

OPTIMIZING GOVERNMENT'S ROLE ON HEALTHY TOURISM DEVELOPMENT IN ORDER TO INCREASE LOCAL OWN SOURCE REVENUE

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ABSTRACT

The development of healthy tourism is a form of government intervention in maintaining the function of public goods in an effort to realize sustainable development. This study aims to determine the targets and achievements of developing tourism areas in Banyuwangi Regency in accordance with healthy tourism indicators; This study uses a quantitative approach with the support of a qualitative approach through interviews and questionnaires to a number of experts. The sampling technique in this study was carried out using a purposive sampling technique from respondents from the health office, the culture and tourism office, the Banyuwangi Regency Regional Development Planning Agency, and the Banyuwangi Healthy Forum. The analysis technique uses the target analysis method and healthy tourism achievements. The results of the analysis show that at the macro level the Development of Healthy Tourism in Banyuwangi Regency has reached the target as a district that deserves to be categorized as healthy tourism by 82.5% and is able to increase local revenue in Banyuwangi Regency.

Keywords:

Development; Healthy Tourism; Banyuwangi Regency

INTRODUCTION

The role of the state in the economy, in the Neoclassical School the role of the state can be accepted if there are cases of externalities and public goods in the economy.¹ Specifically, it was explained that if the production process causes air pollution or water pollution, then in this case the government is required to be present to make rules regarding the protection of the community by providing compensation. The government's regulatory role is used to protect society from unethical actions of other parties that are detrimental.² The government's role is needed when the country is facing an economic crisis due to low aggregate demand. If the government neglects not to intervene, then the recession will continue forever.³

The institutional economy of the State's role is focused on establishing an institutional framework that can regulate economic activities, property rights (*property of right*),

¹ Yustika, A. E. 2008. *Ekonomi Kelembagaan Definisi Teori, dan Strategi* (Second Eds). Bayumedia Publishing.

² Caporaso James A, David P Levine. 2008. *Theories Of Political Economy*. Yogyakarta. Pustaka Belajar.

³ Keynes, J. M. 1973b. *The General Theory of Employment, Interest and Money*. In *Modern Economic Classics-Evaluations Through Time*. <https://doi.org/10.4324/9781315270548-13>

enforcement and execution of laws that result in transaction costs. There are at least four roles of the state, including: macroeconomic stabilization, correcting market failures, redistributing income and directing the process of unification of economic activities (*catching up process*). This last role is an area that is the focus of the State in an institutional economic perspective.⁴

The process of policy analysis is a series of activities in the process of activities that are political in nature. The political activity is interpreted as a policy-making process and is visualized as a series of interdependent stages, namely: 1) Agenda setting, 2) Policy formulation, 3) Policy adoption, 4) Policy implementation, and 5) Policy assessment.⁵

Sustainable Development Goals (SDGs) or Sustainable Development Goals (SDGs) 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 achievement in the three dimensions of development. Efforts to develop the social dimension, for example, are achieved through the dimension of economic development but must pay attention to the dimension of environmental development, and vice versa.⁶

The goal of sustainable development in the tourism sector was tested at a time when world tourism conditions underwent drastic changes due to the Covid 19 pandemic, the world tourism barometer in 2020 showed that there was a decrease of around one billion international arrivals worldwide last year compared to 2019, as a result of restrictions travel enforced by almost every country in the context of controlling the Corona pandemic.

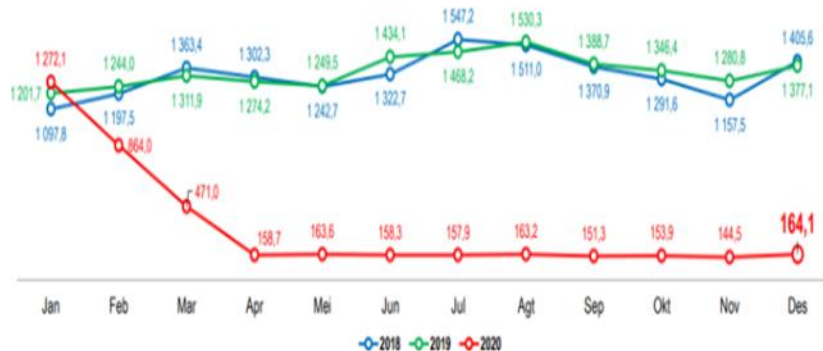


Figure 1. Statistics of Foreign Tourist Visits (Thousand Visits) 2018-2020 in Indonesia

