

Implementation of Sustainable Tourism Development Policies in Bandung

Sundawa Bachtiar
STISIP Tasikmalaya, Jawa Barat

Correspondence Email: sundawa@stisip-tasikmalaya.ac.id

Received: 21 March 2022; Revised: 19 July 2022; Accepted: 14 August 2022

Abstract: *Tourism policy is created to provide tourists and the community with certainty about tourism development, maximizing benefits for stakeholders while minimizing negative effects, costs, and other impacts. Bandung relies on tourism for local revenue, so the city government must consider a tourism development concept that preserves natural, social, and cultural resources for future generations. Sustainable tourism is developing quickly and favorably for the local population and the environment. This research discusses the implementation of sustainable tourism policies in Bandung. This study used qualitative research to describe and analyze social phenomena, events, and activities and to obtain current information. According to the study, sustainable tourism development in Bandung is a policy in development with economic, socio-cultural, and environmental dimensions built on a foundation of justice for current and future generations, requiring policy synergy with a multi-sectoral and multidisciplinary approach. Participation, local ownership, resource sustainability, community goals, carrying capacity, monitoring/evaluation, accountability, training, and promotion.*

Keywords: *Implementation, Policy, Tourism Development, Sustainable Tourism.*

Introduction

The tourism development system can be stated as one of the factors that can provide an important role for development in an area (Makahinda & Tampongangoy, 2015). There are various types of tourism activities, so if an area that has potential as a tourism base is much more developed and much more advanced, tourism in various regions will indirectly have a much better impact on the economy, even in terms of foreign exchange (Fairuza, 2017). Tourism has a very important role and has a positive impact on regional and state income levels. There are various types of missions owned by tourism, namely to be able to improve the welfare of the community and

directly increase regional income (Simamora & Sinaga, 2016).

Tourism policy is the result of a highly intricate procedure and is related to numerous factors. Major changes at the local, national, and global levels have contributed to the complexity of tourism (Suardana, 2013). In light of these significant changes, the tourism policy environment has become a strategic tool for the government to promote its tourism potential. Under these circumstances, tourism policy becomes extremely strategic and crucial to tourism development (Rahmi, 2016). The tourism industry is multidimensional and intersectoral. Tourism is not a stand-alone industry; therefore, all parties must be

involved. In the development of an integrated destination, the consideration of intersector ties and tourism management is becoming increasingly complex (Mulyana et al., 2019).

All tourism plans must be implemented consistently and sustainably if stakeholders have an understanding of the government's role in this process (Widari, 2020). The government will keep a close eye on the development of tourism and ensure that it provides benefits while minimizing the social, economic, and environmental consequences (Mudiastuti & Rohman, 2014). Government policies and regulations are the only means by which the government can enforce limits on what businesses may or may not do for profit. The establishment of spatial regulations, permits, licenses, and accreditation is one example of this (Kusworo & Damanik, 2002).

Environmental protection, cultural preservation, energy conservation, conservation of limited natural resources, and pollution reduction are just a few ways in which the government can get involved in the growth of tourism. These include the implementation of various policy instruments such as land use regulations and the restriction of tourist access to high-risk areas, urban green space, and transportation infrastructure (Junaid, 2016; Widari, 2020).

In essence, sustainability is a way of thinking about the future. In order to be sustainable, development must meet the needs of the present without compromising the needs of future generations (Rosana, 2018). Future generations should not be held responsible for the consequences of any current development, so that the current and future generations can make an

informed decision (Tay & Rusmiwari, 2019). An effective governance system and the active participation of all stakeholders are essential to achieving this principle. As a result, sustainable development is not only concerned with environmental issues but also with democracy, human rights, and other broader issues. As a guide for tourism development, the concept of sustainable development is currently the most widely used development principle. Developing tourism that is environmentally, economically, ethically, and socially sustainable (also known as "sustainably" in this context) is what we mean when we say "sustainably" (Arida & Sunarta, 2017).

