

Policy Network in Developing the Baros Tourism Village in Bandung Regency

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ABSTRACT

Baros Tourism Village has attracted attention as a tourism potential that has not been fully explored in the region. In the context of tourism development, public policy plays a crucial role. This research aims to analyze and understand the policy network involved in the development of the Baros Tourism Village in Bandung Regency. This research uses descriptive analytical methods with a qualitative approach to document and analyze interactions between various relevant stakeholders in the decision-making process. The research results show that good cooperation between the village government, community groups and tourism users plays an important role in the development of the Baros Tourism Village. Although formal structures are not clearly visible, the balance of power and shared goals have helped create an environment conducive to sustainable tourism development. The adoption of adaptive and innovative strategies also indicates awareness of the importance of adapting to changes in the environment and tourist needs, while still paying attention to preserving the environment and local culture.

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INTRODUCTION

Development is an important milestone in realizing a country's progress, and the tourism sector has proven to be one of the main elements in the development process. In Indonesia, the development mission "to create a competitive Indonesia" places tourism development as the main focus (Yasintha, 2020)). In the view of the United Nation World Tourism Organizations (UNWTO), the tourism sector is recognized as a superior sector that can make a significant contribution to regional development and improving community welfare. Therefore, both the Central Government and Regional Governments are actively involved in developing tourism, by exploiting the unique potential of each region (Kusuma, 2014).

Tourism has been proven to be an important key in improving the economy of a region. By developing tourism destinations, there is not only an increase in income through the tourism sector itself, but also through related sectors such as trade, transportation and creative industries (Kusworo & Damanik, 2002). Thus, tourism development not only provides economic benefits, but also provides opportunities to expand employment opportunities and improve the standard of living of local communities (Wibowo et al, 2017).

The potential possessed by the tourism sector is indeed very high, as stated by Nurmansyah (2014) who emphasized that tourism has a significant capacity to act as a profitable development instrument. Apart from being able to make a major contribution to the economic growth of a region, tourism is also able to stimulate economic diversification by encouraging the growth of related sectors such as trade, creative industries and transportation.

This directly helps in efforts to reduce poverty levels by creating new job opportunities and developing human resources (Afifulloh, 2018).

This industry also contributes money to local governments or local revenue through entrance tickets to tourist attractions, parking fees, taxes and other things that can make money from passing tourists (Solemade et al, 2020). The development of new economic businesses centered on tourist attractions is possible with the tourism industry which also increases income for managers, local governments and the surrounding environment (Kriswibowo, 2018).

Furthermore, tourism development has the potential to create mutually beneficial relationships with other production sectors and service providers (Mahendra, 2015). For example, increasing the number of tourists will have a positive impact on the growth of the hotel sector, restaurants, local transportation, souvenir shops, and various other small and medium businesses. Therefore, an appropriate tourism development strategy will not only strengthen the tourism sector itself, but will also support overall economic growth in a region, create an investment-friendly environment, and improve the welfare of local communities (Rusyidi & Ferdiansyah, 2018). By understanding this potential, the government must be able to formulate comprehensive and integrated policies to optimize the benefits offered by the tourism industry (Mudiastuti & Rohman, 2014)

Regional governments have a crucial role in tourism development because they have a deep understanding of the potential and local characteristics of their area. Through policies and programs adapted to the specificities of each region, Regional Governments can accelerate tourism growth in a sustainable manner, while ensuring cultural and environmental preservation (Pradana, 2020). Collaboration between the Central Government and Regional Governments is the key to optimizing Indonesia's tourism potential as a whole, so that the goals of sustainable development and improving community welfare can be achieved optimally (Fahira et al, 2022)

Nuryanti (1993) provides an in-depth view of the concept of tourist villages as a framework for community life that integrates various tourist attractions, accommodation and other supporting facilities in accordance with existing customs and practices. However, not all villages are able to directly develop into tourist villages. The process of determining a village as a tourist village involves fulfilling certain standards or qualifications, which is the basis for determining the official status of a village as a tourist village (Mujanah et al., 2022).

