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Analysis of Tourism Competitiveness Reviewed From The Perspective of Government Policy, Business Actors and Local Culture

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Abstrak

Tujuan dari penelitian ini adalah untuk melihat bagaimana kebijakan di bidang pariwisata, melalui berbagai program yang diadakan pemerintah atau bekerjasama dengan pihak swasta dapat berkontribusi terhadap peningkatan baik itu bisnis dan kesejahteraan lingkungan pada suatu kawasan wisata. Penelitian ini menggunakan pendekatan intrinsik, penelitian menggabungkan metode kualitatif dan kuantitatif. Peneliti melakukan tinjauan pustaka, wawancara, dan observasi. Hasil penelitian menunjukkan adanya dampak yang signifikan dari berbagai program kerja yang telah diadakan. Program-program ini terbukti berhasil meningkatkan infrastruktur dan mengembangkan kualitas layanan dan fasilitas pariwisata. Namun berbagai tantangan yang kemudian muncul seperti pengelolaan sampah yang belum optimal, konflik kepentingan diantara pemilik bisnis, dan konflik sosial yang terjadi antara wisatawan dan penduduk lokal.

Kata Kunci: *Pariwisata, Pemerintah, Kebijakan, Pemilik Bisnis*

Abstract

The aim of this research is to see how policies in the tourism sector, through various programs held by the government or in collaboration with the private sector, can contribute to improving both business and environmental welfare in a tourist area. This research uses an intrinsic approach, the research combines qualitative and quantitative methods. Researchers conducted literature reviews, interviews and observations. The research results show that there is a significant impact from the various work programs that have been held. These programs have proven successful in improving infrastructure and developing the quality of tourism services and facilities. However, various challenges then emerged, such as suboptimal waste management, conflicts of interest between business owners, and social conflicts that occurred between tourists and local residents.

Keyword: Tourism, Government, Policy, Business Owners

INTRODUCTION

Tourism is essential to acknowledge its development as a social process within a region. This region, as previously mentioned, no longer functions solely as a physical space for population support, nor is it merely a spatial representation of a region. The region synthesizes spatialized power relations, relations between different capacities to change, reproduce, and impose actions and wills, whether under resistance or not, under conflict or not (Afifah et al., 2018). The region's social, economic, and political dynamics not only influence and shape tourism, but also play a significant role in this process. Thus, regional tourism reflects complex interactions between local and global actors, market forces, government policies, and cultural practices. Tourism development in a region often involves significant changes in land use, infrastructure, and local socio-economic dynamics (Tannady & Sitorus, 2017).

In the context of globalization, tourism can also function as a bridge connecting different cultures and societies, promoting understanding and tolerance between nations. Tourists who visit a region bring not only financial benefits, but also new perspectives and values that can enrich local social and cultural dynamics. In turn, they bring home experiences and knowledge about the cultures they visit, which can help to create a positive image and global appreciation for a region's cultural and natural riches (Rahayu et al., 2018). Sustainable tourism must consider economic, social, and environmental aspects in a balanced way. All stakeholders, including local communities, the government, and the private sector, must participate in the planning of tourism development. This includes protecting cultural and natural heritage, improving the quality of life for local communities, and creating authentic and sustainable tourism experiences. Thus, the region, as a result of social and economic construction, continuously adapts and develops through interaction

with tourism (Arliani et al., 2019). Tourism is a global and local phenomenon that plays an important role in reshaping and redefining the use of territories, providing opportunities for sustainable development, and enriching social and cultural relations. Collective efforts to manage tourism in a fair and sustainable manner will ensure that these regions not only thrive economically but also maintain their cultural and environmental riches for future generations (Rachman et al., 2024).

Then, the intertwining of tourism and territory indicates that tourism contributes to the reinterpretation of memory and tradition as tourist activities readjust the symbolic content of places to meet demand. Tourist areas, in other words, are the result of tourism practices that commercialize cultural and natural resources in an area (Romauli et al., 2024). This process entails not only physical changes in infrastructure and facilities, but also a transformation in the way locals and tourists view and interact with the place. Through tourism, places that previously may have had only local or regional significance now gain global attention, influencing how the identity and history of the place are understood and appreciated (Hadi et al., 2024). Tourism often changes the way local communities view and utilize their cultural heritage. Local traditions, festivals, arts, and crafts may undergo revitalization or modification to attract tourists. This can provide economic benefits to local communities, but it can also pose challenges to maintaining cultural authenticity and traditions (Ardiyansah et al., 2024).

