

IMPLEMENTATION OF STRATEGIC POLICY PERFORMANCE FOR TOURISM DEVELOPMENT IN REALIZING COMMUNITY-BASED PUBLIC SERVICES

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Abstract

Tourism development is currently starting to become one of the leading programs in regional development. It is hoped that tourism development will be able to contribute to the receipt of Regional Original Income (PAD) and create jobs in the region. Tourism is a part that plays a role in increasing the income of both countries and regions that have various tourist attractions. Indonesia has abundant natural resources and a wide variety of cultures, so there must be development in the tourism sector. In strategic planning for a tourist destination, environmental analysis and resource analysis are carried out. The purpose of this analysis is none other than to determine the strengths and weaknesses of the organization or institution responsible for tourism development in the tourist destination area. Tourism development can be carried out using a community approach. This approach emphasizes full involvement of the community in the tourism development process. Meanwhile, in providing public services, the community is not only the recipient of public services, but also as an external supervisor. The public has the right to supervise the implementation of service standards provided by each public service provider.

Keywords: Policy Performance, Tourism, Public Services, Society

INTRODUCTION

Indonesia offers various tourism resources, namely natural tourism, history, ancient heritage and cultural arts which are capital in developing and

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advancing tourism. Owned resources must be used as best as possible, especially in tourism which is intended to increase state income to realize community welfare (Polnyotee, M., & Thadaniti, S, 2015).

Tourism is a part that plays a role in increasing the income of both countries and regions that have various tourist attractions. Indonesia has abundant natural resources and a wide variety of cultures, so there must be development in the tourism sector. Tourism itself is considered a profitable sector and is very good to improve because tourism is an asset that generates profits for the country and the region itself (Arintoko, A., et al, 2020).

Tourist attractions in Indonesia have an attraction with cultural elements in their respective regions, most foreign tourists are interested in these tourist attractions, because they have their own attraction for them, with the existence of tourist attractions, most regions in Indonesia are now flocking to preserve and develop their potential. tourism in their respective regions (Yanes, A., et al, 2019). To preserve and develop this tourism potential. Regional Governments are required to maintain tourism potential so that there is a lot of income in the Region. The Tourism Office is currently doing a lot of promotion of tourism potential for this reason, the role and performance of the tourism Service is very necessary. Tourism is one of the important things for a region.

To preserve and develop this tourism potential. Regional Governments are required to maintain tourism potential so that there is a lot of income in the Region. The Tourism Office is currently doing a lot to promote tourism potential, therefore the role and performance of the tourism Department is very necessary (Supriyadi, E., et al, 2019). Tourism is one of the important things for a region. With this tourism, the Regional Government receives income from the income of each tourist attraction. The development of the tourism sector in a region will attract other sectors to develop as well because the products are needed to attract other sectors (Dangi, T. B., & Jamal, T, 2016).

According to Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, tourism in Indonesia is organized with the aim of increasing economic growth; improve people's welfare; eradicate poverty; overcoming unemployment; preserving nature, the environment and resources; advancing culture; raising the nation's image; fostering a sense of love for the country; strengthening national identity and unity; and strengthening friendship between nations (Manaf, A., et al, 2018). Tourism is all activities related to tourism and is multidimensional and multidisciplinary in

nature which arises as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the government and entrepreneurs.

Tourism must be driven by quality human potential and adequate infrastructure to attract the attention of tourists. Facilities and infrastructure to support tourism activities are absolutely necessary to persuade tourists to travel to certain destinations. The more complete the facilities and infrastructure offered, the more it can make tourists feel comfortable and at home when visiting tourist attractions (Rono, G. K, 2022).

Tourism is the most important activity in a region. With tourism, a country or more specifically the local government. The tourist attractions discovered can increase regional income from each tourist attraction. The development of the tourism sector in a country attracts other sectors to also develop because the products needed to support the tourism sector, such as agriculture, animal husbandry, plantations, handicrafts and can create jobs and so on. The chain of activities related to the tourism sector will generate additional funds and can also be used as a means of increasing the workforce as well as reducing the unemployment rate and increasing the number of workers (Islam, M. W., et al, 2024).

The development of tourism in an area will bring many benefits to society, namely economically, socially and culturally. However, if development is not prepared and managed well, it will actually give rise to various problems that are difficult or even detrimental to society (Dolezal, C., & Novelli, M, 2022). To ensure that tourism can develop well and sustainably and bring benefits to humans and minimize negative impacts that may arise, tourism development needs to be preceded by an in-depth study, namely by conducting research on all supporting resources. The resources in question consist of natural resources, cultural resources and human resources.

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Tourism Development Strategy

In connection with tourism development, the Indonesian Government has issued a policy in the form of Law No. 10 of 2009 concerning tourism. In article 2 it is stated that tourism management is based on the principles of benefit, balance, independence, participation, sustainability and sustainability. And in article 4 it is stated that the aim of tourism is to increase economic growth, improve community welfare, eradicate poverty, overcome unemployment, preserve the natural resource environment, and advance culture (Reihanian, A., et al, 2012). With the principle that tourism organizers highly support religious norms and cultural values as a concept of life in a balanced relationship between humans and Almighty God, human relationships with each other, and human relationships with the environment, preserving nature and the environment, empowering local communities.

