

Governance Planning in Tourism Management in Yogyakarta City

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Abstract

This study aims to determine Governance in Tourism Planning towards World Tourism in Bappeda of Yogyakarta City. This study uses a descriptive research method with a qualitative approach. Where the type of data consists of primary data obtained through interviews, observations and direct documentation in the field, while secondary data is obtained from data that has been collected by researchers through documents related to the study. The analysis techniques in this study are data reduction (Data Reduction), data presentation (Data Display), and conclusion drawing (Conclusion Drawing). The results of the study indicate that the Governance process in Tourism Planning towards World Tourism in Bappeda of Yogyakarta City has been running since Pangandaran began to separate from Ciamis. Based on the results of the study, it can be concluded that the Collaborative Governance process in Tourism Planning in Yogyakarta City has been organized and also invites the community to contribute to the development of tourism in Yogyakarta City..

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1. Introduction

Based on the Regional Regulation of West Java Province Number 22 of 2010 concerning the Spatial Planning Plan of West Java Province for 2009-2029 (West Java Provincial Gazette of 2010 Number 22, Supplement to the West Java Provincial Gazette Number 86);. One form of the concept of governance or governance called Governance or collaborative governance. Governance can be interpreted as one of the forms of governance. This concept means the importance of a condition where public actors and private actors (business) work together through certain methods and processes that will later produce legal products, rules, and policies that are right for the public or society. This concept shows that in governance, public actors, namely the government and private actors, namely business organizations or companies, are not something that can be separated and work alone but must work together for the benefit of society. Collaboration is understood as cooperation between actors, organizations or institutions in order to achieve goals that cannot be achieved or carried out independently. In Indonesian, the terms cooperation and collaboration are usually used interchangeably and there has been no attempt to show the differences and depth of meaning of the terms. Ansell and gash (in Zaenuri 2016) Development of governance in government, Governance (collaborative governance) has become an interesting new phenomenon and (trend). Collaborative Governance is one way to respond to the desires of stakeholders involved in the implementation of development and respond to the limitations of government funding that cannot keep up with the development of community demands for better government performance, the aim is to obtain resources for the implementation of development according to the expectations of these stakeholders. These resources are located and owned by stakeholders. This is in accordance with the basic principles in the arrangement which aim to increase the utilization of Natural Resources and Artificial Resources culturally in order to improve the quality of Human Resources, realize the protection of spatial functions and prevent and overcome the balance of interests of Welfare and Security.

The Regional Development Planning Agency for Research and Development, abbreviated as Bappeda, is a supporting element for government affairs in the Planning Sector and Research and Development Sector which is the authority of the region which also acts as a work unit for the Governor's apparatus as a representative of the central government in the Planning Sector.

Tika Mutiarawati, Sudarmo (2015) Collaborative is a response to changes or shifts in the policy environment. These shifts can occur in the form of an increasing number of policy actors, issues that are increasingly widespread or difficult to detect, limited government capacity while institutions outside the government are increasing and public thinking is increasingly critical. When these shifts occur, the government must immediately follow, resolve and/or overcome what is currently an issue in it. However, the government must still adapt and keep itself relevant to its surroundings.

Alamsyah (2022) The development of tourism potential, especially coastal tourism, is a need that cannot be ignored, following the determination of the City of Yogyakarta as a Special Economic Friend (KEK) and a world-class tourist destination. One effort that can be made to realize this hope is to strengthen the potential of tourist villages that emphasize local community participation.

The local government and the community in carrying out a process of arranging the city of Pangandaran which is interrelated with each other which can influence the implementation of tourism development on the potential of the west and east coasts of Pangandaran. And useful for tourists visiting Pangandaran beach.

Ariesmansyah (2022) Collaborative describes a cooperative relationship carried out by certain parties, based on the American Heritage Dictionary (2000), Collaborative is able to work together, especially in efforts to combine ideas. Gray (1989) describes collaboration as a process of thinking of several parties involved in viewing different aspects of a problem and finding solutions to these differences and the limitations of their views on what can be done.

