

Sustainable Tourism Product Innovation in Efforts to Increase Tourist Visits to Solo Raya

Katno¹, Pudji Astuty²

{katno@jala.co.id¹, pudji_astuty@borobudur.ac.id²}

Universitas Borobudur, Indonesia

Abstract. Tourism is a popular attraction in Solo Raya, located in Central Java, which boasts a prime geographical position. This advantageous location makes Solo Raya a top destination in Central Java. The success of tourism in the area is largely dependent on the products and services that are offered. To increase the number of tourists who visit the region, researchers have focused on developing innovative strategies. One such approach is the product innovation methodology presented by Booz, Allen, and Hamilton in 1982. To gather and process data, researchers utilized descriptive qualitative research methods, along with SWOT, PEST, IFAS, and EFAS analysis tools. The study found that implementing product innovation strategies has the potential to attract more tourists to the area, as tourists are attracted to unique and exciting offerings. Therefore, Solo Raya must integrate product innovation by acquiring new offerings and enhancing the existing ones. Despite facing various challenges, the research provides alternative courses of action and proposes viable solutions, offering practical insights to tourism stakeholders in Solo Raya.

Keywords: Sustainable Product Innovation, Tourism, SWOT, PEST, IFAS, EFAS

1 Introduction

The results of research and review by PATA (Pacific Area Travel Association) which is headquartered in San Francisco, stated that the Indonesian nation has a high and elegant culture and is a friendly nation. The results of this research are a positive appreciation that can influence the world's assessment of Indonesia. It shows that Indonesia has the potential to develop tourism activities from the cultural sector with hospitality services that trace the way of life of the people of this country themselves. Along with the positive development of world tourism and in Indonesia in particular. It is felt that tourism development is necessary to be carried out consistently on both a national and regional scale, one of which is development with policies that lead and support the development of tourism. Infrastructure, sub-infrastructure, and other supporting accommodations are built and developed with good concern to support tourism activities. While tourism products are prime businesses to support overall activities, the absence of quality products will be an obstacle in running this business, so the hopes or goals to be achieved are hampered.

Researchers took the theme of tourism product innovation strategies to provide input for good product management. Innovation is an important aspect in an organization or company to achieve goals because environmental circumstances or conditions continue to change, thus requiring continuous or ongoing adjustments. The hope is to be able to compete to win the

potential tourist market. Tourism organizers compete to provide the best products to tourists, highlighting the attractiveness of each product they have. Competitive advantage is controlled and evaluated strictly and creatively. Organizers of tourism activities do not hesitate to invest large amounts to win the tourist market. It must be realized that low adaptability to adopt new techniques in managing products can easily lead to being left behind, whereas competitive advantage illustrates good flexibility in an organization or organizer of tourism activities.

The number of tourist visits increases from year to year, and several big cities in Indonesia have become special attractions for domestic and foreign tourists to visit. For business purposes, to learn about culture in other areas, or just to taste typical regional cuisine. Based on a United Nations World Tourism Organization (UNWTO) survey in 2010, the number of international visits reached 940 billion times and generated profits of US\$ 919 billion. And it is estimated that the number of international visits in 2020 will increase to 1.56 billion times. In general, the WTO (World Tourism Organization) divides tourism into seven large groups, namely: hotels and lodging services, food and beverage-serving services, passenger transport services, travel agencies, tour operators, tourist guide services, and miscellaneous tourism services [1].

Quoting from the official statement from the Ministry of Tourism and Creative Economy to date the realization of tourism foreign exchange value in 2023 is US\$10.46 billion or around IDR 161.69 trillion. This data shows that tourism can be used as a productive tool for Indonesia's future development process, according to a tourism practitioner; Basuki Antariksa stated that "For developing countries, tourism is a medium for economic development that requires not too large investments over a long period before providing profits."

The Ministry of Tourism and Creative Economy released data showing the development of the number of foreign tourist visits to Indonesia through several entry points (airports and seaports). The number of foreign tourist visits to Indonesia through all entry points in February 2024 was 1,036,037 consisting of 890,864 visits or 85.99% through immigration records and 145,173 visits or 14.01% through Mobile Positioning Data records at border entry points. This number experienced a growth of 38.24% compared to February 2023, which amounted to 749,436 visits. The cumulative number of foreign tourist visits for the period January to February 2024 was 1,963,783 visits, an increase of 26.87% compared to the same period in 2023, which amounted to 1,547,905 visits. From year to year, Indonesian travel traffic abroad shows an increase, this indicates that interest in traveling continues to grow. It is a large market opportunity to be managed as a resource which will in the future increase income from the tourism sector, especially domestic tourists and this will anticipate fiscal leaks that could occur if the flow of travel carried out by Indonesian people who travel abroad.

Tourist visits in Central Java Province in 2022 will reach 45,093,933 people. This number exceeded the target of 291 percent of the total target set at 11,530,429 tourists. Disporapar Central Java conveyed information that the number of domestic tourists (wines) dominates. Meanwhile, foreign tourists (tourists) are in second place. It was recorded that 44,949,504 foreign tourists visited, and only 144,429 foreign tourists. This number is the largest since the Covid-19 pandemic hit. In 2020 and 2021, the average tourist arrivals will only reach more than 22 million visits, both foreign tourists and foreign tourists. Meanwhile, in 2019 tourist visits reached more than 58 million people.

