

MANAGEMENT OF TOURIST DESTINATIONS BY THE REGIONAL GOVERNMENT OF GARUT REGENCY

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ABSTRACT

This study aims to analyze the management of tourist destinations by the Regional Government of Garut Regency. The method used in this research is qualitative research with a case study approach. Data was collected through interviews, observation, and document analysis. The results of the study show that the Regional Government of Garut Regency has implemented several strategies in managing tourist destinations, including improving accessibility and infrastructure, improving service quality, and increasing promotion and branding. However, there are still a number of challenges faced by the Regional Government in managing tourist destinations, such as the lack of community participation and the lack of coordination between related sectors. Therefore, more coordinated and participatory efforts are needed in the management of tourist destinations in Garut Regency.

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1. INTRODUCTION

The wealth of Indonesia's natural resources that stretch from Sabang to Merauke and the variety of cultural diversity that each region has are important assets in increasing economic growth and social welfare (Mudrikah, 2014). The alternative way to increase economic growth and people's welfare is to manage and develop the tourism industry. Tourism is an activity that is so complex because it can involve multi-dimensional, be it physical, social, economic, political, or cultural (Rusyidi & Fedryansah, 2018).

Tourism is the largest contributing sector after exports of goods, agriculture, fisheries and natural resource wealth. As for Indonesia's foreign exchange income in 2022 of 1.7 billion dollars, this is because the government is currently promoting tourism on an ongoing basis to foreign countries by presenting a variety of natural beauty and cultural diversity (Kemenparekraf, 2022). The development of the tourism sector in a country will attract other sectors to develop as well because their products are treated to support the tourism industry, such as the agricultural, livestock, plantation, folk crafts, increased employment opportunities, and so on. The chain of activities related to the tourism industry is able to generate division and can also be used as a means to absorb labor so that it can reduce unemployment and increase employment opportunities (Saputra & Ali, 2020).

With the existence of tourism, of course it will bring various impacts in various aspects including environmental, socio-cultural and economic impacts. From an economic perspective, tourism has various impacts including environmental impacts, indirect impacts, and secondary impacts (Nurhajati, 2018). The direct impact is for workers in the tourist area including the local government. One of the indirect impacts can be in the form of increased demand for public transportation. And sustainable impacts are certainly related to the government and people who work in the tourism sector or indirectly but get a positive impact (Kiwang & Arif, 2020).

Tourism has now become a necessity for people at various levels, not just for certain circles. So that the handling must be carried out seriously and involve related parties. tourism can be better known and able to motivate potential tourists to visit and enjoy tourist attractions (Heryati, 2019). In this case the tourism industry, which is more varied, concerns the preservation of the object itself in accordance with the objectives of tourism management, namely to introduce the beauty of nature, culture and diverse customs (Riska et al, 2020).

Tourism management has a very broad economic driving force, not solely related to increasing tourist visits, but more importantly is the development of tourism that is able to build national spirit and appreciation of the nation's artistic and cultural wealth (Rawis et al, 2015). Management of the tourism sector is a logical action, considering the positive impacts that have arisen, including expanding business opportunities, both hotels, travel agents, souvenir shops and increasing people's income and encouraging

the maintenance of security and order even though there are actually things that have a negative impact (Hamida & Tahir, 2012).

Regional Autonomy Law Number 32 of 2004 provides an opportunity for regions to manage their own households in accordance with the delegation of authority from the central government to regional governments (Safitri, 2016). This system gives a mandate of authority to local governments to develop their respective regions. One of the elements of regional autonomy development is the tourism sector. Indeed, there are still parts of tourism that are the responsibility of the central government for management, but the management of several tourist destinations is already the responsibility of local governments (Nur, 2016).

The role of the Regional Government is for the regional government to carry out government affairs whose authority is wider and higher in the region. The assistance function can be interpreted as participating in carrying out government tasks (Rahayu, 2022). The role of government according to Ryaas Rasyid (2004) there are three, namely service, empowerment, development. The function of the Regional Government includes running an effective and efficient regional government, carrying out regional development evenly, providing services to the community quickly, cheaply, easily and with quality.

Garut Regency, located in West Java Province, Indonesia, is known for its natural beauty and cultural heritage. This district has great potential as a tourism destination with a variety of attractions, including beaches, mountains, and historic sites. The Regional Government of Garut Regency plays an important role in managing and developing this tourism destination so that the existing potential can be optimally utilized and provides economic and social benefits for the local community.

