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# Policy Network Model In Tourism Development And Growth In Bandung

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**Abstract**

*This study examines the implementation of policy networks in tourism development and expansion in Bandung City, Indonesia. It addresses the diverse potentials, challenges, and impacts of tourism, focusing on relationships among actors within a good governance framework. Using a qualitative approach with literature study and phenomenology methods, the research investigates policy networks across economic, environmental, social, and cultural sectors. Findings indicate that tourism development prioritizes cultural preservation, historical heritage, and product diversification. The research concludes that synergy between government, entrepreneurs, and community is crucial for effective tourism development. This study contributes to the understanding of policy networks in urban tourism development, offering insights for policymakers and stakeholders in similar contexts.*

**Keywords:** ***Policy Networks Model, Good governance, Tourism Development and Growth***

## INTRODUCTION

Bandung, one of Indonesia's largest cities, has established tourism as a significant economic sector. The city boasts diverse tourism potential, including natural beauty, cultural diversity, historical heritage, and culinary attractions. Bandung has become a popular destination for both domestic and international tourists. As one of Indonesia's primary tourist destinations, Bandung has experienced rapid growth in the tourism sector. However, uncontrolled tourism growth can also pose various challenges and negative impacts, such as traffic congestion, increased pollution, sociocultural changes, and



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environmental degradation. Therefore, it is crucial for the Bandung city government to develop policies focused on sustainable and competitive tourism development and growth (Helmi, 2019). Tourism not only provides economic benefits but also contributes to social and cultural development, enhancing the city's image as an attractive tourist destination. To achieve the potential of the tourism sector, strategic and targeted government policies are needed to develop tourism infrastructure, improve tourist attractions, conduct effective promotion, enhance service quality, and improve tourism-related regulations (Nyoman Febianti, 2017).

To maximize this potential, the Bandung city government has adopted policies to build and develop the tourism sector (Sukarno Nova, 2017). Policy refers to a series of actions or steps taken by the government or government institutions to achieve specific goals in regulating, controlling, or changing existing conditions or situations within a country or region. Policies can cover various fields, such as economics, social issues, education, environment, and others. The purpose of policies is to achieve public interest and improve community welfare (Nuryanti Mustari, 2015).

The government plays a key role in directing and encouraging development through policies that support innovation, investment, human resource quality improvement, and strengthening of the economic sector (Panda.Id, 2023). The government, as an institution with the authority and responsibility to manage government affairs in a country or region, is tasked with creating policies that align with the needs and aspirations of the community, as well as implementing these policies through concrete actions. The government plays an important role in the development and growth of a region, including in the economic, infrastructure, social, and environmental sectors (Kemenkeu, 2019). Development refers to efforts to improve the quality of life and welfare of the community through the advancement of various sectors, such as infrastructure, education, health, and economy. Development aims to achieve sustainable economic growth, reduce social disparities, improve access to public facilities and services, and strengthen community capacity in facing changes and challenges. Development must be carried out in a planned and directed manner, involving the government, private sector, and community in the process (pu.go.id, 2012). Growth refers to efforts to improve or expand existing elements, be it infrastructure, human resources, technology, or other sectors. Growth is often carried out in the context of development, with the aim of optimizing the use of existing resources, improving competitiveness, and achieving sustainable growth. Overall, government policies in development and growth are


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important instruments in achieving progress and community welfare. Through appropriate policies, the government can regulate and direct development efforts and optimize growth in various sectors, with the aim of improving quality of life and achieving sustainable growth (Catur, 2015). Tourism has become one of the strategic sectors in Indonesia's economy, making significant contributions to state revenue, job creation, and economic growth. Several literature sources and research journals have reviewed government policies in tourism development and growth in the Bandung city area.

