

The Influence of the Tourism Sector on Economic Growth in Blitar City, Indonesia

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Abstract

Tourism in Blitar City has great potential in developing the local economy and promoting a rich cultural heritage. This study aims to examine the tourism potential of Blitar City as a source of economic income and cultural-based tourism development. The research method used is qualitative descriptive analysis by collecting data through interviews, observations, and literature studies. The results showed that Blitar City has a number of historical, cultural, and natural attractions that have the potential to attract local and international tourists. In addition, the local government has made various efforts to develop Blitar City tourism, such as improving tourism infrastructure and holding an annual cultural festival. However, there are still some obstacles encountered, such as the lack of effective promotion and marketing as well as accessibility issues. Therefore, there is a need for greater efforts in promoting Blitar City tourism and increasing accessibility to these tourist attractions. With sustainable and culture-based tourism development, it is hoped that Blitar City can become an attractive tourist destination and provide sustainable economic benefits for the local community.

Keywords: *Tourism, Economy, Culture.*

INTRODUCTION

Indonesia is a country consisting of many islands and rich in very beautiful natural scenery so many areas have tourism potential. In addition, in Indonesia there are also many heritage sites during the colonial era. No wonder many foreign tourists come to Indonesia to add experience. According to the World Tourism Organization, currently globally tourism is the largest sector. International tourism is recognized as a major factor for a country's economy (Danish & Wang, 2019). Over the past few years, the tourism sector has developed as the largest industry in both developing and developed countries (Paramati et al., 2017). Tourism is a sector that has an important role in Indonesia because this sector can increase national income, advance community welfare, grow community prosperity, expand employment opportunities, encourage regional development, and increasing the creativity of MSME actors (Paramitha et al., 2021). Some countries view tourism activities as relevant efforts to achieve their economic goals. Many studies prove that tourism is an important sector to promote development in countries that have low-income levels. Tourism can be one of the ways to gain resources in reducing imbalances in these countries (Nissan et al., 2011).

In Valeriani et al (2019) it is explained that tourism is an activity by making a temporary trip from the place of origin to the destination not to settle or work, but to aim to spend free time, fulfill curiosity, vacation or other purposes. To support economic

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development in an area, the government and third parties must optimize existing tourism by improving quality and promoting it properly so that there will be many tourists who visit. International tourism is recognized as having a positive impact on long-term economic growth. Globally, the tourism industry seems to be an important sector to increase income, expand employment, and increase foreign exchange. Tourism expansion also creates the growth of supporting industries. Most countries that have tourism destinations give priority to the expansion of this sector (Ghosh, 2018).

One of the cities in Indonesia that has quite a lot of tourist attractions is Blitar City. Blitar City is one of the kota in East Java Province which is directly adjacent to Blitar Regency because of its position in the middle of the Blitar Regency area. Blitar City only has 3 sub-districts, namely Sananwetan, Kepanjen Kidul, and Sukorejo. Blitar is one of the cities that is famous for its diverse tourism. One of the famous tourist attractions in Blitar City is the tomb of the father of the proclamaator, Karno. Karno's tomb is a mainstay tourist spot in Blitar City because tourists always use Karno's tomb as a reference when visiting Blitar City. The large number of cultural heritages contained in Blitar City has the potential to be used by local governments and the community. Not only utilizing its historical value but also in terms of economic value through culture-based tourism (Auwalin et al., 2022).

The existence of a tourist icon in Blitar City, namely the Tomb of Karno, the government took the opportunity to develop the tourism sector in Blitar City. The government opened other tourist attractions such as the Karno Museum, Penataran Temple, Water Park, to Tambakrejo Beach. This tourism development aims to attract people to visit Blitar City so that it can increase regional sources of income. The growth of the tourism sector is related to various aspects including the number of visitors, the number of hotels, transportation services, communication, as well as shopping and entertainment places in the City Blitar. Because tourism is connected to various economic activities, its contribution plays a very important role in economic growth.

