COLLABORATIVE GOVERNANCE IN TOURISM DEVELOPMENT POLICY

Ade Ferry Afrisal
Faculty of Social and Political Science, Universitas Bosowa, Indonesia
Email: ferry.afrizal@universitasbosowa.ac.id

ARTICLE INFO	ABSTRACT
	The tourism sector has an important role in economic development by utilizing its potential and developing new tourism. This tourism development effort is implemented by the government in collaboration with the public in deciding the policies to be implemented or can be called collaborative governance. This study aims to determine the implementation of collaborative governance in tourism development policies. This study uses qualitative research methods, while the data collection techniques are carried out by exploring journals, books and other information relevant to the study. The results show that the government implements collaborative governance in tourism development policies by issuing a number of tour packages to support the development of tourism activities themselves. These activities include promotions, tourist destinations, main and supporting facilities, tourism products and human resources. Due to the collaboration between the government and the community, currently there are various tourist objects that have been known to foreign countries and tourism objects that are in the process of promotion which of course have their respective potentials and attractions.

INTRODUCTION

The tourism sector has an important role in economic development by utilizing its potential and developing new tourism. Tourism can increase foreign exchange earnings, create jobs, stimulate the growth of the tourism industry, therefore it can trigger economic growth, moreover it can encourage various countries to develop the tourism sector. Tourism contributes to economic growth through various channels including foreign currency earnings, attracting international investment (Yakup, 2019). One of the most significant industries in the world economy, tourism generated 10.4% of the global gross domestic product (GDP), or 319 GDP and 319 million jobs, or about 10% of all employment in 2018 (Herrero et al., 2022).

The tourism industry has become one of the largest economic sectors in the world and is a major contributor to local and national income. The tourism sector accounts for 10.4% of the total world GDP (WTTC, 2018). Indonesia's tourism sector contributed Rp787.1 billion or 5.8% of GDP in 2017. One of the drivers of the economy in Indonesia is the tourism sector. The leading sector of tourism will have an impact on the social, cultural and environmental fields (Baruna et al., 2018). Through a variety of channels, international tourism is known to positively influence long-term economic growth. First, the tourism industry contributes significantly to foreign exchange earnings, enabling the purchase of imported capital goods and

other essential inputs for production. Second, tourism is a major driver of investments in new infrastructure and competition between local businesses and businesses in other tourist-friendly nations (Habibi et al., 2018).

There is a need for tourism development by the government, tourism development is a process of change to create added value in all aspects of the tourism sector, starting from infrastructure, Tourist Attractions (ODTW), and other aspects. The objectives of national tourism development are: 1) Improving the quality and quantity of Tourism Destinations; 2) Communicating Indonesian Tourism Destinations by using marketing media effectively, efficiently and responsibly; 3) Realizing the Tourism Industry that is able to drive the national economy; and 4) Developing Tourism Institutions and tourism governance that are able to synergize the Development of Tourism Destinations, Tourism Marketing, and the Tourism Industry in a professional, effective and efficient manner (Kurniawati, n.d.).

This tourism development effort is implemented by the government in collaboration with the public in deciding the policies to be implemented or can be called collaborative governance. Collaborative governance is a set of arrangements in which one or more public institutions directly involve non-state stakeholders in a formal, consensus-oriented and deliberative policy-making process that aims to make or implement public policies or manage programs or assets (Ansell & Gash, 2007). Collaboration in governance is something that is needed in today's government practice. Collaboration is enforced because of the complexity of the interdependence of each institution. Collaboration is also considered to arise due to the diversity of interests between each group, giving rise to a collaboration. So that the collaboration can mobilize interest groups. Collaboration is considered to be a solution for the poor implementation of a program or activity carried out by only one institution, due to the limitations of that institution. Apart from this, collaboration is also considered as a solution to overcome the high cost of a program or activity (Cahya, 2020).

Based on the background of these problems, researchers are interested in knowing the implementation of collaborative governance in tourism development policies. Therefore, the researcher made a research entitled "Collaborative Governance in Tourism Development Policy". Then, the discussion in this article is related to collaborative governance theories to answer relevant problems and have their validity tested.

