The potential of Jakarta-Surabaya high-speed rail in developing tourism: Learning from Japan

Cendera Rizky Anugrah Bangun[1*], Dian Fitriana Pratiwi[2], Helga Liliani Cakra Dewi[1]

[1]*Department of Strategic Communication, Universitas Multimedia Nusantara*
Scientia Boulevard, Gading Serpong, Tangerang, Indonesia
[2]*International Tourism Business, Tokyo Institute of Tourism*
3-21, Ichigayatamachi, Shinjuku-ku, Tokyo, Japan
Email: cendera.anugrah@umn.ac.id, Phone: +62 21 54220808

Abstract The Shinkansen is the fastest bullet train in Japan. Shinkansen greatly improve the tourism economy in some cities in Japan. Shinkansen is extremely handy for foreign visitors and reduces the cost of visiting numerous places in Japan. As is known, MRT in Jakarta is one of the collaborative projects between Japan and Indonesia. Indonesia also has a 'semi-fast' train that travels between Jakarta and Surabaya at 140-145 km/hour. Learning from the Shinkansen in Japan, the Indonesian Semi-High-Speed Train also has the potential to increase the tourism sites in Indonesia with the help of a 'push and pull strategy.' This case study used interviews and literature reviews for data collection. In this study, after data was collected, it was used to analyse the mode of transportation for tourism destinations and the marketing strategy that can be used for this research. The result of this study is that Indonesia can also imitate the implementation of tour packages from Japan's railway and tourism system. Shinkansen connects tourist destinations in various cities (intercity), and it is hoped that the semi-fast train built by the Indonesian government can do the same thing. Railways as tourism transport are only one thing in developing tourist destinations. The other thing is, of course, related to integrated tourism planning.

Keywords: railways; tourism communication; shinkansen; push strategy; pull strategy

INTRODUCTION

The Republic of Indonesia has a total population of approximately 273.5 million as of 2020. Tourism has become the priority sector that has an important role in economic activities. Many countries compete to develop their tourism potential to increase state income (Yoeti, O. 2008, p.1). Since the COVID-19 pandemic, tourism has suffered a lot, and many countries have been affected. COVID-19 pandemic has decreased tourism arrivals and caused a sharp global economic decline.

*) Corresponding Author

As countries impose travel restrictions and economic prospects continue to fall, recovery in tourism activities will not be easy. This will require support tools that help to resume activities, compensate for the losses, and recover confidence (Bakar and Rosbi, 2020; Korinth and Ranasinghe, 2020), (ESQUIVIAS *et al*., 2021). Kitamura (Kitamura, Karkour, *et al*., 2020) mentioned in his paper that in Japan, in March 2020, the number of international tourist arrivals decreased by about 93% compared to last year at the same period, before it is usually the peak international tourist arrivals of the year. The World Tourism Organization (UNWTO) also reported several significant scenarios for the tourism industry. COVID-19 is the greatest shock to international tourism since 1950 and represents an abrupt end to the 10 years of sustained growth that followed the 2009 financial crisis (Kitamura, Ichisugi, *et al*., 2020). As of November 2020, the tourism industry continues to be affected by the COVID-19 pandemic. In the post-COVID-19 society, it will be necessary to maintain the greenhouse gas (GHG) emissions reductions achieved in this short period and realise economic recovery. This recovery must also be sustainable for tourism stakeholders and society (Kitamura, Ichisugi, *et al*., 2020).

According to the previous research by Esquivias *et al.,* in "*Tourism Demand in Indonesia post-pandemic period* (ESQUIVIAS *et al*., 2021), Indonesia may benefit from competitive prices and weak currencies in the post-pandemic time. Nevertheless, if foreign tourists' disposable income drops substantially, it may cancel out the gains from competitive relative prices (ESQUIVIAS *et al*., 2021). The central government tries to achieve tourism goals in the current tourism development. Hadi *et al*. (2021) stated that the supply of Indonesia's tourism service industry certainly plays a vital role in meeting tourism needs, including accommodation, transportation, tours, food & beverages, and entertainment businesses. For the last decade, the Indonesian government has placed special attention on tourism activities, expecting to increase foreign arrivals to 20 million by 2020 and eventually increase the contribution of tourism to GDP (ESQUIVIAS *et al*., 2021).

One of the government's efforts in developing tourism destinations is the development of National Tourism Destinations (DPN) and the establishment of National Tourism Strategic Areas (KSPN), described in Indonesian Government Regulation 50 of 2011 concerning the RIPARNAS or National Tourism Development Master Plan. Along with that, in 2020, the Ministry of Tourism also promoted tourism actively in Australia, India, Japan, South Korea, Malaysia, Singapore, and China via the Wonderful Indonesia campaign; established Visit Indonesia Tourism Officer (VITO) operation in the six countries, and regularly participated in tourism exhibitions (ESQUIVIAS *et al*., 2021).

To understand tourism better, we first have to look at its definition. The UK Institute of Tourism defines tourism as "*the temporary short-term movement of people to destinations outside the places where*

they normally live and work, and activities during their stay at these destinations. It includes movement for all purposes and day visits or excursions" (Holloway, J. C., & Humphreys, 2019). Meanwhile, International Government Conference held in Ottawa, Canada, in 1991 stated that "*tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.*"

Because sometimes the purpose of the trip is blurred between leisure and work, UNWTO then classifies three basic forms of tourism based on the border crossing (Holloway, J. C., & Humphreys, 2019): 1) Domestic tourism involving residents of the given country travelling only within this country; 2) Inbound tourism involving non-residents travelling in the given country; and 3) outbound tourism involving residents travelling in another country.

