

Public Policy Local Governance in Digital Inovation of Tourism Development in Menumbing Museum

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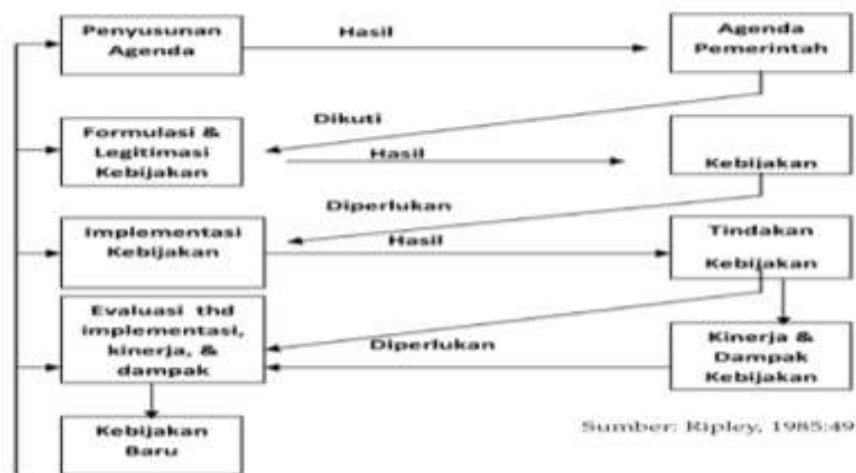
Abstract – This article will discuss how the innovation process for managing the historical tourist destination of Hill Menumbing in West Bangka is digitally based. This research was carried out using qualitative methods with data collection techniques using observation, interviews, and literacy and documentation studies. The innovation developed in the Hill Menumbing area is the creation of a digital-based History Gallery by creating a room showing the history of the exile journey of President Soekarno and Muhammad Hatta who were exiled to Bangka Island from 1948-1949. It is hoped that the development of digital-based tourist attractions can add new insight and knowledge to the history of the exile of the proclaimers and the development journey of Muntok City. However, the development of digital-based tourist attractions means that the original value of buildings is lost, and their historical nuances are reduced because several places and attractions have become cultural heritage objects that should not be replaced or removed.

Keywords: *Public Policy, Digitalization, Innovation*

1. INTRODUCTION

Government policy can be understood as a choice between taking action or not taking action when faced with a situation. Thomas Dye (1981) in (Taufiqrokhman, 2014) defines public policy as everything the government chooses to do or not to do. The concept remains general because policies encompass things that the government does not do when facing a public issue, for example, when the government does not take action when finding a damaged highway. Meanwhile, according to Anderson (2000) in (Patarai, 2020), public policy is defined as the political system's response to demands, requests, and support arising from its environment. Dye (1978), as quoted by Sholichin Abdul Wahab, mentions that there are three elements in the political system, namely (a) public policy, (b) political actors, and (c) the political environment. Furthermore, Nugroho explains in (Patarai, 2020) that public policy can be seen from two characteristics: firstly, public policy is something easy to understand, as it refers to actions taken to achieve national goals; while the second characteristic is that public policy is something easy to measure due to its clear metrics, which is the level of progress made in achieving those goals.

Public policy is essentially the government's choice to advance and develop its regions and territories. Policies led by the government are crucial for the success of an area. According to Professor Hoowgerwerf in (Awan Y Abdoellah and Yudi Rusfiana, 2016), public policy not only raises questions about the possibility of a problem but also determines which problems are the most important and prioritizes them for resolution. First, it designs the sequence of planning problems in order of priority, from the highest to the lowest. Additionally, James E. Anderson in (Patarai, 2020) discusses types of public policies as follows: Substantive policies and procedural policies. Substantive policies relate to what the government will do, while procedural policies help implement substantive policies. Further classifications include distribution policies versus regulatory policies versus redistributive policies, material policies, and symbolic policies. Material policies provide comprehensive resource benefits to target groups, while symbolic policies provide symbolic benefits to target groups. Policies are also related to public and private goods.



