

PRIORITIES OF HEALTHY TOURISM DEVELOPMENT STRATEGIES IN REALIZING SDGS

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ABSTRACT

Purpose: The purpose of this research is to analyze the strategic priorities for developing healthy tourism by referring to the implementation of Joint Regulation of the Minister of Home Affairs and the Minister of Health Number 34 of 2005 Number: 1138/Menkes/PB/VIII/2005 in realizing Sustainable Development Goals (SDGs) in Banyuwangi Regency. **Methods:** This research uses a quantitative approach supported by a qualitative approach. The sampling technique used purposive sampling with interviews and questionnaires distributed to expert respondents such as the Health Service, Regional Development Planning Agency, Culture and Tourism Service, Healthy Banyuwangi Forum, and Tourism Awareness Group in Banyuwangi Regency. **Data analysis:** This research uses the Analytic Network Process (ANP) to analyze primary data from respondents. **Results and discussion:** The strategy used in developing healthy tourism is optimizing destination zones and tourist attractions, which will increase the number of tourist visits while remaining committed to maintaining the condition of clean, beautiful, healthy, comfortable, and safe tourist attractions. **Conclusion:** The synergy of each policy stakeholder and community in maintaining a joint commitment to realizing healthy tourism through the implementation of SDGs indicators is a necessity that must be maintained for its sustainability.

Keywords: Policy, Healthy Tourism, Analytic Network Process (ANP)

INTRODUCTION

Law Number 10 of 2009 concerning tourism explains that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the government and regional governments. Tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable and responsible manner while still providing protection for religious values, culture that lives in society, environmental sustainability and quality, as well as national interests.

In relation to tourism development, Law Number 10 of 2009 concerning tourism. Article 4 states that the objectives of tourism are to: 1) Increase economic growth; 2) Improving people's welfare; 3) Eradicating poverty; 4) Overcoming unemployment; 5) Preserving nature, environment and resources; 6) Advancing culture; 7) Raising the nation's image; 8) Fostering a sense of love for the country; 9) Strengthening national identity and unity; and 10) Strengthening friendship between nations.

The role of government is very necessary when the country is facing an economic crisis due to low aggregate demand. If the government neglects to intervene, the recession will continue to occur forever. Leaving the market mechanism without government intervention will leave the country trapped in a mire of continuous crisis, because the working of the market mechanism to drive the economy will be realized when the government is involved in it.(Keynes, 1973b). The market mechanism will work optimally if there is physical, mental, educational and organizational infrastructure that involves the state to regulate its institutional governance(Thurow, 1996).

There are at least four roles for the state, including: macroeconomic stabilization, correcting market failures, redistributing income and directing the process of unifying economic activities (catching up process). This last role is the area that is the focus of the State from an institutional economics perspective(Handoussa, 1994). This role is used to design economic activities more efficiently based on equal information and bargaining positions between economic actors. Meanwhile, the three previous roles are widely used in classical/neoclassical and Keynesian economic approaches(Yustika, 2008).

However, in research on healthy tourism development in realizing sustainable development bDifferent from the thoughts expressed by Adam Smith, the appropriate theory used is based on the theory put forward by John Maynard Keynes in 1936, which states that the government must take a role in providing public goods that are not in demand by the private sector, so of course it requires resources. reception. Policies related to government spending and revenues are what we now know as fiscal policy. Government intervention policies in the economy also developed, which of course increasingly adapted to market conditions (Keynes, 1936).

Sustainable Development Goals(SDGs) or Sustainable Development Goals (TPB) include comprehensive and interrelated dimensions of social, economic and environmental development. Efforts to achieve one dimension of development cannot be separated from the achievement of other dimensions of development so as to achieve a balance of achievements in the three dimensions of development. For example, social dimension

development efforts are achieved through the economic development dimension but must pay attention to the environmental development dimension, and vice versa (BPS, 2019: 3).

The goal of sustainable development in the tourism sector was tested when world tourism conditions experienced drastic changes due to the Covid 19 pandemic, bThe world tourism meter in 2020 shows that there was a decrease of around one billion international arrivals worldwide last year compared to 2019, as a result of travel restrictions imposed by almost every country in order to control the Corona pandemic (UNWTO, 2020).

