



## Optimal Location Analysis for Tourist Accommodation Development in Jepara

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### Abstract

Tourist accommodations in Jepara Regency are focalized on only a number of strategic tourist locations. As such, their insufficient spread constrains tourist accessibility to necessities. This article aims to analyze and specify locations in Jepara Regency that may be developed into tourist accommodations so that they are optimally distributed to boost and optimize tourism activities. The analysis carried out employed the weighted overlay quantitative research approach using Geographic Information System software. From the analysis, a map of recommendation was made containing the optimal locations in Jepara Regency to be developed into tourist accommodations consisted of the North, East, and West regions. The locations were determined in consideration of potential for visual beauty, accessibility, proximity to tourist attractions, accessibility to public facilities, proximity to city center, land use, and the slope of land. This study recommends that the government continues to mediate the development of accommodations so as not to be overly centered in the western part of Jepara and considers the regional capacity and environmental conditions of the area in the next few years. Furthermore, the government needs to strengthen the tourism systems in the northern and eastern regions so that these regions are prepped in time to be developed.

*Keywords: accommodation; optimal location; tourism*

### 1. Introduction

As a tourist destination, Jepara Regency has tourism potential spread almost throughout its territory. This owes to its natural landscape and location which borders the Java Sea and is nearby to Mount Muria. As reflected by the high influx of tourist visits, this potential for tourism is highly prospective. It is recorded in the Central Java Tourism Statistics Book that Jepara Regency is the third most visited Regency in Central Java by international tourists, amounting to 3,004 tourists in 2020. Moreover, based on the 2020 Jepara Regency Government Work Plan from the Regional Government Office of Tourism and Culture of Jepara Regency, the number of tourists from 2014-2018 have seen a continuous increase. In 2014 there were 1,485,746 domestic tourists and 20,850 international tourists and by 2018 it reached 2,478,056 domestic tourists and 27,340 international tourists.

The increase in the number of tourists should be taken into advantage to improve regional economy as well as the Jepara Regency Tourism Development Vision as stated in the Jepara Regency Regional Tourism Development Master Plan 2018-2033. The vision as stated in Article 3 is to realize Jepara Regency as a leading tourist destination that is dynamic, competitive, and sustainable through its natural, cultural, and man-made potentials to improve the

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economic development of Jepara Regency. The potentials as mentioned have not benefitted optimally as facilities for tourism, particularly tourist accommodations, are centered on only a number of strategic tourist locations. As mentioned by Cooper (1995: 81) in (Nugroho, 2019) there are four main components of tourism, namely tourist attractions, accessibility, amenities, and ancillary services. The present research focuses more on the component of amenities or supporting facilities which offers tourist to opt for a longer stay so they can make most of the tourist activities available in the regency. The specific amenity as focused and assessed in this research is tourist accommodation. In addition, the current shift in tourism towards staycation trends has pushed greater needs for accommodations, making it an aspect of importance which should be paid considerable attention (Andriany, 2021).

In tourism, accommodation is an essential establishment or property (a room, a house, etc.) whereby visitors can rest, bathe, eat, drink, and enjoy the services and entertainment provided (Samalam et al., 2016). Tourist accommodation is a private facility located, with consideration, in a certain area, which commonly also offers public facilities or services (Albert et al., 2014). Establishing tourist accommodations can bring beneficial outcomes such as the creation of safe and comfortable areas. When so, tourists will be attracted to enter the area and with them investment and new job and income opportunities for the surrounding community (Shaghaghpour & Larijani, 2017). Likewise, the existence of tourist accommodation can boost land value in line with tourism developments that occur in the area (Nuharta et al., 2020).

