



Analysis of The Influence of Bilateral Relations Among Countries, Foreign Policy and Tourism Regulations on The Competitiveness of Local Tourism in Indonesia

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Abstrak

Penelitian ini bertujuan untuk menganalisis kebijakan dan strategi pariwisata untuk menarik wisatawan. Penelitian ini menggunakan metode kualitatif dengan analisis deskriptif. Peneliti menggunakan wawancara tidak terstruktur. Pengembangan pariwisata membutuhkan pendekatan yang komprehensif dan terkoordinasi, termasuk integrasi tindakan promosi dan komunikasi dari pemerintah pusat dan daerah. Kerja sama antar negara juga penting untuk memperkuat hubungan diplomatik dan ekonomi. Berdasarkan hasil penelitian manajemen pengetahuan dan penggunaan teknologi terbukti dapat membantu menambah dan meningkatkan pengalaman wisatawan. Untuk memfasilitasi kunjungan wisatawan, pemerintah perlu memperkuat kerja sama lintas negara serta melakukan evaluasi kebijakan visa. Dengan kerja sama yang kuat, pariwisata dapat menjadi sektor penting untuk meningkatkan ekonomi dan kesejahteraan masyarakat.

Kata Kunci: *Pariwisata, Wisatawan, Pemerintah, Lintas Negara*

Abstract

This study aims to analyze tourism policies and strategies to attract tourists. This study uses a qualitative method with descriptive analysis. Researchers who use unstructured interviews. Tourism development requires a comprehensive and coordinated approach, including the integration of promotional and communication actions from the central and local governments. Cooperation between countries is also important to strengthen diplomatic and economic relations. Based on the results of the study, knowledge management and the use of technology have been proven to help add to and improve the tourist experience. To facilitate tourist visits, the government needs to strengthen cross-country cooperation and evaluate visa policies. With strong equal work, tourism can be an important sector to improve the economy and people's welfare.

Keyword: *Tourism, Tourists, Government, Cross Country*

INTRODUCTION

The new tourism market emerges as having the fastest growth compared to previous times. Global projections currently position this market as the primary publishing market for world tourists and the leader in terms of international tourism expenditures (Afifah et al., 2018). Therefore, in the last decade, world tourist destinations have made an effort to attract a portion of this market, which appears highly promising due to its level and rate of growth. With this development, countries that are major tourist destinations are trying hard to attract tourists from this new and growing market (Pandiangan et al., 2023). They make various efforts to promote their destinations and attract international tourists. These efforts include improving infrastructure and services, as well as aggressive international promotions to capitalize on the growth of this dynamic tourism market (Edward et al., 2024).

The new world dynamics, characterized by market globalization and the emergence of new centers of power, have brought significant changes to the tourism industry. These changes require countries to implement new strategies in order to position themselves well in this multipolar world. The important benefits generated by tourism activities since the beginning have caused countries to stop considering tourism as a secondary economic activity (Dharmawan et al., 2024). Instead, countries now view tourism as a significant economic and political tool, elevating it to the forefront of international debate. With this new recognition of tourism, countries are starting to integrate it into their national development strategies. They see tourism as a sector that can make a major contribution to the economy, create jobs, and increase state income through foreign exchange. In addition, people view tourism as a powerful tool for cultural diplomacy, enhancing a nation's reputation and impact on the global stage (Ginting et al., 2022). To exploit this enormous potential, countries are working to improve their tourism infrastructure, strengthen the

promotion of tourist destinations, and develop innovative and sustainable tourism products. They are also actively involved in international forums and global tourism organizations to share best practices, as well as build strategic partnerships with other countries to expand their tourism market reach. With this strategy, countries hope to attract more international tourists, increase their competitiveness in the global tourism market, and ultimately gain significant economic and political benefits from this rapidly growing tourism industry (Sulistyo et al., 2022).

The emergence of new tourism publishing and receiving markets, coupled with developments in information and communications technology, technological advances in air navigation, and the flexibility of regulations governing the movement of people, has allowed us to connect points in the world (Surahmat et al., 2024). Recent growth has positioned tourism as one of the fastest-growing activities. In this context, the emergence of new destinations and the need not to rely on just one or a few markets have driven the setting of new goals and broadening the outlook beyond traditional delivery destinations (Fahrurrozi et al., 2023). More and more countries are now facing the challenge of capturing the tourism markets of developing countries, which have higher spending levels and a stronger willingness to travel abroad. These new destination countries seek to attract tourists from emerging markets by offering unique and exciting experiences that are different from traditional destinations. They are investing more in tourism infrastructure, international promotion, and the development of innovative and sustainable tourism products (Panjaitan & Panjaitan, 2022).

