

Implementation of Tourism Destination Development Program in Batu City

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Abstract

This research tells about how the implementation of the program, it is based on Rencana Strategis Dinas Pariwisata dan Kebudayaan Kota Batu 2012-2017. The main focus of this research is supporting capacity of tourism destination development program and the implementation of tourism destination development program in Batu City. This research uses research methods interactively, with a descriptive qualitative approach. The results of this research indicate that supporting capacity in this program is still not optimal, neither the supporting capacity between inter regional collaboration and the environment or tourism infrastructure. The most influent threat of this program is un accommodated some consideration on various actors. It is necessary for having integrated and participatory development program, so it can touch all aspects of the tourism destination development program in Batu City.

Keywords: The Implementation of Program, Tourism Destination, Batu City, Development, Stakeholder.

1. INTRODUCTION

Such a development could be said to be optimal when the regional potential as well as existing resources such as human resources, natural resources and also the technologies can be managed properly so that it can produce sustainable development. National development goals to achieve a prosperous and fair society and a prosperous and create progress in the various areas of life both physical and nonphysical such as advances in science, technology, culture, industry and the provision of services and infrastructure it is also supported in the management space of the city. Regional development as a manifestation of national development is directed to develop and harmonize the rate of growth between the regions of the one with the other areas. In some areas, one of the economic potential of being developed, namely tourism. Tourism as a tool of culture, can play an active role in conserving and introducing the results of the culture of the region. Sedarmayanti (2014, p. 17) in his book entitled Build and develop the culture and tourism industry reveal that Indonesia tourism is tourism which is derived from the people, by the people and for the people. The three components of the main actors for the development of tourism, among others, the world of business or industry, governments, and society (including community leaders, religious figures, NGO, academic).

Since it was inaugurated as the autonomous region in 2001, Batu City set and establishes its territory became the centers of tourism and Agropolitan particularly in East Java. The development of tourism in Batu City is inseparable with the direction of the regional tourism development, namely East Java and areas in the region of Malang Raya. Batu City is a part of the Development Units consisting of Malang, Malang City and Batu city. In the framework of the development of tourism of East Java, Batu city is positioned as one of the centers of tourism, especially nature tourism and agro-tourism. The policy of tourism development in Batu city covering the policy of tourism development which is carried out each government institution Malang, Malang City and Batu city poured in the form of products of each area of law. But based on the data in the field of tourism development policies are not contained in the form of documents, as well as in the form of regional tourism Development master plan (RIPPDA), which is then legal products development of tourism that is both partial and inconsistent. The development of tourism in the Batu City requires an optimal supporting capacity. Supporting capacity in this important subject in the development of tourism, namely power-related support environment, public infrastructure, accessibility and public facilities also are no less important is the synergy between regions in the context of the development of tourism, because of the unavailability of power with good support for the development of tourism, the development of tourism could not be optimally developed extensively as well as sustainable.

The development of tourism in Batu city is not completely provide a positive impact against the surrounding area due to the presence of a variety of factors that affect such pollution resulting from the large number of vehicles that will visit stone town also buildup volume vehicle that would later impact on congestion will be not only in Batucity but also surrounding towns, then the accessibility of tourist destinations became the focus of important to be aware of the Government so that the development of tourism in Batu city will not bring up the existence of dominance of the region.

Governments of Batu city have a good strategy for development of tourism in Batu city, but in the implementation of the plan are still found many obstacles such as Batu city still face many constraints in the implementation of development, including a lack of efforts tourism objects in order to encourage the acceleration in Batu city as tourist centers and less management of the agricultural sector in order to support the development of the tourism sector in Batu city also became the obstacle for advancing its tourism sector. This is described in Rencana Strategis Dinas Pariwisata dan Kebudayaan Kota Batu 2012-2017. With regard to the visits of tourists that are not evenly distributed in the tourism sectors in Batu city also became an obstacle in achieving the success of the development of tourism as a whole. Presented at the TEMPO.CO with regard to the problems occurred in Batu city is particular in tourism that community feel marginalized by the Batu city tour development in a town on the slopes of Mount Arjuna. Since developing tourism, agricultural land was pressed for the construction of villas, hotels, and attractions, while essentially artificial Stone known as the tourism favor agriculture.

