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## REDESIGN FAMILY TOURISM VISION OF LOCAL GOVERNMENT

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**Abstract.** This research took place at Metro as one of the local governments in Lampung Province, Indonesia. There were some main visions of development in this region: education-based, family tourism, social economic-based, and participative development. We focused on the family tourism vision of the local government to create the region as the tourism site for families. Meanwhile, there were some facts that Metro, geographically was not a large region and not many nature destinations to attract the tourists. It could be meant that there was a gap between the visions of the local government to implement the second vision. We did field study to observe and interview the related parties and reviewed some literature on tourism concept, family tourism, trend in family tourism business, and the local government policy on tourism. The result of our study show that the measurement of the regional tourism index in Metro has never been carried out, the tourism affairs is no longer completely relied on tourism business actors, but must be developed by involving all stakeholders. To sustain the tourism vision in Metro local government, it is needed to carry out tourism promotions in their regions, learning and coordinate with central government and other regions for managing the opportunity implementation on artificial tourism potential for family tourism business.

**Keywords:** *family tourism, local government, tourism concept, vision, tourism policy.*

**Rezumat.** Această cercetare a avut loc la Metro, fiind unul dintre guvernele locale din provincia Lampung, Indonezia. În această regiune au existat câteva viziuni principale de dezvoltare: bazată pe educație, turism de familie, dezvoltare social-economică și participativă. Noi ne-am concentrat pe viziunea turismului de familie a guvernului local pentru a crea regiunea ca site turistic pentru familii. Între timp, au apărut date că Metro, din punct de vedere geografic, nu era o regiune mare și nu erau multe destinații naturale care să atragă turiștii. S-ar fi putut întâmpla că exista un decalaj între viziunile guvernului local de a implementa a doua viziune. Pentru aceasta, am efectuat un studiu de teren pentru a observa și a intervieva părțile afiliate și am revizuit unele surse literare despre conceptul de turism, turismul de familie, tendințele în afacerile din turismul de familie și politica guvernului local în domeniul turismului. Rezultatul studiului arată că măsurarea indicelui de turism regional în Metro nu a fost niciodată efectuată, afacerile de turism nu se mai bazează în totalitate pe actorii din domeniul turismului, ci trebuie dezvoltate prin implicarea tuturor părților

interesate. Pentru a susține viziunea turistică în administrația locală Metro, sunt necesare promovări turistice în regiunile lor, coordonarea cu guvernul central și alte regiuni pentru gestionarea implementării oportunităților privind potențialul de turism artificial pentru afacerile de turism de familie.

**Cuvinte cheie:** *turism de familie, administrație locală, concept de turism, viziune, politică turistică.*

### Introduction

The vision of Metro local government region in Lampung Province of 2016 - 2021 is "Realizing Metro as an Education and Family Tourism Region with Economy Based on Participatory Development". Family tourism as one of the components on local government vision means that this region aspires to become a family tourism destination that is safe, comfortable, ethical, and contains educational elements for all ages and all group. The atmosphere of environmental will be built as a basis for family tourism and is expected to be able to provide a multiplier effect on the local economic conditions of the people in Metro region. The dynamic and comfortable conditions could be maintained the family tourism sector with great potential [1]. Therefore, the performance indicator in relation to achieving the vision of a family tourism site as stated in the 2016 - 2021 local government vision is the increasing in the number or frequency of tourist visits by families to this local region. Furthermore, there must be the policies of local government that include the affordability and availability of tourist destinations that could be impacted on: (a) the increase of local revenue from the tourism sector and (b) the community happiness.

Normatively, The Act of Law Number 10/2009 concerning Tourism emphasizes that tourism development needs to be increased to foreign exchange earnings and introduce the natural culture of the Indonesian as well as providing many employment and business opportunities. In the context of the implementation of this tourism policy in Metro local government, there is Metro Regional Act Number 11/2012 on the adoption of business in tourism sector. This regulation focuses on tourism licenses as well as entertainment. In addition to this, there is also Metro Regional Regulation Number 3/2015 concerning the Regional Tourism Development Master Plan of Metro Local Government from 2014-2033. This act stated that the vision of family tourism could be developed with the prerequisites of the right strategy.