Matahir & Tang (2017) explained that the tourism sector is an important sector to boost a country's economy. This is evidenced by the increase in the number of international trips around the world. According to the World Tourism Organization, as many as 1,200 million international tourists have traveled worldwide (Garson, 2016). So it can be concluded that the development of the tourism industry is influenced by the number of tourists which will have an impact on increasing regional income. This phenomenon can encourage the development of UMKM in Blitar City. The development of this small and medium-sized industry will create jobs to reduce the unemployment rate. In addition, the existence of MSMEs can also increase the creativity of business actors in making products or services that will be the hallmark of each tourist attraction. This will also encourage the tourism sector in Blitar City to be more advanced and in a better direction.

THEORETICAL FOUNDATIONS

Tourism is the most visible and most stable growing sector in developing economies. Tourism is estimated as one of the fast-growing elements for economic development in the last two decades (Songling et al., 2019). The tourism sector can be categorized into several sub-segments, including ecotourism and educational tourism. Ecotourism will be positioned as a key segment of the tourism industry by utilizing biodiversity assets through protection and conservation that reach widely and is supported by optimal activities and promotions. Ecotourism products will be developed as a high tourism value by attracting investors who have competence in nature and wildlife conservation. Supporting elements are also provided such as tourism facilities, translation centers,

security, and communication. The development of ecotourism will provide a great opportunity for local people to participate to generate income to improve living standards (Habibi et al., 2018).

Educational tourism is the most important segment in tourism. Therefore, the educational tourism segment should be given special attention. The existence of student mobility is a major factor in the educational tourism sub-segment because their main goal besides completing formal education is to seek tourist experiences in the regions they addressed. (Matahir & Tang, 2017) revealed that international student mobility is considered an opportunity for the government to expand its source of income from tourism, especially educational tourism. This shows that the number of students who migrate to an area will contribute to educational tourism, supported by research conducted by (Hussein et al., 2021) which states that the educational tourism segment has a positive impact on economic growth. This research also proves that educational tourism can be a new tool for economic sustainability.

The research of Habibi et al (2018) explains that there is a positive impact on the relationship between tourism and the growth of economists. For Iran, tourism supports general economic growth. The results of tourism's contribution to economic growth in every province in Iran show that khorasan razavi has the highest contribution to economic growth, Gilan takes second place and Ardabil third with more than 1%, and subsequently 28 provinces still have a positive contribution. contribution although less than 1%.

Jayathilake's research (2013) shows that Johansen's cointegration procedure shows evidence of a long-term relationship between variables. In particular, the results confirm the hypothesis of tourism-led economic growth; Tourism has a positive impact on economic growth in developing countries.

Research by Khan et al (2020) shows the finding that economic growth supports tourism development. Sustainable tourism remains the only option in developing countries to increase tourism competitiveness as a tool for friendly development. Thus, tourism policies need to be integrated with overall economic, environmental, and energy policies to drive a shift towards sustainable tourism development to minimize environmental pollution.

Songling et al (2019) explain in their research that there is a strong link to the tourism sector and economic growth in the context of Beijing, and at the same time, tourism creates a more significant increase in the achievement of the long-term local real economy. The results of the VAR model show that Beijing's economic growth is influenced by domestic tourism in the long term, while the ECM model shows unidirectional results in the short term. Similarly, there is a one-way causal relationship between the tourism industry and economic growth in Beijing, China. Empirical results support the concept that tourism causes growth.

Research by Adedoyin et al., (2022) shows its empirical results that an increase in tourist visits or air transportation by 1% causes economic growth of 0.41% and 0.17%, respectively.

With so many foreign tourists coming, the tourism sector will directly contribute to foreign exchange. The development process went smoother along with the increase in foreign exchange reserves (Holik, 2016). As described above, many researchers have previously conducted studies that address the relationship between tourism and economic growth.

RESEARCH METHODS

This research uses descriptive quantitative methods. The data used in this study are primary data and secondary data. Primary data are data obtained from outside parties such as questionnaires, observations, and interviews. Meanwhile, secondary data is in the form of

Blitar City GRDP, population, and per capita income. The respondents of this study were visitors who were traveling in Blitar City with several xx respondents.

