

# Service Policy of Sign of List of Tourism Business in Malang District of Indonesia

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## ABSTRACT

*The development of tourism business world today is increasingly growing very rapidly and not be stopped. Tourism has become one of the largest industries in the world, and is one of the major mainstay in generating foreign exchange in many countries. This study aims to describe the implementation of mechanisms and procedures of Malang Regency Government policy on Sign of List of Tourism Business based Malang Regency Regulation No. 3 of 2013 on Sign of List of Tourism Business in Malang, identify and analyze the factors that affect the implementation of Regulation 3 in 2013, to formulate a model of policy implementation service sign tourism business listing as set in Regulation No. 3 in 2013. Activities in data analysis, namely: data reduction, a data display, and conclusion drawing / verification. Procedures and mechanisms for the implementation of policies initiated tourism business registration certificate of the applicant submission to the Department of Culture and tourism are then verified and complete when followed by a survey to the location of the tourism business and in accordance with our existing administration then made a Tourism Business Registration Certificate. Corresponding results of the study note that the factors that hinder the implementation of the policy implementation service marks list of tourism businesses in the District of Malang, communication factors which socialization conducted by the Department of Tourism and Culture of Malang not thorough to all tourism entrepreneurs and unsustainable whereas every year emerging new businesses, Service policy implementation model that sign listing the tourism business in Malang is not in accordance with the implementation of the policy, implementation model with rational approach to the implementation of the system as proposed by Edward III on the model of top-down policy. From the discussion, it is known that there are several factors that can enhance the policy model of top-down according to Edward III of the Monitoring, Evaluation, Monitoring and enforcement.*

**Keywords:** Service Policy, Sign of List of Tourism Business.

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## 1. INTRODUCTION

The development of tourism business world today is increasingly growing very rapidly and not be stopped. Tourism has become one of the largest industries in the world, and is one of the major mainstay in generating foreign exchange in many countries. There are several countries and territories such as Thailand, Singapore, Philippines, Fiji and so on, which is highly dependent on the foreign exchange obtained from the tourist arrivals. According Monsen that in the Caribbean, tourism has created 2.5 million jobs, or about 25% of total employment in 2001 (Monsen, 2004). Fiji For an island nation in the Pacific Ocean tourism has become the second largest foreign exchange earner, only slightly below the main results, namely sugar and other agricultural products. For Tonga is also one of the countries in the Pacific Ocean, tourism accounted for 70% of the total value of its exports (Smith, 1966: 43). The contribution of tourism in the economic development in many countries, tourism is often referred to as a passport to development, new kind of sugar, a tool for regional development, export invisible, non-polluting industry, and so on (Pitana, 2002).

The role of tourism in economic development is clear from the statistics presented above. But tourism is not only economic, but also social, cultural, political and so forth. Tourism is a system that multicomplex with various aspects are interrelated and influence each other between people. In recent decades, tourism has become the driving source community dynamics, and became one of the prime-mover in the socio-cultural change (Pitana, 2002).

Similarly, in East Java, Malang is one of the tourist destinations in it keeps potential and attractiveness of cultural tourism, nature tourism, and artificial tourism are unique and do not exist anywhere else, but it also provides facilities and tourist infrastructure that Representative and more importantly has been managed by human resources professionals in the art. The foregoing which later became the cause of tourism in Malang is growing rapidly with a view to high tourist numbers and more important to the welfare of the entire community, especially Malang Regency and increase local revenues Malang in general.

In the development of tourism in Malang not immune from the challenges and obstacles that are always there and could hinder efforts to achieve Madep tourism Malang Regency, Manteb and Maneteb. As for the challenges and obstacles that meant, among others, lack of order in the management of tourism businesses managed by the community as tourism businesses. The tourism entrepreneurs generally lack realize the importance of involvement of local governments in arranging the order in terms of the rules in the implementation of the tourism business. Their mindset that rules only prevent the implementation of the management of tourism businesses are doing so much in Malang tourism entrepreneurs who have not registered tourism businesses are also due to not meet the requirements to get a Tourism Business Registry. These problems, if left unchecked and soon completed it will greatly affect the reduction in service quality tourism businesses which could further impact on the decrease in the number of tourist arrivals in Malang.

Following up on Act No. 10 of 2009, Minister of Tourism and Creative Economy has made regulations on the implementation of the Tourism Business Registry for 13 (thirteen tourism businesses). And based on previous legislation and considering these regulations needs to be translated into technical rules and acted upon in an effort to accelerate the development of tourism, then in Malang has been set by the Regional Regulation Number: 3 Year 2013 on Sign of List of Tourism Business (TDUP), Regent Regulation No. 54 Year 2013 on Procedures for the Implementation of the Tourism Business Registry is intended for 13 undertakings which have been mentioned earlier.