One relevant journal is a study conducted by Pranoto et al. (2019), which highlights the importance of community participation in decision-making related to tourism development. This research shows that involving local communities in the planning and decision-making process can strengthen their involvement in managing tourist destinations and increase the benefits they receive from the tourism sector. Additionally, research conducted by Susanto et al. (2020) emphasizes the importance of managing culture-based tourist destinations. This study shows that maintaining and promoting local cultural wealth is key to increasing the attractiveness of tourist destinations and ensuring the long-term sustainability of the tourism sector. Furthermore, research by Rachman et al. (2018) emphasizes the importance of tourism product diversification efforts as a strategy to overcome dependence on a single type of tourism. Diversification of tourism products can reduce risks associated with demand fluctuations and can help develop year-round tourism by offering diverse activities and attractions for tourists.

Moreover, the use of information and digital technology has also become a focus in tourism development in Bandung. Research by Wibisono et al. (2021) highlights the role of information technology in tourism promotion and marketing in Bandung. This research reveals that the use of social media, mobile applications, and tourism websites can help increase the visibility of Bandung's tourist destinations, reach a wider audience, and facilitate interaction between tourists and tourism service providers. Additionally, several research journals also reveal challenges faced in tourism development and growth in Bandung. For example, research by Kusumawati et al. (2019) highlights the need for improvement in tourism infrastructure, such as roads, public transportation, and public facilities, to accommodate the surge in tourist numbers. This research also emphasizes the importance of careful planning to maintain a balance between tourism growth and environmental and cultural preservation. Through this literature review, it can be concluded that the Bandung city government has taken important steps in sustainable tourism development and growth. Policies involving community participation, culture-


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based management, tourism product diversification, and the use of information technology are concrete efforts to address challenges and ensure the sustainability of the tourism sector in Bandung (Satrio, 2023). However, despite the efforts made, there are still several aspects that need attention in tourism development in Bandung. For example, there is a need for better coordination between various stakeholders, including the government, local communities, and the tourism industry, to achieve common goals in sustainable tourism development. Additionally, it is also important to consider environmental and social aspects in every tourism development decision to minimize negative impacts and ensure long-term sustainability.

**Objectives**

The researcher aims to analyze the Policy Network Model in Tourism Development and Growth in Bandung, with the goal of obtaining stakeholder involvement in managing tourist destinations and increasing the benefits they receive from the tourism sector as a concrete effort to address challenges and ensure the sustainability of the tourism sector in Bandung.

**DISCUSSION**

The Bandung City Government prioritizes the management of culture-based tourism destinations. Through this policy, the government strives to promote local cultural wealth as the main attraction of tourism destinations. Efforts to preserve culture and historical heritage are a priority in tourism development in Bandung City. In achieving sustainable tourism development goals, the Bandung City Government also makes efforts to diversify tourism products. This is done by developing various types of attractions, activities, and tourism experiences that are attractive to tourists. Diversification of tourism products helps reduce the risk of dependence on one type of tourism and creates diversity that can attract tourist visits throughout the year. Although the Bandung City Government's policy in tourism development shows positive steps, a more in-depth evaluation is needed to measure the extent to which these policies have succeeded in achieving sustainable tourism development goals. A comprehensive evaluation can involve analyzing the social, economic, and environmental impacts of implemented policies and involving active participation from various relevant stakeholders. By continuously reviewing and evaluating existing policies, the Bandung City Government can continue to improve and enhance their efforts in sustainable tourism development.


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The legal basis for government policies in tourism development in the Bandung City area can be based on various relevant legal regulations. First, at the national level, Law Number 10 of 2009 on Tourism becomes the main legal basis in regulating the tourism sector in Indonesia. This law provides a framework for sustainable tourism development, including planning, management, promotion, and protection of cultural and natural wealth. In addition, derivative regulations issued by the Ministry of Tourism and Creative Economy, such as the Regulation of the Minister of Tourism and Creative Economy, also play an important role. For example, Regulation of the Minister of Tourism and Creative Economy Number 10 of 2020 on Controlling Carrying Capacity and Controlling the Utilization of Tourism Carrying Capacity becomes the basis for regulating the capacity and sustainability of tourist attraction management.