The country's foreign exchange receipts from the tourism sector also decreased greatly. According to the Minister of Tourism and Creative Economy, Sandiaga Uno on the republica.co.id page, the projected foreign exchange receipts from tourism in 2020 are between 4-7 billion US dollars. Before the pandemic occurred, tourism foreign exchange revenues in 2020 were targeted at US\$ 19-21 billion. When compared with 2019, the decline that occurred was quite significant because tourism foreign exchange receipts in the previous year almost reached 20 billion US dollars (Kemenparkref, 2021).



Figure 1. Statistics of Foreign Tourist Visits for 2020-2021 in Indonesia (Source: Ministry of Tourism and Creative Economy, 2022)

Based on statistical data, foreign tourist visits to Indonesia through all entry points in December 2021 amounted to 163,619 visits or a decrease of -0.28% when compared to foreign tourist visits in December 2020 which amounted to 164,079 visits. Meanwhile, based on nationality, the highest number of foreign tourist visits in December 2021 at all entry points was recorded from Timor Leste with 84,975 visits, Malaysia with 48,728 visits, Papua New Guinea with 4,880 visits, China had 4,513 visits, and Russia had 2,324 visits. In 2023, cumulatively, foreign tourist visits from January to September 2023 increased by 143.41 percent compared to the same period in 2022. This increase in visits was mainly recorded at the gates of Ngurah Rai and Soekarno Hatta airports, increasing by 230.12 percent and 142, respectively. 01 percent (BPS, 2023).

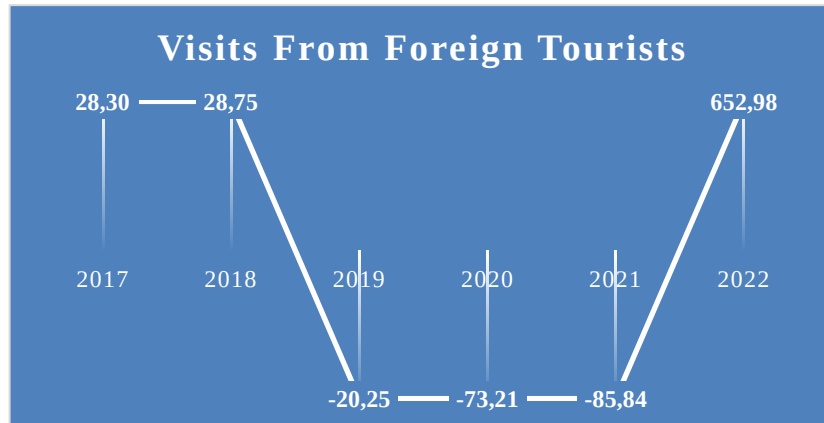


Figure 2. Foreign Tourist Visits in Banyuwangi Regency (Source: Banyuwangi One Figure, 2023)

Based on Figure 2. Foreign tourist arrivals in Banyuwangi Regency experienced a contraction in 2019 by -20.25%, in 2020 -73.21%, and in 2021 -85.84%. For three years there has been a significant decline, in 2022 the growth in foreign tourist visits will increase by 652.98%.



Figure 3. Archipelago Tourist Visits in Banyuwangi Regency (Source: Banyuwangi One Figure, 2023)

Based on Figure 3. Visits from Indonesian tourists in Banyuwangi Regency experienced a contraction in 2020 by -43.10% and in 2021 -38.32%, while the growth in visits in 2022 increased by 58.31%.

This research refers to the Indonesian government's intervention through Joint Regulation of the Minister of Home Affairs and the Minister of Health No. 34 of 2005No. 1138/Menkes/PB/VIII/2005 concerning the implementation of Healthy Regency/Cityon

indicators of a healthy tourism order. Banyuwangi Regency is one of the districts that has natural, artificial, religious and cultural tourist destinations which still need special attention to be developed into healthy tourism, so that the tourism development focus can refer to the 3 pillars of sustainable development, namely economic, social and ecological according to indicators. Sustainable Development Goals (SDGs). Therefore A priority strategy is needed in the development of healthy tourism to anticipate the worst possibilities in tourism management.