Of the many tourist visits in Central Java, the areas that receive the most foreign exchange from the tourism sector are Klaten Regency, Banjarnegara Regency, and Surakarta City, namely IDR 25.22 billion, IDR 20.48 billion, and IDR 4.15 billion [2]. Based on this data, for the Solo Raya area, Surakarta City is the area that receives the most foreign exchange compared to other regions in the Solo Raya area as can be seen in the following table.

Table 1. Tourism Sector Income in the Greater Solo Area in 2021

Region/City	Tourism Revenue (in rupiah)
Surakarta City	4.154.997.500
Boyolali Regency	392.881.100
Sukoharjo Regency	1.658.700.000
Karanganyar Regency	409.497.235
Wonogiri Regency	238.673.400
Sragen Regency	374.773.010
Klaten Regency	25.220.043.087

Source: Central Java Tourism Statistics 2021

Tourism potential in Solo Raya is a subject of increasing interest due to its variety of attractions and facilities. Solo Raya has been identified as having great potential as a halal tourism destination, which is in line with the increasing demand for halal tourism experiences [3] [4]. In addition, insights from statistical factor analysis have been recognized as important for determining customer preferences and driving the quality of tourism services in Solo in the future.[5] Additionally, the growth of Solo tourism has been attributed to the widespread use of online communications, which has made the prospect of Greater Solo tourism less daunting for many individuals. This indicates a shift in consumer behavior and preferences which is very crucial for understanding and meeting the needs of tourists in Solo Raya.

The data above is a note for tourist area managers to continue to increase the number of tourist visits to Solo Raya, which is one of the tourist destinations in Central Java Province, by innovating tourism products to increase tourists' interest in visiting. Based on the visit data above, shows fluctuating visit levels due to various factors. Researchers will discuss innovations to increase the number of visits to Solo Raya. Then the researcher determined the title "*Sustainable Tourism Product Innovation in Efforts to Increase Tourist Visits to Solo Raya*"

2 Library Review

In this chapter, the author presents theories related to product innovation strategies, as a tool to support research from scientific and scientific aspects from previous researchers and opinions from scientific experts which are divided into two bases, namely theoretical and empirical.

2.1 Empirical Groundwork

Researchers took several previous studies to support this research as follows:

1. Analysis of the Influence of Product Innovation Through Marketing Performance to Achieve Sustainable Competitive Advantage (Case study of the Pekalongan Batik Small and Medium Industry) by Ginanjar Suendro (2006) with the conclusion of this research analyzing the factors that influence product innovation as an effort to influence marketing performance for improvement sustainable competitive advantage. Research problems originate from 2 (two) things, namely the first is the

research gap from Baker and Sinkula (1999). The second problem stems from the research problem, namely the lack of product innovation (from the pre-survey). The problems above are the basis for conducting this research, namely to find out the factors that influence product innovation which will later influence marketing performance and ultimately the formation of sustainable competitive advantage.

2. Innovation Strategy and Performance of Manufacturing Companies in Indonesia: Simultaneous Model and Sequential Model Approaches. According to Lena Ellitan (2006), with research findings, several things can be underlined: First, is that the right innovation strategy is very necessary for improving the company's financial performance and overall performance. Second, product innovation, use of external innovation sources, and technology investment play a role in increasing net profit margins. Third, to improve sales growth, greater technology investment is needed. Fourth, innovation and investment processes are needed to increase return on assets. Finally, an analysis of innovation strategies using a sequential model explains in more detail the interrelationship of innovation strategies and how each plays a role in improving overall performance. The simultaneous model is unable to explain the role of innovation strategy, this model only explains the synergy between strategies and their influence on performance.
3. Analysis of Innovation Strategy and its Impact on Company Performance (Case Study: Manufacturing SMEs in Semarang City) by Mohamad Soleh (2008) with the research conclusion from this research being that improving the performance of manufacturing SMEs (Small and Medium Enterprises) in Semarang City can be achieved through implementation the company's innovation strategy, the level of the company's ability to invest and the company's future outlook in carrying out its high leadership orientation. The better the implementation of innovation strategies and the ability to manufacture SME entrepreneurs in their leadership orientation and courage in increasing investment to improve the company's innovation capabilities, the greater the performance of SMEs will be.

From the previous research presented above, it can be seen that innovation strategies still have an extensive discussion so that it is very possible to be implemented and developed.

2.2 Theoretical Framework

Theories from various collected literature are discussed specifically in this sub-chapter.

1. Innovation Strategy

The concept of product innovation is needed by a tourist area to become a good area, namely to achieve a high number of tourist visits. The increase in visits by tourists has implications for many things within the institution, for example, employee welfare improves, and the economy of the surrounding community improves because managers contribute to the community. Many strategic management experts provide an understanding of the concept of product innovation, including according to Galbraith (1973) innovation as the process of using new technology in a product so that the product has added value.

According to Joseph Schumpeter, the commercialization of all new combinations is based upon the application of:[6]

- a. New materials and components (new materials and components)
- b. The introduction of new processes (introduction of new processes)
- c. The opening of new markets (opening new markets)
- d. The introduction of new organizational forms" (introduction of new organizational formats)

According to this definition, innovation encompasses creating novel products or components, establishing new markets, or introducing new products to preexisting ones. The range of innovations undertaken by a company is quite diverse, as evidenced by numerous theories that highlight how product development doesn't solely entail generating entirely new products. Modifying existing products is another way to provide added value to them.

It is worth noting that creating a new product involves significant risk and requires a lengthy process. In product innovation, the process of developing a new product entails several stages, including introduction (launching), which means that the new product may not necessarily be well-received in the market.