Geographically, Metro is supported from the availability of public spaces and urban forests. However, there is a fact that Metro area is not too wide with no natural tourism objects as a tourist attraction compared to the most of regions in Lampung Province. The area, which in 2018 had a population of more than 134,682 people with a density of 2,223 people/km<sup>2</sup>, is administratively divided into 5 sub-districts and 22 urban villages with a total area of only 68.74 km<sup>2</sup> or 6,874 hectares. In relation to factual conditions mentioned, we then see a gap between the local governments desires to make the area as a family tourism site with factual conditions on natural potential for tourist attraction for the sustainability of the family tourism site vision. Aside from the backdrop mentioned, we have formulated the research question in this study How is Metro' tourism index among local governments in Indonesia? How is the local governments' authority on tourism affairs in Indonesia? And How to sustain the family tourism vision in Metro? Meanwhile the purpose of our study was to explain the trends on tourism among local governments in Indonesia; the local governments' authority on tourism affairs in Indonesia, and describe the strategies to sustain family tourism vision of Metro local government.

## **Literature Review**

### **Tourism Concept**

Based our study, tourism has growing fast in the world for being popular recreational activity. Meanwhile, tourism has many purposes ranging from recreation, pilgrimage, family, to business either domestically or internationally. The historical side of a place is important to support tourism. This could promote the place to be alluring [2]. Metro in our study represented as the region with the historical background from Dutch Colonization Era. The history of this place was the heritage and important in tourism industry as the promotion of the place.

### **Family Tourism**

By looking at the reviews of some literatures on tourism, we narrow the focus to family tourism. Some researches discuss this as the element of social experience [3] from the interactions among family members to create bonding and strengthening family relationships [4]. The experience of holidays creates family engagement to build family capital [5]. The benefit from families are expanding family travels for tourism business sector because of the demand of holidays among families. The holidays offer many activities to break out from the routines as well as rebuild emotional strength, particularly among family members [6]. Currently, the regular family holidays have been mushrooming among many local governments. The contribution of family holidays enrich the role of tourism in human relationships in society [7]. Instead of social role, this also contributes to tourism business sector [8].

### **Trends in Family Tourism Business**

In our study, we pay attention to tourism industry market. Family refers to a market in tourism industry as the purposes for family tourism for promoting family bonds and togetherness. With the global mobility, there will be an increase in a broad travel and emerge in global family market. Based our study, family tourism businesses are increasing in the form of travel preparedness, tourism destination choices, and marketing campaigns to offer family members convenience in capturing many diverse needs for children and parents from different ages, background, as well as family structures [9].

### **The Local Government Policy on Tourism**

Local governments have historically played a key role in local and regional tourism development. The information flows model places government agencies, tourism organization and association across the top of the process, feeding information to and retrieving information from all other organizations in the system. Tourism business requires better understanding on complex decisions involve with more creative and innovative campaigns in family markets to boost engagement of young tourists [10].

Monitoring tourism planning on the process describes policy practices. This policy implementation links the government initiatives to actual outcomes. This is essential to observe tourism industry results from tourism plan and regulation of local government [11].

## **Methods**

This study used field study and many concepts from the theories with literature review technique and the data and information on related to the research. All the sources then analyzed to answer the research questions. Conceptual analysis is about the meaning of an

expression in different ways but the most straightforward providing a definition of the expression from the ordinary meaning of the dictionary. The further remarks need to be consider an aspect to be different from the ordinary concept with the analytical or criticism [12]. Theory supports qualitative analysis. Typically, we see theory as the general statement of connection among concepts [13].

Our study use literature review with following benefits ranging from distinguishing related concepts; identifying the relevant variables; linking theories in practical terms; designing research methods; to finding contradictions [14] as Frankel and Wallen (2006) stated on steps to conduct literature review: (a) defining the research problem; (b) finding secondary sources; (c) electing several general references; (d) formulating key words of problems; (e) finding the relevant primary sources; and (f) summarizing key options.

## **Results and Discussion**

### **Tourism Trends and Index among Local Governments in Indonesia**

Previously, the conducting analysis related to the Tourism Index in Metro Local Government is necessary to look at the study of the tourism index on a national scale. The competitiveness of Indonesian tourism has increased regularly. Regarding on tourism competitiveness report that Indonesia is almost getting the highest scale. In 2011, Indonesia was ranked 74<sup>th</sup> in the world with a score of 3.96. Indonesia's index value continued to increase in the following years. In 2019 Indonesia collected a score of 4.3 and was in the 40<sup>th</sup> position of the world. This report released by the World Economic Forum compares the competitiveness index among 140 countries. The indicators used to be measured are ecosystems, environment, business, policies, infrastructure, and natural and cultural resources. The Indonesian Tourism Index is referring to the concept of the Travel and Tourism Competitive Index which is adapted to conditions in Indonesia. Measurement of the index is based on statistical data to determine the tourism competitiveness index score among 505 districts/cities. Measurement of the perception index was also carried out on the 25 regions with the highest scores from the tourism assessment results of competitiveness index. This perception survey using the interview model aims to get the results of the competitiveness index measurement including community assessments related to tourism development in their respective regions.