Effective tourism destination management is important to ensure sustainable tourism development (Achmad & Yulianah, 2022). The Regional Government of Garut Regency needs to address various challenges in managing this destination effectively. Some of these challenges include a lack of infrastructure, poor waste management, and inadequate human resources. In addition, the lack of coordination and collaboration between the various stakeholders involved in tourism development remains a major challenge.

Local governments should adopt a holistic approach to destination management, taking social, cultural and environmental impacts into account. In addition, the government needs to work with local communities, NGOs and the private sector to promote community-based tourism and encourage participation of local communities in tourism development. This approach can provide economic opportunities and benefits for local communities, while also promoting the preservation of cultural and natural resources (Yulianah & Supardi, 2022; Soeari et al, 2022).

The regional government of Garut Regency has an important role to play in managing and developing tourism destinations to ensure sustainable tourism development and to make the most of this potential and provide economic and social benefits to the local community. Therefore, this study aims to analyze the management of tourist destinations by the Regional Government of Garut Regency.

2. METHODS

This type of research is a type of qualitative research, namely the type of research used to examine the conditions of natural objects, as opposed to experiments, where the researcher is the key instrument, data collection techniques are carried out in triangulation (combined), data analysis is inductive and the results of qualitative research are more emphasize meaning rather than generalization (Moleong, 2014). This type of research is descriptive qualitative research, namely a form of research that aims to provide an overview of various kinds of data collected from the field objectively, while the basis of the research is a survey, namely the purpose of this descriptive researcher is to describe situations or events systematically, factual and accurate regarding the facts about the management of tourist destinations by the government of Garut Regency. Data was collected through interviews with related parties, direct observation at tourist destinations, and analysis of related documents. Respondents who were interviewed in this study were related parties in the Regional Government of Garut Regency who were involved in managing tourist destinations.

3. RESULTS AND DISCUSSION

A. Management of tourism by the Regional Government

The government organization responsible for tourism is the Regional Government Tourism Office. Broadly speaking, the role of the Tourism Office is to carry out government duties by managing tourism in the region. Tourism management is carried out by the Tourism Office by empowering the community to jointly develop tourism. Based on the theory put forward by the expert, the researcher can conclude that

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the Regional Government Tourism Office includes a motivator for local communities to always support tourism development in their area (motivator), provision of tourism support facilities (facilitator), good cooperation with tourism stakeholders (dynamist) (Tampubolon, 2021; Purwanda & Achmad, 2022).

In managing tourism by local governments, factors that support their role are needed. These factors include:

a) Budget availability

Budget is a plan that is arranged systematically, which covers all activities of the institution, which is expressed in monetary units (units) and is valid for a certain period (period) to come. The strategic role of the regional budget is increasingly prominent because it is a tool for determining future income and expenditure, assisting decision making and development planning, establishing a future expenditure budget as a suggestion for developing standard measures for work evacuation, a tool for employee motivation, and a tool for coordinating all activities of various units work in the government bureaucracy (Trianto, 2016). So the main principle that emphasizes the management of regional finances and budgets in the public interest is an important issue that must be considered by regional governments.

b) Availability of facilities and infrastructure

The success and survival of an organization in carrying out tourism management is highly dependent on its capacity to plan, explore, mobilize and manage human resources as well as manage the facilities and infrastructure it has. Availability of facilities and infrastructure is government capital to realize a program. Adequate facilities and infrastructure make it easier for the government to implement planned programs (Sugeha & Nurmandi, 2021). Therefore the government must maintain and care for existing facilities and infrastructure, even renewing them if these facilities and infrastructure are no longer suitable for use. The availability of facilities and infrastructure is the ownership of assets that support activities to realize community-based tourism

c) Partnership

The principles of good governance that have been mentioned previously are ideas and values to regulate the pattern of relations between the government, employers and society. The partnership between the government and private entrepreneurs is a step that is usually taken in order to cover the limitations that are owned by the local government in providing public services and regional development (Ekowanti, 2017). The Partnership builds important relationships between all levels of government and civil society to promote good governance in Indonesia in a sustainable manner. What is meant by partnership in this case is cooperation that has been or is being carried out with other parties that is useful to provide convenience in the process of implementing community-based tourism.

d) Legal basis for implementation

The implementation of regional government emphasizes that regional governments can regulate and manage their own regional government affairs in accordance with the enactment of Law no. 32 of 2004 relating to the legal basis of local government, namely that the government is obliged to provide guidance in the form of providing guidelines, development, planning and supervision. And Law Number 10 of 2009 concerning Tourism.

