

Evaluation of the Impacts of Urban Tourism:

The Case of Bandung City, Indonesia

by

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LIST OF ABBREVIATIONS AND ACRONYMS

| | |
|---------|--|
| BP2KB | Bandung City Tourism Promotion Board |
| DTC | Department of Tourism and Culture |
| DEM | Department of Environmental Management |
| DSP | Department of Spatial Planning |
| ILPD | Information Reports of Regional Governance |
| ITD | Indicator of Tourism Development |
| LKPJ | Report on the Implementation of Program and Activities |
| LAKIP | Performance and Accountability Report |
| MICE | Meeting Incentive Tour and Exhibition |
| OECD | Organization for Economic Cooperation and Development |
| RDA | Regional Development Agency |
| RENSTRA | Strategic Plan of Bandung City Tourism |
| RIPPDA | Tourism Master Plan of Bandung City |
| RPJMD | Regional Medium-Term Development Plan of Bandung City |
| RPJMN | National Medium-Term Development Plan |
| SWK | Sub Region |
| UNWTO | United Nation of World Tourism Organization |

Chapter 1

INTRODUCTION

1.1 Background of the Study

According to Law (2002), urban tourism describes the concentration of tourism and its related activities in urban rather than rural areas. Law (2002) also explains that urban tourism has become an important research and policy topic in recent years. However, the urban-rural dichotomy has occupied researchers and policymakers who have sought to reform local government and classify the settlement types of over two centuries.

Law (2002) and William (2001) assert that the previous low interest in urban tourism may have been due to the importance given to manufacturing by mainstream economic theory as the chief driver of economic growth. Furthermore, some academics have also contributed to undermining the importance of urban tourism by portraying it as a merely seasonal or part-time financial sector. However, William (2001) argues that recent evidence has invalidated this perception, as tourism in the city has become a significant export industry and produces several permanent jobs, and helps many towns maximize the use of their natural and cultural resources.

Consequently, according to OECD Tourism Trend and Policies (2012), there is a need to put tourism development in place appropriately for efficient policies to harness the many benefits of tourism, while taking steps to minimize its adverse effects. Citizens have underscored the need to form efficient guidelines for tourism, civil society organizations, policymakers, scholars, and development practitioners as the sector has become an integral part of contemporary development discourse. Furthermore, OECD Tourism Trend and Policies (2012) explained that despite this increased attention, measuring the overall impacts of tourism still presents significant challenges. Such challenges include the dearth of data, lack of

evidence-based policy frameworks and statistically relevant indicators, and the interwoven nature of the tourism industry in many countries (OECD Tourism Trend and Policies, 2012:56).

The previous studies mentioned the need for countries or regions to address issues related to tourism development holistically. Getting all relevant stakeholders to participate effectively in the planning, implementation, and management, including monitoring and evaluation of tourism development (policies and programs), is undoubtedly an important strategy to achieve sustainable benefits and mitigate potential and real challenges of tourism. Fortunately, various evaluation approaches, tools, and techniques have been developed to assess the efficacy of tourism-related interventions with varying degrees of success and acceptance¹. Evaluation has also been recognized as essential for strengthening policies. However, assessment history is characterized by many technical and fragmented studies that adopted different methods across various countries. The evaluation of the existing tourism policy, which is expected to assess its efficacy and weakness, also applies to Bandung City, which has experienced a rapid expansion of tourism activity because of the fast economic growth of the capital, Jakarta. Jakarta's development and growth has brought trickle-down benefits to Bandung City.

