

Network Management On Tourism Policy Development At Singkawang Municipality

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Abstract

Tourism management system is a very complex things. The production of its components is obviously handled by a variety of institutions and coordination, both private and state and civil society. The emergence of a network approach in public policy studies because experts through various studies have found that so far, especially in developing countries, including in Indonesia, policy activities are heavily laden with the dominance of government roles, both from planning/ formulation, implementation to policy evaluation, and provide a very minimal space for the participation of public / other public entities, such as the business world / private organizations, NGOs, interest groups, social groups (civil society) and so on. Even though it is known that this element of society is also an important element in solving the policy problem. The method used is direct observation, in-depth interviews and FGD, as well as documentation on the problem. The results obtained that the phenomenon appears in singkawang municipality is the involvement of stakeholders outside the city of Singkawang (government) itself, including the actors or parties in question are the government supported by ODTW owners and managers, hotel owners and management, travel agents, airlines, agro-tourism community, art community, tourism event donors and others (out of state dominants). But the involvement of the parties networks has not been coordinated intensively, not on regulated and in an ambulatory manner.

Keywords: network management, tourism policy, actors

INTRODUCTION

The emergence of a network approach in public policy studies because experts through various studies have found that so far, especially in third world countries, including in Indonesia, policy activities are heavily laden with the dominance of government roles, both from planning, formulation, implementation to policy evaluation, and provide a very minimal place for the participation of public / other public entities, such as the business world / private organizations, NGOs, interest groups, social groups and so on. Even though it is known that this element of society is also an important element in solving the policy problem. It was said so because of the increasing

complexity of public affairs, to intervene in the region the government needed resources which could not be provided by it but had to depend on other actors or community groups who owned them. Or because the problem must involve or have links with other problems so that various parties are involved in it.

Such complexity certainly must be managed, so it does not become an obstacle in intervening in certain public problems. Network management between actors becomes a necessity so that the achievement of shared goals can be guaranteed. This was used as the focus of the study in this study.

The discussion setting in this research is the development of the tourism sector in Singkawang City on several

considerations. First, this sector has special characteristics that can describe the network and dynamics between actors, both the government domain, the private domain and the community domain, which show very high interdependence in relation to tourism development efforts. Second, the problem of tourism is also related to other public problems, namely services, transportation, employment and others. The city of Singkawang as a location because first, Singkawang again promotes and builds this sector because it welcomes the visit of West Kalimantan 2010 and the network phenomenon appears there. Second, there is great potential and uniqueness in Singkawan in the tourism sector, including its natural relief and from ethnic pluralism that is thick in cultural preservation. Third, inseparable national tourism development with regional tourism development.

Singkawang municipality, which is located on the coast and surrounded by mountains, gives its own impression and natural beauty. With such a position, Singkawang has a lot of interesting tourism objects and has the potential to be developed and provides investment opportunities for investors, especially in the fields of hospitality, transportation, restaurants, resorts and other supporting tourism infrastructure development. The many potentials also cause many problems for the this municipality. Many problems of tourism into conflict, especially regarding tourism events. areas requires the interaction of various actors that give birth to complexity and dynamics, differences in perceptions and interests that are quite thick amongst the actors involved, specifically between the government and the community and entrepreneurs and the community. The government with its perceptions and interests for developing and increasing the income of the region's original income and introducing the tourism object, the community and institutions or institutions formed by the

community that are usually based on certain ethnic symbols do not want their sacred cultural rituals to be commercialized, while from the private sector (hotel businessmen, for example) only prioritize profit, with a policy of providing night entertainment facilities so that tourists or guests can stay longer in hotels without involving social groups or institutions in the community who have an important role in the actor network of tourism development.

In such conditions, it is clear that there are interdependencies of certain resources between the tourism official and related actors such as knowledge, information, financing, expertise or support, so the use of a network of tourism services between these actors needs to be made as optimal as possible, not just on the level of participation in the implementation of certain programs or activities, but also mainly related to the planning of the development of its activities because the development of tourism with a policy that is not appropriate or does not involve these actors will cause certain resistance which can frustrate the achievement of a common goal.

The above argument is very simple to be explained, at least giving enough reason for the writer to emphasize that network management in developing the tourism sector in Singkawang needs to be done. Network management must be a spirit as well as a strategy of the parties or stakeholders involved in the development of the Singkawang tourism sector as an embodiment of the application network approach, where theoretically the basic principles in solving problems or certain public affairs involve cooperative efforts of many actors, has the capability to act and has the necessary resources. Without a network management, the similarity of perceptions, interests and actions of the actors is far from reality, which in itself can cause the development of the tourism sector to fail or the common goal to be achieved from development becomes the things

aspired is too far.

From the above explanation, wanna find the regarding problem; how is the process of network management on developing tourism policy in singkawang municipality, West Kalimantan?

RESEARCH METHOD

This study uses a qualitative-descriptive research method with the application of stake-holder analysis which, according to Jhon G. Burgoyne (in Casell and Symon; 1994; 187) is explained as an approach in qualitative research that bases itself on a discussion of various phenomena of interest that are psychologically always grows in organizations as a result of their experience and conceptualization of certain phenomena that occur.

This analysis is preceded by a review of several stakeholders while collecting data about their actions, their interests, perceptions, behavioral experiences, thoughts in relation to a particular phenomenon, namely in the development of tourism. The analysis is carried out related to the collection of writings and texts or direct observation of a behavior or event that occurred, or through in-depth interviews with these stakeholders.

In such contexts the qualitative method refers to a theoretical perspective of phenomenology that is interested in understanding human behavior as understood and spoken by the perpetrators or individuals themselves, so that at this level the method of understanding, the process of changing something of interest or situation of ignorance becomes understood, according to E. Sumaryo (1993: 83) is important and is needed by researchers. This is certainly based on empirical and mental experiences of researchers, then these experiences are interpreted, processed and analyzed using words or language that is understood. Therefore, researchers in this case must go

directly to the field.

