



Tourism development policy implementation in the natural tourism object of Tesbatan Waterfall, Kupang District

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ABSTRACT

The purpose of this study: 1) Knowing the ideal communication model for disseminating Kupang district government policies 2) Knowing the optimal resources in dealing with Tesbatan waterfall tourism development. 3) 3. Knowing the attitude of the ideal executor in order to be able to make policy implementation go well The research method uses a qualitative approach. The data sources used are primary and secondary data. Data collection techniques in this study were carried out through interviews, observation, and documentation. Data analysis was carried out in a qualitative descriptive method using the Miles & Huberman analysis model. This research seeks to obtain the ideal formulation of tourism policy implementation in the Tesbatan Waterfall tourism object based on four dimensions of public policy which is often called the Edward III model, which consists of communication, resources, implementing attitudes and bureaucratic structure.

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INTRODUCTION

Indonesia is a country that is very beautiful and rich in nature and culture. All of this can be utilized by the people of Indonesia as tourist objects and attractions that can attract tourist visits. Tourists who come to visit are a source of foreign exchange that can increase the income of the state and the people at the location of the tourism object (Pitana, 2019). To achieve the above goal, the central government adopts a policy known as regional autonomy, this is regulated in the regional autonomy law which consists of Law No. 32 of 2004 concerning Regional Government and Law no. 25 of 1999, Concerning Central and Regional Financial Balance, that the regions are given the right and authority to regulate and manage their respective regions according to the potential possessed by the regions to be developed, as a consequence of the implementation of regional autonomy. For this reason, local governments are expected to have the ability identify and manage the potentials that exist in the region, to be used effectively and efficiently in order to carry out development activities in the context of improving the quality of life of the community and the region (Sianipar & Liyushiana, 2019). Thus, the regional government is obliged to consistently manage the potentials that can be developed, one of which is the development and management of the tourism sector,

which is expected to increase regional income and improve the welfare of the community, nation, and state (Subadra, 2021).

Therefore, the development of tourism is essentially part of the national development effort to achieve physical and mental well-being for all Indonesian people, so that the wealth of the archipelago as capital and the basis for the development of the nation's culture as a whole can be enjoyed by the public (Fanggidae & Seran, 2021). With good development of a tourist location, it is hoped that there will be an increase in visits from tourists, both local and foreign, which in turn will increase the level of livelihood of the local community (Sentanu & Mahadiansar, 2020). Based on the description above, researchers feel the need to conduct research on the implementation of tourism development policies at Tesbatan Waterfall.

The aims of this research are to know the ideal communication model for disseminating Kupang district government policies, to investigate the optimal resources in dealing with Tesbatan waterfall tourism development, as well as to understand the attitude of the ideal executor in order to be able to make the implementation of the policy. Thus, this research may generate several benefits. First, this research may be able to create an effective socialization model regarding the implementation of the Tesbatan Waterfall tourism public policy. Second, it may be able to calculate resource requirements in the implementation of public policies. Third, this research may measure the effectiveness of the implementer's attitude. Lastly, it may generate SOPs regarding the core process of implementing tourism policies at Tesbatan Waterfall.

Policies made by local governments if they are not properly implemented in the field will not provide benefits to the region. The research refers to the social field that wants to improve the implementation of government policies which in turn will improve the livelihoods of the people around the location. Li et al. (2018) stated that policy implementation is a general process of administrative action that can be examined at a certain program level. The new implementation process will begin when objectives and suggestions have been set, programs have been prepared and funds have been prepared to be channeled to achieve targets.

Policy implementation as an activity in the public policy process often contradicts what is expected, and even makes policy products a stumbling block for the policy makers themselves (Arshad et al., 2018). Furthermore, it is said that policy implementation is the stage of implementing a decision between the formation of a policy, such as only the articles of a legislative act, the issuance of an executive regulation and the issuance of a court decision or the issuance of regulatory standards and the consequences of policies for society that affect communities (Fanggidae, 2022; Kubickova & Campbell, 2020).