The Strategic Plan for Sustainable Tourism and Decent Green Work in Indonesia aims to engage various national partners in exchanging views and building consensus to build a strong tourism industry in Indonesia that creates decent green work (Obot & Setyawan, 2019). The preparation of the strategic plan is intended to assist the government, various social partners and the wider community in recognizing the strategic importance of sustainable tourism in Indonesia's development and identify steps towards that direction through a series of key strategies that can be supported at the national, provincial and local levels (Junaid, 2014). This Strategic Plan was designed based on a consultation process involving various key stakeholder groups from all levels of government, various communities, industry, education and training institutions, social partners and the general public, identifying the "missing ingredients"/elements to be able to gain the necessary political will. It is evident that strong institutions are essential for

sustainable tourism development (Yatmaja, 2019).

Bandung's urban development is moving quickly, which eventually leads to the idea of developing sustainable tourism in Bandung with an economic investment plan to support the idea of urban development. Many investors have come to Batu City because of the growing number of tourism-related business opportunities. Since there are no regulations in place to limit tourism development, the rapid growth of tourism has a negative impact on environmental damage. When new investments are made and tourism grows, there should be no negative impact on the environment. We should be able to minimize negative impacts while maximizing beneficial ones. Public sector involvement in tourism development should therefore prioritize the promotion of environmentally sound travel practices in order to safeguard tourism resources for the present as well as the future.

Method

Researchers in this type of study use a qualitative approach that emphasizes meaning rather than a generalization in their findings. Qualitative research uses post-positivism philosophy, data collection techniques with triangulation, and qualitative data analysis to ensure that the results of qualitative research emphasize meaning rather than just generalization (Sugiyono, 2015). For purposes of this investigation, the data was divided into two types: primary and secondary. Primary information was gathered through observation and direct data collection, while secondary information was gathered through reading and other

means, such as letters from individuals or daily books and official documents from government agencies (Moleong, 2012; Achmad & Yulianah, 2022). Direct observation and literacy studies on sustainable tourism management in Bandung are used to collect data. An interactive model was used by researchers to analyze data, which included data reduction, data presentation, and drawing conclusions.

Results And Discussion

Tourism Development as a Public Policy

First, we talk about public policy before getting into tourism policy. There are a plethora of different ways to define policy. A policy is often interpreted as a government decision because only the government has the authority and power to govern and serve the public interest. For Carl F. (1969) (cited in Agustino, 2006), the term "policy" refers to an individual, group, or government proposing a set of activities or actions to achieve an intended goal. According to Dye (1978), who was quoted in Abidin (2002), there are two types of government policies. According to Gerston (1992), "attempts to resolve public issues or questions that the majority of people believe should be decided by the appropriate level of government," according to Bachelor (2006). Government officials at all levels of government are making an effort to address community concerns through policy.

Outcomes and intent are described in detail in this policy. The government's attitude is a reflection of its discretionary policy. Government policy is reflected in government actions and in the results achieved by the government, at both the

level of action and the level of outcomes. For that reason, it's possible to use policy as the basis for formulating a case for or against a particular course of action (Parson, 2005). Developing and controlling tourism is a public policy because tourism is a result of the government's decision, as well as the government's right to make that decision. Governments use tourism as a tool to solve problems and create new revenue streams for their countries.

Analysis of the policy-making process is what Dunn calls "policy analysis" (Dunn, 2003). That which generates and presents data for use by policymakers is referred to as policy analysis, according to Dun. The standard procedures in policy analysis include (1) monitoring, (2) forecasting (prediction), (3) evaluation, (4) recommendation (prescription), and (5) problem formulation. Essentially, political endeavors are the focus of policy analysis, which is a series of intellectual activities. Policy-making is frequently a policy-making process that can be represented as a series of interdependent stages in the order of agenda-setting, policy formulation, policy adoption, policy implementation, and evaluation. According to the nature of the problem, policy analysis can produce information that is useful at any point in the policymaking process. Analysis of public policies is aimed at providing recommendations to help solve public problems. The study of public policy includes information on public debates and issues. Consideration or input for policymakers of arguments regarding alternative policy options (Hanisy, 2013).