At the provincial level, there are West Java Provincial Governor Regulations that regulate certain aspects related to tourism in the West Java region, including Bandung City. These regulations can cover planning, development, and management of tourism at the regional level. Furthermore, the Bandung City local government also has regional regulations that form the legal basis for tourism policies at the local level. Regional Regulations (Perda) on Bandung City Tourism will regulate aspects such as tourism development planning, tourist attraction management, service standards, and tourism spatial planning in the region. In addition, government policies in tourism development in Bandung City can also be linked to other related regulations, such as regulations on environmental conservation, licensing and development, and protection of cultural wealth. Overall, the legal basis for government policies in tourism development in the Bandung City area includes the Tourism Law, derivative regulations from the Ministry of Tourism and Creative Economy, West Java Provincial Governor Regulations, Bandung City Regional Regulations, and other relevant related regulations. The combination of these legal regulations provides a clear framework and provides a legal footing for the government in formulating, implementing, and supervising tourism policies in Bandung City. With a strong commitment to sustainable tourism development and community involvement, the Bandung City Government hopes to achieve sustainable tourism development goals and provide long-term benefits to the local community.


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**The role of community participation in decision-making related to tourism development in Bandung City, and the extent to which this participation is integrated into government policies.**

Community participation plays a very important role in decision-making related to tourism development in Bandung City. The Bandung City Government recognizes that community participation is not just about obtaining their approval, but also a process that actively involves the community in planning, implementing, and evaluating tourism policies. Community participation in tourism decision-making in Bandung City can be done through various mechanisms, such as dialogues, public consultations, community meetings, and working groups. Through this participation, the local community has the opportunity to express their opinions, concerns, hopes, and aspirations related to tourism development. Thus, the resulting policies will better reflect the needs and interests of the local community. So far, the Bandung City Government has made efforts to integrate community participation in tourism development policies.

In practice, the government actively involves the community in the planning and decision-making process. For example, public meetings, discussion forums, or other participatory approaches have been conducted to ensure that the community's voice is heard and considered in tourism policies. However, although community participation efforts have been made, there is still room for improvement. It is important to ensure that community participation is not just a formality, but is truly integrated into the decision-making process. Steps are needed to ensure that community aspirations are reflected in the resulting policies and that existing participation mechanisms are easily accessible and transparent to all parties. In addition, education and better understanding of the benefits of community participation in tourism development also need to be improved. Through a broader understanding and fulfillment of community information needs, community participation can be more active and meaningful. In this regard, the Bandung City Government can strengthen their efforts in promoting wider and sustainable community participation in decision-making related to tourism development. By strengthening community participation, the Bandung City Government can gain more comprehensive insights into the aspirations and needs of the community, and ensure that the resulting tourism policies reflect common interests and achieve sustainable tourism development goals.


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**The management of culture-based tourism destinations is carried out by the Bandung City Government, and what are its impacts on the preservation of local culture and enhancing the attractiveness of tourism destinations**

The Bandung City Government has implemented culture-based tourism destination management as part of their efforts to preserve local culture and enhance the attractiveness of tourism destinations. Culture-based tourism destination management is carried out in various ways, including revitalizing historical sites, developing cultural heritage, promoting traditional arts and culture, and empowering local communities. The Bandung City Government is actively involved in revitalizing historical sites that have important cultural and historical value. Restoration and maintenance efforts are carried out to maintain the authenticity and integrity of these sites. Through renovation, restoration, and development of supporting facilities, historical sites become tourist attractions that enrich the tourist experience and become a source of income for local communities. The Bandung City Government also supports the development of local cultural heritage that becomes the city's identity. This involves developing traditional craft centers, preserving traditions and traditional ceremonies, and promoting local culinary specialties. These steps aim to maintain unique cultural heritage and increase appreciation for local culture among tourists. The Bandung City Government also plays a role in promoting traditional arts and culture as the main attraction of tourism destinations. They support cultural festivals, art performances, and other cultural activities that showcase the city's traditional artistic wealth. This not only strengthens the cultural identity of Bandung City, but also provides opportunities for local artists to gain recognition and livelihood from their work.

