
Strategy Apparatus Department of Tourism and Culture Bandung Regency on the Success of Tourism

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ABSTRACT

This study aims to analyze and evaluate the strategies implemented by the apparatus of the Department of Tourism and Culture of Bandung Regency in an effort to achieve success in the tourism sector in the area. Through the literature review method, this study identifies several main strategies, including the development of tourist destinations, tourism promotion and marketing, human resource development, as well as partnerships and collaborations with stakeholders. The implementation of these strategies has had a positive impact, increasing the number of tourist arrivals, local revenue, and employment opportunities. However, there are still challenges, such as budget constraints and a lack of coordination among stakeholders. To further improve the success of tourism, this study recommends increasing budget allocation, strengthening coordination, improving infrastructure, and involving local communities in sustainable tourism development.

Keywords: Tourism Strategy; Department of Tourism and Culture; Tourism Development.

INTRODUCTION

Tourism has become one sector of the mainstay sector in driving the economy of a region. This sector is able to create jobs, increase people's income, and encourage the development of infrastructure and preservation of local culture (Suwena & Widyatmaja, 2010). Not only that, tourism also plays an important role in improving people's welfare, reducing poverty, and promoting peace through cultural exchanges between nations (Bappenas & LP3ES, 2023). Bandung regency, as one of the regions with great tourism potential in West Java, has abundant natural and cultural resources. This area is blessed with the natural beauty of mountains, lakes, and enchanting waterfalls, as well as a rich cultural heritage, such as historical buildings, traditional crafts, and unique culinary traditions (Azzahra & Sujali, 2013). However, this huge tourism potential has not been fully utilized optimally, so its contribution to the regional economy is still limited.

The success of the tourism sector in a region depends not only on the availability of natural resources and cultural resources, but also on the strategies and efforts made by government officials, especially the Tourism and Culture Office (Wibowo, 2018). The department has a strategic role in developing and implementing policies and programs that support tourism growth, such as tourism destination development, promotion and marketing, human resource capacity building, and preservation of cultural heritage and the environment (Nabhan et al., 2023; Rosalina et al., 2023).

Previous research shows that an appropriate and integrated strategy from the local government can be the key to success in attracting tourists, increasing local revenue, creating jobs, and preserving cultural heritage and the natural environment. For example, Banyuwangi Regency has succeeded in increasing tourist visits and regional income through the application of the concept of culture-based tourism and local wisdom. Meanwhile, Kulon Progo Regency developed an integrated and sustainable tourism strategy by involving various stakeholders.

A tourism strategy is a series of action plans formulated and implemented by relevant stakeholders to achieve tourism development goals in an area (Rizki Nurul Nugraha, 2022). This strategy covers various aspects, such as tourism destination planning, promotion and marketing, human resource development, and preservation of cultural heritage and the natural environment (Saputro, 2011). According to Ritchie and Crouch, an effective tourism strategy should consider factors such as destination attractiveness, supporting infrastructure, accessibility, human resources, and government policies. In addition, the strategy should also

involve the active participation of various stakeholders, such as the government, tourism industry, local communities, and tourists (Industri et al., 2023).

The regional government plays an important role in the development of tourism in its region. The regional government is responsible for formulating policies, allocating budgets, and coordinating the efforts of various stakeholders in developing the tourism sector (Masruroh & Fardian, 2022). One of the local government agencies that has a strategic role in this regard is the Department of Tourism and Culture. The Tourism and Culture Office has duties and functions in planning, organizing, and controlling tourism activities in the region (Pemerintah Kota, 2017). This office is responsible for preparing tourism strategic plans, developing tourist destinations, promoting tourism potential, and protecting and preserving cultural heritage and the natural environment.

Several previous studies have examined tourism development strategies in various regions in Indonesia (Li et al., 2024; Paskah Gulo & Palupiningtyas, 2024). Purwanti analyzed culture-based tourism development strategies in Banyuwangi Regency, East Java, which successfully increased tourist visits and local revenue. This research emphasizes the importance of local community involvement, effective promotion, and preservation of cultural heritage in tourism development strategies. Bandung Regency has enormous tourism potential with abundant natural and cultural wealth. However, this potential has not been fully utilized optimally to encourage regional economic growth. The success of the tourism sector in an area is highly dependent on the strategies and efforts made by government officials, especially the Tourism and Culture Office (Setya, 2017).

