

Policy Model in Increasing Tourist Visits in Alas Kedaton Tourism Object

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Abstract—The purpose of this study is to find out the policy model for increasing tourist arrivals at Alas Kedaton attractions. This research was conducted using qualitative descriptive methods. This research reveals that the development policy and development of Alas Kedaton tourism objects are directed to: organize the development of tourism activities according to the characteristics of superior attraction and environmental carrying capacity; maintain existing competitiveness; improve services to tourists. The policy model that will be implemented is to increase tourist visits in Alas Kedaton which consists of several variables, namely: regulations, policy standards and targets, resources, communication between organizations and strengthening activities, related organizational characteristics and implementation activities, dispositions or attitudes, the social, economic and political environment and supervision must be ensured to run well. A number of problems in implementing Alas Kedaton tourism management policies include limited human resources, and low coordination and similar perceptions among regional government organizations (OPD), even though the aspect of coordination is important in an effort to encourage increased tourist visits.

Keywords—*alas kedaton, policy, tourist visit*

I. INTRODUCTION

A. Background

Bali as a tourist destination has a tourist attraction that is spread in almost every district / city. Alas Kedaton has a special attraction for tourists. In the era of 1990 to 2001, Alas Kedaton became a favorite tourist attraction with visits per day an average of 5,000 tourists. However, the visit decreased in 2010-2016 by 1-5% [1].

Alas Kedaton has a unique natural resources and has the potential to become an attraction for tourists to visit. But if the quality of existing natural resources is not accompanied by quality human resources, certainly the development of Alas Kedaton will not run well.

Tourism management is basically management that deals with how to satisfy consumers or provide quality experiences. Because unsatisfied tourists may not come to a destination again, not buy products or give negative recommendations to the people closest to them.

B. Problem Formulation

The problem is what policy model matches to increase tourist visits to Alas Kedaton attractions.

C. Literature Study

1) *Public Policy*: In this study the main discussion is public policy related to tourism object management, so the theory used to support this research is the theory of public policy, which will be the basis for analyzing the implementation of the governance of Alas Kedaton attractions in Tabanan. The view expressed by Thomas [2] states that policy is anything that the government chooses to do or not do. Another understanding of policy was put forward by Islamy [3] who gave a definition of policy as a series of actions that were established and implemented or not implemented by the government that had a purpose or orientation towards certain objectives in the interest of the whole community. The policy implementation model that was used as a reference in this study was the policy implementation model of the Van Meter and Van Horn in Subarsono [4]. The implementation of policy connects policy objectives and their realization with the results of government activities. The task of implementation is to build networks that enable public policy objectives to be realized through the activities of government agencies that involve various stakeholders.

2) *Concept of Tourism*: Ismayanti suggests that tourism is a temporary movement of people from one place to another. Tourism as a journey from one place to another, is temporary, carried out by individuals or groups, as an effort to find balance or harmony or happiness with the environment in the dimensions of social, cultural, natural and scientific [5].

3) *Tourism Destination*: According to Tourism Law No. 10 of 2009, tourism destination areas, hereinafter referred to as tourism destinations, are geographical areas that are in one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. According to Oka, the requirements for tourist destinations are Cultural Objects and Attractions; Tourism Facilities and Infrastructure; and Accessibility [6].

4) *Sapta Pesona*: According to the Directorate General of Tourism Destination Development, Sapta Pesona is seven conditions that must be realized and cultivated in everyday life as an effort to increase the attractiveness and competitiveness of Indonesian tourism. As for the elements

of the Sapta Pesona are: security, order, cleanliness, coolness, beauty, friendliness, memories.

II. RESEARCH OBJECTIVES AND BENEFITS

A. Research Objectives

The purpose of this study was to determine the policy model in increasing tourist visits to Alas Kedaton attractions.

B. Benefits of Research

This research is expected to be beneficial for the government, tourist management, and observers of tourism in the hope that it can be used as input in making more accurate decisions, policies and strategies in the development of tourist attractions offered to tourists.

C. Research Method

1) *Place and Period of research:* This research was conducted at Alas Kedaton tourist attraction located in Kuku village, Marga sub-district, Tabanan district, Bali province from April to July 2019.

2) Types and Data Collection Methods:

- a) *Data Types:* Quantitative and qualitative data.
- b) *Data Resources:* Primary and secondary data.
- c) *Data Collection Methods:* Based on this research, data collection is done in several stages, namely observation, and documentation techniques described as documentation technique and literature.

3) *Data Analysis Techniques:* The analysis technique used is descriptive qualitative analysis, which is usually used to examine the objective natural conditions in which researchers act as key instrument. In this study, researchers will analyze interview data and data obtained from the field, and evaluate policies implemented in the management of Alas Kedaton attractions. In this study, researchers will analyze interview data and data obtained from the field, and evaluate policies implemented in the management of Alas Kedaton attractions.

III. RESULT AND DISCUSSION

A. Overview of Alas Kedaton Tourism Objects

Alas Kedaton is an interesting tourist attraction in Bali. Alas Kedaton attractions provide unique temple building forms. The building and atmosphere of Alas Kedaton tourist attraction is increasingly unique with the life of a group of monkeys in the tourist attraction environment. Alas Kedaton tourist attraction is located in Kuku village, Marga Subdistrict, Tabanan Regency, Bali Province. Precisely the Alas Kedaton tourist attraction is located east of Tabanan city, which is 10 km away. Under 1980 Alas Kedaton was not yet the object of tourism and only in the form of ± 7 hectares of forest, at an astronomical position $8^{\circ} 20' 49''$ East Longitude and $8^{\circ} 31' 73''$ South Latitude and at an altitude of about 170 meter above sea level inhabited ± 1500 monkeys and hundreds of bats (bats).

