

The Role of The Government in Development of Community-Based Tourism on Economic Growth Inclusivity

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ABSTRACT

Tourism sectors have great potentials in increasing regional income. The program from the government to increase the number of tourisms is to prioritize tourism development, one of which is tourism on Lombok Island. The purpose of this study is to evaluate the government role in the development of community-based tourism in Lombok, especially the Mandalika Special Economic Zone in Central Lombok Regency. The analysis technique used in this study is to use *convenience sampling* techniques that are rarely used in previous tourism research in Lombok. The study contended that government role in the development of community-based tourism includes planning, development of main facilities, tourism expenditure policies, making and enforcing regulations. It also underlined that the driving factors in economic growth required participation of local communities. The inhibiting factors of local communities are educational background, employment, and gender.

Keywords: Community-Based Tourism, Economic Growth, Role of The Government

INTRODUCTION

An economy is allegedly growing if the level of economic activity is higher than what was achieved in the previous period (Kuncoro, 2004). According to Kuznets (in Jhingan, 2000: 57), economic growth is a long-term increase in capacity of a country to provide various economic goods for its population. Tourism sectors continue to grow rapidly and become Indonesia's mainstay (Purnaya, 2017). In 2008, it contributed to the Gross Domestic Product (GDP) of IDR 153,025,000,000,000 (3.09%) of Indonesia's total GDP (Ariastini, Widhiarini, & Oktaviani, 2018). In 2009, its contribution increased to 3.25%. In the same year, foreign exchange from tourism was the third largest contributor to the country's foreign exchange, after oil and gas and palm oil.

High economic growth will cause an increase public consumption and produce a better level of welfare for a country. Amids the increasing rate of economic growth, there are several negative and positive impacts arising, specifically the trade-offs between rising rates of economic growth and reducing income gap. This concludes that there is a

complex relationship between economic growth and differences in income levels, eventhough income differences may not need to occur as a negative result of rising economic growth rates. However, proper government policies are necessary to minimize negative impacts such as, increasing income differences (Tanuwidjaja, 2005).

West Nusa Tenggara (NTB) Province consists of ten cities/regencies. Cities of West Lombok, East Lombok, Central Lombok, North Lombok, and Mataram City are located on Lombok Island. Regencies of Sumbawa, Bima, Dompu and Kota Bima are located on Sumbawa Island. Since Central Lombok Regency is agricultural areas, most of the population are agricultural workers. The others work in industries, services, trades, transportations, and constructions. The Central Statistics Agency (BPS) shows that economic growth in Central Lombok is above average compared to East Lombok, Sumbawa, Dompu, Bima and North Lombok (see Table 1).

Table 1. Relative Economic Growth among Regencies/Cities of NTB Province in 2019

Regencies/Cities	2017 (%)	2018 (%)	2019 (%)
Regencies			
1 West Lombok	5,7	6,39	5,73
2 Central Lombok	6,28	5,58	5,67
3 East Lombok	4,8	5,94	5,18
4 Sumbawa	6,63	6,43	5,26
5 Dompu	5,54	6,16	5,4
6 Bima	6,01	6,27	4,69
7 West Sumbawa	1,31	107,07	7,14
8 North Lombok	4,59	4,73	4,99
Cities			
9 Kota Mataram	8,1	7,99	8,06
10 Kota Bima	5,89	5,76	5,78

Source: BPS West Nusa Tenggara Province, 2020

Based on Table 1 in 2017-2019, the economic growth of Central Lombok Regency has decreased, 6.28 percent in 2017 to 5.67 percent in 2019. By population, Central Lombok is the regency with the second largest population after the Regency East Lombok, which is 922,088 (BPS, 2020).

Tourism in Central Lombok is starting to improve, from the northern areas to the southern areas. It is to attract tourists, improve the community welfare, develop regional potentials, and support economic growth. It includes various aspects of facilities and infrastructure, such as hotels, travel agents, restaurants, representative airports, tourist objects and attractions, such as natural beauty, cultural attractions, and the diversity of flora and fauna. These all could support the development of tourism and economy. Austriana (2005) argued that the longer tourists stay, the more money they spend, at least for food, drinking and lodging. This implies the interrelated role hotels and restaurants in which they enjoy a variety of local foods. This also affects hotel and restaurant tax revenue (Arjana, 2015).

Through the management and development of tourism, especially in the Mandalika Special Economic Zone in Central Lombok, various potentials will optimally attract the business world, ensuring economic activity to increase. The local government participated in the success of the government program by developing its natural potential, culture and natural resources.