B. Factors influencing the management of Tourist Destinations in Garut Regency

In the management of tourist objects in Garut district, there are factors that influence it, both supporting factors and inhibiting factors. These factors must be faced by the Department of Tourism as a party that plays a role in the development of tourism in Garut Regency. The factors are:

a) Supporting factors

- Community support

Garut people in general are very supportive of the management of tourist destinations carried out by the local government so that they participate in taking part such as maintaining cleanliness, maintaining and making decisions about alternative solutions to deal with problems and community involvement in the process of evacuating changes that occur in tourist objects around their residence. As well as excerpts from an interview with one of Mr. Suparna's respondents:

"We are proud that this natural tourist attraction in Garut is well known to many people so that we, as a community living around this tourist attraction, are trying to maintain sustainability and cleanliness on the road to the tourist object so that tourists are not disturbed by dirty views."

Based on the results of the interview above, the authors conclude that tourist destinations, especially natural tourism in the district, are well known to many people so that the people there feel proud and try to maintain sustainability and cleanliness on the roads leading to tourist attractions.

It is the same as what was said by the Head of the Tourism Office of Garut Regency that Tourism management cannot be separated from the participation of the community and the manager of the tourist object itself because to achieve an increase in the quality of tourism this requires cooperation and active participation between the government, the community and the manager of the tourist attraction. The active participation of the community, tourism object managers and the tourism office in Garut Regency really should be done considering that there are many tourist objects in Garut and all of them cannot necessarily be managed by only one party such as the Tourism Office as the party that is indeed responsible for managing tourism in Garut Regency.

- Beautiful Natural Panorama

The potential of the tourist area in Garut district is very supportive of the existence of tourist objects in Garut district. The natural beauty reflected in the shady trees and cool air around the tourist attraction is a special attraction for tourists. Beautiful beaches with blue sea in South Garut really make Garut Regency have beautiful natural scenery. Attractions that are treated to beautiful natural scenery. The pristine and beautiful nature that is supported by a beautiful natural atmosphere provides cool and clean air that makes visitors comfortable and the atmosphere of a clean beach makes visitors feel comfortable.

b) Obstacle factor

- Land problem

Some of the land in tourist destinations in Garut district still belongs to residents, so it is feared that in the future residents' houses can be built which can reduce the beauty of tourist objects because the construction of houses around tourist attractions will reduce beauty and spoil the view which is still beautiful, by With the construction of houses, there is concern about pollution from household waste which can damage and reduce the beauty of tourism. As we know that household waste is very difficult to decompose and takes a long time and indirectly this waste will damage the ecosystem of tourist attractions.

- Budget for the cost of tourist facilities and infrastructure

The success or failure of local governments in managing tourist destinations is a matter of funds. if funds are available then development can run smoothly but vice versa if not development will be hampered and tourist objects will also experience this problem, this is because development funds and construction of tourist objects in Garut district still rely on APBD funds. Budget limitations make construction and development of tourist objects falter. Besides, there is no private sponsor who wants to help.

- There is still minimal road access to tourist destinations

Not all tourist objects in Garut Regency are located on the side of the main road. Some tourist objects are far from the city center, therefore the road to this tourist attraction is still not good and the road has not been paved. This is certainly very disturbing and dangerous for tourists who want to visit these tourist destinations. The road to the tourist attraction that has not been repaired is constrained by minimal funds. However, this Garut district government promised to try to improve the road to the location of the tourist object which is still minimal access. This is for the sake of making Garut Regency to develop and for convenience in tourism. Therefore the government promised to repair the damaged road.

C. Efforts to Improve the Management of Tourist Destinations by the Government of Garut Regency

In managing tourist destinations in Garut Regency, there are still several problems, such as the lack of availability of facilities and infrastructure, the lack of quality of service, and the lack of sustainable management. Therefore, more coordinated and participatory efforts are needed in the management of tourist destinations in Garut Regency .

The Regional Government of Garut Regency has taken several efforts to improve the management of tourist destinations in its territory through the development and maintenance of existing tourism facilities and infrastructure. Some of these efforts include improving road infrastructure, improving accessibility, developing public transportation, and building tourism supporting facilities such as parking lots, toilets, and rest areas. In addition, the local government also updated regulations and policies related to the management of tourist destinations to make them more effective and efficient (Ilhami et al., 2022).

