

## Analysing the potential of industrial tourism for Karawang and the socio-economic impact

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**Abstract** Karawang is the largest industrial area in Indonesia. It lies in proximity to the capital, Jakarta, encompassing a vast expanse of 13,756,358 hectares dedicated to industrial use. Geographically situated along the bustling Transjava route, it enjoys accessibility through various modes of public transportation. Despite these advantages, Karawang remains relatively unknown in the tourism industry. The development of tourism is intrinsically tied to the concept of identity, where the intricate interplay between tourism and identity assumes growing importance due to the complexity of identity itself. Tourism identity represents the unique characteristics of a region that set it apart from other tourist destinations. The nexus between these two factors can significantly contribute to establishing a city's brand. Field research reveals that Karawang's industrial assets hold the potential to be harnessed for industrial tourism, potentially becoming an integral element of its tourism identity. This study seeks to ascertain the perspectives of the local government in Karawang regarding the development of tourism identity to bolster the city's branding. Employing a case study approach, this article explores the governmental strategies for shaping the city brand of Karawang in the context of industrial tourism. The research findings offer valuable insights and recommendations to strengthen Karawang's distinctive identity.

**Keywords:** city branding; identity; industrial tourism; tourism identity

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## INTRODUCTION

The concept of identity is essential to tourist research (Jafari *et al.*, 2000). When examining identity within the context of tourism, we discover that it is closely intertwined with positive and negative cultural influences. Tourism can significantly impact local or regional culture by introducing new behaviours, habits, and customs (Bożętko, 2013). Identity may help people recognise and recall a place that is distinct from others, and it can build an image in the minds of individuals who have never seen it before (Setiyaning and Nugroho, 2017). Identity can be viewed as an evolutionary process that is formed, fought, and negotiated over time and is subject to change, with the most significant generational shifts occurring between generations (Bożętko, 2013). In a global context, a tourism identity can contribute to creating a competitive advantage in the tourism sector.

This study examines the tourism identity formed through the area's unique attractiveness. Tourism identity is a key component in building a destination image, which is critical for a region's tourism development. This is due to the destination image's capacity to influence people's perceptions of a place, consequently shaping their decisions and behaviours (Kavaratzis & Ashworth, 2007; Yang, 2017). The destination image, shaped through tourism identity, is typically linked to the urban image of an area, contributing to the formation of the area's distinct brand. City images can emerge spontaneously or be intentionally developed through urban marketing and promotional initiatives (Gunn, 1988; Hospers, 2009; Yang, 2017). One way is to develop and promote tourism, often undertaken by local governments. Establishing a tourism identity culminates in creating a tourist destination image, which, in turn, influences tourists' motivations to visit the area and ultimately impacts regional income.

Karawang, situated in the West Java Province of Indonesia, boasts a strategically advantageous location along a bustling transportation route between Jakarta and Bandung. Despite its numerous attractions, Karawang has yet to emerge as a prominent tourist destination within Indonesia. This has spurred the local government of Karawang to contemplate the establishment of a tourism identity that highlights Karawang's distinctive features. This research seeks to elucidate the local government's perspective on the potential of industrial tourism as Karawang's unique tourism characteristic, emblematic of its tourism identity. This study also explains the relationship between the tourism identity concept and the construction of the image of Karawang Regency as a tourist destination.

Karawang stands as Indonesia's largest industrial hub, housing many well-established companies. This makes it a prime asset for the local government to cultivate its industrial tourism sector. An industrial estate is a core of the Karawang tourism identity and brand, which focuses on protecting, promoting, and making community connections. Industrial tourism connects culturally with tourism sources (Price,

2021). Recognised as a crucial instrument in enhancing a region's image (Knapp, 1998; Hospers, 2009; Yang, 2017), industrial tourism is increasingly gaining prominence within the tourism sector (Rudd, 1988; McBoyle, 1994; Swarbrooke, 2002; Otgaar, 2010; Otgaar, 2012).

Despite its extensive use by numerous American and European businesses, industrial tourism remains relatively new in academic discourse (Robinson & Novelli, 2005; Chow et al., 2017). So far, most industrial tourism studies have been conducted from a US perspective (Chow et al., 2017).