Picture. 1. Stages of Public Policy

When looking at the table above, it is evident that the process of formulating a policy is not easy. It involves many stages and various studies to create a good policy that addresses existing issues. However, it is important to consider the actors involved in policy-making. Policies wouldn't exist without the development, planning, and implementation by the community. As known, Indonesia follows a decentralized system of government, where there are limitations and the division of power between the central and local governments, as well as the roles in the management and development of regions, including tourism destination management and development.

Local Government: Local government is an entity responsible for governing and managing a region. Local government refers to governors, regents/mayors. According to Law Number 23 of 2014, local government refers to the administration of government affairs by regional governments and regional representative councils based on the principles of autonomy and the obligation to assist with the widest possible autonomy within the state and the principle of the unitary state of the Republic of Indonesia as regulated by laws and regulations. The 1945 Constitution of the Republic of Indonesia. Local government at that time means the head of the region as part of the regional government administration, directing the implementation of government affairs, under the jurisdiction of the autonomous region. Local governments have the obligation to develop and advance their regions in the economic, social, and community welfare aspects.

Local government policies play a significant role in the regulation and management of regions at the local level. These policies encompass various aspects, such as infrastructure development, public services, environmental management, and improving community welfare. Through these policies, local governments strive to create conditions that support economic growth, improve quality of life, and promote equitable development in their regions. Therefore, local government policies play a role in achieving Sustainable Development Goals and enhancing the quality of life of the local population. Community-based tourism development policies play a crucial role in the development of a country's or region's tourism industry. These policies aim to increase the number of tourists, develop tourism infrastructure, protect and preserve natural and cultural resources, and enhance the welfare of local communities.

With good public policies, it is expected that tourism can significantly contribute to economic growth and regional development, reflecting the vision and mission of the Ministry of Tourism to make Indonesia a world-class tourism destination. "For this reason, the Ministry of Tourism and Creative Economy has a mission to develop world-class tourism destinations and carry out tourism-oriented marketing." (Kreatif, 2023) In addition, local governments also have a significant responsibility to plan and develop advanced domestic and international tourism destinations in their areas. This planning includes identifying tourism potential, determining development strategies, and

building the necessary infrastructure to enhance the appeal of tourism destinations. Developing innovation-based tourism is a crucial step in enhancing the competitiveness of Indonesia's tourism industry. By leveraging technology, involving local communities, maintaining sustainability, building partnerships with the private sector and startups, and implementing incentive programs, Indonesia can continue to integrate innovation and develop unique, attractive, and sustainable tourism destinations.

Regional tourism development is an effort to enhance the tourism potential of a region with the aim of attracting tourists, increasing regional revenue, and improving the quality of life for local communities. Regional tourism development involves various different aspects, including destination management, infrastructure, marketing, tourism product development, and local community participation. Regional tourism development requires cooperation between the government, tourism industry stakeholders, and local communities. With planned and sustainable development, regional tourism can become a significant source of income, improving the welfare of communities and preserving the natural and cultural resources of the region. Destination management includes regulation, supervision, and maintenance to ensure that tourist destinations remain attractive and sustainable. This includes environmental protection, cleanliness, safety, and providing adequate facilities such as parking, public restrooms, and signage.

Travel can be defined as the act of journeying from one's home to a specific location with the purpose of seeking enjoyment, entertainment, and gaining new perspectives. According to Evaristus Irandu and Parita Shah (2016), tourism is a highly dynamic product. Similarly, As Nyaupane et al. (2006) and Sethi (2005), as mentioned in Evaristus Irandu and Parita Shah (2016), state that the world of tourism has seen a shift from nature-based tourism to cultural tourism, and when demand began to rise, that's when countries started changing their strategies to meet supply and demand. Another interpretation is provided by E. Guyer Freuler, as cited in Setyabudi (2017), where tourism is a phenomenon born in modern times, driven by the need for health and climate change, conscious judgment, and the growth of (love) for the beauty of nature. It's rooted in the interactions between different nations and social classes as a result of business development, industry, trade, and improvements in transportation. Furthermore, according to Law Number 10 of 2009 Regarding Tourism, tourism encompasses various activities and is supported by a variety of facilities and services provided by the community, entrepreneurs, the government, and local governments. Tourist Attractions are anything with uniqueness, beauty, and value, including the diversity of natural, cultural, and human-made riches that serve as the objectives or destinations of tourists' visits.

