



# ANALYSIS OF THE ROLE OF TOURISM IN POVERTY REDUCTION IN WEST JAVA

by

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## ABSTRACT

Poverty reduction is not usually at the heart of the tourism agenda. Yet tourism is significant in many poor countries and is already affecting the livelihoods of millions of poor people, positively and negatively. Poverty reduction requires pro-poor growth. Concerted effort is needed to maximize the contribution of tourism to this. Pro-poor tourism (PPT) interventions aim to increase the net benefits for the poor from tourism, and ensure that tourism growth contributes to poverty reduction. PPT is not a specific product or sector of tourism, but an approach. PPT strategies aim to unlock opportunities for the poor whether for economic gain, other livelihood benefits, or participation in decision-making. Pro-poor tourism overlaps with, but is different from, the 'sustainable tourism agenda'. Pro-poor focuses more on countries of the South, not on mainstream destinations in the North. Poverty is the core focus, rather than one element of (mainly environmental) sustainability.

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## 1. INTRODUCTION

The development of the tourism industry is one of the main issues in the third millennium. This statement implies that tourism is one of the industries that will grow and dominate in various parts of the world. Many countries work on this sector seriously and make it a leading sector to increase their economic growth. Tourism is used as a source of foreign exchange earnings, creation and expansion of employment and poverty alleviation. *World Tourism Organization* or WTO (2018) predicts that the tourism sector will become the largest industry in the world. The WTO also predicts that in 2019, the number of world tourists will reach 1.018 billion people and will generate foreign exchange earnings of US\$ 3.4 trillion, and provide jobs to 204 million people in the world. World tourism investment is estimated to reach 10.7 percent of total world capital (*World Tourism Organization*, 2018).

Seeing the positive trend of global tourism growth, optimizing tourism development as an alternative development to replace the agrarian and industrial sectors which tend to destroy natural resources is getting a more convincing response (Theobald, 2015). The emergence of the issue of sustainable tourism management is a dynamic thing on an industrial scale on a macro basis through a strategic approach in planning and developing a tourism destination.

Actually tourism development is a developing concept, the concept of tourism life cycle and the concept of interrelated carrying capacity is a good and dynamic way to see the condition and development of tourism. The life cycle concept shows that tourist destinations are constantly changing from time to time, and progress can be seen through the stages from introduction to decline. With good management, tourism plays a role in empowering scarce resources and making the tourism industry extend its life cycle and be sustainable (Theobald, 2015).

The tourism business industry has become a mainstay sector in many countries. This shows that tourism is the biggest moneymaker and the strongest sector in the global economy. Tourism has been able to employ as many as 240 million people worldwide producing 10.6 percent of the world's Gross National Product, contributing taxes of 655 million dollars. So it is not surprising that many countries are competing to make their country an object rich in

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tourism attraction. (Wood, 2015).

History proves that technological advances have contributed to accelerating the development of the tourism industry. Through the invention of wide-body aircraft capable of carrying hundreds of passengers at once. The availability of international tour packages, which was recently followed by the introduction of *low cost airfare*, has encouraged millions of people to enter the tourist market, local, national and international. This can be observed from the increase in the number of international tourists from around 25 million in 1950 to around 676 million in 2002. By the first decade of the 21st century, it is estimated that the number of global tourists will reach one billion. This drastic increase was followed by an increase in its contribution to world GDP from only 1.2 percent to around 12.1 percent in the same period (*World Tourism Organization*, 2014).

Upon closer inspection, it appears that the mainstream of tourism development discourse is more focused on international tourism, in the sense that various indicators of growth in the flow of tourist trips transcend the territorial boundaries of a country. When referring to global tourism data, almost all of them show indicators of the development of international tourism earlier. In fact, the development of international tourism is inseparable from the development of domestic tourism (United Nation, 2013). Many experts, including those from international tourism agencies, admit that the number of domestic tourists cannot be ignored in terms of the spectrum of tourism development in each country. This means that in general it can be said that domestic tourism is one of the most important bases for tourism development in every country.

Likewise with Indonesia, which has a diversity of flora and fauna, ancient and historical heritage sites, as well as art and culture, all of which are great resources for efforts to develop and enhance tourism.

