

# Assessing Tourism Competitiveness in Pamekasan Regency: A Tourist Perspective

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**Abstract.** Pamekasan district has several interesting tourist attractions, such as Jumiang Beach and Kehi Hill, but these spots have not yet become the main choice for tourists. The problem identified is the low competitiveness of these tourist spots compared to others in the region. The solution proposed involves analyzing tourism competitiveness in Pamekasan Regency from the perspective of tourists. The research contribution is to provide insights for improving tourism policies in Pamekasan. This research employs a quantitative descriptive method using purposive sampling techniques and the Slovin formula to obtain a sample of 80 tourists. Samples were drawn from frequent visitors to both Pamekasan and other areas. The method combines commonly used dimensions and indicators, including attractions, facilities, accessibility, infrastructure, and sacrifices (time, energy, and money), along with tourist satisfaction. The results reveal that satisfaction and preferences significantly influence tourist visits, supporting the findings of Miragaia, Conde, and Soares (2016). Pamekasan's tourist competitiveness is found to be lower than tourist attractions outside Madura but competitive within Madura. The study concludes that Pamekasan's tourism competitiveness could improve with stronger governmental and community collaboration in managing tourism sites. This research contributes to policy development aimed at boosting tourism competitiveness in Pamekasan through multi-stakeholder collaboration..

## 1 Introduction

This study examines the implementation of the 'Sapta Pesona' concept, which aims to enhance the attractiveness of Indonesian tourism by emphasizing natural beauty, cultural uniqueness, and visitor comfort. Sapta Pesona can improve the positive image of Indonesian tourism by creating an attractive atmosphere through natural beauty, friendliness of the people, cultural uniqueness, security, comfort and prosperity. Sapta Pesona is identified as a condition that must be realized in order to attract tourists to visit an area in Indonesia. The Sapta Pesona concept consists of seven elements, namely safe, orderly, clean, cool, beautiful, friendly and memorable which are packaged in 4 dimensions: attractions, accessibility, amenities and infrastructure.

The study evaluates tourism competitiveness in Pamekasan Regency by assessing current attractions, infrastructure, and the effectiveness of the 'Sapta Pesona' concept in enhancing tourism appeal. With the diversity of natural, cultural and religious landscapes in Pamekasan Regency, if it is managed and maximized well as a tourist destination, it will be very beneficial for the community and the Pamekasan Regency Government. Pamekasan Regency has also improved accessibility, amenities and infrastructure to get to tourist attractions, such as building roads, bridges,

terminals, places of worship, signs pointing to tourist attractions, etc.

On the other hand, there are a number of challenges faced in increasing the competitiveness of tourism in Pamekasan, such as: overlapping regulations, lack of quality human resources (low level of education and skills), lack of publications (few publications in electronic and print media), lack of investment, and lack of attention to religious tourist attractions.

Tourism in Pamekasan is perceived to have higher competitiveness compared to other districts in Madura, yet it faces challenges in attracting domestic visitors. Domestic visitors find that the balance between price and quality in Pamekasan is not satisfactory. They are willing to pay higher prices for better quality attractions and facilities found in other cities like Batu, Malang, Jember, and Trenggalek.

It is realized that tourism development in Pamekasan Regency is not only the responsibility of the government, but what is no less important is that the process of development and development of the tourism sector in Pamekasan Regency must involve the role of local communities. To encourage the acceleration of tourism development in Pamekasan Regency, hard efforts are needed, namely by building and adding infrastructure in various tourist destination areas. Apart from that, in order to prepare functional supporting potential to encourage tourism development in

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Pamekasan Regency, the existence and wealth of various typical Madurese products, such as crafts, culinary riches and performing arts are also very important social capital.

In contrast to the development of tourism in other popular tourist destinations, such as Yogyakarta, Bali, or Batu, which are very well established and organized, the development of the tourism sector in Pamekasan Regency is often still stagnant, fluctuating, and inferior. In various tourist destinations in Pamekasan, it often happens that existing potential tourist attractions have not been managed optimally and are not supported by adequate attractions, amenities, accessibility and infrastructure. In terms of the possibility of accessing tourist destination areas, since the construction of the Suramadu Bridge has been realized and especially after toll rates have been abolished, the opportunity to attract the flow of tourists to visit Pamekasan Regency has actually become more open. However, this has not been able to increase tourists because apart from the distance being quite far (around 125 km from Suramadu) the attractions also do not have any added value in their opinion. Pamekasan Regency also has religious tourism in the form of Pasarean Batu Ampar, and Alokitesvara Vihara. This monastery is a religious tourist attraction which has its own uniqueness because it contains a prayer room, church and temple which symbolize harmony between religious communities in Pamekasan..

