

## TOURISM INVESTMENT SERVICES IN BATU CITY WITH PENTA HELIX PERSPECTIVE

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### Abstract

*A cooperation relation between government and stakeholders which could be called helix is indispensable in creating innovations in various fields, especially in the field of creative economy, tourism, so that interaction or cooperative effort which could lead strategies in developing the development in various fields. The development dynamics in Batu City within the last five years show a very rapid development which is characterized by the emerging of physical development, whether residential buildings, offices, hotels, businesses, attracting tourism objects, and so on, especially the investment climate strength of Batu City is located in the tourism sector. This study was conducted by qualitative approach. This qualitative study is intended to produce findings which cannot be achieved (obtained) by using a static procedure or by the other quantitative means (measurement). The data analysis technique used in this study was activity flow analysis model by collecting data, then data condensation, data presentation, also data verification and description by accompanying data triangulation technique, and data analysis triangulation was used as a cyclical process to find the answers to the problem questions. Pentahelix model explains that the implementation of an innovation about helix sustainability will have a positive impact on the development of society as a whole. The five concepts in pentahelix must go hand in hand as a unity which support and is interconnected to another. The strategic role of government as the first helix and policy regulator must accommodate the applicable concepts of tourism management in a massive way in the regional scope, and to the outside areas the government should be a bridge and also the government together with the legislative councils can formulate policy regulations of different elements of tourism stakeholders synergizing to map and develop the society needs in the tourism sector.*

**Keywords:** Services, Tourism Investment, Tourism Stakeholders, PentaHelix, Batu City

## **1. INTRODUCTION**

The cooperation implementation between the government and stakeholders is necessary to create innovations in various fields, especially in the field of creative economy, tourism so that interaction or cooperative effort which could lead strategies in developing the development in various fields. It causes the relationship among government, private sector, and civil society in managing the government should maintain the continuity one to another. In accordance with the opinion of (House 2016) Public-private partnership (PPP) it can potentially overcome the problems of finance, quality, and efficiency of common issues to the public service agencies in the developing cities. The condition of public services provided by the government agencies in Indonesia in general still has many complaints by the society, such as the number of illegal payment, certainty of completion time, and several other factors. The function of government its apparatus as public servants is one of the demands of reform. The public perception has been tended to be the object of public service so that the society is considered to be 'serving' should be removed. The development dynamics in Batu City within the last five years shows a very rapid development, it is characterized by the emerging of physical development, whether residential buildings, offices, hotels, businesses, attractive tourism objects, and so on, especially the strength of investment climate in Batu City which is located in the tourism sector.

Speaking about public service, particularly in terms of investment, it requires a proper handling, synergy or cooperation among various elements in society, also has a close relationship to the development success. Regional development with investment model is interesting in supporting the synergy among stakeholders, it required good cooperation in order to achieve this goal, one of them is using helix approach (Rufaidah, 2014). Helix is a concept of synergy or cooperation, first known as the Triple Helix. The development of helix next becomes quadruple helix or approach with four helix added by community will be very instrumental in helping the synergy with the previous three elements. The fifth helix or quintuple helix added by the environment (Carayanis, 2010) increasingly complete in how these five elements synergize to make impacts on the development in the area, especially in the terms of tourism.

Any attempt to relate good public service with investments making in the region is probably not a new thing. However, the linkage between good public service concept and investment concept with pentahelix approach is certainly a thing which could be explored further. A good public service should be implemented by the government as a public servant devoted to the society's needs has not done well. Services in the field of investment, especially in tourism investment, require serious treatments, this is because there is a linkage with the regional development, especially if the region already has a slogan as a tourist town.

Government is a public servant, as public servants the government has a responsibility to perform the services as well as possible because public/society are citizens with rights which must be fulfilled without exception for services. The government in efforts to achieve a clean government is expected to do its duties properly and complex, the government in this case the state apparatus has an authority to regulate its citizens well. The regional development with investment model is interesting in supporting the synergy among stakeholders, it requires good cooperation in order to achieve this goal, one of them by using helix approach (Rufaidah 2014). Helix approach is used for innovations in governance.

## **2. RESEARCH METHOD**

This study was conducted by qualitative approach. Qualitative study is intended to produce findings that cannot be achieved (obtained) by using a static procedure or by other quantitative means (measurement). In this study the steps taken towards the problem setting were studied and conducted comprehensively, holistically, in-deeply, and in accordance with other conditions (naturally). This study deals with the investment services in Batu City integrated by penta helix which is a process of synergy among the five helices to support the investment in Batu City. The thing which would be a concern was the recent interview of penta helix synergy supporting the investment, related to the problem and objectives of the study to be achieved.