Railways have long been considered the safest and most reliable mode of transport and were the leader in passenger traffic until innovations in the automotive industry made aviation widely available and became a more feasible means of mobility over medium and long distances. In the 1850s, Japan, France, and other developed countries decided to stop the decline of the classical railway industry by introducing new concepts (Smirnov *et al*., 2022). Based on the previous research from Smirnov (2022), the evolution of high-speed rail transport in 19 to 21 centuries has shown that the train is increasing in speed in kilometres per hour, as we can see from the figure 1.
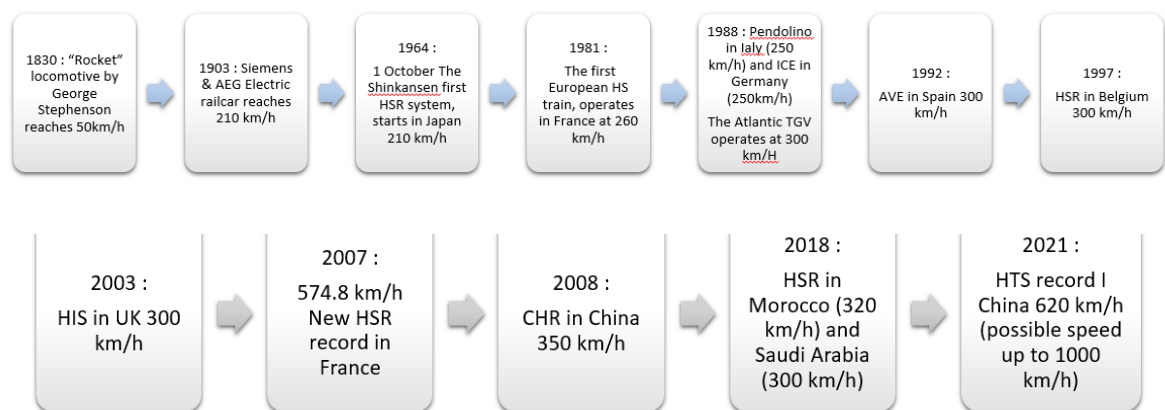

Figure 1. Evolution of high-speed rail transport in 19 to 21 century
Source: Smirnov *et al*., 2022

Previous research, "*Features of the Development of High-Speed Railway Communication*" by Smirnov *et al*. (2022), concludes that high-speed railways play an important role in developing countries. It also affects the country's economy and the flow of tourism. Potential high-speed rail passengers are external and internal tourists. Therefore, with the development of high-speed highways, the flow of tourists and the state's profit increased (Smirnov *et al*., 2022).

The country's transport services are associated with the tourist that comes to one (Anjasmara, Urfani, & Marlita, 2017). The growth of the tourism sector is expected to impact the country's transportation development. HSR (High-Speed Rails) has become a milestone in the transportation traffic revolution for the recent community. Wang stated that these high-speed rails had become a common development trend of railways in different countries because it solves the problem of rapidly transporting many passengers. It is expected to enable increased travel distance and affect the travel destination choices of tourists, which can significantly change the spatial distribution of tourism materials (Wang, D., Qian, J., Chen, T., Zhao, M., & Zhang, 2014)

Table 1. Top 10 Countries for Travel by Rail

Domestic leisure travel by rail (millions)		International inbound rail passengers (millions)		International outbound rail passengers (million)	
China	361.3	Ukraine	12.6	Russia	10.2
India	104.2	France	11.8	Hong Kong	9.6
Japan	84.6	Russia	10.1	Ukraine	6.5
USA	62.8	Hong Kong	4.8	Belarus	4.8
Russia	30.5	Hungary	2.9	China	3.4
Indonesia	29.4	Ukraine	2.7	Ukraine	3.2
France	28.4	Belarus	2.5	Germany	3.2
Germany	21.6	Austria	2.3	Hungary	2.4
Egypt	20.6	Italy	2.0	Switzerland	2.3
Ukraine	15.0	Belgium	1.8	France	2.2

Source: Holloway & Humphreys, 2019, p.500.

Based on the Table 1, we can see that there are ten countries that each use the railway for travel. Because of the development in coach transport, public road vehicles have become more comfortable, faster and more reliable, and the significant gap in price between road and rail encouraged those without private vehicles to switch to road transport for their holidays. At the same time, the better-off made increasing use of their private cars. However, not all of them use railway transportation for international travel purposes. Some use railways only for domestic leisure travel, such as India, Japan, the USA, Indonesia, and Egypt. Meanwhile, countries such as the UK, Belarus, Belgium, and Hong Kong are the ones that use railways for international purposes, and there are quite a number of international passengers inbound or outbound. As for Germany, Ukraine, France, and China, the passengers who use railway transportation are for domestic and international purposes.

According to Holloway (Holloway, J. C., & Humphreys, 2019), expanding railways across Europe impacts pursuing tourists to use their services. The European rail service industry is Eurostar rail. After that, the agreement between Thalys and Eurostar international rail network under the brand name Railteam helped boost rail travel between London and Amsterdam. As we can see from the picture above, rail travel is also

important and used in many countries too. Tourists that use rail travel usually avoid traffic congestion and crowded terminal in the airport. Japan is one of the most successful countries using rail transportation for travel. It is known for its Shinkansen bullet train or the high-speed train.

Railways expansion in Japan (Figure 2), however, can make people could move comfortably and easily, helping to boost social interaction. Timetables also started advertising sightseeing spots near lines and functioning as general travel guides. According to Wang, the high-speed railway remarkably influences the spatial pattern of regional tourism by changing its accessibility (Wang, D., Qian, J., Chen, T., Zhao, M., & Zhang, 2014).
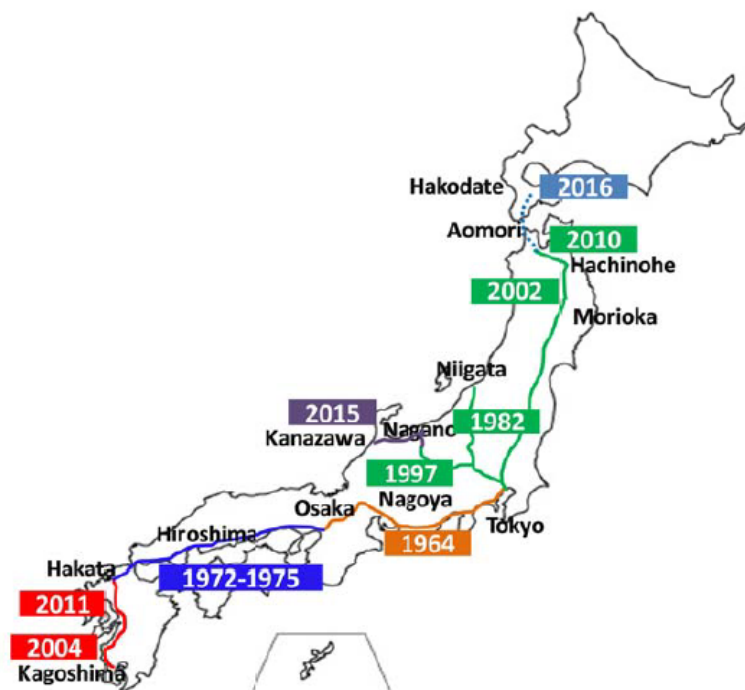