Pamekasan Regency is also supported by its culinary riches, such as Madura Satay, Madura Soto, Corn Rice, Madura Porridge. The food in Pamekasan has a different taste than in other areas which attracts tourists. Theoretically, ease of accessibility and travel time to tourist attraction areas are the main considerations for tourists in determining which tourist attractions to visit. However, in reality, even though the operation of the Suramadu Bridge has been made free, it turns out that this still cannot change the "face" of the tourism industry in Madura, and Pamekasan in particular - which is marked by the absence of significant changes to the flow of tourists visiting Madura. This is not only due to the lack of tourism support infrastructure in tourist attraction areas on Madura Island, but also because it is suspected that the policy for developing tourist attractions in Madura has not placed village communities and coastal communities as the main actors. (Bappeda Pamekasan, 2019). This research provides valuable insights for local governments and stakeholders, emphasizing the need for policy adjustments and community engagement to foster sustainable tourism development

## 2 Research method

The tourism industry in Pamekasan relies on a whole series of interconnected stakeholders. Most studies examine competitiveness from the service perspective of tourism service providers, even though the number of service providers that need to be considered is much smaller from the user perspective (Marijana Pantić, Saša Milijić., 2021). Methodologically, the aim of this

research is to examine the competitiveness of customer-based destinations. These measurements for tourist attractions are an important part of destination analysis to determine the perceptions of the local population and tourists when evaluating tourism attractiveness.

The advantage of measuring tourists' attitudes is the fact that visits depend on their satisfaction and preferences. Therefore, recognition of their preferences is important for shaping offers by service providers (D. Miragaia, D. Conde, and J. Soares, 2016). The availability of data on consumer preferences is very important for policy making and public infrastructure development which is regulated by district governments through strategies, spatial plans and other documents. The relevance of tourists' perspectives was recognized in research conducted by Zehrer, E. Smeral, and K. Hallman (2017), which addressed specific issues regarding the competitiveness of ski resorts which were acknowledged by tourists but not by managers and operators.

The complexity of dimensions and indicators can be very wide. Therefore, simplification is necessary. The number of indicators commonly used to measure destination competitiveness is 20 to 30, although some studies reach more than 80 indicators while other indicators remain below 10. Neither of these extremes is recommended because too many indicators can result in low responsiveness caused by respondents boredom and too little is not informative enough (M. Abreu-Novais, L. Ruhanen, and C. Arcodia, 2016).

In order to strike a balance between survey informativeness and respondent boredom, the complex set of competitiveness dimensions and indicators was reduced to around 15 questions. The exact number of questions for each respondent depends on the answers chosen in two questions: those who refer to being visitors to domestic tourist attractions (within Pamekasan Regency) and tourist attractions outside Pamekasan must answer questions about both, while those who are visitors to domestic tourist attractions or in outside Pamekasan were not asked questions for categories they did not refer to. Another decline was questions regarding infrastructure at tourist attractions, which were ignored by respondents who visited tourist attractions mainly for leisure activities. The omission of detailed questions for each dimension of competitiveness was overcome by selecting questions with simultaneous indices for several dimensions.

Some relevant indicators measured only from the service provider's perspective were not taken into account in this study. For example, destination organization and structure, positioning and branding, information/research and forecasting. However, this questionnaire was designed so that respondents could comment on these aspects. They can also comment on other dimensions of competitiveness indicated, which are not explicitly included in the questionnaire (e.g. special events, public infrastructure, security and safety, accessibility (distance between accommodation and tourist attractions), visitor management, human resource development, management environment, innovation and entrepreneurship, and stakeholder involvement.

The method adopted for this research is based on a set of dimensions collected by M. Abreu-Novais, L. Ruhanen, et.al (2016) and a general methodological approach (D. Miragaia, D. Conde, et.al, 2016). The basic element is a questionnaire distributed to visitors via surveys, direct interviews, email, WA, or Facebook groups that discuss tourism or similar topics. However, this research is different regarding Likert scale avoidance. Instead, the questionnaire contains several sections. The first section aims to collect basic information about respondents, such as gender, age, place of residence and educational attainment. The role of the second part is to determine whether respondents visited tourist attractions in Pamekasan and/or outside Pamekasan, and which ones. The time frame given is 1 month. Another section is devoted to questions more oriented to the competitiveness of tourist attractions (Table 1).