The condition of foreign tourists in Indonesia throughout 2020 who entered Indonesia was only around 4.052 million people or around 25% of the number of tourists who entered Indonesia in 2019. Various efforts were made to save Indonesian tourism. There are three phases of "rescue" carried out by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf), namely Emergency Response, Recovery, and Normalization.⁷

There was a significant decrease in the number of tourists, both local and foreign tourists. The total number of foreign tourist visits to Indonesia in 2020 is 4.02 million visits. When compared to 2019, the number of foreign tourists fell by 75.03 percent. Based on their

⁴ Handoussa, H. 1994. *The Role of the State : The case of Egypt* (No. 9404).

⁵ Dunn, W.H. 2000. *Pengantar Analisis Kebijakan Publik*. Yogyakarta: Gajah Mada University Press.

⁶ BPS Kabupaten Banyuwangi. 2019. *Banyuwangi Dalam Angka 2019*. BPS Kabupaten Banyuwangi.

⁷ EGSA Channel. 2021. Pariwisata Indonesia di Tengah Pandemi. <https://egsa.geo.ugm.ac.id/2021/02/11/pariwisata-indonesia-di-tengah-pandemi/>

nationality, there are 5 countries that visited Indonesia the most in 2020, namely Timor Leste, Malaysia, Singapore, Australia and China. Most of these countries are neighboring countries, except for China.⁸

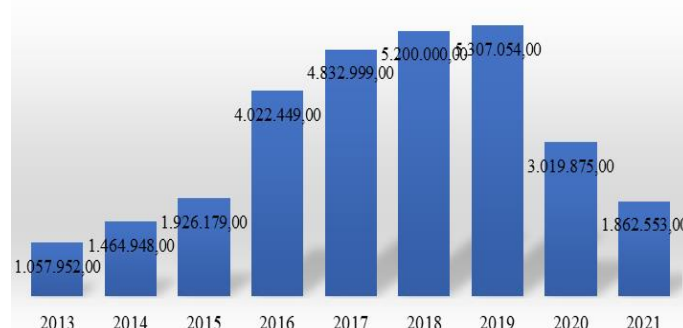
The number of local tourists decreased by 61 percent when compared to the previous year. The significant decline in the number of tourists greatly affected economic conditions because tourism played an important role in increasing state revenue, foreign exchange and employment. The pandemic threatens 13 million workers in the tourism sector and 32.5 million workers who are indirectly related to the tourism sector.⁹

The country's foreign exchange earnings from the tourism sector have also declined significantly. According to the Minister of Tourism and Creative Economy, Sandiaga Uno on the Republika.co.id website, the projected foreign exchange earnings from tourism in 2020 are between US\$4-7 billion. Before the pandemic occurred, tourism foreign exchange earnings in 2020 were targeted at US\$ 19-21 billion. When compared to 2019, the decline was quite significant because tourism foreign exchange receipts in the previous year almost reached 20 billion US dollars.¹⁰



Figure 2. Statistics on Foreign Tourist Visits for 2020-2021 in Indonesia

Based on statistical data, foreign tourist visits to Indonesia through all entry points in December 2021 totaled 163,619 visits or decreased by -0.28% compared to visits by foreign tourists in December 2020, which totaled 164,079 visits. Meanwhile based on nationality, the number of foreign tourist visits in December 2021 at all entry points recorded the highest number of visits from Timor Leste with 84,975 visits, Malaysia with 48,728 visits, Papua New Guinea with 4,880 visits, China with 4,513 visits, and Russia with 2,324 visits.