Data analysis in this study uses correlation tests and SWOT analysis matrices. The correlation test was processed using SPSS 22. Its value is between -1 - 1 . When the correlation coefficient is equal to 1 , then it becomes a completely positive correlation; when the correlation coefficient is equal to -1 , then it becomes a completely negative correlation. That is, the greater the absolute value of the correlation coefficient, the stronger the correlation, and vice versa (Zhu et al., 2019). SWOT analysis (strengths, weaknesses, opportunities, and threats) identifies internal and external factors that can affect the observation process. The purpose of a SWOT analysis is to determine a systematic assessment of the problem that will determine decision-making related to the strategic dimension of the problem (Leiber et al., 2018).

RESULTS AND DISCUSSION

The results of this study were obtained through correlation tests and SWOT analysis as well as analysis and explanation.

1. Correlation Test

The results of the correlation test between variables are described into the table as follows:

Table 1. Correlation Test Results

		Population	HDI	Agricultural Sector Growth	Tourism Sector Growth	Trade Sector Growth	Economic Growth
Population	Pearson Correlation	1	.986**	-.260	-.596	-.699	-.712
	Sig. (2-tailed)		.007	.673	.289	.189	.177
	N	5	5	5	5	5	5
HDI	Pearson Correlation	.986**	1	-.011	-.444	-.557	-.567
	Sig. (2-tailed)	.007		.986	.454	.330	.319
	N	5	5	5	5	5	5
Agricultural Sector Growth	Pearson Correlation	-.260	-.011	1	.659	.636	.644
	Sig. (2-tailed)	.673	.986		.226	.249	.241
	N	5	5	5	5	5	5
Tourism Sector Growth	Pearson Correlation	-.596	-.444	.659	1	.991**	.987**
	Sig. (2-tailed)	.289	.454	.226		.001	.002
	N	5	5	5	5	5	5

Trade Sector Growth	Pearson Correlation	-.699	-.557	.636	.991**	1	.999**
	Sig. (2-tailed)	.189	.330	.249	.001		.000
	N	5	5	5	5	5	5
Economic Growth	Pearson Correlation	-.712	-.567	.644	.987**	.999**	1
	Sig. (2-tailed)	.177	.319	.241	.002	.000	
	N	5	5	5	5	5	5

Source: Secondary Data processed, 2022

The results of the correlation test above, it shows that the growth of the tourism sector and the growth of the trade sector are correlated with economic growth. The growth of the tourism sector shows a Pearson correlation value of 0.987 which means the correlation relationship is a positive perfect correlation. It can be stated that the higher the growth of the tourism sector, the higher the economic growth.

The growth of the trade sector shows a Pearson correlation value of 0.999 which means the correlation relationship is a positive perfect correlation. It can be stated that the higher the growth of the trade sector, the higher the economic growth.

2. SWOT Analysis

The identification of SWOT factors was carried out using the perspective of the Blitar City Government. Thus, internal factors are the strengths and weaknesses that come from the Blitar City Government. On the contrary, external factors are factors of opportunity and threats that come from outside the Blitar City Government. a. Strength

- Increased direct spending on city budget
- The existence of regulations that support the creation of a conducive investment climate
- Availability of land for the development of industrial and residential allotment areas
- The existence of regulations that support the development of the industrial, trade and service sectors, especially educational services
- The existence of Regional Devices directly related to the handling of one-stop licensing, industry, employment, education, and tourism
- Improved infrastructure

b. Weakness

- Not yet optimal arrangement of the strategic area of the city
- Low guidance for MSMEs
- Not yet optimal area of the location of the arrangement of street vendors (PKL)
- TPT is still quite high
- Low fiscal capacity

c. Opportunity

- Existence of Surabaya-Malang-Blitar Toll Road Plan
- PMDN investment trend is increasing

- Demographic bonus and productive age education level dominated by SMA / SMK and above
- Access to capital and financial institutions is increasingly open
- Existence of financing and regulatory support from the Central and Provincial
- Image of Blitar City as a City of Proclamation
- Tourism development in Blitar City and the trend of increasing the number of tourist visits
- SMEs and MSMEs grow

d. Threats

- Existence of Surabaya-Malang-Blitar-Tulungagung Toll Road Plan
- Other districts/cities that are also trying to attract investors
- Relatively high population growth rate and density rate

SWOT Scoring and Weighting

The identified factors are then suspended and weighted to determine in which position the strategy will be developed.

