

Tourist Attraction and the Uniqueness of Resources on Tourist Destination in West Java, Indonesia

Erislan

Economics Education Department,
College of Teacher Training and Education (STKIP) Kie
Raha Ternate

— *Review of* —
**Integrative
Business &
Economics**
— *Research* —

ABSTRACT

Results of a preliminary study on tourist destinations, West Java showed a decline in revenue from the tourism sector, tourist arrivals, investments hospitality and restaurant, as well as the number of tourists. This study aimed to assess the condition of tourist attraction and uniqueness of resources at the tourist destinations in West Java. The units of analysis in this study were thirty attractions in West Java. The data source consists of primary and secondary data collected from two groups of respondents, specifically managers of attractions and tourists as much as 384 respondents. Hypothesis testing was verification using the PLS. The results showed that the tourist destinations in West Java have not adopted and developed several strategic aspects, especially from behavioral characteristics of the trip and elements, which is a tourist attraction with factors of long travel time, length of stay and the role of the travel company. The uniqueness of resources at the tourist destinations in West Java needs to be improved from the aspects of reputation, technology, culture, and communication. The results also revealed that in order to produce good performance in tourism, it is necessary to integrate the unique resources and the attractiveness of the tourist destinations in West Java.

Keywords: Tourist Attraction, Uniqueness of Resources.

1. INTRODUCTION

The tourism industry through a tourist destination can be the locomotive driving for the advancement of other sectors, such as; seaport or airports, roads, local transport, hygiene or health program, a pilot project tourist culture, the environment and so on. This will have an impact on improving the welfare of communities around the tourist destination. No wondering that today, many areas that encourage businessman in tourism to continue to increase activity in the tourist destination that can bring a lot of tourists visit.

The potentials of West Java tourism are so diverse, both in terms of tourism products and in terms of tourist market. With the condition of natural and cultural diversity of interesting, West Java offers a variety of tourist attraction. West Java is adjacent to other provinces with many populations, which is a source of tourist market. Results of a survey conducted by the Ministry of Tourism and Creative Economy (Ministry of Tourism Indonesia, 2012), shows that West Java has attractiveness as quality destination tourism in Indonesia.

2. LITERATURE REVIEW

2.1. Tourist Attractions

Tourist attraction is anything that has a uniqueness, beauty, and value diversity in the form of natural resources, culture, and the result of man-made or objectives targeted tourist visits (Act No. 10 of 2009). In other words, tourist attraction is as follows: (1) tourist attraction from Almighty God's creation, which is tangible, the state of nature such as flora and fauna; (2) tourist attraction from human masterpiece that is intangible, such as museums, historical relics, ancient heritage, cultural arts and entertainment venues. Other tourist attractions were made as a blend of manmade and natural state (agro tourism).

A mix of tangible and intangible assets, including its organizer is called the attraction. The attraction is the elements and conditions that are not available at home, among others; everything that can be seen, activities undertaken, and the experience that should be remembered so that motivates people to engage in activities outside their residential areas. The main component of the tourist attraction is something that attracts people from other areas visit to a place in order to see or do something (Ko and Liu, 2011).

According to Goeldner et al. (2000: 364), the tourist attraction is all factors that generate the flow of tourists to a particular location. The factors associated with tourism facilities are elements of the tourism products, that providing motivation for the tourist visits. But in the absence of facility will prevent the tourists to travel to the tourist attraction. Included in the facility is the best transport accessibility, which is measured in terms of time and cost to achieve the tourist destination. Furthermore Goeldner et al. (2000: 364), categorizes tourist attraction into 5 (five) main groups, namely: culture, nature, events, recreation and entertainment. Furthermore, Ismayanti (2010: 147-155) states that a tourist attraction must be managed in such a way that their sustainability and continuity is assured.

According Marpaung (2000: 43) tourist attraction, which is a creation of God Almighty, includes flora and fauna. While that include the works of man, among other things: museums, ancient heritage, the history of art and culture, agro tourism, recreation parks, adventure tourism, amusement park. Tourism targets which requiring special interest are: hunting, mountain climbing, cave, crafts, shopping, jetted river, places of worship, pilgrimage, and others. Understanding tour is a series of trip activities that is carried out voluntarily, temporarily, to enjoy objects and tourist attraction.

Some opinion of experts concluded that the tourist attraction of on all sorts of resources that exist in an object that motivates a person to visit, such as man, nature, culture and following existing facilities in it. Another opinion also has incorporated elements of tourists as part of a tourist attraction.