Uneven distribution in the development of tourist accommodation can prompt unfavorable effects in other dimensions related to tourism, such as the economy as well as inequity of regional income of one area to another (Widiarsani, 2019). This inequity is apparent in Jepara Regency whereby accommodation developments are only concentrated in few areas, particularly in the Western Regional Tourism Destinations (RTD), namely in Jepara, Mlonggo, and Tahunan Districts. As a result, notable developments in tourism activities tend to occur in these areas. Tourism-based economic development in other areas needs to be developed supported by an even distribution of accommodation. It is necessary to consider several things that can influence the development of policies that already exist in Jepara Regency from the point of view of tourists who act as markets. As such, this study aims to determine the optimal locations for the development of tourist accommodations in Jepara Regency. This article analyzes and specify locations in Jepara Regency that may be developed into tourist accommodations so that they are optimally distributed to boost and optimize tourism activities. This study analyzes the optimal location using a weighted overlay by utilizing a geographic information system by incorporating elements of tourist preferences. Ultimately, a recommendation was made consisting of accommodation locations in consideration and effort to achieve even tourism development distribution based on a set of criteria such as visual beauty, accessibility, proximity to tourist attractions, public facilities, and city center, as well as land use and suitable slope of land.

## **2. Literature Review**

Preceding studies have analyzed many factors that motivates the selection of an accommodation. Among other factors, facilities and location of an accommodation play significant role in such decision-making (Taan et al., 2020). Location has proven to be related to the development of the tourism industry. Establishments of hotels have been observed to have a significant influence on tourism competitiveness of the surrounding location whereby they are located (Mandić & Petrić, 2021). Location of accommodation is also considered to have a strong relationship with tourist movements, because many tourists tend to choose accommodations that are close to tourist attractions such that they are able to access them by foot (Shofal et al., 2011). In some studies, it is evident the extent to which accommodations are developed in certain locations also influences the decision of tourists in choosing their accommodations.

Several studies have analyzed the factors that are relevant towards location selection for accommodation developments. One of them is the physical characteristics of the location (Newell & Seabrook, 2006). This encompasses aspects such as proximity to city center, transportation posts, and distance to tourist attractions (Valentin & O'Neill, 2019). Alternatively, other factors should also be considered in the determination of optimal accommodation development location such as the local economy around the location, related regulations, building height limits, the existence of land to support parking facilities, surrounding public facilities, natural resources, visual perceptions, the commercial area around the site, conventional center, as well as the physical characteristics of the location (Adam & Amuquandoh, 2013). Ease of access (accessibility), sufficiently large space, availability of parking space and comfortable environment are also things to consider in choosing a location (Fure, 2013). According to Cró and Martins (2018), there is a spatial relationship between the pattern of hotel locations and several things such as geographical conditions, existing land use, accessibility or ease of transportation to reach hotel locations, accessibility to public infrastructure, proximity to tourist attractions, and the presence of agglomeration effect. Accessibility often underlies the tendency of hotels to cluster in central locations which are commonly the Central Business District area or tourist center area. Lower-class hotels tend to make use of the agglomeration effect, in which they take advantage of the existence and agglomeration of higher-class hotels. Hotels that look to downtown locations pay attention to regulations governing land use in the city center as well as the surrounding economic strength, while seeking to build on the outskirts of the city tend to pay attention to environmental aspects around them (Adam & Amuquandoh, 2014).

The relative locations where accommodations are intended to be established influence the development of these accommodations. For instance, an accommodation located in proximity to protected areas would see effect with regards to the price of complementary tourism services, visitor satisfaction, and destination competitiveness (Mandić

& Petrić, 2021). Some hotels that have private beaches, for example, tend to have higher prices than regular hotels. In this case, development location is related to the accommodation size, rating, service quality, and market segment of the accommodation that will be developed at that location (Yang et al., 2012). Meanwhile, hotels with less favorable locations, i.e., those far from tourist destinations, fewer facilities, and limited access to transportation must spend more effort to attract visitors (Tussyadiah & Zach, 2017).

In determining the location of an accommodation, in addition to using theoretical models, there are also operational models that can be used, such as the Geographic Information Systems (GIS). GIS is said to be able to provide a more efficient system in determining the locations for accommodation developments by entering spatial data (Yang et al., 2014). In his research, Joerjer (1999) determined the location for new hotels using GIS to narrow down the candidates and finally find a suitable location in consideration of several factors such as soil type, type of land use, conservation status, as well as road and beach accessibility. Another study from Beedasy and Whyatt (1999) also developed a support system in spatial decisions to choose a hotel development location, developing an approach in combination with the weight assignment of factors to be considered to quantify a score from each possible location.

