



## UTILIZING TANGERANG AS A TRANSIT CITY THROUGH THE “TANGERANG CITY TOUR” TOURISM PACKAGE TO BOOST THE LOCAL ECONOMY

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### ABSTRACT

This study aims to explore the potential of Tangerang City as a transit destination through the “Tangerang City Tour” package and its impact on improving the local economy. The research method employed is a qualitative approach, with data collected through interviews, observations, and literature reviews. The analysis results indicate that Tangerang City has significant potential to be developed as a transit tourism destination, thanks to its strategic location and the diversity of attractions it offers. However, challenges such as inadequate infrastructure, insufficient promotion, and limited community capacity within the tourism industry must be addressed. Proposed recommendations include infrastructure development, more effective marketing strategies, and training for local businesses. With these steps, it is hoped that Tangerang City can enhance its tourism appeal and make a significant contribution to the local economy. This study is expected to serve as a reference for the development of more sustainable tourism policies in Tangerang City.

**Keywords:** Tangerang City Tour, transit tourists, tourism, tour packages, qualitative analysis, tourism development, local economy.

### INTRODUCTION

The city of Tangerang, strategically located west of Jakarta, serves as an important transit hub for both domestic and international travelers. This geographical position offers significant opportunities for Tangerang to leverage its role as a gateway to the capital, thereby boosting economic growth through the tourism sector. With a rich cultural heritage, diverse attractions, and a continuously developing infrastructure, Tangerang has great potential to be developed as an attractive tourist destination.

Tourism has been recognized as a vital sector in economic development, particularly in urban areas. According to a report from the World Travel & Tourism Council (2022), the tourism industry makes a significant contribution to Gross Domestic Product (GDP) and job creation, making it a key driver of economic growth. In Indonesia, the government is increasingly emphasizing the importance of the tourism sector as a means to stimulate local economic growth, particularly in cities like Tangerang (Ministry of Tourism and Creative Economy, 2021).

Recent statistics indicate a positive trend in the tourism sector in the City of Tangerang. Data from the Central Statistics Agency (BPS) of Tangerang City in October 2024 shows that the number of domestic tourists visiting the city increased by 12% compared to the previous year (BPS Tangerang City, 2024). This increase can be attributed to various promotional initiatives, including the launch of the “Tangerang City Tour” package, which aims to highlight the city’s unique attractions, such as historical sites, culinary experiences, and cultural events.

The “Tangerang City Tour” package is designed to leverage the city’s distinctive attractions to attract tourists and create economic opportunities for local residents.

Through the promotion of this package, the initiative seeks to enhance Tangerang's visibility as a viable tourist destination while providing a sustainable economic model for the local community (Sari, 2020).

This study aims to explore the implementation of the "Tangerang City Tour" package and its potential impact on local economic development. Additionally, this study will examine the current state of tourism in Tangerang, identify key attractions, and assess the infrastructure required to support this initiative. Thus, this study is expected to demonstrate how effective tourism strategies can transform Tangerang into a thriving economic hub.

### **TRANSIT CITY**

A transit city is a concept referring to a city that serves as a stopover for travelers before they continue their journey to their final destination. In this context, the City of Tangerang has immense potential to be recognized as a strategic transit city, given its proximity to the capital, Jakarta, and its excellent accessibility via various modes of transportation (Sari, 2020).

As a transit city, Tangerang not only offers convenience for tourists seeking a brief rest but also provides a variety of attractions to enjoy during their stay. From modern shopping centers to rich historical sites, the City of Tangerang possesses attractions capable of capturing visitors' attention (Hendrawan, 2021). Furthermore, the presence of various adequate accommodation facilities further strengthens its position as a comfortable transit city (Prasetyo, 2022).

However, to maximize this potential, collaborative efforts are needed between the government, tourism industry stakeholders, and the local community. Better infrastructure development, improved service quality, and effective promotion are key to making Tangerang City the top choice for travelers (Widiastuti, 2023). Thus, Tangerang City will not only serve as a stopover but also as an attractive and sustainable tourist destination (Rizki, 2024).

### **TOUR PACKAGES**

A tourism package is a form of offering that combines various tourism services into a single integrated unit, typically including transportation, accommodation, meals, and tourist activities. According to Nuriata (2017), a tourism package is a product designed to meet tourists' needs by providing all the necessary elements for a travel experience at a single price. This simplifies travel planning for tourists, as all aspects are arranged by the service provider.

Furthermore, Pratiwi (2021) explains that travel packages serve not only as a marketing tool but also as a means to enhance the traveler's experience. With travel packages, travelers can enjoy various attractions and activities without the hassle of arranging every detail of their trip. This also benefits service providers, as they can optimize resources and improve operational efficiency.