The industrial tourism concept in Karawang places emphasises educational tourism, specifically visits to factories related to specific products or services. This form of industrial tourism provides instructive opportunities for young and old individuals to witness the manufacturing process firsthand (Chow et al., 2017). Customers and tourists can learn about the manufacturing process, product attributes, and business history by visiting a company's facility (Mitchell & Orwig, 2002; Otgaar, 2012; Chow et al., 2017).

City governments employ various marketing strategies, including creating city branding based on each city's unique features (Miftahuddin et al., 2021). involves the use of slogans that encapsulate the identity of a city. In Indonesia, the strengthening of city branding is exemplified by the formulation of city slogans like "Enjoy Jakarta," "Sparkling Surabaya," and "Solo, the Spirit of Java." These slogans serve as effective vehicles for conveying the city's image and piquing tourists' interest.

This study presents a comprehensive examination of Karawang Regency, specifically emphasising its endeavours in city branding. One notable remark is the suboptimal approach taken by the local government regarding city branding. Despite Karawang's advantageous geographic location along a heavily travelled inter-provincial route, the establishment of a distinct and widely recognised regional brand identity remains an ongoing challenge. This lack of prominent and impactful brand identity has made many individuals unaware of Karawang's existence despite its location along their daily travel routes.

Since the 1980s, numerous governments, regions, and cities have recognised industrial tourism as a viable niche within the tourism market (Otgaar, 2012). According to Frew (2000), industrial tourism is defined as "*tourist trips to operational facilities with core operations that are not tourism-oriented*" (Otgaar, 2012). Consumers are increasingly looking for holistic, authentic, multisensory, and memorable experiences related to a particular product or service. Many firms have gotten into tourism by converting manufacturing plants into factory tours (Chow et al., 2017). Industrial tourism is typically implemented through company visits that allow guests to learn about the local industry (Marcon et al., 2000; Morice, 2006; Otgaar, 2012). Such company tours can improve the industrial image, consequently increasing the visibility of the region where the company is based (Otgaar, 2012).

Nowadays, industrial tourism provides visitors with a place to feel and experience the brand culture, gain product knowledge details, have fun, and gain hands-on experience with manufacturing. Furthermore, the advantages of industrial tourism can extend to regional economic development because it has evolved into a speciality market for tourism that can attract overnight visitors (Otgaar & Klijs, 2010; Otgaar, 2012; Chow et al., 2017). Industrial tourism is increasingly recognised for forging new social identities and advancing the industrial tourism sector (Caffyn & Lutz, 1999; Yang, 2017). Using industrial districts as tourism destinations can enhance economic value while reinforcing the identity of the local inhabitants who define the character of an industrial city (Xie, 2006); (Yang, 2017). The government has acknowledged the significance and function of industrial tourism, and as a result, it is now a significant socio-economic phenomenon. Industrial tourism is typically concentrated geographically in industrialised centres and is regarded as an intriguing "new mix" (Xie, 2006); (Yang, 2017).

Tourism can help to strengthen a region's identity. Creating a destination brand identity that integrates relevant local cultural traits is called tourism identity (Konecnik and Go, 2008). A tourist destination's identity refers to the location's actual characteristics and situation, whilst image refers to how it is perceived (Dinnie, 2008; Matiza & Oni, 2014). According to Hosany et al. (2006), establishing and managing "appropriate" brand images and destination personalities in today's global world is essential for effective market positioning. Leisen (2001) further underscores that the image of a tourist location is critical to the success of regional tourism marketing (Matiza and Oni, 2014).

A well-defined tourism identity is a distinctive point of reference for a location, embodies positive attributes influencing tourists' perceptions, and represents a region's most competitive tourist destination image (George, 2014; Matiza & Oni, 2014). According to Boulding (1956), managing tourism identity is a proactive endeavour with a favourable impact on tourists, which, in turn, can affect various aspects (Avraham & Ketter, 2008; Matiza & Oni, 2014), namely: a) Cognitive: The extent to which tourists are aware of a tourist destination. b) Affective: How tourists feel about a tourist destination. c) Evaluative: Tourists' assessments of a tourist destination, its residents, and their considerations regarding potential actions, such as immigrating, working, visiting, or investing in the destination.