### 3. Research Methods

The subject location of the study is the Jepara Regency in the island of Java, which consists of 15 districts excluding Karimunjava District. The underlying consideration of this distinction of the districts is that in the zoning of the Central Java tourism area, the division of the Semarang-Karimunjava Provincial Tourism Destinations (DPP) separates the Karimunjava Provincial Tourism Strategic Area (KSPP) and its surroundings from the Jepara Provincial Tourism Development Area (KPPP) and its surroundings. Besides, previous studies have revealed that Karimunjava District has the highest District Development Index value among other Districts attributable to the many developments supporting tourism activities such as lodging, restaurants, playgrounds, as well as access from sea and air (Ekosafitri et al., 2017). As such, the present research focuses on these 15 other districts.

The analytical approach used in this study the weighted overlay method with the use of Geographic Information System software. Researches that have used GIS highlight the efficient use of spatial databases in determining optimal location (Purwanto & Iswandi, 2019). The optimal location referred to in this study considers substantially on the distribution of accommodation in each tourism area, noting the problem of tourist accommodation developments which tend to cluster at only certain points of tourism development areas. In making a recommendation map for the development of tourist accommodations, we also pay attention to several factors that have been discussed in the Literature review section above.

This study uses seven variables as the basis of analysis in considering the optimal location for the development of tourist accommodations. These variables include potential for visual beauty, accessibility, proximity to tourist attractions, access to public facilities, proximity to city center, types of land use, and slope of land. The weight of five of the seven variables were determined based on the assessments from tourists obtained using a questionnaire that was filled out by 88 respondents. In the questionnaire, questions related to factors that influence tourists in choosing accommodation were given. Data from each response was processed using a Likert scale with a score of 1 to 3, with 1 being not significant (NS), 2 being significant (S), and 3 being very significant (VS). The answers from the 88 respondents were summed to determine which factor had the highest score.

To quantify the score the following formula was used:

$$\text{Score} = \text{Response score} \times \text{Number of respondent}$$

In detail,

|                                       |                 |
|---------------------------------------|-----------------|
| 3 x number of respondents choosing NS | = NS Score      |
| 2 x number of respondents choosing S  | = S Score       |
| 1 x number of respondents choosing VS | = VS Score      |
| Total                                 | = Overall score |

This survey was conducted to allocate weights to the variables according to which were most considered by tourists in choosing tourist accommodation. Meanwhile, the slope of land and type of land use variables were taken in consideration of the environmental aspects that represent the physical characteristics of the location. Research by Newell & Seabrook (2006) stated that one of the important things in determining the location of a hotel is the physical characteristics of its location. In this case, type of land use was considered so that the recommended location would not cross path with lands that are unavailable or unsuitable to be used to establish accommodations. Likewise, sloped was considered to avoid development locations in areas that have very steep slopes. The following is a table of weight assignment for each variable:

Table 1: Variable Weight Assignment in the Weighted Overlay Analysis

| No. | Variable                         | Data Used                                       | Tourist Preference Score | Weight |
|-----|----------------------------------|---|--------------------------|--------|
| 1.  | Visual Beauty Potential          | Shapefile of the location with visual potential | 244                      | 30%    |
| 2.  | Accessibility                    | Shapefile of road networks                      | 218                      | 18%    |
| 3.  | Proximity to Tourist Attractions | Shapefile of tourist attraction sites           | 195                      | 17%    |

|    |                             |  |     |     |
|----|-----------------------------|--|-----|-----|
| 4. | Access to Public Facilities | Shapefile of public facility points                | 182 | 10% |
| 5. | Proximity to City Center    | Shapefile of city center location                  | 144 | 5%  |
| 6. | Land Use                    | Shapefile of land use in Jepara Regency            | -   | 10% |
| 7. | Slope of Land               | National digital elevation model of Jepara Regency | -   | 10% |

The data above was processed using the weighted overlay method in ArcGIS. The data and tools used were entered into the model builder. The following is an image of the model builder used in this analysis:

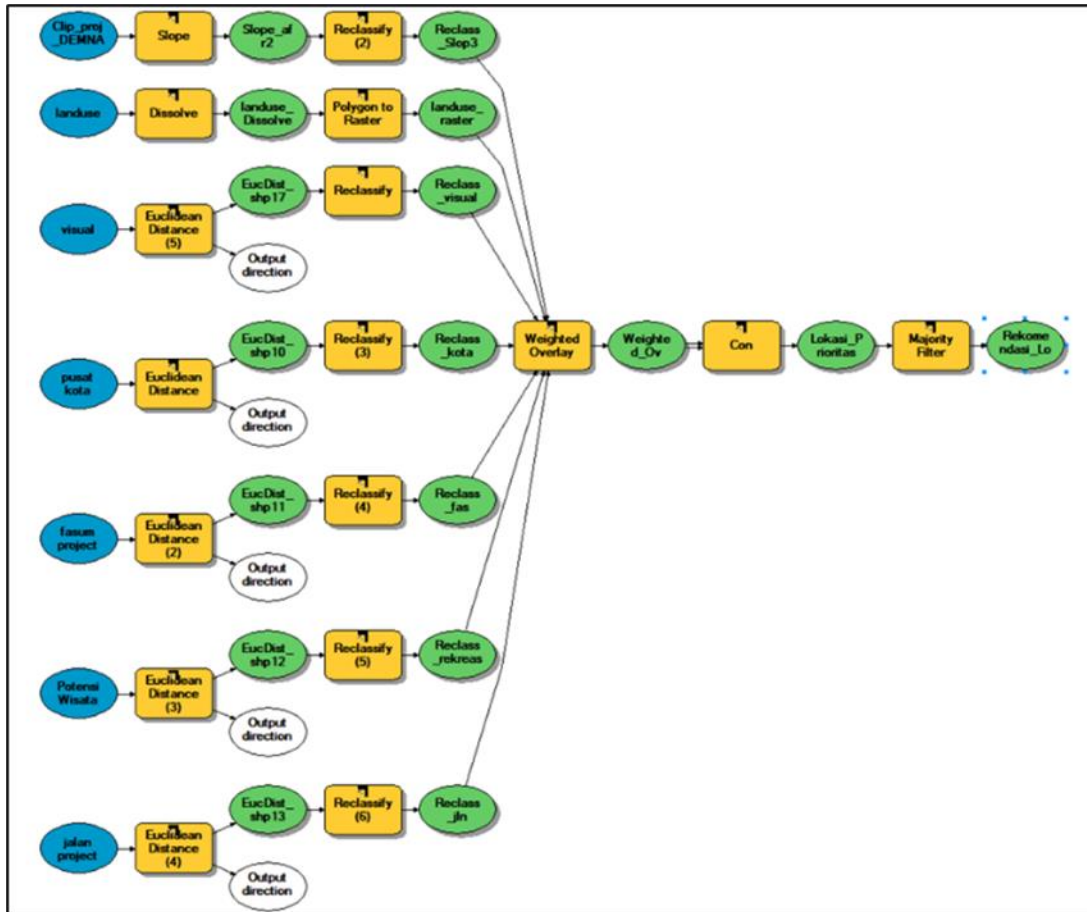


Figure 1. Geoprocessing Model (Model Builder) in the Analysis of Tourism Accommodation Location Development

#### 4. Results and Discussions

Based on the tourist preferences, the visual of the accommodation location also becomes the attractiveness of an accommodation that gets a score that is considered very influential. Adam & Amuquandoh (2013) stated that visual perception is important in determining accommodation. Thus, several locations are potential to be the main considerations in determining this location. The second is accessibility, the ease of reaching accommodation is assessed from the availability of roads to access. Third, as stated by Mandić & Petrić (2021) that certain locations used for hotel development have had a significant influence on the competitiveness of surrounding tourism. So, the results of the recommendation location are sought to be close to existing tourist destinations, so that it is expected to be able to have an impact on the development of tourism in the vicinity as well.

Another consideration is regarding the reach of public facilities, where in this analysis, commercial and shopping facilities are used which are considered to be able to support tourism activities. This is in line with tourist preferences, that one of the facilities needed during tourism activities is commercial and shopping facilities. These facilities are used as supporting facilities to be selected in determining a new location. The fifth variable is proximity to the city center. Valentin & O'Neill (2019) mentioned that proximity to the city center influences tourist preferences in choosing accommodation. Even so, tourists in Jepara Regency are not concerned with how far it is from the city center. Hence, this variable only gets 5% weight in this analysis. Other important variables are the type of land use and the type of site slope. The two variables here represent the physical characteristics of the recommended site for accommodation development.