Figure 2. Shinkansen Network
Source: Kurihara & Wu, 2016.

According to Kurihawa and Wu (2016), the topic of the Shinkansen extension in Japan is related to the shrinking population. The Shinkansen network was built to link cities with large populations when it was first established. Now with the Shinkansen network being expanded to small-sized cities, there are discussions concerning the scale of impact. The second issue is the limitation of the government's financial budget. There is a trade-off on whether investing in HSR in small cities is appropriate. Therefore, it is important to understand the impact of HSR in small cities, among which the impact on tourism development is the main aspect (Kurihara & Wu, 2016).

Based on previous research, Kurihara found that the cities that Shinkansen connect have experienced an increase in visitor arrivals or tourism demand to their cities compared to those not connected to Shinkansen.
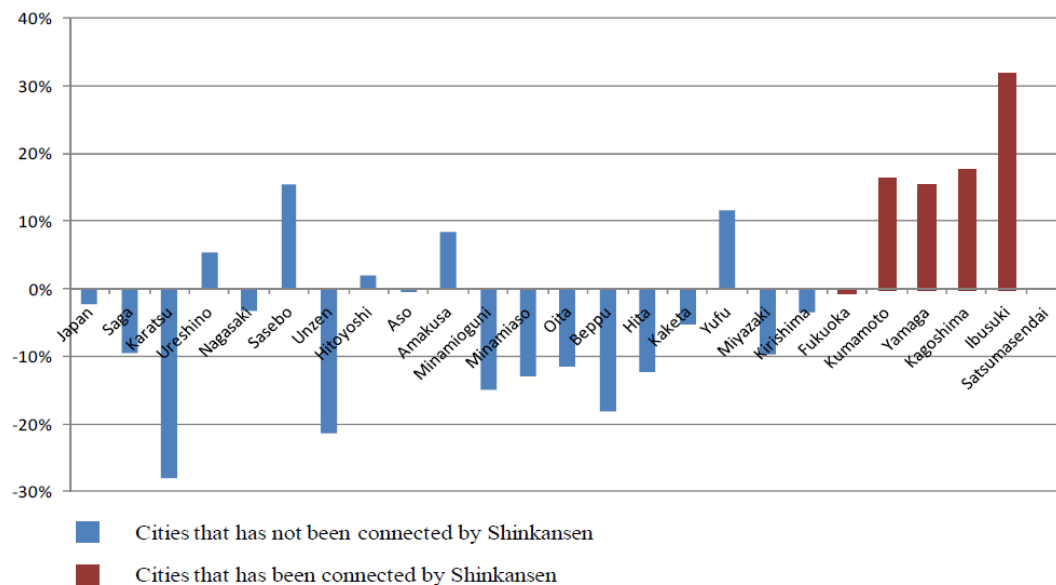

Figure 3. Tourism demand in the Kyushu Region
Source: Kurihara & Wu, 2016.

As seen in the figure 3, previous research shows that cities that extended the Shinkansen connection have shown significant growth. Kyushu Region, specifically, has the extension of the Shinkansen network that contributed to an obvious growth in tourism demand.

Learning from Japan, the Indonesian government is getting serious about developing the railway transportation sector. The new Jakarta-Surabaya semi-high-speed train is confirmed to be finished by 2022. Moreover, it will facilitate the mobility of people and goods to be faster, time and cost-efficient, pushing the economy business, tourism, trading, and investment (Meilani, 2020). However, according to Kurihara (Kurihara & Wu, 2016), in a statement report published by Suda in 2014, the president of Central Japan Railway Company was at that moment. According to him, those expected outputs of the Jakarta-Surabaya semi-fast train are similar to the output of Japan's fastest train, the Shinkansen. The establishment of the Shinkansen has made significant tourism growth in almost all areas connected to the Shinkansen network. While the other forms of transportation by land, such as bus or car, maybe not be as pricey as the high-speed train, if the tourists prefer to go to the destination faster and more conveniently, they could use the high-speed train like Shinkansen (Kurihara & Wu, 2016).

Based on previous research, this paper wants to look at the MRT Project in Jakarta that aims to relieve traffic congestion in Jakarta. At this moment, Jakarta, the capital city of Indonesia, has suffered from traffic jams because the main means of transportation is land transportation, such as private cars and motorcycles. Only a small fraction of the population uses the bus. Actually, public transportation like Trans Jakarta or trains could reduce the traffic jams in Jakarta. Nevertheless, public transportations are only used by workers to go to their offices. Not all public transportation is used for tourism purposes. This situation can also be seen in some tourist destinations. Visitors often have to connect several times to get to their destination, which is ineffective or, most of the time, not convenient. However, the construction of the MRT is expected to help the development of tourism from Jakarta to other potential cities as tourism destinations. The Mass Rapid Transit (MRT) project is an undergoing project that aims to relieve terrible traffic in Jakarta, Indonesia's capital city. The North Jakarta to South Jakarta link is being developed, while an East-West line is being studied. The North Jakarta to South Jakarta line links Kampung Bandan (located in North Jakarta) to Lebak Bulus (South Jakarta). The first stage was expected to open to the public in 2018. The semi-fast train is planned to be operated in 2022. Budi Karya Sumadi, the Minister of Transportation, said the government is communicating with Japan to build the Jakarta-Surabaya semi-fast train project: "*We are in intensive talks with Japan to improve services from Jakarta to Surabaya by semi-fast train which takes less than 6 hours, now it takes 9 to 10 hours to Surabaya*" (20 March 2021).