2.2. The Uniqueness Resources

The uniqueness of the resource is a set of assets consisting of tangible and intangible assets (Affuah; 2004: 111). Tangible assets, for example, are physical facilities and equipment companies. Intangible assets, for example, are human resources, corporate reputation, as well as information and technology. All kinds of unique resources both tangible and intangible represent a basis for the creation of economic value. However, competence, from the other side, in around 2004, is to get the attention of the strategy literature as a potential source of competitive advantage. Prahalad and Hamel (1990) popularized the concept of the uniqueness or competency. They defined competence is a unity between the skills and technologies that enable a company to

provide certain benefits for customer. They have been carried out by large organizations through the creation of the value of skills and abilities that are shared in multiple product lines or multiple businesses.

Jerabet et al. (2011). Stated that the uniqueness of the resources is a representation of inputs in the production process of the company. Thus resources are not making a strategic advantage for the company, but the resource is the source for the ability of a company. The uniqueness of the resources is categorized in two forms of resources, namely: (1) tangible resources: natural resources, infrastructure, facilities, human resources, employee skills; and (2) intangible resources: heritage and culture, technology, innovation, special interest, knowledge, capacity creation of new ideas, trust between managers and employees, corporate reputation, brand equity, brand trade patent.

The uniqueness of the competence or resources can be created in the form of three categories of assets, among others: (1) physical assets; land, equipment and location, (2) human resource assets; number of employees and expertise, (3) organization covering cultural assets and reputation (Wheelen & Hunger, 2008: 106). Through these assets, the companies can understand the competitive environment so that they can implement appropriate strategies. Any strategy to be implemented will involve all the existing assets in the company without exception. Collis and Montgomery (2005: 30) add that there are three categories of resources of companies, namely: tangible assets, intangible assets, and organization capabilities. The uniqueness of resources is everything for the company, which is able to provide strength and a weakness for the company.

Through the unique resources, corporate strategy can be created and via unique resources, excellence strategy is created. Finally, through the uniqueness of resources, profit as a reflection of the company's performance can be obtained. To measure the resources owned by the company, it can be done by comparing the current resource with the resources of previously owned as well as by comparing the resources of major competitors in the industry (Wheelen & Hunger, 2008: 2). Competition professional integrates professional skills and professional knowledge, and competition of organization including a company knowledge, routines and culture. Some authors, especially Prahalad and Hamel (1990), have distinguished the section from competence that is called core competency as a fundamental part of the performance and strategies of a company. Core competence makes a disproportionate contribution to ultimate customer value, or to the efficiency with which that value is delivered.

In order to select, design and implement the strategy, the company's core competencies must match the expected. According to Hill and Jones (2001: 137), core competences or distinctive competences are unique strengths which enable the company achieve superiority in the aspect of efficiency, quality, innovation, and customer responsiveness, creating superior value and competitive advantage. The uniqueness of its resources will ensure the continuity of the company, because strategies designed and implemented are a product of the unique capabilities of the company as a whole.

The uniqueness of resources through company capabilities can generate an appropriate value (value match). According to Cravens and Piercy (2009: 6), the uniqueness of the resource is the company's ability to understand and implement the strategy. Creating value and working with suppliers are a strategy that must be implemented by the company in competition.

Based on theories about the uniqueness of resources, it was concluded that the implementation of the strategy requires unique capabilities in an effort to plan and explore the resources to be able to create value, to establish cooperation, in order to achieve competitive advantage. By identifying the potential that exists, companies must empower all assets into a strategy that corresponds to the characteristics and needs of the company. According to Pearce and Robinson (2003: 127), the uniqueness of the resource or competence can be created through the three forms of assets, namely: (1) tangible assets: infrastructure, finance (2) intangible assets: reputation, motivation, knowledge, technology, culture, communication, (3) company capabilities: HR competency development, commitment to improving performance, the adjustment in the company's internal capabilities.

2.3. Model of Tourist Attraction and the Uniqueness Resources

Tourist attraction owned by the tourist destination will bring in a variety of businessman in their respective fields. The higher the number of tourists visiting a tourist attraction will bring in more investors / businesses. For example, when a town visited by many tourists who go shopping, it will be many investors in the field of retail and culinary invest in that city. In other words, a tourist attraction needs strategic partners in an effort to bring in tourist arrivals. The desire of partners to collaborate was influenced by the potential of these attractions and the support from stakeholders in providing convenience for partners in investing and doing the cooperation.

Research of Richards (2010) showed that the culture and tourism act as reference of a tourist attraction that pays special attention to the role of government in the development of partnerships, product development, and marketing. This study discusses the key issues for the development of tourism marketing through the issue of tourist attraction and partnerships between public and private.

Research of Shyan and Tsang (2012) was focused on Hong Kong and Singapore; it strives to explore the culinary tourism development and marketing strategies. The main methodology involves planning and strategy in-depth interviews with documentation of academic studies and official publications on tourism as a means to deepen the marketing strategy for a culinary tour in Hong Kong and Singapore. The results showed that, although Hong Kong and Singapore do not have abundant natural resources to develop tourism more diverse, but they have different of cultural background. The public and private sectors can form strategic partnerships to increase the tourist attraction through marketing strategies.