Public policy considers what the government does or can do, its goals, the resources mobilized to achieve them, who and why they support it, the economic and social interests affected, the conflicts of interest that arise, and the impact they want to produce or generate in where they intervene (Karmila et al., 2024). From an economic perspective, tourism has very attractive characteristics because previous productive investments and training for destination development are less burdensome than those required for other activities (Harahap et al., 2019). Public policies established for this purpose form the foundation of tourism policy. Therefore, we must develop tourism policy in an interdisciplinary and inter-institutional manner, based on the nature of its activities (Harahap et al., 2023). Effective tourism policy requires a holistic and collaborative approach, involving multiple stakeholders from the public and private sectors as well as local communities (Purwanto et al., 2020). We must design these policies to maximize the economic, social, and cultural advantages of tourism, while reducing its adverse effects on the environment and local communities. To achieve this, it is important to integrate tourism policy with other relevant policies, such as environmental policy, cultural policy, and social policy. We must consider environmental sustainability, cultural heritage preservation, and the welfare of local communities while

developing tourist destinations.

RESEARCH METHOD

This study used an intrinsic case study approach combining qualitative and quantitative methods. An in-depth bibliographic review was conducted. We also conducted semi-structured interviews to understand the perspectives of local residents, local service providers, and extra-local actors on the implementation of tourism programs in the city and the overall development of tourism. We selected interview participants based on their level of involvement in the city's tourism industry, considering their suitability and experience related to this research topic. We also use direct observation methods to gain a direct understanding of the dynamics and local context related to tourism activities.

RESULT AND DISCUSSION

In the implementation of public policy, continuous evaluation and adjustment are necessary to achieve the desired goals and minimize negative impacts. The government must actively monitor program progress and results, as well as listen to input from local communities and other stakeholders. Continuous evaluation makes it possible to make improvements, identify necessary changes, and ensure policies contribute positively to holistic regional development. When local groups lead tourism development in cities, it's crucial to understand that mechanical program implementation alone does not determine success. Complex interactions between the goals to achieve, the expected results, and the existing local context are involved in this process. Continuous evaluation makes it possible to make improvements and identify necessary changes while taking into account the capacities and interests of the various parties involved, such as local communities, tourism entrepreneurs, local governments, and non-governmental organizations. Thus, an adaptive and responsive approach to local dynamics can optimize the positive potential of tourism development while reducing its negative impacts, supporting sustainable economic, social, and environmental development goals for small towns that rely on tourism as the main source of income and economic growth.

The implementation of the tourism area program has brought significant transformation to the region. Based on interviews as well as the results of observations made, this program has changed tourism activities in the city to become more structured and consolidated. This program not only creates new tourism activities but also contributes to its transformation into a recognized tourist destination. This transformation involves various aspects, including improving tourism infrastructure, developing tourist services and facilities,

and intensive promotion to increase the city's attractiveness as a tourist destination. With many development initiatives, this transformation also brings contradictions, potentials, and conflicts.

Although the city has not seen significant tourism development or appreciation of its cultural heritage, which includes its history, culture, colonial buildings, and gastronomy, its inclusion in this program enables the city to further expand these aspects. Thus, an optimal combination of these attributes makes it possible to create an attractive tourism product for tourists and visitors when visiting the city. This program helps transform the region into a tourist destination that is more structured and adapts to modern tourism logic. Government can utilize greater tourism potential by integrating cultural heritage, local culinary delights, and unique history into tourism programs. This not only enhances the tourist experience but also provides economic and social benefits for local communities by maintaining and promoting their cultural identity.