Tourism is a dynamic, developing, and consumer-driven industry, making it one of the world's most innovative sectors (Krippendorf, 2009; Amalu et al., 2021). The tourism identity is created to shape a city's image that appeals to tourists. According to Kaplanidou & Vogt (2003), destination branding entails recognising a location's unique features, incorporating local elements that share these features into the tourist experience, showing a unique identity or character, and cultivating positive destination images.

Investors and tourists are constantly looking for interesting features in a city, underscoring the importance of urban attractiveness in city branding (Miftahuddin *et al.*, 2021). Tourism, often associated with the destination's brand identity, is a compelling feature that draws them in. Risitano (2006) believes that the foundation of a destination brand identity encompasses six aspects: brand character, culture, personality, logo, name, and slogan. These six factors can help tourists recognise and differentiate one destination brand from another.

Branding a city can be viewed as an ongoing element of city marketing, requiring time to transform a city's character and image. This transformation includes constructing its infrastructure and developing recognisable attractions. For the city government, the city's brand value extends to community development, strengthening local character, and increasing citizens' engagement with their city (Kavaratzis, 2004). From an academic standpoint, city branding is a significant subject within urban and regional planning, merging marketing and planning strategies to enhance a city's competitive edge (Soltani *et al.*, 2018).

This research also examines the unexplored tourism opportunities in Karawang, known for its distinctive features and attractions, particularly the Industrial Estate. These elements could be crucial in establishing and promoting the city's brand if adequately developed and harnessed. Nevertheless, the government's efforts to establish a unique tourism identity based on their unique characteristics have been lacking. The recognition of Karawang's potential has been impeded by a need for more efforts in branding and suboptimal methods of showcasing its tourism potential. This situation underscores local authorities' need to develop more targeted strategies for effective city branding.

This study aims to find the tourism potential of Karawang Regency and analyse the direction for developing its city brand. This study will also analyse the possibility of developing industrial tourism leveraging the region's strengths and considering the perspective of the local government, planning aspects, and challenges encountered in the process. This research is expected to offer recommendations to strengthen city branding for local governments.

## **METHODOLOGY**

This study investigates the significance of developing a distinctive tourism identity by exploring the potential of the Karawang area. It primarily focuses on utilising Karawang's industrial zones as destinations for industrial tourism, which can serve as a unique identity for Karawang's tourism sector, setting it apart from other regions. This research adopts a qualitative approach, concentrating on case studies to comprehensively examine and understand specific incidents that warrant investigation (Saraniemi, 2011). Additionally, a survey is employed as a means of comparison data. The primary goal of this study is to emphasise the critical need for establishing a tourism identity in

Karawang through industrial tourism to create a destination image capable of enticing tourists to visit Karawang. Consequently, this case study revolves around the regional branding phenomenon.

Various data collection and analysis methods are employed in the research process, which proves valuable in case study research, drawing from diverse information sources (Creswell, 2013). Data is gathered through in-depth interviews with individuals from the Karawang Regency Tourism and Culture Office and Regional Development Planning Board (Bappeda) that play pivotal roles in shaping the Karawang tourism identity. The interviews aim to elicit the informants' perspectives on industrial tourism, given their direct involvement in forming Karawang's tourism identity to enhance the regional tourism sector. Triangulation and data validation are achieved through a survey involving 400 respondents and analysed using ANOVA.



**Figure 1.** Map of Karawang  
Source: Author Compilation (2023)

Geographically, Karawang Regency (See Figure 1) is situated between 107°02' to 107°40' east longitude and 5°56' to 6°34' south latitude. It encompasses an area of approximately 1,753.27 square kilometres or 175,327 hectares, accounting for about 3.73% of West Java province's land area. The region is characterised by lowland terrain with varying slopes, ranging from 0-2%, 2-15%, 15-40%, and exceeding 40%. The northern part comprises plains and beaches, and the central area consists of plains and hills. In contrast, the southern part features plateaus (mountains), with Mount Sanggabuana reaching a maximum elevation of approximately 1,291 meters above sea level.