Furthermore, Budi Karya said electric trains are a necessity in society. So, he ordered the Director General of Railways to take the project. Previously, Budi discussed the Jakarta-Surabaya semi-high-speed rail project in a bilateral meeting with Japanese Ambassador Kanasugi Kenji. They discussed transportation cooperation opportunities at the Ministry of Transportation Office, Jakarta, on Wednesday, 10 February 2021. Can Indonesia imitate developed countries such as Japan in developing tourism spots and railways such as the Shinkansen or super-fast trains? More specifically, the key questions of this study are to identify the tourism influence largely brought about by the opening of the railway and to discuss the socio-economic advantages and issues associated with tourism development related to the Railway project Jakarta-Surabaya. The Jakarta-Surabaya project will be able to expand its route to Bali and revive the local economy in other tourism destination cities that are crossed by Indonesian semi-fast trains. Such as Jakarta-Bandung-Cirebon-Tegal-Pemalang-Pekalongan-Semarang-Jepara-Tuban-Surabaya-Probolinggo Banyuwangi-Bali.

Based on the background of the problem, the researcher wants to examine whether the northern semi-high-speed rail project from Jakarta to Surabaya can be developed throughout Indonesia by imitating Japan to connect and revive cities along the railway line to increase inter-city tourism throughout Indonesia.

Holloway and Humphreys (2019) stated that the future relies on the assurance that railways can travel at higher speeds than even the fastest in operation today. According to them, the Maglev (Magnetic levitation) give the opportunities for railway journeys at speeds of up to 360 mph, but the cost of building these is restrictive. The cost of maintenance is much deducted. The track consisting of a metal trough generating a magnetic field offers high speed with extraordinary quietness and calmness. This arrangement can make the tourist experience the journey to be more convenient.

Tourist Information Centres or TICs are important in spreading tourism information. Visitor centres can take many significant parts: they can be used to educate and inform visitors, become an attraction, grant protection to the resource, and maybe affect tourists' behaviour. Tourist centres may come up with comfortable areas where tourists can conveniently park their transportation or located in the centre places and can attract visitors in a way that can then be managed appropriately. Tourists can explore the areas conveniently. This hub means that driving routes, railways, cycling trails, or walking on foot trails can be constructed, affecting the behaviour of the visitors. A tourist information centre usually provides information about car parking, access to shuttle buses, accommodation facilities, local cuisines, details of maps, nearby restaurants, transport options, and local events.

Many tourism industries have used various technological methods to check tourist behaviour to gain knowledge and know the consumers' experience. One of the examples, one of the largest tourist centres in the United Kingdom called Alton Towers, provided people who visit with an app connected to their mobile phone that is used to track technology to monitor the time spent in particular areas of the place and which routes they took. The park managers can use this information to help them decide where to site new attractions, accommodation, or what kind of cuisine the visitors prefer. Monitoring the badge can be utilised to track the movements of the tourists and can be used at business events such as exhibitions and conferences. The Internet can provide various opportunities to disseminate information about the area and enhance visitor management, allowing the flow of tourists' arrivals to be handled (Holloway & Humphreys, 2019).

As mobile technology accelerates, it offers an opportunity for the development of tourism itself. The computer-mediated communication reservation system was just one of the steps into information technology

that the public sector took. The services of opportunities and information to reserve tickets conveniently using the provided application or mobile software could help assure that tourists can plan their travels with greater benefit. On the other hand, GPS systems can also provide updated information about accommodation, cuisines, and attractions in the immediate environment. Local tourist boards frequently act as a way to provide information for the tourist. It is likely to be the newly emerging destination management organisations that supply up-to-date data or information on nearby attractions, local events, local food and cuisines, lodges or accommodation, all of which will inspire tourists to visit the place. As shown in the picture below, Tourist Information System (TIS) can be developed, replacing or supporting the existing TIC. The incorporated information about carriers, attractions, and accommodation could be provided by the government (public sector) and the private sector (destination management organisation). The earlier phases of IMC's implementation in tourism and travel featured incremental ICT innovations with information communication technology (Rosário, Raimundo & Cruz, 2022). However, the new frontier in IMC adoption today involves incorporating digital technologies such as artificial intelligence-powered technologies and robotics into contemporary approaches to tourism marketing and communications (Kaur, 2017). Two notable and intersecting sources of competitive advantage continue to dominate business practices in the tourism industry in this regard, namely communications and technology (Rosendahl & Gottschalk, 2015). The increasing number of communications options and mechanisms underpinned by technological advancements has accorded critical importance to one's need to integrate and maximise their marketing and communication approaches (Rosendahl & Gottschalk, 2015).

There are the '3Ps' of marketing communications strategy and can be considered generic strategies thanks to their breadth. The first one is the pull strategy. In this approach, the motivation is to stimulate action so that the target audiences expect the offering to be available when they decide to enquire, experiment or make a repeat purchase. This approach is a pull (positioning) strategy to encourage customers to 'pull' products through the channel network. The second one is the push strategy. This communications strategy concerns an attempt to influence other organisations and encourage them to take stock, allocate resources, and help them to become fully aware of the key attributes and benefits associated with each product to add value prior to further channel transactions. This strategy is designed to encourage resale to other network members and contribute to achieving their objectives. Push and pull relate to the direction of communications in a marketing channel: pushing communications down through a marketing channel or pulling consumers/buyers into a channel via retailers as a result of receiving communications. They do not relate to the intensity of communications and only refer to the overall approach. The third