Most of the questions are multiple choice questions, while general questions about respondents (eg gender,

age, place of residence, etc.) are open-ended questions. The final question is also open-ended, with the aim of allowing respondents to comment on aspects they consider relevant to the competitiveness of tourist attractions that aren't discussed in the questionner.

The number of respondents was determined using the Slovin formula with a population of 100 people, so that the calculation was  $n = \frac{100}{1 + \sqrt{100 \times 0.050}} = \frac{100}{1.25} = 80$  respondents. There were 80 respondents who filled out the questionnaire. The results were analyzed in two steps: 1) quantitative analysis of the collected data, and 2) qualitative analysis of the relationship between quantitative categories and answers to open-ended questions.

The study employs qualitative analysis based on data collected from tourist surveys, interviews with local stakeholders, and assessments of existing tourism infrastructure and attractions.

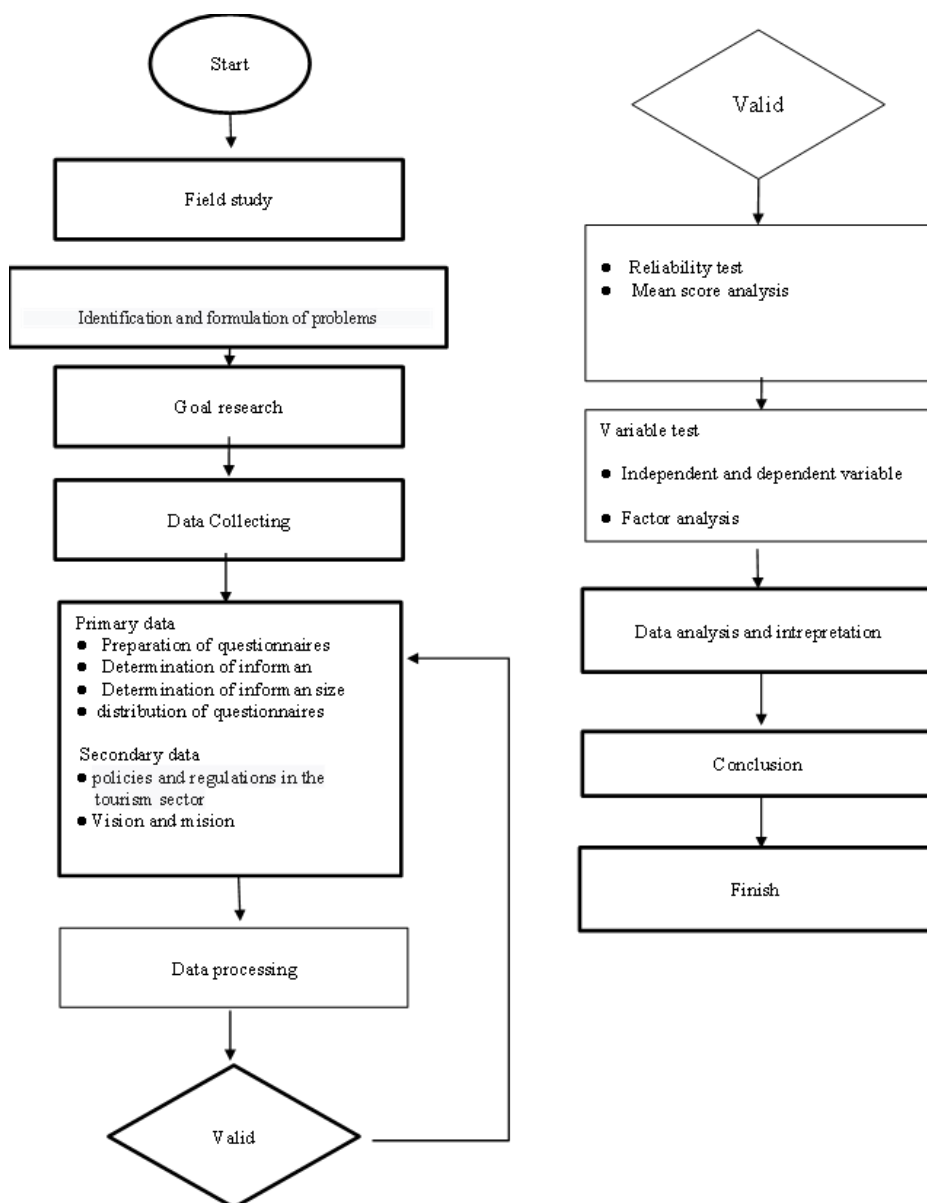


Fig. 1. The step of research.