The analysis technique used in this study was by using the data analysis model by Miles & Huberman and Saldana (2014), the activity flow was data collection, data condensation, data presentation, and verification and description accompanying with data triangulation technique and data analysis triangulation as a cycle process.

### 3. RESULTS

This study talked much about how a study of public service in the areas of investment requires a synergy between the government and stakeholders in this case they are private sectors, community, and the role of academics (universities), and environment as a place/area to be developed, or we are familiar with the pentahelix synergy. It is also based on the assumption that the services should continue to increase, to achieve better public services, especially in the fields of investment so that it required a synergy among the various elements. Public Service is an activity or in order to meet the service needs in accordance with the laws of every citizen and resident in goods, services, and/or administrative services provided by public service providers in accordance with Article 1 paragraph 1 of Law Number 25 of 2009 on Public Service.

Good and clean governance could be said *good* if the service system is good, the service product will be run in accordance with the existing path. The developing issues were how good the synergy among the five elements mentioned above could support the service in the field of tourism investment in Batu City. The conditions in Batu City had now developed very dynamically, the level of people's live was getting better, and it was an indication of empowerment experienced by the society. It was because the strength of the investment climate in Batu City mainly lied in the tourism sector. The government as the main actor in the synergy of the five elements was already supposed to do good service to the society, especially regarding to the area development in Batu City which would be developed into tourism objects. Then, it needed a synergy between the central and local governments in aligning the same vision and mission in the field of tourism, and the need for mutual understanding between society and government in providing services in which there should be mutual support and complementarity, for the realization of good services. This is in accordance with existing regulations and according to the service promise set out in the Strategic Plan 2013-2017 BPMPT that is: To encourage the working spirit of licensing services apparatus, then it is set service appointments as follows:

- a. Performing duties in accordance with the Service Standards and Standard Operating Procedure (SOP);
- b. Processing licensing in quick, easy, transparent, and certain ways;
- c. Providing services in friendly, careful, and professional ways;

In the last decade many developing countries paid special attention to the tourism industry. This was proved by there were many programs of tourism development in the country. One country seemed like surpass other countries to attract more tourist arrivals, stay longer, and spend their money more. The interesting programs were considered, particularly regarding the benefits to be derived whether higher than the destruction emerged. That was why it needed services in the field of investment by Penta Helix perspective to develop investments in the field of tourism where it was needed participation and cooperation of the five parties, namely the government, private sectors, academics, environment, and community required to sustain the investment business field. Every potential business owned by private was facilitated by the government, through easy terms, but certainly in accordance with the rules then it was through the study by academics and through environmental analysis, and created a better mechanism in investing for investment, especially in the field of tourism. In this way the investment climate in the field of tourism, especially in Batu City will be known and trusted better by the community. On a continuous basis, it was needed the Penta Helix role to support the development of the investment climate. The investment climate itself was expected to grow continuously and improve the business competitiveness in the field of tourism.

Penta Helix is a term used to mention the participation and cooperation of the five development elements, namely the government, businessmen, academics, society, and environment. As a concept, the main idea of Penta Helix is the power of synergy among the academics, businessmen, government, media, and environment. The academics with the resources, knowledge, and technology focus on generating findings and applicable innovations. The businessmen capitalize by offering economic advantages and benefits to society. While the government gives guarantee and maintain the stability of the relationship with a conducive regulatory. The media serves as a meansto publicize and promote places of tourist attraction in the Batu City. While the environment plays a role in providing the location and study on how the best ways in the investment climate are. The concept of the investment climate development in tourism is translated in the form of a national program based on the domestic economy at the level of districts and cities with a high degree of independence. Nevertheless, it should be emphasized that the investment climate development in

tourism in the era of regional autonomy does not necessarily translate into a territorial perspective. But it should be developed in the perspective of 'regionalization' in which the integrated unity of the potential, advantages, opportunities, cultural, and social character exist in the local community, especially in Batu City.

#### **4. DISCUSSION**

Penta Helix is the key to develop tourism in Batu City particularly. Pentahelix model indicates that the presence of innovation in science and technology as well as its promotion, science, and good service activities in the form of regulations or legislation which could be brought into the new changes and important, and finally pentahelix model explains that the implementation of something innovation about helix sustainability will have a positive impact on the development of society as a whole.