METHOD

This study used qualitative research methods. Qualitative research method is a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize the meaning of generalization (Sugiyono, 2011). While the data collection is done by exploring journals, books and other information relevant to the study. The data sources used are the results of research data and books, journals, articles, and similar things obtained through Google Scholar. Activities in qualitative data analysis in this study were carried out by relying on an interactive model (Miles, 1984) which was carried out through data reduction, data display, and conclusion drawing/ verification.

RESULTS AND DISCUSSION

A. Tourism Development Policy

Tourism development policy is a public policy in the tourism sector. Indonesia's tourism development policies develop in line with its political developments. Two laws on

tourism, namely Law 9/1990 and Law 10/2009 are products of Indonesia's tourism development policies. Both resulted in different political conditions (Syahbudi, 2021). The existence of these two tourism laws shows that there has been a change in tourism development policies in Indonesia. The aim of Indonesia's tourism development policy is to realize the national goals of the Indonesian nation through tourism development. The national goals of the Indonesian people are stated and implied in the Preamble to the 1945 Constitution (Nugraha et al., 2020).

Based on the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, it has been stated in article 10 (ten) that the Government and Regional Governments encourage domestic investment and foreign investment in the tourism sector to support tourism. Furthermore, in article 11 (eleven) it is stated that the Government and institutions related to tourism carry out research and tourism development to support tourism development. Furthermore, in the Presidential Instruction of the Republic of Indonesia No. 9 of 1969 concerning Guidelines for the Guidance of National Tourism Development is stated in Article 8 (eight) related to the role of the private sector. The scope of the role of the private sector is aimed at the businesses and activities of companies in the tourism sector, such as transportation, accommodation, entertainment and service businesses to tourists. From the several laws and regulations above, it can be seen that the role of stakeholders outside the government, such as the private sector and also the public, is needed in supporting tourism which is a potential factor in economic development efforts (Aeni & Astuti, 2019).

The amendment must not deviate from the 1945 Constitution, because according to Law 12/2011 concerning the Establishment of Legislations, the 1945 Constitution is the basic law in Indonesian legislation. In addition to the legal aspect, the deviation should not also occur in the aspect of the goal, because basically a policy is made to achieve a goal. That goal is the will of the people which will be realized by the government through the policies it makes (Cochran, C.E., 2012).

B. Implementation of Collaborative Governance

Tourism planning is a multi-sectoral and multi-aspected and multi-regional plan, so collaborative planning is needed as a process towards integrated planning both hierarchically (Province, Regency, City) and sector (various institutions/ministries). Collaborative planning as a process towards integrated planning both hierarchically (province, district, city) and sector (various institutions/ministries). In order for collaborative planning to be realized, what must be considered are: (a) All parties involved are willing to open up, so that "trust" or mutual trust arises between the various parties who will collaborate. All parties must be open, honest, respectful and respectful of each other, so that there is no conflict. (b) The approach must be cooperative or synergized, it does not mean that there is no competition, there may be competition but it must be maintained as an effort to drive the achievement of common goals. (c) Each party positions itself as equal or there is equality so there is no high or low, but differ in roles, for example: government as mediator, facilitator and legislator. While the private sector as practitioners and investors (Persada, 2017).

The government in collaboration with the community has issued a number of tour packages to support the development of tourism activities themselves. These activities include promotions, tourist destinations, main and supporting facilities, tourism products and human resources. Thanks to the collaboration between the government and the community, currently there are various tourist objects that have been known to foreign countries and

tourism objects that are in the promotion process which of course have their respective potentials and attractions (Sabatina, 2018).

Collaboration in governance has the implication that all parties involved or involved have the same responsibility for the decisions taken, therefore collaboration requires that the parties involved must sit at the same table and have the same power in making decisions. Collaboration in governance involves the involvement of many parties, many interests are required for that certain prerequisites are needed so that this mechanism can be implemented. The success of implementing collaborative governance is largely determined by: first: strong leadership, which has the ability to control and regulate these complex activities. Second, a mediator is needed who acts neutrally/impartially/does not represent certain interests so that the mechanism runs in a balanced manner according to their respective roles and responsibilities. Third, in general, collaboration will be successful when the bureaucracy is placed as the manager of the collaboration concept because government organizations have much greater authority than other organizations. Fourth, negotiation becomes an important stage in the collaboration process because of an imbalance of power or resources. Fifth, decision making is based on agreement and mutual respect – not born on an authoritarian basis (Aeni & Astuti, 2019).