From the analysis, a map of recommended optimal locations for tourism accommodation developments was obtained. The map displays areas with their respective classification score of 0-10, whereby the larger the score, the more preferred the location to be used for accommodation developments. From these results, two classes of highest-scoring locations were taken as the most optimal locations. Figure 2 marks the most prioritized locations as dark and light blue.

The priority locations could be divided into three regions, namely North, East, and West Jebara. Priority location 1 encompassed development areas in North and West Jebara. Meanwhile, priority location 2 spreads over development areas in North, East, and West Jebara. In the northern part of Jebara, this included Donorojo District and part of Keling District. In the eastern part of Jebara, it covered parts of the Districts of Keling, Kembang, Bangsri, Pakisaji, and Batealit. Meanwhile, in the western part of Jebara, it included the Districts of Kedung, Tahunan, Jebara, Mlonggo, as well as parts of Bangsri and Kembang districts. In these three priority locations, there are 11 tourist sub-district/villages including Tempur Sub-district, Plajan Sub-district, Bandengan Sub-district, Mulyoharjo Sub-district, Teluk Awur Sub-district, Petekeyan Sub-district, Bondo Sub-district, Tanjung Tourism Sub-district, Damarwulan Sub-district, Kunir Sub-district, and Tegalsambi Sub-district. Of the three, the western part of Jebara is close to the current tourist accommodation agglomeration areas which are locate in the Districts of Jebara, Tahunan, and Mlonggo. In contrast, the northern and eastern development areas still lack tourist accommodations.