Based on table 1 above, after getting answers from visitors/tourists and through a review process by paying attention to other sources, the following mean score of competitive analysis was obtained.

**Table 1.** Data collection instrument.

Determinants of Competitiveness	Questions/ Options in Questionnaires
Attractions: Sonok cow art Beach beauty Vihara Building Tacek cow art The beauty of the hills The fire never went out Camping ground Gethak mask dance art Soronen musical arts Edu salt tourism	Are the attractions available at Pamekasan tourist attractions a reason for choosing to travel outside Pamekasan? Are the amenities available at tourist attractions adequate? Is accessibility easy to obtain at tourist attractions? Is the available infrastructure adequate? What is the main motive for visiting Pamekasan?
Amenities: Culinary Lodging Worship place Toilet Seat Tent Souvenir shop Medical facility Park Parking area Internet facilities	Are the amenities available at tourist attractions adequate? The main motive for visiting Pamekasan? close to where you live Price Diversity of services and activities
Accessibility: Ease of reach Availability of public transport Map Pedestrians Signage arrangement Developed promotions Tourism activities The friendliness of the people Ease of finding ma-min Entry fee Proximity of residence Ticket price Ride rides	Is accessibility easy to obtain at tourist attractions? the most important factor in choosing a tour in a particular place? Natural attraction Advantages/disadvantages of tourist attractions the friendliness of the local people Most likely it has its own unique characteristics Tourism related
Infrastructure: Availability of clean water Availability of lighting Directional signage Smooth communication Visitor security (safety guard) Road conditions Bridge condition Durable security Transportation between tourist attractions environmental Hygiene Terminal	Is the available infrastructure adequate? Infrastructure diversity and capacity Friendliness Mix of activities Entertainment Service excellence Accommodation at the hotel Services available Friendliness of officers The relationship between acrifice and the value obtained by tourists What benefits do you get from your tourist visits? Satisfaction obtained Time sacrifice Energy sacrifice

After analyzing the mean score, it is necessary to know what variables have an influence on the competitiveness of tourist attractions in Pamekasan Regency. Previously, to simplify the 40 items, it was necessary to group those that had the same characteristics based on the results of visitor perceptions using factor analysis so that 8 factors were obtained, namely factor 1 (infrastructure), factor 2 (attractions), factor 3 (accessibility), factor 4 ( amenities), factor 5 (friendliness), factor 6 (safety), factor 7 (sacrifice and value), and factor 8 (proximity to tourist attractions). Of these eight factors, an analysis is then carried out to find out what factors influence the competitiveness of tourist attractions with the dependent variable being the competitiveness of tourist attractions so that we get a explain that attractions, amenities, accessibility and infrastructure are the competitiveness of tourist attractions.objectives. The problems found were based on the results of analysis from field studies and data collected from interviews with halal culinary micro-entrepreneurs. The results of the problem formulation are also the objectives of the research to be carried out.

### 3 Result and discussion

#### 3.1 Closed Question

The sample of 80 respondents consisted of 45 male respondents (56%) and 35 female respondents (44%). The average age of respondents was 37.5 years, ranging from 15 to 60 years. Based on education level, the majority have a high school education or less (69%), and 30% have a tertiary education (Diploma, Bachelor's Degree, Master's degree). Meanwhile, the remaining 1% chose "Other" or did not respond. The share of respondents who did not play/enjoy tourist facilities in Pamekasan or outside Pamekasan was 1%; therefore they were not taken into account and did not influence further results.

Of the remaining respondents, 88% visited tourist attractions in Pamekasan, while 70% visited tourist attractions outside Pamekasan. The largest group of respondents visited tourist attractions in Pamekasan and outside Pamekasan (75%). About a third (33%) are guests only in Pamekasan and even fewer outside Pamekasan (7%).