Booz, Allen, and Hamilton (1982) identified 6 (six) new product categories, namely:[7]

- a. New-to-the-world product, a new product that creates an entirely new market.
- b. New product lines. A new product that, for the first time, allows the company to enter an already established market.
- c. Additions to existing lines (additions to existing products). New products that complement an already established product line.
- d. Improvements to/revisions to existing products (improvements in/revisions to existing products). New products that perform better or have greater perceived value and replace existing products.
- e. Repositioning of existing products (repositioning). Existing products are targeted at new markets or market segments.
- f. Cost reductions. A new product that provides nearly the same performance at a lower cost.

Before creating innovation in a product, it is necessary to know the extent of consumer acceptance of the product that will be introduced. This effort is made to achieve maximum results and if it fails, the risk is not large.

The user level of a product can be determined by classifying it into five levels:[8]

- a. Awareness: Consumers are aware of product innovations but do not yet have sufficient information about these innovations.
- b. Interest: Consumers are encouraged to look for more information about product innovations being carried out.
- c. Evaluation: Consumers consider trying the product innovations offered.
- d. Trial: Consumers try product innovations to increase their estimates of the value of those innovations.
- e. Adaptation: Consumers decide to use the innovation of a product thoroughly and regularly.

According to Schilling (2005), innovation is classified into two different types, namely, radical innovation and incremental innovation.[9] Meanwhile, the previous model suggested six dimensions of innovation strategy (leadership orientation, innovation process, product or service innovation, external innovation sources, internal innovation sources, and investment) that all lead to achieving higher company performance than non-financial companies, productivity, and operational reliability.[9] The risks in responding to market and technological opportunities and choosing appropriate actions at the right time (not too early or too late) make innovation strategies a major challenge for their management.[9]

The choice of innovation strategy made by the company itself varies greatly depending on the condition of the company and its response to environmental changes.[10] Several ways can be taken to produce innovative products according to Kotler (1987) namely:[11] [9]

- a. Develop new product attributes
 - 1) Adaptation (another idea or product development)
 - 2) Modification (changing color, movement, sound, smell, shape and appearance)
 - 3) Enlarge (stronger, longer, bigger.
 - 4) Downsize (slimmer, lighter, smaller.
 - 5) Substitutions (other materials, processes, energy sources)
 - 6) Rearrangement (another pattern, another layout, another component)
 - 7) Flipping (outside to inside)
 - 8) Combination (mixing, concocting, assorting, assembling, combining units, uses, appeals, and ideas)
- b. Develop various levels of quality
- c. Develop product models and sizes (product profiling).

2. Product Development

Tourism product development is significantly different from product development carried out in another company, because a company does it (product development) with a marketing analysis approach (sales analysis), for example with sales, promotions, public relations, and so on. Meanwhile, in tourism products, there are different measuring tools, one of which is satisfaction. Before entering a discussion about product development strategy, it is very important to know the concept of planning because a plan is the first step in building. Planning is used as a guide to achieving goals. Therefore, an understanding of planning will be discussed first before moving on to the concept of development strategy.

Several other experts argue "Planning is organizing the future to achieve certain objectives".[12] If interpreted more or less, the meaning is organizing the future to achieve goals. Meanwhile, the definition put forward by Oka A. Yoeti (2008) is that planning is the determination of productive goals systematically by using the tools, methods, and procedures necessary to achieve the most economical goals. According to Yoeti, several aspects need to be known in tourism planning, namely as follows:[13]

- a. Tourists: you must first know the characteristics of the tourists who will come

- b. Transportation: know the condition of transportation facilities and infrastructure to and from the tourist destination area.
- c. Attraction/Tourist Attraction: does it fulfill the three requirements, namely something to see, something to do, and something to buy?
- d. Service Facilities: Are there service facilities to support tourism activities, such as accommodation, restaurants, public services, and so on?
- e. Information and Promotion: how to disseminate information and appropriate forms of promotion to promote the tourist destination area.

After understanding the aspects of planning, according to Paturusi, it is also necessary to know the requirements for a plan, which are as follows:[14]

- a. Logical, that is, understandable and by applicable reality.
- b. Objective, namely based on goals and objectives which are based on systematic and scientific considerations.

Meanwhile, planning orientation has two forms, namely as follows:[14]

- 1) Planning based on existing trends (trend-oriented planning), namely planning to achieve goals and targets in the future based on existing and currently developing considerations and practices.
- 2) Planning based on target considerations (target-oriented planning), namely a plan in which the goals and objectives to be achieved in the future are the determining factors.

Furthermore, tourism planning according to Paturusi (2005) is, *"... a decision-making process related to the future of a destination or tourist attraction. This is a dynamic process in determining goals, which systematically considers various alternative actions to achieve goals as well as their implementation of selected alternatives and evaluation. The planning process considers the environment (political, physical, social and economic) as components that are interrelated and dependent on each other."*

After understanding the scope of tourism planning, the next step will be to explain the development strategy. First, it is necessary to explain the meaning of each word, namely strategy and development. Rangkuti (2006) has compiled several definitions of strategy, including the following:[15]

- a. Chandler (1962) said that strategy is a tool for achieving a company goals long-term goals, follow-up programs, and resource allocation priorities.
- b. Learned, Christensen, Andrews, and Guth (1965) said that strategy is a tool for creating competitive advantage. Thus, one of the strategic focuses is to decide whether the business should exist or not.
- c. Argyris (1985), Mintzberg (1979), Steiner, and Miner (1977) say that strategy is a response - continuous and adaptive - to external opportunities and threats as well as internal strengths and weaknesses that can influence. Strategy is an action that is incremental (always increasing) and continuous and is carried out based on the perspective of what customers expect in the future.

