

## TOURISM DEVELOPMENT POLICY IN BANDUNG REGENCY: A STUDY ON *KAMPUNG* GAMIS-SOREANG

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### ABSTRACT

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This study aims to analyze the development of tourism destinations in Kampung Gamis Soreang by studying the socio-material relationships that underlie the development process. This study employs a qualitative approach to answer the research objectives. The data collection techniques are carried out by interviews, field observations and document analysis to answer research questions. The sampling is carried out by purposive sampling involving the Bandung Regency government and the local community of *Kampung* Gamis. The analytical framework developed describes the socio-techno-economic interaction of the surrounding actors with Kampung Gamis to obtain possible outcomes. The findings demonstrate that there are at least four main actors in the stakeholder analysis of the tourism destination of Kampung Gamis, Soreang District, Bandung Regency; they are the Government, associations or local tourism communities, entrepreneurs, and the local community. There are also some identified potentials in the development of Kampung Gamis as a tourism destination and several vital obstacles such as the lack of experience of business actors in the tourism destination of Kampung Gamis. Finally, the pattern of actor and network relations in Kampung Gamis Tourism Destinations development reflects how crucial the development of *Kampung* Gamis is.

### A. INTRODUCTION

According to the Law of the Republic of Indonesia Number 10 of 2009 about tourism, tourism is a variety of activities that is supported by various facilities and services provided by community, business people, government, and local governments. Mason (2020) defined tourism as a temporary movement to some destination other than the place of work and residence. Tourism is a global cultural phenomenon that can be viewed as a system. In the model Leiper (2000) proposed, tourism consists of three components: tourists, geographic elements, and the tourism industry.

The existence of tourism villages in the course of tourism development in Indonesia has been recognized to have an important role and good allure. Tourism presents as a strong economic force in developing community and global markets. The tourism industry is multidimensional and cross-sectoral (Betteng, 2019). It is believed that Indonesia consists of various traditions and cultures. As a result, it brings the natural wealth between one village and another related to its uniqueness. Tourism villages have been able to color a more dynamic variety of destinations in a tourism area in Indonesia. Therefore, it is hoped that tourism will not always be trapped in the development trend of mass-tourism

in its development. In the context of tourism in the Bandung Regency, the development of tourist villages is an inseparable part of the ups and downs of tourism development.

One of the debate themes is that tourism development is often forced on residents of the destination areas. Local communities often have little opinion on the kind of tourism development they wish to see. However, most industries are arguably based on the most direct exploitation of their culture and environment. The development process is said to be homogeneous, culturally destructive, and alienating the population of the destination area.

Bandung Regency is one of the regencies in West Java Province, with an area of 1,767.96 Km<sup>2</sup>. It is divided into 31 sub-districts, 270 villages and 10 sub-districts ([www.bandungkab.bps.go.id](http://www.bandungkab.bps.go.id)). Most of the Bandung Regency area is a rural area. The Bandung Regency Government positions village development as the spearhead to achieve the vision and mission of Bandung Regency; one of its missions is to strengthen rural development.

A tourism village is a form of integration between attractions, accommodation, and supporting facilities presented in a community life structure integrated with applicable procedures and traditions. (Ahsani *et al.*, 2018). The implementation of Tourism Villages has been widely applied in several regions in Indonesia, not least in Bandung Regency. In realizing the Bandung of a thousand villages, the Bandung Regency Government plans to develop a tourist destination for the Cultural Village.

Community-based tourism (CBT) is a development model that provides maximum opportunities for rural communities to participate in tourism development (Sidiq and Resnawaty, 2017). CBT activities are carried out entirely by the community in a participatory manner, and the benefits are felt directly by the local community. Thus, in developing tourism villages based on CBT model, the role of local communities as stakeholders is the essential element.

Several theories used in the tourism study are planning, sustainability, and community-based tourism (CBT). The development of tourism villages must be well planned; therefore, stakeholder cooperation is needed in this case, the Government, entrepreneurs, and the community, especially the local community. This development aims to develop a tourist village in a better direction to prosper its people. According to the World Tourism Organization (WTO), the theory of sustainable tourism implies three principles for sustainable tourism, namely ecological sustainability, socio-cultural sustainability, and economic sustainability for both present and future generations. A tourism village must balance social and economic environmental values to realize sustainability.