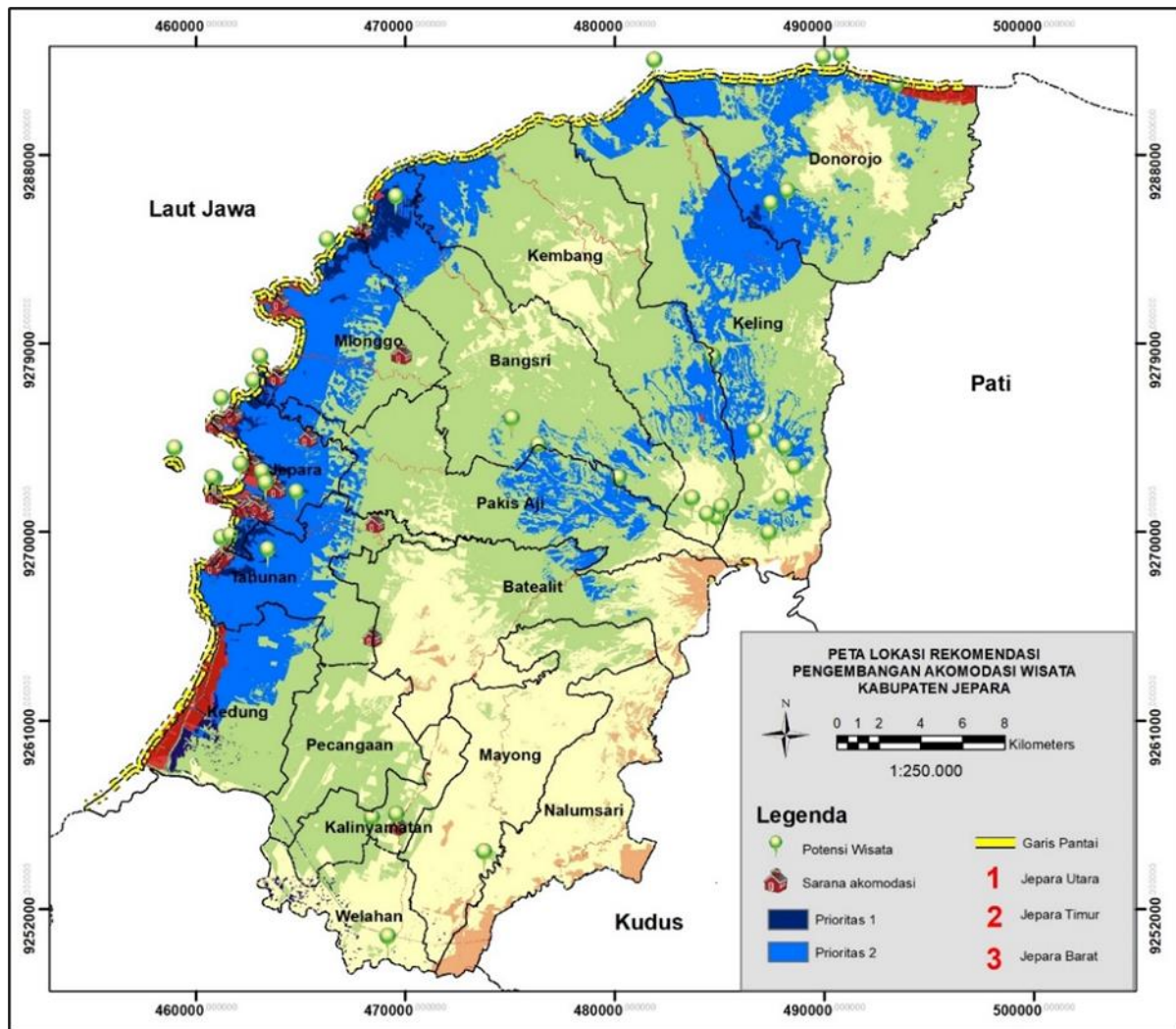


Figure 2. Recommended Locations for Tourist Accommodation Development in Jebara regency

Agglomeration of accommodations is often taken advantage of by new hotels to assess and make use of the strategic locations based on pre-existing hotels (Cró & Martins, 2018). As such, if accommodation development takes into effect in the near future, visitor attractions can be pulled towards the recommended location in the western part of Jebara. The development of accommodation around the location of the agglomeration can provide direct benefits to new hotels, particularly in getting the initial inflow visitors to come. This will encourage competition between

accommodations to offer their best facilities, service, and entertainment in attracting visitors. Each accommodation will compete to maintain or increase its selling value.

On the other hand, if the equitable distribution of tourism supporting facilities is considered, then locations both in the north and east are more critical to be developed. If accommodation developments take place in these areas, this goal of equitable tourism market could be realized with time, over a number of years. That is, although availability of tourist accommodations can attract tourists into certain areas and in turn develop them as tourist areas, the development of tourist areas is not only determined by the existence of tourist accommodations. Likewise, tourist accommodations, making up a component of tourism development, cannot develop on its own without being supported by other components of tourism. Thus, it is necessary to strengthen the tourism system in the northern and eastern locations. The components that can strengthen the tourism system according to Kuswara (2005) in Hasegawa (2017) are natural and cultural resources, tourist attractions and activities, transportation, accommodation, infrastructure, institutions, supporting facilities, tourists, and local communities. Although the development sites in northern and eastern Jepara are also close to potential tourism sites complete their pleasing views, time will still be needed to strengthen and make robust the tourism system at these locations. That way, the locations in the north and east part can be made into locations for accommodations in the long term.

The development locations discerned were compared to several related plans of the Jepara Regency. The first is the Regional Regulation of Jepara Regency No.2 of 2011 concerning Regional Spatial Planning for 2011-2030, in which it is stated in Article 38 that several tourism areas exist in Jepara Regency. Most of the development locations recommended in this research are within the tourism areas mentioned in the plan. The tourism areas in question include the area around tourist destinations. Second, the recommended development locations were also compared and aligned to the zones in the Master Plan for Regional Tourism Development of Jepara Regency. Third, when viewed from the availability of existing land, the locations determined still have high availability of land. However, there are several locations which, when taking note of the field conditions, cannot be used as development locations because the land has already been used. The location comparison based on regional plans and land availability is explicated in the table below.