Table 2. Scoring and Weighting of Internal and External Factors

No.	Strength	Scale	Weight	Total
1	Increase in direct spending on city budget	4	0.125	0,500
2	The existence of regulations that support the creation of a conducive investment climate	4	0.075	0,300
3	Availability of land for the development of industrial and residential allotment areas	4	0.075	0,300
4	The existence of regulations that support the development of the industrial, trade and service sectors, especially educational services	4	0.075	0,300
5	The existence of Regional Devices that are directly related to the handling of one-stop licensing, industry, employment, education, and tourism	3	0.05	0,150
6	Improved infrastructure	4	0.125	0,500
	Total Power		0.525	2,050
No.	Weakness	Scale	Weight	Total
1	Not yet optimal arrangement of the strategic area of the city	4	0.125	0,500
2	Still low coaching for MSMEs	4	0.075	0,300
3	Not yet optimal area of arrangement of street vendors (PKL)	4	0.1	0,400
4	TPT is still quite high	4	0.1	0,400
5	Low fiscal capacity	4	0.075	0,300
	Total Weakness		0.475	1,900

TOTAL STRENGTHS-TOTAL WEAKNESS DIFFERENCE				
			1,000	0,150
No.	Opportunity	Score	Weight	Total
1	The Existence of the Surabaya-Malang-Blitar Toll Road Plan	4	0.125	0,500
2	PMDN investment trend is increasing	4	0.1	0,400
3	Demographic bonus and productive age education level dominated by SMA / SMK and above	4	0.125	0,500
4	Access to capital and financial institutions is increasingly open	3	0.025	0,075
5	Financing and regulatory support from the Central and Provincial	3	0.025	0,075
6	Image of Blitar City as a City of Proclamator	3	0.075	0,225
No.	Opportunity	Score	Weight	Total
7	Tourism development in Blitar City and the trend of increasing the number of tourist visits	3	0.05	0,150
8	SMEs and MSMEs grow	3	0.05	0,150
	Total Opportunities		0.575	2,075
No.	Threats	Score	Weight	Total
1	The Existence of Surabaya-Malang-BlitarTulungagung Toll Road Plan	4	0.170	0.680
2	Other districts/cities that are also trying to attract investors	3	0.140	0.420
3	Population growth rate and relatively high density rate	3	0.115	0.345
	Total Threat		0.425	1,525
TOTAL OPPORTUNITY-TOTAL THREAT DIFFERENCE				
			1,000	0,550

Based on the scoring and weighting process, it can be seen that the position of the chosen strategy is in Quadrant I, namely the Growth / Progressive Strategy because it has a comparative advantage (supported by adequate strength and potential).

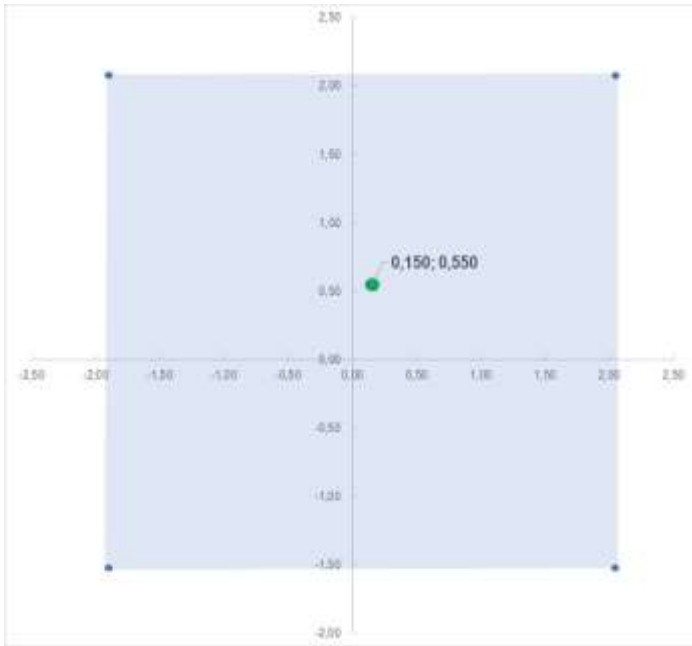


Figure 1. SWOT Strategy Diagram

After identification of internal and external conditions, strategy determination is carried out which begins with the selection of strategies using a SWOT (Strength, Weakness, Opportunity, Threat) analysis. The expected result of this analysis is a strategy that is expected to be able to achieve the desired goal. Given that the indicators focused are interrelated, the strategies to be formulated are complementary.