The management of culture-based tourism destinations carried out by the Bandung City Government has a positive impact on the preservation of local culture and enhances the attractiveness of tourism destinations. Efforts to preserve and restore historical sites and develop local cultural heritage help maintain valuable cultural heritage and prevent the decline of traditional culture. In addition, the introduction of traditional arts and culture to tourists increases awareness of local cultural wealth and provides an authentic experience to visitors. By integrating culture-based tourism destination management with effective promotion, the Bandung City Government can enhance the attractiveness of tourism destinations. The unique and different attractions of local culture attract tourists seeking different and authentic experiences. This can contribute to increased tourist visits, local economic growth, and sustainable cultural preservation in



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Bandung City. The Bandung City Government's policies have promoted the diversification of tourism products, and whether this diversification is effective in reducing the risk of dependence on one type of tourism and increasing tourist visits to Bandung City. The Bandung City Government has adopted a policy of diversifying tourism products as a strategy to reduce the risk of dependence on one type of tourism and increase tourist visits to Bandung City. Through this policy, the government seeks to develop various types of attractions, activities, and tourism experiences that are attractive to tourists.

Efforts to diversify tourism products are carried out in various ways. One of them is the development of the cultural tourism sector, such as the promotion of traditional arts and culture, art exhibitions, festivals, and local art performances. This provides opportunities for tourists to get to know and engage in local culture, creating different and valuable experiences. In addition, the Bandung City Government also encourages the development of the nature tourism and ecotourism sector. Improved accessibility and good management of natural tourist attractions, such as mountains, lakes, and forests, are sought to attract tourists seeking natural beauty and outdoor activities. Thus, Bandung City becomes an attractive destination for visitors with diverse interests and preferences. This diversification of tourism products has had a positive impact in reducing the risk of dependence on one type of tourism.

With the presence of various types of tourism attractions and activities, Bandung City becomes more resilient to demand fluctuations and changes in tourism trends. In situations where one tourism sector experiences a decline, other sectors can still be attractive to tourists. In addition, efforts to diversify tourism products have also proven effective in increasing tourist visits to Bandung City. By providing more diverse options, Bandung City can attract tourists with different interests and preferences. Tourists interested in culture, nature, culinary, shopping, or entertainment can find experiences that suit their interests in Bandung City. This has the potential to increase the number of tourist visits and contribute to the economic growth of the tourism sector. Although diversification of tourism products has been carried out, it is important to continue evaluating and developing more innovative strategies. In an era of rapid change, the Bandung City Government needs to continue adapting to changes in trends and tourist demands. Evaluation of existing tourism product diversification policies can help identify successes and areas that need improvement. Thus, the government can strengthen their efforts in promoting effective and sustainable diversification of tourism products in Bandung City.


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The government has implemented policies aimed at building and developing the tourism sector in the Bandung City area. This policy has a significant impact on tourism and economic development. One of the positive impacts is the increase in tourist visits to Bandung City. With the development of adequate infrastructure, such as roads, public transportation, and accommodation, accessibility to tourist attractions becomes easier for tourists. This has an impact on increasing tourism sector income and increasing the number of job opportunities in the tourism sector, such as hotels, restaurants, and tourism services. In addition, government policies also have a positive impact on improving the quality of tourism in Bandung City. With regulations governing service standards and cleanliness of tourist attractions, visitors can feel safer and more comfortable when traveling. This quality improvement also has an impact on improving the reputation of Bandung City as an attractive tourist destination, both for domestic and foreign tourists. Not only that, government policies in tourism development also provide broad economic impacts for the people of Bandung City.