CONCLUSION

Tourism can increase foreign exchange earnings, create jobs, stimulate the growth of the tourism industry, therefore it can trigger economic growth, moreover it can encourage various countries to develop the tourism sector. So that there is a need for tourism development by the government, this tourism development effort is implemented by the government in collaboration with the public in deciding policies to be implemented or can be called collaborative governance. Two laws on tourism, namely Law 9/1990 and Law 10/2009 are products of Indonesia's tourism development policies. Both resulted in different political conditions. The existence of these two tourism laws shows that there has been a change in tourism development policies in Indonesia. The government in collaboration with the community has issued a number of tour packages to support the development of tourism activities themselves. These activities include promotions, tourist destinations, main and supporting facilities, tourism products and human resources. Thanks to the collaboration between the government and the community, now there are various tourist objects that have been known to foreign countries and tourism objects that are in the promotion process which of course have their respective potentials and attractions.

REFERENCES

Aeni, Z., & Astuti, R. S. (2019). *Collaborative Governance Dalam Pengelolaan Kepariwisataan Yang Berkelanjutan*. *01*, 92–118. Google Scholar

Ansell, & Gash. (2007). Collaborative Governance in Theory and Practice. *Journal of Public Administration Research and Theory*, 543 571. Google Scholar

Baruna, A., Noor, S., Rakhmat, D. I., Khasanah, S. N., & Kurniawan, W. (2018). *Pemanfaatan Informasi Holiday Climate Index (HCI) Dalam Sektor Pariwisata (Studi Kasus: Kota Banjarmasin* . *5662* (November), 21–29. Google Scholar

Cahya, N. (2020). *Proses Collaborative Governance Dalam Penerapan Uang Elektronik (UNIK) Di*

Jalan Tol Kota Makassar. Universitas Muhammadiyah Makassar. Google Scholar

Cochran, C.E., et al. (2012). American Public Policy: An Introduction. *Boston: Wadsworth*. Google Scholar

Habibi, F., Rahmati, M., & Karimi, A. (2018). Contribution of tourism to economic growth in Iran's Provinces: GDM approach. *Future Business Journal*, *4*(2), 261–271. Google Scholar

Herrero, C. C., Laso, J., Cristóbal, J., Fullana-i-Palmer, P., Albertí, J., Fullana, M., Herrero, Á., Margallo, M., & Aldaco, R. (2022). Tourism under a life cycle thinking approach: A review of perspectives and new challenges for the tourism sector in the last decades. *Science of the Total Environment*, 157261. Elsevier

Kurniawati, R. (n.d.). *Modul pariwisata berkelanjutan*. Google Scholar

Miles, M. . & H. A. M. (1984). Analisis Data Kualitatif. *Jakarta : Penerbit Universitas Indonesia*. Google Scholar

Nugraha, A., Budiningtyas, R. R. E. S., Pascasarjana, S., & Padjadjaran, U. (2020). *Interpretasi kebijakan pembangunan kepariwisataan indonesia*. *3*(1), 21–26. Google Scholar

Persada, C. (2017). Kolaborasi dan sinergitas dalam pembangunan pariwisata lampung menuju destinasi unggulan. *Bunga Rampai Pemikiran Anggota Dewan Riset Daerah Provinsi Lampung*. Google Scholar

Sabatina, M. (2018). *Pesona Candi Sambisari Sebagai Obyek Wisata Di Yogyakarta*. Google Scholar

Sugiyono. (2011). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif dan R&D*. PT. Remaja Rosdakarya. Google Scholar

Syahbudi, M. (2021). *Ekonomi Kreatif Indonesia: Strategi Daya Saing UMKM Industri Kreatif Menuju Go Global (Sebuah Riset Dengan Model Pentahelix)*. Merdeka Kreasi Group. Google Scholar

Yakup, A. P. (2019). *Pengaruh Sektor Pariwisata Terhadap Pertumbuhan Ekonomi Di Indonesia*. Universitas Airlangga. Google Scholar