Table 3. SWOT Analysis Strategy

INTERNAL	FORCE (S)		WEAKNESS (W)	
	1	Increase in direct spending on city budget	1	Not yet optimal arrangement of the strategic area of the city
2	The existence of regulations that support the creation of a conducive investment climate	2	Still low coaching for MSMEs	
3	Availability of land for the development of industrial and residential allotment areas	3	Not yet optimal area of arrangement of street vendors (PKL)	
4	The existence of regulations that support the development of the industrial, trade and service sectors, especially educational services	4	TPT is still quite high	

	5	The existence of Regional Devices that are directly related to the handling of one-stop licensing,	5	Low fiscal capacity
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EXTERNAL		industry, employment, education, and tourism		
	6	Improved infrastructure		

OPPORTUNITY (O)	S-O STRATEGY		W-O STRATEGY	
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1	The Existence of the Surabaya-Malang-Blitar Toll Road Plan	1	Encouraging direct investment growth and access to capital in the regions	1	Developing a support system development of information technology SMEs/MSMEs
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OPPORTUNITY (O)	S-O STRATEGY		W-O STRATEGY	
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2	PMDN investment trend is increasing	2	Increasing the human resource capacity of the productive age population	2	Increase cooperation inter stakeholders in improving the arrangement of strategic areas
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3	Demographic bonus and productive age education level dominated by SMA / SMK and above	3	Develop product diversification Competitive	3	Developing the concept of structuring PKL that is in line with the image of the City
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4	Access to capital and financial institutions is increasingly open	4	Develop the quality and quantity of objects and promote tourism on a regular basis	4	Develop partnerships in improving the management of SMEs/SMEs
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5	Financing and regulatory support from the Central and Provincial	5	Developing new settlement centers integrated with the city system	5	Improve coordination between stakeholders in expanding Job Opportunities
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6	Image of Blitar City as a City of Proclamation	6	Improving the quality of strategic areas and the face of the city	6	Develop regulations that encourage the development of the local economy
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7	Tourism development in Blitar City and the trend of increasing the number of tourist visits	7	Increase investment in the development of IKM/MSME products
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8	SMEs and MSMEs grow		
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	THREAT (T)		S-T STRATEGY		W-T STRATEGY
1	The Existence of Surabaya-Malang-BlitarTulungagung Toll Road Plan	1	Developing tourism objects and MSMEs based on the leading sector/potential of the City	1	Improve coordination regional economic development based on local potential
2	Other districts/cities that are also trying to attract investors	2	Controlling land conversion with a disincentive incentive system	2	Developing partnerships in increasing HR capacity
3	Population growth rate and relatively high density rate	3	Developing urban network systems integrated with local, regional, and national centers of economic activity	3	Increasing the role of society in maintaining peace and order
		4	Controlling the rate of population growth	4	Realizing price stability

For the aforementioned strategy to run according to plan, so as to create success in achieving the goals and objectives of the economic roadmap program, it is necessary to pay attention to the following principles: a. Community Oriented

The community is an actor and at the same time who benefits from the activities carried out in the economic potential development program creating an acceleration and expansion of economic activity. For this reason, each program is directed to activities aimed at meeting practical and strategic needs in the development of local economic potential, whose outputs and impacts (outcomes) can be felt directly by the local community.

b. Context of Local Customs and Culture

The development of activities oriented to the conditions and needs of the community needs to pay attention to the customs and culture that have developed as a local wisdom in the life of the local community. Farming techniques, market structure, trust in other things, and various other cultural characteristics need to be used as one of the considerations and references in the economic development of the people of Blitar City. c. Environmentally Sound

In general, people in an area or region have absorbed their environment and developed it as a traditional wisdom. The development of economic needs, which are influenced by socioeconomic changes, the increase in health and education can encourage the creation of environmentally damaging economic activities such as the destruction of protected forests and coral reefs.