Based on the definitions above, strategy is a tool to achieve goals used as a guide in activities within the company. From the overall understanding above, it states that strategies are created to be able to compete in the future.

3. Tourism Products

In marketing, a product is regarded as anything that can be presented to the market, which is attractive and can be owned, used, or consumed to fulfill the needs and wants of the customers. It includes people, organizations, ideas, goods, services, and destinations.[11]

According to Medlik and Middleton (1973) in their book titled *The Tourism Product* (1994), the term "tourism product" refers to a combination of various services, activities, and benefits that together form a complete tourism experience. This amalgamation consists of five components, which are destination facilities, accessibility, destination attractions, price, and image.

Moreover, Middleton (1989) categorized the "tourism product" term into two levels, namely the "specific" level, which involves offering individual products, such as sightseeing trips or airplane seats, and the "total" level, which encompasses the complete experience for tourists, from the time they leave home till the time they return. The "total" level can be perceived as a "component model."

Then Jefferson and Lickorish in the book entitled "The Tourism Product" (1994) mentioned the different components of a Tourism Product. They stated the two components they obtained; A tourism product is a "collection of physical objects and service features together with symbolic associations to fulfill the desires and needs of buyers" and more concisely, a tourism product is an "activity to fulfill the satisfaction of a desired goal".

A different approach to tourism product modeling was put forward by Sasser, Olson, and Wyckoff (1978). They argue that service products are built by three components: facilitating goods, explicit intangibles, and explicit intangibles. An example of facilitating goods in a restaurant is food, while explicit intangibles are benefits from food, and explicit intangible benefits such as service, socialization, atmosphere, and/or relaxation.

Normann (1984) created a simpler model of core services and peripheral services (secondary). Drawing from the aviation industry, Norman observed that flights from origin to destination are the core service of the flight, and reservations, check-in, baggage handling, aircraft cleanliness, and service, comfort, and the attitude of the staff as peripheral services (secondary).

Lewis and Chambers proposed a different concept of the tourist product. In his view, tourism products are formed from "goods, environment and services" (1989). Furthermore, his opinion is that products can be seen at three levels: "formal products" are products that are believed to be purchased by a tourist; "core products" products that tourists will of course buy; "additional products" are a combination of added value to the core product. There are three product levels echoed by Levitt's (1981) typology of "core product" (the essence of the service or benefit), "tangible product" (a service offered for sale and consumption), and "augmented product" (the advantages of the tangible product become value-added features). Levitt's typology has been adapted by Kotler (1984) in the context of general marketing and by Middleton (1988) for tourism marketing.

After analyzing the literature, three key takeaways emerge. First, there is a focus on the fundamental characteristics of both products and services. Second, the framework of services tends to be intricate, with multiple tiers of offerings. Finally, consumers possess a familiarity and personal connection with food services.

Meanwhile, the characteristics of tourism products are described by Gamal Suwanto (2004), namely:[16]

- a. Tourism results or products cannot be transferred. Hence, within the realm of sales, it becomes unfeasible to transport the product directly to consumers. Conversely, in the context of tourism, consumers—akin to tourists—must be directed to the location where the product is generated. This distinctive characteristic diverges from the goods industry paradigm, wherein commodities or products can be transported to meet consumer demand at various locations.
- b. Product and consumption occur at the same place and time. Without consumers buying products or services, there will be no production process.
- c. Tourism products do not use physical size standards but use service standards based on certain criteria.
- d. Consumers cannot taste or try samples of the product beforehand, and cannot even know or test the product beforehand.
- e. Tourism results or products depend a lot on human labor and only a few use machines.
- f. Tourism products are a business that involves big risks.

4. Product Classification

According to Kotler and Armstrong (2003) based on consumers who use it, consumer products, and industrial products:[17]

- a. Consumer Products
These are all products purchased by final consumers for personal consumption. Consumer products are generally further classified by marketers based on how consumers buy them, including:
 - 1) Everyday Products: Is a product that is purchased by consumers regularly, quickly, and with minimal comparison with other products and the effort to obtain the product is also minimal.
 - 2) Shopping Products: In consumer goods, the selection and procurement process typically involves comparative evaluation across various products, considering factors such as suitability, quality, pricing, and aesthetic appeal.
 - 3) Special Products: A consumer product characterized by distinct attributes or a distinctive brand identity, prompting a substantial cohort of buyers to expend additional efforts in their purchase endeavors. Illustrative instances encompass exclusive offerings endowed with specific features and classifications, such as apparel crafted by renowned fashion designers.
 - 4) Unsought product.
- b. Industrial Products
Industrial products are products purchased with the aim of further processing or use to run a business.
 - 1) Product Quality: According to Kotler and Armstrong product quality is the ability of a product to carry out all its functions, including durability,

reliability, precision produced, ease of operation, and repair, as well as other attributes that are valuable to the product as a whole.[17]

- 2) Quality Dimensions: According to Garvin[18] , quality dimensions identify eight quality dimensions that can be used to analyze the quality characteristics of goods, namely:
 - a) Performance: It relates to functional aspects and is the main characteristic that customers consider when they want to buy a product.
 - b) Specialties (features): It is the second aspect of performance that adds to the basic function, related to choices and development.
 - c) Reliability (reliability): Concerned with the possibility of a product functioning successfully within a certain period under certain conditions.
 - d) Conformance: Relating to the level of conformity of the product to predetermined specifications based on customer wishes.
 - e) Durability: Is a measure of the service life of a product
 - f) Service capability (service quality): These are characteristics related to politeness, competence, ease, and accuracy in repairs.
 - g) Aesthetics (aesthetics): Characteristics regarding beauty are subjective so they are related to personal considerations and reflections of individual preferences or choices.
 - h) Perceived quality (perceived quality): It is subjective and related to the customer's feelings when consuming the product, such as increasing self-esteem.