Malang Regency Government policies related marks are intended Tourism Business Registry among others, to anticipate and protect all tourism businesses from the negative impact of competition in the labor market that is increasingly competitive ahead of the Asean free market at the end of 2015. This will affect many people, especially the workers engaged in the sector specific skill such as the tourism sector.

Similarly, with Indonesia, especially Malang in the field of tourism has a potential tourist attraction, amounting to 169 DTW consisting of 94 Fascination Nature, 51 Tourist Attractions Culture and 24 Travel Attractions Made is an attraction that is remarkable for the workers of the world business and in particular the domestic and foreign tourists in an effort to meet human needs which one can enjoy recreation together with the family or with people nearby, but also have an impact on increasing the performance and productivity of a person.

According to data while we have obtained from the Department of Tourism and Culture of Malang that there are 124 tourism businesses that already have a Sign of List of Tourism Business of 2,018 tourism businesses in the district of Malang. The data shows that only 6% of employers who are legal holidays had already been aware for implementing District Regulation 3 Year 2013 on Business Registration Tourism.

Another disadvantage of employers who have indicated Tourism Business Registry can easily perform deviations or violations of applicable regulations and as a result can impact on the destruction of Indonesian tourism business image. As for the activity of tourism businesses are categorized as illegal or unauthorized is if these efforts do not have the Sign of List of Tourism Business but conducting business tourism, or tourism businesses that already have a Sign of List of Tourism Business but do things that are contrary to the religious norms and regulations prevailing in Indonesia. And the tendency of such illegal businesses to make the tourism industry just as a cover for immoral activities, the use of narcotics and drugs,

There is still a tourism business that already has a Tourism Business Registry. In fact, by having the Sign of List of Tourism Business, then as the Government is obliged to provide shelter, guidance and empowerment to owners of tourism businesses with a view as the embodiment of a sense of responsibility of the Government to the public and with the aim to increase the contribution of tourism receipts to GDP Malang.

This study aims to describe the implementation of mechanisms and procedures of Malang Regency Government policy on Sign of List of Tourism Business based Malang Regency Regulation No. 3 of 2013 on Sign of List of Tourism Business in Malang, identify and analyze the factors that affect the implementation of Regulation 3 in 2013, to formulate a model of policy implementation service sign tourism business listing as set in Regulation No. 3 in 2013.

## **2. LITERATURE REVIEW**

### **2.1. Concept of Public Policy**

Pressman and Widavsky as quoted by Bob Winarno (2002: 17) defines public policy as hypothesis that contain initial conditions and consequences of bias foreseen. Public policy must be differentiated policy forms another example of private policies. This is influenced by the involvement of non-governmental factors. Robert Eyestone as quoted by Leo Agustino (2008: 6) defines public policy as "a relationship between a government unit with the environment". Many people assume that this definition is too broad to be understood, because what is meant by public policy can cover many things.

### **2.2. Concept of Public Policy Implementation**

Presented by Sadhana (2011: 174) that the implementation of the policy is a step that is both practical and indistinguishable from the policy formulation that can be viewed as a stage of theoretical and implementation of public policies is a process of 'execute concepts into the technical rules of operations and programs of activities conducted after the policy is established or approved.

### 2.3. Government concept

According to the Shafi'i (2013) administration is a group of specific people who are good and true and beautiful to do something (execution) or does not do anything (Not to do) in coordinating, lead in the relationship between himself and the people, between departments and units within the body government itself. And Government Science as the study of how to carry out coordination and ability to lead the field of legislation, yudikasi, executive, in association with the regional center, between institutions and between the ememrintah to be governed well and properly in a variety of events and symptoms. Government.

### 2.4. Tourism concept

Meyers (2009), tourism is travel activity undertaken by semntara time from their original places to the destination with no reason to settle or make a living but merely to satisfy curiosity, to spend free time or holidays as well as other purposes

Kodhyat (1998) tourism is traveling from one place to another, temporary, done individually or in groups, in an effort to seek a balance or keserasiaan and happiness with the social dimension of the environment, culture, nature and science.

## 3. METHOD

### Research approach

The research method in this study is a qualitative research method, which is a method that is done intensively, where researchers participate old in the field, noting carefully what happened, do reflective analysis of various documents found in the field, and create reports research detail.