Tourism is a central part of regional development strategies in many areas. Traditionally, strategies for developing tourism have relied heavily on marketing the currently available experiences to new potential customers. There is a growing recognition in many tourist destinations that current tourism management practices are likely to cause unintended impacts on the environment and society, threatening tourism development itself and the economic viability of communities and surrounding areas (Brokaj, 2014).

In the current globalized and borderless world, tourist destinations can no longer ignore their traditional visitors. They must escape the pressures of increasing competition, as more experienced, specialized, and demanding tourists now have more potential destinations (Halkier, Kozak and Svensson, 2014). Hence the growing awareness of the challenges to traditional development doctrines in these tourism destinations has led to a broader acceptance of the new concept – namely sustainable development. In the previous study, Sapitri (2021) stated that the agenda-setting process for policies on village development (in this case is Kota Kapur Village) as a historical tourism destination has not yet received certainty in terms of its management, especially with the differences in views between the provincial, district, village government and the community. These empirical findings indicate potential differences in interpreting the development of tourist destinations in an area.

To develop a tourism industry or destination in an area, specific strategies and policies in the tourism sector are needed. These strategies and policies become a concern for the government because a reasonable tourism growth rate needs to be set for certain years (Betteng, 2019). Policies made by the government must be fully used as guidelines and adhered to by stakeholders. Local governments must set direction and promote sustainable tourism destinations within those tourist destinations (Brokaj, 2014). For example, other stakeholders such as government, private companies, local communities, institutions, non-governmental organizations, and volunteer tourists are involved in rural ecotourism management and conservation planning and decision-making processes. The benefits and costs of developing community-based tourism as a construct strongly influence the findings that indicate stakeholder involvement significantly influences the perceived benefits and costs.

Effective tourism planning and development at the community level is essential to support the tourism experience in Bandung district, particularly in Kampung *Gamis*, Soreang sub-district. In the future, it is essential to optimize the benefits of the local community and minimize the negative impact of developing the potential of its tourism. However, it is essential to note that many people do not have the experiences, resources, and capability to optimize tourism destinations. This study is expected to be an entry point in providing helpful information for policymakers, governments, and tourism operators to promote greater stakeholder participation in developing tourism destinations in Kampung Gamis in Soreang District, Bandung Regency.

This study elaborates on the complexity of the tourism destination. Local communities, domestic tourists, and accommodation may play a unique role in Kampung Gamis. Their influence can affect how Kampung Gamis can function as tourism destinations and make developments according to or not from a predetermined standard pattern. Thus, a more integral view to analyze the development of tourism destinations in Kampung Gamis is needed. Moreover, this study aims to contribute to this understanding by applying insights from actor-network theory. The gap in this research that wants to be reviewed is the lack of analysis on the sustainability of tourism development in Bandung Regency, specifically in Kampung Gamis in the Soreang District. The determination of tourism villages is still carried out thematically, not yet evaluating the development of community-based tourism potential.

Lestari et al., (2020) conducted a study with ANT (*Actor-Network Theory*) in the tourism analysis unit in Batu City. The study recommended that strengthening the role of the Department of the Environment in tourism development policies in Batu City includes the need to form an "Environmentally Aware Community" forum as a controlling agent. Batu City Government also needs to expand cooperation with academics, especially in environmental assessment collaboration.

