

Public Administration Strategy Of The Youth, Sports, And Tourism Office Of Way Kanan Regency In Developing Local Tourism Potential

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Abstract

Regional tourism development is one of the strategic instruments in regional development aimed at improving local economic growth and community welfare. Way Kanan Regency possesses considerable natural and cultural tourism potential; however, its utilization has not yet been optimal. This study aims to analyze the public administration strategy of the Youth, Sports, and Tourism Office of Way Kanan Regency in developing regional tourism based on the Attraction, Accessibility, and Amenity (3A) components. This research employed a descriptive qualitative approach. Data were collected through in-depth interviews, observation, and documentation. The research informants consisted of officials from the Youth, Sports, and Tourism Office, tourism site managers, and other relevant stakeholders. Data analysis was conducted using the interactive model of Miles and Huberman. The results indicate that tourism development strategies in Way Kanan Regency have not been implemented optimally. In terms of Attraction, tourism resources have not been properly curated and managed. Accessibility remains the most significant constraint due to inadequate road infrastructure leading to tourist destinations. Meanwhile, the Amenity aspect shows limited and uneven availability of supporting tourism facilities. These conditions are influenced by weak strategic planning, budget limitations, and suboptimal inter-agency coordination. The study concludes that tourism development in Way Kanan Regency requires strengthening public administration strategies through integrated destination planning, enhanced cross-sector coordination, and sustainable community involvement to ensure effective management of the 3A components.



Keywords: *public administration, development strategy, regional tourism, attraction, accessibility, amenity*

INTRODUCTION

Tourism is a strategic sector that plays an important role in regional economic development. Law Number 10 of 2009 concerning Tourism affirms that tourism encompasses various tourism activities supported by facilities and services provided by the community, entrepreneurs, and government. In the context of regional autonomy, regency/city governments have the authority to manage and develop their regional tourism potential as a source of local revenue and driver of local economy.

Way Kanan Regency, Lampung Province, possesses diverse natural and cultural tourism potential. This region is known as the "Land of a Thousand Waterfalls" due to its numerous waterfall (curup) tourism destinations spread across various districts. Besides natural tourism, Way Kanan also has cultural tourism potential in the form of traditional villages, traditional stilt houses, and the cultural diversity of local communities. However, this significant tourism potential has not been optimally utilized to improve community welfare and regional income.

The problems in tourism development in Way Kanan Regency can be identified from three main aspects. First, the tourism attraction (Attraction) aspect has not been managed professionally. Many tourism objects remain in their natural state without attractive tourism product packaging. Second, the accessibility (Accessibility) aspect poses a serious constraint. Although macro access to Way Kanan Regency is good as it is traversed by the central Sumatran highway, railway stations, and an airport, access to tourism site locations remains inadequate. Third, the supporting facilities (Amenity) aspect is still limited and unevenly distributed across various tourism destinations.

The Youth, Sports, and Tourism Office of Way Kanan Regency, as the regional apparatus with duties and functions in managing the tourism sector, plays an important role in formulating appropriate public administration strategies. These strategies include planning, organizing, implementing, and supervising tourism policies involving various stakeholders. Based on these conditions, this study aims to analyze the public administration strategies implemented by the Youth, Sports, and Tourism Office of Way Kanan Regency in developing local tourism potential through the 3A tourism approach.



LITERATURE REVIEW

Public Administration

Public administration is a field of study that examines the process of governance in order to provide services to the community and achieve state objectives. According to Rosenbloom (2015), public administration relates to the implementation of public policy carried out by government apparatus through managerial, organizational, and public service processes. Dwiyanto (2018) views public administration as government activity in managing public resources effectively, efficiently, and accountably to meet community needs.

Strategy in Public Administration

Strategy in public administration comprises a series of decisions and actions systematically designed to achieve public organization objectives. Bryson (2018) explains that public sector strategy relates to government organization efforts in responding to internal and external environments to create public value. Public administration strategy includes strategic planning, resource allocation, cross-sector coordination, and performance evaluation.

The 3A Tourism Concept

The 3A tourism concept is an important approach in tourism destination development consisting of Attraction (tourist attraction), Accessibility (accessibility), and Amenity (supporting facilities). Attraction encompasses everything that becomes the main appeal for tourists to visit a destination, whether natural beauty, cultural richness, or man-made attractions. Accessibility relates to the ease with which tourists can reach tourism destinations, including road infrastructure conditions, transportation availability, and information and directions to tourism sites. Amenity refers to supporting facilities needed by tourists during their stay at tourism destinations, such as accommodation, restaurants, sanitation, parking areas, and tourist information centers (Sunaryo, 2013).

RESEARCH METHOD

This study employed a descriptive qualitative approach to analyze the public administration strategy of the Youth, Sports, and Tourism Office of Way Kanan Regency in developing local tourism potential. The research was conducted in Way Kanan Regency, Lampung Province, focusing on the Youth, Sports, and Tourism Office and several leading tourism destinations.



