

Harmonization of Indonesia's Tourism Policies in 2015 – 2018

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Abstract

Globalization integrates all state and non-state actors in domestic and international level; thus, interaction process among actors runs intensely and create independency through the improvement of policy integration that yields positive correlation to sustainable development. Tourism becomes one of the issues and developmental programs that is designed as an encouragement of nation economic growth through some values integrated in global policy and contributions from various affiliations called multiplier industry in which the government provides the primary field. Under the leadership of president Joko Widodo, Indonesia also expects to obtain the positive impacts of tourism sector growth through designing a set of policy prepared to boost sustainable economic growth in which its implementation is carried out under the supervision of the Minister of Tourism, Arief Yahya. The present research utilized Learning theory that performed capillary process by means of policy adjustment as Intermestic study and Tourism-related policies and programs as the process of international policy harmony – global values used as a framework of the happening phenomena. Further, the data were analyzed qualitatively by employing literature reviews. The result of the analysis showed there were policy harmonization and integration in most sectors especially in Tourism where the ministry of tourism has authority to manage and adjust to the higher level of policy (global) through the adaptation to the policy established by UNWTO.

Keywords: *Developmental Economy, Harmonization, Multiplier, UNWTO*

INTRODUCTION

Globalization reveals high level of interdependency and cohesiveness. It has been proven by fulfilling not only primary needs but also secondary and tertiary needs of the countries (both state and non-state actors) and specifically develops the relevance of global developmental networks (Kurniawati, 2017; Wienges, 2010) when identifying the provision of needs for participating countries in international organizations which have

either global policy or national policy. Both the country, as the primary actor, and the society show a high level of interdependency, one of which is presented through tourism sector where the country harmonizes the policies with global preceptions as standardization framework that does not distinguish developed countries and developing countries.

The growth of tourism industry in the world rapidly achieves a positive remark. As the data established by *United Nations – World Tourism Organization* (UNWTO), the tourism industry is consistently increasing since 1950 – 2030 (predictive). This fact immensely encourages all countries to take benefits yielded from this enormous growth that is expected to be an effective and steady income in the future for those countries who want to accomplish the economic acceleration.

Tourism is also considered as an environmentally friendly industry because of its sustainability. It becomes the primary asset of a country to attract either domestic or international tourists who need a serenity and want to enjoy a beautiful natural scenery. Instead of other sectors that are more explorative, this promising industry should be consistently developed and be a steady revenue of the countries in order to expand their economic growth.

In addition, tourism industry is going to be the primary revenue for some countries which involve public or private stakeholders of national or international level. When the involving stakeholders are able to effectively integrate their own interests, it would be a dynamic sector and promising income for the countries. That is why, the government is required to establish appropriate regulations to control the stakeholders involving in this industry. The establishment of the regulations clearly facilitates all countries to develop their tourism sector, especially for those who are focusing on the improvement of this environmentally friendly industry.

As a developing country, Indonesia is concerning on its developmental acceleration

by integrating *Nawa Cita* – a set of Indonesian government goals – to the government foreign policies in order to actualize self-sufficiency in economy of global connectivity (Fitriani & Panduwinata, 2018). In the era of president Joko Widodo, the government of Indonesia tends to progressively maximize the growth of tourism industry, in which it is undeniable that this propitious sector greatly stimulates national development that is directly or indirectly contributing to the other sectors of industry, i.e. environment and employment. Besides closely related to peaceful environment, tourism also offers an abundant rate of employments such as tourist guide, housekeeping, chef, seller, etc (Presidential Staff Office, 2015). Therefore, if it is professionally developed, it will correlate positively with the growth of microeconomic and infrastructure, investment, export revenue, and employment (Santi, Oktaviani, Hakim, & Kustiari, 2013)

Harmonization is a prerequisite for Indonesia in order to boost the development of tourism industry. It is supported by the statement of the Minister of Tourism Affairs, Arief Yahya, that said, “*harmonization and synergy are not a choice, but a must*”. This statement is integrated in *Rakornas* with the theme “*Indonesia Incorporated: Synergies for Better Tourism Connectivity*”. This event enables the participants to present the result of a study conducted by UNWTO which can be a good reference in the beginning of President Joko Widodo’s government in 2014 (Kemenpar RI, 2017). This becomes a good starting point for the researcher to analyze the statement by examining the efforts accomplished by the Ministry of Tourism.

RESULT AND DISCUSSION

The Capillary of Indonesian Tourism in Responding Sustainable Tourism for Development UNWTO

Sustainable Tourism for Development is becoming a global agenda that possesses a standard of continuing development in the sector of industry. In relation to the issue, *United Nations – World Tourism Organization* (UN-WTO) plays an important role in developing tourism industry at the global level. The formulations of tourism development established by UNWTO, either conceptual or technical, can be a reference for the countries to create a successful result in the sector of tourism. By this condition, the participating countries of UNWTO are able to achieve economic acceleration and create social welfare through the development of tourism industry.

UNWTO conceptually defines *sustainable tourism* as “*tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.*” (UNEP and WTO, 2005). This means that the development of tourism industry should consider some aspects such as economy, environment, visitors’ accommodation, and social communities which last not only short-term effect but also the long-term one.