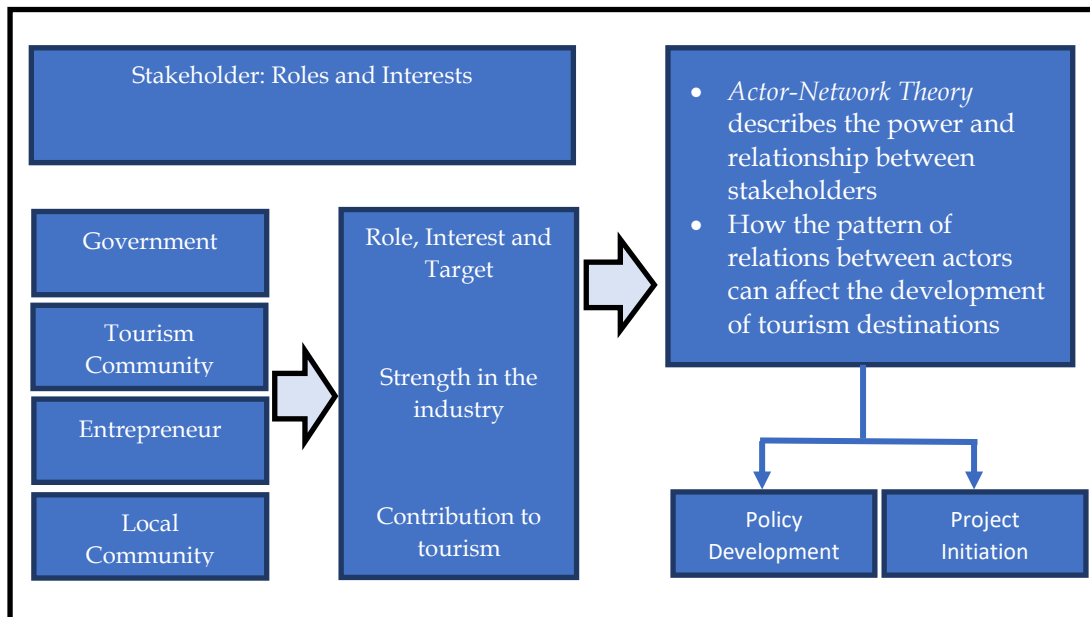
Stakeholders also play an essential role in developing tourism destinations (Talib, 2020). It was concluded that tourism development is carried out using a pattern of cooperation between government organizations (central), local governments, communities, and private parties. This pattern of collaboration between stakeholders is expected to bring about an equal role between the government and the community to accelerate tourism development

Furthermore, this study aims to analyze the development of tourism destinations in Kampung Gamis Soreang by studying the socio-material relationships that underlie the development process. The actor-network theory provides a conceptual and methodological perspective for studying this destination development process. It moves beyond traditional approaches and provides insight into the emergence and consequences of complex relationships between places, people, non-human entities, technology, and nature. It offers tools and sensibility to examine the development of tourism destinations in Kampung Gamis Soreang by focusing on socio-material relationships and practices. This research is not motivated by the desire to find the 'best solution' or pattern of tourism destination development, nor is it intended to provide a radically new theoretical understanding of tourism destinations. This study explores and understands 'how' to develop tourism destinations in Gamis Soreang Village. Thus, it aims to increase understanding of the development of tourism destinations in Kampung Gamis Soreang by studying the performance of human and non-human actors who encourage tourism development through aligning interests. By including the role of individuals, technology and materials in the analysis, which were identified as external factors in the traditional approach, this study attempts to contribute to an alternative understanding of tourism destination development in Kampung Gamis Soreang.

Given that tourism development mainly occurs in local communities, the governance process must be participatory and continuously adaptable by involving the community. Several things can intersect with this framework: tourism policy and planning, participatory planning approaches, and community participation and empowerment. A participatory planning approach is often more appropriate for tourism governance, allowing community members to participate and be empowered in the tourism policy and planning process, particularly in developing tourist destinations in Kampung Gamis.

Freeman (2010) defines a stakeholder as a group or individual that can be influenced or affected by the organizational goals achievements. Due to the dynamic and complex nature of tourism partnerships, more recent literature suggests that environmental management and its relationship to tourism destination competitiveness can be added to the concept. Although national tourism networks have encouraged the development of tourism destinations in Bandung Regency, there are also local networks. It is suggested that interactions and conflicts should be considered when considering the development of tourist destinations. Once all stakeholders are identified, analyzed, and prioritized,

management can develop and implement appropriate strategies to guide interactions. The competitiveness of tourism suppliers is increasingly debated depending on the network they operate.



**Figure 1. Research Framework**

Public policy is essential for tourism issues because it regulates the tourism industry and related activities. Policymaking is a political activity embedded in socio-economic and social characteristics. Therefore, it reflects social values and ideologies, power distribution, institutions, and decision-making processes (Hall, 2011). Understanding the public policy process concerning tourism depends on our conceptual or theoretical framework. This framework explains the policy process and identifies the relationships between people, activities, and policies. Different theoretical perspectives will conceptualize the policy process and its implications differently.