Things that have been presented the background behind researchers to conduct observations with regard to the implementation of the analysis also development programs to tourism destinations, because of problems that exposed a lot of highlight on the lack of Government attention to the development of a tourism destination in Batu city. To achieve the research objectives that have been set in connection with the implementation of tourism destination development program, then researchers formulated the problem,

namely: (1) How the supporting capacity towards the development of a tourism destination in Batu city , and (2) how the implementation of tourism destination development program

2. RESEARCH METHODS

Moleong (2011, p. 94) suggested that in the process of research begins with the formulation of problems will be examined further to determine clearly the right and appropriate method to resolve the problem so that the goals and objectives of the research becomes easier to achieve. Research conducted by the researcher uses an interactive research methods by using descriptive qualitative approach.

The focus in this research are: (1) supporting capacity of tourism destinations program in Batu city (2) the implementation of tourism destination program in Batu city. Location of research in Batu city and the site of research in Dinas Pariwisata dan Kebudayaan Kota Batu. Source data obtained from the primary data and secondary data. Primary data were obtained from interviews with informant, researcher observations directly to the field as well as documentation. Secondary data obtained from books, planning documents and papers such as journal and scholarly articles. Research instruments there are researchers themselves, as well as the interview guideline supporting such research notebooks and recording device. In this study the authors choose to use qualitative research model version, Miles and Huberman. Data analysis consists of four strands of activity, namely, data collection, data presentation, data condensation, as well as provide a conclusion or verification.

3. RESULT AND DISCUSSION

3.1. Supporting capacity of tourism destination development program

Power support between sectors and regions is needed in the development of a tourism destination Batu city, because of the existence of power available then please support the development of tourism destinations can be reached in accordance with the goals and targets of the desired goal. Cooperation among regions in the unfortunate development units already must be realized in order to progress the development of every sector of each region. Because of the three towns that are included in the unfortunate development units, namely Malang, Malang city and Batu city has the potential or the attraction between a city with other cities. Batu city has yet to realize the integration of form with the city of Malang, Malang and in terms of the development of tourism. The agreement between the heads of the regional city of Malang, Malang city and Batu City also has not yet reached third on cooperation of the area, which should be if talking about Malang development units in various development sectors should then involve other areas as supporters of the area concerned so that development can equitably and evenly felt by the city incorporated in unit area construction resulting in a development that touched all sectors to the prosperity of the people. According to the results of the interviews of researchers with the head of human resources development Department of tourism and culture, a form of cooperation in order to achieve the integrated development are being formulated by the third head of the region and is expected to be realized in the form of cooperation between the city of Malang, Malang City and Batu city.

Supporting capacity and the availability of infrastructure for tourism is affecting the success of the development of tourist destination Batu city. Supporting capacity in the form of lodging, transportation, public facilities are also a tourist infrastructure is important because in the absence of development in all areas then it needs tourists feared wouldn't be accommodate so that it can influence the decrease in tourists to pay a visit to the tourist in Batu city. The city's local government policy with regard to supply infrastructure in regional tourism development master plan (RIPPDA) Batu city by 2014-2029, including the development policy means of accessibility, the accessibility infrastructure development policy, development policy and accessibility policy system construction of public facility supporting tourism. According to data obtained by the field researchers, local authorities of Batu city has been providing infrastructure Highway to tourism destination which is the responsibility of Dinas Pariwisata dan Kebudayaan Kota Batu. Because Batu city is the first town incorporated by the city of Malang then Highway in Batu city until today there are still many that have a type of road city in general is narrow and could not accommodate many vehicles to pass that way, resulting in the existence of bottlenecks especially on weekends and holiday. Related to the infrastructure of highways that have yet to accommodate the large number of vehicles heading from the tourist destinations are scattered in Batu city, so impact on congestion, associated with the problem of Dinas Perhubungan Kota Batulike the other alternative way to make one is the JalurLingkar Barat as well as

optimizing the function of the public transportation is already running includes nine routes in the Batu city. Department of agriculture also provides assistance to local community tourism village in the form of giving of seeds to the village to be cultivated as well as provide capital to buy an appropriate advanced technology.