1.2 Problem Statement

Until quite recently, the development of Bandung City was driven by manufacturing and exports of raw materials. The primary commodities for export were ceramics and textiles (Bandung City in Figure, 2012:121). However, according to the Implementation of Program and Activities (LKPJ) of Bandung City (2012:13), the dynamics of the economy growing today

¹ These approaches include: Evaluation goals policies, evaluation participation policies, evaluation capacity-building policies, evaluation management policies, evaluation roles policies, evaluation process and methods policies, evaluation use policies, evaluation of evaluation (meta-evaluation) policies (Trochim, W.M.K., 2009).

in Bandung City is the creative economy, which includes the creative industries. The creative economy focuses on producing goods and services by relying on expertise, talent, and creativity. An example of the creative economy in fashion is by making textiles as everyday clothes or formal wear with a unique design. Other examples are in the arts, such as making crafts from recycling goods and various kinds of food.

Bandung City's strategic planning (RENSTRA) 2009-2013 for tourism aims to encourage multi-sector business opportunities and employment, encourage the creativity of citizens to be independent entrepreneurs, to increase local revenue as the budget for Bandung City's sustainable development initiatives. Therefore, local government began introducing tourism as a new development tool by leveraging communities' comparative resource advantages and residents' creativity for economic rewards. In other words, locals were encouraged to create unique goods to be sold to visitors. This initiative was very successful because of the influx of visitors, especially domestic ones.

Although tourism development in Bandung City positively impacts the local economy, it also brought about unanticipated consequences, including threats to environmental sustainability, social norms, and traditions. Thus, the decentralization policy for tourism development was predicated on prioritizing economic gains over ecological conservation and social needs. In light of this reality, the need for a holistic tourism development policy, planning, and management framework involving relevant stakeholders cannot be overemphasized.

This study begins by exploring the Bandung City government's policy and program for tourism and its perception of the value of tourism, including its social, environmental, and economic value. Also, the study examines how this perception affects the implementation of programs. Next, interviews were held with local government representatives to ascertain the stakeholders engaged in the tourism sector and their various and often conflicting interests.

Also, the study tries to evaluate the perception and attitudes of private sectors and residents about the impacts of existing tourism development policies and programs in Bandung City. Finally, the study examines various strategies adopted by the community groups to mitigate the adverse effects of tourism development on residents' economic, environmental, and socio-cultural well-being. The findings of this study are expected to generate insights that strengthen the existing development plans and guide the formulation of future ones.

1.3 Research Objectives and Questions

This study aims to evaluate how the stakeholders, including the Bandung City government, the private sector, residents, and local communities, perceive the impacts of tourism policy and their attitudes toward tourism initiatives in the city. The study focuses on the process and the outcomes of the tourism development policy in Bandung City. Given the above, the study objectives are:

1. To identify the positive and negative impacts of tourism development in Bandung City.
2. To examine the stakeholders' attitudes towards tourism as a tool of development in Bandung City.
3. To identify the challenges associated with implementing a tourism development program.

Vernon, Essex, Pinder, and Curry (2005) argue that it is crucial to emphasize that planning is not restricted to the government; the private sector also plays a significant role in it, especially in translating public planning to verifiable deliverables as supportive tourism infrastructures.

Further, Vernon and Essex (2005) explained that to strengthen the policy, formulating public policies incorporates a consideration of the interplay of social, economic, and environmental factors to (or intend to) minimize and possibly eradicate potential or actual adverse impacts. Therefore, a robust policy framework always involves the active participation of all relevant stakeholders, such as the government, the private sector, civil society organizations, and host residents.

Some studies² focused on the government's perception of and attitudes towards tourism development. Whereas several studies³ have focused on the host community's perceived socio-cultural and socio-economic impacts on tourism development. Previous studies have tended to overly emphasize the importance of public policy in providing a roadmap for sustainable tourism development. By so doing, they have comparatively ignored the importance of investigating how a systematic effort to understand the process and outcomes of tourism development programs could generate significant insights for enriching sustainable tourism development policies. This study sets out to fill this knowledge gap. The case of Bandung City, Indonesia, was chosen to buttress this point due to the high influx of tourists that the city has witnessed, especially in the last decade. Therefore, the research questions of this study are:

1. What are the positive and negative impacts of tourism development in Bandung City?
2. What are the stakeholders' attitudes towards tourism as a contemporary development tool in Bandung City?
3. What are the challenges encountered in implementing a tourism development program?

