

**EXPLORING THE ROLE OF MOBILE-BASED LOCAL TOURISM TO PROMOTE ITS POTENTIAL:
THE POLICY MAKERS' PERCEPTION****Yanto Heryanto*, Nursahidin and Sri Wulandari**

Universitas Swadaya Gunung Jati

*yantoheryanto02@outlook.com

ABSTRACT

The present study aims to explore the role of policy makers in local area preservation and promotion of tourism in Indonesia. This research examined the role of policy makers in the management and promotion of tourism. The study employed a case study method with the help of interviews to explore the required information needed for the analysis. There were 20 participants who participated in the study. Findings showed that local policy makers perceived that the role of local tourism give a wide range of benefit. The stud has contributed to the tourism policy.

Keywords: Cirebon, Indonesia, mobile, policy, tourism

INTRODUCTION

Tourism is a sector that has a big impact on state revenues when utilized optimally in comparison to other service industry. Accordingly, this draw government interest in tourism for economic rewards which taxes is defined in form of capitals which business enterprises and visitors paid (Middleton, 1974). Further step to take by the government is to design a means of facilities and services plan in order to get the tourism spots and places as well as the countries promoted by the earned funds as positive impacts. This is in line with the law number 10 of 2009 issued by the government related to development of the national tourism in general which is carried out in a systematic, planned, integrated, sustainable and responsible manner while still providing protection for religious values, living culture in community, preservation, environment quality, and national interest.

In the context of dealing with the ASEAN economic community, there are 15 issues being developed, one of which is tourism development which focuses on development of tourist destinations, development of tourist attractions/attractions, infrastructure development, provision of public facilities, development of tourism facilities and community empowerment address get products and services of the tourism quality improved as well as facilitating the movement of tourists to tourism destinations. Thus, the role of tourism promotion has been gaining the importance role in policy of local tourism due to the role of policy makers. However, few studies explored how local policy makers perceive the role of mobile based tourism as a means to promote the potential tourism. This study aims to explore the role policy makers in the use of mobile technology as an interactive tool to engage with the national and international visitors.

LITERATURE REVIEW

Although the number of the studies have discussed the role of policy makers to the mobile use, little has been known the political will and economic transformation contributed to the balance of ecological tourism development (Wesley & Pforr, 2010). Developing and implementing a sustainable tourism strategy in the absence strong planning and development management by the local government is often challenging. Godfrey (1998) contends that localization is essential for the success of sustainability guidelines in implementation. In order to achieve the goals of sustainable development in a tourism destination context and overcome the associated challenges, local government cooperation and guidance are necessary for a number of reasons. For instance, adverse impacts of tourism are typically felt most keenly at the local or community level (Tosun, 1998), so local government can play a significant role in negative implication on the host community.

Hunter (1997) contends that it is challenging to imagine as a result. developing and implementing a sustainable tourism strategy because of lack of good planning and management by the local government. Godfrey (1998) contends that localization is essential for the success of sustainability guidelines in implementation. federal

activity In order to achieve the goals of sustainable development in a tourism destination context and overcome the associated challenges, local government cooperation and guidance are necessary for a number of reasons. For instance, adverse impacts of tourism are typically felt most keenly at the local or community level (Aronsson, 2000). So, local government actions (or inactions) can play a significant role in preventing overt environmental degradation and negative impacts on the host community.

Long-term tourism development objectives can potentially be aided or hindered by local governments' involvement in destination planning and development control. In fact, Middleton and Hawkins (1998, p. 39) argues the tourism development much relies on the local governmental responsibility and competence on it . " However, under neoliberal agendas, this is a relatively new role for local governments, and it marks a departure from their historical roles in providing for the "roads, rates, and rubbish" of local communities (Beaumont & Dredge, 2010; Sowman, 1993) In the wake of Local Agenda 21, local governments have abandoned their narrowly defined duty in providing services and infrastructure and instead taken a more active role in achieving sustainable development (Dredge & Jenkins, 2007).