THEORETICAL BASIS

Keynes' Theory of Government Intervention

Keynesian tradition of thought (Spithoven, 2017) states that government intervention is very necessary during a crisis, especially a crisis due to the failure to fulfill assumptions in classical economic thinking such as full employment and unequal distribution of income. (Keynes, 1973). In the Keynesian tradition, the existence of a recession is the result of widespread market failure. In this condition, the Keynesian group is able to provide scientific space regarding government intervention in the economy, such as monetary policy and countercyclical fiscal policy. (Priyono & Ismail, 2012).

Keynes explicitly stated that national income is determined by household consumption, investment expenditure, government, exports and imports (Keynes, 1936). Other variables that determine the rise and fall of national income are interest rates, tax revenues, foreign income and exchange rates.

Keynes said, "Changes in fiscal policy. In so far as the inducement to the individual to save depends on the future return which he expects, it clearly depends not only on the rate of interest but on the fiscal policy of the government. Income taxes, especially when they discriminate against 'unearned' income, taxes on capital-profits, death-duties and the like are as relevant as the rate of interest; while the range of possible changes in fiscal policy may be greater, in expectation at least, than for the rate of interest itself. If fiscal policy is used as a deliberate instrument for the more equal distribution of incomes, its effect in increasing the propensity to consume is, of course, all the greater" (Keynes, 1936: 84).

Sustainable Development Goals

The Sustainable Development Goals or in English known as Sustainable Development Goals abbreviated as SDGs are 17 goals with 169 measurable achievements and deadlines that have been determined by the UN as a world development agenda for the benefit of humans and planet Earth. This goal was jointly proclaimed by countries across governments in a UN resolution published on 21 October 2015 as a shared development

desire until 2030. This goal is a continuation or replacement of the Millennium Development Goals which were signed by leaders from 189 countries as the Millennium Declaration in UN headquarters in 2000 and is no longer valid since the end of 2015.

Sustainable Development Goals(SDGs) is a global agenda consisting of 17 main points and 4 pillars to achieve sustainable development. To achieve this goal, efforts are needed from all parties, including government, society and companies. Usually, various companies use SDGs as a guide in implementing their social responsibility. However, quite a few companies have used the SDGs as a guide in running their business. There are 4 pillars that cover the 17 points of this agenda (Bappenas, 2021):

1) Pillars of Social Development

This pillar includes the points (1) No Poverty, (2) No Hunger, (3) Healthy and Prosperous Life, (4) Quality Education, and (5) Gender Equality. In essence, it aims to achieve quality fulfillment of basic human rights fairly and equally to improve welfare for the entire community.

2) Pillars of Economic Development

This pillar includes points (7) Clean and Affordable Energy, (8) Decent Work and Economic Growth, (9) Industry, Innovation and Infrastructure, (10) Reducing Inequality, and (17) Partnerships to Achieve Goals. In essence, it aims to achieve quality economic growth through sustainable job and business opportunities, innovation, inclusive industry, adequate infrastructure, affordable clean energy, and supported by partnerships.

3) Environmental Development Pillar

This pillar includes points (6) Clean Water and Adequate Sanitation, (11), Decent Cities and Settlements, (12) Responsible Consumption and Production, (13) Addressing Climate Change, (14) Marine Ecosystems, and (15) Ecosystems Land. In essence, the aim is to achieve sustainable management of natural resources and the environment as a support for all life.

4) Legal and Governance Pillars

This pillar includes point (16) Peace, Justice and Strong Institutions. In essence, it aims to create legal certainty and effective, transparent, accountable and participatory governance to create security stability and achieve a state based on law.

The principles or aspirations for implementing the TPB are known as the 5 Ps, namely: People, Planet, Prosperity, Peace and Partnership. In the People principle, TPB is committed to ending poverty and hunger, in all its forms and dimensions, and to ensure that all humans can fulfill their potential with dignity and equality and in a healthy

environment. Meanwhile, for the Planetary principle, the TPB is determined to protect the planet from environmental/natural degradation, including sustainable consumption and production patterns, sustainable management of natural resources and taking rapid action against climate change so that the planet can support the living needs of current and future generations. come. Meanwhile, for the principle of Prosperity (Prosperity).