Karawang experiences an annual rainfall ranging from 1,100 to 3,200 mm/year, with an average annual temperature of 28.87°C and an average air pressure of 0.01 millibars. Like other regions in Indonesia, Karawang has two distinct seasons: the dry season from April to November and the rainy season from December to March.

Historically, Karawang has been recognised as West Java's rice bowl, boasting 93,590 hectares of rice fields, which comprise approximately 53% of the district's total area and are distributed across all sub-districts. Thanks to well-organised irrigation systems, the dry season has a minimal impact on rice production. In recent times, Karawang has transformed into an Industrial City, significantly influencing Indonesia's industrialisation process. This transformation began in the early 1990s with the establishment of several industrial estates in Karawang. The Karawang International Industrial City (KIIC) is the largest industrial area and a pioneer in establishing industrial estates, housing hundreds of large companies in Karawang (Goodnewsfromindonesia.id, 2020).

## **RESULT AND DISCUSSION**

### **Industrial estate in Karawang**

Karawang is one of the largest district cities in West Java, Indonesia, with an area of about 1,737.30 km. Known as Indonesia's largest industrial city, Karawang's industrial land spans 13,756,358 hectares as of 2018, per data compiled by West Java Facts from the Municipal Representative of the Manpower Ministry in Karawang. According to the same dataset, in 2018, there were 1,762 operational factories in Karawang. These encompassed 787 private factories, 269 domestic investment (PMDN) companies, 638 foreign investment (PMA) companies, and 58 joint venture factories (Knic.co.id, 2019).

The development of the industrial area in Karawang was initiated by the government with the establishment of the Karawang New Industry City (KNIC). KNIC is strategically located 47 kilometres east of Jakarta, strategically positioned along the economic corridor between Jakarta and Bandung (CNN Indonesia, 2019). Furthermore, Japan has expressed interest in designating 3,000 hectares of land in Karawang as its private industrial area. The substantial presence of Japanese investors in Karawang has led to the establishment of diverse enterprises, including those in the automotive, IT, electronics, and other industrial sectors. Consequently, Karawang currently holds the distinction of being Indonesia's largest industrial city. The appeal of Karawang's industry lies in its favourable amenities and infrastructure. Its proximity to the capital city and accessibility via toll roads, railways, and ports, in addition to educational institutions, healthcare facilities, and residential complexes, positions the Karawang industrial area as an ideal candidate for industrial tourism development. This underscores the suitability of the Karawang industrial area for transformation into an industrial tourism destination.



**Figure 2.** Industrial estates in Karawang  
Source: Author Compilation (2023)

The infrastructure built at KNIC has a trademark design and global class quality (Kemenperin.go.id, 2019). Thus, the attractiveness of industrial tourism in Karawang is growing with the support of good infrastructure and can be used as industrial tourism with a focus on knowledge sharing.

The industrial area in Karawang is divided into several areas, which are the headquarters for large national and multinational companies. Figure 2 shows the distribution of industrial estates in Karawang. Karawang's industrial zone not only holds the distinction of being Indonesia's largest but also stands out as the most comprehensive and technologically advanced area in terms of industrial technology. Strategically located east of Jakarta, Karawang enjoys excellent connectivity via various transportation modes, including land, sea, and air. This accessibility facilitates swift and convenient travel to and from Karawang. For land transportation, toll roads, electric trains, commuter lines, buses, and the MRT are readily available and seamlessly integrated with the greater Jakarta region. Furthermore, Karawang is accessible via sea and air routes, given its proximity to airports and ports.

In addition to its industrial prowess, Karawang boasts an array of shopping facilities, including markets, stores, and malls. Moreover, the region offers a wide spectrum of supporting amenities, encompassing educational institutions, entertainment venues, business facilities, and tourism infrastructure (Goodnewsfromindonesia.id, 2020).

Identifying the strengths of Karawang's industrial area fosters a mutually beneficial relationship between the local government and the industry (See Table 1). This collaboration paves the way for the realisation of industrial tourism. Bauman (1999) highlighted that industrial tourism offers opportunities for versatile land and building applications. Moreover, several researchers recommend leveraging industrial tourism as a strategy in regional competition, particularly as a



marketing tool—although certain regions may hesitate to associate their local image as a tourist attraction with industrial activities (Fontanari & Weid, 1999; Frew, 2000; Mader, 2005; Schmidt, 1988; Otgaar, 2012).