Tourism activities usually aim to find pleasure, seek entertainment, relieve stress, and regain energy from the fatigue and boredom caused by various work or other activities. There are many types of tourism that can be undertaken by different people, as mentioned by Pendit, including: Cultural Tourism: This type of tourism involves traveling to broaden one's perspective by visiting different regions to learn about local customs, traditions, lifestyles, and to explore culture and the arts. Coastal Tourism: Often associated with water sports activities at lakes, beaches, bays, and in the sea, such as fishing, boating, scuba diving. Nature Tourism: This is usually organized by agencies or businesses that specialize in arranging visits to places like wildlife reserves, conservation areas, forests, and mountains that are protected by law. Sports Tourism: This type of tourism is aimed at participating in sporting events or active activities in a particular location. Commercial Tourism: It involves visiting trade fairs and commercial events. Industrial Tourism: Groups of tourists, such as students, go to industrial locations for research purposes. Health Tourism: Specifically, it is aimed at physical and mental relaxation.

Each region has attractions that can be developed to attract tourists, such as West Bangka, which offers various types of tourism, including marine, historical, cultural, religious, and more. Tourism resources provide the foundation for advancing the tourism industry in West Bangka Regency. Besides the available resources, the geographical location of West Bangka Regency, situated at the tip of Bangka Island, bordering directly with Sumatra Island and serving as a connecting port between Bangka Island and Sumatra Island, makes it a destination for many tourists.

Those who travel to and from Sumatra and Bangka Islands will stop and enjoy the sights before continuing their journey.

One of the main tourist attractions in West Bangka Regency is the Menumbing Museum, a historical site where President Soekarno was exiled during the early days of Indonesian independence. To attract tourists to the Menumbing Museum, the management has introduced innovations such as adding a digital history gallery that allows visitors to experience the exile journey digitally. Therefore, this article will elaborate on HOW public policies of local governments relate to digital innovation in the development of tourism, particularly in the context of museum development.

2. METHODOLOGY

Research methodology is the approach or method used to collect the data and information needed for a research study. This method can take the form of surveys, interviews, experiments, or observations. By using the appropriate research methodology, researchers can obtain valid and reliable data to address the research questions at hand. Qualitative research is a type of research that focuses on a deep understanding of the phenomena or events under investigation. The purpose of qualitative research is to unearth the meanings, perceptions, and interpretations of research participants. Qualitative research does not rely on numbers or statistics for description; instead, it relies more on data in the form of words, images, or observations. Methods used in qualitative research include in-depth interviews, participant observation, and content analysis. Qualitative research is often employed in the social sciences, education, and other fields that require a deeper understanding of human contexts and experiences. According to Kirk and Miller (1986:9) as cited in (Moleong, 2012), qualitative research is a distinctive tradition in the social sciences that fundamentally relies on the observation of humans, both in scope and terminology.

Qualitative research also emphasizes a deep understanding of a particular issue compared to a general research approach. This method prefers to use in-depth analytical techniques, examining issues on a case-by-case basis because qualitative research believes that the nature of one issue will differ from the nature of another issue. (Sandu Siyoto and Ali Sodik, 2015). This research was conducted in the Menumbing Tourism Area, located in Air Putih Village, Mentok District, West Bangka Regency.

Data collection techniques are efforts made to obtain the necessary data and information for research. Many strategies and procedures can be used to collect research data. (Teddlie, 2010) In this research, data collection techniques were performed using several methods, including interviews, observations, notes, and document research. In the data collection interview technique, the researcher conducted interviews with various sources or informants related to the research issue to obtain valid data. The targets of counseling and information were the heads of cultural tourism departments, Menumbing tourism management and development, as well as tourists visiting the Menumbing Museum. After the interviews, further observations were conducted to directly see the condition and situation of the Menumbing Museum and to view and witness the proposed tourist attractions. To supplement the research data, the researcher read and searched for information in books, laws and regulations, the internet, and other media.

