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### Impact of Krakatau Festival on the Tourism growth in Lampung province, Indonesia

*Impacto del festival Krakatau en el crecimiento turístico de la provincia de Lampung, Indonesia*

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#### ABSTRACT

This study aims to determine the effectiveness of Krakatau Festival initiated by the Lampung provincial tourism office to promote tourism in the province. It is a qualitative research using case study approaches. Data collection is carried out by conducting interviews and reviewing documents. Research response were determined by purposive sampling techniques by selecting people considered to have interests in the festival. Results showed that the festival had an impact on the number of tourist visits, hospitality growth and occupancy rates. It can be concluded that Krakatau Festival is effective in encouraging the growth of tourism industry in Lampung Province, Indonesia.

**Keywords:** Krakatau, Karakatau festival, Lampung tourism, Lampung tourism destination.

#### RESUMEN

Este estudio tiene como objetivo determinar la efectividad del Festival de Krakatau iniciado por la oficina de turismo provincial de Lampung para promover el turismo en la provincia. Es una investigación cualitativa que utiliza enfoques de estudio de casos. La recopilación de datos se lleva a cabo mediante entrevistas y revisión de documentos. La respuesta de la investigación se determinó mediante técnicas de muestreo intencionadas seleccionando personas consideradas interesadas en el festival. Los resultados mostraron que el festival tuvo un impacto en el número de visitas turísticas, el crecimiento de la hospitalidad y las tasas de ocupación. Se puede concluir que el Festival de Krakatau es efectivo para alentar el crecimiento de la industria del turismo en la provincia de Lampung, Indonesia.

**Palabras clave:** Destino turístico de Lampung, festival de Karakatau, Krakatau, turismo de Lampung.

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## INTRODUCTION

Krakatau (Fig. 1) is the name of volcanic islands situated in Sunda Strait, between Java and Sumatra, Indonesia (Parish, 2002). Rakata is one of these islands, which is well known worldwide for its deadly massive eruption in 1883. Various post-eruption expeditions are regularly carried out by volcanology and biology experts, so that in 1927 the first appearance of Anak Krakatau can be well documented (Umbgrove, 1927). After that, volcanologist studied the growth and morphology of the new emerging volcano, the Anak Krakatau, in more detail and depth (Zen, 1970). Biological researchers, either separately or collaborating with volcanologists, also took part in periodic expeditions so that the development of colonization and ecological succession on the volcanic island was also well documented (Hill, 1937; Thornton et al., 1988; Withake et al., 1989; New, 2015)

The massive publication of volcanological and biological researches following the catastrophic 1883 eruption, made many domestic and international tourists interested in visiting Anak Krakatau Island. However, the economically beneficiary from the ecological and geological tourism of Krakatau Island are the people, businesses, and the local government of Banten of West Java, because until 1990 the Krakatau Nature Reserve area was part of the Ujung Kulon National Park, Banten Province.

In 1990 the Indonesian government, through the Minister of Forestry Decree No: 85/Kpts-II/1990 dated 26 February 1990, Krakatau was designated as a Nature Reserve, which was administratively included in the South Lampung Regency, Lampung Province (Krakatau & beyond).

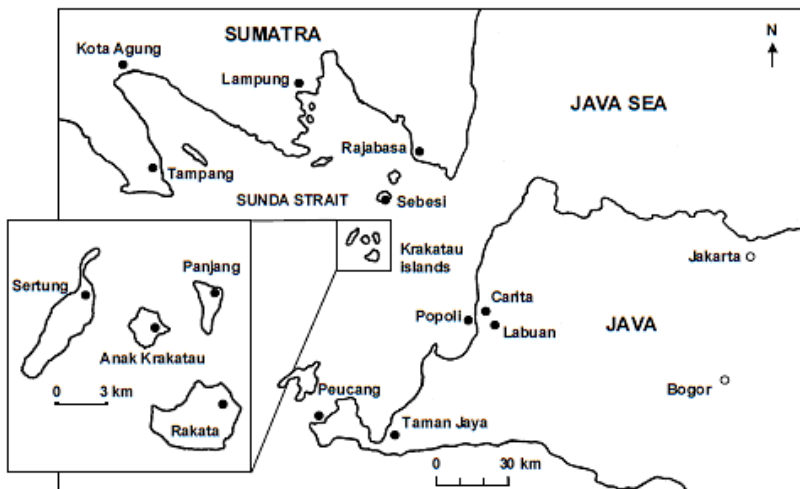


Fig 1. Map of Krakatau Islands (Adopted from Parish, 2002)

In order to gain economic benefits from the famous Krakatau, the Lampung provincial government since 1991 every year in August holds an event named Lampung Krakatau Festival. This event not only designed to promote Krakatau per se but also to market all tourism destination potential of this province (Pramono, 2010).

