TROPICAL TOURISM OUTLOOK CONFERENCE:
BALANCING DEVELOPMENT AND SUSTAINABILITY IN TOURISM DESTINATIONS

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TROPICAL TOURISM OUTLOOK CONFERENCE: BALANCING DEVELOPMENT AND SUSTAINABILITY IN TOURISM DESTINATIONS

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FULL PAPERS

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TOURISM CSR BY BLUE BIRD TAXI

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Abstract

One of the Corporate Social Responsibility action in the tourism field is seen in the popularization of the city branding of “Sparkling Surabaya”. This is done by the Blue Bird taxi company in Surabaya. In a creative way, Blue Bird taxis make a CSR statement by by placing the logo of “Sparkling Surabaya” on its thousands of taxis.

The methods of this research is qualitative and descriptive. Qualitative research with a descriptive analysis is a method that focuses its attention on the general principles that become basics of the units that are related to the research topic. The data collection was done through interviews and observations. The conclusion of this research is that at first, the purpose of application of the logo on Blue Bird taxis was as a social responsibility response, as the expression of the company’s gratitude to the society and to Surabaya city, where the business operation of the taxi company is located. Second, the effect of the application of the CSR is that the city branding of “Sparkling Surabaya” became more widely known.

Keywords: CSR, city branding, Surabaya, tourism

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Biographical Notes

Agoes Tinus Lis Indrianto was born in Surabaya, 12 March 1979, Holding Bachelor Degree from Petra Christian University and Master of Tourism Degree from Monash University, Australia. Currently is a PhD Student in Tourism of Universiti Utara Malaysia. Lecturer and head of Department of Hospitality Business, University of Ciputra.

Introduction
The amount of Surabaya people on 2013 is raised 0,5 % as around 2.844.600, in 2014, it becomes 2.856.200 or it raised around 0,4%, and in 2015, the amount of it approximately reached 2.870.200. Beside the growth of Surabaya people raising in every year, Surabaya is a business city. Its transportation need is growing too.

The people who do not have the private transportation vehicle need the public transportation including taxi. On the other side, people with a high mobile activities willing to pay a high cost will like the public transportation with good facility, with a high security rate and with comfortable service and a fast service too when they do not have to take a long time to get those.

Blue Bird Group is one of private company taking its role on the public transportation business. Blue Bird has many facilities especially kind of its moda such as Big Bird, Silver Bird, Golden Bird and Blue Bird.

Blue Bird Group is not growing only in Jakarta, but it has born its division in many other cities in Indonesia such as in Surabaya, Bandung, Denpasar, Cilegon, Semarang, Manado, Mataram, Medan, Pekanbaru, Batam, Palembang, dan Padang. In Surabaya, The Pusaka Group has become the biggest private company on public transportation, especially on taxi with the highest amount of armada that is 2.100 armadas.

Blue Bird Vision is to be a company having the best ability to survive and to put quality as its priority to ensure the continuum prosperity to its stakeholders, with its mission to gain the customer satisfaction and to develop and hold itself as the marker leader in every category it expands.

In Surabaya, Blue Bird has its unique way to run its corporate social responsibility (or CSR), that is by sticking the logo of Surabaya’s city branding “Sparkling Surabaya” in all its taxi armada. When it is seen from the cost aspect, the made of the sticker that is attached to thousands of Blue Bird armada, probably is not that expensive, but when it is seen from the aspect of effect of its Stickers attachment, it is widely needed to improve the awareness of city branding “Sparkling Surabaya”.

The Research Questins of the research is: Rumusan masalah dalam penelitian ini adalah,
1. What is the background of Blue Bird’s tourism CSR?
2. What is the effect of the application of the Blue Bird tourism CSR?

Research Method
This research is categorized as a descriptive-qualitative research. The qualitative research with a descriptive analysis is a method that focused its attention to the general principles that become a basic of its units that related to the research topic. The data collection is done by doing interview and observation.

The data resource of this research was taken with purposive sampling procedure, where through its sampling, the most important thing is how to define its key resources or specific social situation containing information that is suitable to the research focus. The key resources are persons having important role in the society especially in the research management because they have specific knowledge about other people, process, or the happening moment that is extensive, details or more supreme than the common sense and become the prior information resource for the researcher at least at the beginning of a project (Myers, 2009: 144).