For this reason, the activities in the Blitar City Economic Roadmap must be environmentally sound and refer to the principles of sustainability. Related to this principle is the consideration of the impact of activities on the environmental, economic, social and cultural conditions of the community concerned both for the short, medium, and long term

d. Non-Discriminatory

The implementation of the Blitar City Economic Roadmap program needs to apply nondiscriminatory principles, both in terms of SARA and gender. This principle is used so that the program is not used for the benefit of a particular party, which in turn can interfere with the achievement of goals and objectives.

3. Pariwisata Potential in Blitar City

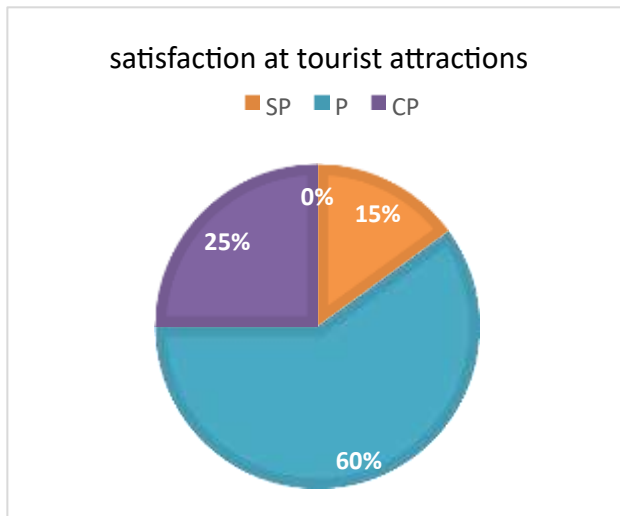


Figure 2. Survey of Respondents Regarding Satisfaction in Tourist Attractions



Figure 3. Survey of Respondents Regarding Services in Tourist Attractions

Source: Primary data (author-processed)

Based on the diagram on Gamber 2, is known to answer the respondent's statement of satisfaction in the tourist attractions of Blitar City. Responses from respondents 15% answered very satisfied, 60% answered satisfied, and 25% answered quite satisfied from 12 tourist attractions. Judging from the results of the survey of respondents to visitors to Blitar City, it indicates that the tourist facilities and infrastructure in Blitar City are quite good. This needs to be maintained and become a measure for stakeholders and tourism agencies in carrying out work programs.

Based on the diagram in Figure 3, it is known that the respondent's answer to the statement regarding services in Blitar City tourist attractions. Responses from respondents 15% answered very satisfied, 50% answered satisfied, and 35% answered quite satisfied from 12 tourist attractions. Judging from the results of the survey of respondents to visitors to Blitar City, it indicates that the service in tourist attractions in Blitar City is quite good. Service for consumers is indeed a top priority so that consumers feel comfortable. Good service will also increase the intensity of consumers to visit again.

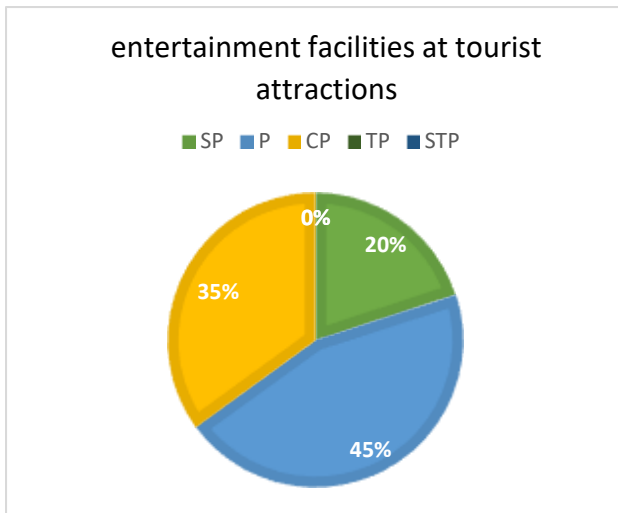
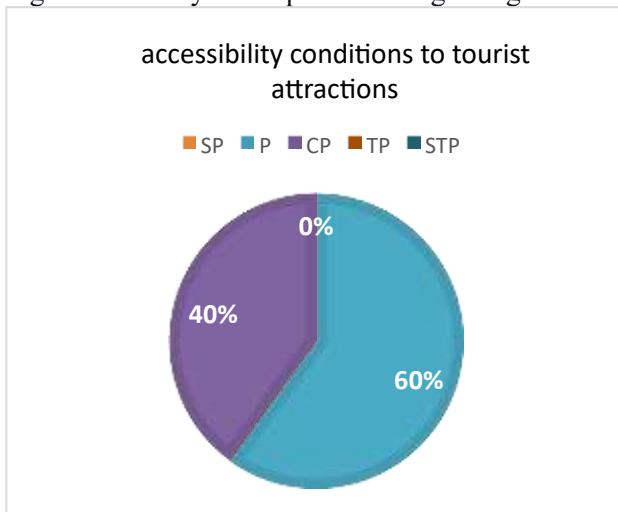