The definition of *sustainable tourism* by UNWTO is relevant to the real fact of tourism development in some countries which is somehow resulted in long-term negative

impacts. For the sake of expanding tourism development to get the promising revenue, the government of a country often mistakenly neglects the negative sides of the tourism activities. For example, the massive growth of infrastructures in tourism industry potentially create long-term environmental damage such as the water crisis and global warming. In addition, the enormous acceleration of tourism industry is sometimes trampling the life of host societies including their tradition and cultures.

UNWTO as the world tourism organization knows well those negative effects; that is why, it integrates three primary pillars into the concept of *Sustainable Tourism* as the main principal of tourism development (UNEP and WTO, 2005). *The first, Sustainable Tourism* is greatly harnessing environmental resources as key element in developing tourism industry, preserving the ecological process, and conserving natural resources and biodiversity. The development of tourism sector is not only exploring the natural resources to meet the needs of tourists, but also guaranteeing that the process of ecology, natural resources, and biodiversity can be well-maintained.

The second, Sustainable Tourism is trying to maintain the authenticity of social cultures, conserve the traditions, and respect to the cross-cultural tolerance. The development of tourism industry is not threatening the sociocultural originality but should warranty that the social cultures and traditions will continue to exist. In addition, tourism activities must be an interactional instrument for the host society and tourists to create cross-cultural understanding among them, not to show which culture is more superior.

The third, *Sustainable Tourism* should be able to assure the growth of long-term economic activities, give benefits to all involving stakeholders equally, offer huge numbers of employments, and contribute in alleviating poverty. The development of tourism industry must consistently in line with the improvement of social prosperity, especially those who live around the tourism places. *The Sustainable Tourism* by UNWTO is considered unsuccessful if the tourism activities precisely result in economic disparity among the stakeholders. This is an important aspect to be concerned on. In fact, the development of tourism industry in some developing countries is only benefiting the capitalists who possess great investment in the tourism activities.

Indonesian Tourism in the Perspective of Tourism-Related Policies and Programs

Dealing with the importance of sustainable tourism application by UNWTO, they require every single government authority that responsible on tourism development aspect to cooperate across sectors. As we know that sustainable tourism development is not oriented on economic performance only but also it should guarantee the environmental sustainability and cultural values of local societies as well. In other words, the developmental of tourism sector is truly a multi-activity.

Thus, the developmental of tourism sector needs direct involvement from another stakeholder outside the Ministry of Tourism. As an authority of international tourism development, UNWTO has made a list of stakeholders that must be invited by every country to conduct tourism development program: (OECD, 2010)

1. International Institute of Development-Assistance
2. National Government
3. Local Government and Tourist Destination Institute
4. Private Business Sector
5. Employee
6. Non-Government Organizations (NGOs)
7. Training and Education Institute
8. Local Community
9. Consumers/Tourists.

CONCLUSION

Intens effort already shown by the Ministry of Tourism during 2015-2019 and after regulation of STRATEGIC PLANNING, Ministry of Tourism no. 29/2015, launched by the Minister of Tourism Arief Yahya, they have objectified international harmonization process. As recommended by international authority UNWTO through *Sustainable Tourism for Development* released on 2013, it becomes a guidebook for prepared countries about tourism sector development. It is proved by synchronizing what UNWTO suggested before about tourism development. It implements 12 items such as Economic Viability, Local Ability, Quality of Work, Social Equity, Introduction for Visitors, Local Control, Social Welfare, Cultural Richness, Physical Integrity, Biological Diversity, Efficiency of Resources and Environmental Weakness as well. Each item has explained the capacity based on the mapping result of involved parties and institutions by recommendation from UNWTO indeed.

Great integrity also always presented by Ministry of Tourism that makes *Nawa Cita* adaptable to Indonesian's sustainable tourism development. With approval from President Joko Widodo, the spirit to keep working on this sector leads to a real positive impact, FDI touches 19.1 trillion IDR on 2017. Another

enormous result from tourism sector correlated positively toward national income that sits in number 4, it replaces others mainstream incomes such as mining sector. Further, this occurrence is predicted to be stronger if it can be developed gradually and supported by solid orientations and regulations.

This good result is coming from the synergy of all actors that have integrative support from several elements not only external actors but also internal global guidance. They are able to unite visions and missions about sustainable tourism development, non-exploitative. It is similar with synergy between Ministry of Tourism and the whole ministries inside cabinet *Kerja* about agreement proposed by both of them that involve Ministry of Forestry and Environment, Ministry of Village, Development of Disadvantaged Regions, and Transmigration (*Kemendes PDDT*), Ministry of Marine and fisheries (*KKP*), Ministry of Labor, Ministry of Education and Culture, Ministry of Research, Technology and Higher Education as well as Ministry of Public Works and Human Settlements. In addition, non-ministries actors or sub-state that is local government which has comprehensive access to develop their own territory and makes tourism sector as their spearhead: Mayor of Yogyakarta, Surakarta and Semarang. They are able to improve tourism based on MICE. West-Lombok Government that also works along University of Mataram as a facilitator to develop tourism spot destinations, human resources as well as market.

Additional support from the outside of stakeholders within the country starts from the central until local government is approaching from society, local, national and international communities as well as private companies and academics. This collaboration can shape a

solid and complex synergy as explained in the discussion. It is about creating harmony as well, not only harmonization with global authority but also harmonization of policy and action on some ministries at cabinet *kerja* mentioned before.

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