The ability to re-engineer policies by human resources, institutions, and

organizations can be considered a success. According to Parson (2005), the process model can be used to examine the inputs and outputs of policy determinations. Everything from how people see things to what they want to be able to do are all input factors. Regulation, distribution, redistribution, capitalization, and ethical values are all components of policy. Some of the outcomes are: implementation, enforcement, interpretation, evaluation, legitimacy, modification, adjustment, and withdrawal or denial.

Economic policy is frequently seen as extending into the realm of tourism policy. In tourism planning, economic policy is concerned with the structure and growth of the economy. Some of the most important economic policy variables are employment, investment, and finance, as well as industry and trade (Gee, 1997). According to Gee, if tourism is to be developed or maintained as an important part of the economy, governments must take responsibility for formulating tourism policies. He defined policy more emphatically as an overall, high-level plan that includes objectives and procedures. As a result, public policy takes into account both the desired outcomes of the government as well as the means by which they can be achieved. Tourism, economic development, employment, or political relations are all examples of government goals and strategies that can be incorporated into a single policy. Tourism policy must therefore be determined by the public sector.

Gun and Var (2020) claim that national tourism policy has evolved into a marketing tool for luring tourists to a particular location. All policies are aimed at improving the image of tourist destinations. It has become increasingly

common for public and private institutions to work together. The private and public sectors must work together to implement tourism development policies. Because of this, it is critical that the government, entrepreneurs, and local residents work together to develop tourism. Tourism policy should be influenced by the government, the private sector, and the community. Making and implementing a good policy is both an opportunity and an obligation for those in charge. In order to avoid concerns about public welfare, it is critical to collaborate with the private sector and the government (Gun & Var, 2020). Almost all governments around the world agree that tourism has a positive impact, so policies are put in place to increase the industry's growth.

According to Hall (2008), the public sector's involvement in tourism can be broken down into five categories: coordination, planning, legislation and regulation, entrepreneurship, and stimulus. Because tourism is made up of so many different industries, it frequently leads to conflicts of interest when it comes to resource allocation. The government must play a number of different roles when it comes to developing tourism. Planned developments in tourism include infrastructure, marketing/promotion, and structure (various organizations) and scale (international, national, local, and sectoral). There must be coordination between tourism planning and policy. It is possible, however, that various parties' interests and values will take precedence in the policymaking process. The government has legal and statutory authority over the tourism industry in one way or another. Among other things, the government is involved in passport and

visa policies, land use, labour laws, and wages. The government can use financial incentives, such as low-interest loans, to boost tourism. Financial marketing, public relations, and customer service are all important components of a successful tourism campaign.

Sustainable Tourism Concept

The economic, sociocultural, and environmental conditions of a tourist area are significantly impacted by tourism development. It is hoped that tourism development will have a positive effect not only on economic development (an increase in income), but also on socio-cultural conditions (community welfare will increase if cultural preservation is upheld) and environmental conditions (environmental sustainability is maintained). Therefore, sustainable tourism development is necessary (Soebagyo, 2012).

The concept of sustainable tourism was adopted from the concept of sustainable development, which was first introduced in the Brundtland Report in 1987 by the World Commission on Environment and Development (WCED) (WTO, 1993). By adopting this concept, the World Tourism Organization (UNWTO) defines sustainable tourism as "a form of tourism that is consistent with natural, social, and community values and that enables both host and guest to enjoy positive, meaningful interaction and shared experiences." in harmony with nature and the sociocultural values of the community, where the host and guest share new experiences. (Hjalager, 1996).

Sustainable tourism development must meet three criteria: environmental sustainability, economic sustainability, and socio-cultural sustainability.

Environmental sustainability is achieved through the optimal utilization of environmental resources through resource limitation, the preservation of ecological processes, and the preservation of natural heritage and biodiversity in tourist destinations. Economically, sustainability is achieved by reducing poverty levels, encouraging economic growth, and creating job opportunities. Socio-cultural sustainability is carried out through maintaining the socio-cultural authenticity of the local community with mutually agreed rules and conditions, preserving the value of cultural heritage and local customs, and increasing tolerance and understanding between cultures (Tamaratika & Rosyidie, 2017).

