

Policy of Talaga Paca as a Tourism Village (Case Study of Talaga Paca Village) Tobelo Barat District, North Halmahera District

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Abstract: This research entitled Talaga Paca Policy as a Tourism Village, is a stage in the Tourism Village Policy process with processes that are certainly integrated with one another, with efforts to overcome these problems, through a policy process with a set of practices and activities used in the form of symbols. It then communicates a powerful power to change the things that are contained within us (*inner space*) other people are considered important as well as our society. This research is part of the Community Service activity in Talaga Paca Village. The purpose of this research is to analyze the policy. Infrastructure policies that must be financed for reasons of totality of economic productivity and social welfare of the community, both individuals and groups, including cross-river bridges, lakes, drinking water service networks for the Talaga Paca village community, irrigation networks, and village waste management, highway networks, with the aim of making people self-sufficient in maintaining their potential in the sense that they have the potential to solve tourism problems they face, and are able to meet their needs by acting as dependent on outsiders for help, both government and non-governmental organizations, is one of the global strategies, so that people have and will to maintain and improve their welfare. The method used is a qualitative description. The research focus is on the talaga paca policy as a tourism village. Data collection techniques are interviews, observation, and documentation. The results of this study conclude that the attitude of the local government is not serious regarding Talaga Paca as a Tourism Village.

Keywords: Talaga Paca Policy, Business Economics, Tourism Village

1. Introduction

Indonesia is currently in great demand in the tourism industry sector and provides quite promising prospects from an economic perspective, so that each region is competing to explore all of the tourism potential that can be sold and become business areas. Tourism opens employment opportunities, local production opportunities to sell internationally, and locally which in turn improves people's quality of life.

Law Number 23 Year. (2014). About Local Government. "Regional governments carry out government affairs according to the principle of autonomy and co-administration with the principle of broadest autonomy in accordance with the system of the Unitary State of the

Republic of Indonesia". [15]

The tourism industry is one of the modern industries and the industry is arguably the sexiest industry that can oversee all industries and is involved in a development that approaches villages through culture to nature tourism which can be developed as a tourism business concept. Tourism is one of the sectors that is used as a mainstay of several countries in boosting the economy. Indonesia as a country rich in resources, utilizes and develops the tourism sector as a way to improve people's welfare. The strategy in developing the economy, especially in rural areas, is in the form of tourist villages. As one of the development sectors that occupy space, directly or indirectly it will affect changes in economic, social and physical geographical conditions.

However, to maintain this potential, regulate the tourism

industry while providing room for maneuver, and plan for the future, it is clear that the government needs to show greater recognition of the phenomenon of the tourism industry in the global and national economic concept, especially the local economy.

To maintain this economy, it is necessary to develop a policy for Talaga Paca Village as a strategic, creative and dynamic Tourism Village which is integrated with other complementary policies.

Such as campaigning for tourism, by starting from local or regional, national, and international stages by offering various main tourism potentials, by taking tourist trips to villages and being able to directly choose the socio-cultural activities of the local community.

This indirectly means that tourism in the village is known and has experienced quite rapid development, because the saturation of tourism with modern nuances is the main reason so that tourists choose to travel to the village, so that a tourist village appears.

In the development of rural tourism, there are several main factors that offer characteristics that are characteristic of the authenticity and uniqueness of rural areas, namely:

- 1) has relatively more authentic natural and cultural potential than urban areas,
- 2) has uniqueness both in terms of socio-culture, customs, traditional development, village spatial structure which is presented in an integrated form, such as tourism components including accommodation and other supporting facilities, and also a uniqueness still in the form of authenticity which has distinctive characteristics,
- 3) the economic development of rural areas is still relatively or still slow, so that the potential is utilized for rational reasons.

With the three concepts mentioned above, the development of Talaga Paca as a Wisa Village can be realized. All elements related to Local Government, Village Government, Communities and Private Companies all have the potential to be provided so that tourism has a prosperous economic impact on the community.

The change in paradigm is also a role in the achievement of Talaga Paca Village as a Tourism Village, from the government to the community itself without ruling out the role of the government and tourism officers, this certainly becomes the Regional Government, Village Government and Community as the main role in achieving Talaga Paca as Tourism Village.