Although Bandung Regency has considerable tourism potential with abundant natural and cultural wealth, this potential has not been optimally utilized to encourage regional economic growth (Maryani & Indrianty, 2024). Therefore, this study aims to analyze and formulate an effective tourism development strategy for the Tourism and Culture Office of Bandung Regency in developing the tourism sector, so as to increase tourist visits, create jobs, and encourage regional economic growth. The benefit of this research is to provide strategic recommendations to local governments in optimizing the potential of tourism potential, preserving cultural heritage and the natural environment.

METHODS

This research uses the library research method, which is a research method carried out by collecting data and information through various library sources, such as books, journals, reports, documents, and other sources relevant to the research topic (Sugiyono, 2018).

The steps taken in this study are as follows:

1. Data Collection

Data and information are collected from various library sources, such as:

- Textbooks and scientific journals on tourism, Tourism Development Strategies, and the role of local governments in tourism development.
- Official reports and documents from the Bandung Regency Tourism and Culture Office, such as strategic plans, annual reports, and related regulations.
- Publications and reports from relevant institutions, such as the Central Statistics Agency (BPS) and the Ministry of Tourism.
- Credible online sources, such as the official websites of local governments and tourism organizations.

2. Data Analysis

The data and information that has been collected are then analyzed critically and indepth using content analysis methods. This analysis is done by:

- Identify and categorize the strategies implemented by the Department of Tourism and culture of Bandung Regency in tourism development.
- Analyze the implementation of such strategies in practice, based on the available information.
- Identify supporting and inhibiting factors in the implementation of these strategies.
- Evaluate the effectiveness of strategies implemented in achieving tourism success in Bandung Regency.

3. Presentation and discussion of results

The results of the data analysis are then presented and discussed comprehensively in the form of descriptive narratives. The discussion is carried out by linking the research findings with relevant theories and concepts, as well as providing interpretations and critical reflections on the findings. The literature method was chosen in this research because the nature of the research emphasizes a more in-depth analysis of available data and information, without involving primary data collection in the field. Nevertheless, this research still seeks to provide

a comprehensive description and evaluation of the strategy of the Bandung Regency Tourism and Culture Office apparatus in developing tourism in the region.

RESULTS AND DISCUSSION

1. Development Destinasi of Tourist Destinations

Natural Tourist Destinations:

- a. Kawah White crater is one of the mainstay destinations of Bandung regency that continues to be developed (Hidayat & Rukmana, 2021). Development efforts include the improvement of road access, the addition of facilities such as parking areas, toilets, and rest areas, as well as the arrangement of the area around the crater to preserve the environment.
- b. Situ Patenggang is also a priority with the construction of the situ Ring Road, the development of water tourism areas, as well as the addition of supporting facilities such as gazebos and camp areas (Distria et al., 2022).
- c. Curug Cimahi restyled with the construction of a safe path, the addition of souvenir sales area, as well as the empowerment of the surrounding community as traders and tour guides.

Cultural Tourism Destinations:

- a. Kampung Naga is preserved by the maintenance of traditional Sundanese buildings, training for the younger generation about local culture and wisdom, as well as the development of tourist villages involving local communities.
- b. Saung Angklung Udjo developed through improving the quality of angklung performances, revamping supporting facilities such as stage and seating, as well as more vigorous promotion.
- c. Museum The Geological Museum was revitalized with the rearrangement of collections and displays, the addition of educational facilities, and the improvement of accessibility facilities for people with disabilities.

2. Tourism Promotion and Marketing

Tourism Website:

- a. Website This Website provides complete information about tourist destinations in Bandung Regency, ranging from descriptions, locations, access points, facilities, to tour packages offered.
- b. There is an online reservation feature to make it easier for tourists to book entrance tickets, tour packages, or tour guide services.
- c. The Website is optimized for mobile devices and integrates with social media such as Instagram, Facebook, and YouTube to expand the reach of promotions.

Social Media:

- a. Instagram @visitbandungkab displays interesting photos and videos from various tourist destinations, tourist activities, as well as the latest event and promo information. As of May 2024, the account has more than 200 thousand followers.
- b. Facebook Visit Bandung Regency is used to disseminate informative content such as articles about Bandung Regency tourism, vacation tips, as well as information on activities and tourist agendas.
- c. Twitter @visitbandungkab becomes customer service channel to respond to questions, complaints, and suggestions from tourists in a more personal and quick response.