## B. METHOD

This study examines the development of tourism destinations in Kampung Gamis, Soreang District, Bandung Regency based on the Actor-Network Theory (ANT). ANT is the realm of sensitivity and analytical method that treats things in the existing social and material context as effects from the result of the network of relationships. It is a set of tools used to seek an understanding of complex social situations by following the constituent elements and examining how they can be associated. Van der Duim, (2007;) van der Duim et al., (2017) explains that ANT sees the world as consisting of continuously densely constructed relationships, which can never be defined as purely social, natural, technological, or cultural, but always tend to be defined in hybrid forms. The main focus is not on the usual why questions of the social sciences but rather on how social arrangements are achieved and stabilized. Thus society is not considered what it is in unifying the structure but rather what must be held together. This study was inspired by the use of ANT not to be interested in what a tourist destination is, but rather how the Kampung Gamis tourist destination can work.

Departing from this perspective, this study aims not to provide a general pattern of developing tourism destinations in Kampung Gamis, but to discuss and better understand the nature of these tourism destinations and their possible development. The focus is on understanding the consequences of creating a sustainable tourism destination from Kampung Gamis. The data collected in this study are used to discuss the multiple and fluid nature of tourist destinations and their development.

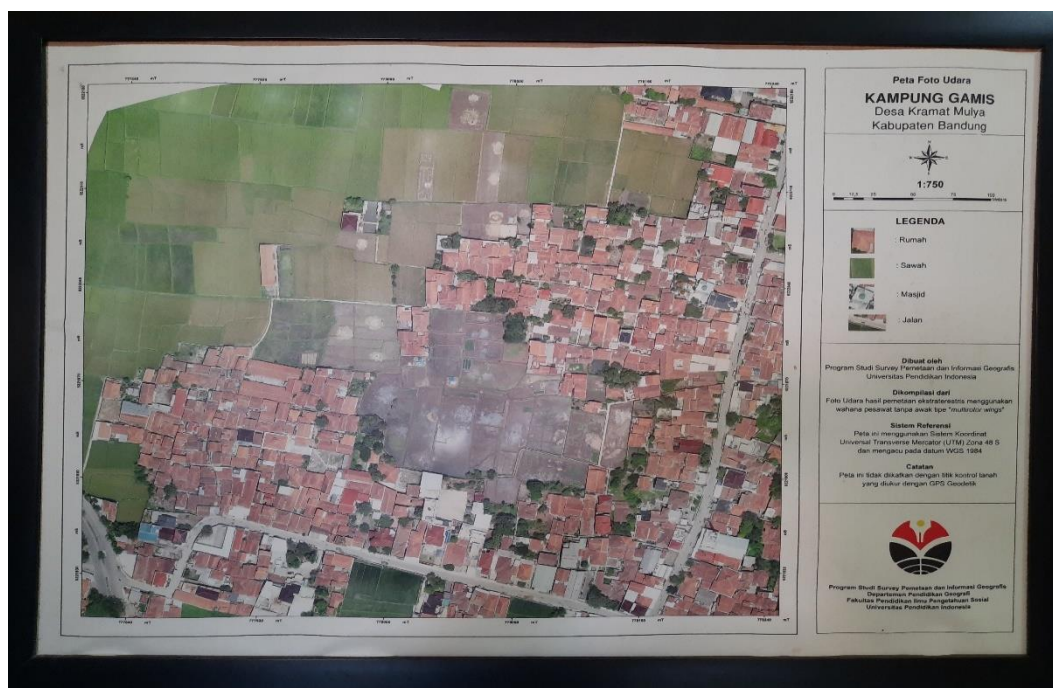
This study employed a qualitative approach to answer the research objectives. In addition, this research was categorized as qualitative research by considering primary data collection techniques, namely using interviews and field observations. This study also uses document analysis techniques to explore secondary data invented to answer research questions.

The case study is the policy of developing tourism destinations in Kampung Gamis, Soreang District, Bandung Regency. Data were obtained from informants and the study results of secondary documents that describe the phenomenon that become essential sources of information related to the problems and research objectives.