A tourism development strategy is an effort made to increase the tourism potential in an area, the method used can be in the form of making improvements to existing infrastructure, both physical and non-physical, so that all of this aims to improve the welfare of the people around the tourist destination area (Farhan, H., & Anwar, K, 2016).

A.Yoeti (in Siswanto, A, 2015) states that in strategic planning for a tourist destination, environmental analysis and resource analysis are carried out. The purpose of this analysis is none other than to determine the strengths and weaknesses of the organization or institution responsible. responsible for tourism development in the tourist destination area.

There are things that must be taken into account when developing tourist areas, in other words, the development carried out cannot be done haphazardly, there must be targets and objectives that can be achieved, so that what is expected from the development of the tourist destination area can be fulfilled according to expectations. The conditions that must be met so that the tourist destination area can truly become a good tourist area are: (Ramadhani, R., et al, 2021)

- a. This area has other attractions or characteristics, be it tourist attractions or the attractions displayed.

In developing tourism potential in an area, it must rely on what tourists are looking for. Capital attractions that can attract tourist arrivals are:

1. Natural resources (natural)
2. Cultural tourist attractions
3. Man-made attractions

- b. There are other supporting facilities such as recreational games that can make tourists feel more at home.

All kinds of facilities and infrastructure are needed by tourists while in tourist areas, such as accommodation, restaurants, transportation, prayer rooms, etc. Facilities in tourist areas are specifically intended to support the creation of convenience, comfort and safety for tourists when visiting tourism destinations.

- c. There are places to shop for souvenirs, places selling typical food and so on. Souvenirs are one of the main strengths of tourism that tourists are always looking for. Tourists' spending when traveling is different from their shopping when they are in their home area. Tourists tend not to pay attention to prices but are more concerned with the uniqueness of the product.
- d. There are vital public facilities such as toilets, parking lots, places to eat and so on, making it easier for visitors, not only that but it can also be equipped with ATMs and adequate roads for visitors.

The existence of these public facilities can attract tourists as well as supporting facilities. Tourist facilities and infrastructure are completeness of a tourist destination to meet the needs of tourists so that they can enjoy their tourist trip (Sulistiyadi, Y., et al, 2017).

Polnyotee, M., & Thadaniti, S (2015) explained that there are three factors that determine the success of tourism development, namely the availability of tourist objects and attractions, then the existence of accessibility facilities, namely facilities and infrastructure that enable tourists to visit the tourist area, the occurrence of administration, namely facilities. tourism that can provide comfortable services to the community.

The Role of the Community in Public Services

Public service is something that is very close to everyday life. It is not only about the issue of obtaining permits, but also the availability of electricity and water, health services, education, social security, as well as all activities in order to fulfill service needs. Referring to Law Number 25 of 2009 concerning Public Services Article 1 paragraph 1, that public services are activities or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services and/or administrative services (Tipton, R., & Furmanek, O, 2016).

In the era of realizing good governance, public services become an important part and strategic point, including community involvement in it.

Dwiyanto (in Boyd, N., et al, 2018) in his book entitled *Realizing Good Governance Through Public Services* states that there are several considerations why public services are a strategic point for starting the development of good governance in Indonesia. One of them is that public services involve all elements of governance. The government as a representative of the state, civil society and market mechanisms have high interest and involvement in this domain. The government as an institution providing public services can simply be called a public service provider. It is clear that public services must be provided in accordance with applicable regulations.

Community involvement is currently a part that needs to be optimized. With community involvement, parties can work together to improve service quality. The control function of the community can also help how public services can be carried out as they should. To realize community involvement, awareness and knowledge of the community is needed regarding what the community's role in public services is, including what the community's rights and obligations are. The public is obliged to fulfill the provisions stated in the service standards for providing public services and comply with related regulations (Chowns, E, 2015).

In administering public services, the community is not only the recipient of public services, but also as an external supervisor, together with the Ombudsman and the DPR/DPRD. The public has the right to supervise the implementation of service standards provided by each public service provider. However, this form of supervision must be based on applicable regulations. The form of public supervision in the implementation of public services is regulated in Law Number 25 of 2009 concerning Public Services Article 35 paragraph (3) letter a. The public can make complaints or submit reports as a form of supervision (Loeffler, E., & Bovaird, T, 2016). Complaints can be made if the public finds that public service providers are not carrying out their obligations properly or that public service delivery is not in accordance with applicable service standards or procedures.

Handling or managing complaints is an important part of providing public services. Of the 14 components of public service standards, complaint handling is a mandatory part of public service delivery agencies, including handling suggestions and input to public service providers. However, people often hesitate to make complaints. The word 'complaint' often has a negative perception. In fact, the word 'complaint' based on applicable regulations can

be interpreted as a positive thing and has a good control function (Bovaird, T, 2007).