The questions in the form of interview guides prepared by researchers only function as a way of entering to initiate a dialogue between researchers and the subject. Through reciprocal dialogue it is possible to exchange ideas and words in a relatively free way so that researchers ask for clarification and confirmation of the subject's answers at the same time thereby reducing misunderstanding or differences in perception. (Moeliono; 2001; 5).

As for the informants in this study are the authors deem relevant and know the research objectives to be achieved. These parties are key informants in the relevant agencies such as the Head of the Department of Tourism and culture, youth and sports, heads of industry services, Cooperatives and MSMEs, Heads of education offices, Bappeda, DPRD, members of the private sector such as heads of PHRI Singkawang, Dekranasda, travel owners, restaurant / culinary owners, MSMEs, professional groups or organizations in the tourism sector, religious parties, intellectuals and community leaders who understand the development of this sector. Besides that the data is also by direct observation of the situation and condition of this sector through the media such as seminars, dialogues between agencies and so on

DISCUSSION

Promotion and publication of the Singkawang area tour is carried out not only by the Singkawang City government because the existence of the regional government is an inseparable part of the existence of the West Kalimantan Provincial Government as a single regional element, thus requiring outside parties from the Government. Actors or other parties are also involved in addition to the Regional Government and also the involvement of Private and Community actors or Civil Society.

The following factors such as: awareness of resource constraints, the existence of certain interests, awareness of social, economic and technological changes that are discontinuity, the complexity of the problems faced by the government and demands for changes in the role and function of government that emphasize good governance, cause very little maybe do everything by only relying on the strength that is inside. Changes will most likely be anticipated and dealt with by building the most profitable network or strategic alliance.

Managing or developing the tourism sector, all components including demand (demand) or supply (supply) must be done as a whole, so that the actualization of travel can be realized. All of these activities or components are related to each other and constitute a related system called Tourism. If only one of the components is carried out, then the activity has not yet been called tourism.

It is assumed that people who travel must have reasons, interests or motives. Then tourists will only visit certain places if there are conditions in accordance with tourist motives (demand / demand). This is an attraction for tourists to visit. The attraction is called tourist attractions in the form of objects such as sports venues, entertainment, museums, art performances, sites, religious souvenirs and so on. Other demand from tourist consumers that must be fulfilled lies in the field of services / services, in the form of activities and facilities to meet the needs of a tourist's life while he is traveling, for example in the form of hotel, restaurant, tour guides and so on. Then transferability is still needed, which means that tourists need conditions and means to move from their residence to tourist destinations, which require transportation such as motor vehicles, trains, aircraft, roads, travel companies, travel agencies and others. The three types of components, namely tourist attractions, tourism services and transportation are

absolute requirements for tourism, but have not been able to cause tourism. Then it still needs publication, which attracts tourists - that's what is called promotion and marketing. This activity, based on the model above tourism potential becomes a reality, something actual.

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Tourism is a complex social phenomenon involving various components or determinants as shown in the picture and has various aspects that are very broad, both related to social, psychological, ecological, economic aspects and so on. And all components in the tourism system are essentially components that must and are absolutely necessary so that the population (tourists / consumers) leave their residence and go to the destination of their trip.

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transportation such as motor vehicles, trains, aircraft, roads, travel companies, travel agencies and others. The three types of components, namely tourist attractions, tourism services and transportation are absolute requirements for tourism, but have not been able to cause tourism. Then it still needs publication, which attracts tourists - that's what is called promotion and marketing. Only with this activity, based on the above model of tourism potential becomes a reality, something actual.

The approach of promotion and publication of tourism in Singkawang City includes:

- The foreign tourist market is carried out through coordination and cooperation with the Provincial Government and with the center (the Indonesian Embassy, etc.), by not only providing information about the presence of tourism players as well as a message room for tourists or tourists to get information so that good impressions and messages result as Supporting guests or other tourists also open houses need to be taken into consideration in tourism information in Singkawang.
- The archipelago tourist market is also carried out with a coordination / collaboration approach with the provincial government. In addition, several other activities can also be carried out such as: participating in tourism exhibitions and national-level investments, direct promotions, the use of electronic media, mass, internet, magazines and others.
- Managing a variety of government and private sector activities involving outsiders to be taken to various tourist attractions, shops of creative works (creative economy) as well as cultural products so that members of the government have the opportunity to get closer to the existence of Singkawang City.

The strategies undertaken in the management of the tourism policy network include:

First, strategies that lead or aim to manage perceptions so that a common view

or intent between actors is created towards the problem at hand.

Second, a strategy aimed at managing interaction between actors to build a joint action.

CONCLUSION

The tourism management system is a very complex things. The production of its components is obviously handled by a variety of institutions, both private and state and civil society (individuals). The phenomenon that appears in singkawang munipality is the involvement of stakeholders outside the government Singkawang itself, including the actors or parties in question are the government supported by ODTW owners and managers, hotel owners and management, travel agents, airlines, agro-tourism communities, art community, travel event donors and others. But the involvement of the parties' networks has not been coordinated intensively and regulated.

On its tourism management ,necessary to implement a regulated and intensive network strategy by managing the tourism policy network including ; First, a strategy that leads or aims to manage perceptions so that the creation of common views or intentions between actors towards the problem at hand. Second, the strategy aims at managing interactions between actors / parties to build a joint action, because this strategy provides nutrition for the parties or actors to be independent and become part of the system which then affects network expansion and resource capacity. If there is excess funds or financing obtained from the remaining network funds, it can be used for community empowerment in tourist destinations too.

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