5. Tourism Product Components

Middleton (2001) reveals three main components of tourism products, as follows:[19]

- a. Attraction: The elements in a tourist attraction that largely determine consumer choices and influence the motivation of potential buyers include:
 - 1) Natural tourist attractions, including landscapes, beaches, climate, and other geographical formations of a destination and other natural resources.
 - 2) Man-made/man-made tourist attractions, including tourism buildings and infrastructure including historic and modern architecture, monuments, sidewalks, parks and gardens, convention centers, marinas, ski areas, archaeological sites, golf courses, specialty shops, and themed areas.
 - 3) Cultural Tourism Attractions, including history and folklore (legends), religion and art, musical theater, dance and other performances, and museums. Some of these were developed into special events, festivals, and carnivals.
 - 4) Social Tourism Attractions, including a region's view of life, native people, language, and social gathering activities.
- b. Amenities/Facilities: There are elements in an attraction or related to an attraction that allow visitors to stay overnight and in other words to enjoy and participate in a tourist attraction. This includes:
 - 1) Accommodation includes hotels, tourist villages, apartments, villas, caravans, hostels, guest houses, and so on.
 - 2) Restaurants, ranging from fast food to luxury food.

- 3) Transportation at an attraction, including taxis, buses, bicycles, and ski rentals at snowy attractions.
 - 4) Activities, such as ski school, sailing school, and golf club.
 - 5) Other facilities, for example, language centers and skills courses
 - 6) Retail Outlets, such as shops, travel agents, souvenirs, and camping manufacturers.
 - 7) Other services, for example, beauty salons, information services, and equipment rental.
- c. Accessibility: These elements are what influence the cost, smoothness, and comfort of a tourist who will visit an attraction. These elements are:
- 1) Infrastructure
 - 2) Roads, airports, railway lines, seaports, marinas.
 - 3) Equipment, including size, speed, and range of public transportation facilities.
 - 4) Operational factors such as operating lines/routes, service frequency, and prices charged.
 - 5) Government regulations that include supervision of the implementation of transportation regulations.

Middleton's theory above is complemented by the Directorate General of Tourism of the Republic of Indonesia which states that tourism development is linked to four factors, namely:

- a. Attractions (attraction)
 - 1) Site Attractions (historical places, places with good climate, beautiful views).
 - 2) Event Attractions (events or incidents, for example, congresses, exhibitions, or other events).
 - b. Amenities (facilities) available facilities, namely accommodation, restaurants, local transportation that allows tourists to travel, and communication tools.
 - c. Accessibility is the availability of transportation to the location, cheap and safe.
 - d. Tourist Organizations to develop a tourism development framework, regulate the tourism industry, and promote the area so that it is known to many people.
6. Tourists

Tourists are subjects in tourism activities. Tourists are referred to as subjects because tourism activities cannot be separated from services to tourists or people as objects of service. According to UNWTO, tourists are temporary visitors who stay at least 24 hours in the country visited, where the purpose of visiting includes leisure, recreation, holiday, health, study, religious or sports purposes, business, family matters, and meetings. According to Law Number 10 of 2009 concerning Tourism, tourists are people who travel. The interaction approach according to Cohen[20], classifies tourists based on the level of familiarization with the area to be visited and the level of organization of the tour. On this basis, Cohen differentiates tourists into four, namely:

- a. Drifters, namely tourists who want to visit areas they never know at all and travel in small numbers.
- b. Explorer, namely tourists who travel by arranging their journey and do not want to follow common tourist routes but instead look for things that are not common

(off the beaten track). Tourists like this are willing to utilize facilities with local standards, and their level of interaction with the locals is also high.

- c. Individual mass tourists, namely tourists who hand over their travel arrangements to a travel agent, and visit well-known tourist destinations, with facilities such as those that can be found where they live and travel always guided by a tour guide.

7. Visitation Interest

Before consummating a product transaction, consumers typically traverse several decision-making stages, delineated by psychological processes. At the outset, interest serves as the genesis of a consumer's deliberation on whether to procure a product, catalyzed by their cognizance and acknowledgment of its market presence. Meanwhile, as posited by Assael (1998), purchase intentions manifest as behavioral responses engendered by interactions with an object, epitomizing the customer's inclination towards repeat purchases. Subsequently, buying intensity epitomizes the denouement of a multifaceted purchasing decision trajectory. This progression is instigated by the impetus for a specific product or brand, succeeded by consumer information processing. Following this cognitive process, consumers evaluate the product or brand, with the resultant appraisal culminating in the intent or inclination to purchase, preceding the actual transaction.

Leon G. Schiffman and Leslie (1998) Interest is part of the attitude, where attitude is a person's evaluation, feelings, and tendencies toward an object or idea.[21] If in marketing activities, the object in question is defined broadly, such as product, product category, brand, or promotional activities. Attitude puts a person into a frame of mind of liking (being positive) or not liking (being negative) something which can then bring him closer or further away from that thing.