Considering that this festival has taken place 27 times, the question is what is the impact of the mentioned festival on the growth and development of the tourism industry in Lampung Province? To answer the question, a qualitative research using a case study approach has been carried out. This article provide data and analysis of the number of tourist visits, growth of tourism destination, growth of hotel development and occupancy rates in Lampung Province, in a recent five years.

## Literature Review

Festival is rooted in the word 'feast' meaning celebration. In modern era, the concept of festival has been broadened and is difficult to state a specific definition. What is certain, festivals are a continuously developing sector as many societies worldwide realize their positive contribution in revival and conservation of local cultures and constructing destinations' image and branding to national and global tourism map. A recurrent and successful festival, in the end, will become attractive tourism products that can increase the number of tourists (Skoultzos, 2014). It makes perfect sense today that, around the world, more and more festivals, from a small-local to a mega-regional scale events are organized every year with the same goal of increasing the local or regional economy (Egresi and Kara, 2014).

As is usually the case with tourism events in many part of the world (Karabag et al., 2011; Trost et al., 2012), the Krakatau Festival is also enlivened with various activities such as: cultural parades, local dance performances, music performances, local culinary demonstrations, visiting traditional fabric centers, exploring Krakatau Islands, visiting surfing spots, and others. All these activities are held to strengthen the Krakatau Festival as a branding of tourism destination in Lampung province. As has been noted that event, such as cultural event is a marketing tool used to position the tourist destination together with specific products and services (Zetiu and Berteau, 2015).

In order for a festival to be categorized as a tourism festival, there are several characteristics that must be attributed: locally, participate and experiential, culture, comprehensive, and continuity. Locally mean all festival activities (culture, custom, geographical location) are according to region characteristic and unique. Participate and experiential mean all visitors have chances to experience a variety of activities implemented in the festival. Culture is the main connotation of tourism festival. So that culture must be the main content of the tourism festivals. Comprehensive mean that organizing a festival must cover aspects of transportation, security and health. Continuity mean always improve the visibility of the location, drive the development of relevant industries, and promote local economic development (Congcong, 2014).

Despite of no exact methodology for sustainability measurement, sustainable tourism development includes economic viability, ecological sustainability and social equitability (Dimoska & Petrevska, 2012). In the economic context, the impact of tourism development on employment growth has been proven in various parts of the world. Various business sectors that commonly accompany tourism growth such as restaurants, home stays, lodges, culinary, shopkeepers, street traders, and transportation, all become employment opportunities for local and national communities (Dayananda, 2014). In Ethiopia, for example, tourism and travel creating has become an economic engine with a contribution to 8.9% of total employment in 2013 and 9.8% GDP in 2014 (Aynalem, et al., 2016).

## METHODOLOGY

In this study, research method applied is a qualitative case study, which means that case studies were placed within qualitative field, refer to the definition proposed by Starman (2013). The case we intend to be described and analyzed in the study is a local event called Krakatau Festival. Data collection is done by interview and reviewing documents belongs to local authorities and/or that can be accessed via the internet. Research respondents were determined using purposive sampling techniques by selecting people who are considered to have interests in the festival, namely the visitors, the initiators and organizers of the event, as well as Lampung provincial local tourism officials.

### Interviewing the visitors

We interviewed three visitors of the Krakatau Festival, namely: Visitor A, a young housewife aged 25; Visitor B: a young man aged 32, a blogger; Visitor C: a photographer and blogger aged 40. To the visitors the

questions raised were about the changes in knowledge they had about Krakatau Islands and other tourist destinations in Lampung and their impressions of the Krakatau Festival itself.

### **Interviewing the festival initiator and organizer**

Interviews with local tourism officials are intended to find out information regarding development of the festival from year to year and the benefits that have been gained from organizing the Krakatau Festival. Officials interviewed in the study were: 1) Head of Tourism Service Office in Lampung Province, as the festival initiator; 2) Head of Lampung Province Culture and Tourism Service Promotion Section, as the event organizer.

### **Document review**

In addition to official information from local tourism officials, we also reviewed statistical documents issued by the provincial and national statistics bureau offices. These data are used to illustrate the impact of the festival on tourism development achievements in Lampung Province. All information and data obtained are then interpreted descriptively.

## **RESULTS AND DISCUSSION**

### **Concerning the festival**

It was the 27th Krakatau Festival with a theme "The Glory of the Lampung Crown". According to tourism service officials interviewed, Krakatau Festival is an event held to introduce the eminent culture and tourism destination in Lampung Province so that the visits number of both domestic and international tourists to this province expectedly increase. To achieve these goals, from one festival to the next, Krakatau Festival organizers usually launched flagship programs. For the 27th festival, there were three main events featured, namely the Krakatau Tours, the Sparkling Charms of Lampung, and the Lampung Culture and Tapis Carnival (Nugroho A. Personal Interview, August 25, 2017).