B. Level of Tourist Visits

In the era of 1990 to 2001 (before the Bali Bombing), Alas Kedaton became a favorite tourist attraction with visits per day an average of 5,000 tourists [1]. However, tourist visits to Alas Kedaton attractions in the past five years have shown a downward trend, as presented in Table I. The policy model obtained in this study is the development of the Van Meter and Van Horn models, by adding regulatory and supervisory variables, as shown in Fig 1.

TABLE I. TOURIST VISITS IN ALAS KEDATON

No	Year	Number of Visits (people)
1	2013	126,250
2	2014	114,264
3	2015	97,546
4	2016	96,850
5	2017	93,385
6	2018	90,577



Fig. 1. Model of policy.

C. Implementation of the Tourism Governance Policy

Tourism is a phenomenon due to tourism travel which is an integrated system that has interrelated elements. Changes to one element will greatly affect the other elements. This concludes that sustainable tourism requires a holistic approach [2]. Collaboration, collaboration and integration is needed to achieve the SHIP approach (systemic, holistic, interdisciplinary and participatory) for sustainable tourism at every level. Policy includes the relationship between will, action, and results. At will, policy is reflected in the attitude of the government. At the level of action, the policy is reflected in the behavior of the government, and at the level of results that is what the government actually does [7]. In other definitions the policy is also interpreted as a manifestation of judgment that is full of consideration, so that it can be used as a basis for rational compilation to do or not take an action [8]. According to Van Matter and Van Horn in Subarsono, policy implementation is a series of activities deliberately carried out to achieve performance. There are six variables that affect implementation performance, i.e., Policy standards and targets; Resources; Inter-organizational communication and activity strengthening, Characteristics of implementing organizations, economic, social and political environment, Attitudes of implementers.

D. Model of Public Policy for Alas Kedaton Management

1) *Regulation*: It is the policy of the Tabanan Regency government regarding the implementation of tourism and tourism destination governance that has been regulated in Perda No. 4 of 2013, also in the Regency Regulation no. 18 of 2018 concerning the Standards for Special Guides and Special Guides.

2) *Policy standards and objectives*: The Tabanan District Government has issued a Tabanan Regional Regulation No. 4 of 2013 regulating tourism management and governance mechanisms in Tabanan district, including the management of tourist attractions. In general, the management of Alas Kedaton attractions has paid attention to the standards or principles and targets set out in the Regional Regulation No. 4 of 2013.

3) *Resources*: To meet the satisfaction of tourists while in the Alas Kedaton tourist attraction it is necessary to conduct training and coaching from related parties. For non-human resources, especially financial resources, the support of the Tabanan district government for the development of Alas tourism objects.

4) *Inter-Organization Communication and Strengthening Activities*: Intensive communication between stakeholders and coordination in the field is needed in order to improve the governance of Alas Kedaton attractions. Because in realizing the effectiveness of the implementation of policies in the field of tourism, especially in Alas Kedaton attractions, coordination of the Tabanan regency government, business entities, and communities is needed in a harmonious, harmonious and balanced manner.

5) *Characteristics of Implementing Organizations*: The characteristics of implementing agents include bureaucracy, norms, and patterns of relations that occur in the bureaucracy, all of which will affect the implementation of a program. The implementation mechanism is usually established through an SOP. A good SOP includes a framework that is clear, systematic, not complicated and easily understood by anyone.

6) Economic, Social and Political Environment:

Tourism development affairs are a joint affair of the regional government with related SKPD /OPD, but the importance of implementing tourism development policies is the authority of the Tourism Office.

7) *Attitudes of Executors*: The response of implementers to the policy to implement the policy is well influenced by the understanding of the implementer of the policy and the intensity of the disposition of the implementer.

8) *Supervision*: Monitoring activities are carried out to find out immediately related to irregularities, misuse, waste, and other organizational problems, then corrective and corrective actions are taken.

9) *Performance*: In terms of quality, performance in developing the governance of Alas Kedaton tourism objects can be in the form of increasing the skills of local tour guides, and increasing the quality of the tourist environment. While in terms of quantity, the expected performance in the implementation of tourism object management is primarily an increase in the number of tourists visiting Alas Kedaton attractions.

IV. CONCLUSION AND RECOMMENDATIONS

A. Conclusion

The development policy and development of Alas Kedaton attractions are directed at arranging the development of tourism activities according to the characteristics of superior attraction and carrying capacity of the environment, maintain existing competitiveness, and improve services to tourists.

Regulation on the Master Plan for Development of Alas Kedaton Tourism Objects must be able to anticipate the development of tourism in the future. Similarly, the supervision system includes steps to monitor and evaluate existing plans. All elements or variables consisting of: regulations, standards and targets, resources, communication between organizations and strengthening activities, character of the implementing organization, economic, social and political environment, and disposition or attitude of the implementers and supervision, must be ensured to run well. So that the implementation of the policies made will later produce performance in accordance with expectations, and one of the measures of performance is in the form of increased tourist visits.

B. Recommendations

It is recommended a high commitment to develop Alas Kedaton tourism object and coupled with efforts to improve the quality of human resources, increasing cooperation in promotion and marketing, financial support to supplement and improve tourism facilities and support from stakeholders for this reason coordination issues must be well established.

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