The tourist attractions that are the main choice and well-known among respondents both in Pamekasan and outside Pamekasan are natural tourism. This finding is in line with previous research which states that the types of tourist destinations most frequently visited by tourists are beaches and mountains (Bappeda Pamekasan, 2019). In Pamekasan, the most frequently visited are: Jumiang Beach, Talang Siring Beach, and Kehi Hill. These three tourist attractions are usually busy, especially on weekends. Apart from being able to enjoy the beauty of the beach and the beauty of seeing the city from the top of the hill, tourists can also try various water games and other rides here. Outside Pamekasan, they often visit natural tourist attractions in the city of Batu (East Java) because the air is cool and there are many rides that can

be enjoyed. Those who visit tourist attractions both in Pamekasan and outside Pamekasan also show a greater desire to change. This is because they want to try and enjoy various rides that are different from one tourist attraction to another. Respondents were asked to examine the three most important aspects when choosing tourist attractions. The majority of them

indicated the relevance of tradeoffs (price/fare, energy, time), with use value and satisfaction followed by far fewer answers for the diversity and capacity of tourist attraction infrastructure. The relevance of the three aspects proves that respondents are interested in getting the use value and satisfaction of visiting tourist attractions even with the sacrifices that must be made.

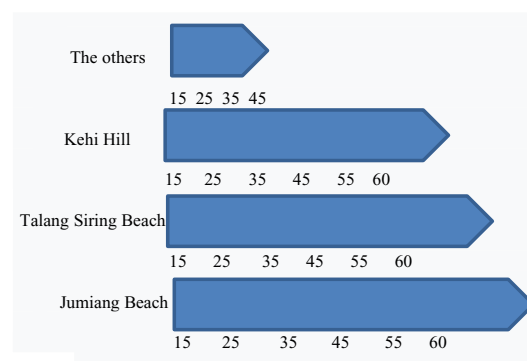
**Table 2.** Mean score of competitive analysis.

Attraction		Amenity		Accessability		Infrastructure	
Iterms	Mean	Iterms	Mean	Iterms	Mean	Iterms	Mean
Sonok cow art	6.0	Culinary	4.20	Availability of clean water	4.30	Ease of reach	4.90
Beach beauty	3.5	Hotel	5.30	Avaiability of lamp	2.35	adequate public transportatio	3.5
Vihara building	3.2	Toilet	4.00	Direction sign	4.3	Tourist map	4.8
Tacek cow art	4.4	Worship place	5.20	smoth communication	6.3	Pedestrian layout	5.7
Hill beauty	4.2	Rubbish bean	4.10	Visitor safety	4.3	signagarrangement	4.0
Api tak kunjung padam	3.9	Tempat duduk	5.30	Road condition	5.80	Development of promotion	5.6
Camping ground	2.5	Tent	2.10	Bridge condition	4.8	Visitor activity	4.8
Getha mask dance art	4.3	Souveneir shop	5.0	Disabled comfort	4.0	Friendliness of the people	5.8
Saronen music art	4.8	Medical facility	4.25	Transportation between tourist attractions	2.1	Tourist entrance ticket prices	7.3
Edu salt tourism	6.2	Park	4.5	environmental Hygiene	4.2	Proximity to residence	7.0
		Parking area	4.90	Terminal	5.3	Ride ticket fee	3.4
		Internet conection	5.7				

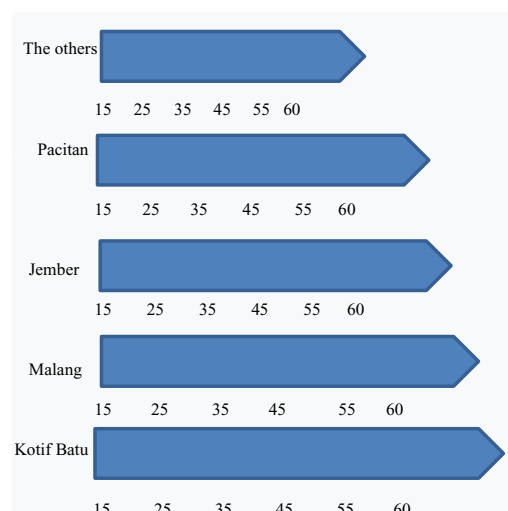
In terms of price/cost, the majority of respondents are concerned with accommodation affordability (75%). The second biggest concern is the affordability of entrance tickets to tourist attractions/game rides (25%). In contrast, only 10% seriously consider the affordability of food and drink and other amenities not included in the price, accommodation, and even fewer (5.0%) the transportation costs involved.