Information provided by above tourism officials was confirmed on the Wonderful Indonesia web (Lampung Krakatau Festival 2017: "The Glory of the Lampung Crown", 2018). The publication of the feature about the Krakatau Festival on the web and blog is reasonable because the organizers always invite the press community including bloggers. The presence of the Blogger community is expected to be an agent for disseminating information about festivals and tourist destinations in Lampung Province (Nugroho A. Personal Interview, August 25, 2017).

The results of interviews with guests of the festival and flagship events participants of the Krakatau Festival, all showed positive impressions. All respondents praised the event they attended, especially regarding the uniqueness of the event and the very accommodating event organizer services. In addition, based on the increase of festival stakeholders engagement, ranging from the cultural community, local governments, business people, and academicians it is worthy to infer that Krakatau Festival getting high levels of attention. (Wahyu, D. Personal Interview, August 25, 2017).

The high level of attention and impression of visitors and participants of the Krakatau Festival is reasonable, because the impression of tourists is strongly influenced by the tourism services they received: accommodation, catering, transportation, and entertainment (Houdement et al., 2017).

### **Impact on community knowledge**

A description of the impact of the festival on public knowledge about the Krakatau Islands can be based on the story told by one of the festival visitors interviewed. The respondent, a middle-aged lady, once in 2010 visited Krakatau through Carita Beach Port of Banten Province in West Java. At that time, the visitor thought that Krakatau Island was part of the administrative area of Banten Province. Moreover, he also thought that the Carita Beach Port was the only ferry port to Krakatau. Only after he attended the Krakatau Festival, and

participated in visiting the Krakatau Islands through the 2017 flagship festival program called the Krakatau Tours, she knew that Krakatau belonged to the administrative area of Lampung Province, and could be accessed from many ferry ports in the province (Lilin. Personal Interview, August 27, 2017).

**Local tourism growth**

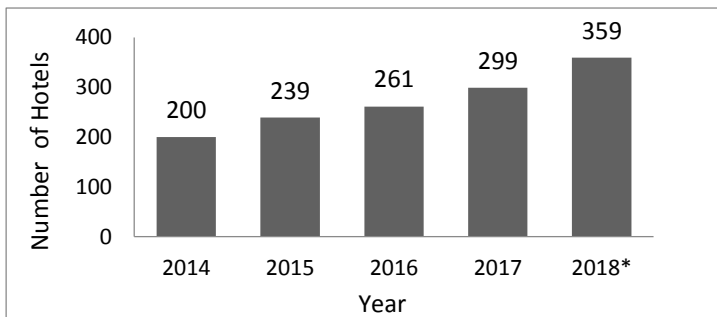
Lampung Province Tourism Officials interviewed gave an overview of the impact of the Krakatau Festival on local tourism growth by presenting the following figures. In the period of 2016-2017 tourist visits increased by 30%. Likewise, the growth of hospitality in the same period increased by 14.5%, and the occupancy rate also increased from 39.11% to 46.62%. Responding to these figures, the Minister of Tourism of the Republic of Indonesia, Arief Yahya, praised Lampung’s tourism achievements (Nugroho A. Personal Interview, August 25, 2017).

Reviews done to the documents belonging to Lampung Provincial Tourism office resulted in statistical data on Lampung tourism growth in the last 5 years as presented in Table 1, Fig. 2, and Fig.3. Such identical data is also available and can be accessed on the Keliling Lampung web (Menteri Pariwisata Puji Capaian Kunjungan Wisatawan ke Lampung, 2017).

**Table 1. Domestic and international tourist visit numbers in Lampung Province**

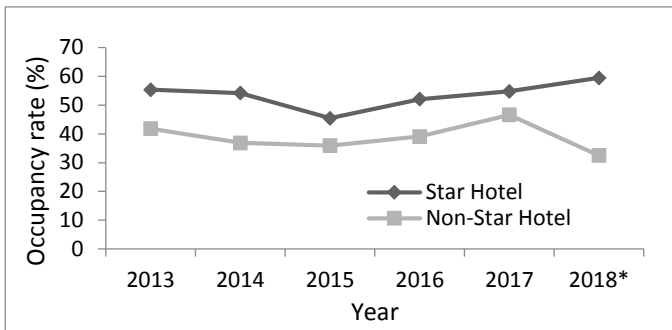
Year	Tourist		Total
	Domestic	International	
2012	2,581,165	58,205	2,639,370
2013	3,392,125	75,590	3,467,715
2014	4,327,188	95,528	4,422,716
2015	5,370,803	114,907	5,485,710
2016	7,381,774	155,053	7,536,827
2017	11,395,827	245,372	11,641,199
2018*	13,993,207	274,742	14,207, 949