Based on this conceptual framework, this research paradigm can be described as follows:

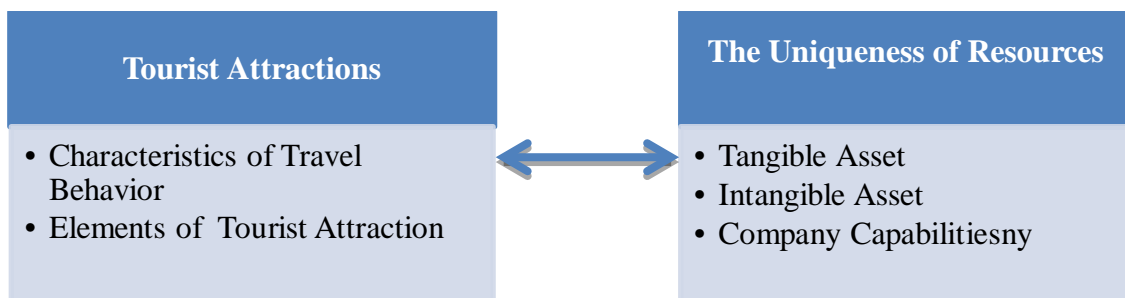


Figure 1. Conceptual Framework

2.4. Tourist Attractions West Java

Most of the tourism potential of West Java is managed by the state-owned enterprises, the rest are managed by the private sector, for example, a joint venture between the local government and the private sector that is represented by the image below:

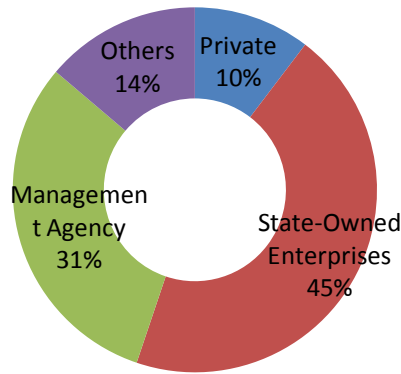


Figure 2. Old Working

3. METHODS AND DATA ANALYSIS

The unit of analysis in this study is a tourist destination in West Java as much as 30 attractions. Sources of primary and secondary data collected through two (2) of the respondents, namely; tourist object managers on the thirtieth attractions in West Java and tourists on the thirtieth attractions in West Java as much as 384 respondents. Testing of data was using SPSS with Partial Least Square (PLS) for testing hypothesis.

4. RESULTS AND DISCUSSION

4.1. Tourist Attractions

According to Ko and Liu (2011) tourist attraction are the factors that generate the flow of tourists to a particular location. As these factors, namely: (1) Dimension of Demographics, (2) Dimension of Travel Behavior, and (3) Dimension of Elements. Traveler responses to the tourist attraction on the thirty attractions in West Java can be seen in the following table:

Table 1
The Variable of Tourist Attraction
According to Tourist Perception

Dimensions	Achievement of Skor
The Characteristics of Travel Behavior	67.70%
Elements of Tourist Attraction	71.28%
Rata-rata	69.49%

Source: Data Processing

4.1.1 Characteristics of Travel Behavior

Traveler responses about the characteristics of travel behavior on the thirty attractions in West Java were indicated by the table below.

Table 2
The Dimension of Travel Behavior Characteristics
According to Tourist Perception

No	Indicators	Score of Responses					Total Scores	Achievement of Core
		5	4	3	2	1		
	Previous							
1	Experience	85	178	127	15	0	1548	76.44%
2	Length of Stay	34	113	105	148	5	1238	61.14%
3	Longtravel time	26	86	153	106	34	1179	58.22%
4	Travel Company	33	85	144	133	10	1213	59.90%
	Diversity of							
5	Travel Type	72	182	138	12	1	1527	75.41%
	Ease of							
6	Information	65	183	151	5	1	1521	75.11%
	Average							67.70%

Source: Data Processing

The above table shows that average of characteristics of travel behavior in the thirty attractions in West Java is 67.70%. This indicates that the tourist destination of West Java needs to maximize the characteristics of travel behavior, especially in the aspect of long travel time, so that the travel time to reach the tourist sites could be shorter. The shorter travel time will provide an exciting experience for tourists. This is in line with the opinion of Yang (2007: 78-92) that socio-demographic factors influence the different characteristics of their trips, and travel characteristics affecting the satisfaction of their trip.

In addition, a tourist destination in West Java should also maximize the role of travel companies, especially the role of travel agencies. If travelers do traveling through travel companies, tourists will get a lot of amenities and convenience. This is in line with the opinion Jin (2002: 27-39) which that dividing the characteristics travel behavior trip into several groups, namely; past experience, length of stay, travel time and resources which is an indicator in making decisions in setting goals.