The data analysis is a process managing the data order, organizing them into a pattern, categories and the basic integral. The data analysis as a process detailing the formal effort to find out the theme and to
define ideas as suggested by the data, as an effort to offer a help to the theme of its ideas (Aries, 2010: 56). The collected data analysis in this research is using the descriptive analysis approach that is a specific approach on the qualitative data analysis.

**Literature Review**

**Destination Branding**

The term *branding* in the few latest decades is often to be mentioned and often to get more attention. It because in this globalization era, people get difficulties to differentiate among so many products and services. In correlation with the tight competition appealing choices, so the differentiation becomes something imperative. The product branding at the retail business have being exist for a longer time, even long before the term *branding* become an attention grabber. The Corporation *branding* also has entered its main development rate. And now, *branding* is entering the geographical area, economics and socio-cultural area related to a city even a state/country.

At the business field, brand would determine a success rate of a company. There are many companies allocate its budget especially in a big amount in order to reach its branding promotion to the widest society influence. In other words, its brand could become *brand equity*. In a public sector, with the local autonomy and with the wider globalization trends and effects, each local district should get its role and get the public attention on the following matters:

- attention
- influence
- market
- business & investment destination
- tourists
- residents
- talented people
- events (Widodo, 2007)

That is why a local area needs a strong brand. Definitively, a city brand is an identity, symbol, logo or brand that is attached to a local area. A local government should build a brand (*brand building*) for their city, that of course suitable to its potential nor its *positioning* that become its target. There are many advantages when a city or local district decide a *city branding*, such as:

- *high awareness*, it gains its high awareness with a good perception
- *specific purposes*, it is suitable for a specific purposes
- it would be suitable for a place for investation, tourism destination, residents destination and the right place to conduct such events (*events*).
- It would be determined as a place with the right prosperity with a high security rate (*ibid*).
The tourism marketing slogan is highly related to the branding; both country branding nor city branding. As we can see the country branding such as "Amazing Thailand", "Incredible India", "100% Pure New Zealand", "Yokoso Japan", "Visit Britain", "Keep Exploring" (Canada), "Uniquely Singapore", "Malaysia Truly Asia". Indonesia itself has its new country branding baru at this 2011, it is "Wonderful Indonesia". Before, the Indonesia’s country branding is, "The Ultimate in Diversity". In Indonesia itself, there are many cities having its local city branding, such as, "Sparkling Surabaya", "Yogya Never Ending Asia", "Semarang Pesona Asia", "Bandung Paris Van Java", "Solo The Spirit of Java", "Bali Shanti, Shanti, Shanti", "Batam Always Glitter Asia", "Natuna the Next Brunie", "Enjoy Jakarta", dan "Pandaan City of Mountain". The City branding and the country branding should be ear catching, easy to be remembred and eye catching too.
There are two important things that could become a test or trial. First, in a local area, to put the city branding ‘on earth’ in every local area, in a national scope it would be in a real touch of the philosophy and the objective of the country branding. Hence, our challenge to be is in what aspect and how far people or citizens are internally inspiring by its local branding, each individuals to contribute positively based on their individual capacities and ability they have for their city or their country. Second, the commitment and the consistency of the application of the branding in every local area will determine or becoming the turning point of the application of the branding of the country, especially the Republic of Indonesia’s tourism. In a short conclusion, in Indonesia, people could see, though it is very rich of diversities, uniqueness and specifications, Indonesia is a great nation among the nations around the world. (externally different) (Anshori & Satrya, 2008).

When branding is attached to a city, it should be able to communicate clearly, what kind a city it is, what things the city has, and why the city is deserved a specific attention. So, whoever visiting the city, even its own citizens, are being able to explain nor show in a short way, the image of the city. The city branding activity is not merely making or creating the slogan or the logo only, but actually setting up the spirit of the city itself. The spirit ruling all the city’s activities itself, both the spirit of the citizens or the people, the characteristics of its bureaucrats, including its infrastructure facilities. Meanwhile, the slogan, the logo, the interior design, the building architecture, the public places including the others visual city landscape become the accomplishment of the spirit of the city. City branding also required a synergy of all aspect shaping the city, both the human resources, public facility, infrastructure including its transportation system. Without a synergy, the efforts taken on the building of the city branding would be useless. Its function will not cover the communication of the city marketing in general but also covering the ability to also support the strategy of art-culture development and tourism, industrial central and bussiness, education, citizens prosperity and many more.