Table 2: Land Availability and Attractions in Alternative Locations

| No | Location              | Land Availability   | Region    | Region-based Tourism Allocation based on RIPPARDA*  | Nearby Tourist Attractions   |
|----|-----------------------|---|-----------|---|--|
| 1. | Donorojo District     | Available in<br>(Bandungharjo, Tulakan, Banyumanis, Ujungwatu, and Clering Subdistricts)  |           |   | a. Portuguese Fortress<br>b. Mandalika Island<br>c. Tritip Cave<br>d. Gua Manik/ Pecatu Beach<br>e. Jurang Manten Waterfall<br>f. Sonder Hermitage Park<br>g. Jembul Tulakan Tradition   |
| 2. | Kembang District      | Not available in Tubanan Subdistrict<br><br>(Used for Tanjung Jati B power plant)<br><br>Available in<br>(Bucu, Sumanding, and Dudakawu Subdistricts) | RTD-North | Marine tourism area, historical tourism, religious tourism, etawa goat farm agrotourism, and nature tourism | a. Songgolangit Waterfall<br>b. Sinatah Spring<br>c. Balong Subdistrict Central Part<br>d. Bayuran Beach<br>e. Suweru Beach<br>f. Sumanding Hills  |
| 3. | North Keling District | Available in<br>(Bumuharjo, Keling, and Jlegong Subdistricts)   |           |   | a. Congkok Kebo Beach  |
| 4. | East Keling District  | Available in<br>(Tunahan, Watuaji, Kunir, Damarwulan, and Tempur Subdistricts)  | RTD-East  | Nature and agro-tourism area  | a. Tempur Tourism Subdistrict<br>b. Jehan Top Viewing Post<br>c. Damarwulan Tourism Subdistrict<br>d. Kunir Tourism Subdistrict<br>e. Bejagan Hills<br>f. Mount Muria<br>g. Distoroto Top<br>h. Kemresek Waterfall<br>i. Kyai Buku Waterfall |



| No  | Location              | Land Availability   | Region        | Region-based Tourism Allocation based on RIPPARDA*                                 | Nearby Tourist Attractions   |
|-----|-----------------------|---|---------------|--|--|
| 5.  | Pakis Aji District    | Available in<br>(Plajan and Tanjung Subdistricts)   |               |  | a. Kelapa Park<br>b. Plajan Tourism Subdistrict<br>c. Jurang Nganten Waterfall<br>d. Kalen Wates Waterfall<br>e. Kedung Plumpang<br>f. Tanjung Hills<br>g. Kali Bening   |
| 6.  | Batealit District     | Available in<br>(Batealit and Samosari Subdistrict)   |               |  | a. Wono Pinus Setro<br>b. Banyu Anjlok Waterfall<br>c. Durian Tourism<br>d. Samosari Hills<br>e. Astana Hinggil<br>f. Dong Paso Waterfall<br>g. Batu Bobot Waterfall<br>h. Setatah Waterfall<br>i. Harun Samosari Lake                               |
| 7.  | East Bangsri District | Available in<br>(Papasan Subdistrict)   |               |  | a. Kedung Ombo Waterfall<br>b. Gembong Waterfall<br>c. Genjrengan Srikandang Waterfall<br>d. Loka Jaya Park  |
| 8.  | West Bangsri District | Available in<br>(Bondo and Jerukwangi Subdistricts)   |               |  | a. Bondo Beach<br>b. Tegalsambi Beach<br>c. Ombak Mati Beach   |
| 9.  | Mlonggo District      | Available in<br>(Karanggondang, Jambu, Slagi, Smanggu, and Mororejo Subdistricts)<br>Not available in Sekuro and Jambu Subdistricts<br>(Pond lands)<br>Nor available in Srobyong, Sinanggul, and Suwawal Subdistricts<br>(Housing Area)   | RTD-<br>Barat | Marine tourism area, tourist attractions, religious tourism, and cultural tourism. | a. Jepara Ourland Park<br>b. Pungkruk Culinary Tourism<br>c. Blebak Beach<br>d. Empu Rancak Beach<br>e. Pailus Beach<br>f. Glanggah Wangi Mangrove Forest<br>g. Selayar Beach<br>h. Salor Beach<br>i. Suwawal Beach                                  |
| 10. | Jepara District       | Available in<br>(Bandengan, Kedungcino, Mulyoharjo, and Karangkebagusan Subdistricts)<br>Not available in Ujungbatu, Jobokuto, Kauman, Bulu, and Demaan<br>(Pond lands and Housing Area)<br>Not available in parts of Kedungcino, Wonorejo, Kuwasem, parts of Mulyoharjo, Pengkol, Panggang, Saripan, |               |  | a. Kartini Beach<br>b. Tirta Samudro Bandengan Beach<br>c. Kampung Prau Beach<br>d. Ngelom Beach<br>e. Kartini Museum<br>f. Gong Senen<br>g. Alamoyo Waterboom<br>h. V.O.C Fortress<br>i. Mulyoharjo Sculpture Center Subdistrict<br>j. Lomban Party |