The NTB Provincial Government through the Tourism Office stated that the number of tourist visits in Central Lombok Regency throughout 2018 reached 2,210,527 based on BPS data from Central Lombok Regency (see Table 2). This tourist visit is expected to improve the welfare of the people involved in managing the tourism area in Central Lombok Regency.

Table 2. Central Lombok Regency Tourist Visit Statistics in 2019

Tourists	2014	2015	2016	2017	2018
Foreign Tourists	364.196	471.706	565.944	752.306	1.061.292
Domestic Tourist	522.684	691.436	791.568	876.816	1.149.235
Total	886.880	1.163.142	1.357.602	1.629.122	2.210.527

Source: Central Lombok Regency BPS, 2019

Table 2 shows that tourist visits, both foreign tourists and domestic tourists, in 2015 to 2016, slightly increased. This is due to inadequate promotion, private sector involvement and community involvement in the management of the tourism industry. At the end of 2018, tourist visits increased to 581,405 visitors. The development of tourism objects in the Mandalika Special Economic Zone could contribute to the regional. The increase in the tourism sector provides opportunities for the recognition of regional potentials unlocking investment (Marhaeni, 2013).

Community-based tourism development requires a participatory approach to form partnerships among stakeholders (Demartoto, 2009, p. 21). The participatory approach requires coordination and cooperation as well as a balanced role between various stakeholders including the government, the private sectors, and the community. Community-based tourism development also requires full support from the government at various levels from the village level to the district / city level.

The role of government in the development of community-based tourism is highly of importance. Strategies to take include strengthening communities around the destination. The government have a role in ensuring that communities have access, control, opportunities, and strength in tourism development through regulations. They are government efforts to regulate certain activities within its jurisdiction. The government might impose certain rules dictating other parties to support or implement government policies in community empowerment. In relation to the development of community-based tourism, regulations are government tools in ensuring tourism stakeholders continue to behave in the corridors of tourism policies or provisions set by the government (Pitana & Diarta, 2009, 118).

This research formulates a research problem as well as trying to establish a problem-solving model described as the renewal of this study. The research problem is that the current conditions of unemployment and poverty in Central Lombok are still very alarming, regarding the conditions of the implications of the development of community-based tourism, as the highest level of regional funds income or community involvement

in the implementation of government activities and regional development. Arief (2015) proposed that if tourism development is optimally managed by local governments and related agencies, it does not involve the community as business people, and they are merely onlookers in their own territory. This may create inharmonious relationship between the community and the government. Increasing the tourism sector creates jobs for the surrounding community, reduces poverty and creates sustainable tourism development.

This study aims to get an in-depth picture of government role in the development of community-based tourism towards the inclusiveness of economic growth in Central Lombok.

RESEARCH METHOD

This research is a qualitative study with a descriptive method of case study. Moleong (2005, p. 6) stated that a qualitative research intends to understand phenomena about what is experienced by research subjects such as behaviors, perceptions, motivations, actions, etc., holistically, by means of description in the form of words and language, in a special natural content and by utilizing various natural methods. Population is a generalization area consisting of objects / subjects with certain qualities and characteristics determined by the researcher to study and draw conclusions (Sugiyono, 2013). This case study research is directed at collecting data, taking meaning, and gaining an understanding of the phenomenon. The social situation to describe is the extent of the role of Central Lombok government in the development of the Mandalika Special Economic Zone (KEK). In this study, researchers will use convenience sampling techniques. Determination of sources / research subjects was based on what information is needed, namely the government involved in tourism management in Central Lombok.

This research was conducted in January to March 2020 in several tourism destinations in Central Lombok, West Nusa Tenggara (NTB). The subject of this research is the government role in tourism management and the informants are tourists visiting several tourism destinations in Central Lombok.

The data were collected from the government agencies involved in tourism management, and tourism visitors, carried out by observation, semi-structured interviews, and documentation. The researchers themselves act as key instruments that can develop observation guidance instruments, interview guidelines, and documentation guidelines.

The data were analyzed by interactive model analysis consisting of data reduction, data display and conclusion drawing (Sugiyono, 2013). Data reduction is the process of combining and uniforming all forms of data obtained into a written form (script) to be analyzed. The results of interviews, observations and documentation results are converted into writing in accordance with their respective formats (Herdiansyah, 2010, p. 165). As the data obtained from various sources and methods may possibly irrelevant, data reduction is necessary by means of abstraction to make a summary of the core, processes and statements so that it remains in the research data.

Data display is processing semi-finished data in the form of a brief description and a clear theme flow into a categorization matrix according to themes that have been grouped and categorized. This is to facilitate researchers in understanding what is happening, planning further work based on what has been understood.