ANT (Actor Theory Network) is applied using a theoretical framework to analyze the relationship and influence of critical factors, including barriers, incentives, and impacts of the Kampung Gamis tourism destination. The analytical framework developed describes the socio-techno-economic interaction of the surrounding actors with Kampung Gamis to obtain possible outcomes. Thus, the critical parameters related to the success or failure of the development of the Kampung Gamis tourist destination were extracted through qualitative analysis. A detailed factor comparison based on the extracted parameters is presented to provide critical insight and policy implications for commenting on the sustainability of the development of the Kampung Gamis tourist destination in the Soreang Sub-District, Bandung Regency.

### C. FINDING AND DISCUSSION

This research was conducted by collecting data through visits and field observations within 6 months, From June until November 2021. Based on the results of field visits to the tourism destination of Kampung Gamis Soreang, the visual appearance of Kampung Gamis Soreang can be seen in Figure 2.





**Figure 2. The geographical and recent condition of kampung Gamis**

Kampung Gamis is located in Kramat Mulya Village, Soreang sub-District, Bandung Regency. This visual depiction from Kampung Gamis shows that conditions are still not optimal, as seen from the packaging of the Kramat Mulya Village.

## **The Development of Kampung Gamis as Tourism Destinations**

### **1. Identification of the Problem of Tourism Destinations in Kampung Gamis Soreang**

Based on interviews, observations, and a review of available secondary documents, some critical information can be obtained concerning the development of tourism destinations in Kampung Gamis Soreang. In looking at the benchmarks of the problem, the problem arose when the issue of the formation of a tourist area in Bandung Regency started to appear, precisely, in Kampung Gamis Soreang. In this case, Kampung Gamis Soreang is a thematic object that has great potential to become a tourist destination based on local handicrafts in the production and sale of robes in Soreang.

The development of the Kampung Gamis itself has not been carried out for too long. The development project for the Kampung Gamis as a tourist destination was started in 2017 because of its enormous potential in the Gamis production area with domestic and foreign demand. However, the development has not proceeded from year to year as it should. The Kampung Gamis area still looks like an ordinary thematic village because there has not been any development.

Coordination of tourism development is not only in cross-regional form but also cross-sectoral. Tourism development cannot be left only in the hands of one sector because every tourism development in Kampung Gamis is very multidimensional and complex.

### **2. Identification of the Political Flow of Stakeholder Roles in the Development of Tourism Destinations of Kampung Gamis Soreang**

The Bandung Regency Government plays a crucial role in Kampung Gamis as Tourism Village, and it is proven that *Kampung Gamis* is included in the Bandung Regency Regional Regulation on the Bandung Regency Tourism Development Master Plan 2016-2020. The Regency Government is a supporting element that implements the rules of the Provincial Government's master plan to be forwarded to areas that have been designated as strategic tourism areas, one of which is Kampung

Gamis Soreang. The District Government Role Service proposes a budget that will be issued related to the tourism village development plan, including Kampung Gamis.

The Village Government is a facilitator of community mediation with the Regency Government. Given the potential of an important tourist village in Kramat Mulya Village, it will create an excellent opportunity for the Village Government to advance Kramat Mulya Village by proposing programs about kampung Gamis. In the development of Kampung Gamis, there is a decisive community role and care about the cultural heritage in their area. Realizing Kampung Gamis become a historical tourist destination is not easy, it requires the participation of the Regency Government and related agencies in overcoming one by one the problems that are obstacles to the development of these tourism destinations.

The 2018 Musrenbang of Bandung Regency, among others, gave birth to the *Sabilulungan 1000 Kampung* policy to create an integrated and environment-based village development. The follow-up to the preparation of the 2019 RKPD resulted in a public consultation held on February 1, 2018, and a series of other plans that seek to create the foundation for the *Sabilulungan 1000 Kampung* policy. The foundation was developed by representatives of regional apparatus, stakeholders and the community under the coordination of the Bandung Regency Bappeda. As the *Sabilulungan 1000 Kampung* policy was implemented in the three selected villages, it could be seen that there was a development of local economic activity in the three villages. Especially in 2018, there was a significant increase in the three selected villages in this study. However, in 2019 through the 2020 RKPD, the Bandung Regency Government set priorities for village development outside the three villages that were the focus of this research so that it could explain the low development experienced in 2019.

### 3. Characteristics of Kampung Gamis Soreang as Tourism Destinations

Based on the interviews and a review of available secondary documents, some critical information related to the development of tourism destinations in Kampung Gamis Soreang can be seen in the table below.