The majority of respondents (80%) visited tourist attractions mainly to play on rides and/or other sports. Less than 20% (18%) spend time in nature as the main motive for tourism. while only 2% most value relaxation in the facilities offered by hotels such as swimming pools, saunas, gyms, restaurants and bars. This is the reason why they care most about infrastructure and not about other facilities.

When asked to indicate the most relevant aspects, respondents put the proximity of tourist attractions to where they live at the top of the list, followed by the kindness of local residents. The third most relevant aspect for respondents was the diversity of services and activities. However, it seems that inadequate accommodation capacity is not the reason that most people who travel outside Pamekasan choose Batu, Malang, Jember, Pacitan and Trenggalek over Pamekasan (90%). The high standard of accommodation with the provision of a variety of facilities does not seem to be a relevant factor for tourists: only 10% stated that they cared about the offer of star-rated hotels in tourist attractions, while almost 90% stated that it was not a deal breaker for them.



**Fig. 2.** Tourist Attractions in Pamekasan Regency that are Frequently Visited.



**Fig. 3.** Frequently Visited Tourist Attractions Outside Pamekasan.

The majority of respondents use cars as the dominant means of transportation between where they live and tourist attractions (80%). Bus is the second choice (15%). Only two respondents chose to ride a motorbike and none of them chose the train. This shows that even though tourist attractions are close to where they live, they prefer to go by car because it can accommodate a lot of people. In essence, the distance to tourist attractions plays a relevant role. Even though you are prepared to drive long distances (more than 6 hours), it can be expected that destinations such as Jember, Kediri and surrounding areas, Magetan, Pacitan have a lower chance of being visited by Pamekasan people.

Finally, the survey shows that the dominant source of information about tourist attractions and their offers is the Internet (55%). Exchange of information between friends also occurs as a secondary source (40%), while following offers from travel agents, and advertisements on the Internet, social media and billboards is represented by 4%. Nearly 1.0% of respondents used other sources of information when choosing tourist attractions.

### 3.2 Open Questions

The number of narrative responses which also had informative value was 73. Only 25 respondents gave positive opinions about the competitiveness of Pamekasan tourist attractions; 52 of them outlined the negative aspects, and 3 chose to be neutral towards competitiveness indicators from their personal perspective. The narrative section of the survey shows that the reasons for traveling to Pamekasan tourist attractions are because they are closer to where you live, do not require large transportation costs, and offer satisfactory facilities and accommodation for children. Therefore, even though the facilities are not as complete as those offered at tourist attractions outside Pamekasan, Pamekasan tourists will choose tourist attractions in Pamekasan because of considerations of time, cost and energy.

The most suggestions and complaints are related to roads and infrastructure to and from tourist attractions, followed by financial aspects, accessibility and accommodation problems. Finally, several respondents highlighted environmental aspects and showed awareness about cleanliness which changes the lifestyle and healthy travel, namely the majority of respondents considered the lack of diversity in maintaining cleanliness such as the availability of trash cans, toilets, clean water, and the lack of alternatives when choosing tourist attractions in Pamekasan. is the biggest weakness in the competitiveness of tourist attractions in Pamekasan.

Jumiang and Talang Siring beaches are seen as relevant beach tourist attractions to visit so that both tourist attractions are busy with visitors, especially during holidays. Several factors influence the interest of tourists in coming to visit this beach, including the strategic location of the beach not far from the city center, its unique beauty, and also the art and culture of

the people who are still strong around this beach (Santianah, 2017). This has implications for increasing the income of local people who sell there. Likewise, income increases due to parking fees/charges. However, respondents also noticed that visitor complaints stemmed from the construction of accommodation facilities and other infrastructure without adequate follow-up. Some of them noted that "there has been no significant change over the past few years" in terms of investment in the quality of rides. However, lack of infrastructure is not only always closely related to tourist attractions but also to infrastructure in general. For example, many respondents complained about the lack of parking space, waste collection and disposal. Management in this area is thought to be weak, resulting in a large amount of waste and a lack of environmental awareness. Likewise, signage for tourist attractions is felt to be lacking.ata collection and data processing.