⁸ Badan Pusat Statistik. 2021. Berita Resmi Statistik 1 Februari 2021. <https://www.bps.go.id/pressrelease/2021/02/01/1796/jumlah-kunjungan-wisman-ke-indonesia-bulan-desember-2020-mencapai-164-09-ribu-kunjungan.html>

⁹ Badan Pusat Statistik. 2020. Laporan Perekonomian Indonesia 2020. Jakarta : Badan Pusat Statistik

¹⁰EGSA Channel. 2021. Pariwisata Indonesia di Tengah Pandemi. <https://egsa.geo.ugm.ac.id/2021/02/11/pariwisata-indonesia-di-tengah-pandemi/>

Figure 3. Statistics on the Number of Domestic Tourist Visits for 2013-2021 in Banyuwangi Regency

In Figure 3. The Banyuwangi Culture and Tourism Office noted that the number of visits by national tourists and foreign tourists to tourist destinations in Banyuwangi Regency has increased every year for 2013-2019. However, in contrast to the previous few years, tourism visits to Banyuwangi Regency in 2020 and 2021 experienced a contraction in the growth of both foreign and domestic tourist visits due to the spread of the Covid 19 outbreak in Banyuwangi Regency.¹¹ In 2020 the number of domestic tourist visits experienced a growth contraction of -43.10% and in 2021 it was -38.32%.

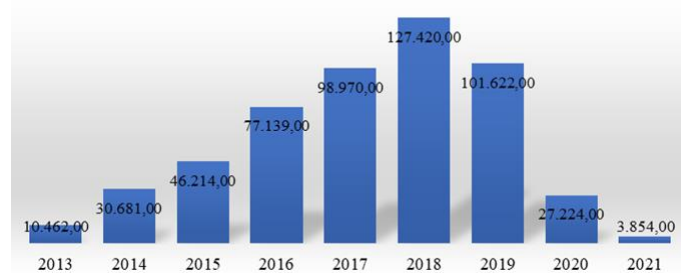
**Figure 4.** Statistics on the Number of Foreign Tourist Visits in 2013-2021 in Banyuwangi Regency

Figure 4 shows that in 2020 the number of foreign tourist visits experienced a growth contraction of -73.21% and in 2021 it will be -85.84%. Various awards, an increase in per capita income from the tourism sector, and an increase in the number of visitors is one of the achievements in the tourism sector. However, due to the international disaster with the rise of Covid 19, the Banyuwangi Regency Government has experienced a decrease in the number of visitors and PAD from the tourism sector. Government intervention is very important in the policy of developing healthy tourism in Banyuwangi Regency, considering that tourist destinations are public goods sectors that are supported by facilities and infrastructure that cannot be provided by the private sector. The purpose of this study was to analyze the targets and achievements of developing tourism areas in Banyuwangi Regency in accordance with healthy tourism indicators.

METHOD

This study uses a quantitative approach which is an approach to test objective theory by examining the relationship between variables. This variable can be measured using instruments, so that data can be analyzed using statistical procedures. Quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures¹².

This study took research samples with techniques *Judgement (purposive) sampling*. Sampling by technique *Judgement (purposive) sampling* is a procedure that is usually carried out by "experienced" researchers in selecting samples based on "consideration" of some suitable characteristics related to the members of the sample needed to answer the objectives in their research¹³ (Juanda, 2009: 114). This research raises the policy of developing healthy tourism in Banyuwangi Regency, the respondents in this study are specifically for respondents who *expert* or experts and know the truth about the healthy

¹¹ Dinas Kebudayaan dan Pariwisata Kabupaten Banyuwangi. 2021. Statistik Jumlah Kunjungan Wisatawan Domestik Tahun 2013-2021 di Kabupaten Banyuwangi.

¹² Creswell, J. 2003. Research design: Qualitative, quantitative and mixed methods approaches (2nd ed.). Thousand Oaks, CA: SAGE Publications.