In the context of sustainable tourism, tour packages can also be designed to support the local economy. According to Santosa and Prabowo (2020), tour packages that involve local communities in the provision of services and products can improve the well-being of the local community. This aligns with the principles of sustainable tourism, which emphasize the importance of balancing the needs of tourists with the impact on the environment and local communities.

Tour packages can also be tailored to specific market segments, such as family travelers, adventurers, or travelers seeking cultural experiences. Thus, tour package providers can create products that are more relevant and appealing to their target markets.

### **TRANSIT TOURISTS**

Transit tourists refer to individuals traveling to a destination with the primary purpose of making a brief stopover before continuing their journey to another location. This phenomenon is becoming increasingly common as global mobility increases and transportation infrastructure improves. According to Cohen (2019), transit travelers often have limited time to explore a destination, so they tend to choose attractions that are easily accessible and provide a satisfying experience in a short time.

In this context, research by Abou-Zeid and Ben-Akiva (2023) indicates that travel experiences and satisfaction during transit can influence travelers' perceptions of the destinations they visit. They emphasize the importance of the quality of transportation services and facilities available at transit destinations, which can enhance traveler satisfaction and encourage them to return in the future. This aligns with findings by Loi et al. (2017), who state that satisfaction with transportation services at a destination significantly contributes to travelers' intention to return.

Furthermore, research by Seetanah and Nunkoo (2020) highlights that transit travelers often seek unique experiences that differ from their daily routines. Therefore, destination managers need to design attractive and easily accessible tour packages to meet these travelers' needs. Consequently, the development of tour packages specifically designed for transit travelers can have a positive impact on the local economy and enhance the destination's appeal.

### **TANGERANG CITY TOUR**

The "Tangerang City Tour" travel package is specifically designed to meet the needs of travelers with layover time at Soekarno-Hatta Airport. With the increasing number of passengers transiting through this airport, there is a significant opportunity to introduce the beauty and cultural richness of Tangerang City to these travelers. According to research by Prasetyo and Sari (2020), transit travelers often seek brief experiences that add value during their layover, making this tour package an ideal solution.

Tangerang City, located just about 20 kilometers from the airport, offers a variety of interesting attractions that can be explored in a short time. This tour package provides an opportunity for travelers not only to wait for their next flight but also to enjoy a valuable experience and enrich their knowledge of the area. As noted by Rahmawati (2021), positive travel experiences can enhance traveler satisfaction and encourage them to return to the destination in the future.

In this package, travelers will be picked up directly at the airport by an experienced tour guide. After pickup, the journey begins with a visit to Taman Potret, a beautiful and serene park, ideal for relaxing and taking photos. Next, passing through the bamboo garden, elephant park, and the banks of the Cisadane River, tourists will be taken to visit Wihara Boen Tek Bio, a historic place of worship with captivating architecture. This temple is not only a spiritual site but also a symbol of cultural diversity in Tangerang. Tourists will gain insights into the history and traditions within it.

Then, tourists are taken to Pasar Lama, a traditional marketplace rich in history. Here, they can explore various stalls selling local food, handicrafts, and other unique items. This is the perfect opportunity to experience the daily life of Tangerang's residents. This visit also offers an enjoyable shopping experience and the chance to bring home souvenirs from Tangerang. This aligns with findings by Nugroho (2023), which indicate that local souvenirs can contribute to the local economy.

After enjoying the shopping, tourists will be invited to sample a signature Tangerang dish at a local restaurant: Laksa Tangerang. This lunch not only offers delicious flavors but also provides an opportunity to experience the local culinary culture. According to

research by Santoso (2019), local cuisine is one of the main attractions for tourists, which can enhance their experience during their visit.

Before returning to the airport, tourists are invited to visit the Al Azhom Grand Mosque, the largest mosque in Tangerang with magnificent architecture. Here, you can enjoy the beauty of the building and the peaceful atmosphere of a mosque that has become a symbol of pride for the local community (Hidayati, 2022).

With a duration of approximately 6–8 hours, the “Tangerang City Tour” package offers an enjoyable and informative experience for transit tourists.

Through this package, it is hoped that tourists will not only have a memorable experience but also boost the local economy by contributing to the tourism sector. As stated by Wibowo (2024), the development of attractive tour packages can be an effective strategy to leverage the potential of transit tourists, thereby benefiting all parties involved.

### **THE IMPACT OF TOURISM ON THE ECONOMY**

Tourism has become one of the sectors that significantly influences a region’s economy, including in the City of Tangerang. With the increasing number of visitors, both domestic and international, this sector makes a significant contribution to local revenue and creates new job opportunities. According to research conducted by Sari (2021), the tourism sector in Tangerang has contributed approximately 15% to the city’s Regional Gross Domestic Product (RGDP), highlighting the critical role of tourism in the local economy.