The diversity of attraction in one of the region of tourist destination also needs to get the attention by a tourist destination management in West Java. This is because the variation of attractions tourist attraction will influence the decision to stay or not. Such the statement of Ko and Liu (2011) that a major component of the tourist attraction is something that attracts tourists from other areas to pay a visit to a place to see or do something. The results support the research results about tourist attraction that have been performed by Alhemoud, et al. (1996); Kan, et al. (2009); Lew (1987); Peters and Weiermair (2000); Prasetyo, et al. (2001) and Leask (2010).

4.1.2. Elements of Tourist Attraction

Traveler responses on elements of the attractiveness of the thirty tourist destination in West Java were indicated by the table below.

Table 3
The Dimension of the Elements of Attractiveness
According to Tourist Perception

No	Indicators	Score of Responses					Total Scores	Achievement of Score
		5	4	3	2	1		
1	Natural Beauty	149	184	70	2	0	1695	83.70%
2	Climate On Location	65	162	142	35	1	1470	72.59%
3	Cultural Diversity	85	175	113	32	0	1528	75.46%
4	Diversity Social Status	58	134	138	71	4	1386	68.44%
5	In The Framework of Sports	21	107	142	129	6	1223	60.40%
6	In The Framework of Recreation	136	186	81	1	1	1670	82.47%
7	In The Framework of Education	59	152	132	59	3	1420	70.12%
8	Place of Souvenir	42	146	132	83	2	1358	67.06%
9	Shopping Place	48	107	147	101	2	1313	64.84%
10	Support Infrastructure	49	99	191	64	2	1344	66.37%
11	Suitability Cost	72	147	166	17	3	1483	73.23%
12	Friendliness Resident	29	178	173	23	2	1424	70.32%
13	Ease of Accessibility	41	167	185	10	2	1450	71.60%
Average							1443.38	71.28%

Source: Data Processing

The table above shows that the element of the attractiveness of the thirty attractions in West Java is 71.28%. Factors that motivate to travel to tourist destination in West Java are the natural beauty, cultural diversity, and climate. This is in accordance with the opinion of Ko and Liu (2011) about the factors that influence the attractiveness of tourist destination. These factors are the natural beauty and climate, cultural and social characteristics, sports, recreation, and educational facilities, shopping and commercial facilities, infrastructure, cost of living, an attitude towards tourists, and accessibility.

However, there are indications that the tourist destination of West Java has not been optimized in the development of elements of the attraction, because the lack of availability of support facilities, such as sports facilities and shopping areas are integrated in one location of tourist destination. This is in line with the statement of Marpaung (2000: 43) that a tourist attraction is the creation of God Almighty is natural state as well as the flora and fauna. While examples of the tourist attraction of man's works are museum, ancient heritage, the history of art and culture, agro tourism, water, recreational parks, adventure tours, theme parks. There are also tourist attractions with target of tourists by special interests such as hunting, hiking, caves, industrial and crafts, shopping, river jetted, places of worship, pilgrimage, and others. Generally, tourists can enjoy the diversity of objects ranging from sports and games, entertainment, shopping, culinary and places selling souvenirs.

4.1.3. Descriptive Hypothesis Testing of Tourist Attractions Variables

After the descriptive analysis, then a descriptive hypothesis testing is performed, which aims to prove whether result of a descriptive analysis can be generalized or not and the descriptive hypothesis is proven or not. Testing the level of tourist attraction in West Java is carried out with the t-test with two tailed. Indicators used to declare the tourist attraction is if the average score of value obtained is equal to 5. The statistical hypotheses formulation is as follows:

$H_0 \mu = 5$ tourist attraction indicates conditions are not attractive

$H_1 \mu \neq 5$ tourist attraction indicates the conditions are attractive

Here are the results of descriptive hypothesis testing based on the frequency distribution of respondents:

Table 4
Descriptive Hypothesis Testing
for Tourist Attraction Variable

Hypothesis	Average	Standard Deviation	t-count	t-table	Explanation
$H_0 : \mu_1 = 5$ $H_1 : \mu_1 \neq 5$	3.51	0.87	-37.25	1.96	H_0 rejected

Source: Processing Data

The average score of the tourist attraction is 3.51 with a standard deviation of 0.87. Testing by t-test with two-tail show t-value is -37.25. T-value is smaller than t-table ($-37.25 < -1.96$) so that it can be concluded that H_0 is rejected with an average score of tourist attraction that is obtained is not equal to 5. This means that the attractions in West Java have not attractive.

This situation indicates that the all of tourist attractions in West Java has not been attractive. This is in accordance with the conditions stated in the previous descriptive analysis and also in accordance with empirical phenomena.

