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POLICY IMPLEMENTATION OF TOURISM MARKETING DEVELOPMENT PROGRAMS IN INCREASING THE NUMBER OF TOURIST VISITS IN CIREBON CITY

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ABSTRACT

This study aims to determine the implementation of tourism marketing development program policies at the Cirebon City Youth, Sports, Culture and Tourism Office in increasing the number of tourist visits in Cirebon City. The research method used is descriptive analysis, the main research instrument of the policy implementation variable uses primary data obtained from 32 respondents, while the variable number of tourist visits uses secondary data. The results of research on the implementation of policies for the development of tourism marketing programs in Cirebon City have been good, based on respondents' responses to policy implementation factors reaching a score of 79%. The number of visits by foreign / foreign tourists in Cirebon City tends to increase and decrease, but domestic tourists tend to increase every year. The obstacles that were found were lack of marketing budget, lack of competence of human resources, and lack of support from each community.

INTRODUCTION

Regional tourism development is part of national tourism. Each region tries to mobilize all the tourism potential in the region so that it can develop optimally and functionally in line with the values, beliefs, beliefs, habits, traditions and customs of the local community.

Travel and tourism continues to be one of the world's largest industries and the fastest growing sector (WTTC, 2011). Sinclair (1998) highlights the important role that the tourism sector plays in creating jobs and generating income for residents and local governments. In addition, the overflowing benefits of tourism affect many other economic activities, strengthening the positive effect of tourism on economic growth (Proenca & Soukiazis, 2008). Thus, tourism

development is widely recognized as a positive instrument for promoting economic growth (Chou, 2013). Overall, the literature focuses almost exclusively on traditional metrics of growth such as income and employment (Deller, 2010), and distribution issues such as poverty rates or changes in regional inequality have been neglected.

According to Williams and Shaw (1991), tourism distributes development from economic centers to less developed areas. Thus, tourism development tends to be used as an instrument to narrow regional disparities. However, some scholars question the quality of the growth generated by tourism and recreation (Parrilla, Font, & Nadal, 2007), which can lead to widening regional disparities. Krakover (2004) concluded that the influence of tourism on regional development, particularly regarding the problem of regional disparities, is one of the most complex research topics at present.

The development of tourism in an area will bring many benefits to the community, namely economically, socially and culturally; however, if the development is not properly prepared and managed, it will cause many problems that complicate or even harm the community. To ensure that tourism can develop properly and sustainably and bring benefits to humans and minimize the negative impacts that may arise, tourism development needs to be preceded by an in-depth study, namely by conducting research on all its supporting resources.

So the development of tourism is essentially a part of national development efforts to create physical and mental well-being for all Indonesian people, so that the wealth of the archipelago as the capital and foundation for the development of the nation's culture as a whole can be observed by the community.

The Cirebon City Government is committed to involving micro, small, and medium enterprises in tourism development activities in the City of Cirebon. This commitment is manifested in programs that are community empowerment. The tourism development policy in improving the micro, small and medium business sector in its implementation, the local 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.

Attractions in Cirebon City are the choice of local and national tourists, especially religious tourism. This reminds us that the development of tourist objects needs to be supported by conditions in accordance with the wishes of tourists. One of the regional government agencies that is engaged in implementing tourism development is the Cirebon City Youth, Sports, Culture and Tourism Service which has the main task of carrying out regional government affairs based on the principle of regional autonomy and the task of assisting the youth and sports sectors as well as the culture and tourism sector. The Cirebon City Youth, Sports, Culture and Tourism Office has formulated a Vision, Mission and Strategy which are outlined in tourism policies, targets and

programs as stated in the Strategic Plan of the Cirebon City Youth, Sports, Culture and Tourism Office.

The vision of the Youth, Sports, Culture and Tourism Office of Cirebon City is: "The realization of a Reliable Service in Encouraging Capacity Building and Quality of Youth, Sports and Development of a Tourism Culture Based on Local Wisdom".