In general, the term policy is used to designate the behavior of an actor, for example an official, a group, or a government agency or a number of actors in a particular field of activity (Joppe, 2018). According to Rogerson and Rogerson (2021), policy is a series of concepts and ideas that form the lines and basis for a plan in carrying out a job, leadership, and how to act in government, organizations, and so on; statement of ideals, goals, principles, or intentions as guidelines, as an effort to achieve the expected goals. According to Dunn (2017), public policy is a complex dependent pattern of interdependent collective choices, including decisions not to act, made by government agencies or offices. Syafii and Kismartini (2020) defines public policy as a kind of answer to a problem because it will be an effort to solve, reduce and prevent something bad and vice versa be an advocate, innovation and leader of the occurrence of good in the best way and directed action.

Edward III (1980) suggests that in the policy implementation study approach the abstract question starts from what the preconditions for the success of public policy are and second is what the main obstacles to public policy success are. Then it was also emphasized that, to answer this important question, Edward III (1980) offered four factors in implementing public policy, namely: communication; resource; executor's attitude; and bureaucratic structure. Rosalina et al. (2021) defines tourism as travel from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance/harmony and happiness with the environment in social,

cultural, natural and scientific dimensions. While Pendit (1986) defines tourism as a process of temporary departure of a person or more to another place outside his residence. The impetus for his departure is due to various interests, whether due to economic, social, cultural, political, religious, health or other interests. such as just being curious, adding experience or learning (Fanggidae & Adoe, 2017; Manafe et al., 2016).

Saleh and Mujahiddin (2020) defines community empowerment as a process that not only develops the economic potential of people who are powerless, but also must strive to increase their dignity, self-confidence and self-esteem and maintain social order. local cultural values. Community empowerment is interpreted as an effort to strengthen power (power) or empowering groups of people who are powerless (powerless), usually those who are classified as marginal in society.

The regional autonomy policy provides greater authority and flexibility for districts/cities in exploring and developing regional potential. It is evident that many autonomous regions have been creative and have initiatives with their strategies to develop their regions, for example, among others: various methods have been carried out to increase PAD, boost the rate of investment capital through promotion and improvement of licensing services, building and improving the quality of infrastructure supporting investment activities, developing potential production centers, carrying out various development management innovations and improving the quality of human resources.

In the context of economic decentralization, the utilization of regional potentials to support local economic development, this can be done through a combination strategy, namely regional authority to be independent, based on owned resources with the ability to create economic interactions and linkages with the surrounding area, or with the region. broader economy. Thus, there are two aspects that need attention, namely local economic development and partnerships. Attention to tourism has spread very smoothly due to awareness of the benefits it brings to receiving countries of tourists.

Tourism is a source of foreign currency income by selling services and goods related to tourists. That this income flows quickly and directly is widely distributed in tourism in the national economy, so that it is able to distribute the income rate widely, multiply and circulate to all layers of wholesalers and retailers, transportation, various components of the tourism sector, needs needs and businesses based on consumer spending levels. Tourism is an advanced market in line with the rapidly increasing level of unused family income, especially in countries with advanced industries. especially in industrialized countries. Whereas the tourism industry is compared to other industries, including industries with small capital investments in proportion to the possible income streams.

If this thinking basically proves about the expansion of the impact of tourism on the recipient country's economy and whether or not there is a basis for giving the tourism sector a top priority in planning for the country's economic development, then these things will differ from one country to another. It really depends on the country's economic fairness. Are there options for development, also on the level of development of the country in terms of infrastructure and on the weight of tourist attractions that the country has. Other elements such as distance and source market for tourists and costs of tourism facilities also play an important role.

Marine tourism is a form of potential tourism that is included in the "clean industry" activity (Dimitrovski et al., 2021). The implementation of marine tourism is successful if it fulfills various components, namely related to the preservation of the natural environment, the welfare of the people who inhabit the area, the satisfaction of visitors who enjoy it and the integration of the community with the area of visitors who enjoy it and community integration with the development area (Martínez Vázquez et al., 2021). By paying attention to these components, marine tourism will make a real contribution to the community's economy.