The tourist area program's implementation has had a variety of significant impacts on the development of tourism and the city's infrastructure. The opening of new restaurants, the development of accommodations, and the sale of handicrafts. By improving road access, installing tourist signage, increasing the frequency of public transport, and improving the provision of other urban services, we have also improved the tourist infrastructure. However, this program also poses several challenges and negative consequences that need to be considered. Additionally, the majority of traders operating in the city come from outside the city and do not contribute financially through taxes for the use of local space. Municipal governments must ensure that the policies implemented are fair to all local stakeholders, taking into account long-term economic and social sustainability. Good collaboration between the government, local businesses, and communities is essential to minimizing negative impacts such as economic distortions and social dissatisfaction that can arise from rapid changes in tourism infrastructure.

The increasingly widespread waste problem represents a significant challenge in urban infrastructure management related to industrial growth and tourism activities. Despite improvements like the city government's use of waste containers, there remain obstacles to overcome. When tourist visits reach their peak, the number of rubbish containers may be insufficient to accommodate the volume of trash, causing a disturbing buildup of rubbish on city streets. Apart from that, the irresponsible behavior of some service providers or public space users who do not use containers also increases the risk of environmental pollution.

The emergence of extra-local actors produces complex conflicts, especially those related to local identity and contribution to city development. On the other hand, there are new actors who come every day or periodically, even if they do not live in the city, but contribute to its development and maintenance. They may derive economic benefits from tourism activities without making a proportional contribution to the city's overall development. This causes dissatisfaction among local residents because they feel that these actors only take economic benefits without sharing responsibility for maintaining and strengthening local identity and environmental sustainability. To resolve these conflicts, it is important to promote dialogue between all parties involved, build awareness of the importance of sustainable contributions in urban development, and perhaps develop policies that support the involvement of extra-local actors in social and environmental initiatives that strengthen the community as a whole.

Another consequence of the tourism program is confrontation between tourists and local communities regarding the use of public space. This causes deeper spatial and temporal segregation between tourists and local residents. As a result, local residents feel limited in using the public spaces that they usually use for daily activities, such as socializing and experiencing the city's cultural life. This reduced access creates social distance between tourists and local residents, changing the territorial dynamics of the city. Government must pay special attention to designing tourism policies that consider the needs and rights of local residents, ensuring their continued access to public spaces, and fostering sustainable tourism development that benefits all parties involved.

The goal of developing tourism based on local community logic has presented challenges. Although the initial goal was to generate tourism development that was rooted in the needs and aspirations of local communities, the program eventually fell into complexity, resulting in a type of tourism that focused more on economic and commercial aspects. Often, the process neglects social and cultural aspects, leading to dissatisfaction among local residents and city leaders involved in city revitalization efforts. As a result, conflicts of interest arise between the various actors involved in the formation of tourist areas. Although tourism activities bring positive changes to the region, such as boosting the local economy, they often also lead to negative changes in the space where these activities occur. Therefore, it is important to address the negative aspects that arise, such as waste problems, tourist overcrowding, and increasing confrontation between local and extra-local actors. Government must prioritize improving regional management, involving all relevant parties to achieve a consensus on sustainable and harmonious development. These efforts could involve improving public infrastructure, enforcing strict rules regarding waste

management, and promoting tourism activities that take into account and respect the values and needs of local communities.

CONCLUSION

The analysis of the implementation of tourism programs in cities led by local groups using a tourism development approach suggests a significant impact, both positive and negative. These programs have succeeded in improving tourism infrastructure, developing tourist services and facilities, and promoting cities as attractive tourist destinations. Along with this progress, various challenges have emerged, such as suboptimal waste management, conflicts of interest between local and extra-local actors, and social segregation between tourists and local residents in the use of public spaces. Continuous evaluation is crucial for the implementation of tourism policy, not only for improving existing programs but also for identifying necessary changes that align with local dynamics and the interests of various stakeholders. Collaboration between the government, the tourism industry, and local communities is key to ensuring that tourism development is sustainable, taking into account economic, social, cultural, and environmental aspects. Future tourism policy design will require a more holistic and inclusive approach. This includes improved management of public infrastructure, strict enforcement of environmental management regulations, and promotion of tourism activities that respect and promote local values.

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