Community organizations and village officials have a reciprocal relationship that will be mutually beneficial in the process of developing coastal management of a tourism potential on Pangandaran beach towards world tourism. This is in accordance with the basic principles in management that aim to increase the utilization of Natural Resources and Artificial Resources culturally in order to improve the quality of Human Resources. Many challenges arose when researchers conducted research at the Yogyakarta City Bappeda Office, including, first, the initial condition of Yogyakarta City, especially in the coastal sector, which was not neatly arranged, for example, the large number of Street Vendors (PKL) were right on the edge of Pangandaran beach, so that it disturbed the view and there were people or tourists who littered. This caused Pangandaran beach to be slum, and hotels still dumped a lot of their waste on the beach. In 2018, the West Java Provincial Government and the Yogyakarta City Government succeeded in making the west and east coasts of Pangandaran free from street vendors. So that in the management of the city of Pangandaran which will become a tourism sector in West Java, it will certainly attract tourists with the arrangement of Pangandaran beach. Construction of sidewalks or pedestrian paths that are widened and construction of parks to iconic ornaments. Spatial planning is basically an approach to developing a region that aims to support several principles, namely improving community welfare and the environment. Spatial planning not only provides direction for investment locations, but also guarantees the maintenance of quality space and obtains national asset tourism objects. Second, in managing and developing Pangandaran beach tourism, the government collaborates with the community. The basis of collaboration between the two parties acknowledges that the management of Pangandaran beach tourism is a collaboration due to the involvement of stakeholders in maintaining and developing the tourist attraction. However, this collaboration did not go as expected. Because the community is not very active and there is still a lack of information and government efforts to provide understanding to the community. So that collaboration does not run effectively. For example, there is a lack of competent Human Resources in terms of tourism management. In addition, funds issued by local regional policies and the central government are still minimal. Third, in terms of leadership, the local government as a manager has not been maximized and shows limitations in its capacity to manage tourism. For example, the

limited resources owned by the government are a fundamental problem in developing the Pangandaran beach tourism sector. Because to develop Pangandaran beach, adequate resources are needed as a leader. And fourth, in the collaborative process carried out by the government with the community or private sector, it does not run effectively. Because of the failure of the interaction process between various factors in the government with target groups or individuals in society. In addition, there is also a lack of trust in the government so that the collaborating sectors are still hampered.

2. Method

This study uses a descriptive method with a Qualitative approach. Qualitative research is a research process that produces descriptions of people or behavior in the form of words, both spoken and written. One of the characteristics of qualitative research is descriptive in nature where data is summarized through descriptions and not numbers. Data obtained from interviews, observations and documentation are directly related to the Governance strategy at the Yogyakarta City Bappeda. Stakeholders or parties involved in the Governance strategy in tourism management through the Yogyakarta City Bappeda Agency. Data and information sources can be done through in-depth interviews, observation and documentation

According to Sugiyono (2015: 2) states "Qualitative research examines the perspective of participants, interactive and flexible strategies. Qualitative research is shown to understand social phenomena from the perspective of participants. Thus the meaning or understanding of qualitative research is research used to research natural object conditions where researchers are key instruments"..

Data collection techniques are the most important step in research, because the purpose of the research is to obtain data in the field accurately according to the facts in the field, in order to solve the problems in this study. The data techniques used are: Literature Study and Field Study using interview instruments, documentation and observation.

In qualitative research data, researchers use the data analysis model proposed by Miles and Huberman. Researchers use the Miles and Huberman model.

Data reduction, in the research process of course researchers get a lot of data, the data is certainly diverse. Therefore, researchers need to conduct analysis by dividing the main things, and focusing on important things especially those related to the title of the research.

Data presentation, after the researcher has reduced the data, the researcher then presents the data with very clear text from the results of interviews with several sources..

3. Results and Discussion

Based on research on the Collaborative Governance process in Tourism Planning Towards World Tourism in the Bappeda of Yogyakarta City, in order to find out the collaboration process that has been carried out, the study uses indicators expressed by Ansell and Gash (in Fawwaz, 2017) with four indicators in it as follows:

1. Initial Conditions

The initial phenomenon that occurs in relations between stakeholders, each actor has a different background that can produce a form of asymmetrical relationship in relations that are carried out for the sake of a common vision. The involvement of stakeholders in every policy process shows a good cooperative relationship between the government and NGOs (Non-Governmental Organizations), and the community. This step is considered effective, marked by the many coordinating activities between institutions so that they are able to identify the collaboration that will occur which then becomes the initial stage and provides appropriate further development planning with the determination of a common vision interest.