² Page and Thorn (1997); Firman (2008); Tom Baum and Edith Szivas (2008).

³ Belisle and Hoy (1980); Brougham and Butler (1981); Allen, Long, Perdue, and Kieselbach (1988); Milman and Pizam (1988); Jafari, Pizam and Przeclawski (1990); Haralambopolous and Pizam (1996); Lawson, Williams, Young and Cossen (1998); Brunt and Courtney (1999); Kausar (2010); Aki, Peristianis, Warner (1996); Ap, Crompton (1993).

1.4 Methodology

Before discussing the analytical methods used in policy evaluation analysis, this study begins by describing the types and questions of public policy evaluation, drawing from the public policy theory of Ritchie and Spencer (1994), and Smith and Larimer (2009).

1.4.1 The Concept of Policy Evaluation

Ritchie and Spencer (1994) assert that to evaluate applied policy is to measure the effectiveness of the implementing policy. There are four questions that the evaluation seeks to answer as below:

- How to the extent the objective is achieved?
- What affects the success of programs?
- Do experiences influence subsequent behavior?
- What barriers hinder the system operation?

Furthermore, Smith and Larimer (2009) insist that the evaluation can be classified into two broad categories, formative and summative. The distinguishing features are their timing and the actor's intent in carrying out the evaluations.

Formative evaluations are conducted during the early stages of policy development to generate insights that will frame policy directions and scope. On the other hand, summative assessments are undertaken at the maturation stages of a policy to determine if the local government should retain the policy, continue it, transplant it elsewhere, or discontinue it completely (Smith & Larimer, 2009:130).

Formative and summative evaluations are further sub-divided into process and outcome evaluations. While process evaluation focuses on what a policy is doing, outcome evaluation reviews the achievements of a policy (Smith & Larimer, 2009:130).

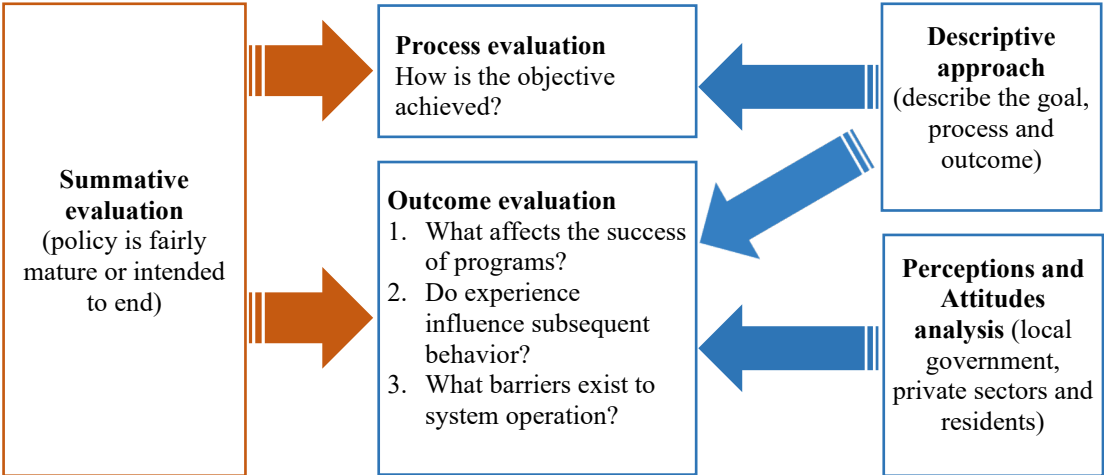
Both concepts are expressed in the same form during policy evaluation. For example, Smith and Larimer (2009) claim that the process evaluation could be rendered by asking how objectives are achieved, while Ritchie and Spencer (1994) insist that outcome evaluation asks what affects the success of programs or services. Furthermore, to evaluate the attitudes and perceptions of stakeholders, the questions are whether stakeholders' experiences influence subsequent behaviors and what factors hinder the operation of systems. These are essential considerations to obtain a comprehensive and effective understanding of stakeholders' attitudes and perceptions about tourism development in Bandung City.