The standards or criteria that must be met by a village to be recognized as a tourist village include several main aspects (Arida & Sukma, 2017). First, physical conditions which include natural beauty, environmental cleanliness, and the existence of natural and artificial attractions. Second, accessibility which makes it easier for tourists to reach and get around the village. Third, cultural diversity is reflected in people's daily lives and cultural activities that can be accessed by tourists. Furthermore, adequate infrastructure includes tourism facilities and infrastructure, such as roads, electricity, clean water and health facilities. Apart from that, institutions that are well organized and play an active role in managing tourist destinations, as well as friendly community attitudes and living arrangements that uphold local wisdom values are also important criteria in developing tourist villages.

Baros Village in Arjasari District, Bandung Regency has been designated as the 75th best tourist village in Indonesia by the Indonesian Tourism Village Award Team from the Ministry of Tourism and Creative Economy. Baros Village itself covers an area of approximately 420 hectares. The location is at the foot of Mount Malabar. The Citalutug River and the Mega Kuncian Pine Forest are one of the attractions of the Baros tourist village. The establishment of a pavilion, homestay and camping area adds a meaningful impression for tourists who are tired of the hustle and bustle of urban activities. Apart from that, cultural attractions such as sheep agility contests, bajidoran, peacock dance, calung, wayang serok, and several other arts. The local community also actively participates in revitalizing the creative economy sector with various high-value handicrafts.

In developing this tourist village, the regional government is based on a policy network that relies on the stakeholders involved in this development. The policy network will provide advice on how policies should be implemented as part of its goal of improving the welfare of members of society as well as building public policies that serve the public interest (Suwitri, 2011). Policy networks try to find solutions to difficult problems. To resolve complex situations, all relevant parties must be involved. All stakeholders are included in the policy making process using a policy network approach. (Kasmad, 2015).

This research aims to track and analyze various policies that have been implemented by the government, related institutions and other related parties to support tourism development in this village. Understanding the dynamics of interactions between various stakeholders and the policy framework that has been implemented will provide valuable insight in formulating effective and sustainable tourism village development strategies. Thus, it is hoped that this research can make an important contribution to the development of local tourism in Indonesia and provide inspiration for similar efforts in other areas that have similar potential.

METHOD

The author of this scientific article uses qualitative methods to analyze socio-political phenomena that occur in society. The author analyzes this phenomenon using qualitative methods because the relationships between the variables presented can be studied qualitatively. According to Sugiyono (2011), qualitative method researchers generally use methods to describe events chronologically, explain in-depth relationships between variables, and investigate meanings or values that emerge in society. The decision to use qualitative methodology in this research allows for exploration and collection of information and facts from the informants as they are, according to the informants' own views, through collecting data in the form of the facts they reveal, in accordance with the language and views of the informants. This is why researchers give respondents multiple opportunities to share their thoughts, ensuring that their responses will be comprehensive and accurate.

RESULTS AND DISCUSSION

To find out how the Policy Network is in the Development of the Baros Tourism Village, Arjasari District, Bandung Regency, the author uses policy network theory by (Van Waarden, 1992) to find out the dimensions of the policy network as follows.

Actor

The actors involved in the policy network for the development of the Baros Tourism Village in Bandung Regency include a number of individuals, groups and organizations who have an important role in driving and directing the development process. First, the Baros Village Government, Arjasari District, Bandung Regency has a central role in formulating policies and coordinating various programs aimed at developing tourism potential in the village. Through in-depth knowledge of the needs of local communities and close collaboration with related parties, village governments have a strategic role in initiating development activities, from providing basic infrastructure to drafting regulations related to tourism management.

Second, the Baros Village Tourism Awareness Group (POKDARWIS) also plays an important role in this policy network. This group is a forum for local communities to jointly understand, manage and develop tourism potential in their villages. POKDARWIS plays an active role in designing development programs, promoting tourist destinations, and involving the community directly in tourism-related activities. By involving active community participation, POKDARWIS is able to become a bridge between government policies and the aspirations and needs of the community in developing the Baros Tourism Village.