As is well known, the tourism sector is one of the activities that has a strategic role in supporting the development of the national economy. Apart from being a reliable source of foreign exchange earnings, this sector is also a sector capable of absorbing labor and encouraging investment development. Therefore, in developing this sector the government strives to make plans and various policies that support the progress of this sector, including the Cirebon City Government through the Cirebon City Youth, Sports, Culture and Tourism Office strives to develop tourism. Efforts made include exploring, inventorying and developing existing tourist objects as the main attraction for tourists.

The research aims to determine the implementation of tourism marketing development program policies at the Cirebon City Youth, Sports, Culture and Tourism Office in increasing the number of tourist visits in Cirebon City. Existing tourism problems are as follows: 1) The maintenance of cleanliness of tourism infrastructure, the comfort of tourists at the location is still lacking attention; 2) Parking management is not maximized and parking space is limited at the tourist attraction location; and 3) There is no direct contribution from several tourist objects to the Regional Government.

METHOD

The research method used is descriptive analysis. The data collection techniques consisted of literature study and field studies through observation, interviews and questionnaires to respondents. Respondents were employees of the Cirebon City Youth, Sports, Culture and Tourism Office as of June 2018 as many as 45 people.

Table 1. State of Cirebon City Youth, Sports, Culture and Tourism Service Employees

No	Position	Total
1	Head of Office	1 person
2	Secretary	1 person
3	Head of	3 people
4	SectionSection	9 people
5	Head ofHead of UPT	4 people
6	Head of Sub Division Head of	6 people
7	Staff / Implementer	21 people
Total		45 people

Source: Cirebon City Youth, Sports, Culture and Tourism Office, 2018. The

questionnaire was distributed to 32 respondents based on the Slovin formula of 45 employees of Cirebon City Youth, Sports, Culture and Tourism Office. Respondents were drawn using method *simple random sampling*. The data used in the research analysis used primary data, namely data collected directly from the object of research through a questionnaire, and secondary data on the number of tourist visits in Cirebon city during the last 7 (seven) years.

Table 2. Operational Independent Variable and Bound

Variable Variable	Dimension of	Indicator
Independent Variable (X): Policy Implementation (George C. Edward III, in Subarsono, 2005: 90)	1. Communication	1. Policy socialization to employees. 2. Policies are clearly communicated and understood until the implementers 3. are consistently conveyed.
	2. Structure Bureaucratic;	4. The implementing organizational structure has been formed in accordance with the regulations on the 5. distribution of work. It has been carried out according to the duties of each executor. The 6. coordination of the implementers has been carried out properly.
	3. Resources:	7. Implementing human resources have sufficient capacity to complete activities. 8. Sufficient supporting facilities are available to assist the implementation of
	1. Disposition (Attitude) activities.	9. The Implementer fully supports the policies at the agency is 10. Implementing responsive (responsive) to the policies at the agency 11. Implementing to follow up on policies at the
Bound Variable (Y) service: Number of Tourist Visits	Using Ratio Data / Secondary Data	12. Number of tourist visits in Cirebon City

RESULTS

Description of the Implementation of Tourism Marketing Development Program Policies in Cirebon City.

A policy (*police*) is an activity program that is chosen or decided by a person or group of people and can be implemented and can affect a number of people in order to achieve certain goals. Meanwhile, the word public is a word to describe the policy in question which can be distinguished from individual or group policies / decisions. Policy implementation is a process of providing a means (tool) to implement a policy.

Tourism Marketing Development Program Policy in Cirebon City aims to develop tourism which is expected to bring many benefits to the community, namely economically, socially and culturally; however, if the development is not well prepared and managed, it will cause many problems that complicate or even harm the community. To ensure that tourism can develop properly and sustainably and bring benefits to humans and minimize the negative impacts that may arise, tourism development needs to be preceded by an in-depth study, namely by conducting research on all its supporting resources.