Bulmer (1982:40-49) argue that the social policy field was previously dominated by quantitative research, which derives from a tradition of empirical social inquiry that characterized the early years of policy research from 1960 to 1970. However, in recent years the importance of qualitative research has been widely acknowledged because of its ability to generate deeper insights and more detailed and context-based explanations (Ritchie and Spencer, 1994:306).

In addition, Smith & Larimer (2009:132) contended that approaches to process and outcome evaluations are divided into three areas: descriptive assessment, normative assessment, and impact approaches. As the name suggests, descriptive evaluations focus on describing goals, outcomes, and processes without passing judgments. While descriptive and normative evaluations often adopt the qualitative methods, which is the typical process evaluation method, impact approaches often involve quantitative methods and focus on outcomes, which are characteristics of summative evaluation (Smith & Larimer, 2009:132).

From the viewpoints mentioned above, this study applies a summative evaluation instead of a formative evaluation to evaluate the implementation and impacts of the existing policy on tourism development in Bandung City. This study investigates the impacts of the previous policy on tourism development in the maturation stages. The study employs process and outcome evaluations and the descriptive approach, which incorporates the critical questions in the evaluation of applied policy developed by Ritchie and Spencer (1994) to explain the situation in Bandung City through the perceptions and attitudes of stakeholders. The summary of the evaluation, which becomes the analytical framework for this study, is indicated in Figure 1.1

Figure 1.1 Analytical Framework



Source: Author

1.4.2 Qualitative Approaches

Adopting qualitative rather than strictly quantitative techniques to evaluate the impacts of tourism promises to offer more robust insights. However, the quantitative method should not substitute for evaluations rooted in both forms, as quantitative and qualitative methods hold more excellent prospects of bridging the shortcomings associated with an approach (OECD

Tourism Trend and Policies, 2012:59). Based on the considerations above, this study applies a mixed methods approach, incorporating interviews as a qualitative survey, and a questionnaire survey as a quantitative approach.

The author generated qualitative data using in-depth interviews, direct observations, and a review of secondary sources, the Regional Medium-term Development Plan of Bandung City (RPJMD) 2009-2013, Strategic Plan of Bandung City Tourism 2009-2013, and Tourism Master Plan of Bandung City, 2006. The author used an interview/discussion guide to elicit responses through face-to-face interviews with relevant stakeholders in the tourism industry of Bandung City. Data collection method from the private sector was generated using a questionnaire survey.

1.4.3 Primary and Secondary Data Collection

This study evaluates the Bandung City government's tourism policy and programs from 2009 to 2013. Therefore, when fieldwork research was conducted in 2014 in order to collect primary data, the author reminded the respondents to remember what happened and what they felt during the implementation period (2009-2013) and the current situation (2014). It was challenging for all respondents to remember the past few years. Moreover, when the author conducted field research for the second time in 2016, it was even more difficult for respondents to remember the past few years. Therefore, the data gathered from survey results in 2014 and 2016 are the most appropriate to use as primary data from interviews and questionnaires. The fieldwork data is also supported by statistical information, especially from 2009 to 2013.

The author interviewed various local government representatives across Bandung City between January, February, and November 2014. The stakeholders interviewed include representatives from the planning and finance sections of the Regional Development Agency, the Department of Tourism and Culture (Head of Culture and Art section, staff of Culture &

Art section, and Cooperation section), the Department of Environmental Management (Head of Report & Program Evaluation), and the Department of Burial and Landscape Management (Head of Department, section head of Green Open Spaces Administration). A more detailed description of these various actors and respondents is provided in chapter four.