| No  | Location         | Land Availability  | Region    | Region-based Tourism Allocation based on RIPPARDA*                     | Nearby Tourist Attractions  |
|-----|------------------|--|-----------|--|---|
|     |                  | Protoyudan, and Bapangan<br><br>(Housing and other buildings/ infrastructure)  |           |  |   |
| 11. | Tahunan District | Available in<br><br>(Parts of Tegalsambi, Telukawur, Semat, Petekeyan, Sukodono, and Langon Subdistricts)  |           |  | a. Torch War<br>b. Mantingan Mosque<br>c. Teluk Awur Beach<br>d. Semat Beach<br>e. Karang Beach Kemuning<br>f. Carving Art Center<br>g. Relief Sculpture Center |
|     |                  | Not available in parts of Tegalsambi Subdistrict, Demangan, Platar, Mantingan, Mangunan, Tahunan, Krapyak, and Senenan Subdistricts.<br><br>(Housing area) |           |  |   |
| 12. | Kedung District  | Available in<br><br>(Parts of Rau Subdistrict, parts of Tanggultlare Subdistrict, Kerso, Meganti, Bugel, Jondang, and parts of Sukosono)                   | RTD-South | Craft/art tourism area, agro-tourism, religious and historical tourism | a. Kalianyar Tourism Village<br>b. Seribu Ranting Beach   |
|     |                  | Not available in Panggung, Bulakbaru, and most parts of Tanggultlare<br><br>(Pond lands)   |           |  |   |

\*RIPPARDA: Regional Tourism Development Master Plan

As presented in Table 2, the accommodation development locations have different potentials. The locations in the eastern part are close to natural attractions such as waterfalls and pine trees which are close to Mount Muria. The locations in the western and northern parts are high in beach attractions as they are by the Java Sea. In addition, the northern locations are also surrounded with Banyumanis waterfall, Kalingisor waterfall, Undak Manuk waterfall, and several other waterfalls around Mount Genuk. Meanwhile, the locations in the western part are close to the city center in Jepara District. This gives the advantage of greater access to public facilities than locations far from the city center. As such, there are two categories of locations, namely locations that are close to the city center in the western part of Jepara and those away from the city center which are in the eastern and northern parts of Jepara. When compared with the model from Egan and Nield (2000) on the relation between hotel preferences to the bid-rent curve, the advantage of a location close to the central area is that it generates higher income from tourist visits. Meanwhile, for the eastern and northern parts of Jepara, which are far from the city center, they have the advantage of lower land prices than the central location. However, suburban locations must still expend more effort to attract visitors to replace the less favorable factors in terms of fewer facilities and limited public transportation access (Tussyadiah & Zach 2017). Particular to such locations, if these locations are to be developed, it is important to pay attention to the attractions that will be offered to visitors such as views, services, and facilities provided.

## 5. Conclusion

This study combines operational methods using Geographic Information Systems and theoretical methods by examining the factors that influence of accommodation location selection in previous studies. The results of this study have provided a map of optimal location recommendations for the development of tourist accommodations in Jepara Regency which are appropriate to be implemented. This study pointed out three priority locations located in North, East and West Jepara. The establishment of tourist accommodations in these recommended locations are intended so that the development taking do not center only around the current agglomeration area noting their capacity and environmental conditions in the next few years. This study recommends that the government as a policy maker play



an active role in controlling and mediating tourism development in Jepara Regency. The government should seek to make tourism development to not only be centered in a few areas. This can be done through increasing tourist attractions at each Regional Tourism Destination (RTD). The government also needs to start strengthening the tourism system in northern and eastern Jepara by increasing tourist attractions, transportation, accommodation, other supporting facilities, infrastructure, and institutions in the fields of tourism. By doing so, it hoped that in the future the North and East Jepara can become tourist areas that are ready to be developed.

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