The development of tourism marketing in Cirebon City in various tourist attraction areas requires attention from the Cirebon City government, especially the Cirebon City Youth, Sports, Culture and Tourism Office. This reminds us that in the development of tourist objects it is necessary to support marketing to the tourist community, both domestic and foreign. The introduction of tourist objects can be done through socialization using various marketing media that exist today, both electronically, in print and other social media in accordance with technological developments in society.

To find out the implementation of the policy for the tourism marketing development program in Cirebon City, measurements were made using a questionnaire consisting of 11 (eleven) questions, each of which was accompanied by 5 (five) possible answers that must be chosen and deemed appropriate according to the respondent. The variable number of tourist visits uses secondary data obtained from the Cirebon City Youth, Sports, Culture and Tourism Office.

In discussing the implementation of tourism marketing development program policies at the Cirebon City Youth, Sports, Culture and Tourism Office, the author is guided by the opinion of George C. Edward III who gives the view that policy implementation is influenced by four factors, namely:

- a) Communication
- b) Bureaucratic structure
- c) Resources
- d) Disposition (attitude) The

following are respondents' responses to the factors of the implementation of tourism marketing development program policies at the Cirebon City Youth, Sports, Culture and Tourism Office, in the cumulative table of all indicators.

Table 3. Cumulative responses of respondents regarding the implementation of tourism marketing development program policies at the Cirebon City Youth, Sports, Culture and Tourism Office (n = 32)

No	Alternative Answers	Frequency	Score	%
1.	SS = (5)	41	205	11.65
2.	ST = (4)	256	1024	58.18
3.	R = (3)	55	165	9.38
4.	TS = (2)	0	0	0.00
5.	STS = (1)	0	0	0.00
	Total	352	1394	79,20

Source: Research Results in 2018.

Based on table 3 it can be seen that the total score of the results of data collection on respondents' answers to the Policy Implementation variable (X) is 1394 from the expected maximum score of 1760 or (79.20%), Thus the implementation of development program policies tourism marketing at the Cirebon City Youth, Sports, Culture and Tourism Office is in the "Good" category.

This illustrates that the implementation of tourism marketing development program policies at the Cirebon City Youth, Sports, Culture and Tourism Office based on the factors of good policy implementation has been implemented even though it is not optimal because there are several indicators of the policy implementation variable which have not been implemented optimally. For more details regarding the achievements of the implementation of tourism marketing development program policies at the Cirebon City Youth, Sports, Culture and Tourism Office based on policy implementation factors.

Table 4. Data Analysis of Respondent's Answer Score based on Policy Implementation Factors

No	Indicators of Policy Implementation Factors	Σ Score	%	Category
1	Socialization of policies to employees	128	80.00	Good
2	Policies are communicated and understood clearly until the implementers	129	80.63	Good
3	Provisions and policy rules are consistently conveyed	128	80.00	Good
4	The implementing organizational structure has been formed in accordance with the regulations	128	80.00	Good
5	Distribution of work has been carried out according to the duties of each implementer	129	80.63	Good

6	Coordination of the implementers has been carried out properly.	125	78.13	Good
7	Implementing human resources have adequate capacity to complete activities.	127	79.38	Good
8	Sufficient supporting facilities are available to assist in the implementation of activities	119	74.38	Good
9	Implementers fully support policies at service	128	80.00	Good
10	Implementers are responsive (responsive) to policies at service	130	81.25	Good
11	Implementers followed up on policies at the agency	123	76.88	Good
	Score Respondents / Total Score	1394	1760	
	Average	127	79.20	Good

Source: Data Processing of Research Results in 2018.

The score obtained on the Policy Implementation variable (Variable X) is based on accumulation Respondents' answers show good results, namely with a score of 1394 (79.20%), this means that the implementation of tourism marketing development program policies at the Youth, Sports, Culture and Tourism Office of Cirebon City based on the factors of policy implementation is good.

Description of Number of Tourist Visits in Cirebon City.