RESEARCH METHOD

This is qualitative descriptive research. According to Harahap (2020), this method is a method used to get a true picture of an object of research. The stages in this research are as follows: a) collecting data and information about public policy and its implementation), b) conducting data analysis c) formulating the dimensions of public policy that occur.

This research was conducted at the Culture and Tourism Office of Kupang Regency, which is located in the city of Oelamasi (NTT). In addition, this research was also carried out at Tesbatan Waterfall. The subjects of this study were the main informants from the Head of the Culture and Tourism Office of Kupang Regency, tourism service officers at Tesbatan Waterfall, tourists, residents (residents) who live around tourist attractions at Tesbatan Waterfall. Research Instruments.

In this study, the researcher acts as a data collector and as an active instrument in an effort to collect data in the field. Meanwhile, data collection instruments other than humans are various forms of assistive devices and in the form of other documents that can be used to support the validity of research results, but function as instruments. supporters.

Data collection is carried out through interviews and searching for sources and literature related to data. Primary data, namely data obtained through interviews (interviews) directly with several predetermined informants, as well as through observation at the research location by researchers on matters related to the problems studied. Secondary data, namely data obtained from various sources, literature, libraries, and data available at the research location.

In data analysis carried out with an interactive analysis model (Miles & Huberman, 1992). The steps have been taken in analyzing the data. First, data reduction is an activity of summarizing field notes by sorting out the main things related to research problems. Second, data presentation of qualitative research data is: the process of searching and systematically compiling data obtained from interviews, field notes and other materials so that it is easy to understand and can be informed to others.

As for the analysis of this data, the division of tasks is carried out as follows. The chairman is in charge of conducting interviews in the process of data collection stage and drawing conclusions after the data is collected, linked and integrated with each other by using a rational analytical and critical process thinking. Member one is tasked with reducing data so that only necessary data is collected for use in the data presentation process. The second member is in charge of presenting data and ensuring that activity reports can be carried out and fulfilled perfectly.

RESULTS AND DISCUSSIONS

Law No. 23 of 2014 concerning regional government explains that what is meant by regional government is the administration of government affairs by the regional government and DPRD according to the principle of autonomy and co-administration with the principle of broad autonomy, with the intention of accelerating the realization of social welfare. this is one of the main tasks of the Kupang local government which manages the Tesbatan Waterfall tourist attraction.

Policies are actually patterned actions that lead to certain agreed goals and not just random decisions to do something. This means that the government in making a policy is not only for personal interests, but based on the interests of society. Through government policy, it wants to make arrangements in society to achieve the vision of the government itself while still prioritizing the interests of the people. Resolving problems that occur in the community so that community participation in carrying out a policy accelerates development in the region. The government in making a policy must be able to take an action which is a form of allocating the values of the community itself

Socialization About Regional Regulation Number 21 of 2011

The initial step for the role of the Regional Government in the socialization stage is to hold socialization related to Regent Regulation number 21 of 2011 concerning tourist objects. This socialization stage is important because this is the initial stage for the Regional Government, namely the Kupang Regency Tourism and Culture Office in managing tourism and improving tourism infrastructure at Tesbatan Waterfall.

In the socialization stage with Pokdarwis the form is as coaching. The target of Pokdarwis development includes increasing the capacity of Pokdarwis and the quality of their role in supporting tourism development efforts on tesbatan waterfall, the growth of Pokdarwis at Tesbatan Waterfall who are able to work together with relevant stakeholders in supporting tourism development, as well as the creation of an adequate database on Pokdarwis as a basis for program planning in the development and empowerment of Pokdarwis in supporting tourism development

In managing tourism potential, of course the government does not walk alone. There needs to be support from the private sector and the community in order to accelerate the achievement of tourism development goals and optimize the results of tourism management (Maria, 2022). In the management of Tesbatan Waterfall, initially the management had formed a tourism awareness group to carry out sales at the location of the Tesbatan Waterfall tourist attraction consisting of 12 sellers but as time goes by the number of members of the tourism awareness group who are still selling at Tesbatan Waterfall is 3 people to meet the needs of tourists visiting Tesbatan Waterfall.