¹³ Juanda, Bambang. 2009. Metodologi Penelitian Ekonomi & Bisnis. Bogor: IPB Press.

tourism development policy. Why is that, because not all respondents in the Banyuwangi district government know about the policy. The respondents in this research are¹⁴:

- 1) Banyuwangi Regency Regional Development Planning Agency;
- 2) Banyuwangi District Health Office; And
- 3) Banyuwangi Regency Culture and Tourism Office.
- 4) Healthy Banyuwangi Forum
- 5) Tourism Awareness Group (Pokdarwis)

The research location is a natural tourist destination in Banyuwangi Regency which is included in the top 10 number of visitors in 2020 are 10 tourist destinations¹⁵:

- 1) Boom Marina Tour;
- 2) Red Island Beach;
- 3) Cacalan Beach;
- 4) Alas Purwo National Park;
- 5) Tamansari Village;
- 6) Position;
- 7) Religious Tourism of Datuk Abd Bauzir Tomb;
- 8) Ijen Crater;
- 9) Meru Betiri National Park;
- 10) Grand Watu Dodol (GWD).

The analysis used is an analysis of the target scale and healthy tourism achievements adopted from the ratio scale taken from the main indicators and specific indicators developed for scoring the implementation of healthy tourism in tourist destination areas. Healthy tourism area standards that meet healthy tourism standards in accordance with the provisions of the Healthy District verifier in 2021 have a minimum score of 80% meeting the standard of the total score. The ordinal score is used with value¹⁶: If fully available, a score of 100 is given; If partially available, a score of 50 is given; If not available, a score of 0 is given. Researchers in collecting this data involve OPD and Pokdarwis who can answer according to the indicators studied. OPD answered on a macro basis the targets and achievements of developing healthy tourism on a macro basis in Banyuwangi Regency, while Pokdarwis answered regarding indicators that are in accordance with the indicators available at destinations that are managed according to the tourist destinations studied.

RESULT AND DISCUSSION

Analysis of the targets and achievements of the development of healthy tourism in Banyuwangi Regency on a macro basis was filled in by respondents^{expert} from Bappeda, the Health Service, the Culture and Tourism Office, and the Healthy Banyuwangi Forum.

¹⁴ Jauhariyah, N. A., Isnaeni, F., Syafa'at, A. H. (2022). Prioritas Sintesis Rater Agreement Obyek Dan Daya Tarik Wisata Di Kabupaten Banyuwangi. EKOSIANA: Jurnal Ekonomi Syari'ah, 9(1), 17–28.
<http://journal.stainim.ac.id/index.php/ekosiana/article/view/196/jurnal>.

¹⁵ Jauhariyah, Nur Anim, & Syafa'at, A. M. (2021). Prioritas Cluster Pengembangan Pariwisata Sehat Di Kabupaten Banyuwangi. <http://download.garuda.kemdikbud.go.id/article.php?article=3016374&val=27240&title>

¹⁶ Jauhariyah, Nur Anim, et al. (2022). Target Analysis And Development Achievementshealthy Tourism In Realizingsustainable Developmentin Banyuwangi District. Vol 1 No 1 (2022): PROCEEDINGS ICHES, Ichess, 122–132.
<http://ejurnal.staiattaqwa.ac.id/index.php/iches22/article/view/177/159>

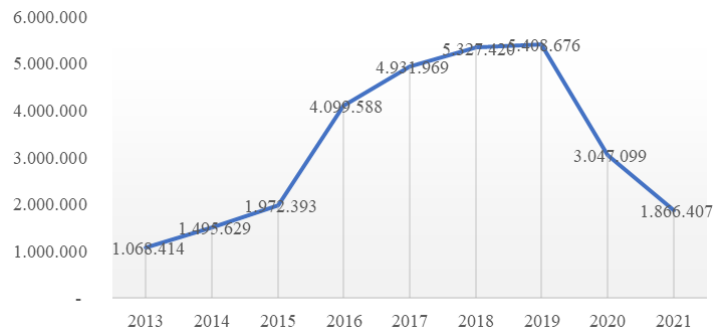


Figure 5. Total Visits of Domestic and International Tourists (Soul)

Figure 5. shows that from 2013 to 2019, tourist visits to Banyuwangi Regency have increased. When the conditions of the Covid 19 pandemic hit Banyuwangi Regency around February 2020, tourist destinations were closed to break the chain of transmission of Covid 19. This phenomenon caused the number of visits in 2020 and 2021 to experience a contraction in visit growth in 2020 by -44% and 2021 growth - 39%¹⁷. The results of the analysis of targets and achievements in the development of Healthy Tourism in Banyuwangi Regency are as follows.