Yoeti (2008: h. 48) argues that in "the development of tourism as an industry, need to be considered in terms of all sorts without exception, since it recognized that tourism is a sector which does not stand alone but rather closely related to the sectors of economic, social, and cultural life of the community". Environmental factors in the development of regional tourism can be interpreted is the first environment (tourism) that deserves to be developed and whether the tourism development does not damage the surrounding environment, then it is a factor of resource planner holds an important role because of the quality of resources planners and implementers of programs will affect the success rate of the program which is being implemented, as well as factors that are no less important factor is capital for funding the development of regional tourism , because of the absence of capital to develop tourism areas, certainly the development of tourism can not be run.

3.2. Implementation of Tourism Destination Development Program

Policy implementation is the process of public policy. Nugroho (2012. H. 533) reveal that the plot of the first policy process is started from the policy issues that arise further formulated a policy, which, from the formulation of the policies implemented, and last do the evaluation of the policies that have been run. In analyzing the research, namely with regard to the implementation of the tourism destination development program, the researchers used a model implementation belongs Grindle where Grindle in Nugroho (2012, p. 690) reveals that the successful implementation of policies determined by the content or content policies, policy context and analysis with regard to the impact resulting from the implementation of the policy. Following is the result of a discussion of the content of the policy, the policy context and the impact of the implementation of tourism destination development program.

The content of the policy in this case is the content of a policy where the policy with regard to tourism destination development program set forth in the strategic plan for tourism and culture of Batu city in 2012-2017, where the programme refers to the Rencana Strategis Pengembangan Destinasi dan Industri Pariwisata Kementerian Pariwisata by 2015-2019 which is in the development of the destinations included the development of tourism infrastructure and ecosystems, an increase in the quality and quantity of cultural tourist destinations , natural, artificial, and the governance of tourism destinations in strategic areas of national tourism, community empowerment, investment promotion and tourism profile, as well as cross-sector support. Dinas Pariwisata dan Kebudayaan Kota Batu implement development programs to tourism destinations through several activities including the development of superior tourism objects, increased tourism and infrastructure development, development type and package tour coordination, implementation of the coordination development of tourism objects with institutions or businesses, the development of a tourist destination, as well as the development, dissemination, and monitoring standards. In terms of the context of the policy with regard to the implementation of tourism destination development program is there are some strategies that are run by the local Government of Batu city to achieve the success of tourism destination development programs including the cooperation with private parties also community groups, conducting training of local community against the accompaniment also to cultivate our tourism potential, promoting good social media also print media, as well as facilitate and build public facilities infrastructure. The impact of the implementation of the tourism destination development program in destinations perceived by society as individuals as well as groups there are also positive changes for the prosperity and welfare of the community by the presence of tourism destination development programs in Batu city.

4. CONCLUSION

The conclusions of the study entitled implementation of tourism destination development program in Batu city is:

- A. Supporting capacity in the form of cooperation between the areas related to the development of a tourism destination in Batu city have not been optimally realized. Intergovernmental policy in Batu city, Malang, and Malang city and inconsistent and partial this is evidenced from the diskresi policy is done between these three Head region. Sectoral support resources, the environment and infrastructure in terms of the development of tourist destination in Batu city are optimized in order to achieve the success

of development programs to tourism destination stone town. Content policy according to Merilee s. Grindle (1980) in Nugroho (2012, p. 690) consists of some indicators such as the interests of the target group and the type of benefits of tourism development policy, to which Batu city is not partial, involving several actors so that required the existence of a unified goal of some actors involved and has the value of the benefit in a fair and equitable.

- B. In terms of the context of the policy with regard to the implementation of the tourism destination development program in Batu city is there are some strategies that are run by the local Government to achieve the success of development programs to tourism destination including the cooperation with private parties also community groups, conducting training of local community against the accompaniment also to cultivate our tourism potential, promoting good social media also print media, as well as facilitate and build public facilities infrastructure.

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