Visiting a tourist attraction is a common expression of tourist behavior. This behavior is influenced by a variety of factors, including cultural, social, personal, and psychological factors. Perception plays a key role in the psychological aspect, which includes motivation, knowledge, beliefs, and convictions.[11] Interest is described as a situation and attitude condition that arises within oneself which is triggered by a desire to get or have something. According to Durianto (2003) intention to purchase is something related to the consumer's plan to buy a particular product, as well as how many units of the product are needed in a certain period. Nugroho (2003) also states that there are three components of attitude, namely the cognitive component, the affective component, and the conative component. The attitude towards a brand includes the cognitive component of brand trust and the affective or feeling component of brand evaluation. Additionally, the intention to buy is the conative or action component of the attitude.

From the definitions above, it can be seen that interest is a consumer's attitude and tendency that arises within oneself after going through several personal assessments of an object, which is then followed by actions such as the decision to buy or the decision to visit.

3 Method

This research is field research using descriptive-qualitative methods. A qualitative approach is used to get an overview of current conditions in the form of case study research which will look for the formulation of relevant innovation strategies to be used by Tourism Managers, with emphasis on analysis of company performance, company plans, and future achievement targets. It is in line with the opinion of Bogdan and Taylor (1975)[22] which states that "qualitative methodology" is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. In other words, this research is qualitative because it does not use numerical analysis to prove hypotheses.

Qualitative data uses data sourced from informants, and the numbers are adjusted according to needs. In other words, qualitative research data collection is more flexible.[13] However, informants must have a good background in terms of understanding the problem, because this will have a great influence on the main idea of the research. With qualitative research the researcher will describe/describe the condition of the research object/subject based on the present based on facts discovered or as they are. In this qualitative approach, the researcher is the main instrument in collecting data. In this research, researchers used a single case study approach. The single case in question is the tourism product innovation strategy in Solo Raya. The steps in the research method are more clearly depicted in the image below:

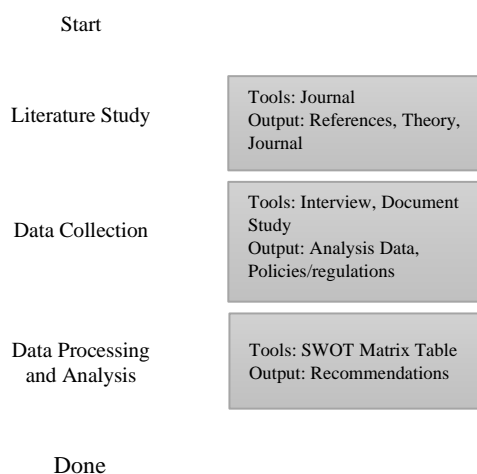


Fig. 1 Research Method

Explanation of research method steps: 1. Literature Study, conducting a study of the required literature in the form of journals, and information resulting from browsing related to the SWOT analysis study topic. It was done to look for references, findings, and facts to be used as a theoretical basis in preparing this paper. 2. Data collection was carried out using interviews and studying documents about tourism in Solo Raya. The results are in the form of data on what services are carried out. 3. Data processing and evaluation using the SWOT analysis matrix table tool produces several tables of internal IFAS (Internal Strategic Factor Analysis Summary) and external EFAS (External Strategic Factor Analysis Summary) factors.[8]

The stages in recognizing external environmental factors in the IFAS matrix are as follows:

- a. Write down the main internal factors such as the internal audit process.

- b. Give a value ranging from 0.0 (not important) to 1.0 (very important) for each factor. The value given to each factor indicates the relative importance of the factor to the company's success in the industry. The sum of all weights must be 1.0.
- c. Assign a rating of 1 to 4 to each factor to indicate whether the factor represents a major weakness (rating = 1), a minor weakness (rating = 2), a minor strength (rating = 3), or a major strength (rating = 4). Strengths must get a rating of 3 or 4, and weaknesses must get a rating of 1 or 2. So, the ranking is based on the company, while the value is based on the industry.
- d. Then multiply each factor value by the ranking to determine the weighted average for each variable.
- e. Adding up the weighted average for each variable will determine the total weighted average for the organization. The average value is 2.5. A weighted average total below 2.5 describes an organization that is weak internally, while a total value above 2.5 describes a strong internal position.

Ways to identify external environmental factors in the EFAS matrix are:

- 1) Make a list of external factors, namely opportunities and threats that exist in the external audit process.
- 2) Then assign an interval weight from 0.0 (not important) to 1.0 (very important) for each factor. The weights indicate the relative importance of a factor to a company's success in the industry. The sum of all weights must be 1.0.
- 3) Give a rating of 1 to 4 for each key external factor regarding how effective the company's current strategy is in responding to that factor, where 4 = superior company response, 3 = above-average company response, 2 = average company response, and 1 = bad company response. The ranking is based on the effectiveness of the company's strategy, while the weighting is based on the industry.
- 4) Multiply each factor's weight by its ranking to determine the weighted value.
- 5) Calculate the cumulative weighted value of each variable to ascertain the organization's overall weighted value. The highest possible weighted value is 4.0, while the lowest is 1.0. The total weighted average stands at 2.5. A cumulative weighted score of 4.0 signifies exemplary responsiveness of the organization to prevailing opportunities and threats within its industry. In this scenario, the company's strategic approach adeptly capitalizes on existing opportunities while mitigating potential impacts stemming from external threats. Conversely, a total value of 1.0 suggests a strategy that either fails to leverage opportunities or neglects to address external threats effectively.