Some respondents perceived the crowds at the most popular tourist attractions in Pamekasan as "arrogant tourists". Complaints about affordability mainly refer to the time value of utility when compared with tourist centers outside Pamekasan. Respondents consider the balance between price and quality of services offered to be adequate – in return for the same amount of money. This means that visitor expenditure is quite large and is not commensurate with the value of the satisfaction received. They can find better and more complete tourist attractions and rides in the cities of Batu, Malang, Jember, Pacitan, Trenggalek, etc.

Most respondents complained that ticket prices were more expensive, which was not commensurate with the facilities and satisfaction value compared to outside Pamekasan. Some respondents noticed that local accommodation prices were higher than outside Pamekasan and fees for parking services and other levies as well as the price of souvenir products were seen as expensive. In the opinion of respondents, the competitiveness of tourist attractions in Pamekasan will increase with the introduction of the "low price" category with various and adequate ride facilities, for example. More affordable prices will attract more visitors.

Accessibility was commented on in several aspects. First, several respondents expressed dissatisfaction with the lack of adequate transportation infrastructure between tourist attractions. For example, road conditions and signboards leading to tourist attractions. Second, they estimate that the roads to tourist attractions are not always clean and smooth (lots of potholes). Third, although not mentioned too often by respondents, is the lack of accommodation, hospitality, availability of food and drink vendors and visiting hours at tourist attractions. Most respondents visit domestic tourist attractions rather than outside. This difference is around 25% and indicates whether it is because tourist attractions in Pamekasan are competitive or because proximity to residence still plays a role despite claims from most respondents that this is one of the most important factors when choosing a holiday destination in Pamekasan. This suggests that tourists' concerns about transportation and proximity to recreation areas

appear to play an important role in other examples. These signs of ambivalent competitiveness are supported by the following two facts: 1) the portion of respondents who visited tourist attractions inside and outside Pamekasan was twice as high as those who only visited tourist attractions in Pamekasan; and 2) the percentage of respondents who only live outside Pamekasan is almost five times smaller compared to previous centers only in domestic tourist attractions. It can be concluded that Pamekasan tourists strive for diversity and tend to research the market, but most are still within the limits determined by the use of cars as the dominant means of transportation. Research also shows that Pamekasan tourists prefer cars or buses as a means of transportation.

The Jumiang Beach tourist attraction is considered by respondents to be the best with all the facilities, accommodation and rides that are more complete than others in Pamekasan. Jumiang Beach is a sloping beach with sandy, rocky and muddy coastal areas with coral reefs that are rich in marine organisms, including macroalgae which has great potential for development (Farid Ardyansyah, 2022). Tourist activities that visitors can do include sunbathing, playing in the water on the beach, seeing the beautiful sunset, snorkeling, outbound, going around the beach by boat or banana boat or just relaxing while enjoying culinary delights.

Indeed, this is the first choice of respondents who visit tourist attractions in Pamekasan and outside Pamekasan. On the other hand, those who only visit Pamekasan tourist attractions are probably people with children who lack the "energy" to travel outside Pamekasan. This is supported by the narrative section of the survey and the fact that the average number of tours visited per person is higher among individuals who have the "energy" to travel outside Pamekasan. This is supported by the narrative section of the survey and the fact that the average number of tours visited per person is higher among individuals who have the "energy" to travel outside Pamekasan.

Most likely they are young and "energy" people who visit outside Pamekasan and are more flexible in terms of location and cost choices when choosing tourist destinations outside Pamekasan. Batu City is a convincing "winner" among other cities in East Java visited by tourists. This is because the city of Batu provides many of the largest and most complete facilities and rides with natural views of the mountains and cool air. Meanwhile, the tourist spot that respondents rarely visit is the city of Pacitan as runner-up. This is due to the very far distance from the city of Pamekasan.

Based on research results, affordability, completeness and capacity of infrastructure, as well as the natural atmosphere at tourist attractions are the factors most appreciated by Pamekasan tourists. Respondents explained a deeper motive for traveling outside Pamekasan – especially in Batu City – to offer tourist attractions that are better and more complete in terms of attractions, amenities, accessibility and infrastructure compared to tourist attractions in Pamekasan with the imbalance of more expensive costs

but greater satisfaction. bigger than in Pamekasan. Therefore, increasing the competitiveness of tourism in Pamekasan needs to be done by:

1. Improvement of local attractions such as cattle races which need to be presented better and held more often at certain events to welcome the anniversary of the independence of the Republic of Indonesia, the anniversary of Pamekasan, etc.
2. Increased promotion of budget-friendly lodging options in Pamekasan.
3. Increasing the quality and variety of activities at tourist attractions
4. Increased investment in facilities and amenities at popular places that can increase visitor satisfaction.
5. Improving local infrastructure to ensure easy access to tourist attractions.
6. Proximity to residential areas is an important factor for tourists, so improving transportation networks can be beneficial.