marketing communication strategy is profile, which refers to the presentation of an organisation or country as a whole and the reputation of its brands. The identity is said to be 'profiled' to various other target stakeholder audiences, including consumers, trade buyers, business-to-business customers and a range of other influential stakeholders (Fill & Turnbull, n.d.). Profile strategy focuses on corporate or country's communications upon the development of stakeholder relationships, corporate image and reputation, whether internally, externally or both. To accomplish and deliver a profile strategy, public relations, including media relations, sponsorship and corporate advertising, become the key tools of the marketing communications mix. In the tourism industry, social media is used by tourists to collect information online about tourist destinations, transportation to be used, accommodation, and activities on vacation(Liliani, 2018).
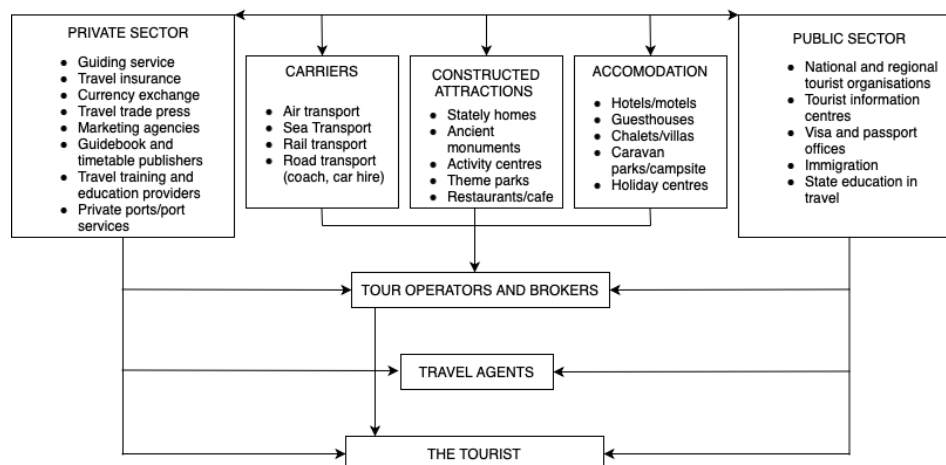

Figure 4. The Network of Sectors in The Tourism Industry
Source: (Holloway, J. C., & Humphreys, 2019)

Based on the finding from previous research (Adamış, E., & Pınarbaşı, 2022), the result is that among the eight emerging themes dominating the images, communication of smart elements conveys far less than expected textual and visual signals from Destination Marketing Organizations despite their smart status, and in turn, from User-Generated Content as well. User-Generated content revealed three different image themes regardless of smartness perception. Destination Marketing Organisations project and give voice to their standard metropolitan areas and neighbourhoods, while User-Generated Contents focus on food-related and emotional elements. The findings show a partial overlap between Destination Marketing Organisations and User-Generated Contents, revealing discrepancies in objects contained in visuals, hashtags and emoji. Moreover, the proposed framework for visual content analysis showed the importance of integrated methods to investigate visual content effectively. From these findings, visual content plays an important part in promoting the content (Figure 4).

METHODOLOGY

This research uses the qualitative method. Qualitative field research enables researchers to observe social life in its natural habitat: to go where the action is and watch. This type of research can produce a richer understanding of many social phenomena than can be achieved through other observational methods, provided that the researcher observes in a deliberate, well-planned, and active way (Babbie, 2020). Data is collected from interviews, various literature, and previous research. In some forms of qualitative research, clarifying concepts is a key element in data collection (Babbie, 2020). Social researchers often speak of case studies, focusing on a few instances of some social phenomenon, such as a village, a family, or a community. Babbie (2020) concludes with the following injunction from John Lofland, an experienced qualitative researcher:

> *"Your overall goal is to collect the richest possible data. By rich data, we mean a wide and diverse range of information collected over a relatively prolonged period of time in a persistent and systematic manner. Ideally, such data enable you to grasp the meanings associated with the actions of those you are studying and to understand the contexts in which those actions are embedded"* (Lofland *et al*. 2006: 15).

In this study, there are two informants. The first informant is Wina, an Indonesian living in Tokyo, Japan, and using JR Pass. The other informant is Japanese. After data is collected, it is used to analyse the mode of transportation for tourism destinations and the marketing strategy that can be used for this research.

RESULTS AND DISCUSSION
High-Speed Train Shinkansen

Sometimes referred to as 'super express's or super speed services in English, Shinkansen is the term used to describe bullet trains in Japan. It literally means new trunk line. Shinkansen trains mostly run on dedicated tracks and stop only at major stations. They are operated by Japan Railways (JR) Group companies and feature some of the world's fastest trains, travelling up to 320 kilometres per hour. In 1964, bullet train services in Japan originated when the Tokaido Shinkansen Line established services between Tokyo and Shin-Osaka, just in time for the Tokyo Olympics (japanstation, n.d).

Shinkansen bullet trains are the fastest way to explore the cities of Japan. The Japan Rail (JR) network is extensive, and the trains can reach a top speed of 320 km/h. From Tokyo to the south runs the Tokaido Shinkansen line, connecting the capital with Osaka. Nine Shinkansen lines take visitors in various directions around Japan. Osaka and Fukuoka, for example, are connected through the Sanyo Shinkansen line. On the other hand, the other six lines, such as Hokkaido, Akita,

Hokuriku, Tokoku, Joetsu, and Yamagata, take visitors to North or inland from Tokyo.

Tokkaido Shinkansen in Japan is the most popular and busiest line compared to several other transportation lines. It is famous for being Japan's first high-speed railway, opening in 1964 for the Japan Olympic Games. It also links the three biggest metropolitan cities of the country: Tokyo to Yokohama, Osaka to Kyoto, and Nagoya. Nozomi, Hikari, and Kodama are three Shinkansen types that operate on this line.

Japan Rail Pass

Japan Rail Pass is one particular ticket available only to people from other countries visiting Japan. Those who want to buy the Pass must know one of the following conditions. Even if visitors have purchased a pass online or have an Exchange Order, they will be unable to pick up the Pass or exchange it if they do not meet the usage conditions. The most important thing to remember about the Pass is that a visitor must purchase the voucher before arriving in Japan. The Pass can also be used on some Japan Rail buses and the Japan RailWest ferry to Miyajima Island off Hiroshima. There are some regulations regarding who can use the Pass and how it can be utilised. It is available to foreigners from other countries that come to Japan with a temporary visitor stamp on their passports. It can be used for free travel on nearly all trains in the Japan Rail system. They are available with periods valid for 7, 14, or 21 days. This period is counted from the day the voucher is exchanged for the Pass.