Agenda 21 for the Travel and Tourism Industry, published by the World Trade Organization in 1999, states that "sustainable tourism development meets the needs of tourists and the community of tourist destinations while protecting and developing future opportunities." Maintaining the integrity of cultural and biological diversity while also meeting economic, social, and aesthetic needs should be the goal of resource management. According to Pitana (2016), healthy economic growth, the welfare of local communities, the preservation of natural resources and a healthy local culture are all factors that contribute to sustainable tourism. In order to maximize tourist satisfaction, Pitana (2016) recommends providing excellent service because tourists in general care about the environment.

As a result, quality tourism is defined as providing a high-quality experience to visitors while also improving the quality of life in local communities and protecting the

environment. Natural and cultural resources of the local community are preserved while visitors have a positive experience. It is possible that a form of tourism that abides by the community's natural, social, and cultural values can provide positive and valuable satisfaction to both the local community and the tourists when they engage in inter-community interactions and exchange experiences.

Sustainable Tourism Development Policy in Bandung

In order to be considered sustainable, tourism must be growing at a rate that does not harm the local population, environment, or accommodation capacity; it must also be done in a way that minimizes the negative impact on these factors while simultaneously maximizing the positive. With the public sector taking several steps to better regulate tourism growth and prioritizing sustainability, the public sector was able to protect important resources and assets for tourism both now and in the future. The following are the sustainable tourism development principles:

Communities should be involved in defining the tourism vision, identifying the resources that need to be preserved and improved, and developing goals for the development and management of tourist attractions. To be effective, previously developed strategies must be implemented in conjunction with members of the community who have their input. Participation in tourism development is encouraged by the Tourism Awareness Group program. Bandung's tourism development benefits from this program's involvement with the

local community. This program is run at the kelurahan level because it makes the most of its potential. NGOs, volunteer groups, local governments, tourism associations, business associations, and other influential and interested parties who will benefit from tourism activities are some of the actors involved in the development of the tourism industry. The Association of Indonesian Tours and Travel Agencies (AITA) is also a major player in Bandung's tourism development (ASITA). Another business association is the Indonesian Hotel and Restaurant Association (PHRI).

Tourism development should provide quality jobs for the local community. The local community should develop and maintain tourism-related facilities such as hotels and restaurants. Several examples show that education and training for local residents, as well as easy access for local business people/entrepreneurs, are critical to achieving local ownership. Additionally, links between business actors and local communities must be pursued in order to support local ownership. The souvenir industry is an example of a business actor with local ownership. This souvenir shop is located near the Pasteur toll gate on Jalan Djunjunan in Bandung.

It is imperative that tourism development be able to use resources sustainably, which means that its activities must avoid excessively relying on non-renewable resources. Additionally, this is supported by local connections in the planning, development, and implementation stages, allowing for equitable profit sharing. According to international standards and criteria, the preservation and improvement of natural

and man-made resources must be a primary focus of tourism activities.

Guests, destinations, and local communities can all live in harmony if community goals are incorporated into tourism activities. From the planning and management to the marketing stages, cultural tourism partnerships can be established.

When determining carrying capacity or land capacity, it is necessary to take into account physical, natural, social, and cultural carrying capacity. Construction and development must be compatible with the local environment and geographic boundaries. Plans and operations should be evaluated frequently in order to make adjustments and enhancements. The size and type of tourist facilities must be proportional to the acceptable use limits. Academics, the media, the private sector, and the community are also involved in this tourism development.

Monitoring and evaluation activities for sustainable tourism development include the creation of guidelines, the assessment of the impact of tourism activities, and the creation of indicators and limits for measuring tourism's impact. The created guidelines or tools must have national, regional, and local applicability. Important aspects of the Bandung City DPRD's role in the development of sustainable tourism in the city are monitoring and evaluation. This institution monitors the government's performance in tourism development based on the planned concepts.