The highest level of competitiveness of the Indonesian tourism industry is still dominated by the big cities. Denpasar is ranked the highest in Indonesia for index on. The aspects of the business-supporting environment, governance, and infrastructure are the main pillars of excellence for the capital city of Bali Province. The readiness of infrastructure, the support for the business environment, and the world-famous Bali have become the main support for Denpasar tourism development. Meanwhile, in terms of natural and artificial tourism potential, the position of this city is not as high as some other areas. The position as the center of the distribution of tourists is a blessing for Denpasar. An established business environment, the availability of several resources in particular human and information technology. These are the pillars that play the most role in building a supporting environment for tourism in this city. As a national tourism icon, Bali is an integral part of the national tourism promotion strategy. Denpasar tourism management is also important and cannot be separated from national tourism governance. Not surprisingly, the score on the aspect of city governance is quite high. The environmental aspects of supporting business and infrastructure are the entities that make Denpasar superior. In fact, in these two aspects,

Indonesia's position in measuring a similar index at the international level (Travel and Tourism Competitive Index) in 2015 was weak. Indonesia occupies the 75<sup>th</sup> and 80<sup>th</sup> positions with a score of 4.46 and 3.28, both on a scale of 7. Meanwhile in the Indonesia Tourism Index, Denpasar gets a score of 4.12 out of a scale of 5, exceeding Indonesia in comparison. The city of Surabaya is in the second place with a score of 3.74. As a business city, convention tourism activities or MICE (meetings, incentives, conferences, and exhibitions) make the most important contribution to the tourism industry in this local region.

Batam is in the third place with a score of 3.73. This city is integrated in the triangle of national tourism gateways with Bali and Jakarta benefits from its regional position as an entry point for foreign tourists, especially Singapore. The results of the Indonesia Tourism Index measurement is the gap between regions quite sharp for the aspects of supporting the tourism industry. Infrastructure is the main key to accessing tourist destinations. The pillars supporting this aspect are air, land and sea transportation infrastructure as well as tourist support infrastructure. These aspects actually show the highest level of disparity between regions. Some measurements show that the availability of tourism supporting infrastructure is still concentrated in big cities. Some regions with the top five rankings are Makassar, Bandung, Denpasar, Surabaya, and Palembang. As a connecting city to other cities and islands in Eastern Indonesia, Makassar has the most prominent strength for supporting tourism infrastructure.

The gap among regions is also reflected in the aspect of governance, especially the role of the government. As many as 67 percent of the regions scored below the national average. The top ranking in governance is occupied by Surakarta, Denpasar, Bandung, Makassar, and Yogyakarta. The supporting environment aspect summarizes the five pillars of the assessment, namely the business ecosystem, health facilities, labor, security, and technology infrastructures. The areas that have the highest scores are Denpasar, Sleman, Semarang, Surabaya, and Bantul. All the description could be seen from Figure 1.



**Figure 1.** Indonesia Tourism Index.

Source: Indonesia Tourism Index, 2020.

The tourism potential aspect consists of two assessment pillars, namely the natural tourism potential and the artificial tourism potential. Indonesia has very rich potential in almost all regions. Most of the regions that get a high rating on the aspect of tourism potential tend not to be supported by other aspects that in general they lack the competitiveness to attract tourists and develop the tourism industry. Sukabumi achieved the highest score in terms of tourism potential. Other regions in the top five rankings are Badung, Bogor, Wakatobi, and Raja Ampat.

In particular, the measurement of the regional tourism index in Metro has never been carried out, both in comparison with other regencies/cities in Lampung Province and in comparison with the city level in Indonesia. As a result, currently there is no official data from official institutions as a valid reference to assess the tourism index of the Metro area. The regional development performance data in the 2016 - 2020 and 2021 - 2026 related to some aspects of the regional tourism index assessment, namely the environmental aspects of supporting business, governance, infrastructure, and tourism potential –shown that there is a gap between Metro and other cities. Metro has not become a favorite city as a tourist destination (family) in Indonesia.

### **The Local Government Authority on Family Tourism**

In terms of the management and implementation of tourism affairs, the Local Government refers to the Law No. 10/2009 which confirms on tourism as local government's affairs. It emphasizes the coordination to govern tourism as long as there are no laws and regulations governing them. In terms of regulating and managing tourism affairs in and outside accordance with what has been stipulated in the legislation, it is an act that violates the law. According to the tourism law, the facilities to provide services could be from business entrepreneurs; local community as well as regional government. It actively involves the community, businessmen and the government (central/regional) with their respective duties, roles, rights and obligations.

