

報告番号	※	第	号
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## 主 論 文 の 要 旨

論文題目

Evaluation of the Impacts of Urban Tourism:  
The Case of Bandung City, Indonesia

(都市観光の影響評価－インドネシア・バンドン市の事例)

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## 論 文 内 容 の 要 旨

This study examines the perception of impacts and attitudes of four stakeholders of tourism development policy and implementation in Bandung City, including the local government, tourism-related private sector, residents, and community groups, to evaluate the tourism policy. This integrated survey can lead to a more accurate evaluation of the policy on tourism development.

In the Regional Medium-Term Development Plan of Bandung City (RPJMD) 2009-2013, the goal of tourism was captured in Mission Two as "Developing a competitive city economy to support job creation and public services, as well as increasing the private sector's role in the economic development of the city" (RPJMD 2009-2013, chapter V: 12). The primary objective of the Mission is to ensure that tourism is competitive and can provide job opportunities. Because of this objective, the local government set the program as a tourism promotion, and the indicator of mission accomplishment is that the number of tourists increased by 25 percent in 2013.

The local government's primary aim is to promote tourism development by increasing the number of tourists visiting the city and contributing to the expansion of city revenue.

In chapter four, a survey was conducted to discover the actions taken by the Bandung City government to achieve the goal of their tourism development program from 2009 to 2013 while

maintaining sustainable urban development. Therefore, chapter four examines the implementation of tourism-related programs and the challenges and the Bandung City government's perception of tourism's positive and negative impacts, with particular reference to their actions.

Chapter five investigate the effects of tourism development program on tourism-related private sectors. A questionnaire survey technique was used to evaluate respondents' perceptions relating to the positive and negative impacts of tourism development and what kind of strategies of private sectors to attract the visitors. In the end, this chapter argues respondents' opinions and recommendations to derive benefit from tourism while reducing its negative impacts.

Chapter six examine the residents' perception of the socio-cultural impacts of tourism development in Bandung City. A semi-structured personal interview has used to investigate residents' perceptions of the impacts of tourism development in Bandung City. The analytical approach encompasses a systematic process of five key stages to qualitative data analysis, including familiarization, identifying a thematic framework, indexing, charting, and mapping and interpretation (Ritchie and Spencer, 1994:173-194).

Chapter seven investigated the community's activities in reducing adverse impacts from tourism development. The qualitative method sampling was applying purposive and snowball sampling. In-depth interviews were conducted in two phases in four communities in Bandung City which are recognized by the municipal Departments of Tourism and Culture, Environmental Management and Burial and Landscape. Communities recognized that tourism development in Bandung City is promoted only to generate economic benefit through the so-called creative economy.

This dissertation utilized different approaches for each chapter to respond to the research objectives and questions. As inferred from empirical evidence, the study found that four supply stakeholders have diverse and integrated roles in tourism development in Bandung City.

The first finding is the stakeholder's perceptions of the socio-economic, socio-cultural, and environmental impacts of tourism development in Bandung City. This finding also answers the first

research question. As inferred from the empirical findings in chapters four, five, and six, a positive perception is that tourism development in Bandung City is commonly understood as an economic tool. This tool supports the city's financial wealth and tourism-related business sectors.

On the one hand, perceptions of socio-cultural and environmental impacts are mixed; less positive, more diverse, and individualistic in the view of local government representatives, the private sector, and residents. Concerning the perception of environmental effects, the host residents and the private sector highlighted the decline of urban green areas and the lack of infrastructures such as parking lots and road widening to support the rapid growth of tourism. Tourism growth has caused traffic congestion, overcrowding, pollution, and waste problems in the city center.

Regarding the socio-cultural impacts, the Department of Tourism and Culture (DTC) of Bandung City confessed that the lack of cultural tourist attractions in Bandung City is because the efforts of local governments to make the cultural performances attractive to tourists have not been successful (chapter four). DTC admitted that it was challenging to pack the local culture into an exciting tourist attraction.

The second finding is the different perceptions among residents regarding the local cultural attraction for tourism development in Bandung City. In chapter six, residents are more concerned about tourism's socio-cultural and environmental effects. For example, in Dago Pojok village (type one of respondent), tourism significantly impacts revitalizing the local art and culture. It's encouraged villagers' attitudes to present local culture and traditional festivals for tourists who want a local cultural experience. On the other hand, other respondents perceived that Bandung City tourism has less concern for local culture, even eroding the value of local culture. This fact illustrates that the dissemination and promotion of local culture to support tourism are not widespread among residents.

The third finding is about the local government's programs and attitudes of private sectors and residents toward tourism development. This finding is also the answer to the second research

question. The city government's plan for promoting tourism was premised on its ability to contribute significantly to the city's revenue and create job opportunities for residents.

Meanwhile, the private sector has made some efforts to generate economic benefits from tourism, such as promotion through conventional media, improved services and facilities, cooperation with other companies, product diversification, and enlargement. Also, residents' activities supporting tourism by becoming good hosts for visitors and participating in some tourism-related activities are valued as positive attitudes.

The fourth finding is the role of community groups in reducing waste, social inequality, and identity problems. As inferred from empirical findings in chapter seven, the significant role of community groups in Bandung City positively influences the city environment and residents' behavior to support tourism development by reducing adverse impacts. The effort of community groups in Bandung City was to educate residents who live in the surrounding Cikapundung river and slum area close to the city center. The action has a significant effect on changing the behavior of residents in that area from improper waste management to reducing, reusing, and recycling (3R) management and provides additional income from garbage and social service activities. Another is to embrace and develop residents through social activities and provide locals with skills and training to earn income.

The fifth findings are the challenges in implementing the tourism programs for development. This finding is also the answer to the third research question. The study revealed two main constraints or challenges to tourism development in Bandung City. First is the issue of poor cooperation among local governments in land-use zoning, which has affected the decline of green urban areas and the management of Municipal Solid Waste (MSW).

Regarding the green urban area, Bandung City's Green Agenda proposed to increase the open green spaces by planting more trees for sustainable urban development and effective waste management. Furthermore, the Regional Development Agency, Department of Environmental

Management, and Department of Burial and Landscape's policy cover environmentally friendly development by highlighting the management of Municipal Solid Waste (MSW) and the effort to improve the Green Open Spaces (GOS), respectively.

In contrast, tourism development policy and planning tend to develop more tourism facilities such as hotels, restaurants, and attractions to increase the number of visitors and do not carefully consider socio-cultural and environmental issues. A proper tourism policy is an essential condition for creating an environment that could generate many benefits and lower the negative effects. However, the integrated tourism policy, which covers economic, social, and environmental aspects, has not yet been designed.

The second challenge of tourism development is poor communication and cooperation between local government, the private sector, and residents in the program's socialization for tourism development. As inferred from chapters five and six results, more than 40 percent of the tourism-related private sector and 80 percent of sample residents claimed that they did not cooperate with the local government because the tourism program and policy were not well disseminated. One of the suggestions coming from the private sector and residents is better communication and cooperation between local government, business sectors, residents, and other stakeholders on the policy-making process and program education.

From those findings, it can be concluded that tourism development and policy direction in Bandung City was focused on the economic aspect, where industries and citizens make creative and innovative products to support the tourism sector. Consequently, social and environmental dimension has been put aside.