Furthermore, out of the total number of distributed questionnaires to tourism-related private sector organizations across Bandung City between January 2014 and March 2016, 65 were returned and analyzed. The questionnaires were primarily distributed in areas with high concentrations of tourism. The questionnaires distribution used the simple random sampling technique. Respondents were given envelopes to forward their responses to the author within a particular timeframe. The analysis of the survey is presented in chapter five.

The author conducted field surveys in eight districts of Bandung City between November 2014 and March 2016 to survey the perception of residents about the impacts of tourism on their communities. Purposive sampling was used to select respondents in these districts for interviews. In all, 80 respondents participated in the survey. The details of residents' perceptions analysis about the impacts of tourism are discussed in chapter six.

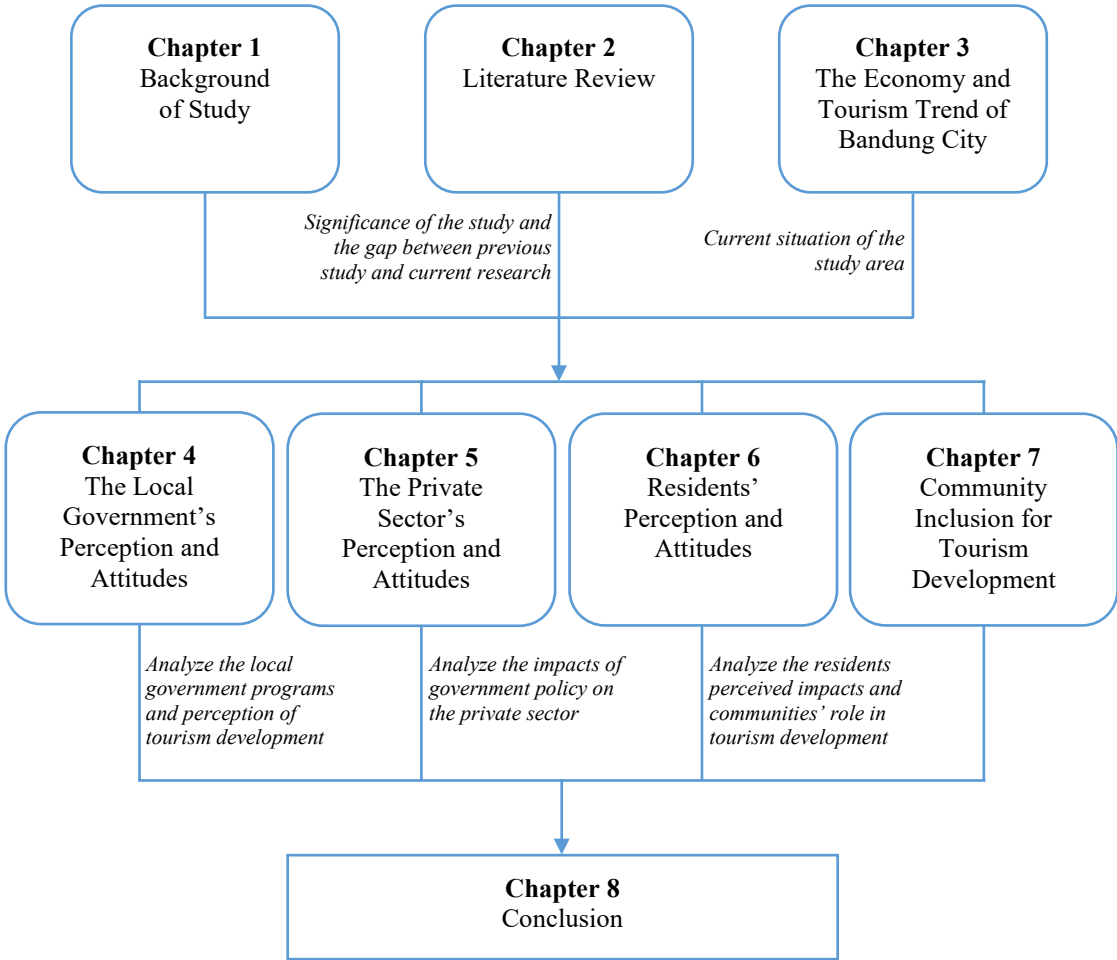
Chapter seven presents data generated through in-depth interviews with four host community representative groups in Bandung City between February and November 2014 (Bandung Creative City Forum (BCCF), Cikapundung Lover Community (Gemicik), Sakola Cikapundung, and Cikapundung Community), which the Department of Tourism and Culture recognizes Department of Burial and Landscape, and Department of Environmental Management.