In other words, there are no community or public sector economic policies, namely with regard to the tax or fiscal budget, and management of the financial system, capital market system, business licensing system, and cooperation with inter-local companies, while business sector policies, namely cooperation with private companies, cooperatives, MSEs, and the information sector.

Infrastructure policies that must be financed for reasons of totality of economic productivity and social welfare of the community, both individuals and groups, including cross-

river bridges, lakes, drinking water service networks for the Talaga Paca village community, irrigation networks, and village waste management, highway networks, with the aim of making people self-sufficient in maintaining their potential in the sense that they have the potential to solve tourism problems they face, and are able to meet their needs by acting as dependent on outsiders for help, both government and non-governmental organizations, is one of the global strategies, so that people have and will to maintain and improve their welfare.

2. Literature Review

2.1. Tourism Policy

“Government and district/city government policies according to Law Number 10 of 2009 concerning tourism. "Tourism" is the whole activity related to tourism and is multi-dimensional and multi-disciplinary in nature that emerges as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, the government, regional governments and entrepreneurs” [14].

With the aim of tourism policy is to build tourism as a tourism industry part of tourism development is macro and micro agents, micro agents are tourism services, while macro agents are tourism development so the government's first and main task is to develop policies for Talaga Paca as a Tourism Village, to achieve tourism development goals, by reaching out to sectors and tourism.

Law Number 10 of 2009 concerning Tourism; “(the construction of the notion of tourism is a travel activity carried out by a person or group of people by visiting places for recreational purposes, personal development or studying the uniqueness of the tourist attractions visited in a temporary period.)” [1]. A person or group of people who carry out such travel activities are referred to as tourists.

This understanding shows that all activities and various kinds of tourism activities must be supported by various facilities and services provided by the community, entrepreneurs, government and local government, tourism is an industry that has a very important role in efforts to develop and develop an area, will be able to boost The region becomes a source of regional income and a better quality of life for the welfare of society.

“By understanding the concept of tourism, there are four tourism concepts. (1) tourism definition, (2) tourism from a geographical concept, (3) tourism from an economic perspective, (4) tourism from a business perspective. *Tourism definition*; according to Guyer Feuler in 1905 (Rian Nugroho, 2018: 154-155)” [12] which states that tourism is a collection of activities, services and industries that provide travel experiences consisting of Transportation, Accommodation, Places to Eat and Drink, Entertainment Business, and other Hospitality services provided for individuals or groups traveling away from home.

“Tourism geography concept; a journey or movement of

people from one place to another, Glare Gunn (1972) and geographer Ian Matley (1972) in Riant Nugroho, (2018: 162). Tourism from an economic perspective; Lundber, Straveng, and Krisnamoorty in Rinant Nugroho, (2018: 166)'[13] found that tourism has become an economic driver for both developing countries, at least with three sectors of the economic approach namely; (a) *hotel* (b) *restaurant* (c). *flight*. Tourism from a business perspective; According to Claire Gunn, (1972) there are two drivers, the Government and Private Companies, the government's task is to develop policies that support the meeting of "*demand and supply*" while the task of private companies as business actors manages "*supply*" while managing "*demand*" in each market on the supply dimension.

There are five sectors that need to get government policy support, so that business actors can take advantage of tourism potential, namely *attractions, promotions, transportation, information, and services* in order to reach and bring "*demand*" to destinations included in the "*supply*" framework. Linked together by intimate and interdependent relationships, this model is one way to describe a functioning tourism system.

To meet market demand, a nation, region or community must be able to provide various developments and services. – "*supply side*". How well from the supply side matches the market, this is the main key to achieving the best in true tourism development.

All government agencies related to tourism have the authority to ensure that their policies and practices provide opportunities to link travel market preferences to supply developments.

For example the protection of visitor resources and use requires a full understanding of the interests and needs of the travel market. The policy is an acknowledgment of the complete need of travelers for accommodation, food services, travel services and entertainment services, but there must be boundaries not at least within the park, but to work with the surrounding community to provide services so that park management can guide usage. which does not damage the environment.

