, 2014). Looking ahead, in

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terms of further development, it can be argued that what is required is to expand more deeply the linkages between the emerging creative industries sector and tourism developments taking place in the city (Rogerson, 2006). Some influence as follow (1) developing the tourism and creative industries together can stimulate innovation and encourage the development of new products in all sectors (2) creating and increasing the employment in an area with limited tourism assets. Through the tourism development based on the creative industries is expected to promote the development of tourism destination based on stagnant product, forming the destination brand, to encourage the community to be more interaction with the visitors (Hermantoro, 2011).

Based on the opinion above, concluded that creative industries and tourism sector is able to produce a new tourism destination when applied to a region. Regions that apply merging creative industries and tourism sector to generate a new tourism is Mojokerto City. Mojokerto City is the smallest town in the East Java Province, has an area 16,45 km². Creative industries in Mojokerto City want to developed into tourism is the footwear industry. Footwear industry focused in the leather craft which has been developing since 1994 and became the regional leading industry. There are 13 villages in Mojokerto City that became the center of the footwear industry consist of Prajuritkulon, Surodinawan, Blooto, Miji, Mentikan, Kranggan, Kedundung, Gunung Gedangan, Pulorejo, Magersari, Meri, Wates dan Kauman.

The Spatial Plan of Mojokerto City 2012-2032 promotes the development of creative industries to support tourism destination in Mojokerto City. The footwear village has a function as region that integrates the activities of creative industries of footwear and tourism activities in which visitors not only buy footwear but also can interact with the footwear manufacturer directly, also to see the production process and making footwear. The footwear village 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). Mojokerto has a minimal natural resources to be developed into a tourist attraction. Expected footwear village can be one of the tourist attractions that can be visited, and also to attempt attract public, especially from out of town to get to know the footwear production in Mojokerto City.

Footwear village program initiated since 2012. Until 2015 there were already established three villages into the village area of the shoes production. Miji village was as the first pilot project of footwear village program in 2012, Surodinawan village in 2013, and Prajuritkulon village in 2014. (Indah S. Andajani, Secretary Department of Cooperatives, Industry and Trade Mojokerto City, 2014). The footwear village program that held in three villages are still not going well. Based on field condition, some people who visit in footwear village in Mojokerto City are still not classified as tourists. The visitors are still dominated by trader who buy and resell products footwear. The existing conditions in the footwear village are also still dominated by the purchase of a product and without tourist activity. To develop the footwear village in Mojokerto City it must be considered the factors that can influence the development of footwear village as a tourist destination in Mojokerto City.

2. Methods

2.1. Study Area

The location of the study is conducted in 3 villages that have been established as the footwear villages consist of Miji village, Prajuritkulon village, and Surodinawan village (can be seen in Fig. 1). Samples of respondents that used in research are 66 who involved on the footwear production in footwear village.

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