Figure 4. Survey of Respondents Regarding Entertainment Facilities in Tourist Attractions

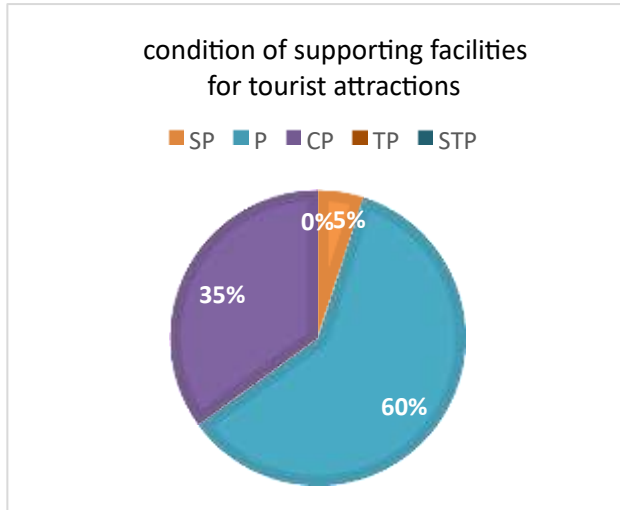


Figures 5. Survey of Respondents Regarding Services in Tourist

Source: Primary data (author-processed)

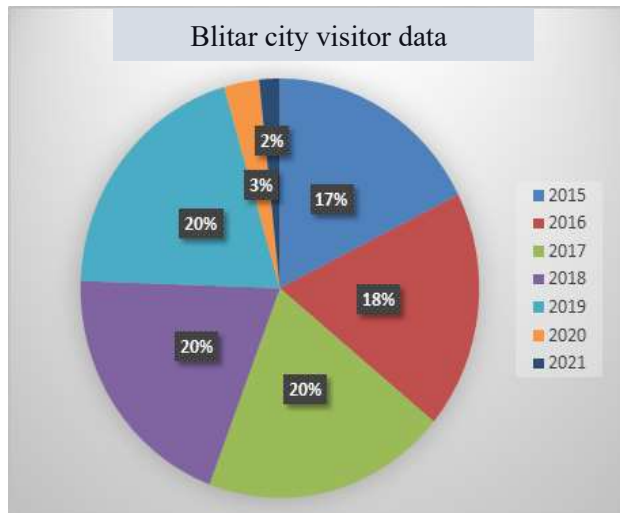
Based on the diagram in Figure 4, it is known that the respondent's answer to the statement regarding entertainment facilities in Blitar City tourist attractions. Responses from respondents 20% answered very satisfied, 45% answered satisfied, and 35% answered quite satisfied from 12 tourist attractions. Judging from the survey results of respondents visiting Blitar City, it indicates that entertainment facilities in tourist attractions in Blitar City are quite good. Interesting entertainment facilities are indispensable in tourist attractions so that visitors do not feel bored. In addition, the existence of attractive and adequate entertainment facilities will attract visitors to visit again.

Based on the diagram in Figure 5, it is known that the respondent's answer to the statement regarding the condition of accessibility to the tourist attractions of Blitar City. Responses from respondents 60% answered satisfied and 40% answered quite satisfied from 12 tourist attractions. Judging from the results of the survey of respondents to visitors to Blitar City, it indicates that the accessibility conditions to tourist attractions in Blitar City are quite good. The condition of accessibility to tourist attractions is one of the things that must be considered. Poor accessibility conditions will make visitors feel less comfortable and can have an impact on the intensity of the number of tourist visitors.