Additionally, these countries are also trying to improve regulations and services to make travel easier and more attractive for international tourists. This development also encourages collaboration between countries in tourism promotion and infrastructure development. With these strategies, countries hope to capitalize on the growth of global tourism to boost their economies, create jobs, and increase state revenues (Supriyanto, 2022). Simultaneously, they endeavor to ensure sustainable tourism development that does not harm the environment or local culture. Overall, these new dynamics create huge opportunities for countries around the world to develop their tourism sectors and reap significant economic and social benefits from increased international tourist interest and spending (Arliani et al., 2019).

Indonesia's growth as a tourism source market has been and continues to be the fastest in the world, both in terms of arrivals and spending on international tourism (Tannady & Filbert, 2018). Unique characteristics of the tourist market include high spending levels; Indonesian tourists are known to spend a lot of money on accommodation, food, shopping,

and tourist activities, making them a very attractive target for tourist destination countries (Lois et al., 2017). They often have a particular preference for destinations that offer cultural, historical, and shopping experiences, as well as high-quality services and facilities. Although group travel is still common, there is an increasing trend toward independent travel among Indonesian tourists, which means destination countries must provide services that meet the needs of both types of tourists. Additionally, travelers rely heavily on technology and social media to plan and document their trips. By understanding and meeting the unique needs of tourists, countries can exploit the enormous potential offered by this market and increase the number of tourists and revenues from their tourism sector.

RESEARCH METHOD

We used a qualitative method to prepare this research work, based on a descriptive, hermeneutic, or interpretative analysis of a previously selected bibliography. This process involves determining primary and secondary sources of information relevant to the research topic as well as establishing a conceptual theoretical framework. We conduct unstructured interviews with experts on selected topics, both in person and online. We also conducted interviews with tourism professionals, references who have experience in the research field, and representatives from tourism administration. We conducted a thorough bibliographic review of secondary sources. The researcher interprets information from various authors in relation to the research topic, gaining a deep and comprehensive understanding of the issue under investigation.

RESULT AND DISCUSSION

The highest levels of government implement agreements and policies related to tourism, but provincial and municipal governments also maintain relations with their counterparts. In this context, fraternity agreements signed by cities help to strengthen relations between various government actors. Internationally recognized and visited tourist destinations have strengthened ties of friendship. The realization of this policy demonstrates mutual political trust and closeness between peoples, making it an important theme for state diplomacy. Cities that enter into this fraternal agreement often exchange experiences and best practices in tourism management, cultural promotion, and infrastructure development. This not only increases the tourist attraction of each city but also creates mutually beneficial synergies in various fields. In addition, cooperation in developing tourism infrastructure, such as hotels, restaurants, and tourist attractions, can encourage local economic growth and create jobs. This policy also reflects the commitment of both

parties to creating a conducive environment for investment and growth in the tourism sector. Municipal and provincial governments involved in these fraternal agreements frequently collaborate on joint marketing efforts, tourism promotion, and service quality improvement to attract more international tourists. Thus, the fraternal agreements between the cities not only strengthen diplomatic and political relations but also contribute significantly to the development of the sustainable tourism sector. This shows how local and international cooperation can be a key driver in advancing tourism, enriching tourist experiences, and improving the welfare of local communities.

To develop and position tourism offers and different segments, tourist destinations have actively implemented various promotional and communication actions. Participating in tourism exhibitions at both national and international levels is one way to do so. This exhibition allows tourism destinations to introduce their tourism potential to a wider audience and build relationships with tourism operators. Apart from that, tourist destinations also often hold or participate in tourism seminars and workshops. This aims to increase understanding of tourism potential and strengthen local tourism management capacity. Tourist destinations also collaborate with embassies to promote their tourism in certain countries, including through events organized by embassies. Tourist destinations also use participation in regional events as a strategy to expand their cooperation networks with neighboring tourism destinations. We expect this step to enhance cross-border cooperation and fortify regional tourist attractions. With these various promotional and communication actions, tourism destinations can develop their tourism potential, expand market share, and strengthen their image in the eyes of tourists. With the right strategy, tourism destinations can successfully attract tourist interest and increase tourist visits, which have a positive impact on the local economy.