The secondary sources which provided background information for this study include published statistical data and reports on tourism development of the United Nations World Tourism Organization (UNWTO), the Immigration Bureau of Indonesia (Ditjen Imigrasi),

Statistics Indonesia (Badan Pusat Statistik), and Bandung City. Other sources included reports from the Indonesian Ministry of Culture and Tourism, the Department of Tourism and Culture of West Java, and the Bandung City government’s accountability and performance report.

1.5 Structure of Dissertation

Figure 1.2 Structure of Dissertation



Source: Author

This dissertation will be presented in eight chapters. The first chapter provides the background, the problem statement, research objectives and questions, the research methodology, the significance of the study, and structure of dissertation. Chapter two presents

a literature review regarding urban tourism, urban planning, and tourism planning, the importance of tourism policy and evaluation, tourism stakeholders, tourism impacts, and local communities' role in tourism development. Finally, chapter three provides significant data from the study area, including the statistics for tourism in Bandung City.

Chapter four discusses the local government's role in promoting tourism and its perception and attitudes toward the impact of tourism on Bandung City. Finally, chapter five presents the private sectors' perception of impacts on the tourism-related private sectors, including hotels, restaurants, art galleries, tours and travel agencies, and the fashion industry. This chapter also covers the private sector's strategies to generate more benefits and suggestions for minimizing the adverse impacts of tourism development.

Chapter six presents the residents' perceived impacts and attitudes toward tourism development in Bandung City. The perceived impacts cover the positive and negative effects on the quality of life, employment opportunities, migration, price inflation, and socio-cultural problems. The result from this chapter is one vital element to evaluate the implemented policy and program of tourism development. Chapter seven discusses the communities' inclusion in tourism development. Their significant role in mitigating the adverse impacts has brought positive changes for the city and its residents. Chapter eight, the last chapter of this dissertation, discusses the findings, reviews the research questions, and provides recommendations.

1.6 Significance of the Study

Since the last decade, the Bandung City government has intended to implement policies for city development using tourism in particular. However, tourism development in Bandung City positively impacts local economies and brings adverse effects, including threats to

environmental sustainability and socio-cultural aspects. Therefore, the city's tourism development policy prioritized economic benefit over ecological conservation and social needs.

The significance of this study primarily lies in its potential to improve the tourism policy formulation process and implementation. It also contributes to the growing body of scholarly evidence from the South regarding tourism since cases from developed countries have dominated previous research on urban tourism. This study wishes to provide a case analysis of urban tourism development initiatives in a developing country. This study applies the integrated approach to policy evaluation by Ritchie and Spencer (1994) and Smith and Larimer (2009). Furthermore, the analyses of the perceptions and attitudes of the stakeholders in the case study were undertaken to provide a comprehensive view of tourism development and constraints in the study location.

This study is also significant because there has not been any previous research exploring tourism's socio-cultural and socio-economic impacts on different stakeholders in Bandung City. Thus, it emphasizes how various tourism development policies could meet the interests of heterogeneous groups of stakeholders in the host community. Besides, the study would reveal the roles played by different groups in the host community in reducing the adverse effects of tourism initiatives. The findings will help the Bandung City government to know the perceived impacts of tourism-related private sectors, residents, and the local community. The present study will also contribute to the practical experience while the Bandung City government makes policies for tourism development in the future.