All of the effect accumulation will enable the economics wheel from the city itself. City branding is highly depending on the habit and attitude of the people of the city facing the related changes. For example, the people of Singapore, are able to position themselves as a city without rubbish and they bring a positive effect to its other life sectors. That is because of the habit of the people to throw the rubbish to the right place. They do it with a high consistency with a strict legal punishment when someone breaks its rule.

A building of a City branding is not an instant process. It is well related that remembering a city identity will involve the habit and the attitude of human, the success of a city branding is highly related to the people, the citizens, the consistency and continuum of its implementation and the enough required costs (Noe’man, 2007).

Baker (2007: 22) wrote, brand has some elements:
- Name, logo or symbol
- Related to the offered promises
- The difference or the added value
- Personality and characteristics
- Some of consumers' thought and perception

Jayswal (2008: 252) wrote: “A destination is a town, city or a place which has one or more attractions for tourists. These attractions may be in the form of scenic sights, culture, leisure activities, shopping rebates, food, and excursion.” Jayswal (2008: 253) also wrote: “While branding a city or a region one needs to identify the attractions and activities to associate them with the destination to build a brand image. In terms of destination’s brand equity if a tourist shows inclination towards one destination than the other, it is considered that the brand acceptability of the brand of higher brand equity is more.” Means to set a city branding to a city, the attraction identity or other activity is needed, to attract with the objective is to build an image of the city itself. Destination brand equity describes the intension of the tourists to visit the related area or a city comparing with other area/ city, the high acceptance of the brand will cause the high acceptance of the related branding of the city.

Hasan et al (2008:271) identified the components of destination branding as reflected by the pictures below:


Picture 5. The components of Destination Branding

Discussion

The image of a CSR action based on the tourism can be done through a campaign and socialization of a city branding or well known as a city tourism brand. Surabaya has its city branding that is Sparkling Surabaya. In this area, the involvement of companies is needed in order to introduce to public inside the city and outside of the city including the future tourists. Some companies being noticed as companies that are consistently this CSR activity are Blue Bird and Cheers (a company providing the instant mineral waters).

Beside Blue Bird, a “Sparkling Bus” as a good collaboration of Ciputra Waterpark with Surabaya Tourism Promotion Board / STPB, this bus open a route from Bungkul Park-Ciputra Waterpark for free on Sundays. “The naming of the bus itself, Sparkling Bus, is to strengthen the city’s branding “Sparkling Surabaya”, said Yusak Anshori (The Executive Director of STPB) on the launch day of the bus. Not only that, there was a launch of a tourism book in Japanese that was written by Midori Hirota. Besides being displayed on every corner of the city, the Sparkling Surabaya is also attached in a mineral water product packaging. Those activities are to strengthen the ambition and the vision of Surabaya’s tourism.

The research team of SWA magazine has ever conducted an integrated research named Indonesia City Branding Index (CBI). The research was determined by two indicators: describing the way the city works from the point of view of macro socio-economics and the marketing activity. The result of the research found in order the city of: Batam, Surabaya and Jogjakarta at the highest rank. Batam with its consistency for the objective of investment, Surabaya as a business city, and Jogjakarta as a tourism city. The tourism of
Surabaya runs well in accordance with the dynamics and the business sector movement. Why it is a city branding and not the country branding such as in Asia’s countries in common? The marketing expert Hermawan Kertajaya said that a city branding has become a must to raise the important role of a city. Besides that, the economics activities actually are happening in a city. For that reason, the existency of a city is far more important despite of a country role (Majalah SWA, edisi 14-27 Juni 2007).

In a national scope, Indonesia has a country branding but it changes so often. Now it uses “Wonderful Indonesia”. Before, “Indonesia Ultimate in Diversity”, and “My Indonesia Just a Smile Away”. Trough this brand, the country is willing to position itself as a destination with various products. The people of the world is being given varied choices, from something related to the nature, culture, made environment, or something that is very specific. On the other hands, other countries also have their own country branding, such as “Malaysia Truly Asia”, “Uniquely Singapore”, “Amazing Thailand”, “Incredible India”.