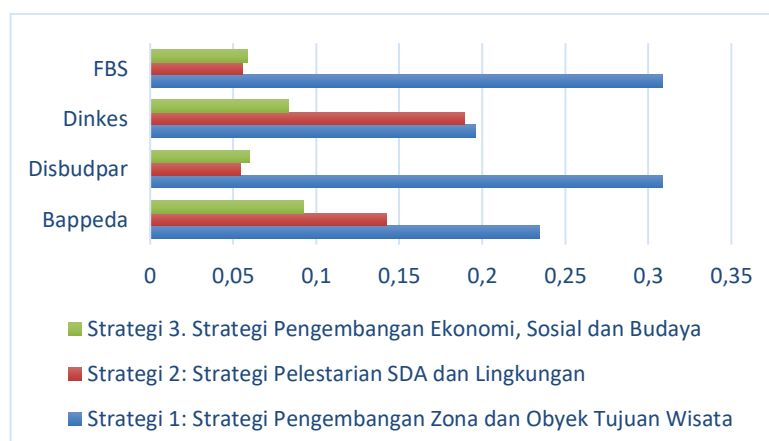
METHOD

The research uses a quantitative approach which is based on numerical data information which makes it easier to process the data considering that the respondents of this research are expert respondents, namely 1) Banyuwangi Regency Regional Development Planning Agency; 2) Banyuwangi District Health Service; and 3) Banyuwangi Regency Culture and Tourism Office, and 4) Healthy Banyuwangi Forum. Meanwhile, the description of the research location which is the field review for this research can be written descriptively by displaying supporting data and documents which facilitate analysis in research on healthy tourism development policies in Banyuwangi Regency.

This research analysis uses *Analytical Network Process (ANP)* is a mathematical theory that is able to analyze influences using an assumptive approach to solving problems. ANP is a new alternative approach for qualitative studies that can combine intangible values and subjective judgments with statistical data and other tangible factors (Saaty, 2008).

RESULTS AND DISCUSSION

The results of the synthesis of alternative strategy clusters for the development of healthy tourism in realizing sustainable development in Banyuwangi Regency show the priority conditions of the elements in the alternative strategy cluster according to expert views by displaying the average results of all respondents. The cluster results can be seen in Figure 4 as follows.



**Figure 4. Synthesis Results Based on Strategy Priorities
Each Respondent**(Source: Primary Data, processed)

Figure 4 shows a comparison of the agreement scores between respondents in determining alternative strategic priorities that must be considered in the priority strategy for developing healthy tourism in order to realize sustainable development in Banyuwangi Regency. The results of the strategy priority synthesis based on the geometric mean are as follows.

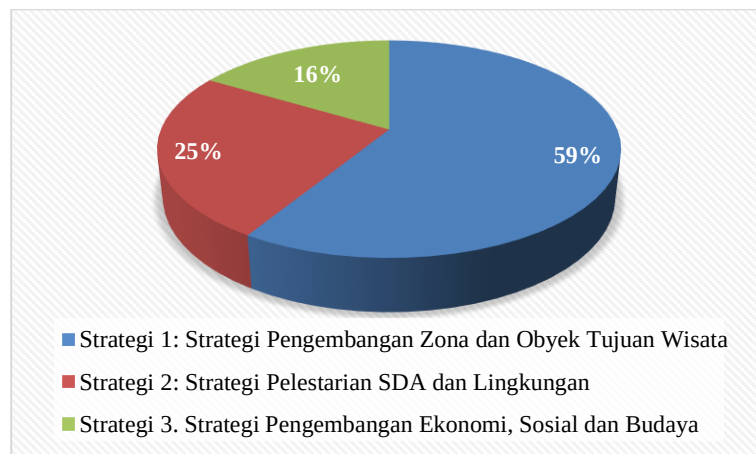


Figure 5. Geometric Mean Alternative Strategy
(Source: Primary Data, processed)

Figure 5 above shows that the alternatives prioritized by respondents in determining agreement are as follows:

- 1) Strategy 1 Strategy for developing zones and tourist destinations in developing healthy tourism in Banyuwangi Regency with a priority value of 59%.
- 2) Strategy 2 Strategy for preserving natural resources and the environment in developing healthy tourism in Banyuwangi Regency with a priority of 25%.
- 3) Strategy 3 Strategy for economic, social and cultural development in developing healthy tourism in Banyuwangi Regency with a priority value of 16%.