Data analysis techniques involve the process of examining and collecting all data obtained in the field, through interviews, observations, literature, or documents. According to (Sugiyono, 2014), data analysis is conducted before the survey, during fieldwork for observation, and after completion in the field. The data analysis steps in this research began with data reduction, particularly the synthesis and selection of data and research questions. The organized data is then presented in the form of narratives, images, or tables. Finally, conclusions drawn from the data are presented to address the research formulation and problems.

3. RESULT AND DISCCUSION

Historical Tourism is a type of tourism that focuses on the exploration and experience related to historical events, cultural heritage, and historical sites. The main objective of historical tourism is

to understand and appreciate the historical heritage of a place, whether it be historical buildings, archaeology, monuments, art objects, or other historical sites. Historical tourism involves visits to places with significant historical value. Tourists can visit old towns that still preserve traditional architecture and culture, museums that house collections of artifacts and historical relics, archaeological sites that reveal stories from the past, or monuments commemorating historical events. During historical tourism, tourists can learn about the history of a place, civilizations that have existed since ancient times, significant events that occurred, and historical figures who played a role in them. They can also appreciate ancient art and architecture, explore the lives of people in the past, and gain knowledge about cultural heritage passed down from generation to generation.

Historical tourism not only provides an educational experience but also inspires and fosters pride in a nation's historical heritage. Tourists can immerse themselves in the atmosphere of the past, connect with stories related to the place, and experience the wonder of the existence of historical sites that have endured to the present day. Visiting historical places can also help preserve and protect historical heritage. The income generated from historical tourism can be used for the maintenance, restoration, and development of historical sites, ensuring they can be enjoyed by future generations. Historical tourism is a form of tourism that focuses on the exploration and experience related to historical events, cultural heritage, and historical sites. This type of tourism provides an opportunity to understand, appreciate, and enjoy the historical heritage of a place, while also offering an educational and inspirational experience for tourists.

History of Menumbing Museum Historical Tourism at Menumbing Historical Tourism
According to Saputro, Adi, 2017, historical and culturally based tourism is one of the potential assets for development in every region. Historical and cultural tourism, combined with vacations and tourist attractions, can be considered the most important and fastest-growing tourism phenomenon in the world (Martin & Mason, 1992; Waters, 1994, Herbert, 1995 in Alzua, O'Leary & Morrison, 1998). A country must develop cultural and historical tourism to attract more international tourists. The Menumbing Museum, formerly known as Berghotel Menumbing, was a place of rest or accommodation for important officials and employees of the Dutch Banka Tin Winning (BTW) tin mining company, which was built in the 19th century. In 1927, J.G. Bijdendijk, the Chairman of BTW, approved the construction of a hotel with luxurious and modern facilities at the time. This castle-like building is located at an altitude of 445 meters and has supporting utilities such as electricity, running water, telephone, and a tennis court. The road to the summit is a zigzag asphalt road, just wide enough for one car. In total, Berghotel Menumbing consisted of three flat-roofed buildings that functioned as observation towers.

Berghotel Menumbing was officially opened on August 28, 1928, becoming the first permanent building on Bangka Island to use granite as the outer layer on its facade. After Indonesia gained full sovereignty, the nationalization of foreign companies was carried out by the Government of the Republic of Indonesia, and in 1953, Banka Tin Winning (BTW) was transformed into the Bangka Tin Mining Company (TTB) with the name BUPTAN (Negara). The entire company's assets, including Berghotel Menumbing, were owned by PN Timah. Subsequently, the Timah District Court transferred this historical property to the local government. At that time, Bangka Island was still part of the administrative region of South Sumatra Province, and Berghotel Menumbing became the property of West Bangka Regency, which was later renamed Pesanggrahan Menumbing. In 1996, West Bangka Regency transferred the management of Berghotel Menumbing to PT travel and tourism companies. Carmeta and it was renamed Hotel Jati Menumbing until 2009. In 2009, the management of Hotel Jati Menumbing was taken over by the West Bangka Regency Government and it was renamed Pesanggrahan Menumbing. (West, 2023) The role of Pesanggrahan Menumbing became more prominent during the second Dutch military invasion on December 19, 1948. (Stiawan, 2020) When the Netherlands captured Yogyakarta, they arrested national figures such as Soekarno, Sutan Sjahrir, Agus Salim, and on December 22, 1948, they exiled them to Berastagi by B-25 aircraft. Then, it was the turn of Mohammad Hatta, Ali Sastroamidjojo, Mohammad Roem, Ass'at, Soerjadi Soerjadarma, and AG Pringgodigdo who were exiled to Muntok on December 31, 1948. They were the first group to enter Muntok before being placed in the BTW Castle.

