

TOURISM POLICY IMPLEMENTATION IN INCREASING REGIONAL GENUINE INCOME

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ABSTRACT

The tourism sector in Indonesia is currently relied on as an alternative sector to boost the Indonesian economy because the two sectors that have been relied on so far, namely the industrial sector and the agricultural sector, tend to stagnate. In its development, the tourism sector in Indonesia faces various problems. The purpose of the research in this paper is to analyze tourism policies in increasing local revenue and the problems faced by the tourism sector and how to solve them. This study aims to analyze the Implementation of Tourism Policy in Increasing Regional Original Income. The type of research used in this study is literature review with data collection methods by searching for articles, mapping topics, then analyzing topics. The results of the study show that the contribution of the tourism sector in increasing regional own-source revenue is very large in the form of its contribution to the economy, foreign exchange earnings, and employment. While some of the problems faced by the tourism sector: overlapping regulations, lack of quality human resources, lack of publications, not good infrastructure, still lack of investment. Based on these problems, policies are proposed to overcome these problems, namely eliminating overlapping regulations, increasing the number of certified human resources, incentives for investors in the tourism sector, and strict law enforcement for violations that cause environmental damage. For further research, research with a more detailed object is proposed.

Keywords: *Implementation, Tourism Policy, Regional Original Income*

1. INTRODUCTION

Indonesia is the largest archipelagic country in Southeast Asia with an area of 1,904,569 km² and a coastline of 54,716 km, making Indonesia have many interesting tourist destinations to develop. In line with that, Indonesia through the ministry of tourism issued a policy regarding the management of the tourism sector which was forwarded to each district.

Tourism is a potential that is now being explored and developed in many countries. There is an increasing trend in the international tourism market to travel in unspoiled areas. This trend provides opportunities for the development of Indonesian tourism because Indonesia is the largest archipelagic country in the world which is rich in biodiversity, has a coastline of more than 81,000 km and 17,504 islands, of which 10,000 islands are small islands, even very small ones. unnamed and uninhabited. Small islands have the potential to be utilized for tourism activities in the form of marine tourism or ecotourism. (Qodriyatun, 2019)

This is stated in the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism. Where the tourism area is devoted to such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity, as well as defense and security.

According to the Law of the Republic of Indonesia No. 9 of 1990 concerning Tourism in Indonesia, Article 1 (5) is everything related to tourism and related businesses in its field. Indonesia is rich in enchanting marine tourism, a diversity of underwater

coral reefs that attract tourists to visit. This can be seen that Indonesia has enormous natural potential. (Musaddad et al., 2019) . This was reinforced by the issuance of Regional Regulation of Bulukumba Regency No. 2 of 2021 concerning the 2021-2025 Regional Tourism Development Master Plan

Goeldner and Ritchie (2006) in (Murdiastuti et al., 2014) define tourism policy as regulations, rules, guidelines, directions, and development/promotion goals and strategies that provide a framework for individual and collective decision-making that directly affect tourism development in long-term and at the same time daily activities that take place in a destination. Meanwhile, according to Edgell, et al. (2008) tourism planning strengthens the position of tourism policy in development.

The tourism sector is currently an alternative sector that is favored to boost the Indonesian economy after other sectors, namely the industrial and trade sectors, experienced a sluggishness. The sluggishness of the industrial and trade sectors was caused by the economic downturn of countries in the world which are Indonesia's export destination countries. (Sya'rawie, 2020) .

Tourism, as the core economy, is now a common goal, not only for all members of the Ministry of Tourism, but also for the entire Indonesian nation. In the next few years we will transform into a large country whose economy is partly supported by the tourism sector. The WTTC report also adds that in most countries, coastal tourism is the largest tourism industry and provides a significant contribution to GDP. As one of the important economic sectors, tourism has multiple impacts, both positive and negative, for humans and the environment. Broadly speaking, the impact of the tourism industry can be classified into three impacts, namely environmental impact, socio-cultural impact and economic impact. (Eldi Mulyana, 2019) .

In the book (Prof. Carunia Mulya Firdausy, MADE, Ph. D., 2017) Increasing Regional Original Income (PAD) is one of the capitals for success in achieving regional development goals. This is because PAD determines the capacity of local governments in carrying out government functions, namely carrying out public services (public service function) and implementing development (development function).

Maximizing own-source revenue, local governments are working hard to find potential sources of income while optimizing the sources of local-source revenue that have been collected so far. In an effort to create regional independence, local revenue is a very important factor, where PAD will become a source of funds from the region itself. From the various alternative sources of revenue that may be collected by the regions, the Law on regional government and financial balances between the center and the regions, stipulates regional taxes and fees to be one of the sources of revenue originating from within the regions and can be developed according to the conditions of each region. . (Mentari, 2022) .

The rapid development of the tourism industry will have an impact on the revenue received by the regions in the tourism sector. Revenue from the tourism sector comes from hotel and restaurant taxes, entertainment taxes and tourist attraction fees in the form of entrance tickets to tourist attractions. This tourism sector revenue will later become one of the additions to regional original income (PAD). attractions in the form of admission tickets to attractions. This tourism sector revenue will later become one of the additions to regional original income (PAD).