Along with the increase in tourist visits, the tourism sector has become one of the rapidly developing economic sectors. This opens up business opportunities for local communities, such as culinary businesses, crafts, and trade in tourism products. With economic growth, people's income increases, poverty can be reduced, and the overall quality of life of the people of Bandung City can improve. However, government policies in tourism development also have negative impacts that need to be considered. Uncontrolled tourism growth can cause environmental problems, such as pollution, ecosystem damage, and uncontrolled land clearing. Therefore, the government needs to involve various parties, including the community and private sector, in tourism planning and management to maintain environmental sustainability and protect the cultural heritage of this city.

Overall, government policies in tourism development in the Bandung City area have a significant impact. The positive impacts include increased tourist visits, improved tourism quality, and community economic growth. However, it needs to be balanced with good management to reduce negative impacts on the environment and ensure the sustainability of the tourism sector in the future. Efforts made to form a Policy Network Model in Tourism Development in Bandung City:

1. Managing relationships between autonomous actors;
2. Maintaining interdependence and cooperation;
3. Managing shared resources;


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4. Maximizing mutual benefits

More clearly, the Policy Network Model in Tourism Development in Bandung City that is formed is as follows:

| **Existing Network Model** | |
|---|---|
| **Network Model[113]** | **Spider Network Model (Findings)** |
| In an ideal policy implementation process, there are interactions and reactions between implementing organizations and target groups. This can create a somewhat tense atmosphere, followed by fundamental negotiations and transactions. The feedback obtained from these transactions can then be used by policymakers as valuable input for formulating future policies. | The spider web policy network functions as a mediator, responsible for coordinating the interests of various stakeholders - including public institutions, private entities, and communities - across all government levels. This network, built on trust, facilitates negotiations and the development of regulations and budgets, while managing available resources to achieve desired objectives that serve the public interest. |
| There are four variables that must be examined when studying public policy implementation: implementing organizations, target groups, policies, and environment. | To establish and maintain an effective policy network, the following essential factors must be present:<br>1. Strong trust relationships between government, society, and private sectors to build robust networks<br>2. Sustained commitment from all stakeholders<br>3. Effective utilization and exploration of existing resources<br>4. Careful consideration of societal values and cultural norms |


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| | |
|---|---|
| | 5. Clear network governance rules and regulations<br>6. Innovative and effective leadership<br>7. Equitable distribution of opportunities<br>8. Prioritization of public interest fulfillment |

## CONCLUSION & RECOMMENDATION

Based on the research and analysis of Policy Networks in Tourism Development and Enhancement in Bandung City, the following conclusions have been drawn:

1. A strong synergy between government, business sector, and local communities is vital for successful tourism development and enhancement.
2. All stakeholders - government, private sector, and community - must have the capacity to take constructive actions regarding tourism policies. This presents both an opportunity and responsibility to create, implement, and maintain effective policies.
3. Coordination between the private sector and government through policy network models is crucial to safeguard public welfare interests.
4. Government policies for tourism development in Bandung City have demonstrated significant impacts:
    - Positive outcomes include:
        - Increased tourist visitation
        - Enhanced tourism quality
        - Community economic growth
    - However, proper management is essential to:
        - Minimize environmental impacts
        - Ensure long-term tourism sector sustainability

The Spider Web Policy Network Model demonstrates openness in relationships between coalition actors across different levels and policy subsystems, with a mediating role at the network's center. This makes it highly suitable for tourism development and


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enhancement efforts in Bandung City. The spider web network structure maintains high integrity and can mobilize contributions from all stakeholder actors. This policy network has characteristics of a community role tasked with guiding society at all levels together with government and private sectors, based on trust, to develop regulations, budgets, and resources to achieve objectives. An effective policy network model requires factors such as trust, commitment, resources, rules, value systems, innovative leadership, public interest, and equal opportunity distribution.

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