**Table 1. Critical Summary of Kampung Gamis Soreang, as Tourism Destinations**

Unit Analysis : <i>Kampung Gamis Soreang</i>	
Resource activation (collaborative, enterprise and entrepreneurial)	Mixed: Collaborative and Entrepreneur
Driving force (public/private)	Public
Main stakeholders and their roles	<ul style="list-style-type: none"> <li>Bandung Regency Government, its role as a driving factor</li> <li>Gamis Village Entrepreneurs, their role as implementing actors</li> </ul>
Relationship between power	<ul style="list-style-type: none"> <li>Invisible, even the predominant local paternalistic status</li> </ul>
Commitment to development	<ul style="list-style-type: none"> <li>Varied, According to the value judgement</li> </ul>
Competence	<ul style="list-style-type: none"> <li>Competence in the development process, leveraging local knowledge from across sectors</li> </ul>
The role of educational institutions (also development activities)	<ul style="list-style-type: none"> <li>Intermediate level in development action; stronger at the educational level, e.g. training and practice</li> </ul>
Leadership/main actor	<ul style="list-style-type: none"> <li>Village Leaders.</li> <li>No clear business drivers due to the fragmented business environment.</li> <li>A family-owned business with an emphasis on meeting direct demand from wholesale consumers (eg from overseas buyers such as Malaysia)</li> </ul>
Barriers to entry	<ul style="list-style-type: none"> <li>Low enough for investors and new business ideas to be welcome;</li> <li>Suitability for regional profiles and co-marketing.</li> </ul>

## Actor-Network Theory Perspective in Kampung Gamis as Tourism Destinations

### 1. Actor's Perspective on Kampung Gamis Tourism Destinations

On a sustainable basis, the actors involved in developing Kampung Gamis as a tourism destination in the Soreang sub-District, Bandung Regency, consist of Inside Government Actors (actors located in the Bandung Regency area or Local Government) and Outside Government Actors (stakeholders or public outside the Bandung Regency area). The inside the Government actors can be classified into the main actors and secondary/complementary/supporting actors.

West Java is one of the provinces with various local wisdom that contain deep philosophical meanings and noble values. These noble values can be used as cultural values for local government organizations, such as "*Sabilulungan*" in the Bandung Regency Regional Government (Pemda).

To realize this "*sabilulungan*" concept, the Bandung Regency government initiated the "*sabilulungan 1000 kampung*" program that prioritizes integrated development planning to improve the welfare and economy of the community based on regional potential. This concept was also brought to further develop kampung gamis as a tourist destination.

### 2. Functional Perspective on Kampung Gamis as Tourism Destinations

Inside the government, actors consist of primary and secondary actors. The primary actor functions as the main player in determining the direction of sustainable development based on tourism development policies in the Bandung Regency. Moreover, the secondary/complementary/supporting actors are actors that support the main actors in sustainable development-based tourism development in Bandung Regency. These secondary actors act based on relations with the Government as the main actor.

Actors outside the Government consist of the Regional Tourism Promotion Board (BPPD); Investors / Private; Public; Mass media; Academics; and Local Environmental NGOs. The function of the investor/private sector is to help the Bandung Regency government develop tourism by investing in tourism development in Bandung Regency. The community also participates in the development of tourism in Bandung Regency. The community is involved and contributes ideas to developing sustainable development-based tourism in Bandung Regency.

The function of the mass media is as a medium to promote tourism in Bandung Regency. The function of the academic community in developing tourism based on sustainable development in Bandung Regency is to help provide input for tourism development in Bandung Regency. Furthermore, the function of Local Environmental NGOs is to oversee tourism development and prevent environmental damage caused by the existence of tourism development activities in the Bandung Regency.

### 3. Structural Perspective on Kampung Gamis as Tourism Destinations

The structure formed in realizing tourism-based sustainable development is the Government's Inside Actor, which consists of Primary Actors (Regent of Bandung regency; Bandung Regency Bappelitbangda, Bandung Regency Tourism Office), Secondary Actors (Department of Public Works and Urban Spatial Planning; Department of Regional Finance; Department of Communications and Information, Department of Cooperatives, Micro Enterprises and Trade, Department of Investment, One-Stop Services and Manpower, Department of Transportation, Department of the Environment) And actors outside the Government, consisting of Regional Tourism Promotion Board (BPPD); Investors / Private (Community Organizations); Community (Tourism Village, Pokdarwis); Mass media; Academics (Padjajaran University; College of Tourism); Local environmental NGO.