The promotion of the objective of sustainable tourist development, or at the very least its support, has undoubtedly been a major contribution made by governments at all levels. As a result, there are more national, regional, and local government policy pronouncements, strategies, directives, and initiatives based on sustainable development. Because of this, policies may appear to shift the paradigm toward the sustainability of the development, but returns and investment are still on demand.

Local Governments in Cirebon

In line with the varieties of the regulations and relevant rules and acts, local governments in Cirebon have a lot of control over the tourism industry. When it comes to tourism, local government is responsible for land use planning, development applications for tourism related activities, as well as the provision of regional infrastructure and public facilities (Hall, 2000). In fact, the development and infrastructures and facilities by local governments can significantly affect a destination's reputation and attractiveness, the breadth and diversity of its product offerings, and, ultimately, how tourists view a destination (Dredge, 2001). States like Cirebon are increasingly asking local governments to take the lead in, help with, and support the growth and marketing of regional tourism.

The importance of local governments having distinct tourism goals and plans has also come into prominence as a way to guarantee long-term tourism development. The tourism sector is expanding (Cirebon, n.d.). By regulating both the development process and the repercussions of development on the environment, the Sustainable Planning Act of 2009 has brought even greater emphasis to the significance of obtaining sustainable planning results. In order to plan for tourism, local governments must determine targeted key outcomes, future structures, environment, economic and sociocultural resources.

Due to these legislative modifications, local Sustainability has been compared as a "motherhood" issue in Cirebon (McKercher, 1993). They have expressed even more unfavorable opinions about the Cirebon administrations' objectives for sustainable tourism in general, referring to a focus on marketing and an overt emphasis on economic goals, frequently at the expense of social and environmental considerations (Ruhanen, 2009). Additionally, previous study on local governments has shown that, despite being theoretically announced in related planning papers, sustainable development ideals are not actually implemented (Wesley & Pforr, 2010). Clear objectives and policies that ensure long-term tourist growth are demanded of local governments in order to initiate, aid in, and promote the development of the tourism industry (Reid, Ruhanen, Davidson & Johnston, 2010). In light of this, the goal of this study was to explore roles of local governments in the tourist sites of Cirebon in facilitating the expansion of sustainable tourism.

RESEARCH METHODS

The study used a constructivist-inspired interpretive research methodology (Charmaz, 2000). A two-phase qualitative methodology that combined in-depth, semi-structured interviews and secondary document analysis

was used. 5 local government areas (or local tourism destinations). Interviews were performed with members of the local government and a sample of significant destination stakeholders, such as consultants, business owners, and representatives of tourism associations. Table 1 displays the distribution of stakeholder respondents in each of the five local government districts studied for the case study. The initial phase of the research involved locating, classifying, and examining current, openly accessible tourist policy and/or planning documents for each of Cirebon's 125 local government districts. In 2006, prior to the 2008 merger of municipal governments, these materials were acquired.

In this case study, five regions of local authorities were selected to participate in the following up sessions of interview. The sampling technique for this second phase of research involved quantitatively weighing and ranking each document according to its compatibility with Simpson's (2001) evaluation criteria. The duration of each interview ranged from 25 to 1.5 hours, with the average being 45 minutes. The interviews examined local governments' perceptions of their duties, responsibilities, and difficulties in advancing (or not advancing) the future agenda of the sustainability of the particular destination of tourism, as well as the viewpoints of important destination stakeholders. The conversation topics included some of the following: (1) The local government's role in addressing the destined tourism development; and (2) The justifications for (or against) local governments playing such a role in the destination.