RESULTS AND DISCUSSION

Central Lombok is one of the increasingly popular tourist destinations for both domestic and foreign tourists. The local government is aggressively promoting various kinds of tourist attractions located in the District of Pujut, namely the development of the Mandalika Special Economic Zone. This incessant promotion will certainly attract more tourists. For this reason, adequate facilities such as hotels, restaurants, art shops, and other accommodations are needed to accommodate the increasing number of tourists each year (BPS, 2019).

Located in the southern part of the island of Lombok, the Mandalika Special Economic Zone is established through Government Regulation Number 52 of 2014 to become a Mandalika Special Economic Zone Tourism. With an area of 1,035.67 hectares and facing the Indian Ocean, Mandalika Special Economic Zone is expected to accelerate the tourism sector of West Nusa Tenggara Province which is very potential. Next is the picture 2 of the Master Plan and Map of Mandalika Special Economic Zone Locations.



Figure 2. Master Plan and Map of Mandalika Special Economic Zone

Community-Based Tourism Development on Inclusiveness of Economic Growth Community-based Tourism Development in the Planning Stage

In the planning stage, the community plays as the subject of development occupying an active role. This stage comprises activities to identify potential development, alternative

development plans and facilities. The community is involved in the discussion activities by the community and tourism managers (Muallidin, 2007), enabling them to contribute constructive ideas. Runtunuwu (2020) emphasized the importance to make more efforts in relation to the care given by the Kie Kadaton Kie Sultanate of Tidore is excellent yet still elevated by being more sensitive to the needs of visitors, the need for advances in information technology. To make it easier for tourists to access the existence of the Kedaton and other tourist objects and the quality of service since the better the service quality, the better the Kedaton image in the eyes of the community.

According to Muallidin (2007), local governments shoulder weighty responsibilities to develop tourism. Thus, the regional tourism tends to run and the mission of tourism development has not been socialized to various sectors, agencies, and other relevant institutions. In 2004 the tourism development program prioritized increasing the value-added resources in an integrated manner between the development of tourism products and tourism marketing by empowering local communities to develop community-based tourism (CBT), expand and develop tourism markets, maintain and optimize the role of tourism based on the concept of sustainable life.

Development of Community-Based Tourism in the Implementation Stage

Community involvement in the implementation phase is indirect community support for tourism carried out through development programs, such as homestay development programs, and businesses management. Hussin (2014) argued that the homestay program is one of the tourism activities based on community involvement with the potentials to develop. The homestay entrepreneurs involve the community by directing them to provide services and satisfaction to travelers.

Sanjaya (2018) stated that the community is involved in implementing the provision of facilities and infrastructures of agriculture and animal husbandry, transportation and accommodation, cleanliness, parking lots, and tour guides. However, apparently not all people are involved in the development of the tourist village.

Development of Community-Based Tourism in the Benefit-Making Phase

The form of community-based tourism development at this stage is an empowerment approach that involves and places the community as important actors in the context of the new development paradigm, namely sustainable development paradigm. Community-based tourism is an opportunity to mobilize all community's potentials and dynamics, to offset the role of large-scale tourism businesses. Community-based tourism does not mean mere small and local efforts; however, it needs to be put in the context of global community cooperation. This concludes that community-based tourism is tourism where the community play important and major roles in decision making to influence and benefit their lives and environment (Sastrayuda, 2010).

Problems in Community-Based Tourism Development in Central Lombok Low Human Resources

Quality human resources (HR) is beneficial in developing a tourism area. Poor human resources (HR) are an obstacle in developing tourism in Central Lombok. Kusworo and Damanik (2002) stated that impressive growth of tourism industry in Indonesia is threatened by the inability of an increasingly decentralized government bureaucracy. Lengthy and time-consuming bureaucracy obstructs the performance of high standard tourism industry at the international level, unless the human resources in the local

bureaucracy are qualitatively increased to meet international market demand. Thus, local governments must improve tourism policy by increasing the bureaucracy.

Human resources are vital playing as motivators, thinkers, and planners for community-based tourism development. This is due to the low level of education of the people of Central Lombok. The low quality of human resources indirectly has an impact on the development activities. This also makes the community slow in accepting any training and coaching activities. Larassaty (2016) argued that the contribution of human resources in tourism is beneficial since it improves the tourism performance and the local economy.

Addedly, the role of the creative economy is highly significant as it improves the economy and social welfare, and creates new jobs and reduces unemployment. However, the human resources have not been substantially improved, especially by providing training in the creative economy to create new jobs.

Lack of Support and Role from the Central Lombok Government

The support and role of the village government and Central Lombok Culture and Tourism Office remained imperfect. The support of the tourism office was even diminished, as the coaching, counseling, assistance, and training programs were reduced since the tourism office assumed that the people of Central Lombok can already be independent. According to tourism managers, the declining role of the village government and the Central Lombok Culture and Tourism Office could be an obstacle in the development of community-based tourism. He also added that the Mandalika Special Economic Zone (KEK) still needed ongoing support from Central Lombok Culture and Tourism Office and the West Nusa Tenggara Culture and Tourism Office.