4 Result and Discussion

In this discussion, the results related to the concept of product innovation strategy in the Solo Raya tourist area are described to increase tourist interest in visiting, obstacles in the product innovation carried out. The tourism sector in Solo Raya has significant potential for economic recovery and long-term growth. The tourism industry is expected to provide a multiplier effect for local communities, contributing to economic, social, and cultural development.[23] The natural beauty and geographical conditions of Solo Raya, such as its diverse islands, present great opportunities for tourism development.[24] In addition, the tourism sector has the potential to stimulate and drive other economic sectors, create jobs, and generate foreign exchange earnings[25][26]. In addition, the involvement of various stakeholders is very important for the sustainable development of the tourism sector.[27] [28]

The tourism sector in Solo Raya has great potential for economic recovery and long-term growth. Leveraging natural resources, stakeholder collaboration, and implementing sustainable practices are key to realizing this potential. As a tourist. There are 3 large groups of tourist destinations in Karanganyar Regency including: (1) Nature-based tourism around 35% (2) 60% culture-based tourism. (3) Artificial tourism is around 5%. For natural tourism destinations, Karanganyar Regency views Tawangmangu as a potential that has been branded. This location has a good nature because of the nature of Mount Lawu, and does not have infrastructure above 1800 MDPL and large buses can get there. This tourism route can connect to East Java and connect with Telaga Sarangan.

Other natural attractions that are quite popular include Grojogan Sewu Tawangmangu: Grojogan Sewu waterfall is located in the Tawangmangu area. This waterfall has a height of around 8 meters and is surrounded by green trees. This place is suitable for enjoying natural beauty and relaxing. This waterfall is an integrated tourist area with Mount Lawu, campsites, and waterfalls in other Mount Lawu environments such as Jumog Waterfall, Pringgondani Waterfall Sarangan Lake, Cemoro Kandang, and other tourist areas. Supporting infrastructure has also been built around the waterfall, such as accommodation and other public facilities.

For cultural tourism destinations, Karanganyar Regency has Cetho Temple. This temple is a Hindu temple located on the slopes of Mount Lawu. This temple has similar architecture to Suku Temple and offers stunning natural views. The request from tourism actors to the Karanganyar Regency Government is for government support in the form of infrastructure, for example in Tawangmangu there is culinary tourism and a new road is a destination for Cicowen and Cemara Kandang. Unfortunately, the area is still agricultural land, the cafe restaurant cannot take care of the IMB because the layout is still a green area. The Regent plans to change the spatial plan to yellow land. In this way, culinary practitioners have more freedom to develop their businesses. Likewise, in Nogoyoso the land has also been turned into a restaurant and tourist area, so that it is possible to adapt it.

The next finding related to the results of focused discussions with tourism actors is from the chairman of the culinary association of 40 restaurants, specifically Tawangmangu culinary, and including the richest sub-district, all the residents are entrepreneurs, Tawangmangu depends on the tourism sector, in Tawangmangu there is almost no unemployment as long as they want to work. It is difficult to find workers. However, because the area is cold, people in lower areas cannot adapt, so they can provide the workforce.

Culinary practitioners take their raw materials in Tawangmangu. The function of the association is to solve problems and act as a bridge to bureaucracy such as taxation and regulations. Tawangmangu is already big, in 2023 its share will decrease, but now it is struggling to take Yogya, Solo, and Gunung Kidul.

An important strategy carried out by the government in collaboration with the private sector is that next year the Solo Yogya toll road will be opened. Tawangmangu has created a tagline, Tourism cannot be separated from visitors to tourist locations as a sign that they have been there. It takes various forms according to the specifics of the tourist attraction. It could be food, drinks, crafts, or other products. For example, at Tawangmangu Tourism, the souvenir that is popular is Molen Tawangmangu, processed cassava, and sweet potatoes. Tourism in Karanganyar Regency, especially in Tawangmangu Tourism, in many cases tourism actors receive a lot of support from the government. And this is an opportunity that many people take advantage of tourism business actors.

Regarding culture, to increase tourist visits, the Karanganyar Regency Government has created a national event so that people from all corners of the country visit Karanganyar. Through collaboration with celebrities and YouTubers and opinions from visiting tourists, they were impressed with the 2025-2030 life center. In 2023, it will be implemented in August, and the Karanganyar Regency Government has gathered groups from across religions for joint prayer. The driving force is cultural. No less important potential was recently discovered from Karanganyar Regency when in 2016 Sangiran was designated by UNESCO as an ancient heritage.

The Karanganyar Regency receives valuable government assistance for its tourism industry through the Nagoyoso Vocational School. This innovative institution provides students with an independent learning curriculum that fosters an entrepreneurial mindset from an early age. Additionally, the agricultural sector contributes to the local tourism scene by hosting ornamental plant expos and empowering women farmer groups to distribute their products.

The part of Solo Raya that has different potential is Sragen Regency. The potential of this district from the perspective of the Solo Raya region is supported by the existence of two Sangiran (World Heritage) toll gates and being included in the National Priority Strategic Area (Sangiran, Kedung Ombo, Gunung Kemukus). The next potential related to tourism support is the Bayanan Hot Springs location which has existed since the beginning and has become the forerunner of other tourism. The next potential is artificial tourism in the form of the Kun Gerit swimming pool belonging to BUMDES, Baheula Market selling ancient food. and Pond market. (Kaliwedi BUMDES), in Kathelan, Ndukuh Village (swimming pool) the partner is selling fishpond market, selling livestock.