RESULTS AND DISCUSSION

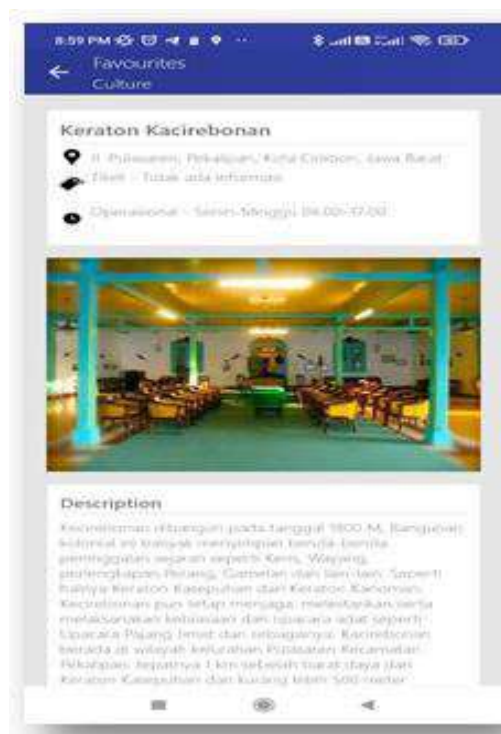
Local governments in Cirebon states and territories (including Cirebon) are expected to promote, assist, and support the development of the tourism industry through the establishment of specific objectives and directives that guarantee the industry's long-term growth. Clearly defined tourist goals and tactics must be established by local governments, as seen by the cases analyzed in this research.

Local Government Responsibilities

These case studies were chosen because their policy and planning papers contained significant sustainable tourism objectives. It is not surprising that every interviewee agreed that local government should have a role in directing and assisting sustainable tourism goals within the destination given that the local government authority initiated or undertook the planning process in each of the examples examined. There were some differences in opinion among respondents, though, about the function that local government should fulfill. For instance, several respondents discussed how the local government should assume a leadership role in the tourism business: "We wanted to elevate the bar in the entire tourism industry by implementing the strategy and outlining a sustainable route and future" (Council). "There were things occurring in the Shire, and we really just wanted to increase the ante of tourist planning in the Shire and put the notion of planning and management out there to the sector," said one participant (Council).



Picture 1: The list of Cirebon tourism



Picture 2: The ancient tourism spot

Others believed that it was the obligation of local government to "take responsibility" for the long-term viability of the destination. For instance, local government is frequently trusted by the public to take care of the neighborhood. One representative of the local administration responded, "We formed the strategy in the first place because of what was happened here environmentally - something needed to be done. We didn't want to lose that sector of the economy, but we also didn't want to waste or damage our resources. To fix this, we could tell that something needed to be done (Council). "You have to handle the problem of sustainability because there will come a day when you'll have to be able to stand alone and face the music," respondents said of top-down demands from state and federal governments (Council). "Local governments must also integrate sustainability evaluations," says the report.

Table 1: Local policy makers' perception of mobile use in promoting tourism

No	Item	Mean
1	To promote local food and beverage	2.45
2	To give an easy access for visitors	3.68
3	To give a wide range of tourism places	3.45
4	To inform the selected spot	4.56

Questions need to be asked and sustainability criteria need to be taken into account " (Council). There are simply too many organizations out there keeping an eye on government, local government, and economic operations, according to a number of respondents, as a result of the growing focus on sustainable development, as reflected in law and public opinion " (Consultant). Some claim that local governments' perceptions of their role in the development of tourism are changing as a result of the expanding trend toward environmentalism in general and sustainable development in particular. In the examples examined here, sustainable tourism goals are prominent in the local government papers, which has clearly affected local government's attention, prompting a shift from purely economic

Local Government Capacity

The discussion turned from what the role of local government should be to why local governments should support sustainable tourism development in their areas. It bears reiterating that the case studies were specifically chosen because they featured aims for sustainable tourism prominently in their policy documents. The respondents spoke at length when describing the shortcomings and inefficiencies in the bigger governing systems of tourist sites, increasing the pressure on local governments to adopt a more interventionist approach.