Table 1. Priority ValuesStrategy AlternativesBefore Transformation

Strategy Alternatives	Bappeda	Disbudpar	Health Department	FBS
Strategy 1: Zone and Tourism Destination Development Strategy	0.234174	0.308755	0.196185	0.308671

Strategy 2: Natural Resources and Environmental Conservation Strategy	0.142231	0.054181	0.18903	0.055415
Strategy 3. Economic, Social and Cultural Development Strategy	0.09222	0.059606	0.083213	0.058385

Source: Primary Data, processed

Table 1 shows the priority value of alternative strategies chosen by each respondent before the transformation was carried out. Next, the W (rater agreement) calculation will be carried out starting with:

- 1) Transforming priority values into strategic alternatives;
- 2) Ranking;
- 3) Calculate the W value.

The process before getting the W value begins with determining cluster priorities until finally they are transformed for ranking before calculating the W value using the Kendall's coefficient of concordance method. The priority values for strategic alternatives are based on the values of each respondent who have undergone transformation as shown in Table 2. as follows.

Table 2. Priority Values Strategy Alternatives After Transformation

Strategy Alternatives	Strategy 1: Optimization of Nature Tourism	Strategy 2: Optimization of Artificial Tourism	Strategy 3. Optimization of Cultural Tourism
Bappeda	0.234174	0.142231	0.09222
Disbudpar	0.308755	0.054181	0.059606
Health Department	0.196185	0.18903	0.083213
FBS	0.308671	0.055415	0.058385

Source: Primary Data, processed

Based on Table 2, after determining the priority values, the ranking of the sub-criteria for alternative strategic elements in determining the priority of healthy tourism development policies in Banyuwangi Regency is determined as follows.

Table 3. Priority Values Strategy Alternatives After ranking

Strategy Alternatives	Strategy 1: Zone and Tourism Destination Development Strategy	Strategy 2: Natural Resources and Environmental Conservation Strategy	Strategy 3. Economic, Social and Cultural Development Strategy
Bappeda	1	3	2
Disbudpar	1	3	2
Health Department	1	2	3
FBS	1	3	2
Total	4	11	9
$(T_i - U)^2$	16	9	1
n	4	8	12
$(nU)^2$	16	0	16
U	24		
S	26		
Max S	32		
kendall's coefficient of concordance(W)	0.8125		

Source: Primary Data, processed

Based on the analysis in Table 3, it shows that the results of the analysis value Kendall's coefficient of concordance W (rater agreement) is 0.8125. This figure shows that the level of agreement of respondents regarding the priority results in strategic alternative element tourism is high. The diversity of scores given by each respondent contributed to the rater agreement figure of 81.25%. This shows that the level of agreement of respondents regarding the priority order in strategic alternative element tourism is high.

One of the advantages that Banyuwangi Regency has is that tourism is currently one of the sectors that is starting to be developed in Indonesia. Tourism itself is not only limited to natural beauty, but the definition of tourism has a wide reach. Now tourism has reached all aspects, whatever it is, which aims to attract tourists to visit. Tourism is one industry that can increase economic growth quickly. Tourism contributes to the availability of employment opportunities, increasing income, improving people's living standards, as well as providing stimulation to other production sectors to support tourism activities. The contribution of the tourism sector to PAD in Banyuwangi Regency has increased from year to year. The increase in tourism contribution to PAD was triggered by an increase in the number of local and foreign tourists, and investment activities.

Seeing the positive impact caused by tourism, currently the Indonesian Government is actively developing tourism in various regions in accordance with the mandate of Law no. 10 of 2009. The aim of tourism development is to improve the standard of living of the community. This tourism development includes several aspects such as facilities, access to tourist locations and promotion to various parties at the national and international level.

CONCLUSION

The development of destination zones and tourist attractions is a priority strategy for developing healthy tourism in realizing sustainable development in Banyuwangi Regency in accordance with indicators *Sustainable Development Goals* (SDGs) that tourism development is specifically found in the eighth indicator regarding education increase inclusive and sustainable economic growth. The role of local government in developing healthy tourism is very important in maximizing sustainable development because with government intervention in controlling negative externalities that can arise from both upstream and downstream, it is possible that it will threaten the sustainability of tourist destinations as public goods areas that are able to make a high contribution to economic growth and local revenue in Banyuwangi Regency.

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