There are two eligibility requirements for using the JR Pass. First, the JR Pass can only be used by foreign tourists visiting Japan from abroad with the entry status of 'temporary visitors.' Second, the JR Pass can also be used by Japanese citizens living abroad and meeting certain requirements. Visitors who do not meet any of these conditions will not be able to process Exchange Order purchases or exchange vouchers for JR Passes. In addition, if visitors do not meet the eligibility requirements documentation, they will not be allowed to purchase or exchange the JR Pass.

One of the informants supports this statement. She stated that her JR Pass was purchased in Indonesia. She confirmed that the Pass could only be purchased in the country of origin. She mentioned that she had already gone to Japan three times and only used JR Pass for her first trip to Japan. She bought the JR Pass for her first trip because she needed to go out of town, while the other two trips were only inside Tokyo.

"At that time, I had a planned route out of town to Osaka and Nara, and I heard that the Shinkansen ticket was very expensive. But then I bought a JR Pass (it did feel expensive at first) but then, depending on which route we were going. It is very convenient for tourists" (Wina, 2021).

She also stated that there are economic advantages other than the advantages of the comfortable side, "*If you go out of town, it can benefit you because it is not as expensive (as other transportation)*" (Wina, 2021).

Jakarta MRT

Jakarta's Mass Rapid Transit (MRT) is a groundwork railway that aims to relieve great traffic overcrowding in Indonesia's capital city. Currently, the North to South line of the MRT is being constructed, while an East to West line is being explored. On the first plan, this MRT was anticipated to be open to the public in 2018, yet it is not still available until the year 2022. It has been 40 years since the first MRT Jakarta idea was conceived. In the following years, the lack of investment in Jakarta's infrastructure and poor traffic in Jakarta has caused severe congestion in some parts of Jakarta, especially on weekdays. However, the MRT project will only be realised when Joko Widodo became the Governor of Jakarta in 2012.

One of the most well-known problems with infrastructure projects in Indonesia is land acquisition. Although most of the land required for the construction of the Jakarta Mass Rapid Train has been acquired, there are still some problems, especially in the southern part where the project is built above ground level. This issue can cause delays in project completion. Even so, the MRT is said to be a successful start of the government's efforts in international cooperation between Indonesia and Japan to improve the tourism economy (*Mass Rapid Transit (MRT) Jakarta*, n.d.)

Jakarta – Surabaya Project

Currently, the Jakarta-Surabaya high-speed train is being developed by the Indonesia-China Fast Train (KCIC). KCIC stated that the next stage in this project would be welding and laying of rails, as well as providing support for the acceleration of the construction of the High-Speed Rail project. The train is expected to travel at 350km/h. With this speed, the high-speed train will reduce the Jakarta-Bandung travel time from more than three hours to approximately 40 minutes. The first 50m rail for the Jakarta-Bandung High-Speed Rail (HSR) project in Indonesia has arrived at the rail laying the base. Initially, it was planned that this train would pass through 4 stations, namely Halim, Karawang, Walini, and Tegalluar stations. This includes a depot in Tegalluar.

Basuki Hadimuljono, Minister of Public Works and Public Housing (PUPR), revealed that the government needs around 89 flyovers along the Jakarta-Surabaya high-speed rail line. The flyover was built to eliminate several track areas along the Jakarta-Surabaya high-speed rail line. During a meeting with Commission V of the Indonesian House of

Representatives, the minister conveyed that "*studies have been carried out. There are about 89 flyovers, if I'm not mistaken, to eliminate the intersection between roads and railroads.*" The Jakarta-Surabaya high-speed rail project involves the Japan International Cooperation Agency (JICA) funding. As part of this funding, JICA also conducted a preliminary study with the Indonesian Agency for the Assessment and Application of Technology.

There are several differences between the Shinkansen in Japan and the Semi-Fast Train in Indonesia. There are different types of Shinkansen, such as Nozomi and Mizuho. Meanwhile, semi-high-speed trains include Kodama and Hikari. The Japan Rail (JR) network is extensive, and trains reach a top speed of 320 km/h (199mp/h). This network allows visitors to go wherever they want quickly.

Meanwhile, the Indonesian high-speed train is planned only to have a 160 km/hour speed. The first 50m rail for the Jakarta-Bandung High-Speed Rail (HSR) project in Indonesia has arrived at the rail laying base. The Jakarta-Surabaya high-speed train also cooperates with the Japan Cooperation Railway. The Jakarta-Surabaya semi-high-speed rail project is still in the study phase between Indonesia and Japan. The Japanese side, through the Japan Bank for International Cooperation (JBIC), proposed that the project be developed as a 'pure' high-speed rail line. In today's world, the minimum speed of high-speed trains can reach 300-400 km/hour. Tadashi Maeda, a potential project investor and CEO of the Japan Bank for International Cooperation (JBIC), said that the planned Jakarta-Surabaya train, which is only 160 km/hour, is still far from the fast train category.

Discussion

Travelling may be one of the things that can satisfy one's needs. The motivation and purpose of tourists when visiting a place varies, depending on how they want to be satisfied, for example, for business trips, vacation trips, or religious trips. Knowing and understanding motivations and goals helps the destination to plan entertainment for future tourists.