Picture 3: The list of Cultural places



Picture 4: Sea as a tourism in mobile

Most respondents said that local government played a strategic role because of how it was structured in connection to other tourist organizations within the destination because it had "the ability to look at the bigger picture" (Council). The organizational structures of the government were more permanent and clearly defined than those of other tourist bureaus, which allowed local government to adopt a more strategic approach. One respondent said, "The tourist association isn't really set up to engage with the rest of the community on concerns,

There was undoubtedly general consensus that local government should have a part in setting a destination's strategic tourist direction (Weaver, 2006). According to the vast majority of respondents to this study, our was one of the main ways local governments could support sustainable development. Municipal government's lack of staff and financial resources was acknowledged as a concern (Dredge, 2001). Local governments would frequently have more resources available to pursue industry-wide planning and other development projects than tourist organizations. Is there anyone else who can do it? was a question that received unanimous support from local government respondents. You can ask, "Who else has the money to do it?" (Council).

According to "other" stakeholder answers, local governments are "the only ones with the resources to make any influence" (RTO). In fact, it is this situation alone that has the potential to cause conflict inside a location. Tourist resourcing, for instance, is a difficult issue that is closely related to expectations of leadership and control within the network, according to Dredge (2006a) (p. 278). The findings also reveal local authorities and other

stakeholder confirm if the legislative power of local governments as a justification for why they ought to play a part in advancing the agenda for the development of sustainable tourism. Councils must approve the measures we are proposing to adopt because of municipal planning schemes, and because they provide a major of facilities incorporated for tourism spots.

Collaboration

There was no legislative structure that mandated collaboration, despite the fact that it was highly praised (Choi & Murray, 2010; Timur & Getz, 2008; Wray, 2009). in the case of Cirebon sustainable planning acts, recommendation opens for public interest to boost their active participation, such as inputs and more constructive ideas of improvement. Thus, prior research has demonstrated that governments have generally succeed to successfully incorporate public participation into tourism planning processes. In fact, it is more accurate to describe public involvement as a form of tokenism in which government has already prescribed decisions or the direction of decisions (Hall, 2000). Although policy documents may in theory promote collaboration and engagement, local governments may take advantage of representational flaws to forego broad public involvement and input (Ruhanen, 2009).



Picture 5: The list of Cultural places



Picture 6: Sea as a tourism in mobile

They are misreading or misinterpreting what people are seeking for, in my opinion. They consider places that generate income, like the Gold Coast or Cairns, to be moneymakers (Industry). However, the problem persists in the absence of a legal basis for tourism planning generally, and for planning that calls for legitimate stakeholder interaction and collaboration in particular. The supporting rather than regulating aspect of public sector policy is a recurring challenge, according to Briedenhann (2007).

Strategic Discussion

They are misreading or misinterpreting what people are seeking for, in my opinion. They consider places that generate income, like the Gold Coast or Cairns, to be moneymakers (Industry). However, the problem persists in the absence of a legal basis for tourism planning generally, and for planning that calls for legitimate stakeholder interaction and collaboration in particular. The supporting rather than regulating aspect of public sector policy is a recurring challenge, according to Briedenhann (2007).

International Journal of Applied Engineering & Technology

The industry has a tendency to place more emphasis on marketing and promotional goals than on planning and industrial development results "Several responders from local governments noted. Consequently, it is important to strike a balance between the industry's highly commercial and free-market oriented economic side and some of the Council's commitments to the sector's social and environmental facets. It isn't available on the open market" (Council) (Council). According to one tourism business owner. There is a belief that local governments can put aside their own agendas to serve the requirements of business in the near term. Governments have often failed to give the triple bottom line equal weight since they seek to publicly emphasize its economic components, which makes this a challenging assignment (Hall, 1998; Ruhanen, 2009).

Power

Given these conclusions, it should come as no surprise that the interviews frequently brought up the topics of power and politics. The complexity of stakeholder power has drawn attention in the literature on sustainable tourism up to this point. In the locations discussed here, it was evident that power struggles and the local government authority's considerable influence hampered the adoption of sustainable policies. Other local government responders noted that "very frequently, the Council takes on the type of last say or ultimate accountability." According to others, power is a significant barrier to sustainability, hence future research should delve deeper into this issue. Wesley and Pforr (2010) found through a case study that political factors such as needs, demands, beliefs, interests, ideologies, and power structures interact with each other and have an impact on the decision-making process as well as sustainability contributions.