As reflected in development policies, tourism planning should prioritize job creation, income generation, and the improvement of local residents' health. The management and use of

natural resources such as land, water, and air must ensure accountability and prevent overexploitation. Training. Sustainable tourism development requires the implementation of education and training programs to empower local communities and enhance their business, vocational, and professional competencies. The training should include relevant topics such as sustainable tourism and hospitality management.

Sustainable tourism development also includes the promotion of land use and activities that enhance the landscape's character, sense of place, and local community identity. The land's activities and use. The Bandung City Tourism Promotion Board is formally responsible for tourism promotion in the city of Bandung (BP2KB). The roles of BP2KS, according to Bandung City Perwal Number 688 of 2005, include; for more information, see the points below: a. The first task is to improve Bandung City's tourism image; b. The second task is to increase foreign tourist arrivals and tourism sector revenues; c. The third task is to increase domestic tourist visits and spending; d. Carry out the task of raising funds from sources other than the Bandung City Budget; e. Carry out research tasks for business development and tourism business development; and f. Carry out research tasks for tourism business development.

The idea of sustainable tourism in Bandung was developed with the understanding that tourism is one of the sectors that has development characteristics due to the availability and capability of tourism resources, regional capabilities, organization, and community in Bandung. This realization led to the development of the concept of sustainable

tourism in Bandung. The principle of sustainable development must be incorporated into each and every plan for development. As a consequence of this development, it is anticipated that tourists will play an even more significant part in the marketing of tourist destinations. In addition to its role as a guiding principle for development, sustainable development has the potential to play a role in the tourism industry as a promotional instrument. The provision of favorable travel experiences for tourists and the promotion of Bandung as an appealing location for the arrival of tourists from other countries are the primary objectives of sustainable tourism development. In addition to being a guiding principle for development, sustainable tourism can also have a positive impact on the marketing of tourism to both domestic and international communities, with the end goal of increasing the number of people who travel there. It is imperative that careful planning and consideration be given to environmental concerns in order to ensure that visitors have a positive experience and will return.

Conclusion

As of right now, Bandung is working on policies to promote environmentally friendly travel. This policy is based on a foundation of justice for the current generation as well as future generations, and it encompasses economic, sociocultural, and environmental aspects. Because of Bandung's increased economic activity, this idea was born. Policy synergy and a multi-sectoral and multi-disciplinary approach are needed. Developing Bandung's tourism brand in the face of

international competition will be impossible without a coordinated effort between the public and private sectors as well as the public. Work on sustainable tourism must not only be sectoral, but must also be comprehensive, involving the community as well as the government, academics, and other stakeholders. This is an example of what is commonly referred to as the pentahelix. For implementing and expanding the idea of sustainable tourism in the city of Bandung, it is possible to do so in an operational sense by adhering to a set of principles such as participation, local ownership, sustainable use of resources, accommodating community goals, carrying capacity, monitoring/evaluation, accountability, training, and promotion.

Acknowledgement

This publication can be finished with the blessing of God Almighty. The Author also extend his gratefulness to the colleagues at STISIP Tasikmalaya, West Java.

References

Abidin, SZ (2002). Public policy. Jakarta: Pancur Siwah Foundation.

Achmad, W., & Yulianah, Y. (2022). Metode Penelitian Sosial. Cv. Rey Media Grafika.

Agustino, L. (2006). *Fundamentals of Public Policy*. Bandung: Alfabeta.

Arida, NSNS, & Sunarta, N. (2017). *Sustainable tourism*. Sustain Press.

Bachelor, B. (2006). *Study on tourism development policy in Kediri City, East Java Province* (Doctoral dissertation, Thesis. Denpasar: Udayana University).

Dunn, WN (2003). *Introduction to Public Policy Analysis (translation)*.

Yogyakarta: Gajahmada University Press.

Fairuza, M. (2017). Collaboration between stakeholders in inclusive development in the tourism sector (case study of Red Island tourism in Banyuwangi Regency). *Public Policy And Management*, 5 (3), 1-13.

Gee, CY (1997). *International Tourism: Global Perspective*. Madrid: World Tourism Organization (WTO).

Gunn, CA, & Var, T. (2020). *Tourism planning: Basics, concepts, cases*. Routledge.