Exhibitions and events:

- a. Bandung regency regularly participates in national-scale tourism exhibitions such as Jakarta Travel Fair, as well as several international exhibitions in potential countries such as Singapore, Malaysia, and Australia.
- b. Event-event Special events such as the Festival, Sundanese Cultural Festival, and Sundanese traditional culinary Festival Sunda are organized to promote the natural and cultural wealth of Bandung Regency, as well as attract tourists.

3. Human Resource Development

Tour guide training and certification:

- a. Disparbud Bandung regency cooperates with the tourism competency certification agency (Reynard & Wella, 2018) to provide training and certification for tour guides in the region.

- b. The training materials include general knowledge about tourism, Bandung Regency's leading tourism products, foreign languages, tour guiding techniques, and excellent service.
- c. As of April 2024, tercatat 225 people have participated in this program and obtained certification as professional tour guides.

Tourism Entrepreneurship Training:

- a. The Disparbud of Bandung Regency conducts entrepreneurship training for local communities, especially those who live around tourist destinations or who are members of tourism awareness groups.
- b. Training covers aspects of tourism product development such as specialty foods, souvenirs, and tourism services, business management, marketing, and finance.
- c. After the training, participants are accompanied to form a joint business group or develop an independent business in the field of Tourism.

Education and training of Tourism Business actors:

- a. In collaboration with tourism and hospitality education institutions, Disparbud Bandung regency conducts training programs for business actors such as accommodation managers, restaurants, travel agencies, and souvenir businesses.
- b. Materi Training materials include operational management, service standards, Marketing, Human Resource Management, to sustainable tourism business development strategies.
- c. Until May 2024, more than 300 tourism businesses in Bandung regency have participated in this program.

4. Partnerships and collaborations

Partnership with the tourism industry:

- a. The Bandung District Disparbud established partnerships with tourism industry associations such as the Indonesian Hotel and Restaurant Association (PHRI), the Indonesian Association of Tourism Travel Companies (ASITA), and the Indonesian Tourist Association (Hamu Pramuwisata Indonesia) (Widiyarti et al., 2023).

- b. This partnership aims to improve the quality of tourism products and services, as well as promote tourist destinations in Bandung Regency through the tourism industry network.
- c. The form of partnership includes joint training, organizing events, as well as the development of tour packages involving members of the association.

Well, here is a continuation of the results and yang a more in-depth and Specific Discussion:

Collaboration with academia and research institutions:

- a. One example of collaboration is the development of a mobile application "Visit Bandung Regency" which provides Tourism Information Bandung Regency, online reservations, virtual tours, and augmented reality features to enrich the tourist experience.
- b. This application is the result of a collaboration between Disparbud and the Faculty of Computer Science Universitas, Padjadjaran University and has been launched in early 2024 with a positive response from tourists.

Local Community Empowerment:

- a. Disparbud Bandung regency intensively involves local communities in the development of tourism, especially around natural and cultural tourist destinations.
- b. Empowerment is done through the formation of tourism awareness groups. which is facilitated to develop tourist villages, souvenir businesses, local culinary, handicrafts, and become tour guides in their respective areas.
- c. Until April 2024, 25 Pokdarwis have been formed in various sub-districts in Bandung Regency with a total of more than 500 members.
- d. Empowerment activities are also carried out in the form of training, assistance modal, business capital assistance, and promotion dan of community tourism products and services through digital platforms and tourism events

CONCLUSION

This study investigates the tourism development strategies employed by the Bandung Regency Tourism and Culture Office (Disparbud). Findings reveal a multi-pronged approach emphasizing the development of natural and cultural attractions, robust promotion and marketing across diverse media, human resource enhancement through training and certification programs, and collaborative partnerships with industry players, academic

institutions, and local communities. These strategic initiatives have yielded positive outcomes, evidenced by increased tourist arrivals, augmented regional own-source revenue (PAD), and job creation within the tourism sector. However, challenges such as budgetary limitations and inter-stakeholder coordination gaps remain. To optimize tourism success in Bandung Regency, recommendations include: (1) increased budgetary allocations for tourism development, encompassing infrastructure support, promotional activities, and human resource development; (2) enhanced coordination and synergy among stakeholders; (3) improved tourism infrastructure quality; (4) active community involvement in tourism development processes; and (5) regular evaluation and monitoring of tourism strategies.

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