4.2. The Uniqueness of Resources

Pearce and Robinson (2003: 127) state that the uniqueness or competence of resources can be created through three forms of assets, namely: (1) tangible assets: infrastructure, finance (2) intangible assets: reputation, motivation, knowledge, technology, culture, communication, and (3) the company capabilities: the development of human resource competencies, commitment to improving performance, the adjustment in the company's internal capabilities.

Responses from traveler and tourist object managers to the uniqueness of the resource can be seen in the table below:

Table 5
Average of Achievement Total from TheUniqueness of Resources
According to Tourist Perception

Dimension	Achievement of Score
Tangible asset	71.23%
Intangible asset	69.51%
Company Capabilities	69.58%
Average	70.11%

Source: Processing Data

Based on the table above, it can be seen that scores the variable of the uniqueness of the resource according to the response of tourists is 70.11%. The score is not much different with response from tourist object managers (70.63%) that is presented in the table below. It can be concluded that there is no difference between the perception from tourists with tourist object managers regarding the uniqueness of the resource variables.

Table 6
Average of Achievement Total from The Uniqueness of Tourist
According to Tourist Object Managers Perception

Dimension	Achievement of Score
Tangible asset	71.33%
Intangible asset	62.89%
Company Capabilities	70.67%
Average	70.29%

Source: Data Processing

Based on the above table, the uniqueness of the resources on the thirty destinations in West Java is quite unique by value of 70.29%. This indicates that the tourist destination in West Java enough to think of the development and enhancement of tangible assets, intangible and company capabilities. However, there are some aspects that have not been optimal, especially in the aspect: the reputation, technology, organizational culture, communication, human resources competencies and adjustment of internal capabilities. As stated by Marti (2004), the uniqueness of the resource or resource competence is a fundamental basis for improving the company's competitive advantage.

It is clear that attractions in West Java will be able to implement a variety of strategies in an attempt to increase competitive advantage, if the uniqueness of its resources have been unique. Results of this study support research of Cater (1993), Dowling (1991), Lee (2015), Scheyvens (1999), which states that natural resources are unique resources that are difficult to be imitated by other attractions. This is in line with the opinion of Wheelen and Hunger (2008: 2) that states that through the uniqueness of resources, corporate strategy can be created and through the uniqueness of resources, the excellence strategy can be. These conditions ultimately can bring profit as a reflection of the company's performance. The results support the research results about the uniqueness of resource that have been performed by Ferrario (1979); Richard (2010); Prasetyo, et al. (2001).

To measure the strengths and weaknesses of the company's resources can be done by comparing it with the resources available resources previously and comparing with the resources of major competitors in the industry.

4.2.1 Tangible Asset

Responses of tourists and tourist object managers about the tangible assets on the thirty tourist destinations in West Java, is indicated by the table below:

Table 7
Dimension of Tangible Asset
According to Tourist Perception

No	Indicators	Score of Responses					Total Score	Achievement of Score
		5	4	3	2	1		
1	Availability of Facilities	46	159	188	11	1	1453	71.75%
2	Availability of Capital	61	117	207	18	2	1432	70.72%
Average							1442.5	71.23%

Source : DataProcessing

Based on the table above can be seen that the scores of the dimension of tangible assets according to the responses tourists is 71.23%. The score is not much different from the response from tourist object managers (71.33%) that presented in the table below. It can be concluded that there is no difference between the tourist perception with the tourist object managers perception about the dimension of tangible asset.

Table 8
Dimension of Tangible Asset
According to Tourist Object Managers Perception

No	Indicators	Score of Response					Total Score	Achievement of Score
		5	4	3	2	1		
Dimension of Tangible Asset								
1	Availability of Facility	5	17	4	4		113	75,33%
2	Availability of Capital	4	14	4	5	3	101	67,33%
Average							107	71,33%

Source: Data Processing

Based on the table above, it appears that the majority of tourists stated that the tangible assets at a tourist destination in West Java are 71.33%. This indicates a tourist destination in West Java have been considering the provision of tourist facilities. Facilities are factors that can affect the performance of the tourist destination in West Java. Therefore, these facilities need to be improved both in terms of ownership and management. This is in line with the opinion of Pearce & Robinson (2003: 127) that the tangible assets are generally used by companies in order to provide value to the consumer.

Nevertheless, there are some problems experienced by the tourist object manager in West Java, namely the lack of capital as a result of the application of the law on asset management and lending. As stated by Collis and Montgomery (2005: 30) that there are three categories of company resource, namely: tangible assets, intangible assets, and organizational capabilities. The uniqueness of the resource is everything for the company, because it can provide strength and weakness for the company. Results of previous research conducted by Dweyer and Kim (2003); Henderson (2007); Lin (2007)

and Prasetyo (2001) indicated that the uniqueness of the tourist destination is very important to be considered in the development of a tourist destination.