Chapter 2

A LITERATURE REVIEW OF URBAN TOURISM, EVALUATION OF TOURISM POLICY AND TOURISM IMPACTS

2.1 Introduction

First, this chapter reviews the definition of urban tourism. Second, the connection between urban planning and tourism planning reflects the UNESCO Creative Cities Programme for sustainable development, which discusses the importance of tourism planning and the creative cities program for sustainable tourism development.

Next, this chapter reviews the need for periodic evaluations to sustain the benefits and mitigate the adverse impacts of tourism. The role of stakeholders is essential for directing the development of tourism to bring many benefits and reduce negative effects. Finally, this chapter also reviews previous research findings on tourism impacts in some areas. The author will review the results of earlier studies on perceived tourism impacts and communities' role in tourism development.

2.2 Urban Tourism

Law (2002:4) defines urban tourism as 'tourism activity in urban areas. This simple definition raises the question: What is urban? And what is tourism?

Urban is defined from different perspectives based on statistical, economic, political, cultural, and perceptual aspects. Population density indices describe statistical definition (United Nations 2009:105), which vary from country to country. The economic view defines urbanity with economic indices that benefit from population density and infrastructure as a

political unit (McDonald & McMillen 2007:4). In sociology, urban is interpreted by personal lifestyle, which in cities is broader, more individualistic and segmented and has less intimate relationships than in rural areas (Fainstein 1994: 204). Lastly, the perceptual definition involves human perception and interaction with the urban environment. The perception of the urban environment caused higher emotional stress levels than in rural settings (McIntyre et al. 2000:13).

According to the United Nations World Tourism Organization (UNWTO 1995:21), tourism is defined as ‘any activities of persons outside their accustomed environment for leisure, business or other defined purposes within more than 24 hours but less than one year’. The UNWTO (1995:21) describe the term visitor to the international and domestic leisure traveler and excursionist⁴. Both categories visit cities. Excursionist is a traveler in general, not only for leisure or sightseeing, for example, to visit friends and relatives, conferences and so on. In Bandung City's case, besides tourists who want to enjoy the local culture, many travelers have other purposes than leisure and are day-trippers. Hence, this study will use the terms, tourist and visitor, to cover both categories important to urban tourism.

The urban tourism experience is very different from the rural tourism experience. UNWTO (2021) describes the term rural tourism as "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing" (UNWTO, 2021). Law (2002:55) argues that cities have a buzz (move quickly or busily), energy, dynamism, a cosmopolitan feel, opportunities to have a wide range of experiences and opportunities to meet many people. Additionally, Jung (2010:13) argues that cities have the advantage of appealing to different tourist markets. Younger visitors are attracted to entertainment, nightlife, and

⁴ Traveler who stays less than a full day (24-hours) in a country.

special events. Business travelers are efficiently served with the necessary infrastructure, such as communication and transport.

According to Kotler et al. (1993), cities may have either a positive image, a weak image, a negative image, or a contradictory image. As one of the cities' development programs, the re-imagining of towns is often on the agenda of local governments, public-private partnerships, and development agencies. These are often linked to the promotion of the city to tourists.

According to Law (2002), in recent years, it has been realized that two of the most important ways to change its image are special events and the construction of landmark buildings which have great relevance to urban tourism. Examples of events include the Garden Festival in Glasgow in 1988 and the European City of Culture in 1990. Both events raised the visibility of the city and briefly uplifted tourism. In addition, the events showcased the city's cultural resources, which has made it attractive to investors (Law, 2002).

Architecture has always been symbolic as well as solely functional. As a result, it has the power to mediate perceptions of urban image (Crilley, 1993). Hannigan (1998) explained that many cities had demonstrated this idea, from Eiffel Tower in Paris, the Opera House in Sydney, Guggenheim Museum in Bilbao, Spain, and many more.