**Table 1.** Distribution of industrial estates in Karawang.

<b>Industrial Estates in Karawang</b>	<b>Area</b>
Karawang International Industry City (KIIC)	1.347 Ha
Mitra Karawang Industrial Estate (KIM)	500 Ha
Suryacipta City of Industry	1400 Ha
Pupuk Kujang Industrial Estate	110 Ha
Indotaisei Industrial Estate	694,20 Ha
Artha Industrial Hill Estate	390 Ha
Mandalapratama Permai Industrial Estate	237,50 Ha
Podomoro Industrial Park	542,00 Ha
Kawasan Industri GT Tech Park	400,00 Ha
Karawang New Industry City	205,00 Ha
Kawasan Industri Pertiwi Lestari	791,28 Ha
Karawang Jabar Industrial Estate	400,00 Ha

Source: Author Compilation (2023)

### **Industrial tourism as Karawang's tourism identity**

The identity of a tourist area is a very important factor in tourism. It encompasses a set of defining characteristics that distinguish various geographical areas. These distinctive features influence tourists' decisions when selecting destinations for their trips and visits. Each region must invest individually in constructing a unique identity, as it can wield positive and negative impacts on tourist arrivals, consequently shaping the area's overall development.

Karawang, as a regency, has devised a tourism strategy aimed at enhancing its recognition as a travel destination. This strategic endeavour is geared towards augmenting tourism revenue, thereby increasing the tourism sector's contribution to the GDP. The strategy sets forth specific growth objectives, including prolonging the average duration of visitor stays, enhancing overall accessibility to the region, attracting a broader spectrum of visitors utilising various modes of transportation, and diversifying accommodation options.

Interview results indicate that, despite its potential to be developed into the Karawang Regency's tourism identity, industrial tourism has not garnered the attention of the Karawang Regency Government. However, a newfound impetus exists to redirect efforts towards promoting Karawang Regency as an industrial tourism destination. Additionally, vested with promotional authority, the Regional Promotion Board has not prioritised industrial tourism as its primary focus. Consequently, the Regional Promotion Agency should recalibrate its priorities, assigning industrial tourism to prominence as a novel destination in Karawang Regency.

One of the key priorities pursued by the Karawang Regional Government involves the development of industrial tourism, a concept that the Head of the Karawang Regency Tourism and Creative Economy Office has articulated. This initiative entails the formation of activity

clusters, with a central focus on the core industrial tourism industry. In essence, these clusters establish a connection between the core industry (industrial tourism) and its ancillary components, including supplier industries (companies), supporting sectors (such as the Tourism Office, Regional Promotion Board, MSMEs), additional support industries (travel agencies, hotels, and inns), and the tourist or visitor demographic (comprising high school, vocational school, and university students, as well as the general public).

As a direct result of the industrial tourism clustering, the local government of Karawang must exert concerted efforts to elevate Karawang City's status as a premier industrial tourism destination. These efforts necessitate focusing on several key aspects: accessibility, allure, accommodation, and awareness. Firstly, industrial tourism's growth hinges on enhancing access routes to Karawang Regency. Given Karawang's proximity to the capital city of Jakarta and its status as an industrial hub, it enjoys relatively robust infrastructure, rendering it more accessible for visitors. Further improvements in road networks, terminals, and railway stations are essential to facilitate access for those travelling by bus or train.

Secondly, the four informants underscore the critical importance of creating appealing tourist attractions that captivate the interest of a broad audience, making Karawang a compelling destination. With its unique allure, industrial tourism sets Karawang apart from other cities. Although attractiveness is subjective and contingent on individual preferences, domestic tourists, particularly students from schools, colleges, and universities, can gain firsthand insights into production processes, such as the assembly of Toyota cars within the automotive industry and the wealth-generation process.