Presidential Regulation Number 75 of 2013 concerning Management of Public Service Complaints Article 1 paragraph 8 defines a complaint as submitting a complaint submitted by the complainant to the public service complaint manager regarding implementing services that are not in accordance with service standards, or neglect of obligations and/or violations of prohibitions by the organizer (Newman , J. E., & Clarke, J. H, 2009). Apart from these negative perceptions, there are other forms of doubt by the public regarding the complaint process. This form of doubt from the public could be due to a lack of information and public knowledge regarding the role of the public in public services and a lack of available complaint facilities, as well as public trust in the agencies providing public services.

Answering these questions, first, the public can submit complaints in accordance with the applicable mechanisms, through complaint facilities and complaint management officers which are part of the service standards that must exist in every public service delivery institution. Complaints can be made by coming directly to the complaints management officer at the public service delivery institution or through a complaint facility. A form of complaint facility can be in the form of a suggestion box which is routinely opened and followed up.

With current technological developments, complaint facilities can also use contact numbers or social media accounts belonging to public service delivery agencies which are felt to be easier for the public to reach. However, the complaint facilities as mentioned above do not seem to be functioning optimally. The public often submits complaints or complaints regarding the provision of public services without the facilities provided. So that the complaint is not known to the relevant agencies and does not receive a resolution (Helling, A. L., et al, 2005). This could be due to a lack of public information regarding complaint facilities at public service agencies, or the complaint facilities have not been announced by public service delivery agencies. Even though it is mandatory for public service providers to announce the complaint facilities provided. This is a joint note, for parties who play a role in providing public services to be able to utilize the available complaint facilities and maintain the complaint facilities and facilities so that they can continue to be utilized.

Second, complaints received by public service providers must be examined to provide complaints responses in accordance with the regulations

that apply to providers. This is based on Law Number 25 of 2009 concerning Public Services Article 47. So, every complaint received by public service providers must be responded to, regarding how the follow-up will be adjusted to the authority and procedures that apply to public service providers.

In addition, complaints received are followed up by complaint management officers based on the complaint management and mechanisms that have been prepared. If the complaint is not responded to or resolved by the public service provider, the public can make a complaint or report to representatives of the Ombudsman of the Republic of Indonesia, which currently exists in 34 provinces through the available complaint facilities. If the requirements are met in accordance with the provisions of Law Number 37 of 2009 concerning the Ombudsman of the Republic of Indonesia, then the complaint or report will be followed up in accordance with the authority of the Ombudsman of the Republic of Indonesia (Alexander, J., & Nank, R, 2009). It is hoped that complaints submitted by the public to public service providers or the Ombudsman of the Republic of Indonesia can continue to serve as a control function to make improvements and improve the quality of public services in public service providing agencies, which can be responded positively by parties who play a role in public services.

The Role of Government in Tourism Development

According to Sunaryo, (2013:144) the Government and Regional Governments are obliged to:

- a. Providing tourism information, legal protection, and security and safety to tourists
- b. Creating a conducive climate for the development of tourism businesses which includes opening up equal opportunities in business, facilitating and providing legal certainty
- c. Maintain, develop and preserve national assets which are tourist attractions and untapped potential assets
- d. Supervise and control tourism activities in order to prevent and overcome various negative impacts on the wider community (Kubickova, M., & Campbell, J. M, 2020).

Tourism activities and development involve various sectors of life and development sectors or often called multidimensional development which involves other development sectors (Liu, C., et al, 2020). Therefore, tourism has quite a broad influence or impact, both on the economic, social, cultural, environmental and political sectors. This impact will be positive if it is planned

well and conversely it will have a negative impact if it is not planned and prepared carefully.

Richardson and Fluker (2004) in (Vieira, I., et al, 2016), stated:

a. Economic Impact of Tourism The WTO identifies the impact of tourism on the economy as follows:

1. Increasing demand for local agricultural products
2. Stimulate the development of less productive locations/land
3. Stimulate demand and demand for exotic and typical products for a region
4. Encourage regional development and the creation of new economic areas
5. Deployment of infrastructure to remote areas

b. Impact of Tourism on the Environment

The impact of tourism on the environment includes:

1. The impact of using transportation equipment
2. The impact of the construction of tourism facilities
3. The impact of the operation of the tourism industry

c. Socio-Cultural Impact of Tourism

Several factors influence the socio-cultural impact of tourism:

1. Number of tourists
2. Type of tourist
3. Stage of tourism development
4. Differences in cultural norms
5. The number of residents outside the area who serve tourism needs
6. Behavior of government institutions towards tourism
7. Policies in the distribution of tourists
8. Marketing and image formed through marketing

CONCLUSION

Tourism activities and development involve various sectors of life and development sectors or often called multidimensional development which involves other development sectors (Liu, C., et al, 2020). Therefore, tourism has quite a broad influence or impact, both on the economic, social, cultural, environmental and political sectors. Tourism development can be carried out using a community approach. This approach emphasizes full involvement of the community in the tourism development process. The community development approach can be used to build a tourism development model. Meanwhile, in administering public services, the community is not only the

recipient of public services, but also as an external supervisor, together with the Ombudsman and the DPR/DPRD. The public has the right to supervise the implementation of service standards provided by each public service provider. However, this form of supervision must be based on applicable regulations.

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