Third, the user community or tourists of Baros Tourism Village have an important role as parties who directly influence the direction and success of tourism development in the village. Through feedback, preferences and their level of satisfaction with the facilities and services

provided, the user community or tourists provide valuable information for the government and other related parties to continue to improve and enhance the quality and tourism experience in the Baros Tourism Village. Thus, an in-depth understanding of the roles and work dynamics of these actors is expected to provide a comprehensive picture of the development journey of the Baros Tourism Village.

Function

The main aim of establishing a policy network in the development of the Baros Tourism Village in Bandung Regency is to create an integrated framework between the various actors involved. Based on the results of interviews conducted, it can be concluded that each actor has a specific role and function in supporting the running of the policy network. The Baros Village Government, Arjasari District, Bandung Regency is responsible for preparing strategic plans and tourism development policies at the local level. They coordinate various development programs and projects, and ensure that basic infrastructure and public services related to tourism are properly fulfilled.

On the other hand, the Baros Village Tourism Awareness Group (POKDARWIS) functions as an extension of the village government in terms of mobilizing the community and implementing programs related to village tourism development. POKDARWIS actively collaborates with the community in efforts to preserve local culture, manage tourist destinations, and provide services that meet the expectations and needs of tourists. Apart from that, the participation of the user community or tourists of the Baros Tourism Village is also very important, because their feedback can be a valuable source of information for the government and POKDARWIS in evaluating performance and formulating policies that are more responsive to the needs of tourists and local communities. Thus, through coordinated cooperation between the government, POKDARWIS, and user communities, the policy network can act as an effective mechanism in ensuring that the development of the Baros Tourism Village runs according to the desired goals.

Structure

The policy network structure is a pattern of relationships that describes the dynamics between actors involved in the policy-related decision-making process. Although based on the results of interviews, the researcher concluded that the actors in the Baros Tourism Village development policy network do not have a formal structure, except for the structure within the organization of each related entity, such as the structure of tasks and functions within the village government and POKDARWIS. This can be explained by the shared focus that all actors have on the development of Baros Village, Arjasari District, Bandung Regency.

In the context of tourism development, this common goal encourages the actors involved to work collaboratively and complement each other. Although there is no formal structure governing relations between actors, the existence of shared interests and vision inherently facilitates open communication, close cooperation, and effective exchange of information between village government, POKDARWIS, and user communities. The absence of a formal structure also provides the flexibility needed to adapt to changes occurring in the local environment and allows actors to jointly explore innovations and solutions that can improve the sustainable development of the Baros Tourism Village. Thus, even though a formal structure is not present, the existence of a common goal and shared vision between these actors still makes it possible to achieve the synergy needed to advance tourism development in the Baros Tourism Village.

Institutionalization

Strong institutionalization is a key factor in determining the effectiveness of a policy network, as stated by Waarden (1992). The results of interviews with the Head of Baros Village revealed that village government institutions have clear authority in developing the Baros Tourism Village in accordance with applicable legal references. With a strong legal basis, village government institutions can play a firm role and have convincing authority in implementing

tourism development policies. The ability to make sustainable and consistent decisions, based on a clear regulatory framework, helps ensure the smooth implementation of policies and programs that support the development of the Baros Tourism Village.

In line with that, the Baros Village Tourism Awareness Group (POKDARWIS) has also been recognized and protected by a clear legal umbrella. This gives legitimacy to POKDARWIS in carrying out its activities and allows them to operate independently in supporting tourism development in the village. With existing legal certainty, POKDARWIS can take strategic steps in advancing tourism activities, including preserving local culture, destination management, and improving the quality of services for tourists. The existence of a solid legal framework for these two institutions not only strengthens their position as actors with an interest in the development of the Baros Tourism Village, but also helps in ensuring the sustainability and stability of tourism development efforts in the long term.

Rules of Conduct

In the context of a policy network, the rules of action or regulatory framework implemented by the actors within it play an important role in ensuring the achievement of tourism village development goals. However, based on the results of interviews conducted with related informants, it was revealed that the three informants, including the Baros Village Government, the Baros Village Tourism Awareness Group (POKDARWIS), and the Baros Tourism Village user community or tourists, do not have specific binding rules regarding the rules of action in developing tourist villages.