2.2. Tourism Village Concept

"(The development of rural tourism has several main factors; according to Hari Hermawan, 2016: 107 (Indrayani Nur Inyoman Mariantha, Syafri, Farida, 2018: 1094))" [2]. Rural areas have relatively more authentic natural and cultural potential than urban areas. Tourism villages are more dominant than having enchanting natural charms so that alternative tourists have to go to villages compared to cities, because tourist villages have other nuances so far modern tourism has rarely found.

"The development of complexity in the field of tourism communication depends on how the study of science is developed as an interesting scientific study, over time in the future. Following are some of the scientific studies intended by Burhan Bungin (2015)" [9]. Traveling to a village gave birth to a concept called a tourism village, seeing various

potentials, especially nature which is still native to various regions or various local wisdom, customs, cultural potentials which are managed according to their abilities.

With the aim of social and economic interests of the community, local creative or local knowledge systems are unique knowledge belonging to a particular society or culture that has developed over a long period of time as a result of a process of reciprocal relations between residents and the environment, for the interest of visiting tourists. to tourist spots that offer the natural potential of tourist villages have promising market opportunities in developing tourist villages.

"(The development of a tourist village is a source of income for the village and the local village community, this opportunity should be for the government and the village government and the community to improve their economy and the welfare of the community. According to Hadi Wijoyo. Istiqamah Tya Dewi Pamungkas and Muhammad Muktiali.)" [4]

A successful tourism village is where all stakeholders are involved, the government, village government and private companies from these three components play a major role in the success of a tourist village, contributing human resources and natural potential that can be optimally synergized, because the development of a tourist village will open up opportunities for the community to absorb labor and trade transactions for native regional products and will also improve the economy of rural communities.

2.3. Research Methods

"This research uses a qualitative approach, the method of collecting data through observation, interviews, and documentation, namely collecting data and analyzing data, then interpreting it using descriptive methods with the aim of getting a conclusion. Moloeng, (2005: 52)" [5].

3. Results and Discussion

3.1. Tourism Village Policy

Based on interview data obtained and analyzed conducted in Talaga Paca Village, West Tobelo District, North Halamahera Regency regarding Tourism Village Policy. Law No. 10 of 2009 concerning Tourism; construction of the notion Tourism is a travel activity carried out by a person or group of people by visiting places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period, a person or group of people who carry out travel activities as intended are referred to as tourists (*tourist*) Bambang Sunaryo, (2013: 1) [8].

The reason is because policy is a process that also includes implementation and evaluation stages, so that a policy definition that only emphasizes what is proposed is inadequate. Reasoning for this, Budi Winarno considers James Anderson's definition which is similar to Friedrich's definition to be more appropriate. Anderson formulates a policy as an action step that is deliberately carried out by an

actor or a number of actors with regard to a particular problem or issue being faced, [7] This shows that all activities and various kinds of tourism activities must be supported by various facilities and services provided by local governments, communities, entrepreneurs, tourism is an industry that has a very important role in efforts to develop and develop an area, will be able to boost the area into a source of regional income and improving the quality of life for the welfare of many people. Tourism Village, in fact there is no government that does not make policies, therefore public policy is a regulation for every government, in a democratic political system, if the government develops superior policies tourism is one of the core economies for the people of Talaga Paka Village in the *future*, one example of local wisdom economic policies and the people's economy in my opinion the government is an agent of economic development.

“(Thomas R. Dye (Riant Nugroho, 2018: 33)) [3]” provides a good definition of public policy, namely *Whatever governments choose to do not do... it is what governments do, how they do it, and what difference it makes.*” Exactly, public policy is a choice and the value given to that choice. This means that public policy is a series of strategic decisions to manage the life of a nation.