Table 1. Targets and Achievements of Healthy Tourism Development in Banyuwangi Regency

No	Indicator	Score			
		Bappeda	Departme nt of Health	Disbudpar	FBS
1	Tourism and Health Information	450	350	400	300
2	Tourism Facilities	350	350	350	350
3	Tourism Objects and Attractions	400	400	400	400
4	Health services	350	350	350	350
5	Supporting facilities	500	500	500	500
6	societal	500	500	500	500
Amount		2550	2450	2500	2400
Percentage		85,0	81,7	83,3	80,0

Source: Primary Data, processed

Based on Table 1. the average of all respondents is obtained *expert* of 82.5%, meaning that from a macro perspective the Development of Healthy Tourism in Banyuwangi Regency has reached the target as a district that deserves to be categorized as healthy tourism. Although of course you still have to carry out the right strategies to improve quality in each tourist destination in Banyuwangi Regency which consists of Natural Tourism, Artificial Tourism, Religious Tourism, Cultural Tourism which requires synergy from all Banyuwangi people in maintaining continuity or sustainability of tourism in Banyuwangi Regency.

One of the advantages possessed by Banyuwangi Regency is that tourism is currently one of the sectors that has begun to be developed in Indonesia. Tourism itself is not only limited to natural beauty, but the definition of tourism has a broad reach. Now tourism has reached all aspects of anything that aims to attract tourists to visit. Tourism is one industry that can increase economic growth quickly.

¹⁷ Jauhariyah, Nur Anim, et al. (2021). Potret Pertumbuhan Kunjungan Wisatawan Dalam Perspektif Islam Di Kabupaten Banyuwangi. In *Jurnal Ekonomi Syariah Darussalam: Vol. 2 Issue 1*.
<https://ejournal.iaida.ac.id/index.php/JESDar/article/view/883/631>

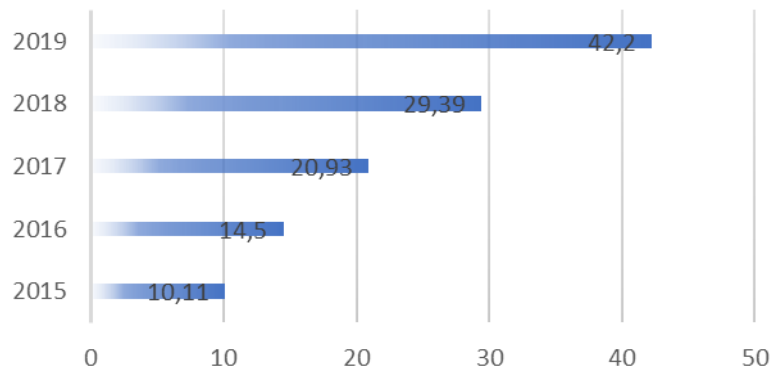


Figure 6. Regional Original Income (PAD) in the Banyuwangi Regency Tourism Sector

Figure 6 shows that tourism has contributed to providing employment, increasing income, increasing people's living standards, as well as providing stimulation to other production sectors to support tourism activities. The contribution of the tourism sector to local revenue (PAD) in Banyuwangi Regency has increased from year to year. The increase in tourism's contribution to Regional Original Income (PAD) was triggered by an increase in the number of local and foreign tourists, and investment activities.

CONCLUSION

On a macro level, Tourism Development in Banyuwangi Regency has achieved a healthy tourism target. Tourism in real terms was able to increase regional original income before the pandemic,

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