The Interest of a Common Vision in Advancing the City of Yogyakarta Before the Governance between Bappeda and other agencies, the City of Yogyakarta, especially in the coastal tourism sector, had not been neatly organized. For example, many street vendors (PKL) are located right on the edge of Pangandaran beach, so that it disturbs the view and there are people or tourists who litter. This causes Pangandaran beach to be dirty, and hotels still dump a lot of their waste on the beach. The Regional Government collaborates with related agencies to make

Pangandaran beach more organized, then the West Java Provincial Government and the Yogyakarta City Government succeeded in making the west and east coasts of Pangandaran free from street vendors. So that in the arrangement of the city of Pangandaran which will become a tourism sector in West Java, it will certainly attract tourists with the arrangement of Pangandaran beach.

2. Institutional Design

Institutional interests that tend to be less involved in collaboration include the community, academics and the media. Their participation is present if the private sector or government invites the role of these stakeholders. The community is considered less involved in collaboration due to limited resources and lack of awareness in collaboration. The community still tends to be passive in collaborating to develop tourism in their area. To be able to participate actively, the community is still waiting for the role of the government or private sector as their guide. Meanwhile, the media and academics are considered less participating because they do not have strong resources and rights to participate in collaboration; in addition, the incentives they get are also not as much as those received by other collaboration stakeholders. The basic regulations in collaboration are made in the law in the Yogyakarta City Regional Regulation regarding the development planning program to improve the tourism sector towards world-class tourism. The main foundation of each organization is the satisfaction of each individual. Everyone who will collaborate wants a strong position and equality. They want high personal satisfaction and/or a work environment that supports and encourages satisfaction with themselves. And also everyone wants trust and openness in working. In principle, they also want to be trusted. However, trust does not come easily. In reality, many of them do not trust each other.

3. Leadership

The relationship of facilitative leadership is an important stage to involve stakeholders in a unity, bring them closer together, and unite them in one spirit. In addition, leadership is also important to maintain the rules of the game in cooperation, build cooperation between one another, facilitate dialogue, and explore mutual benefits. In the collaborative research in tourism planning in the city of Yogyakarta, the role of leaders or facilitative leadership is still very lacking. Facilitative leadership is found in the role of the government which can be a mediator of communication between one stakeholder and another. However, the government itself still lacks coordination, both between the central government, the provincial government, and the district government. The government still uses the old way of carrying out its obligations, namely carrying out their respective duties according to their duties and functions, regardless of whether other stakeholders can do what and whether the results of their duties can run effectively.

The determination of the rules is carried out by signing a cooperation agreement by the stakeholders, indicating an understanding that can be mutually agreed upon to carry out synergy in developing destinations to manage the coastal tourism destinations. Each party tries to run the program according to its duties and functions that have been made. The government that builds facilities and infrastructure according to its capacity and promotions that have resulted in Pangandaran beach tourism can participate in several promotional events. Access roads that have been built, training and mentoring of human resources in Pangandaran beach tourism destination managers who provide maximum service to visitors provide satisfaction and trust for tourists.

4. Collaborative Process

The process of face-to-face dialogue between the government and stakeholders in the collaboration of Yogyakarta City Tourism planning is still in the planning stage which is of a coordinating nature because the private sector as the management body and the government as the policy maker are preparing the Tourism planning plan, while the implementation is of a collaborative nature because it involves the community, media and academics. The trust built between stakeholders is based on their respective roles and duties. Collaborative stakeholders give each other trust because they believe that in certain areas these stakeholders can carry out their roles well. Shared understanding in formulating