The competitiveness of tourism in Pamekasan also can be increased as long as the role of the Government and community in managing tourist attractions is further enhanced through synergy built by various parties. According to Farid Ardyansyah (2022), the government's role in exploring marine tourism and marine products in Pamekasan Regency has not yet maximized the management of marine tourism objects and the management of marine products in the area has not been optimal. In fact, the potential of this marine object can be said to be able to attract local and regional tourists to travel to Pamekasan Regency.

On the other hand, respondents' narrative answers stated that competitiveness depends on the value of money. This shows that the competitiveness of tourist attractions for domestic visitors in Pamekasan can be increased by reducing prices, and increasing the diversity and quality of attractions, amenities, accessibility and infrastructure. Judging from the priorities chosen by respondents, the biggest impact on competitiveness is accommodation costs. Another important aspect is the reduction of the ticket price, while the applicable food and drink prices seem to be irrelevant for visitors to purchase these products due to the different prices offered by food and drink vendors. It seems that price plays an important role in the motivation of Pamekasan tourists, although it is generally noted that visitors fall into the lower middle income group. Because it was suggested by Farid Ardyansyah (2022) that cooperatives be formed so that there is uniformity in prices.

Given the popularity of nature such as beaches and hills, increasing the quality and variety of activities in these locations could increase local tourism. Investing in amenities and facilities at popular places can increase satisfaction.

The majority of respondents come to tourist attractions to refresh and relieve fatigue after work/school, play on the available rides (riding an ATV), and do sports in the available places, for example: fishing, swimming and other beach sports. So far, additional assets for tourist attractions have had a positive impact on extending tourism and attracting

more tourists. In addition, the results of research conducted by M. Pantić, and S. Milijić (2019) show a positive correlation between the number of tourists and the opportunity for local communities to increase income through selling affordable food and beverages to visitors. According to respondents, aspects that need to be improved are parking spaces, waste management, cleanliness and additional toilet facilities, road maintenance and the organization of transportation between accommodations, as well as signage to tourist attractions.

Findings reveal that Pamekasan has diverse tourist attractions and improved infrastructure but faces challenges including regulatory issues, low-quality human resources, and inadequate promotion. Despite higher competitiveness compared to other districts in Madura, it struggles with attracting domestic tourists due to perceived value and quality disparities.

Finally, in line with this research, it confirms that the lack of proper marketing results in a decrease in the number of visitors. This shows the importance of knowing the most effective methods to reach target visitors; Therefore, it is a fact that domestic tourists in Pamekasan and East Java are mostly informed via the Internet and exchange information with friends via social media.

## 4 Conclusion

Tourism competitiveness from the perspective of domestic visitors in Pamekasan can be increased by reducing prices, and increasing the diversity and quality of attractions, amenities, accessibility and infrastructure. Respondents consider the balance between price and quality of services offered to be adequate – in return for the same amount of money. This means that visitor expenditure is quite large and is not commensurate with the value of the satisfaction received. They found the value of utility from better and more complete tourist attractions and rides in the cities of Batu, Malang, Jember, Pacitan, Trenggalek, etc. Most respondents complained that ticket prices were more expensive, which was not commensurate with the facilities and satisfaction value compared to outside Madura.

Increasing the competitiveness of tourism in Pamekasan can be done through stakeholder synergy in the fields of attractions, amenities, accessibility, and ancillary which is coupled with the 4 Ps concept in marketing theory (Product, price, place, and promotion). The pairing of 4A with 4P adds to developments in tourism marketing theory. In another part, the research provides space for further research on variables that have not been studied, such as product differentiation (attractions) which are important in tourism development.

To enhance tourism competitiveness, Pamekasan Regency needs better infrastructure, improved quality of services, and active community involvement. The study suggests leveraging local cultural assets and enhancing marketing efforts to attract more domestic visitors

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