This article is carried out differently from previous studies which were carried out specifically. This study uses the literature review method to show trending topics regarding the study of the Implementation of Tourism Policy in Increasing Regional Original Income and its analysis so that it can be more comprehensive and comparative by using reference sources as a benchmark in discussing the implementation of tourism policy.

2. RESEARCH METODOLOGY

This study aims to examine the Implementation of Tourism Policy in Increasing Regional Original Income. Source of data used in this study from scientific journals and books. The concentration in the studies discussed is based on several indicators, namely communication, resources, position, and bureaucratic structure. Various studies that have been carried out by previous authors have been attempted to be summarized by researchers to find the Implementation of Tourism Policy in Increasing Regional Original Income

The various questions summarized by the researcher can be used as a reference for analyzing themes related to HR development strategies. Many journals/articles are reviewed based on two procedures, including 1) article search and 2) discussion topic mapping (*mapping*).

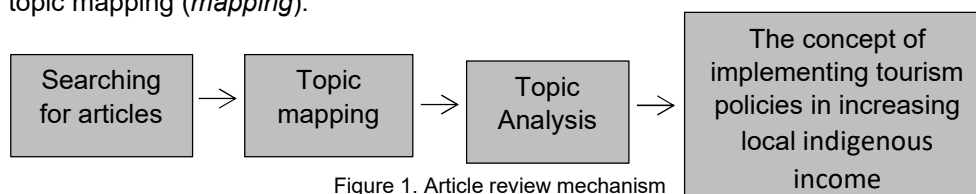


Figure 1. Article review mechanism

Articles related to research themes are accessed based on the following mechanism (Figure 1): First, identify articles from scientific articles. Article identification is defined as an attempt to select several articles with the aim that the articles used are only linear articles on the topic of Implementation of Tourism Policy in Increasing Regional Original Income. This step is carried out by entering the keyword "Implementation of Tourism Policy in Increasing Regional Original Income" in the search column with restrictions from 2017 to 2022. Then in the second stage, verifying the many articles found focusing on articles that are needed and have a close relationship in compiling studies related to the Implementation of Tourism Policy in Increasing Regional Original Income. After verification, several articles were obtained that were considered most relevant to the related theme. The article is then used as the main reference in analyzing "Implementation of Tourism Policy in Increasing Regional Original Income".

3. RESULTS AND DISCUSSION

In order to realize this vision, one of the missions related to regional tourism is to strengthen the advantages of agropolitan areas, regional tourism and other leading sectors, increase environmentally friendly investment and improve regional facilities and infrastructure.

The objective of the tourism sector is to realize economic growth and equity with the aim of increasing regional tourism excellence through strategies to improve management regional tourism. The policy direction in the tourism sector is to improve the quality of tourist infrastructure facilities, increase regional tourism promotion and increase tourism network partnerships. (Masruroh & Nurhayati, 2016)

Tourism policies in increasing PAD can be implemented effectively if the existing information can be conveyed clearly, precisely and easily understood. In the implementation of tourism policies in increasing PAD, effectiveness can be seen from the clarity of information, the consistency of information and the transmission or delivery of information.

Resources are a source of energy in implementing a policy, because without resources the policy will not work, similarly with tourism policies in increasing PAD it will not work or be carried out without resources consisting of human resources both in quality and quantity, as well as information

The implementation of tourism policies in increasing PAD can be effective if there is an attitude match between what is expected by policy makers and implementers. So

if the implementor does not behave in accordance with the policy makers it will not be effective. To see the effectiveness that is in the disposition, it can be seen from the loyalty of the implementor, and the honesty of the implementor.

The implementation of tourism policies in increasing PAD is a policy made by the Government in the context of increasing regional original income. In an effort to achieve this policy, a bureaucratic structure is needed to support the effectiveness of implementing tourism policies in increasing PAD. So this can be seen from the main tasks and functions as well as the standard operating procedures carried out by the implementor.

4. CONCLUSION

Tourism policy is a government policy in order to increase local revenue. Tourism policy itself is the biggest revenue contributor. Implementation of tourism policy itself is still not running optimally.

In the implementation of tourism policies there are various activities carried out to achieve the goals that have been set. In its implementation, the efforts made by related agencies to overcome tourism problems are not optimal. This is because there are still obstacles that are experienced. One of the problems is the lack of monitoring from related service personnel in the field.

In the implementation of tourism policy, the implementing factor is the most important in the activity. This is due to the accuracy of the executor who will later manage tourism. Apart from that, the accuracy of the executor looks at the accuracy of the institution that is given the authority to carry out the policy. Has it been implemented by a credible and appropriate executor and carried out in accordance with existing regulations?

In the implementation of tourism policy, the implementing actor is appropriate, namely the Tourism Office. This field has the task of implementing, monitoring, and evaluating activities. by the Service so that in the future the tourism sector can make deposits on time.

The suggestions that the researchers recommend are that in the future tourism agencies need to pay special attention so that the human resources in the tourism sector who are employed have experience, skills and adequate education in managing existing tourism. The tourism sector needs to be developed by conducting a lot of training on technological aspects that are currently developing. The author hopes that what has been discussed in this study can be one of the means to be taken into consideration in the tourism sector in order to increase local revenue

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