The euphoria of Sparkling Surabaya as a city branding has reached the national level even probably some groups of people of the city themselves why it sounds like Korea Sparkling. Though it has different logo, but the existency and the publication of Sparkling Surabaya has been done far before Korea Sparkling. This brand also has got its patent from the Law and Human Rights Ministry with its number: 032638 dated 24th November 2006. While Korea sparkling has just started its publication in the middle of this year. That means de facto dan de jure Surabaya has used ‘Sparkling’ first. Other information mentioned that Korea Sparkling is just the theme of the country that would be easily changing as the need and the mission of its tourism. Before there was Dynamic Korea.

A city branding could be made exaggerately, sweet, ear catching and eye catching. Let us imagine other city branding such as “Bali Shanti, Shanti, Shanti”, “Yogya Never Ending Asia”, “Solo the Spirit of Java”, “Batam Glitter Asia”, “Semarang Pesona Asia”, “Enjoy Jakarta”, “Pandaan City of Mountain”. Then, what appears in our mind when we read, hear or see “Sparkling Surabaya”?

At least there are three responses. First, a group of sceptical and pesimistics. “What is the meaning of sparkling?” is part of the questions that represents this group. Aren’t there many ares that are dirty and dark? The second group would be the do not care group or being ignorant group. Whatever and wherever the city moves, they do not care, as long as there would be significant compensation to each individuals. The third group, their heart is being moved, their emotion and their thoughts is for processing and managing how far its city branding can be as real as possible for the city itself. Those three responses also represent the public point of view to the issue or the new paradigm existing around Surabaya itself.

To the third group of people “Sparkling Surabaya” is being challenged. They become the front-liner that can be relied on to inspire other people (internally inspiring) to do something productive and constructive, first of all to the first or nearest environement wherever they are and at the end to the city community. This exclusive side that truly determines Surabaya’s existent compared to other area even other country. In accordance with that, the horizontal branding (involving the society members) is urgently needed to balance the vertical branding (advertisement and promotion) that technically is easier as long as there is enough funding and guaranteed facility.

Who are the third group? They are the citizens and the professionals caring to the health and the clean environment, to the secure and the hospitality of the environment, as the citizens of the city, becoming a good marketer to raise the good image of the city especially when they are out of Surabaya. They are also the servant and public representatives truly understanding and comprehending that the tourism can be relied on to raise the people prosperity and the quality of life of Surabaya people. Besides that, tourism is a physical sign where peace existing among the people diversity. And that could become an attraction or a tourism display that promise a fun and enjoyable moment.

Categorized into this third group is a bussines field that donate with a fully hearted attitude and their
advantage wish for a CSR on this field. Though there is another effort that can be categorized as a ‘force’ in a legal-formal need, that is a fund allocation of the company for the CSR (RUU Perseroan Terbatas), but there is a strong beliefs that the growth of the tourism sector in Surabaya is supported by the companies without any force in a rules, especially related to the donation of such fund.

Let the tourism grows from the conscious aspect of the people and the business field together with the local government that is strong and has prosperous tourism vision. As the history of the the setting of tourists destinations, there noted on willingness, self-consciousness, spontaneity and tourism destination. Not in a vice versa; a strong tourism nor the new tourist destination is based on the required fund asked from the compulsory CSR of the companies this woul be far different and would be absurd in a tourism world. The philosophy of Sparkling Surabaya at least mirroring the people themselves and Surabaya city in five different areas (north area, south area, west ansd east area including the central of the city) that is bright, dinamics, beautiful (green and clean), healthy and friendly. In order to promote Sparkling Surabaya there should brand awareness to the internal part of the city, by attaching the logo on every promotion tools, t-shirts, pins, at all the kampongs area, at the public areas, the dance, the Sparkling Surabaya Bus, to the city lights in every corner of the city and the bridges, the revitalization of the heritage buildings, or even to the special greetings of Surabaya. But it is far more essentials and more strategical is that Sparkling Surabaya becomes the spirit in every heart or soul of Surabaya people.

CONCLUSION AND SUGGESTION

The conclusion of this research are:
1. The background of the application of the CSR at the tourism field done by Blue Bird is as an expression of its gratitude to the people and the city as the local operation basic of its business on a taxi business.
2. The effect of the application of the CSR of Blu Bird Taxi is that the city branding of Surabaya: Sparkling Surabaya becomes widely known and there is a society awareness on it.

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