They landed at the Dul Village airstrip, now called Depati Amir Airport, in Pangkal Pinang, and traveled for four hours through the wilderness of the western part to Muntok. After the declaration of independence of the Republic of Indonesia on August 17, 1945, in Pengangsaan Timur, Jakarta, the Netherlands continued their efforts to regain control of Indonesia. Armed contacts and resistance continued among the supporters of the Republic of Indonesia. Thus began an era known as the history of the Indonesian independence revolution. When it was clear that Jakarta was no longer safe, Indonesian leaders moved to Yogyakarta. To regain control of Indonesia, the Netherlands launched a second military invasion on December 19, 1948, in which a swift attack succeeded in capturing the capital of the State of the Republic of Indonesia in Yogyakarta. The Dutch government captured and then exiled some Indonesian national leaders. On December 22, 1948, the exiled group that went to the summit of Mount Menumbing included Dr. Moh. Hatta, Tuan A. Gafar Pringgodigdo, Tuan Ass'aat, and Commodore Suryadarma. Then, on December 31, 1948, Tuan Ali Sastroamidjoyo and Tuan Moh Roem. They joined Mohammad Hatta's group at Pesanggrahan Menumbing. Then, on February 6, 1949, President Soekarno and Haji Agus Salim were exiled to Muntok. President Soekarno was taken to Pesanggrahan Muntok along with Agus Salim. Along with them were Mohammad Roem and Ali Sastroamidjojo, who had previously been part of Pesanggrahan Menumbing with Mohamad Hatta. Thus, the leaders of the Republic of Indonesia placed at Pesanggrahan Menumbing were Drs. Moh. Hatta, Tuan A. Gafar Pringgodigdo, Tuan Ass'aat, and Commodore Suryadarma.

This building has attracted worldwide attention. It became the venue for important diplomatic activities and meetings in the Republic of Indonesia's fight against the Netherlands, involving the Three-State Conference (TSC), which later became the United Nations Commission for Indonesia), as well as

In a public sector context, innovation is a multifaceted concept encompassing the creation and execution of novel processes, products, services, and delivery methods, all of which result in significant enhancements in efficiency, effectiveness, and the overall quality of outcomes. In essence, innovation represents the application of fresh ideas to generate superior results.

In the realm of the public sector, innovative activities can be approached through various lenses, with three prevalent dimensions being: **Shaping Policy Directions:** In this capacity, the public sector plays a pivotal role by furnishing objective and well-reasoned advice, along with a spectrum of options, to inform the government's decision-making process regarding policies and programs. By doing so, the public sector contributes to steering the nation in the right policy direction.

Implementing Policies and Programs: This facet pertains to the efficient and effective delivery of services to the Australian community. Public sector organizations are tasked with the responsibility of translating policies and programs into tangible services, ensuring that they are executed with maximum efficiency, effectiveness, and impact.

Administrative Innovations: This entails the introduction of fresh internal processes and practices within public sector organizations, with the primary aim of improving productivity and reducing operational costs. Administrative innovations are pivotal in streamlining operations, making them more cost-effective and conducive to achieving organizational objectives.

The benefits of fostering innovation within the public sector are diverse and far-reaching. It is widely acknowledged that innovation is not just desirable but essential for bolstering economic performance, enhancing social welfare, and ensuring environmental sustainability. In addition to these overarching benefits, innovations can also yield more specific advantages such as heightened organizational efficiency, the provision of higher quality and timelier services to citizens, the reduction of business transaction costs, and the introduction of novel methods of operation. In essence, innovation is a catalyst for improved performance and a harbinger of new horizons in the public sector's ever-evolving landscape (Guide, 2009).