Thus, regional regulations governing tourism in the local regions are no longer oriented to provide services to the business (entrepreneurs) by granting permits and administration of tourism activities carried out by tourism entrepreneurs. The government and local governments have a larger role and task in tourism development. This means that the tourism affairs is no longer completely relied on tourism business actors, but must be managed and developed based on a tourism development master plan prepared by involving all stakeholders. With the clear authority that has been stipulated in the law, the local government will form regional regulations to implement the authority that has been given by the law. The existence of a clear authority should not be overlapping with the regulations and the management of tourism. On the other hand, making regional regulations for managing tourism systematically will provide business and legal certainty for every tourism development stakeholder. By applying the directions and purposes on Law Number 10/2009, it is hoped for upgrading the growth particularly economic sector to alleviate poverty, preserving nature, promoting culture, and building the national image.

The implementation and management of tourism businesses must inevitably be managed professionally. This means that regional regulations regarding tourism can no longer merely pursue retribution control, but are in the form of regional regulations that provide a perspective for the development of the tourism business which is positioned to increase economic growth or eliminate poverty. Likewise, there is a legal order for the Local

Government to allocate a portion of the income obtained from the implementation of tourism activities for the benefit of nature and cultural preservation.

Family tourism means tourism that is safe, comfortable and contains educational elements that suitable for all ages and all groups, which can be the attraction of Metro. Family Tourism as the flagship program of the elected Mayor and Deputy Mayor for 2016-2021 is the second issue in the implementation of this five-year development. The comfort zone in Metro will be built as a support for family tourism and is expected to be able to provide a multiplier effect on the local economic conditions of the people of Metro. Based on the people's economy, it means that development in all fields is supported by an economic system, by providing broad opportunities for the community to participate. Development based on people's economy will be realized through local economic development, community empowerment in development, and utilization of local potential. Meanwhile, participatory development means that the implementation of development is carried out with public participation to realize good governance. The community will be the planner, implementer, and at the same time to be controller.

### **The Sustainability of Family Tourism Vision in Metro**

It must be recognized that the government is one of the stakeholders of tourism development and has a strategic role to determine the direction and targets of tourism development. This role is central in the era of regional autonomy, the authority in planning, implementing, and managing tourism is handed over by the central government to the regions. The implications are very broad, especially on the readiness of the regional bureaucracy to implement the new authority. Another implication is that the success of national tourism development ultimately depends on the ability of local bureaucracies to manage tourism resources.

The implementation of a tourism affairs cannot be separated from the optimal use of resources and capital which upgrading regional income, extending business opportunity, promoting regional development, and presenting tourists tours. Meanwhile, there are several aspects that must be considered:

1. Physical point of views
  - Forming facilities and infrastructures at tourist destinations.
2. In terms of non-physical point of view
  - a. Improving services to visitors, by increasing human resources management.
  - b. Bringing up the cultures that exist in the area that can be enjoyed by the visitors.
  - c. Paying attention to something that is typical in the area, such as local specialties and handicrafts.

Besides the development of tourism objects, local governments also need to carry out tourism promotions in their regions. By the promotion, people or tourists will get to know about the tourist objects in the area, as well as about the advantages of an area. By promoting the tourism site, it is hoped that the area can be known by the wider community, both about its beauty, culture, and uniqueness. The results of interviews and documentation studies show that the process of organizing a tourist site is deepened on several important principles:

- a. The capital aspect is needed as the amount of funds obtained and calculated with the value in the form of money.
- b. The benefits aspect of organizing the tourism puts forward the t benefits that will be obtained from organizing a tourist site. Therefore, the implementation of tourism sectors in

local economy needs improvements to make higher income, evolve job opportunities, increase local government revenue as well as foreign exchange earnings.

### Conclusions

In particular, the measurement of the regional tourism index in Metro has never been carried out, both in comparison with other regencies/cities in Lampung Province and in comparison with the city level in Indonesia. Metro has not become a favorite city for tourism family among regions in Indonesia because the regulation are no longer oriented to provide services to the business (entrepreneurs) by granting permits and administration of tourism activities carried out by tourism entrepreneurs based our study. This means that the tourism affairs is no longer completely relied on tourism business actors, but must be developed by involving all stakeholders. With the clear authority that has been stipulated in the law, the local government will form regional regulations to implement the authority that has been given by the law. The existence of a clear authority should not be overlapping with the regulations and the management of tourism. On the other hand, making regional regulations for managing tourism systematically will provide business and legal certainty for every tourism development stakeholder.

To sustain the tourism vision in Metro local government, the local government needs to carry out tourism promotions in their regions, coordinate and learn with central government and other regions for managing the opportunity implementation on artificial tourism potential for family tourism business.

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