Tourism support, namely road infrastructure and collaboration with the central government, especially Sangiran and Mount Kemukus. In 2021, the Ministry of PUPR will support around 50 billion. The event is Sangi-run Night Trail: Night Run. Namely a National Event. Around 2000 people attended on 4-5 November 2023. On Mount Kemukus itself, there are regularly large recitation events, namely one Assyuro. The government has also improved the location, and the Kartika swimming pool has been repaired. BUMDES collaboration with village funds. In this digital era, revenue systems have been improved, such as using e-ticketing. The Sragen Regency Government has empowered MSMEs in Gunung Kemukus and collaboration with the UMKM DINAS is now facilitated with carts.

The number of MSMEs is 69,000 registered in Sragen. From the financial condition of Sragen Regency, 2.3 trillion in money is in circulation. 17-18% of the money circulating is pure

in Sragen Regency. The national average for purely regional finance is 7-8% in Indonesia. Contribution to PAD in 2022 for the tourism sector Rp. 2.3 billion from a total of 150 billion from total PAD or around 1.8% of the total PAD obtained by the Sragen Regency Government. The majority is still dominated by taxes and dividends from BUMD. Such as Sharia and conventional BPR.

There is already a Central Java Tourism Polytechnic in Sragen in Gemolong District, (20.3 Ha) handed over by the central government. This year 30 students have studied. Which supports the Ministry of Tourism and the creative industry. In terms of planning, tourism in Sragen Regency has been integrated between the Regional Tourism Master Plan (RIPDA) with the Detailed Spatial Plan for Agropolitan Miri, Agropolitan Sambirejo, and KSPN Sangiran. Contributions to regional income from the effects of tourism are mostly directed to the trade, agriculture, and processing industry sectors (mostly).

The Sragen Regency Government supports the Mount Kemukus tourist area because this location has historical value for figures who spread the religion of Islam, namely there is the grave of Joko Tingkir (Prince Sultan Hadiwidjaya near Sangiran), Prince Samudra is in Kemukus. Every year we hold an event in collaboration with OPD. Namely Selambu is a Syuro. A series of activities with OPD by Tusinya, there is a creative economy, bringing in Habib and holding a cultural carnival. The cultural carnival is thematic. On Mount Kemukus is Prince Samudro's life journey in the form of a carnival. 5 sub-districts were involved in taking part in the cultural carnival. From the results of Mount Kemukus religious tourism activities, in two days it was able to generate PAD of around 75-80 million. This tour is carried out on Friday Pon and Kliwon. Tourists usually make a pilgrimage to Prince Samudra's grave.

To expedite railway transportation, several locations in Surakarta are implementing double tracks which will facilitate traffic. The opening of the Science and Technology Museum has collaborated with Shopee to become CWS, the favorite for knowledge tourism in the city of Surakarta. Currently, the City of Surakarta is promoting wellness tourism, and then revitalizing the wayang orang building like watching at XXI.

The target for tourists is the length of stay in Surakarta City from 1 (one) day to 4 (four) days. The city of Surakarta is also collaborating with malls in its area to carry out the Solo Great Sale Program for all levels, now it has been shifted to October. Another support, namely the Solo Para Game, brings in foreign exchange for the City of Solo (regional income).

The results of the SWOT Analysis are:

- 1) Strengths, in the internal aspect, there are significant strengths such as adequate hotel facilities, connections between tourist destinations, adequate supporting infrastructure, many natural tourist attractions, good service at tourist destinations, and culinary diversity with Javanese characteristics.
- 2) Weaknesses, several weaknesses that need to be considered are the lack of tourism promotion, less developed tourist spots, difficulty in finding new tourist spots, infrastructure constraints such as narrow roads, and non-international standardization of hotels around Tawangmangu.
- 3) Opportunities, externally, there are opportunities such as the increasingly conducive COVID situation, the weakening of the rupiah exchange rate, the increasingly conducive security situation in foreign countries, the improving global economy, and the existence of similar tourist destinations abroad.

- 4) Challenges, the challenges faced include geopolitical conflicts, long droughts that result in drought, competition from tourist destinations outside Central Java, difficulties in meeting the appetites of foreign tourists, and climate change.

5 Closing

5.1 Conclusion

Based on research conducted by researchers using descriptive qualitative analysis, with three analytical tools; SWOT, PEST, IFAS, and EFAS. So the researchers drew the following conclusions.

1. Tourism products in Solo Raya
 - a. The strengths/strengths of the Solo Raya tourist area are in the first quadrant, which means it has great potential to continue to be developed. However, threat factors must still be considered for future development.
 - b. To increase interest in visiting, which will have direct implications for increasing the number of tourist visits, product innovation is very suitable to be carried out in Solo Raya.
 - c. Innovation in marketing, tourism product development, and services is important to attract new tourists and increase visitation levels.
 - d. The tourism management in Solo Raya is optimistic that if the product is developed and managed well, an increase of 10% will be achieved according to the company's agenda, and does not rule out the possibility of an even greater increase.
2. Private investment can help the innovation or product development process.
3. The main obstacle in the product innovation process that will be carried out in Solo Raya is the investment cost factor. Considering that this tourist area is a supporting factor for the company's income, not a main product in the tourism business unit in Solo Raya.

5.2 Suggestion

Based on the results of the research that has been carried out, the researchers recommend the following.

1. Innovation needs to be focused on products with the greatest potential for generating profits for efficient use of funds.
2. To carry out innovation, investment of funds is required, so the researcher needs to convince the investor.
3. Communities around the reservoir are expected to receive economic benefits in particular and other benefits in general, related to the development of tourist areas.

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