Physical development

In the context of developing Tesbatan Waterfall as a tourist destination in Kupang Regency to meet criteria which include attractiveness, road access, facilities for tourists, friendliness of the local population, and health, as a tourist destination the Department of Tourism and Culture is conducting physical development to meet these criteria in the form of the construction of several supporting facilities in the Tesbatan Waterfall area including 18 Lopo units consisting of 3 units made from local materials while the other 15 units use non-local materials. 12 meters high.

In addition, it also provides 3 units of villas, as well as providing houses of prayer that are used for all religions, building fences around tourist attractions as well as guard posts and houses for duty officers, and providing facilities such as toilets and trash cans to maintain cleanliness and order in the area. Tesbatan Waterfall tourist attractions

Tesbatan Waterfall tourism is supervised by 3 duty officers and one coordinator who is in charge of recording and collecting fees which are then reported to the Kupang Regency Culture and Tourism Office. This is done to develop and manage the tourism potential of Tesbatan Waterfall. To measure the progress of tourism in Kupang, one of which is by visiting tourists, once every three months the Kupang Regency Tourism and Culture Office conducts monitoring, one of which is to record the number of tourists present. Based on data from tourism visits, the Kupang Regency Tourism and Culture Office monitors or monitors the development of the Tesbatan Waterfall tour.

Constraints of the Regional Government in the Management Tesbatan waterfall

In managing the tourism potential of Tesbatan Waterfall, it has not always run smoothly. The government encountered various obstacles that hindered the development of the Tesbatan Waterfall tourism. The obstacles encountered by the government in the process of managing Tesbatan Waterfall Tourism are poor road infrastructure, inadequate supporting facilities, lack of collaboration with private sector, and low human resources in the tourism destination.

The Tesbatan Waterfall tourist attraction offers such beautiful views. For nature lovers, even ordinary tourists will definitely be interested in enjoying the scenic beauty of Tesbatan Waterfall. Because from Tesbatan Waterfall, tourists will be treated to views in the form of jungle and are very beautiful and beautiful. However, the beautiful scenery on this waterfall is not supported by adequate road conditions. This can be seen from the many damaged roads at several points, especially before

entering the beach location, as well as narrow roads which are quite difficult when car drivers pass each other.

Tesbatan Waterfall does not yet have an adequate clean water supply process to meet the needs of visitors so that sometimes there is a shortage of clean water in cleaning facilities, as well as the placement of trash cans which cannot be sufficient for the entire area of this tourist attraction. Facilities have not yet been prepared to allow visitors to enjoy the pleasures of the tesbatan waterfall so that visitors only use their time on the tesbatab areas. If this is managed properly, it should be able to increase local revenue.

Regional autonomy has opened opportunities for local governments to develop local policies wisely. However, sometimes implementing a policy or carrying out a development plan is still not maximally implemented because the existence of new autonomous regions is not accompanied by adequate human and financial resource capacity. Thus there are still many delays in development, including in the development of tourism in the Tesbatan Waterfall area. Therefore, local governments need to find solutions to these problems by involving various relevant stakeholders in the implementation of development, for example the private sector. Likewise, the management of the Tesbatan Waterfall area is still hampered by a lack of funds, because the government has not fully involved the private sector in the process of developing the Tesbatan Waterfall tourist area.

Managerial is a component needed in all fields including tourism. Good management in promotional activities, planning, marketing and tourism development will greatly affect the success of efforts to increase the flow of visitors. So that in managing tourism, human resources who are truly competent in their fields are needed to improve tourism management in the Tesbatan Waterfall area. But HR in managing Tesbatan Waterfall it can be said that it is still very low, this is due to the lack of quantity and quality of the surrounding community who serve as managers of tourist attractions.

CONCLUSION

The management and development of the Tesbatan Waterfall in Kupang Regency was developed in accordance with government policies contained in regional regulation No. 21 of 2011 concerning recreation and sports areas. This has been proven by the inclusion of the tourism sector as a development priority for the local government as well as the establishment of a tourism awareness group for Tesbatan Waterfall. This tourism awareness group is fostered through coaching carried out by the Department of Tourism and Culture both formally and informally to develop, maintain and preserve tourist objects around their residence.

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