The figure 5 provides an overview of what the consumer needs and the picture of consumer perceptions that will satisfy their needs. The fulfilment of the attraction can be a motivation for tourists to visit a destination. That is why marketing strategies sometimes use push and pull or profile strategies. With a push strategy, tourism destination authorities encourage suppliers of tourism destinations (hotels, airlines, restaurants, travel agents, etc.) to attract potential tourists. Ryan (1991) (in Holloway & Humphreys, 2019) also explores the driving factors that drive travel. These factors include wanting to escape from a worldly environment, relaxation and recovery, self-fulfilment and self-discovery that has the potential to change lives, fulfilment of long-desired desires and goals, or shopping. More importantly, these motivations, independently or in combination, stimulate the individual

to travel. This pull factor determines which destination is chosen to fulfil the wishes of tourists.
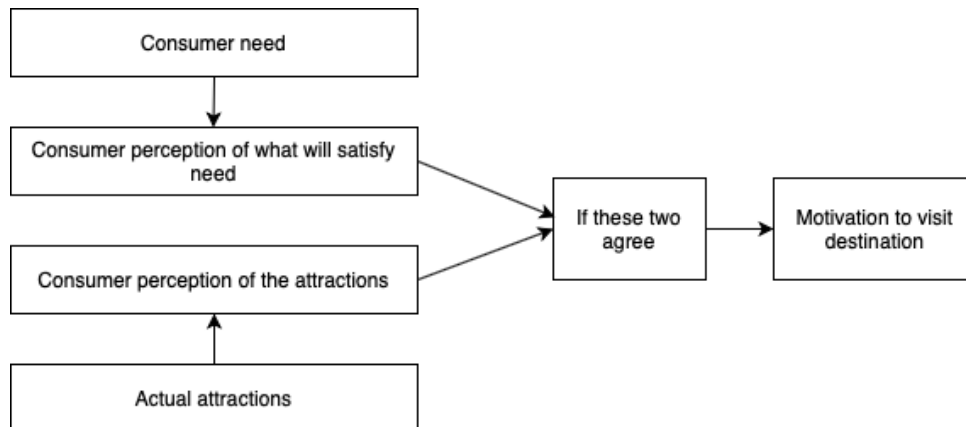

Figure 5. The Motivation Process for Travel
Source: Holloway & Humphreys (2019)

Meanwhile, with a pull strategy, tourism destination authorities attract potential tourists directly. Tourists may have many different motives for vacationing. Various purposes can fulfil these motives. Therefore, differentiation between a single location and an alternative can be achieved by considering the pull factors for each location (Holloway & Humphreys, 2019). Pull factors can help tourists choose a destination that best fits their motivation.

As for the profile strategy, Indonesia has the image of a diverse and beautiful tourist destination. Tourists want to travel to Indonesia because Indonesia has so many beautiful islands. Indonesia has quite a variety of tourism potential, from Jakarta to Bali. Foreign tourists have known the island of Bali itself as one of the world's tourist destinations. According to Made (in Antara & Sumarniasih, 2017), Bali is increasingly recognised as a favourite tourist destination in Indonesia and even the world and causes foreign tourist visits to Indonesia to increase. This situation certainly has the potential to introduce the diversity of arts, culture and tourism in developing cities in Indonesia, especially in Java.

According to Japanese informants, Indonesia is famous for its food and Bali. According to him, Japanese people are used to travelling by fast train, namely the Shinkansen. Therefore, they will also feel comfortable if they can travel by fast train in Indonesia because they prefer not to spend more time transferring between cities and need a smooth transfer process when travelling. They are also willing to spend around 50 to 150 USD for a fast train ticket to cover a distance of more than 400 km.

Learning from Japan, it is possible that Indonesia can also imitate the implementation of tour packages from the railway and tourism system in Japan. The researcher recommends implementing the JR Pass from Japan in Indonesia as an IR Pass. The Indonesia Railway Pass (IR

Pass) should be valid for a certain period, such as 1 week, 2 weeks, or even 1 month. The target is international tourists and local people in Indonesia with various tariff provisions. Using an IR pass, tourists can take advantage of the promotion of IR pass tour packages, hotels, and travel tours. Of course, tourist information at each station stop will make it easier for foreign and Indonesian tourists to visit various cities. Thus, tourists and people who visit certain cities can get information and directions to enjoy the city they visit comfortably.

In their research, Chen & Kong (2021) stated that rural commodification refers to using the rural environment to meet current consumption needs. Once a place becomes a commodity through the commoditisation and is integrated into the circulation of capital, it will trigger a series of changes in settlement patterns, industrial structures, spatial representations, and different stakeholder relationships. In order to boost local souvenirs and food, a city can also make efforts by providing sufficient information about their local cuisine on an integrated Tourism Information System between operators, local agencies, built attractions, and accommodation. International tourists are also expected to know about the benefits of the IR Railway Pass, such as station stops in every developing city that the Jakarta-Surabaya semi-fast train passes. So, with an IR Pass (or Indonesia Railway Pass) valid for a certain period, tourists can stop in every city. This will increase tourism potential and strengthen the economy of each city that the IR Pass passes in the region.

Furthermore, the Pass is considered valid for the extension of the Jakarta-Surabaya semi-high-speed rail line, which continues to Surabaya-Bali using other modes of transportation (ferries or ships). It is also hoped that there will be the development of tourist information centres at each station and tourist attractions in cities that are passed by semi-fast trains that highlight the arts and culture of each region to attract local and international tourists. In addition, the development of local transportation in each area will also facilitate and make visitors more comfortable. Last but not least, IR Pass is expected to affect the economy of these developing cities, such as local tourist attractions, hotels, resorts, museums, supermarkets and merchandise shops, malls, tours & travels, money changers, etc.

These tour packages should be introduced to other countries in the tourism exhibition and the promotion materials. Push marketing strategy attempt to influence other organisations and encourage them to take stock, allocate resources, and help them to become fully aware of the key attributes and benefits associated with each product. Our tourism can use storytelling to attract tourists to Indonesia with the push, pull, and profile marketing strategy approach. The folktales can be embedded in the material promotions used by travel agencies or tourism ministries. In their research, Citraningtyas & Darminto (2020) mentioned how Folktales serve as tools for entertaining and educating children. They teach the young generation expected behaviour, including

in Indonesia and Japan. As an edutainment medium, folktales are often used at tourist sites, and therefore folktale tourism. In addition, the use of folktales at tourist sites has a greater impact on the public, as it legitimises the messages already spread from the story.