The positive impacts of tourism are not limited to increased local revenue but also include the development of better infrastructure. The construction of roads, public transportation, and other public facilities is often driven by the need to support the tourism sector. This, in turn, improves the quality of life for the local community (Hendrawan, 2022). Additionally, tourism also drives growth in other sectors, such as hospitality, restaurants, and retail, all of which contribute to job creation and increased community income (Prasetyo, 2023).

However, it should be noted that tourism can also have negative impacts if not managed properly. An increase in the number of tourists can put pressure on natural resources and the environment, and may lead to unwanted social changes within local communities (Rizki, 2024). Therefore, it is crucial for the government and stakeholders to implement sustainable tourism practices that focus not only on economic benefits but also consider social and environmental aspects. Overall, tourism has great potential to drive economic growth in the City of Tangerang, provided it is managed wisely and sustainably. With the right strategies, this sector can continue to provide long-term benefits for the community and the local economy (Widiastuti, 2023).

### **METHOD**

This study employs a qualitative approach using descriptive methods. The qualitative approach was chosen to gain an in-depth understanding of the experiences and perceptions of transit tourists regarding the “Tangerang City Tour” package. According to Creswell (2018), the qualitative approach allows researchers to explore social and cultural phenomena in a more in-depth manner, thereby providing a more comprehensive understanding of the subject under study. The population in this study consists of travelers transiting through Soekarno-Hatta Airport who participated in the “Tangerang City Tour” package. This population includes domestic and international travelers with a minimum transit time of 6 hours, allowing them to participate in the offered tour package. The sample in this study consists of 50 respondents, comprising travelers, local business operators, and tour managers selected through purposive

sampling. Purposive sampling was used to select respondents meeting specific criteria: tourists who had participated in the “Tangerang City Tour” package during the study period, local business operators, and tourism managers of the “Tangerang City Tour.” According to Sugiyono (2019), purposive sampling is a sampling technique conducted by considering specific characteristics of the population relevant to the research objectives. The research was conducted over a three-month period, from January to March 2024. During this period, the researcher collected data through in-depth interviews and direct observation of tourists participating in the tour package. Interviews were conducted to gather information regarding tourists’ experiences, satisfaction, and expectations regarding the tour package offered. Observations were conducted to document tourists’ interactions with tour guides and the surrounding environment during the tour.

## RESULTS AND DISCUSSION

This study aims to explore the utilization of Tangerang City as a transit city through the “Tangerang City Tour” package and its impact on the local economy. Using a qualitative approach, data was collected through in-depth interviews with 50 respondents, including tourists, local business owners, and tourism managers. The analysis revealed several key themes reflecting the experiences and impacts of this tour package.

### 1. Tourist Experiences

The majority of respondents, who were transit passengers at Soekarno-Hatta Airport, stated that the “Tangerang City Tour” package provided a unique and engaging experience. Tourists noted that they felt connected to the local culture through visits to various attractions, such as Taman Potret, Pasar Lama, and Wihara Boen Tek Bio. They appreciated the diversity offered, which encompassed not only natural beauty but also the historical and cultural values embedded in each location. For example, many tourists were impressed by the Cisadane River Glass Bridge, which not only offered breathtaking views but also provided opportunities for photography and sharing experiences on social media. This demonstrates that these tour packages not only meet recreational needs but also provide added value in terms of broader shared experiences.

### 2. Economic Impact on the Local Community

Further analysis shows that these tour packages contribute significantly to the local economy. Business operators, such as food vendors at Pasar Lama and transportation service providers, reported a significant increase in revenue during the period of tourist visits. For example, vendors selling Laksa Tangerang, a local specialty, recorded an extraordinary surge in sales, particularly when this tour package was introduced. Business owners also stated that this tour package has opened new opportunities for them to introduce local products to tourists. Many of them, who previously lacked access to broader markets, can now reach new customers, which in turn boosts their income and business sustainability.

### 3. Increased Cultural Awareness

Beyond the economic impact, this study also found that the “Tangerang City Tour” package plays a role in increasing cultural awareness among tourists. Many respondents stated that they came to appreciate the cultural diversity in Tangerang more after taking this tour. A visit to the Boen Tek Bio Temple, for example, provides insights into religious practices and traditions within the local community, which are often unknown to tourists. This demonstrates that the tour package serves not only as a recreational activity but also as an educational tool that enriches tourists’ knowledge

of local culture and traditions. Thus, this tour package contributes to efforts to preserve local culture and fosters a sense of pride among residents in their cultural heritage.