### 4. Institutional Perspective on Kampung Gamis as Tourism Destinations



The institutionalization effort made by the Bandung Regency Government in developing tourism in Bandung Regency is to form a team of experts and support teams to encourage tourism based on sustainable development.

### 5. Regulatory Perspective on Kampung Gamis as Tourism Destinations

The rules of action or guidelines used in implementing tourism-based sustainable development are the Regional Tourism Development Master Plan (RIPPDA) 2014-2029, of which Law Number 10 of 2009 concerning Tourism is the legal basis used to formulate this RIPPDA.

In its progress, the Bandung Regency Government has determined as many as 33 villages to be built during the medium-term planning period in the Bandung Regency RPJMD 2016-2021. This program is then followed up in the Rural Area Development Plan prepared by the Bandung Regency Bappeda. As for the process of compiling the document, various relevant regional apparatuses were involved, such as the Cooperatives and SMEs Service, the Trade and Industry Service, the Agriculture Service, the Public Works and Spatial Planning Service, the Transportation Service, the Housing Service, Settlement and Land Areas, the Manpower Service, DP2KBP3A, Office of Library and Archives, Office of Communication, Information and Statistics, and Office of Community and Village Empowerment.

If seen from this perspective, *Kampung Gamis* has been strong enough to develop as a tourism destination. However, the local community did not pay much attention to the regulation.

### 6. Power Relations Perspective at Kampung Gamis as Tourism Destinations

The process of power relations is defined as the distribution of resources and needs between actors and between organizational structures. In realizing sustainable development-based tourism, the character or attitude of the implementers is quite supportive and carries out their duties well. Communication and coordination between actors are also good.

### 7. Actor's Strategic Perspective on Kampung Gamis as Tourism Destinations

The actor's strategy in developing tourism based on sustainable development in Bandung Regency is cooperation between institutions and increasing community participation. In 2018-2019 for example, The Government of the tourism office has collaborated with Bukalapak to improve communities of *kampung Gamis* to sell their product via the application.

## D. CONCLUSION AND RECOMMENDATION

Based on the findings and discussion above, some of the most important conclusions that can be drawn from this research are as follows:

1. There are at least four main actors in the stakeholder analysis of the tourism destination of Kampung Gamis, Soreang District, Bandung Regency, the four parties include the Government (in this case the Bandung Regency Government), associations or local tourism communities, entrepreneurs engaged in the fashion industry ( robes), as well as the local community, namely the people of Kramat Mulya Village, Bandung Regency.
2. Some of the identified potentials in the development of Kampung Gamis Tourism Destinations include:
  - a) commitment from Bandung Regency Government,
  - b) cooperation opportunities with associations,
  - c) funding opportunities from external stakeholders such as CSR funds,
  - d) government policies that support the development of the real sector in society, and
  - e) the potential to increase the number of tourists visiting Bandung Regency, especially Soreang District.

Meanwhile, several essential obstacles were identified in the development of Kampung Gamis Tourism Destinations, including:

- a) lack of experience of business actors in the tourism destination of Kampung Gamis,
- b) the socio-economic conditions of the people in Kramat Mulya Village are still lacking,

- c) market demand from outside the region forces business actors to prioritize production to fulfil this demand rather than trying to sell it by making shop windows in its place.
3. The pattern of actor and network relations in Kampung Gamis Tourism Destinations development reflects how crucial the development of kampung gamis is.

Furthermore, according to the findings of research regarding the development of tourism destinations in Kampung Gamis, Soreang District, Bandung Regency, the researchers tried to provide recommendations from the results of the research to assist the development of *Kampung Gamis* as tourism destinations. The recommendation proposes is as follows:

- a) The issue of policy change in the context of Bandung Regency's transformative leadership in making strategic changes should remain per the dynamics of change and development of the tourism industry in Kampung Gamis as a tourism destination based on the expectations of its stakeholders, which is based on the principle of sustainable tourism development.
- b) Increase promotion or publication of tourist destinations in Kampung Gamis, Soreang District, Bandung Regency, which can be done in various forms.

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