

The impact of the tourism and cultural industries on the economic conditions of the people of the west coast district of Lampung

Section:
Tourisme and Economics

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Abstract

This study aims to determine the role of the government in managing the tourism industry on the west coast of Lampung province and the determinants that influence the management of Tourism and Culture to improve the economic conditions. The method used is descriptive qualitative through observation and in-depth interviews with key respondents. The results show that the tourism problem is very urgent, given that Indonesia is rich in natural resources, both in terms of culture, local wisdom, and other natural potentials, west coast of Lampung province, as a tourist destination, is very important as a source of state income whose implementation is still cooperation is needed from elements of the government, stakeholders, the community, to jointly organize professional tourism, in addition, to support in the form of policies in community empowerment.

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INTRODUCTION

The tourism industry is one of the right tools to improve the economic conditions of both local and global communities. This statement is based on the fact that the tourism industry is an economic sector with speedy growth compared to other economic sectors. Many jobs from the emerging tourism industry, from the procurement of accommodation services, restaurants, and tour services, to the souvenir business, have succeeded in helping the government to reduce the high unemployment rate. The continued flow of foreign exchange contributions to the State treasury is also one of the positive impacts due to the rapid development of the tourism industry.

Another positive impact of the tourism industry, among others, can be seen from a socio-cultural perspective. The rapid development of the tourism industry will bring intercultural understanding and understanding through the interaction of tourists with the local community where the tourist area is located. With this interaction, tourists can get to know and appreciate the culture of the local community and also understand the background of the local culture embraced by the community. The recent trend of world tourism is towards back-to-nature tourism. Tourists of this type can afford to pay a high price. Therefore, the preservation of this tourist attraction must be maintained, and its development must pay attention to the side of authenticity and harmony with nature and provide valuable benefits for the local population (Idrus & Nurhidayah, 2016).

Tourism activities can have forward and backward effects. There are at least three advantages that can be obtained by the development of tourism in an area:

1. It will make a significant contribution to the local community's income.
2. It can reduce the number of unemployed because the absorption of the workforce is quite significant and evenly distributed.
3. They are encouraging entrepreneurs' emergence in the tourism industry, either directly or indirectly.

The ultimate goal of developing the tourism sector is to increase output or added value. This is consistent with economic development because added value is one of the indicators used to measure economic growth. The results of the study (Ikram et al., 2017) show that the problem of tourism is very urgent; bearing in mind that Indonesia is rich in natural resources, both in terms of cultural aspects, local wisdom, and other natural potentials, Wakatobi Regency, as a tourist destination, is essential as a source of state revenue whose implementation is still ongoing, cooperation from elements of government, stakeholders, the community is needed, to organize professional tourism jointly. In addition, support in the form of policies for community empowerment will be beneficial so that when both local and international tourists visit, they will be able to interact with the surrounding community so that guests will be satisfied; the attractiveness of tourism is the synergy between natural charm, local community wisdom, culture, behavior as the formation of tourists.

Another interesting research conducted by Kartika (2016). Tourism development in an area will have an impact on the surrounding community. This study aims to determine the impact of tourism development on the economy and socio-culture of the local community in the Sasak Ende tourist village, both positive and negative impacts. This study uses qualitative and quantitative data, secondary and primary data sources, and data collection through observation, documentation, questionnaires, in-depth interviews, and literature studies. It used qualitative descriptive data analysis, which describes the tourism development of the Sasak Ende tourism village and its economic and socio-cultural impacts. The development of tourism, especially after the declaration of Panjalu Village as a national