problems is the initial process of forming a sense of mutual trust that cannot be separated from the same vision and mission in this case for the sustainability of tourism in the area. In addition, trust is also formed from ongoing informal communication between all stakeholders so that it is expected to have an impact on openness in the Development of Special Economic Zones for each stakeholder in providing their perspective so that the goals set at the beginning can be achieved. Pangandaran, which is the newest district in West Java, with the intention and belief in change, Pangandaran is able to compete with other districts in West Java. This reflects that government collaboration is the right solution to make Pangandaran a world-class tourist destination. The Yogyakarta City Bappeda Office has built an appropriate institution, thus a plan or goal to be achieved can run according to the desired direction. The Yogyakarta City Bappeda has also created a RPMJD Regional Long-Term Development Plan for every 20 years. And the principle of cooperation between the Pangandaran Bappeda and the Pangandaran Regional Government will usually be an MOU agreement between the two parties. The relationship between the tourism sector and stakeholders will essentially be mutually beneficial. with a wise leader in planning a policy, it will be easy for the Yogyakarta City Bappeda to carry out the Regent's direction in the tourism planning process towards world tourism. So that the City of Yogyakarta continues to advance and is able to compete with other districts and even compete with foreign countries.

The Governance Process in tourism planning towards world tourism in the Pangandaran Bappeda, this process is an important variable, where the collaborative process begins with a face-to-face dialogue between Bappeda and other related stakeholders, several meetings have been held regarding Governance and finding solutions to problems faced, conducting evaluations and obstacles/barriers in the collaboration process.

The implementation of Governance certainly has factors that can hinder the collaboration. Inhibiting factors can arise from the actors involved, or a set of agreed rules, and also because of political elements that influence the obstruction of the program in Governance. One of the functions of the regional technical institution which is an element of regional government development planning. There are still several obstacles/barriers encountered in tourism management at the Yogyakarta City Bappeda Office. In carrying out tourism planning for Pangandaran, there are certainly obstacles or constraints that occur, therefore the Yogyakarta City Government must be able to handle these obstacles.

The very crucial problems in the Pangandaran tourism destination are as follows:

- a) Such as community unpreparedness, lack of understanding of tourism and various other obstacles. In other words, the ability of Resources is still very lacking in managing Yogyakarta City Tourism at that time.
- b) Collaborative leadership is less able to carry out its role properly, because of ignorance of the skills they must master, or even they do not know that the leadership needed in collaboration is different from leadership in organizations in general.
- c) Lack of socialization of interaction between the local government and the community so that the community considers that the development of the Yogyakarta City Tourism area is still not visible because the community has not been fully involved. d) The communication that has been built is not optimal, there are still collaborative members who are not fully able to express their aspirations, ideas and others openly. Each goal that the collaborative institution wants to achieve was previously planned together through direct face-to-face meetings. However, it has not shown optimal results because only delegates were present as representatives and many were not present in the collaboration process. And in general, stakeholders have a commitment to realizing the success of building a developed Pangandaran. However, not all of them have the same desire, so optimization and stakeholder synergy must continue to be built

4. Conclusion

Based on the results of the study and the description of the discussion on the quality of public services in the Governance process in Tourism Planning towards World Tourism in the Yogyakarta City Bappeda, the following conclusions were obtained: Governance in Tourism Planning towards

World Tourism in the Yogyakarta City Bappeda, based on the results of the study conducted, that since the new definitive Regent who has RPMJD has become one of the beginnings of changes in tourism conditions in Pangandaran. There is still a lack of qualified Human Resources to assist the process of developing Tourism in Pangandaran. Institutionally in Bappeda there are 4 Fields, and 5 are the same secretariat. Each Field has working partners with the Tourism & Culture Office, Disparbud, DPMPTSP, Disdagopin, Agriculture Office and Marine Office. The creation of a Regional Long-Term Development Plan every 20 years. Forming collaboration is not for the short term but how to achieve the goals of the RPMJD in the City of Yogyakarta. Then the emergence of policy regulations from the Regent himself became a solution in accelerating the Governance process, which is stated in the Yogyakarta City Regional Regulation Number 15 of 2016. The collaboration process through face-to-face dialogue with stakeholders regarding the Governance process and the problems faced will be evaluated again, the obstacles faced by the Yogyakarta City Bappeda Office are such as the unpreparedness of the community, lack of understanding of tourism, Collaborative leadership is less able to carry out its role properly, Lack of socialization of interaction between the local government and the community, and the communication that is built is not optimal, there are still collaborative members who are not fully able to express their aspirations, ideas and others openly. And in general stakeholders have a commitment to realizing the success of building a developed Pangandaran. However, not all of them have the same desire, so optimization and synergy of stakeholders must continue to be built.

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