According to the informant, industrial tourism in Karawang can be deemed highly favourable due to the well-established infrastructure within each company and excellent accessibility to various industrial areas. There is a strong potential for Karawang's tourism brand identity to revolve around industrial tourism while still considering other tourism options. This branding process involves unifying all tourism resources under one umbrella, aligning with the clustering strategy of West Java Province.

Perceptions of attractiveness are shaped by Karawang's ability as a tourist destination to craft tourism packages that authentically represent the image and identity of the local industry. Additionally, it is crucial for supporting industries, such as tour operators, to equip themselves with in-depth knowledge of the industrial aspects featured in their packages. Currently, the availability of industrial tour packages from tour operators is relatively limited, primarily consisting of student groups from public and vocational high schools or universities interested in gaining firsthand insights into processes like automotive production or currency manufacturing.

Moreover, industrial tourism development should be viewed as a collaborative effort among all stakeholders to enhance awareness of Karawang as the preferred destination for industrial tourism. Karawang, as a tourism destination, boasts a robust industrial foundation. For the local government of Karawang, industrial tourism represents a promising growth sector that aligns with the identity of Karawang Regency. These sectors offer opportunities to reinforce their distinctiveness and image by harnessing existing resources.

However, as indicated by the informants, the tourism potential of this industry remains underutilised as a branding characteristic. Comparing industrial estates calls for leadership and collaboration among various stakeholders within the Karawang local government. As discussed earlier, transforming the industry into a tourist destination necessitates several key factors: the presence of location quality (encompassing local infrastructure, service environment, and attractions), accessibility aspects covering affordability, facility access, information access, tour schedules, and guidance, as well as the availability of information pertaining to marketing cooperation between the local government and the private sector. This aligns with Otgaar's (2012) viewpoint that the involvement of companies and tourism organisations is essential for the success of tourism initiatives. Furthermore, industrial tourism development necessitates coordination and collaboration among a spectrum of public and private stakeholders.

The interview results also underscore the imperative of fostering industrial tourism as a defining characteristic of the Karawang local government's strategy. This uniqueness has been cultivated due to Karawang's distinctive typology of industrial tourism, setting it apart from other destinations. Moreover, there has been a shift in tourist preferences from leisure-oriented tourism to experiential and educational tourism. Industrial tourism, geared toward providing educational experiences, aligns with the growing curiosity among visitors regarding manufacturing sectors and industrial processes, encompassing human-operated and technology-driven aspects.

The development of industrial tourism within Karawang Regency promises numerous advantages. Firstly, industrial tourism can function as an educational venue and a unique recreational destination distinct from other regions. It allows tourists to gain insights into industrial processes and manufacturing activities, serving as a conduit for knowledge transfer from industry to the broader society within science. Visits to industrial zones provide visitors with authentic and educational experiences, which are increasingly in demand due to the desire for genuine encounters. Secondly, the advancement of industrial tourism can generate employment opportunities, catalyse the establishment of travel agencies, and create business prospects for small and medium-sized enterprises (SMEs) specialising in Karawang-themed souvenirs. In summary, nurturing industrial tourism has a favourable impact on job

creation, business potential, and the overall economic well-being of the community.

Thirdly, industrial tourism has the potential to serve as a revenue source for industries or companies while also functioning as a communication tool with stakeholders. This communication extends beyond business relationships to include other entities granting operational permissions. Industrial tourism can serve as a co-branding mechanism, provided a mutually beneficial connection exists between the region's image and the enterprise's image (Otgaar, 2012).

Ultimately, industrial tourism development will positively impact Karawang's revenue and significantly influence the domestic index of Karawang Regency. In essence, the growth of industrial tourism represents a segment within the tourism industry that holds the potential for benefits spanning the business sector, the local region, and the broader community.

The development of industrial tourism within Karawang Regency will yield the following advantages: (a) serving as an educational and unique recreational destination distinct from other areas, offering valuable insights into industrial processes (manufacturing processes) and facilitating the transfer of knowledge from industry to society in the realm of science; (b) fostering job opportunities through the establishment of travel agencies and creating business prospects for micro, small, and medium-sized enterprises (MSMEs) specialising in distinctive Karawang-themed souvenirs; and (c) ultimately contributing to Karawang's income and significantly impacting the domestic index of Karawang Regency.