Innovation in Research Innovation in research involves different levels of innovation that reflect the extent of impact generated by continuous innovation. Muluk (2008:46) indicates that the typology of innovation levels according to Mulgan and Albury ranges from incremental, radical, to transformational. Incremental innovation implies that innovation occurs and makes small changes to

existing processes or services. In general, most innovations occur at this level and rarely lead to changes in organizational structure and relationships within organizations. However, incremental innovation plays a significant role in the public sector as it can create continuous small changes and support the development of services that meet local and individual needs while adding value. Radical innovation represents fundamental changes in public service or the introduction of entirely new methods into organizational processes and services. This type of innovation is rarely implemented because it often requires broad political support due to the greater risks involved. Radical innovation is necessary to provide real improvements in the performance of public services and meet the long-neglected expectations of service users. Transformational or systemic innovation drives changes in the workforce and organizational structure, transforming all sectors and organizations completely. This type of innovation takes longer to achieve the desired results and requires fundamental changes in social, cultural, and organizational structures.

Categories of Innovation To measure the level of innovation (Muluk (2008:48) argues that innovation can also be categorized into two types, namely continuous innovation and discontinuous innovation. Continuous innovation is an innovation process that brings about new changes but remains based on the operational conditions of existing services, systems, or products. Disruptive innovation is an innovation process that creates entirely new changes and is no longer dependent on previously existing conditions.

Typology of Innovation from Mulgan & Albury to Muluk (2008:44-45) Successful public service innovation is said to result from the creation and implementation of innovation in service products, service process innovation, service method innovation, policy innovation, and system innovation. First, product or service innovation is a change in the form and design of a product or service. Second, process innovation is continuous innovation in quality and refers to a combination of organizational, procedural, and policy changes required for innovation. Third, service method innovation is a new change in terms of interaction with service users or a new way of interacting with service users or a new way of providing services. Fourth, strategic or policy innovation is a new change in vision, mission, goals, and new strategies and reasons that deviate from the current reality. Fifth, systemic innovation is a systemic interaction that includes new ways or existing ways of interacting with other actors, or in other words, changes in governance. For a clearer understanding of the types of innovation in the public sector, refer to the following graphic (Muluk, 2008).

Digital Tourism Product Innovation is a concept of tourism attraction that moves from conventional, traditional, and physically tangible experiences to a new, more modern, and easily accessible medium or space. The product innovation involves the creation of a historical gallery at the Menumbing Museum aimed at inviting tourists who visit on a historical tour to get to know more about the roles of President Soekarno, Prime Minister Mohammad Hatta, Agus Salim, Mohammad Roem, Ali Sastroamidjojo, A. G. Pringgodigdo, Commodore Soerjadi Soejadarma, and Asa'at during their exile in Muntok by the Dutch East Indies Government.

Regenerate



Picture. 2 History Gallery Room

The History Gallery, situated within the main building of the Menumbing Historical Gallery, was formally inaugurated by the Minister of Social Affairs of the Republic of Indonesia, Tri Rismaharini, on December 19, 2021. It opened its doors to the general public on February 2, 2022. The Menumbing Historical Gallery Exhibition Room offers a series of national history tours, providing a deeper understanding of the pivotal roles played by the founding figures of the nation during their exile in Muntok in 1949, under the Dutch East Indies government. Among these revered founding figures of the Republic of Indonesia are President Ir. Soekarno, Vice President and Prime Minister Drs. Mohammad Hatta, Foreign Minister Agus Salim, Chief Negotiator Mohamad Roem, Minister of Education Ali Sastroamidjojo, State Secretary A. G. Pringgodigdo, Air Force Chief of Staff Soerjadi Soejadarma, and KNPI Chairman Asa'at. The Menumbing Historical Gallery Exhibition Room enhances the historical tourism attractions in Menumbing, which has long stood as a landmark and historical icon of the struggle for Indonesia's independence.