To find out the number of tourist visits in the city of Cirebon, the authors collected data at the Cirebon City Youth, Sports, Culture and Tourism Office based on the number of domestic and foreign visitors who came to tourist attractions and hotels where tourists stay, as follows:

Table 5. Number of Visits Tourists in Cirebon City

Tourists	2011			2012		
	Tourism Object	Hotel	Total	Tourism Object	Hotel	Total
Foreign	975	15,953	16,928	1,261	19,357	20,618
Domestic	198,284	145,441	343,725	253,484	203,105	456,589
Total			360,653	Total		477,207

Tourists	2013			2014		
	Tourism Object	Hotel	Total	Tourism Object	Hotel	Total

Foreign	1,567	8,761	10,328		1,710	9,211	10,921
Domestic	305,605	225,012	530,617		342,870	242,255	585,125
Total			540,945		Total	596,046	

Tourists	2015				2016		
	Tourism Object	Hotel	Total		Tourism Object	Hotel	Total
Foreign	6,831	7,957	14,788		1,901	7,303	9,204
Domestic	481,223	190,110	671,333		574,214	247,734	821,948
Total			686,121		Total	831.152	

Travelers	2017		
	Heritage	Hotel	Total
Foreign	2264	8532	10 796
Domestic	622 155	266 146	888 301
Total			899 097

Source: Department of Youth, Sports, Culture and Tourism of Cirebon, 2018. Based on data of the number of tourists in the city of Cirebon in Table 5 above, to perform the analysis tourist arrivals variable data (variable Y), the author made a recapitulation of the following table:

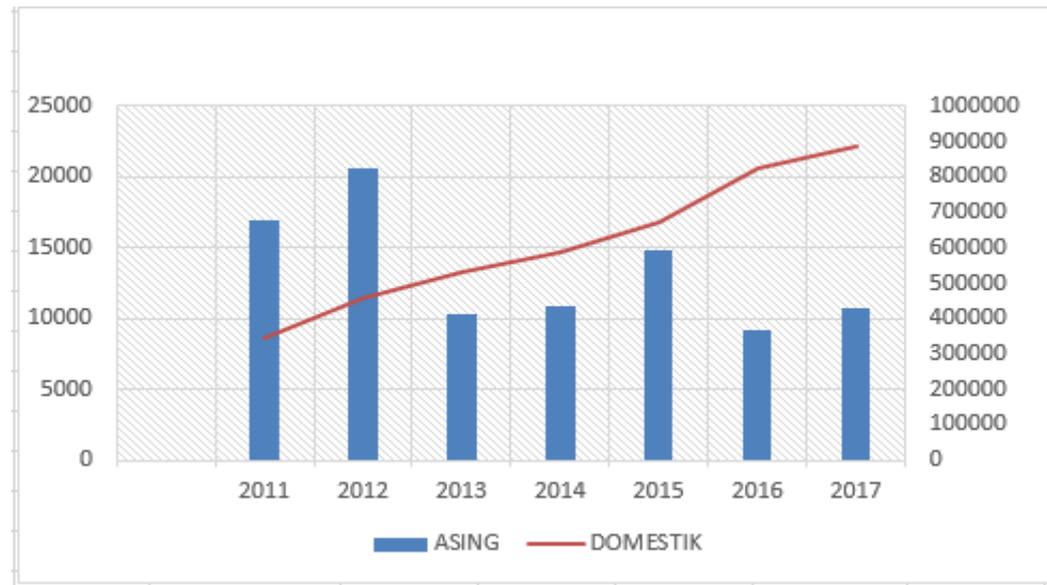
Table 6. Summary of total tourist arrivals in the city of Cirebon

Year	Foreign	Increase /	Domestic	Increase /	Total	Increase /
		Decrease		Decrease		Decrease
2011	16 928		343,725		360,653	
2012	20,618	22%	456,589	33%	477,207	32%
2013	10,328	-50%	530,617	16%	540,945	13%
2014	10,921	6%	585,125	10%	596,046	10%
2015	14,788	35%	671,333	15%	686,121	15%
2016	9,204	-38%	821,948	22%	831,152	21%
2017	10,796	17%	888,301	8%	899,097	8%

Source: Cirebon City Youth, Sports, Culture and Tourism Office, 2018.