The existence of the tourism industry is also a source of income for the government through various taxes, such as hotel and restaurant taxes, transportation taxes, sales taxes, income taxes and other taxes. Tourism also encourages investment in infrastructure to support tourism such as airports, roads, ports, maintenance of museums, monuments, tourist areas, and the development of shopping centers and other facilities for public convenience. The development of the tourism sector is expected to have a significant impact on the development of related industries such as hotels, restaurants, travel agencies and small and medium enterprises in tourist visiting areas because they can produce and sell souvenirs. According to Reisinger (2019) tourists use "shopping" like souvenirs as a motivation for travel, tourist attractions and tourism activities. Tourists carry out this activity to take advantage of the low prices offered for local products, brands and product uniqueness.

According to Hendriwan (2013) poverty occurs because the ability of the community of economic actors is not the same, so that there are people who cannot participate in the development process or enjoy the results of development. Poverty is also a development problem characterized by unemployment, underdevelopment and downturn. The poor are weak in terms of their ability to do business and have limited access to socio-economic activities. Thus, the problem of poverty is very complex and efforts to overcome it must be carried out in a comprehensive manner, covering various aspects of people's lives, and carried out in an integrated manner.

Meanwhile, the United Nations (2013) tries to identify the causes of poverty from an economic perspective. First, the unequal pattern of resource ownership causes an unequal distribution of income. Second, differences in the quality of human resources are associated with low productivity and wages. Third, poverty arises from differences in access to capital. The causes of poverty according to the poor themselves are lack of capital, education, skills, and employment opportunities; and low income.

Jamieson *et al.* (2014) put forward the causes of poverty in the village which until now remains the main pocket of poverty where 60% of Indonesia's poor live in rural areas. The main causes of rural poverty are: (1) low education; (2) inequality of ownership of capital and agricultural land; (3) investment inequality in the agricultural sector; (4) limited credit budget allocation; (5) limited availability of basic necessities; (6) traditional economic management; (7) low productivity and capital formation; (8) an undeveloped saving culture; (9) there is no social security for the village community; and (10) low health insurance. Mubyarto (2012) argues that the poor are not people who have nothing, but have very little social capital to develop them.

Poverty alleviation efforts need to be contained in three policy directions. Indirect policies are directed at creating conditions that guarantee the continuity of every poverty alleviation effort. The policy is directly aimed at low-income groups of people. Special policies to prepare the poor themselves and officials who are directly responsible for the smooth running of the program.

Research Roe *et al.* (2014) show that the quantitative performance of tourism is only able to display the effect of foreign exchange on state income at a macro level, while the mechanism of its distribution is still being questioned. Therefore, it is necessary to redesign tourism development so that it is able to present a more prosperous format. If we want to develop a new format for Indonesian tourism in the future, non-economic parameters must also be used as a basis for determining the success of tourism development. These parameters include social and cultural transformation, quality of health, promotion of social capital and economic capital, job security, equal distribution of



income, community participation in planning, implementation, evaluation and monitoring, distribution of tourism responsibilities and results and so on.

Experience in a number of developing countries teaches that tourism can improve people's welfare, if it is managed properly by implementing strategies that are pro-poor (*pro-poor tourism*). This strategy tries to sharpen the orientation of tourism development by shortening the distribution chain of tourism products, for example by facilitating direct interaction between local communities and tourists in the provision or development of tourist objects and attractions (Ashley, *et al.*, 2011). The trick is to involve local communities who ensure they understand the decision-making process regarding forms of tourism activities that are in accordance with the availability and capacity of local resources (Tosun, 2010). The main principle is that tourism can only survive (*sustainable*), if its impact on increasing welfare can be directly felt by the community, especially those who live in tourism destinations.

Based on the background of the problems described above, it is known that the quantitative performance of tourism is only able to show the effect of foreign exchange on state income at a macro level, while the distribution mechanism has not shown justice, especially for the poor. In managing tourism, it is better to pay attention to aspects of alignment with the community around tourist objects through empowerment activities, especially for low-income groups. The alignment of tourism management towards low-income communities is what is referred to as *pro-poor tourism*.