pilgrimage tourism destination in West Java, has impacted the economic, socio-cultural, and physical environmental aspects, both positive and negative. The positive impact from the economic aspect is that it can increase original village income (PAD), increase community income, provide job opportunities, and increase village development. On the negative side, land prices will become more expensive. As a socio-cultural impact, it can be seen in the increased knowledge of the history of Panjalu, especially for those who are directly involved in tourism activities, the existence of public awareness of cultural wealth, increased status and image of the community, efforts to revive art and ritual performances that are almost extinct, and increased ability language (Javanese) so that it will facilitate communication with visitors who come from East Java and Central Java, as well as the empowerment of local communities involved in trading businesses in the tourist area of Panjalu Village (Kartika, 2016). Meanwhile, there has been no adverse reaction from the Panjalu community towards the socio-cultural aspects of tourism development in Panjalu Village. In other words, the condition of the people of Panjalu Village until now is still able to maintain local values and norms that apply in society. The impact of developments on the physical environment also occurs on two sides, namely, positive and negative. A positive impact was seen in the effort to inventory historical sites, culture, and religion. This effort was made so that visitors would not only focus on the Nusa Gede area in the Situ Lengkong Panjalu area but could also visit other places with cultural and historical values in Panjalu Village. to provide comfortable service to visitors.

Other studies focus on tourism development in an area that will impact the surrounding community. This study aims to determine the impact of tourism development on the economy and socio-culture of the local community in the Sasak Ende tourist village, both positive and negative impacts. This study uses qualitative and quantitative data, secondary and primary data sources, and data collection through observation, documentation, questionnaires, in-depth interviews, and literature studies. It used qualitative descriptive data analysis, which describes the tourism development of the Sasak Ende tourism village and its economic and socio-cultural impacts. Determination of the sample using Judgmental Sampling, which was distributed to 70 respondents with 14 statement items. Based on the results of data processing, the tourism development of the Sasa Ende tourism village has facilities and infrastructure as well as human resource development, tourism promotion, and very supportive event activities. Based on data processing, the positive impact of tourism development on the economy is in the percentage range, with an interpretation of the score of 94.61%, while the negative impact is 82.42%. The positive impact of tourism development on socio-culture in terms of percentage with an interpretation of the score is 93.61%, while the negative impact is 48.92% (Surahman et al., 2020).

The research results in other regions show that local revenue from the tourism sector in Belitung Regency tends to increase. The direct impact on PAD is obtained from the construction of hotels, restaurants, and transportation procurement. At the same time, the indirect impact is obtained from various tax revenues (hotels and restaurants) and fees from tourism activities carried out by tourists. However, when viewed in total from regional income, the revenue contribution from the tourism sector is still considered insignificant. Some points that need to be considered to optimize revenue from the tourism sector in Belitung Regency are overcoming the limited facilities to support tourism objects, encouraging the quality and quantity of human tourism resources (HR), and encouraging more intensive tourism promotion (Harefa, 2020).

Regardless of the results of various studies showing the impact of the tourism industry on the regional economy, the differences in characteristics between regions are essential, so the results of one study may not be generalizable. In addition, case studies generally only provide conclusions on the object under study so that cases in other places will likely have differences. Based on this gap, this study

aims to briefly explain the impact of the tourism industry on the east coast of Lampung Province through case studies that focus on problems in the field and what is suggested for future improvements.

METHODOLOGY

This research was conducted in Pesisir Barat District, Lampung Province. The data were obtained through observation and in-depth interviews with key respondents, such as West Coast Regency tourism office employees and several communities around the tourist area. Data were analyzed using a qualitative descriptive approach to be able to answer various problems that arise in the field.

RESULTS AND EVALUATION

The importance of education and training to increase tourism human resources

The government has determined that tourism is the key to developing prosperity and happiness. Following direct GDP comparison data by business sector globally in 2015, namely: (a.) Travel and tourism directly contributed 2.4 trillion dollars to the GDP. (b.) The global GDP contribution is more than double that of the automotive industry and nearly 50% larger than that of the global chemical industry. The travel and tourism sector succeeded on par with the education and banking sectors globally. The total contribution of travel and tourism to Indonesia's GDP in 2013 amounted to Rp. 80.8 million US dollars with a GDP of 9%. This contribution is higher than other ASEAN countries such as Thailand, the Republic of Korea, Malaysia, Singapore, the Philippines, Viet Nam, Myanmar, Cambodia, Lao PDR, and Brunei Darussalam. At the same time, the highest was China, 850.1 million US dollars with a GDP of 9%, Japan, 339.9 million US dollars with a GDP of 7%; and India, 113.2 million US dollars with a GDP of 6%. To encourage tourism as the leading national development sector to prepare human resources in Indonesia, the Deputy for Tourism Institutional Development at the Ministry of Tourism and Creative Economy targets: 1. Tourism HR Competency Certification in 34 Provinces; 2. Basic Tourism HR Training in 34 Provinces. 3. Assessor training and facilitation for establishing LSP in 22 Provinces and Tertiary Education Institutions per region.