3.2. Constraints in Tourism Village Policy

The tourism village policy process experienced several obstacles, namely: the lack of human resources where the resources owned by Talaga Paka Village were still lacking and not yet professional in managing Talaga Paka as a Tourism Village, and the government and village government were not innovative, creative so they lacked training in program development, such as food products, crafts, and branding for the businesses of the Talaga Paka Village community, “The strategy for developing Village Owned Enterprises by the Village Government in tourism development has not been implemented properly. This is shown by the weak management of capital, the lack of objective management, the absence of businesses that are in accordance with the potential of existing natural resources and the lack of effective innovation in dealing with problems”. [6]

Apart from that, the main obstacle is the attitude of the Regional Government and the Village Government that does not pay attention to tourism needs, especially the lack of tourism facilities and infrastructure such as clean water facilities, this is the Municipal Waterworks Company of North Halmahera Regency which is the source of water from Talaga Paka Village, but the people in Talaga Village Paka is hard to get clean water. This also has an impact on tourism in Palaga Paka Village, so that tourists rarely visit, and there is a lack of concern about damaged facilities and infrastructure that have not been repaired, bathroom WC, damaged fila not repaired, besides that.

“Community involvement in the process of formulating tourism village policies can be said to be high and runs democratically, because since the beginning the formulation

process has been a bottom-up process. That is, ideas or ideas from the start came from the village community itself, while the district government officials to the village provided guidance and coaching assistance (Muchtar Wisnu Wardoyo, Bahtarudin)”. [13]

The government's attitude in terms of budgeting and the lack of togetherness between the local community, as well as the lack of innovation and creativity as well as awareness, one of the other obstacles faced in the tourism village policy is that there are no economic policies that can be grouped into four: community economic policies or the public sector, namely with regard to business capital, business licensing systems, and cooperation with inter-local companies, while the business sector policy is cooperation with private companies, cooperatives, MSEs, and the information sector. Infrastructure policies that must be financed for reasons of totality of economic productivity and social welfare of the community, both individuals and groups, including cross-river bridges, lakes, drinking water service networks for the Talaga Paka village community, irrigation networks, and village waste management, highway networks, with the aim of making people self-sufficient in maintaining their potential in the sense that they have the potential to solve tourism problems they face, and are able to meet their needs by acting as dependent on outsiders for help, both government and non-governmental organizations, is one of the global strategies, so that people have and will to maintain and improve their welfare.

“Evaluation has two aspects that are interconnected; the use of a variety of methods to monitor the results of public policies, programs, and the application of value sets to determine the usefulness of these results to some people, groups, or society as a whole (Bardach, E. (2012)” [10].

4. Conclusion and Suggestion

1. From the local government policy in tourism development in Talaga Paka Village, West Tobelo District, North Halmahera Regency, it proves that it is not optimal because. The existence of human resources, and financial resources. which is still inadequate in terms of quantity, quality. Technical steps and local government strategies are needed, in this case the local government is committed to carrying out strategic policies by allocating the tourism program budget with political mechanisms contained in the regional income and expenditure budget (APBD) policy. Staff must have sufficient numbers, skills in their fields and also adequate facilities. So that the potential of natural resources (SDA) can be managed properly, benefiting tourism development, encouraging an increase in the regional budget and improving the community's economy in Morotai Island Regency.
2. In existing policies it is also necessary to pay attention to the presence of inhibiting factors, namely: a) Accessibility, in order to meet the needs of tourists who are traveling, to enjoy services, in the form of a place or

room where people or tourist visitors can rest to stay overnight bathing, sleeping, eating and drinking, and entertainment in tourist spots. b) Infrastructure, the availability of infrastructure to improve connectivity and stimulate competitiveness between regions will increase the number of visitors visiting these tourist areas. Provision of good infrastructure needs to be done to increase the competitiveness of these tourist areas, currently there is still a lot of infrastructure in tourist areas that still does not provide infrastructure. (3) Accommodation is an important factor in tourism development, which accommodation is built and operated solely to seek maximum profit, government policies on accessibility, infrastructure, accommodation facilities, objects and tourism attractions. The local government decided to dedicate 5 areas of Morotai tourism accommodation and tourism promotion. Even though until now there are not all accommodations such as villas, hotels with other types of accommodation.

- 1) Increasing promotion of talaga paca tourism through various media.
- 2) The government is exploring the impact of problems that can be had by Talaga Paca Tourism to be more strategic, integrated and inclusive.
- 3) Expanding cooperation with various parties from both the government and private companies and the community for superior Tourism Villages.
- 4) Improving facilities and infrastructure so that Talaga Paca Tourism can develop as expected.
- 5) Increase the amount of budget allocated for tourism development in Talaga Paca.

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