4.2.2 Intangible Asset

Responses of tourists and tourist object managers about the intangible assets can be seen in the table below:

Table 9
Dimension of Intangible Asset
According to Tourist Perception

No	Indicators	Score of Response					Total Score	Achievement of Score
		5	4	3	2	1		
1	Reputation	42	155	206	1	1	1451	71.65%
2	Motivation of Employee	32	146	214	12	1	1411	69.68%
3	Knowledge	45	119	232	9	0	1415	69.88%
4	Technology	33	106	228	35	3	1346	66.47%
5	Culture	32	136	226	11	0	1404	69.33%
6	Communication	48	124	217	16	0	1419	70.07%
Average							1407.67	69.51%

Source : DataProcessing

Based on the table above can be seen that the achievement of score from dimension of intangible assets according to the perception of tourists is 69.51%. This score does not vary much with the tourist object managers responses presented in the table below which amounted to 62.89%. It can be concluded that there is no difference between the perceptions of tourists with the manager about the dimension of intangible assets.

Table 10
Dimension of Intangible Asset
According to Tourist Object Manager Perception

No	Indicators	Score of Response					Total Score	Achievement of Score	
		5	4	3	2	1			
Dimension of Intangible Asset									
1	Reputation		15	4	7	4	90	60%	
2	Motivation of Employee		5	17	2	3	3	108	72%
3	Knowledge		3	19	2	4	2	107	71,33%
4	Technology		6	8	5	4	7	92	61,33%
5	Culture		2	8	5	6	9	78	52%
6	Communication		5	9	5	4	7	91	60,67%
Average							94,33	62,89%	

Source: Data Processing

Based on the above data, overall, respondents gave a judgment that quite unique intangible assets is 69.51%. This indicates that the manager of a tourist destination in West Java needs to pay more attention to culture, especially related to discipline working hours. Cultural of managing of a tourist destination in West Java is still quite

yet either. The Majority tourist destination management held by government-owned enterprises are mostly less strict in culture of working hours. This condition is in line with the opinion of Pearce & Robinson (2003: 127) that the concept of employee engagement is very important in determining the role of human capital on organizational performance. Some of them improve the quality of employment, job satisfaction, reduce absenteeism and lower the amount of desire to change jobs.

In addition, the management of tourist destination in West Java must give attention to issue of reputation. Generally, a tourist destination in West Java was managed by local governments that are bound by many rules and regulations. This is the cause of investors are less interested in investing in tourist destination in West Java. Therefore, the reputation of the tourist object manager in West Java has not been good in the eyes of investors. In fact, a good reputation will produce a good image in the perception of tourists and managers themselves.

On the other hand, the tourist object manager is also not maximized in exploiting the role of technology. Using of technology, information about the company and its products can be delivered to the tourist without being limited by space and time. This is in line with the statement of Hill and Jones (2001: 137) that the core competence or a distinctive competence is unique strengths, which enable the company achieve superiority in the aspect of efficiency, quality, innovation, and customer responsiveness, creating superior value and competitive advantage. This asset is an asset that is difficult to be duplicated and to be the key in designing and implementing the strategy. Therefore, it is very necessary to be improved; especially the technology used must be up to date because global competition is occurring now. On the other hand, the tourist object manager is also not maximized in exploiting the role of technology. Using of technology, information about the company and its products can be delivered to the tourist without being limited by space and time. This is in line with the statement of Hill and Jones (2001: 137) states that the core competence or a distinctive competence is unique strengths which enable the company achieve superiority in the aspect of efficiency, quality, innovation, and customer responsiveness, creating superior value and competitive advantage. This asset is an asset that is difficult to be duplicated and to be the key in designing and implementing the strategy. Therefore, it is very necessary to be improved, especially the technology used must be up to date because global competition is occurring now.

4.2.3. Company Capabilities

The traveler response regarding to company capabilities shown in the table below:

Table 11
Dimension of Company Capabilities
According to Perception Tourist

No	Indicators	Score of Response					Total Score	Achievement of Score
		5	4	3	2	1		
1	HR Competency Development	35	133	225	12	0	1406	69.43%
2	Commitment Improve Performance	31	146	209	18	1	1403	69.28%

3	Internal Adjustment Capabilities	36	148	204	17	0	1418	70.02%
Average							1409.00	69.58%

Source: Data Processing

While response from tourist object manager about the dimensions of organizational strength can be seen in the table below:

Table 12
Dimension of Company Capabilities
According by Tourist Object Manager

No	Indicators	Score of Response					Total Score	Achievement of Score
		5	4	3	2	1		
Dimension of Company Capabilities								
1	HR Competency Development	4	19	3	1	3	110	73,33%
2	Commitment Improve performance	3	23	1		3	113	75,33%
3	Internal Adjustment Capabilities		18	2	7	3	95	63,33%
Average							106	70,67%
Total Average							102,44	70,63%

Source: Data Processing

Based on the table above can be seen that the achievement of scores from dimension of company capabilities according to the perception of tourists is 69.58%. The score is not much different with response of tourist object manager that is 70.63%. It can be concluded that there is no difference between the perceptions of tourists with the manager about the dimension of company capabilities.