### Research focus

In the current study researchers will focus on conducting research as follows:

1. Policy Implementation Services Sign of List of Tourism Business;
  - a. Business Registration service mechanism Tourism
  - b. Coordination of Tourism Business Registration service.
  - c. Communication Services Business Registration Tourism
  - d. Implementing ministry of tourism business registration certificate.
2. Factors that encourage and inhibit the Tourism Business Registry services namely:
  - a. Internal factors
  - b. External factors
3. The implementation models used in the implementation of the Tourism Business Registration pelayananan.
  - a. Structures were awakened
  - b. Hierarchy created.

### Techniques for Data Analysis

According to the Sugiyono Miles and Huberman (2014: 91) that the activity in data analysis, namely: data reduction, a data display, and conclusion drawing / verification.

## 4. DISCUSSION

### 4.1. Implementation of the Sign of List of Tourism Business

#### 4.1.1. Business Registration Registration Mechanism tourism

The development of tourism in Indonesia remarkable has spurred the growth of tourism in Malang. Where tourism businesses thrive and which will ultimately prosper throughout Kabupaten Malang. To organize any tourism business so it can be held with the orderly and smooth the Malang Regency Regional Regulation Number 3 Year 2013 on Sign of List of Tourism Business, Government of Malang regency has set Regent Regulation 54 Year 2013 regarding Implementation Procedures Tourism Business Registration and specifically in article 34 and article 35 which describes the stages of registration of tourism businesses.

In studying about the mechanism of service policies sign listing the tourism business in Malang district of aspects of approaches to implementation can we understand that the approach used in carrying out the policy implementation service marks list of tourism businesses using three (3) of 4 (four) approach by Solichin Abdul Wahab (2014: 235), namely:

- 1) structural approaches

Rule Regent Number 49 Year 2016 regarding Position, Duty and Function and Work Procedure of the Department of Tourism and Culture of Malang Regency, where there is the Head of Department, Secretary of the Department, Heads of Division, the Section Chief and staff indicated that the ministry's policies mark a list of tourism businesses using a structural approach, where services are expected to be given inherent in the organizational structure at the Department of Tourism and Culture of Malang.

- 2) Procedural and managerial approach

Perwujudan of procedural approach is managerial techniques is planning surveillance networks and network planning and control (NPC), which presents a framework that can be planned project, and its implementation can be monitored. Malang Regency Regulation No. 3 Year 2013 on Business Registry Regent Tourism and Regulation No. 54 Year 2013 regarding Implementation Procedures Tourism Business Registry in Malang, Malang regency government has used the principle of procedural approach.

3) behavioral Approaches

The application of behavioral analysis in management problems the most famous is called (OD) is a process to lead to the desired changes in an organization, through the application of behavioral science (Eddy, 1970: 1981). Also became a management consultant and change agent. From the standpoint of the behavioral approach is known that one of the causes of the ministry's policies mark a list of tourism businesses less get a good response from tourism entrepreneurs, among others because of lack of reward or appreciation and lack of synchronization between personal interests and the interests of policy marks a list of tourism businesses or with understanding that the absence of immediate benefits that can be obtained by employers when registering tourism business registration certificate.

After conducting interviews to some tourism entrepreneurs who do not have a Tourism Business Registry is known that the cause so that tourism entrepreneurs do not do tourism business registration certificate of registration is as follows:

- a. Communication factor, meaning that the absence of information about Malang Regency Regulation No. 3 Year 2013 on Business Registry Regent Tourism and Regulation No. 54 Year 2013 regarding Implementation Procedures Tourism Business Registry.
- b. Disposition factor, meaning that the lack of firmness in implementing the Regional Government regulations have been established, as a result many tourism entrepreneurs think that the activities of the tourism business registration no benefit or no sanctions.

#### **4.1.2 Coordination Procedures Sign of List of Tourism Business**

As Syafiie opinion (2013) which says that the reference in the coordination among other things: 1) setting; 2) Synchronization; 3) The common interest; 4) The joint goal. This means that there is a coordination in the implementation of these four. Similarly, the coordination procedures undertaken in the tourism business registration service activities. To create order in the ministry of Tourism Business Registry predetermined Regent Regulation No. 54 Year 2013 on Procedures for Tourism Business Registration.

In an attempt to synchronize the delivery of services sign listing the tourism business to the managers of tourism businesses in Malang, Department of Tourism and Culture regularly reporting and consulting to the Department of Culture and Tourism of the Province of East Java and coordinate with relevant agencies, especially when the tourism entrepreneurs encountered obstacles upon fulfillment of the requirements of Tourism Business Registry. Another sort of coordination between the Department of the Environment, Public Health Service, Department of Investment and the one stop service and the local sub-district where the business is located.