The main problem in the research of Affandi, Sunarti, and Hakim (2017) in the development of the marine tourism destination of Gili Noko is one of the marine tourism destinations with beautiful coral reefs and marine lives. However, this potential was still not supported with adequate facilities and support from the local government, as one of the stakeholders who have the authority in developing tourist destinations in their area.

Efforts to Overcome Problems in Community-Based Tourism Development on the Inclusiveness of Economic Growth

Pitana and Gayatri (2005, p. 95) and Siagian (2000, pp. 142-150) proposed a solution to address problems raising in the development of community-based tourism, that the local government has a role to develop the tourism sectors as a facilitator, implementor, motivator, and dynamic. As a facilitator, the Central Lombok Tourism and Culture Office is responsible for facilitating the community to jointly develop tourism physical or non-physical infrastructures.

As an implementor, the Office of Tourism and Culture certainly has a great responsibility to implement all work programs and carry out its duties and functions as they could not merely leave the tasks to the private sectors and the community, and certain tasks can only be carried out by the government (Pitana & Gayatri, 2005, p. 95) and Siagian (2000, pp. 142-150). Various work programs were carried out based on instructions from the Ministry of Tourism and Creative Economy and the Provincial Government of West Nusa Tenggara. In addition, the Department of Tourism and Culture needs to introduce new programs and activities. However, to date the Central Lombok Tourism and Culture



Office merely runs programs based on its main tasks and functions with no new innovations.

Additionally, the role of local government as a motivator is needed to ensure that the community are aware of the importance of tourism and to increase good cooperation between all stakeholder. To develop community-based tourism what needs to be improved is the role of motivators to provide a comprehensive understanding to the public and private sectors (Pitana & Gayatri, 2005, pp. 95) and Siagian (2000, 142-150).

Tourism is an industry demanding supports from investors, private entrepreneurs and the community. Investors as capital owners can invest their capital in tourist objects, private entrepreneurs can develop their businesses and empower local communities as workers to develop their businesses. However, based on the indicators of the achievement as a motivator, the Central Lombok Tourism and Culture Office has not effectively performed its motivator role, as they incidentally motivated tourism actor.

The dynamics role is the efforts of the Office of Tourism and Culture to realize good tourism governance (Pitana & Gayatri, 2005, p. 95) and Siagian (2000, pp. 142-150). The role of the Office determines the future development of tourism in Central Lombok. Furthermore, the cooperation and involvement of private sectors and communities should be facilitated as the Office could not work alone without the stakeholders, namely the private sectors and the community. Tourism activities are systemic in their nature and implementation. They cannot be carried out separately, so there must be synergy between existing stakeholders. Public and private sector involvement are beneficial in the preparation of a regional regulation as their involvement in planning and drafting regional regulations remains small.

They were more involved in the implementation stage since they are the objects of the policies made. Generally, the relationship between the Central Lombok Tourism and Culture Office and all stakeholders was unsatisfactory as it turns out that the Office has not been able to embrace all stakeholders to actively participate in the development of tourism in Central Lombok, especially in policy making. Besides, the government also needs to be treatment-oriented for the satisfaction of industry players or workers of the tourist objects (Ashraff, Kee, Hazimah, & Syafiqah, 2020).

CONCLUSIONS

This research paper concludes that the role of government is the key to the success of community-based tourism development in Central Lombok. Community-based tourism community involvement is to sharpen and strengthen the image of tourism by increasing marketing through social media and accessibility. Comparative studies, exhibitions, hiking tourism, SAR training, clean operations, forest fire management training, reforestation, routine meetings, training of mountain guides are to improve the quality of work and services. The role of government in tourism development is in the form of ideas, funds, energy, expertise. The stages of participation are planning, implementation and evaluation. Community participation is beneficial in improving the standard of living of the community from aspects of knowledge, economy, social, environment and politics. Addedly, the factors driving community participation are the opportunity given, the environmental demands, mutual respect, and the perceived benefits. The inhibiting factors of participation are educational background, employment, and gender. Efforts to

overcome them are encouraged to participate, and agency cooperation for counseling and training.

Thus, it is necessary to collaborate with various parties to further develop the quality and benefits of tourism, hold trainings on tourism development to increase the capacity of human and natural resources, and to increase creativity. Furthermore, the organizer or other governments should provide the facilities to realize community ideas of tourism development, and multistakeholder of all parties to harmonize perceptions about development goals.

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