Based on the table above shows that overall, company capabilities is 70.63%. This indicates that managers think to improve the competence of human resources through education and training for employees. Education and training are carried out through cooperation of the tourist object managers with universities in West Java Province. Nevertheless, there are still constraints faced by tourist object manager in West Java, because they have not been doing the adjustment their internal capabilities. This condition is seen because there is a discrepancy in the education possessed with fieldwork handled. This is in line with the statement Pearce and Robinson (2003: 128) that the company capabilities in combining human and process can be used company to transform inputs into outputs.

4.2.4. Descriptive Hypothesis Testing of The Uniqueness of Source Variable

To test the degree the uniqueness of resource from tourist destination in West Java, it performed testing of statistical hypothesis with two tailed. Measurement used to express the uniqueness of the resource is if the average score obtained is equal to 5. The formulations of statistical hypotheses are:

$H_0: \mu = 5$ Resources attractions in West Java is unique

$H_1: \mu \neq 5$ Resources attractions in West Java is not unique

Here are the results of descriptive hypothesis testing that refer to the frequency distribution of respondents.

Table 13
Descriptive Hypothesis Testing from The Uniqueness of Resources Variable

Hypothesis	Average	Standard Deviation	t _{-count}	t _{-table}	Explanation
H ₀ : $\mu_1 = 5$ H ₁ : $\mu_1 \neq 5$	3.49	0.73	-37.75	1.96	H ₀ rejected

Source: Processed data

The average score of the uniqueness of the resources obtained is 3.49 with a standard deviation of 0.73. Calculation of statistical tests on average data of score of the uniqueness of the resources that used two-way statistic test shows that t-value is -37.75. The results obtained show t-value smaller than t-table (-37.75 < -1.96) so that it can be concluded that H₀ is rejected with an average score of the uniqueness of the resources obtained are not equal to 5. This means that the resources of object tourism in West Java are not unique.

This situation indicates that the overall attractions in West Java yet have unique resources. This is in accordance with the conditions stated in the previous descriptive analysis and also in accordance with empirical phenomena.

5. CONCLUSION

The overall, the attraction of tourist destinations in West Java is quite interesting. However, there are several conditions that need to be fixed, especially the conditions that associated with long time of travel, length of stay of tourists, and the role of the travel company.

The uniqueness of resources from tourist destination in West Java is quite interesting. There are several constraints faced by managers of attractions in West Java, such as reputation, technology, organizational culture, communication, competence of human resources, and adjustment of internal capabilities that still needs to be improved.

REFERENCES

- [1] Alhemoud, Abdullah, M., Edward, G., Armstrong. (1996), "Image of Tourism Attractions in Kuwait", *Journal of Travel Research*, April. Vol. 34 no. 4 76-8.
- [2] Affuah, Allan. (2004), *Business Model, A Strategic Management Approach. 1st edition, Mc. Graw Hill*, New York.
- [3] Collis, J., David., Montgomery, Cynthia, A. (2005), "Corporate Strategy: A Resource-Based Approach", 2nd ed, *Boston: McGraw-Hill*.
- [4] Cater, E. (1993), "Ecotourism in the Third World: Problems for sustainable tourism development", *Tourism Management*, 14(2), 85-90.
- [5] Cravens, David, W., Nigel, F., Piercy. (2009), "Strategic Marketing", 9th Edition, *New York: McGraw-Hill*.
- [6] Dowling, R.K. (1991), "Tourism and the Natural Environment: Shark Bay, Western Australia", *Tourism Recreation Research*, 16(2), 44-48.
- [7] Dwyer, L., Kim, C. (2003), "Destination competitiveness: Determinants and indicators", *Current Issues in Tourism* 6 (5).