In coordination procedure is related to their interests and goals together so that the parties concerned felt the need to cooperate in efforts for mutual success.

So that the coordination procedures referred to in this regard include:

- 1) Parties tourism entrepreneur as the applicant filed an application signed or known by the village government and the District Government.
- 2) To complete the other requirements, a tourism entrepreneur to coordinate to the Department Related.
- 3) Furthermore, all of the requirements of the tourism business registration certificate submitted by the Employers pariwisata the Business Registration Services Officer Pariwiata.
- 4) Business Registry Service Officers of Tourism to coordinate with their local government where the business is located in order to ensure the existence of the tourism business

In short that the mechanism used is based upon the functional structural theory in which these mechanisms are used because there is structure and function that limits are still in accordance with the conditions of the times.

#### **4.1.3 System Communication Services Tourism Business Registration**

According to the results of field research shows that the Department of Tourism and Culture of Malang has conducted communication system as contemplated by Edward III in which the socialization of the entrepreneurs have been implemented even though not yet as a whole and not maximum, other efforts through brochures or banners or through social media. Weakness socialization conducted at the Department of Tourism and Culture has not all tourism entrepreneurs follow socialization.

#### **4.1.4 Implementing Tourism Services Business Registration**

At the Department of Tourism and Culture of Malang Regency, the officers of the tourism business registration certificate can be said to meet the standards expected, because so far and the results of the interview did not reveal any complaints against officers who provide services tourism business registration certificate.

Findings Focus 1:

- 1) That the majority of tourism businesses do not yet have a sign listing the tourism business
- 2) Lack of information about the tourism business registration certificate
- 3) The unmet requirements determined and
- 4) Ministry is still conventional or yet-based manuals and online; and
- 5) The absence of law enforcement.

- 6) Lack of quality tourism business manager, meaning that managers do not think innovation and creativity to become entrepreneurs who have ethics and law-abiding and not arbitrarily. In the event of something and then blame the government move slowly.
- 7) Lack of coordination with relevant agencies in law enforcement such as the
- 8) There are limitations to the clerk in providing services TDUP, it means that there are three new tasks entering the long assignments will be abandoned and then be forgotten.

#### **4.2 Factors that affect the Business Registration Services Policy Tourism**

##### **4.2.1. Finding**

- 1) No matter which encourage tourism entrepreneurs to obtain a list of tourism businesses.
- 2) The absence of strict punishment given to tourism entrepreneurs, although not having a sign list of tourism businesses.
- 3) Although it does not have the mark list still included in the tourism business development activities of tourism entrepreneurs

##### **4.2.2 Proposition**

Reviewing the findings contained in the opinion of Edward III that policies on tourism business registration certificate in Malang can be influenced by four (4) factors which communication factors, resource factors, disposition or attitude factor and factor structure of the organization. And for details, divided into two (2) categories namely; factors inhibiting and supporting factors. This can occur because when a factor can not be implemented optimally the factors that should be supporting turns into an inhibiting factor. The factors in question as follows:

###### 1) factors Communications

In each implementation of tourism and culture, especially the implementation of the tourism business registration certificate, the Department of Tourism and Culture of Malang always start with socialization, which in this case socialization of Tourism Business Registry, which was implemented in 2013 after local regulations No.3 Year 2013 of the Tourism Business Registry enforced. Total Target socialization tourism business registration certificate to all tourism businesses in Malang, but due to budget constraints the implementation of direct socialization still 75 (seventy five) tourism entrepreneurs and other dissemination through social media. According to some public policy experts like Hogwood and Gun, Gogin, Bowman and Lester, and Edward III, Van Meter and Van Horn said that communication is something very important in the implementation of public policy. This means that the policy without communication then it is likely implementation of a policy failure.

###### 2) Factors Resources

To carry out tourism business registration certificate services required optimal resource that will be able to get the maximum results. At the Department of Tourism and Culture of Malang Regency have 1 (one) Head of Division, three (3) the Head of Section and three (3) members of staff were quite competent in their field according to the results of interviews and our observations and supported also by the office facilities, vehicles and especially the budget used to provide services to tourism entrepreneurs who want to do tourism business registration. In principle factor impeding the resource does not provide optimum services to all tourism entrepreneurs who intend to conduct tourism business registration.