Maritime tourism is a crucial factor

Maritime tourism will impact the development of creative industries such as hotels (lodging), the handicraft industry (souvenirs), and so on. Furthermore, these industries will have an impact on other sectors, such as the restaurant industry, which will have an impact on agriculture, the travel service industry will have an impact on the catering business, and so on. The development of marine tourism will encourage the emergence of various small economic activities such as taverns, small restaurants, souvenir shops/stalls, snorkeling equipment rental services, diving, jetski, boats, motorbike rental services, cars, translator providers, internet cafes, telephone stalls, traders, coconut fruit traders, and other economic activities.

Focus on domestic tourists.

Market Micro-Side Analysis The growth in tourist arrivals to the west coast had increased in 2015 but showed a downward trend even to minus in 2020. It is estimated that in 2022 there will be a surge due to the Covid-19 pandemic, which subsided, and the success of regional tourism promotion programs, but this needs to be supported by satisfactory service for tourists. Hence, a decrease in the number of visits occurs. The high dominance of domestic tourists visiting the West Coast has negative and positive sides. The positive sides include the first, tourism on the West Coast will tend to be more potent against global fluctuations (exchange rate movements, the economic crisis in Europe, travel bans). Second, the number of domestic tourists is also more significant, where the movement of domestic tourists throughout Indonesia is more than 20 times that of foreign tourists, so the cumulative expenditure of domestic tourists is close to or the same as foreign tourists. Third, domestic tourists tend to be more varied in tourism activities, opening up opportunities for developing non-surfing tour packages. The negative side of this trend is that the surge in domestic tourists requires far more rigid visitor management, stricter sanctions enforcement, and a more significant number of talented human resources. This is because, in general, the knowledge and understanding of domestic tourists about responsible tourism and the importance of conservation need to be better. Promotional activities on West Coast tourism must simultaneously be filled with environmental awareness campaign content. Most visitors to the West Coast stay at Krui. Therefore, the absorption rate of hotels in Krui will be referred to in conducting this analysis. Judging from the availability of accommodation facilities and the number of tourists, accommodation capacity in Krui is still sufficient; however, the quality of service needs to be improved.

Based on the records of the West Coast Culture and Tourism Office, the total occupancy of hotels and inns on the West Coast in 2018 was 46,112 people. Assuming that the maximum occupancy of all the hotels above is 200,000 people (548 people x 365 days), the average occupancy rate in Pesisir Barat is 23.05%. Other tourism activities are limited and managed mainly by the community, including trekking tours, visiting tourist villages, and photography. For dive tour packages, the prices are pretty competitive (IDR 350.000–Rp. 1.500.000) compared to other destinations. Meanwhile, the packages offered by the public have not been widely sold or absorbed by the market.

CONCLUSION

The tourism sector plays an essential role in improving economic conditions and local government income, and this is due to tourist visits from within and from abroad. For this reason, the government should always continue providing services and improving facilities and infrastructure so that the tourism sector can still exist. Future and the tourism sector is an essential icon in strengthening the economic foundations of society, in which the sector has impacts in various fields, both economic, social, cultural, and political aspects, so the government gives appreciation in the form of policies that support tourism development which can be in the form of improvements services to every guest, ease of administration, provision of facilities and infrastructure as well as accommodation support and resources that are always ready to provide services to every visitor. The government's performance in providing tourism services must be continuously improved to suppress deficiencies. Service improvements will provide satisfaction to local, national, and international tourists, and support in the form of policies and improvement of superior resources needs to get a portion of attention, and this is a form of government appreciation in creating conditions that make the West Coast a tourist destination, this can be achieved if there is a synergy from all stakeholders, the community, academics, and the government to promote the tourism sector jointly.

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Data sharing is not applicable to this article as no new data were created or analyzed in this study.