The five concepts in the pentahelix must run hand in hand, as one, which support one to another and is interconnected. The strategic role of government as the first helix and policy regulator must accommodate the applicable concepts massively in tourism management in the scope of regionalism and to the outside area. The government should become a bridge and also together with the legislative councils could formulate policy regulations of different elements of tourism stakeholders to synergize in mapping and developing needs of the community in the tourism sector. The second helix is the media which is a strength, one of the strategic components which will be a voice to publish the most effective way. Journalists, media, authors, and bloggers have also a very important role to promote various potential tourism particularly in Batu City. How beautiful the tourism object, how great the tourist event organized, how big the support of adequate infrastructure, friendliness, courtesy, safety, comfort, and cleanliness without publication to other parties of the excellence and uniqueness of the tourist object then just becomes a common tourism object moreover has quiet enthusiasts. With the development of today's digital world, information is a necessity. Media is very effective to support campaigns on tourism. In addition, Batu City had already declared as a tourist city. Information about tourism derives from the journalists and media that inform interesting tourist objects in various places when the information has been published, and it will be read by many people, as well as with writers and bloggers. The third helix is the academics, whose role as an educator of society, a buffer to build the robustness of tourism human resource which is qualified, reliable, professional, intelligent and efficient, as well as has global perspective, and respect to the local wisdom values, in many ways, one of which by provides education or a good input about the tourism development through various ways which are relevant and appropriate. Tourism resources must be integrated with religious insight, localwisdom, nationality, culture, language, and psychology. Human resource is the key factor which becomes the gate of given service because tourism product is a service. Therefore, the key of the service quality comes from the academic role in running the academic functions to improve the quality of human resources. In addition, it is also equally important to invest in the future to establish many educational institutions that focus on the field of tourism into an accelerated process of improving human resources who are competent in their field.

The fourth helix is the private or investors who act as one of the supporters of pentahelix and have the most of the roles in the tourism development, and also one of the key stakeholders who ensure the implementation of elements of the supporting tourist facilities. The fifth helix is the environment, where the environmental factors associate with the tourism development. The role of local society as partners in environmental management is closely instrumental in the progress and development of tourism in Batu City particularly. The tourism development should be a planned development thoroughly, so that it could obtain a maximum benefit for the society in terms of economic, social, and cultural. The government's role in developing tourism in the outline is providing infrastructure (not only in physical form), extending various forms of facilities, coordination activities among government officials with the private sector, and universities, as well as the media/communities. The development of synergy or cooperation among the parties in a stake holder continues to increase, and the tourism development can apply Penta Helix Model (adaptation of Boras, 2013, Calzada and Bjork, 2013, Nano technology, 2012, Noorul, 2014).

The realization of public services by government apparatus, as described above, of course, has a very big role in the realization of local development for the field of public life, particularly in the field of tourism investments as well one of them is to give the opportunity to citizens to invest in the field of tourism in Batu City. The realization should also pay attention to the criteria in implementing public services in a democratic state with the opinions from Lenvine (1990:188) which must meet three indicators:

1. *Responsiveness* is: a service responsiveness of providers to the expectations, desires, aspirations, and demands of service users,
2. *Responsibility* is; a measure that indicates how far the process of providing public services conducted in accordance with the principles or provisions of the administration and organization and has been correct and assigned,
3. *Accountability* is: a measure that shows how much the process of service delivery in accordance with the interests of stakeholders and norms developed in the society.

Nevertheless, the development of Batu City as a goodcity that is still going to continue to do, with ideas for improvement, as presented by Etzkowitz, 2013 it is required synergy and cooperation among government, private sectors, and universities to be able to innovate and focus on the development issues, especially in the field of tourism where between one to another has mutual support. Further, he said that in the literature, the relationship between the helix and the impact on economic growth does not look real. However, it was stated that the rate of economic growth is derived from the increase of synergy and complementarity among the different productive units, or an increase in the government's productive expenditure, Afonso, Monteiro& Thompson (2010).

## 5. CONCLUSIONS

Public services are often seen as a representation of the existence of the government bureaucracy because it is directly in contact directly with society's demands. Synergy among the five elements in providing a service is needed in investment services in the field of tourism. The synergy between the government and then university or academics is involved in the study academic and critical to determine whether the business investment which will be held is appropriateness or not, then the private sector as the owner of the tourism development capital investment, and media/communities, through good and directed publication to the purpose of Batu City supported by the communities playing a role in supporting the tourism development through interrelated organizations and synergy with one to another parties, and the last party is environment being a resource and also as a creative analysis that can provide assessment and feedback which do not damage the natural balance to be developed to the tourist area. The realization of the service performance desired is to create a service model in the service implementation expected then there should be sustained improving efforts in accordance with the performance standards which are customer oriented and synergize with the various elements especially in the field of investment services, so that the investment services model with penta helix perspective is created.

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