###### 3) Disposition factors

In addition to the communication and resource factors, there are also factors that attitude factor disposition, inclination, desire or agreement of the implementor to implement the policy. Referred to as the implementor is the officers at the Department of Tourism and Culture and tourism entrepreneurs who will carry out the registration of tourism businesses. In fact implementor that show a commitment to carry out services of a sign list of tourism businesses not only on the part of the Department of Tourism and Culture, but also on the part of the target group or tourism entrepreneurs less show seriousness in the registration mark list of tourism businesses proactively, so the number of tourism businesses that have has a sign listing the tourism business only 5% of the target number of tourism entrepreneurs.

Besides Edward, Hogwood and Gunn, and Grindle considers that the disposition or attitude of the actors are very erratic policy success. The more obedient person against a policy then the policy actors would be to adhere to the rules that have been set.

###### 4) Factors Organizational Structure

There is 1 (one) another factor that may have contributed to the success or failure of the implementation of the implementation of a public policy in this discussion about the tourism business registration certificate policy. The factors in question is the factor structure of the organization, which is very necessary in every policy of the organizational structure that will happen division of tasks among each other. Similarly, the organizational structure of the Department of Culture and Tourism of Malang where all the duties and responsibilities particularly in providing services of tourism business registration certificate has been totally distributed to all the officers there. So that no officer who did not do the job.

Factor structure in an implementation consistent with Nakamura and Smallwood understanding that each actor will be at each arena in a system that is structured so that all have a duty and the respective roles and together the success of a policy that would be implemented.

Based on the existing phenomena and then carried out a technical assessment of the data analysis models in Sugiyono Miles and Huberman (2014) note their findings as follows:

Internal:

- 1) Factors Encouraging: the human need to socialize and gain more facilitation,
- 2) Factors that hamper: lack of awareness, lack of requisite processing fee TDUP,

External:

- 1) Factors Encouraging: increase knowledge, experience and training, lack of regulation, their excellent service,

- 2) Factors Inhibiting: the additional task, there is a requirement that is difficult and takes charge, no coordination, less Komu

Proposition:

The findings of several studies have been conducted which resulted in the following proposition: Minimize Retarder Good Governance Policy and Promote the establishment of excellent service to the People.

## 5. CONCLUSION

- 1) Procedures and mechanisms for the implementation of policies initiated tourism business registration certificate of the applicant submission to the Department of Culture and tourism are then verified and complete when followed by a survey to the location of the tourism business and in accordance with our existing administration then made a Tourism Business Registration Certificate.
- 2) Corresponding results of the study note that the factors that hinder the implementation of the policy implementation service marks list of tourism businesses in the District of Malang, communication factors which socialization conducted by the Department of Tourism and Culture of Malang not thorough to all tourism entrepreneurs and unsustainable whereas every year emerging new businesses, resource factors which the employers have not thought about the quality objectives and the benefits for their business and do not have a negative impact TDUP especially when the third violation of law during the implementation of the tourism business and that will be very burdensome to the tourism entrepreneurs, and last factor is the bureaucracy is the cooperation of all relevant bureaucrats in the ministry of tourism business registration certificate and the last factor most disposis leadership determines success or failure of a policy, especially the authority which determines the implementation of a policy depends on the disposition of the leadership.
- 3) Service policy implementation model that sign listing the tourism business in Malang is not in accordance with the implementation of the policy implementation model with rational approach to the implementation of the system as proposed by Edward III on the model of top-down policy.
- 4) From the discussion, it is known that there are several factors that can enhance the policy model of top-down according to Edward III of the Monitoring, Evaluation, Monitoring and enforcement

## 6. SUGGESTION

- 1) The factors that determine the success of a policy implementation are: the content and quality of policy, disposition or commitment of all parties involved in the policy, competent human resources and professional resources infrastructure facilities representative, the organizational structure implementing a legitimate, their communication can be understood by all parties involved as well as their enforcement.
- 2) Each state financial expenditure given to communities based on such data not fictitious data which may result in financial losses and injurious Countries implementing activities, which means that any activity involving the communities that have been recorded or who have for example a list of tourism businesses.
- 3) carry out identification of potential tourism entrepreneurs in Malang with Digital Multimedia informatics technology systems and the establishment of clear targets in TDUP service implementation.
- 4) Strengthening human resources through tourism entrepreneur-training of service personnel competency pelatihanMeningkatkan tourism business registration certificate or mark on the list of tourism businesses.
- 5) Team Coordination with all relevant WTO in monitoring, evaluation, supervision and law enforcement
- 6) Improvement of facilities and infrastructure in the tourism business listing service marks or service related to society.
- 7) Although already enactment Trying Licensing Integrated Electronic or Online Single Submission (OSS) but we need to suggest that the activities of Tourism Business Registry service is integrated with the OSS online.

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