#### **4. Challenges and Recommendations**

Although the “Tangerang City Tour” package shows significant potential for boosting the local economy, several challenges must be addressed to ensure the success and sustainability of this initiative. One of the biggest challenges is infrastructure that does not yet fully support tourist traffic. Accessibility to various tourist attractions, such as Taman Potret, Taman Bambu, and the Cisadane River Glass Bridge, is often hindered by poor road conditions and a lack of efficient public transportation. This can reduce tourists’ comfort and experience, thereby negatively impacting their interest in visiting Tangerang City.

Another challenge faced is the lack of effective promotion and marketing. Although Tangerang City has many tourist attractions, information about these tourism packages may not be widely disseminated, both domestically and internationally. Without a strong marketing strategy, the potential for tourists to visit the city may be hindered, thereby reducing the expected economic impact. Limitations in trained human resources in the tourism sector also pose a challenge. Many local business owners may lack the necessary knowledge or skills to provide quality services to tourists. Training and capacity building for the local community are crucial to improving the quality of services and the overall tourism experience.

Tangerang City also faces competition from other, better-known tourist destinations, both domestically and internationally. These destinations often have better infrastructure, more aggressive promotion, and a more diverse range of tourism experiences. Therefore, the City of Tangerang needs to find ways to differentiate itself and offer unique experiences not found elsewhere. With the increasing number of tourists, environmental issues are becoming increasingly important. Natural resource management and environmental conservation must be prioritized to prevent damage caused by tourism activities. Without a sustainable approach, negative environmental impacts could threaten the tourism appeal itself and the quality of life for local communities.

Economic and social uncertainties, including the lingering effects of the COVID-19 pandemic, also pose significant challenges. Changes in tourist behavior and a decline in purchasing power can affect visitor numbers and, in turn, revenue generated from the tourism sector. Therefore, adapting to these changes is crucial to ensuring the sustainability of tourism packages. Addressing these challenges requires close collaboration between the government, tourism industry stakeholders, and local communities. With the right strategies and a commitment to tackling these issues, the City of Tangerang can maximize its tourism potential, thereby providing significant economic benefits for its residents.

To address the challenges faced in utilizing Tangerang City as a transit city through the “Tangerang City Tour” package, several recommendations can be proposed to enhance the effectiveness and sustainability of this initiative. First, the development of better transportation infrastructure must be a top priority. Local governments need to invest in road improvements, the provision of efficient public transportation, and accessibility to various tourist attractions. This will not only enhance the comfort of tourists but also encourage more visitors to explore the beauty and uniqueness of Tangerang City.

Second, a more aggressive and targeted marketing strategy needs to be implemented to increase the visibility of this tourism package. The use of social media, collaboration with influencers, and promotions through digital platforms can help reach a wider

audience. Additionally, participating in tourism exhibitions and collaborating with travel agencies can strengthen Tangerang City's position as an attractive tourist destination. Third, training and capacity building for local communities and tourism business operators are crucial. Training programs focused on customer service, tourism management, and marketing can improve the quality of services provided to tourists. By enhancing the skills and knowledge of the community, it is hoped that they can offer a better and more engaging experience for visitors.

Fourth, to differentiate Tangerang City from other destinations, there needs to be the development of unique and innovative tourism products. This can include the development of tourism themes based on culture, cuisine, or ecotourism that highlight local uniqueness. By offering distinct experiences, Tangerang City can attract the attention of tourists seeking something new and exciting.

Furthermore, it is important to adopt a sustainable approach to tourism management. The government and industry stakeholders must collaborate to ensure that tourism activities do not harm the environment. This can be achieved through the implementation of eco-friendly practices, such as proper waste management, the preservation of green open spaces, and the promotion of environmental awareness among tourists. Finally, in the face of economic and social uncertainty, it is crucial to have a contingency plan that can be implemented during emergencies. Diversifying tourism products and adjusting marketing strategies to align with changes in tourist behavior can help maintain the appeal of Tangerang City as a tourist destination. By implementing these recommendations, it is hoped that Tangerang City can maximize its tourism potential and provide significant economic benefits for the local community.

## CONCLUSION

Based on the results of research on the utilization of Tangerang City as a transit city through the "Tangerang City Tour" package, it can be concluded that this initiative has significant potential to boost the local economy. Through the development of attractive tour packages and improved accessibility, Tangerang City can attract more tourists, both domestic and international.

However, the challenges faced—such as inadequate infrastructure, a lack of effective promotion, and the need to enhance the capacity of the local community in the tourism industry—must be addressed comprehensively. The recommendations proposed, including infrastructure development, more aggressive marketing strategies, training for business operators, and the implementation of sustainable tourism practices, are expected to provide effective solutions to optimize the tourism potential in Tangerang City. By implementing these measures, the City of Tangerang will not only become an attractive transit destination but will also contribute significantly to improving the economic well-being of its residents. Therefore, collaboration between the government, industry stakeholders, and the community is essential to realizing this vision and ensuring the sustainability and success of future tourism programs..

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