Thus, the development of the tourism sector, especially in West Java Province as a mainstay sector in the Regional Government of West Java, should develop in line with poverty alleviation efforts. Tourism development in West Java is expected to be able to make a positive contribution to poverty alleviation efforts through empowering the potential of small communities around tourist sites.

However, in reality the percentage of poor people in West Java from 2013 to 2019 only decreased by 2.55%, from 6.63% of the poor to 4.18%. In fact, given the tourism potential of West Java, which is so large, the percentage of poor people in West Java should have been close to zero or there should have been no more poor people in West Java.

Based on this problem, the formulation of the problem in this research is "What is the role of tourism in poverty alleviation in West Java?"

## Results and Discussion

The tourism approach can be used as a tool in the development of an area by directing the function of the area as a tourist destination. If this is done then, one of the development strategies to realize this is by implementing the concept of *Community Based Tourism* (CBT), which is a strategy that makes the local community in a tourist object and attraction the main actor in the development and construction of tourist objects and attractions. . The application of the *Community-based Development* in certain tourist destinations will of course be very different from the application of *Community-based Development* in other tourist destinations. Through the implementation of *Community Based Development* directly, of course, it will have an impact on local communities around tourist objects and attractions, especially having an economic, environmental and social impact.

Tourist objects and attractions (*attractor and attraction*) are the main reasons why an area is visited by tourists and becomes a tourist destination. For this reason, careful planning is needed for the development of tourist objects and attractions so that they are of interest to tourists. According to Garrod (2011:4), the most appropriate approach is participatory planning. One form of participatory planning in tourism development is to apply *Community Based Tourism* (CBT) as a development approach.

Ashley *et.al* (2011) defines CBT as tourism that takes into account environmental, social and cultural sustainability aspects. For this reason, there are several basic principles of CBT presented by Ashley *et.al* (2011) in their ideas, namely: (1) recognizing, supporting and developing community ownership in the tourism industry; (2) involve community members in starting every aspect; (3) developing community pride; (4) developing the community's quality of life; (5) ensure environmental sustainability;

(6) maintaining the unique character and culture in the local area, (7) helping  
6  
develop learning about cultural exchange in the community; (8) respect cultural differences and human dignity; (9) distribute profits fairly among community members; and (10) play a role in determining the percentage of income (income distribution) in projects in the community. The main idea conveyed by Suansri in these basic principles is a more balanced relationship between capital owners and local communities in the tourism industry. The balance referred to, among others, in terms of community ownership status, fair profit sharing, socio-cultural relations based on mutual respect, and joint efforts to protect the environment.

According to Spenceley and Seif (2013) the *community tourism industry* is a collection of business activities

carried out by communities that create and sell various kinds of goods and services to tourists. Therefore, the problem then is how to apply the concepts and basic values of *community-based tourism* as a strategy to mobilize communities to actively participate in development as partners in the tourism industry. In the context of tourism development, the community must independently mobilize the social capital, assets and values that exist in the community to become the main attraction for the tourist experience.

For this reason, the main objective of implementing *Community-based tourism in the context* of a tourist destination is how each individual in the community is directed to become part of the tourism economic chain. This will only happen if individuals are involved in every tourism development process and at the same time are given the skills to develop tourism products in the form of *small businesses*. Its tourism products cannot be separated in the field of tourist attractions, tourism support services and transportation. It is in these three aspects that producers, both private, public and local communities try to provide the best service so that tourists as consumers meet their needs.

It is at this critical point that cooperation between investors, the local community and the government is urgently needed to jointly improve the critical conditions experienced by the tourist object and attraction of Jalanjaksalam. As stated by that tourism development cannot be separated from the role of government. Because only the government has the power and ability to create political stability, security and provide legal certainty in the financial sector needed for the tourism sector. In order to carry out the development of tourist objects and attractions at Jalan Jaksa, this can be done in various ways and strategies. The following are general steps that can be used as a reference for referring opinions (Anwar, 2012):

1. *Getting organized*. The first thing that needs to be done is for the community to arrange a work team to build and compile various steps and procedures to build tourist objects and attractions. This team must be focused on action.