The absence of clear rules may imply a tendency to rely on the main tasks and functions of each actor and rely on their own discretion in taking steps to support the development of tourist villages. This indicates a need to strengthen the regulatory framework governing collective action and ensuring effective coordination among relevant actors. However, the return of actors to their respective main tasks can also reflect a high level of confidence in the abilities and skills of the individuals and organizations involved in carrying out their functions effectively. In this case, while formal rules may not exist, the decisions and actions taken by the actors are based on collective considerations and cooperation established in an effort to improve the development of the Baros Tourism Village. Thus, while the rules of action may not be centralized, cooperation and open communication between actors remains an important key in maintaining the smooth development of tourist villages.

Power Relations

One of the main characteristics of a policy network is the power relations between actors who play a role in the process of policy formation and implementation. Based on the results of interviews, it was revealed that the distribution of power between actors in the development of the Baros Tourism Village tends to be balanced. Actors, including the Baros Village Government, the Baros Village Tourism Awareness Group (POKDARWIS), and the user community or tourists, have clear roles and responsibilities in accordance with their respective main duties and functions. There is no indication of domination of power from one party over the other, which shows that there is balance and equality in the power dynamics between them.

Even though neither party directly controls the policies or actions taken by the other party, cooperation and coordination between them is still well maintained. The existence of a common goal to develop the Baros Tourism Village is a determining factor in maintaining this balance. Even though each actor focuses on their own roles and responsibilities, their collaboration in achieving common goals is maintained through mutual understanding and trust. This reflects the level of collective maturity and awareness in carrying out tourist village development activities, which shows the awareness that equality of power and interdependence between actors is the main key in achieving success in developing the Baros Tourism Village.

Actor Strategy

In the context of the development of the Baros Tourism Village, each actor involved uses specific strategies in an effort to achieve their goals and interests. The Baros Village Government

has adopted an inclusive strategy, including efforts to allocate village funds to support the development of tourism infrastructure. In addition, they are active in advocating and collaborating with district, provincial and central governments to obtain additional resources. The decision to open road access that allows accessibility for four-wheeled vehicles is also part of the strategy to increase attractiveness and ease of access for tourists. Apart from that, intensive promotional efforts and collaboration with investors are also considered an important part of the strategy adopted by the Baros Village Government.

Meanwhile, the Baros Village Tourism Awareness Group (POKDARWIS) has taken a proactive and innovative approach. They focus on taking advantage of existing opportunities, by carrying out new innovations aimed at increasing the attractiveness and quality of services in the Baros Tourism Village. POKDARWIS also continuously strives to increase community participation in local tourism activities and supports cultural and environmental preservation. On the other hand, the community also plays an active role by adopting strategies in the form of direct participation in tourism activities in their villages. By continuing to pay attention to the principles of sustainability, the community acts as a responsible visitor, who not only enjoys the beauty of the Baros Tourism Village, but also participates in preserving the environment and local culture. By adopting these strategies, the actors jointly contribute to the sustainable development of the Baros Tourism Village.

CONCLUSION

Based on research related to policy networks in the development of the Baros Tourism Village, it can be concluded that harmonious cooperation between the actors involved, such as the village government, community groups and tourism users, has an important role in advancing local tourism development. Even though the formal structure may not be explicitly visible, the existence of a healthy balance of power and dependence between actors has helped ensure the achievement of the common goal, namely the development of the Baros Tourism Village as an attractive and sustainable tourism destination. In this context, the importance of trust, harmonious collaboration and effective coordination are crucial points in ensuring the smooth development of tourism at the local level. The use of adaptive and innovative strategies also indicates awareness of the need to adapt to changes in the environment and tourist needs, and shows the actors' commitment to maintaining the sustainability of the local environment and culture. Through harmonious cooperation, adopting adaptive strategies, and increasing awareness of the importance of coordination between actors, the development of the Baros Tourism Village has become a promising example in sustainable tourism development in Indonesia. By applying the principles of collaboration and strong community involvement, this development model can become a reference for other regions that are also trying to develop the tourism sector as a motor for economic growth and cultural preservation at the local level.

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