Tourism exerts a potent and generally positive impact on raising public awareness of regional identities, and it can play a decisive role in shaping or reinforcing connections between individuals and regions (Bożętko, 2013). However, the situation may evolve due to economic shifts and increasing pressures from the tourism industry. This has prompted efforts to fortify and emphasise regional identities, regardless of the stage of identity evolution. In an era of globalisation, identity preservation is important, and certain regions possess considerable expertise in safeguarding their identities (Bożętko, 2013).

In the examined context, the emphasis on industrial tourism is evident through a series of initiatives to support tourism activities and enhance tourist attractions. When considering the tourism industry from a business and regional standpoint, it becomes apparent that it serves as a tool for bolstering the image of individual companies and their respective home regions (Otgaar, 2012).

### **Implications of the tourism identity of Karawang on the city brand**

The development of industrial tourism in Karawang holds the potential to reshape perceptions of regional identity, introducing new dimensions and positive values. Industrial tourism can yield intangible and tangible

benefits. Intangible benefits encompass securing a favourable reputation, cultivating public relations, enhancing brand image, fostering consumer-brand connections, and boosting brand loyalty (McBoyle, 1994; Mitchell & Orwig, 2002; Otgaar, 2012). Meanwhile, tangible benefits include opportunities for showcasing products, augmenting sales, and bolstering brand loyalty (McBoyle, 1994; Mitchell & Orwig, 2002; Chow et al., 2017).

From a regulatory perspective, Karawang is classified within the industrial tourism cluster, aligning with the West Java provincial government's clusterisation approach, driven by the potential of Karawang's industrial sector. In line with regional considerations for industrial tourism development, corporate tours can generate employment opportunities within the industrial tourism sector through a multiplier effect: the appeal of industrial tourism can entice tourists to extend their stays (Frew, 2000). Tourism encompasses a wide spectrum of activities: travel, accommodations, dining, recreational pursuits, and more. It signifies an endeavour, a business, an experience, a mode of transportation, lodging, and culinary indulgence. Importantly, it entails temporarily residing outside one's habitual environment (Amalu *et al.*, 2018; Amalu *et al.*, 2021).

The local government of Karawang also has various plans for tourism-related development, including implementing open industrial visits in collaboration with companies situated in industrial estates. This is tied to the procedural aspects that must be observed in industrial tourism, recognising that procedures may vary from one company to another. Additionally, the local government of Karawang has recently established an E-Craft forum to nurture creative economic entrepreneurs who support the tourism sector. This forum is envisioned as a vehicle for boosting the utilisation of industrial products in Karawang, with initiatives such as industrial exhibitions in the pipeline.

As a result, the tourist industry can be considered a co-branding instrument, as it brings together brands, products, and producers (Mihalis Kavaratzis & Ashworth, 2005; Zevedo, 2004). Co-branding is a good technique if the producers' and products' images and values are compatible with the respective regions (Pechlaner, Fischer and Go, 2006). This perspective allows industries with a favourable "symbolic regional character" to participate (Mader, 2005). Moreover, industrial tourism can bolster local economies by concentrating on industries with a strong presence and substantial growth potential (Otgaar, 2012).

According to Cai (2002), the relationship between image-building and branding centres on brand identity as an integral facet of the branding process's overarching goal. In shaping brand identity, the emphasis is placed on recognising the significance of manufacturers in the branding process and highlighting the role of brand identity. This perspective underscores the role of internal stakeholders and is linked to the era of relationship-focused branding (see Merz et al., 2009). The image-building process yields a projected image intended for

stakeholders' interpretation, whereas identity-based branding conveys objective value-based promises. A destination brand represents an identity formed collectively based on the core values of the destination, subject to interpretation by supply and demand-side stakeholders, aligning with Hankinson's (2007) observation of service co-production in destinations by providers and customers. Furthermore, destination identity emerges from interactions among all stakeholders and is not controlled by any single entity (Saraniemi, 2011).