Local government efforts in the development and maintenance of tourism facilities and infrastructure are important for improving the quality of tourism services and increasing the interest of tourists to visit Garut Regency. With good accessibility and adequate supporting facilities, tourists can feel comfortable and safe while on vacation there (Fajriah & Mussadun, 2014). It can also improve the tourist experience and help improve Garut Regency's image as an attractive tourism destination.

The local government also seeks to maintain existing tourism facilities and infrastructure so that they are maintained and well maintained. Some of these maintenance efforts include road repair and maintenance, maintenance of parks and tourist areas, as well as cleaning and waste management. By ensuring that tourism facilities and infrastructure are maintained and well maintained, local governments can ensure comfort and safety for tourists while on vacation in Garut Regency.

The development and maintenance of tourism facilities and infrastructure by the regional government of Garut Regency is an important effort to improve the management of tourist destinations in the region. With adequate facilities and infrastructure, tourists can feel comfortable and safe while on vacation there, which in turn can increase tourists' interest in visiting Garut Regency and provide economic benefits for the local community.

Apart from developing and maintaining tourism facilities and infrastructure, the regional government of Garut Regency is also trying to improve the quality of tourism services in its territory. Some of these efforts include improving human resources, developing tour packages, and improving the quality of products and services offered.

The regional government of Garut Regency improves the quality of human resources in the tourism sector through training and skills development for tourism employees and tourism business actors. In addition, the local government also facilitates apprenticeship programs and work practices in the tourism industry so that students can gain experience and skills in the world of tourism.

Improving the quality of tourism services is also carried out through the development of attractive and innovative tour packages. The regional government of Garut Regency works closely with tourism businesses to create attractive tour packages that suit the needs of tourists. Some of the tour packages offered include nature tour packages, cultural tours, and culinary tours.

In addition, local governments are also trying to improve the quality of products and services offered at tourist destinations. Some of the efforts made are providing training and assistance to tourism business actors to improve the quality of products and services, facilitating certification and recognition of quality tourism products and services, and providing awards and incentives for tourism business actors who have good quality products and services.

Improving the quality of tourism services by the regional government of Garut Regency is an important effort to improve the management of tourist destinations in the region. With good service quality, tourists can feel satisfied and return to visit Garut Regency, which in turn can provide economic benefits for the local community.

The Regional Government of Garut Regency has an important role in managing sustainable tourist destinations, which is one of the efforts to improve the quality of tourism in this area. Sustainable management emphasizes the importance of maintaining a balance between economic, social and environmental aspects, so that tourist destinations can be used optimally and sustainably.

Some of the efforts made by the Garut Regency government in developing sustainable management in the tourism sector are developing sustainable environmental management programs, such as reducing waste, water management, and saving energy. In addition, the government is also developing sustainable tourism development programs, such as developing environmentally friendly tourist objects and training programs to improve the quality of services in the tourism sector.

Through the management of sustainable tourist destinations, the government of Garut Regency hopes to achieve the goals of sustainable tourism development and provide greater economic and social benefits for the local community. By integrating environmental and social aspects in tourism management, it is hoped that tourism can become a sustainable source of income and can provide long-term benefits for local communities and preserve nature and culture in Garut Regency.

4. CONCLUSION

Management of tourist destinations by the Regional Government of Garut Regency has implemented several strategies in managing tourist destinations, such as improving accessibility and infrastructure, improving service quality, and increasing sustainable management. However, there are still a number of challenges faced by the Regional Government in managing tourist destinations. Therefore, more coordinated and participatory efforts are needed in the management of tourist destinations in Garut Regency. One of the challenges in managing tourist destinations by the Regional Government of Garut Regency is the limited resources and funds available. In addition, it is important to maintain environmental and cultural sustainability in the development of tourist destinations. The government needs to manage sustainable tourist destinations, such as environmental management, cultural preservation, and natural resource management. In this case, community participation and tourism entrepreneurs are very

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important in maintaining the sustainability of tourist destinations. By facing these challenges, the Regional Government of Garut Regency needs to adopt a coordinated and participatory approach in managing tourist destinations. Concrete steps that can be taken are to increase synergy between the government, entrepreneurs and the community in developing and promoting tourist destinations in Garut Regency.

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