Exploratory steps refer to actions taken to position the destination as an attractive tourist destination and capture a highly promising market share. These destinations are looking for opportunities and appropriate strategies to increase their appeal to tourists. We have taken various steps, including stepping up promotions through channels like social media, websites, brochures, and advertisements. Effective promotion can increase public awareness about the destination. Apart from that, tourist destinations also invest in developing tourism infrastructure such as transportation, accommodation, and other tourist facilities. This aims to increase the comfort and quality of the tourist experience. The destination also establishes partnerships with the local and international tourism industry, including airlines, travel agents, and tour operators, to increase promotions and gain access to new markets. By providing training for tourism actors, developing unique tours, and

improving public facilities, the destination also prioritizes improving tourist services and experiences. Destinations strive to build a strong and positive image through consistent and effective branding campaigns. Through market research, destinations try to understand the needs and preferences of potential tourists to develop more effective strategies. Diversification of tourism products is also a focus, whereby different types of tourism, such as cultural, natural, and historical, are developed to attract various tourist segments. With these steps, tourist destinations hope to increase their attractiveness, expand market share, and become successful tourist destinations.

As demonstrated during research and development, tourism is a relatively new sector in the world. Despite this, tourism represents the largest source market and generates the highest levels of tourist spending. This shows that tourism is the market with the greatest growth potential. Tourism will continue to develop and become one of the most important sectors in the global economy. To capitalize on this growth potential, it is important to understand the characteristics and preferences of travelers. Developing appropriate promotional and marketing strategies is also critical to furthering tourism development. By doing this, tourism can continue to grow and make a significant contribution to the global economy. Apart from that, it is also necessary to increase cooperation with tour operators and travel agents to promote Indonesian tourism destinations more effectively. Participating in social networks and media is also a good way to increase Indonesian tourism's visibility. By utilizing these platforms, Indonesia can attract the attention of potential tourists and provide them with the information they need to make travel decisions. With a more focused strategy and increased promotion through social networks and media, Indonesia can increase its attractiveness as a tourist destination and attract more tourists to visit the country.

Considering that tourists travel and do not just visit one tourist attraction in this region, the need to make collaborative efforts to reach this market becomes very important. Unilateral action alone will not be enough; the region must work strategically both in terms of promotion and visa policy. The complexity of granting visas makes it difficult for tourists to come, even though we should start thinking about regional visas. To increase tourist arrivals in this region, there needs to be cooperation between countries in terms of visa policies. Introducing regional visas that allow tourists to visit multiple countries in one trip could be an effective solution. This regional visa can make it easier for tourists to plan their trips without having to bother applying for visas for each country they visit. Apart from that, cooperation in terms of promotion is also important. By combining promotional resources from various countries in the region, we can create more effective and attractive

promotional campaigns for tourists. This can increase awareness about the beauty and diversity of destinations in this region, as well as increase tourist interest in visiting more countries in it. With strong and strategic cooperation in terms of promotion and visa policies, this region can become a more attractive tourist destination and compete with other regions in the world.

Knowledge management plays an important role in providing quality experiences to tourists when they visit a country. A lack of understanding of general culture and specific tourist needs makes it difficult to promote and position tourism destinations effectively. We must equip tourism actors with sufficient knowledge about local culture and tourist preferences. Proper training can help them interact with travelers more effectively and provide better service. Studying and conducting research about tourists' preferences, needs, and expectations is also very important. We can use the information from this study to develop more effective promotional and positioning strategies. Collaboration with local communities is also a good step. Involving communities in tourism development can provide deeper insight into local culture and tourist needs. The use of technology, such as mobile applications and digital platforms, can also help provide tourists with the information they need and improve their experience. Collaboration with related parties, such as the government and other tourism organizations, is also very important. This collaboration can help in managing and sharing relevant knowledge. By strengthening knowledge management in the tourism industry, we can improve the tourist experience and make our destinations attractive and competitive.

CONCLUSION

Tourism development requires a comprehensive and coordinated approach. Promotional and communication actions carried out by tourism destinations must be integrated and sustainable, involve various parties from the central government to regional governments, and involve cooperation between countries in the region. Knowledge management is also a key element in providing quality experiences to tourists. By understanding local culture and tourist needs, tourism destinations can develop more effective promotion and positioning strategies. The use of technology can also be an effective means of providing better information and experiences for tourists. Cross-border cooperation in terms of visa policies is also important to increase tourist visits. Establishing a regional visa could be a solution to make it easier for tourists to visit several countries in one trip. With strong and strategic cooperation, this region can become a more attractive and competitive tourist destination at the global level. As a result, tourism

development is not just the responsibility of one party; it is a collaboration between the various parties involved. With a holistic and coordinated approach, tourism can become a sector that has great potential for improving the economy and community welfare.

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