Concept Challenges

Despite the benefits of local governments getting involved in sustainable tourism, they have received criticism for falling short of expectations. Therefore, why are local governments failing short when they do have a role to play and it is generally agreed that they should? The results of this study show that local governments lack a practical understanding of how to incorporate and apply sustainable tourism concepts into their tourism strategy and planning.

In some cases, even the strategic enactment of the sustainable tourist principles in the local government of Cirebon, efforts are still in demanded to address the issues and develop workable and acceptable solutions. Participants in the study concurred that useful tools were required, and they said that the absence of such tools made it challenging for local governments to lead the agenda for sustainable development of the destination. Even though many respondents admitted to not understanding what "sustainable development" actually meant in practice, as one respondent put it, this did not prevent development or the abuse of the term "sustainable tourist development." Any respondents who responded were concerned about the local government's ignorance.

CONCLUSIONS

The sustainable development strategy, on the other hand, would remain an utopian model without legitimate and proactive participation of local people in tourist planning. Governments, and particularly municipal governments, have come under scrutiny for failing to address sustainable tourist expansion. Even though there has been much discussion on what the function of local government should be, few authors have looked at the roles and duties of local governments in promoting or obstructing long-term tourism growth. Importantly, it was demonstrated that local government does participate, in contrast to what the literature claimed because of the needs of improvement of the leaderships and the structurally coordination between the government-local authorities, the current case study has assumed control of the sustainable tourism agenda is in need. Numerous municipal governments are still struggling to get used to this new responsibility. Possibly paving the way was this better position. Local governments' roles and responsibilities in promoting Cirebon sustainable tourism has not been clearly justified and has been clouded by difficulties with the idea's actual enactment. Local governments are still in the best position to spearhead a destination's sustainable development strategy, despite faults like those discovered in this study. As a result, they both facilitate and impede the expansion of sustainable tourism.

REFERENCES

- Augustyn, M. (1998). National strategies for rural tourism development and sustainability: The Polish experience. *Journal of Sustainable Tourism*, 6(3), 191–209.
- Bahaire, T., & Elliott-White, M. (1999). Community participation in tourism planning and development in the historic city of York, England. *Current Issues in Tourism*, 2(2&3), 243–276.
- Baker, T.L. (1999). *Doing social research (3rd ed.)*. Boston: McGraw-Hill.
- Barke, M., & Towner, J. (2003). Learning from experience? Progress towards a sustainable future for tourism in the central and eastern Andalucian Littoral. *Journal of Sustainable Tourism*, 11(2&3), 162–180.
- Beaumont, N., & Dredge, D. (2010). Local tourism governance: A comparison of three network approaches. *Journal of Sustainable Tourism*, 18(1), 7–28.
- Berg, B.L. (2001). *Qualitative research methods for the social sciences (5th ed.)*. Boston: Allyn and Bacon.
- Beritelli, P., & Laesser, C. (2011). Power dimensions and influence reputation in tourist destinations: Empirical evidence from a network of actors and stakeholders. *Tourism Management*, 32(6), 1299–1309.
- Reid, S., Ruhanen, L., Davidson, M., & Johnston, N. (2010). *Legal basis for state and territory tourism planning*. Gold Coast: Sustainable Tourism Cooperative Research Centre.
- Ruhanen, L. (2009). Stakeholder participation in tourism destination planning: Another case of missing the point? *Tourism Recreation Research*, 34(3), 283–294.
- Simpson, K. (2001). Strategic planning and community involvement as contributors to sustainable tourism development. *Current Issues in Tourism*, 4(1), 3–41.
- Sinclair, D., & Jayawardena, C. (2003). The development of sustainable tourism in the Guianas. *International Journal of Contemporary Hospitality Management*, 15(7), 402–407.