The innovative "Visit Menumbing" website was developed with the primary goal of providing convenience to potential visitors seeking information about the Menumbing Museum. Harnessing the advancements in digital technology, it plays a pivotal role in the evolution of innovation-driven tourism. Through the use of mobile applications, websites, and online platforms, tourists can easily access information about their desired destinations, purchase tickets, access interactive maps, and share their experiences on social media. Furthermore, technologies like augmented reality (AR) or virtual reality (VR) are employed to offer engaging virtual experiences to tourists, including virtual tours of the attractions before their physical visits. This website innovation streamlines access to information about the historical treasures of Menumbing, and visitors can access it at <https://visitmenumbing.com//>. This website represents a novel innovation initiated by the tourism management and development team in West Bangka Regency, operating under the guidance of the Department of Culture and Tourism of West Bangka.

The development of innovation-driven digital tourism is the outcome of a collaborative effort between the Department of Tourism and Culture of West Bangka Regency and the Cultural Heritage Preservation Center of Jambi Province. This collaboration aims to renovate and transform the primary building of Menumbing Palace into a modern and contemporary digital exhibition space known as the History Gallery.

Innovation-based website tourism is characterized by its emphasis on website platforms as the primary means of information dissemination, promotion of tourist destinations, and facilitation of interactions between visitors and tourism service providers. It encompasses various features, including detailed online information and booking, captivating photo and video galleries, visitor reviews and recommendations, interactive elements such as maps and virtual tours, engaging content like blogs and travel tips, and seamless integration with social media platforms. This approach to tourism provides easy access to information, flexible trip planning, and the convenience of online bookings, making it an increasingly popular trend in the tourism industry, particularly in the digital age.

The website-based tourism approach adopted by the Menumbing Museum is embodied in the "www.visitmenumbing.com" website, an innovative creation by the Department of Tourism and Culture of West Bangka Regency. This website serves as a cornerstone in the advancement of tourism in the region and is specifically designed to showcase the Menumbing Museum to prospective tourists on local, national, and international scales. Visitors can find a wealth of information, including an introduction to the Menumbing Museum, its unique features, the array of attractions it offers, visiting schedules, ticket pricing, and much more, as depicted in the image below.



Picture. 3 Website Display

The provision of this website serves as a powerful tool to streamline the process for tourists looking to explore the historical treasures of the Menumbing Museum. It offers an invaluable gateway for prospective visitors, granting them insights into the rich tapestry of attractions nestled within the museum's walls. With this online portal, individuals can not only delve into the diverse range of exhibits and experiences offered by the Menumbing Museum but also receive comprehensive guidance on how to embark on their journey, including details about admission fees and the operating hours of this cultural gem.

This innovative approach to tourism development, via the creation of an informative website, holds immense potential for elevating the allure of West Bangka as a tourist destination. The presence of a globally accessible platform widens the horizons of opportunity, making it possible to captivate travelers who, until now, were predominantly local. This outreach extends beyond borders, enticing tourists from a national and even international perspective. By consistently disseminating relevant and up-to-date information, the website stands as an open door to a broader and more diverse audience.

The History Gallery and the "Visit Menumbing" website epitomize disruptive innovation in its purest form. Such innovation is a trailblazing process, yielding products that are entirely unprecedented and independent of pre-existing paradigms. These groundbreaking developments hold the promise of transformative advantages, from bolstering efficiency to enhancing accessibility and improving the overall user experience. Nevertheless, it's important to acknowledge that such groundbreaking strides may also reverberate with far-reaching consequences in established sectors. These changes might bring about job displacement or a significant redistribution of power dynamics. In the contemporary landscape, characterized by technological advancements and the digital age, disruptive innovation assumes greater significance in steering the evolution and rejuvenation of various industries. Those organizations and individuals capable of identifying opportunities for disruptive innovation and swiftly adapting to them are well-poised to gain a competitive edge in a market that is in a perpetual state of flux.