Taking into account the data on the number of tourist visits in Cirebon City in table 6 above, it appears that foreign tourist visits in Cirebon City have experienced fluctuation / tendency to increase and decrease every year, and domestic tourists tend to increase every year. The largest decrease in the number of foreign tourist visits occurred in 2013, namely 50%, then it increased and in 2016 fell again, namely 38% from the previous year.

Figure 1. Graph of Tourist Visits in Cirebon City



Source: Analysis of Tourist Visit Data in Cirebon City, 2018.

The number of domestic tourist arrivals in Cirebon City experienced an increasing trend from 2011 to 2017. Based on data on foreign and domestic tourist visits, overall the number of tourist visits in Cirebon City has increased, but the increasing trend has fluctuated. So that the two types of tourists still have the potential to increase the number of visitors each year. For more details, the authors can describe the graph of tourist visits in Cirebon City experiencing an upward trend from 2011 to 2017.

Taking into account the Graph of Tourist Visits in Cirebon City in Figure 1 above, it appears that foreign tourist visits in Cirebon City do experience fluctuations / tendencies to increase and decrease each year, but domestic tourists tend to have increased every year.

Factors Obstructing the Implementation of Tourism Marketing Development Program Policies in Increasing the Number of Tourist Visits in Cirebon City.

Based on the author's observations and interviews, it is known that the inhibiting factors for implementing the tourism marketing development program policies in increasing the number of tourist visits in the city of Cirebon include:

- 1) Limited and lack of budget allocated by the Cirebon City Government

to carry out tourism marketing development.

- 2) The low concern of local governments in developing human resources that can formulate tourism development concepts in accordance with the potential characteristics of both nature and culture, owned by Cirebon City.
- 3) Low understanding of the government and society from the industrial or business world about tourism potential. That the understanding of tourism has not provided direct benefits to local governments.

Efforts Made to Overcome Factors Obstructing the Implementation of Tourism Marketing Development Program Policies in Increasing the Number of Tourist Visits in Cirebon City

As for the efforts made to overcome the factors that hinder the implementation of tourism marketing development program policies in increasing the number of tourist visits in the city of Cirebon, among others:

- 1) Striving to increase the budget for the development of marketing programs in the preparation of work plans at the Cirebon City Youth, Sports, Culture and Tourism Office and to optimize the available funds.
- 2) The Cirebon City Youth, Sports, Culture and Tourism Office has increased the socialization of tourism promotion in the context of tourism development by conveying information to the public through various promotional media.
- 3) The Cirebon City Youth, Sports, Culture and Tourism Office invites other local government agencies to participate in disseminating regional tourism marketing development programs through banners or brochures containing tourist information on Cirebon City.

CONCLUSIONS AND SUGGESTIONS THE

1. implementation of tourism marketing development program policies in increasing the number of tourist visits in the city of Cirebon has generally been carried out well, as seen by the results of the cumulative frequency of respondents' responses agreeing to implement policies based on policy implementation factors reaching a percentage score of 79.20% so it is in the "Good" category. The number of visits by foreign / foreign tourists in Cirebon City has indeed fluctuated / tends to increase and decrease every year, but domestic tourists tend to increase every year.

2. The obstacles to the implementation of tourism marketing development program policies are as follows:

- a. Limited and insufficient budget for tourism marketing development.
- b. Lack of human resources who can formulate tourism development concepts in accordance with the potential characteristics of both nature and culture, which is owned by the City of Cirebon.
- c. Low understanding of the government and society from the industrial or business world about tourism potential.

3. Efforts made to overcome the factors that hinder the implementation of tourism marketing development program policies in the city of Cirebon are as follows:

- a. Strive to increase the budget for marketing program development in the preparation of work plans and optimize available funds.
- b. Increase the socialization of tourism promotion in the context of tourism

development by conveying information to the public through various promotional media.

c. Inviting other local government agencies to participate in socializing regional tourism marketing development programs.

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