Data collection techniques included in-depth interviews, field observation, and documentation. Research informants were selected purposively, consisting of: the Head of the Youth, Sports, and Tourism Office; the Office Secretary; Head of Tourism Division; Head of Regional Planning Agency; tourism site managers (Tourism Awareness Groups); and tourists. A total of 10 informants were interviewed.

Data analysis was conducted using the interactive model of Miles and Huberman (2014), which includes three stages: data reduction, data display, and conclusion drawing. Data validity was tested through source triangulation and technique triangulation to ensure the validity and reliability of research findings.

RESULTS AND DISCUSSION

Overview of Tourism in Way Kanan Regency

Way Kanan Regency has a total area of 3,921.63 km² with 14 districts. Based on data from the Youth, Sports, and Tourism Office, there are more than 40 tourism potentials spread across various districts, dominated by natural tourism in the form of waterfalls (curup), dams, caves, and hill panoramas. Cultural tourism includes traditional tourism villages, historic ancient tombs, and traditional houses.

The Youth, Sports, and Tourism Office of Way Kanan Regency has the main task of assisting the Regent in implementing government affairs in the fields of youth, sports, and tourism. The office has 17 civil servants and 12 contract workers. The budget for tourism development is classified as limited because tourism is an optional affair, not a mandatory one.

Tourism Attraction Development Strategy

Interview results showed that tourism attractions in Way Kanan Regency are generally quite potential, particularly natural tourism such as waterfalls (Curup Gangsa, Curup Putri Malu, Curup Pengantin), camping grounds, and nature-based attractions such as canyoning. The Head of Office stated that Way Kanan's leading tourism potential is natural tourism shaped by the geographical conditions of the region.

However, attraction development still faces several constraints. The management of attractions remains sporadic and not systematically planned. Attraction innovations mostly emerge from individual or community initiatives, not from regional government policy design. The Head of Tourism Division acknowledged that the condition of attractions in Way Kanan still lacks innovation due to the limited human resources of tourism managers. This indicates that the



managerial function of the regional government in curating, packaging, and developing tourism attractions has not run optimally.

Accessibility Improvement Strategy

The accessibility aspect is the most dominant constraint in tourism development in Way Kanan Regency. Although macro access to the regency is good as it is traversed by the central Sumatran highway, railway stations (Blambangan Umpu, Negeri Agung, Way Tuba), and Gatot Subroto Airport, access to tourism site locations is still largely inadequate.

The Head of Office emphasized that access conditions to tourism locations are currently poor and significantly affect tourist visits. Similar views were expressed by the manager of Curup Gangsa who stated that road access is the main constraint that discourages tourists from visiting. This accessibility problem also shows weak cross-sector coordination between regional apparatuses, particularly between the Tourism Office and the Public Works Office and Regional Planning Agency, so that infrastructure development has not been integrated with tourism destination development needs.

Supporting Facilities Provision Strategy (Amenity)

The provision of tourism supporting facilities in Way Kanan Regency remains limited and uneven. Data shows that accommodation facilities are only available in certain districts such as Baradatu (7 hotels, 2 homestays) and Blambangan Umpu (1 hotel, 3 homestays), while other districts do not have accommodation facilities. Basic facilities such as toilets, prayer rooms, and parking areas at tourism sites mostly do not meet standards.

The Head of Tourism Division stated that the amenity problem is also related to tourism MSMEs that provide souvenirs. The packaging of regional specialty souvenir products is still very simple and does not have attractive designs. This condition impacts the low comfort of tourists and limits the length of tourist stays at destinations.

Public Administration Strategy Analysis

Conceptually, public administration strategy in tourism development includes planning, organizing, implementing, and supervising functions. Research results show that tourism development planning has not been fully based on destination priorities. Cross-sector coordination (Public Works, Regional Planning Agency, Village Government) remains weak. Program implementation is still constrained by budget limitations because the tourism sector is



an optional affair.

These research findings strengthen the results of Hidayat (2021) who stated that the imbalance between attraction, accessibility, and amenity is the main cause of low tourist visit interest. The research results are also in line with Sari (2020) who emphasized the importance of community participation in tourism development, but showed that without strong infrastructure and policy support, such participation is not sufficient to drive optimal destination development.

CONCLUSION

Based on the research results and discussion, it can be concluded that the public administration strategy of the Youth, Sports, and Tourism Office of Way Kanan Regency in developing local tourism potential through the 3A approach has not run optimally. The tourism attraction development strategy (Attraction) remains sporadic and not systematically planned. The accessibility aspect (Accessibility) is the most dominant constraint due to inadequate road conditions to tourism locations. The provision of supporting facilities (Amenity) is still limited and uneven across various destinations.

The main problems lie in weak governance capacity, which includes planning that is not priority-based, weak cross-sector coordination, and budget limitations. To improve the effectiveness of tourism development, it is necessary to: (1) establish priority destinations based on leading potential; (2) strengthen cross-agency coordination, especially with the Public Works Office; (3) strengthen the capacity of Tourism Awareness Group human resources; and (4) develop amenities based on partnerships with the private sector and villages.

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