- [8] Ferrario, Franco, F. (1979), "The Evaluation of Tourist Resources: An Applied Methodology", *Journal of Travel Research*, (January) Vol. 17 no. 3. pp18-22.
- [9] Goeldner, R., Charles, Ritchie, Brent, J. R., Woodrow, Robert. (2000), "Principles, Practices, Philosophies", Edisi 8, *McGraw-Hill*.
- [10] Henderson, Joan, C. (2007), "Uniquely Singapore? A Case Study In Destination Branding", *Journal of Vacation Marketing*, (July) Vol. 13 no. 3 261-274.
- [11] Hill, L.W., Charles., Jones, R., Gareth. (2001), "Strategic Management: An Integrated Approach", Edition, 5, annotated. *Publisher, Houghton Mifflin*.
- [12] Ismayanti. (2010), "Pengantar Pariwisata", *PT. Gramedia Widia sarana Indonesia. Jakarta*.
- [13] Jerab, Daoud, Alper, Mustafa., Baslar, Atilla. (2011), "The Impact of Core Competencies on Competitive Advantages in Istanbul Tourists companies", *Social Science Research Network*.
- [14] Jin, J. (2002), "Tourist Satisfaction with Cultural/Heritage", *Virginia Polytechnic Institute and State University*, master thesis, pp. 27-39.
- [15] Kan, Rulian., Shenghua, Wang., Qinqin, Yan. (2009), "Study on the Model of the Community Managing in Tourist Attractions", *International Journal of Business and Management* ISSN 1833-3850 Vo. 4 No. 9.
- [16] Ko, Pen, Fa., Liu, Yung, Lun. (2011) "A visitor-focused study of tourism attraction in Taiwan: Empirical evidence from outbound Chinese tourists", *Journal of Hospitality Management and Tourism*, Vol. 2(2) pp. 22-33.
- [17] Lee, Kwang, Hoon. (2015), "The Conceptualization of Country Attractiveness: a Review of Research", *International Review of Administrative Sciences*, May. 27.
- [18] Lew, A., Alan. (1987) "A Framework of Tourist Attraction Research", *Annual of Tourism Research*, Vol. 14. Pp 553-575.
- [19] Lin, Chung, Hsien. (2007), "Examining the Role of Cognitive and Affective Image in Predicting Choice Across Natural, Developed, and Theme-Park Destinations", *Journal of Travel Research*, (November). Vol. 46 no. 2 183-194.
- [20] Leask, Anna. (2010), "Progress in Visitor Attraction Research: Towards More Effective Management", *Tourism Management*, 31. pp 155-166.
- [21] Lovelock, Christopher, H., Wright, Lauren, K. (2002), "Principles of Service", *Marketing and Management, Prentice Hall Inc*.
- [22] Marpaung, Happy. (2000), "Pengetahuan Kepariwisata", *Bandung: Alfabeta*.
- [23] Marti, Jose., Maria, Viedma. (2004), "Strategic Knowledge Benchmarking System: a knowledge-based strategic management information system for firms", *Jurnal Knowledge management*, 2004-8-6 page 31.
- [24] Pearce, A, John., Robinson, B, Richard. (2003), "Strategic management: formulation, implementation, and control", *Business week*. Irwin/McGraw-Hill.
- [25] Peters, Mike., Klaus, Weiermair. (2000), "Tourist Attractions and Attracted Tourists: How To Satisfy Today's 'Fickle' Tourist Clientele", *The Journal Of Tourism Studies*, Vol. 11, No. 1, (May). Pp. 22-29.
- [26] Prahalad, C.K., Hamel, Gary. (1990), "The Core Competence of the Corporation", *Harvard Business Review*, vol. 68, no. 3 May - June 1990, pp. 79-91.
- [27] Prasetyo, Triyugo., Eka, Afnan, Troena., Faturachman, Djumahir. (2001), "The Effect Uniqueness Value And Value Creative On Competitive Advantage, Attraction Tourism Destination By Resource Based View Theory (Studies In The Creative Industries In Bandung)", *International Journal of Business and Management Invention*. Volume 2 Issue 6. June. pp. 58-64.

- [28] Richards, Greg. (2010), “Critical Review Increasing The Attractiveness Of Places Through Cultural Resources”, *Tourism, Culture & Communication Journal*, Vol. 10, pp. 110–124.
- [29] Scheyvens, R. (1999), “Ecotourism and the Empowerment of Local Communities”, *Tourism Management*, Vol. 20 (2), pp. 245-249.
- [30] Shyan, Horng, Jeou., Tsang, Tsai, Chen. (2012), “Exploring Marketing Strategies for Culinary Tourism in Hong Kong and Singapore”, *Asia Pacific Journal of Tourism Research*, Volume 17, Number 3, 1 June 2012 , pp. 277-300(24).
- [31] UU Republik Indonesia No. 10 Tahun. (2009), Tentang Kepariwisata.
- [32] Wheelen, Thomas, L., Hunger, J, David. (2008) “Strategic management and business policy: Concepts”, 11th edition, *Pearson/Prentice Hall*.
- [33] Yang, MH. (2007), “The Study of Impact of Socio-Demographics and Travel Characteristics of Tourists from Mainland China on their Travel Satisfaction”, *Department of Sports & Leisure, Taiwan Normal University*, master thesis. pp. 78-92.