Picture 6. Survey Respondents About Condition Supporting Facilities for Tourist Attractions

Source: Primary data (author-processed)



Figures 7. Survey of Respondents Regarding Services in Tourist

Source: BlitarTourism City Tourism Office

Based on the diagram in Figure 6, it can be seen the respondent's answer to the statement regarding the condition of the supporting facilities for Blitar City tourist attractions. Responses from respondents 5% answered very satisfied, 60% answered satisfied, and 40% answered quite satisfied from 12 tourist attractions. Judging from the results of the survey of respondents to visitors to Blitar City, it indicates that the condition of supporting facilities for tourist attractions in Blitar City is quite good. The condition of supporting facilities for tourist attractions is very important, such as the existence of a prayer room or eating place that makes it easier for visitors if they want to worship or rest.

Based on data on visitors to the city of Blitar from 2016-2020, there is relatively no significant change. It can be indicated that visitors do not have an interest in revisiting or there are other things such as lack of promotion and advertising. This is a homework for the Blitar City government to be able to increase the number of tourist visitors in its area which is still unreachable to the wider community. The importance of promotion and advertising to provide visualization to the wider community to be able to visit and enjoy tourism in Blitar City.

One main note, in Blitar City, there is the tomb of one of the Proclamators, namely Ir. Soekarno, who made Blitar a historical tourist spot that became a place for various people to visit Blitar City.

Discussion

Judging from the results of the correlation test, it shows that the growth of the trade and tourism sectors is perfectly correlated positively to economic growth. That is, the higher the growth of the trade sector, the higher the growth of the economy. Likewise, the growth of the tourism sector is perfectly correlated positively to economic growth which means that the higher the growth of the tourism sector, the more high economic growth is also high. The results of this test are supported by research from (Du et al., 2015) using cross-sectional data sets involving 109 countries. They identify a positive relationship between tourism and growth if determinants of income (such as capital accumulation) are not considered in the growth model. These researchers concluded that tourism affects economic growth through standard income determinants. Likewise, research from (Saleh et al., 2015) states that tourism growth and GDP have a long-term relationship. They also point out that tourism has a stronger impact on the economy than other related sectors.

Based on data obtained from respondents, this study shows that the condition of supporting facilities for tourist attractions in Blitar City is quite good. Good facilities and infrastructure, as well as facilities, can increase tourists in Blitar City. Adequate infrastructure and facilities will satisfy tourists because they feel satisfied and facilitated in their activities. Automatically, this will increase economic growth due to the large number of tourists who come. This is in line with research from (Adedoyin et al., 2022) which states in its research that infrastructure also contributes to economic growth. (Song & Wu, 2022) explained that in researching tourism-led economic growth (TLEG) or economic growth dominated by tourism, another econometric model is needed as an input factor. Therefore, further research is carried out to identify how tourism can increase factor inputs into the economy in general such as the need for innovations or technological advances. Tourism supported by infrastructure that follows technological advances will make it easier to attract visitors.

The existence of a positive perfect correlation of trade sector growth with economic growth is related to the growth of the tourism sector. As can be seen from the data of visitors or tourists who tend to increase from 2015 – 2021 (except during the Covid-19 pandemic), the number of tourists who come directly affects the trade sector is the MSME sector in Blitar City such as hotels, restaurants, souvenir centers, and even traders around tourist attractions. The trade sector will contribute to regional revenues

CONCLUSION

Tourism in Blitar City is one of the growing sectors due to the large number of tourist attractions both educational and recreational. The development of the tourism sector is shown by the increasing number of visitors every year. The growth of the tourism sector has an effect on economic growth in Blitar City which also has an indirect influence on the growth of the trade sector in Blitar City. A large number of visitors in Blitar City will encourage MSMEs so that MSMEs will contribute to regional income.

Tourism growth also needs to be accompanied by the development of adequate infrastructure and being able to keep up with technological developments. The government needs to think about how to make long-standing tourism places such as museums or temples more attractive to make tourists interested in visiting. As we know, lately educational tourism is less in demand by some people. For tourist attractions to be

preserved and for MSME traders can sell, the government needs to make innovations related to tourist attractions accompanied by technological advances to long term. This of course will also affect economic growth due to the increase in regional income.

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