Positive Impact of Innovation:

Innovation is one of the ways to continually improve the quality of products, allowing them to remain competitive in the market. Innovation in the tourism industry has significant positive impacts. Here are some of the positive impacts of tourism innovation: **Enhanced Tourist Experiences:** Tourism innovation enriches the experiences of tourists, making them more immersive, engaging, and memorable. Through innovation, tourist destinations can offer new and unique activities, such as the use of advanced technology, virtual reality experiences, or the fusion of local culture with modern elements. This can enhance the appeal of the destination and provide an unforgettable experience for travelers. **Local Economic Growth:** Tourism innovation can have a positive impact on local economic growth. By developing new tourism products, destinations can attract more tourists, which, in turn,

creates opportunities for new businesses and increases the income of the local community. For instance, tourism innovation can lead to the creation of new jobs, growth in the service industry, and increased demand for local products and services. Environmental and Cultural Preservation: Tourism innovation can also contribute to the preservation of the environment and local culture.

Through a sustainable approach, innovation can reduce negative impacts on the natural environment and local culture. Examples include the development of eco-friendly technologies, the use of renewable energy, or the promotion of eco-friendly tourism activities. Thus, tourism innovation ensures that existing resources are preserved and can be enjoyed by future generations. Increased Awareness and Education of Tourists: Tourism innovation can play a role in raising awareness and educating tourists. Through the use of information and communication technology, tourists can obtain more accurate and in-depth information about the destinations they visit. This allows them to understand the cultural values, history, and environmental diversity of the destination. Therefore, innovation can serve as a means to enhance understanding and appreciation of the cultural and natural heritage of a destination. Improved Service Quality: Tourism innovation also contributes to the enhancement of the quality of services offered to tourists. The use of the latest technology and information systems can help improve operational efficiency, reservation management, and communication between service providers and tourists. With innovation, players in the tourism industry can provide a better tourist experience, from the booking process to the on-site experience. In conclusion, tourism innovation has a wide range of positive impacts, including enhancing tourist experiences, fostering local economic growth, preserving the environment and culture, raising awareness and educating tourists, and improving service quality. Therefore, it is essential for stakeholders in the tourism industry to encourage and support innovation to achieve these positive benefits.

Negative Impact of Innovation:

While tourism innovation can bring many benefits to the industry and society, it can also have negative impacts. Here are some potential negative impacts of tourism innovation, as illustrated by the innovation of creating the History Gallery in the Menumbing Museum: Loss of Cultural and Historical Identity: Innovation can sometimes lead to the loss of the cultural and historical identity of a destination. In the case of the History Gallery at the Menumbing Museum, the renovation and changes in the functions of certain parts of the museum altered its unique and historic character. The Menumbing Museum is a cultural heritage site, and any changes should be carefully considered to preserve its authenticity. Violation of Cultural Heritage Preservation: Cultural heritage sites are typically protected and should not be altered or removed. Innovations that disregard these preservation principles can result in the violation of cultural heritage regulations and the loss of cultural authenticity. The Menumbing Museum is a cultural heritage site that should be maintained and repaired only when necessary, without altering its essential character. In summary, while tourism innovation can bring numerous positive changes, it is vital to consider the potential negative impacts, particularly in preserving cultural and historical identities and adhering to cultural heritage preservation principles. Careful planning and respect for cultural heritage are crucial in any innovative endeavors within the tourism sector.

4. CONCLUSION

Tourism is not just a regional asset; it's a valuable resource that demands continuous preservation and development to ensure its long-term sustainability and its role as a significant contributor to the local economy, driving regional economic growth. In a world of rapid change and globalization, innovation is a key strategy to maintain tourism's visibility and appeal. One impactful innovation is the establishment of a historical gallery, an exciting addition to the Menumbing Museum experience. This innovative feature offers visitors a fresh perspective and the opportunity to step back in time, immersing themselves in the historical events of Muntok City.

Moreover, the creation of the Visit Menumbing website is a game-changer for prospective tourists. It offers a comprehensive and user-friendly platform that provides all the necessary data and

information. However, looking ahead, the West Bangka Regency Government, particularly through the Tourism and Culture Department, could further enhance the tourism sector by developing and promoting various tourist destinations, each with its dedicated website. This approach would not only attract more tourists but also streamline the journey for those interested in exploring West Bangka.

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