\*The latest data issued by the Lampung Provincial Tourism Office in 2019



\*The latest data issued by the Lampung Provincial Tourism Office in 2019

**Fig 2. Growth of Lampung Provincial Hospitality**



\*The latest data issued by the Lampung Provincial Tourism Office in 2019

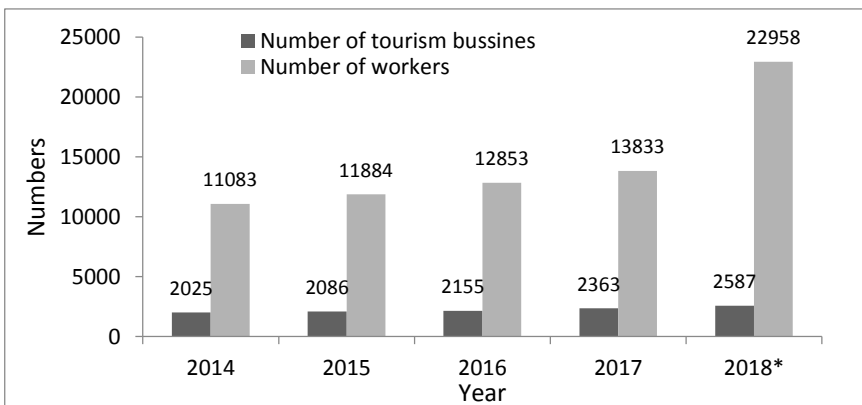
**Fig 3. Growth of occupancy rates in Lampung Province**

Although the relationship between the Krakatau Festival and the growth of tourist visits and hospitality services in Lampung still needs deep statistical analysis, but the data has depicted the positive impact of the tourist events on building positive image of region. These results confirm some previous research findings reported that a tourism event effectively encourages the increase in the number of tourists to the region. The further impact of increasing tourist visits is affecting the local economy, society, and the sustainable development (Blesic, 2014; Panfiluk, 2015).

Apart from the positive impressions of visitors to the Krakatau Festival and the fact that the hospitality industry in Lampung has experienced a significant growth, there are still many socio-economic aspects of the festival that have not been revealed. What is the awareness of the host community towards this festival especially, and tourism in general. This aspect is important because the enthusiasm of the host community in a tourist destination in viewing and welcoming tourist visits, is a major part of a positive impression on the region (Zahedi et al., 2015; Ćizmić and Čaušević, 2017).

### Tourism business and jobs opportunity

Data that can illustrate the growth of the tourism industry in Lampung Province in the last five years (2014 - 2018) has just been issued by the Lampung Province Tourism Office in 2019. As can be seen in Figure 4, the number of tourism businesses and the number of employment continues to increase in the last five years. The number of employment has even doubled in a year (2017-2018).



\*The latest data issued by the Lampung Provincial Tourism Office in 2019

**Fig 4. Growth of tourism business and employment in Lampung Province**

Although the data in Figure 4 can be used to describe the growth of the tourism industry and employment in the Lampung province, the economic impact of the festival has not yet clear. Difficulties in assessing the economic impact of tourism growth promoted by a festival in accurate manner, not only come about in this study but also recognized by many previous researchers. Because, the economic impact of an event not only related the number of jobs available, but also the level of income generated from the festival activities and tourism development that accompany it (Felsenstein and Fleischer, 2003).

Although the measures of the impact of the festival need to be clarified, the idea and implementation of the Krakatau Festival by the Lampung Tourism Office is on the right track. Indeed, it cannot be denied that festivals may be a copy of similar festivals in other countries, but the Krakatau Festival has its own uniqueness. For this reason, provincial tourism institution of Lampung can still hope that this festival can be a driver of economic growth as has been proven to be enjoyed by many other countries (Iatazaz, 2012; OECD, 2017).

## **CONCLUSION**

The Krakatau Festival is an annual event initiated by the Lampung provincial tourism authority which is intended to utilize the fame of Krakatau as a means of marketing communication on tourism potential in Lampung, especially Krakatau Island itself as a geological tourism destination. In the 27 years of its implementation, this local festival has measurable positive impacts on tourism growth in this southernmost province of Sumatra.

The number of tourist visits and tourist destinations is increasing, hospitality development is also continues to grow. However, there are still many things concerning the social and economic impact of the Krakatau Festival, which need to be examined more deeply. What is the influence of the tourism industry's growth on harmony, cohesiveness and mutual cooperation between families and communities in the province? Economically, what is the impact of tourism development in the province on the income and the welfare of the people?

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