City brands deliberately emphasise what they perceive as attractive traits, occasionally yielding unintended consequences (Greenop and Darchen, 2016). Consequently, Karawang's tourism identity can be emphasised as an industrial tourism city, significantly impacting the city's brand and generating value from the tourism sector. Many of the world's largest cities heavily rely on tourism for their socio-economic progress (Takoni et al., 2013; Amalu et al., 2021). Similarly, Karawang Regency, with its strategic location (proximity to the capital), comprehensive facilities, and well-connected transportation infrastructure like toll roads, trains, and ports, emerges as a promising investment destination.

Governments promote their cities by developing branding strategies highlighting each city's unique features (Miftahuddin *et al.*, 2021). The objective is to enhance profitability, market share, revenue, and value (Chasser & Wolfe, 2010; Greenop & Darchen, 2016). Karawang leverages its tourism industry identity to attract investments and tourists, ultimately driving substantial job creation (Amalu et al., 2018; Krippendorf, 2009; Amalu et al., 2021). This growth extends to a range of services, including travel, accommodations, dining, and the promotion of local products like handicrafts, monuments, and ecosystem conservation efforts (Mowforth & Munt, 1999; Amalu et al., 2021).

Cities compete fiercely to enhance their attractiveness to tourists, recognising that effective city branding significantly influences tourist preferences (Haarhoff, 2019; Hussein, 2020; Miftahuddin *et al.*, 2021). Some investors consider the number of tourists visiting an area a critical factor when evaluating potential investments. Therefore, the alignment of Karawang's industrial city identity with industrial tourism further enhances its appeal to potential investors, as they are more likely to support industrial tourism development to attract a broader audience.

Amidst the global economy's competitive landscape, cities vie for investments, tourists, and events. In this highly competitive context, city branding is crucial in attracting visitors, investments, and residents, resulting in diverse economic benefits, social cohesion, and overall value enhancement for the city (Paliaga et al., 2010; Soltani et al., 2018). However, the COVID-19 pandemic posed significant challenges in 2020, causing a decline in investment in Karawang from Rp. 24.296 trillion in 2019 to Rp. 16.793 trillion in 2020, according to data from the Karawang One Stop Integrated Service and Investment Service (DPMPTSP).

The global impact of COVID-19 has posed substantial obstacles to the development of cities, particularly within the tourism sector. This has led to challenges in realising various plans related to tourism development and city branding in Karawang Regency. Additionally, the Karawang Regency government lacks a platform to showcase industrial products supporting industrial tourism activities and enhancing tourist attractions. Achieving growth in GDP, foreign investments, and employment remains crucial for governments, businesses, and citizens, as these factors contribute to increased tourist numbers (Paliaga, Franjić and Strunje, 2010). It is essential to recognise that city brands require ongoing maintenance and management, which must be shared among various stakeholder organisations (Soltani *et al.*, 2018).

## CONCLUSIONS

The findings from interviews and discussions yield three key conclusions. Firstly, Karawang is primarily recognised for its identity as an industrial hub, serving as the cornerstone of its economic activity. Nonetheless, the local government has not prioritised tourism development. To address this, the Regional Promotion Agency can undertake city branding initiatives to promote Karawang Regency as a distinct industrial city. Such branding efforts can potentially cultivate a positive reputation and perception of Karawang Regency, benefiting the local government and the industrial sector.

Secondly, the Karawang Regional Government should establish tourist destination clusters with the industrial sector at the core, complemented by other supporting industries, suppliers, and visitors. Effective collaboration within each cluster can provide a competitive advantage for the local government. In addition to industrial clustering, attention should be directed towards transforming Karawang City into a sought-after industrial tourist destination, focusing on accessibility, attractiveness, accommodation, and awareness.

Lastly, tourism development should yield substantial benefits for the Karawang Regency Government, including increased local revenue and improvements in its domestic index. For the industry and companies, tourism can serve as a marketing tool, enhance public and stakeholder relations, foster business and community interactions, and strengthen ties between the government and the private sector. Furthermore, tourism development can generate employment opportunities for travel and tourism agents and create openings for micro, small, and medium-sized enterprises (MSMEs) to produce unique Karawang-themed souvenirs. For visitors, it offers a place for recreation and an opportunity for learning about industrial processes and manufacturing.

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