7

2. *Identify community values*. Take time to define what exactly the community expects from tourists, focusing on what to contribute and what not to. Try to survey community members to find out their values and interests. Another most important thing is to know the things that tourists should not do.
3. *Visioning process*. Hold a meeting or gathering of community members, to jointly and participatively formulate a vision and set goals. Try to get the community involved and their commitment at the end of the meeting.
4. *Inventory of attractions*. Decide what the community will offer tourists. Identification of these attractions based on the categories and typologies of tourists according to these attractions.
5. *Assessment of attractions*. The next step is to carry out an in-depth analysis of every detail of these attractions, including the quality of the attractions and the intended tourist targets.
6. *Establish Objectives*. Treat attractions as befits a business unit, for that determine the goals of each business unit, complete with an analysis of costs and benefits.
7. *Impact Analysis*. Determine the potential economic, social and environmental costs. Develop an ongoing plan to minimize the impact of these costs.
8. *Business Plan*. Set priorities, set goals to be achieved each year, including financial sources.

9. *Marketing Plan*. Plan a marketing strategy for each attraction. In every step taken in the framework of tourism development, Hatton emphasizes the importance of the active involvement of the community. At every level, it is necessary to provide education and awareness of the importance of the community in tourism development. This is important to do because, the main focus of community-based tourism development is how the community can benefit from every existing attraction, if this does not happen then this is a sign of the failure of community-based tourism development.

Since the steps taken for the development of tourism in Indonesia, the planned and programmed activities carried out by the government are essentially aimed at 'sustainability', especially in the field of tourism, for example, what is meant by sustainable tourism development is essentially sustainable with efforts to ensure that natural, social and cultural resources that are used for tourism development so that they are preserved for future generations (Ashley *et.al*, 2011).

Sustainable tourism according to the concept of Muller (1997) is managed tourism referring to qualitative growth, the intention is to improve the welfare, economy and public health. Improving the quality of life can be achieved by minimizing the negative impact of non-renewable natural resources.

Five things that must be considered in sustainable tourism according to the concept of Roe *et.al* (2014), namely (1) healthy economic growth; (2) the welfare of local communities, 3) not changing the natural structure, and protecting natural resources; (4) healthy growing community culture and (5) maximizing tourist satisfaction by providing good service because tourists generally have a high concern for the environment.

Sustainable tourism development (*sustainable tourism development*) tourism development that emphasizes



the principles of sustainable development. The concept of community-based sustainable tourism development is put forward by emphasizing namely: (1) quality and sustainable maintenance of natural and cultural resources; (2) improve the welfare of local communities; (3) the realization of a balance between natural and cultural resources; and (4) local community welfare and tourist satisfaction.

Based on this understanding, the concept of community-based sustainable tourism development in West Java Province must pay attention to environmental, social and economic aspects so that existing natural, social and cultural resources can be utilized for future generations.

Meanwhile, West Java is known to the world for having sustainable tourism products such as ecotourism, nature tourism, cultural tourism, *heritagetourism*, culinary tourism, religious tourism, *volunteer* tourism and *adventure*. Tourism activities in West Java do provide direct income, especially for people involved in sectors related to hotels, *travel agents*, *guides*, restaurants and so on. However, its contribution to other communities that are not connected with tourism activities cannot be felt.

In reality, the West Java Provincial Government, through its policies, generally only pursues tourism contributions to the government's foreign exchange. In other words, the quantitative performance of tourism in West Java is only able to show the effect of foreign exchange on state income at a macro level, while the distribution mechanism has not shown justice, especially for the poor. This condition is used as the rationale in this study.

Therefore, in managing tourism, it is better to pay attention to aspects of alignment with the community around tourist objects through empowerment activities, especially for low-income groups. Alignment of tourism management towards low-income communities (*pro-poor tourism*).

Thus, the development of the tourism sector, especially in West Java Province as a mainstay sector in the Regional Government of West Java, should develop in line with poverty alleviation efforts. Tourism development in West Java is expected to be able to make a positive contribution to poverty alleviation efforts through empowering the potential of small communities around tourist sites. In view of this, it is necessary to look for an effective mechanism and redistribution of tourism foreign exchange in West Java to increase income, ensure continuity of work, improve working conditions and education of the people of West Java, so that the construction of a tourism model in West Java that is oriented towards poverty alleviation (*pro-poor tourism*).

#### D. Closing The

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