Wina said that,
> "If Ministry of Tourism wants to develop IR Pass, specifically for Java-Bali, is still possible because the market exists, infrastructure is more ready. But then, they should be certain that what needs to be ascertained is how the IR Pass mechanism is based on the division of territory. For example, is it only apply to West Java or only to Central Java"

She added that,
> "Other than that, because the (IR) pass is unlimited, the next question is can it cover the cost, the investment? Maybe it is still feasible for Java and Bali. Maybe government/related parties need to consider what market this Pass is intended for and which country tourists are willing to buy and come to that destination?"

Not only the readiness of the Semi-Fast Train, but we also have to consider increasing the potential of underrated destinations and infrastructure development at the stopping point. In addition, the development process does need cooperation from all parties, such as travel agencies, the tourism ministry, and especially from the relevant local governments. Chen & Kong (2021) concludes that the government should learn how to enable local communities to gain a more proactive role and a leading position and gain more benefits in the commodification process. Even thoughts and ideas about tourism commodity places have been expressed widely but are rarely analysed critically.

Young and Markham mention that there is confusion about the role of nature and culture and the nature of consumption experiences in the commodification of places (2020) mentioned that there exists confusion about the role of nature and culture, and the experiential nature of consumption, in the commodification of place (Young & Markham, 2020). Meanwhile, in his paper, Su examines the changes in Intangible Cultural Heritage in tourism commodification: the perspective of musicians from Lijiang, China. He revealed that the tension between ICH protection and commodification is increasing when ICH is considered a heritage to protect and a resource for commodification, as in the case of China (Su, 2019).

From the diachronic and synchronic dimensions, research shows that players construct their Intangible Cultural Heritage values within a subject, a diverse and dynamic process. Less and more commodified forms of performance are not distinguished; on the contrary, it is considered equally important to meet players' dynamic and subjective

needs. As long as practitioners can engage with their Intangible Cultural Heritage freely, commodification can be an integral part of the process of creating Intangible Cultural Heritage.

However, government and tourism actors should pay attention when rural places become tourist destinations. On the one hand, some places can benefit the region and the local population (community and government), but on the other hand, environmental sustainability in the region must also be maintained so as not to be damaged by tourism development.

In the future, it is hoped that cities in Indonesia can be recognised by international countries and become tourist destinations for local and international tourists. This application is expected to make an important contribution, especially to the Indonesian government and the wider community, in introducing Indonesian culture to local and international communities to support the Indonesian tourism economy and create jobs in tourist attractions.

After the pandemic, a recovery that prioritises the economy is needed. Even so, the reduction in greenhouse gas emissions during this pandemic must not be reversed. Apart from energy efficiency considerations, the relevant medium-term advantage of High-Speed Rail relates to the resilience of the transport to adverse weather conditions. There is general agreement that climate change will affect the functioning of the European transport system, particularly for aviation (Prussi & Lonza, 2018). Due to the foreseeable direct impact, barriers to flying the most environmentally friendly route are expected. In this regard, rail transport is expected to play an important role in strengthening Indonesia's transportation system. Reliably, this system is not too affected by bad weather conditions. To seek sustainable economic recovery, environmental health, and public health, rail transportation should be considered an alternative to tourism because it is more environmentally friendly than aviation.

Previous research by Anwar *et al*. (2022) and Zeng *et al*. (2021) stated that tourism development usually involves resource exploitation and energy consumption. In general, tourism development is a process of artificial changes in environmental ecology that cause damage to buildings and biodiversity and excessive damage to ecosystems.

Currently, the railway as tourism transportation has not been looked at. However, hopefully, in the future, this can be studied and developed further. The development of rail transportation infrastructure and how to collaborate with other parties to increase destination potential, promote IR passes in certain markets or targets, and establish cooperation with local and international parties.

CONCLUSION
In accordance with the formulation of the problem that has been described previously, the researchers set the research aim to find out

and analyse what systems were formed by Railways Japan to improve the tourism economy in Japan and implement it in Indonesia by making the city between Jakarta and Bali a tourist destination. The effort aims to revive local tourism and the economy of other developing cities in Indonesia. In the future, Indonesian railways are expected to imitate the transportation system in Japan to develop Indonesia's tourism economy. Policies that can be implemented include building developing cities traversed by semi-fast rail lines to revive the economy of developing cities. Developments that can be carried out include hotels, tourist attractions, museums, playgrounds, restaurants, supermarkets, hospitals, tours & travels, local gift shops, and entertainment.

The construction of super-fast trains will also facilitate access to every city in Indonesia. Shinkansen can connect tourist destinations in various cities (intercity). It is hoped that the semi-fast train that will be built by the government can also do this. In tourism transportation, trains are only one factor in developing tourist destinations. Among other things, it is related to tourism planning that is integrated. For example, how the alignment between modes of transportation with attractions and accommodations is all included in the tourist information system. This information system can be realised by the role of the government to establish cooperation between tour and travel owners, hotel owners, and other attractions (public and private sectors). A Tourism Information System can be built to promote tourist destinations via the web or the semi-high-speed rail application. Using push, pull, and profile factors from marketing communication strategies, it is hoped that it can raise awareness for domestic and foreign tourists to use IR Pass and trains as tourism transportation.

The results of this study are expected to be used as material for the study of tourism science, transportation management science and ecotourism. This research can be used as a learning resource to develop the Indonesian tourism economy and the transportation system in Indonesia. The results of this study are also expected to be used as a reference for further research in the context of problems related to the science of transportation management and the development of tourist destinations in Indonesia. Furthermore, this research is also expected to provide information and insight, especially for researchers involved and government members in transportation, tourism, and Indonesian culture to develop the Indonesian tourism economy and transportation system.

However, this research also has limitations. Indonesian culture is very different from Japanese culture, which is very closed. So, finding sources and establishing communication in Japan is not easy. There are limitations to the interview process in the railway sector. There are also limitations to speaking Japanese and reading kanji for research articles on tourism and railways in Japan. It was quite hard to look closely at the process of activities involved in the railway because it requires certain permits, and only those interested can enter the area. However, the

result of this research issues remain future tasks, and it is, therefore, necessary to collect more data to obtain more general conclusions.

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