Hall, CM (2008). *Tourism planning: Policies, processes and relationships*. Pearson education.

Hanisy, A. (2013). The basic concept of policy analysis. *Al Qodiri: Journal of Education, Social and Religion*, 4 (1), 48-63.

Hjalager, AM (1996). Tourism and the environment: the innovation connection. *Journal of Sustainable Tourism*, 4 (4), 2001-218.

Junaid, I. (2014). Cultural Tourism Strategic Planning: Mechanisms Towards Sustainable Tourism. *Scientific Journal of Tourism*, 19 (1), 13-26.

Junaid, I. (2016). Optimizing the government's role in tourism policy and planning. *Journal of Tourism*, 10 (2), 50-64.

Krutwaysho, O., & Bramwell, B. (2010). Tourism policy implementation and society. *Annals of Tourism Research*, 37 (3), 670-691.

Kusworo, HA, & Damanik, J. (2002). Regional tourism HR development: Policy agenda for policy makers. *Journal of Social and Political Sciences*, 6 (1), 105-120.

- Makahinda, N., & Tampongangoy, DL (2015). The Role of the Tourism Office in the Development of the Bitung City Tourism Industry. *Journal of Public Administration* , 3 (031).
- Moeloeng, LJ (2012). *Qualitative Research Methodology*. Bandung: Youth Rosda Karya.
- Mulyana, Y., Huraerah, A., & Martiawan, R. (2019). Policy for developing South Cianjur tourism destinations in Cianjur Regency, West Java. *JISPO Journal of Social and Political Science* , 9 (1), 490-511.
- Murdiastuti, A., & Rohman, H. (2014). Tourism development policy based on democratic governance.
- Obot, F., & Setyawan, D. (2019). Implementation of Batu City Government Policies in Realizing a Sustainable Tourism City with Environmental Insight. *JISIP: Journal of Social and Political Science* , 6 (3).
- Parson, W. (2005). *Public Policy: Introduction to Policy Analysis Theory and Practice (translation)* . Jakarta: Kencana.
- Rahmi, SA (2016). Tourism Development in the Perspective of Local Wisdom. *Reform* , 6 (1).
- Rosana, M. (2018). Environmentally sound sustainable development policies in Indonesia. *Manage: Socio-Political Journal* , 1 (1), 148-163.
- Simamora, RK, & Sinaga, RS (2016). The role of local government in the development of natural and cultural tourism in North Tapanuli Regency. *JPPUMA: Journal of Governance and Political Social UMA (UMA Journal of Governance and Political Social)* , 4 (1), 79-96.
- Soebagyo, SS (2012). Tourism development strategy in Indonesia. *Liquidity: Journal of Accounting and Management Research* , 1 (2).
- Suardana, IW (2013). Analysis of tourism development policies. In *National Seminar: Unud* .
- Sugiyono, P. (2015). *Qualitative research methodology and R&D* . Bandung: Alfabet.
- Tamaratika, F., & Rosyidie, A. (2017). Incorporation of local wisdom in the development of tourism areas in the coastal environment. *Journal of Sociotechnology* , 16 (1), 125-133.
- Tay, DSR, & Rusmiwari, S. (2019). Implementation of sustainable development policies. *JISIP: Journal of Social and Political Science* , 8 (4), 217-222.
- Widari, DADS (2020). Sustainable Tourism Development Policy: Theoretical and Empirical Studies. *Journal of Research and Applied Tourism* , 1 (1), 1-11.
- World Tourism Organization (WTO). (1993). Sustainable Tourism Development: Guide for Local Planners. A Tourism and The Environment Publication.
- World Tourism Organization (WTO). (1999). Tourism and Sustainable development: Report of Secretary General, United Nations Economic 25 and Social Council, Commission on Sustainable Development, Seventh Session, 19-30 April 1999.
- Yatmaja, PT (2019). The Effectiveness of Community Empowerment by Tourism Awareness Groups (Pokdarwis) in Developing Sustainable Tourism. *Scientific Journal of Public Administration and Development* , 10 (1), 27-36.