Furthermore, to develop the urban product to be sold to the visitors, the cities should have a unique selling point. If all cities are alike, the potential tourist will not want to go there. Therefore, it is essential to find a unique selling point that can be sold to stimulate the desire to travel, to differentiate one place from another so that they are not substitutable (Crilley, 1993; Hannigan, 1998; Law, 2002).

To sum up, cities need to compete to attract visitors. However, for some cities, achieving great success is limited. It should be a multi-layered phenomenon interwoven in a city's economic, socio-cultural, political, and physical setup interacting with different kinds of

visitors. Therefore, the supply-side stakeholders should carefully plan the city's development to have the selling point as a tourist destination.

2.3 The Relation of Urban Planning and Tourism Planning (as Reflection of UNESCO Creative Cities Programme for Sustainable Development)

Nazarian (1995) explained that most programs in urban planning include environmental policy, transport, housing planning, and the economic development of society. However, Zeinab and Sasan (2015:52) argue that planning is implemented at different levels, including national, regional, and local land planning. For example, in urban planning, land use, housing, traffic, and green space could be a matter concerning population and city performance (Zeinab and Sasan, 2015:52). In other words, urban planning seeks to enhance the welfare of residents by planning and designing land use, transportation, communication networks, and the environment.

According to Andereck, Valentine, Knopf, and Vogt (2005), while urban planning is often oriented to meet the general community's interests, the goal of tourism planning is usually defined more specifically to meet the needs of the tourism business.

Furthermore, Andereck et al. (2005) explained that urban planning tends to incorporate the overall community's development strategies by the government to improve residents' general quality of life, while tourism planning often prioritizes investments in infrastructure and services tourism promotion, to meet the needs of visitors. These apparent differences between urban planning and tourism planning objectives are often attributable to the specific character of tourism in terms of land use planning, physical planning (facilities and infrastructure), and community development, in comparison to urban planning per se. For

example, in Arizona state, tourism was associated with persistent conflicts over zoning/land use, urban sprawl, and rapid population growth (Andereck, Valentine, Knopf, Vogt, 2005:1066).

UNESCO Creative Cities Programme (2018) stressed that “whether by revitalizing the local economy, or opening up a new horizon for young people, creativity is one of the driving forces behind urban policies and initiatives” (United Nations Educational, Scientific and Cultural Organization, 2018:9). This vision is carried out by city representatives and city policymakers, who see it as an essential vehicle for innovation in addressing urban issues, whether economic, social, or environmental (UNESCO Creative Cities Programme Booklet, United Nations Educational, Scientific and Cultural Organization, 2018:9).

Despite the differences in their objectives, tourism development significantly influences urban development, as has been proven in the case of Singapore. According to Teo (1994), in 1986, the government of Singapore took initiatives to redevelop and revitalize some areas, such as Chinatown, Little India and Kampong Glam (Malay town), the Singapore River, and various Heritage sites to attract tourists (Teo, 1994: 131).

The city design of Singapore is acknowledged as a creative city of design by UNESCO. Besides the Creative Cities Programme, UNESCO also maintains the Creative City Network, launched in 2004. The UNESCO Creative Cities Network covers seven creative fields: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music. Bandung city has registered as a member of the Creative City Network in Creative City of Design since 2015. The UNESCO Creative Cities Network aims to:

- Strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development.

- Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.
- Strengthen the creation, production, distribution, and dissemination of cultural activities, goods, and services.
- Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector.
- Improve access to and participation in cultural life and the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals.
- Fully integrate culture and creativity into local development strategies and plans.

The objectives of the UNESCO Creative Cities Network are implemented both at the level of cities and the international level, notably through the following areas of action:

- Sharing experiences, knowledge, and best practices.
- Pilot projects, partnerships, and initiatives associated with the public and private sectors and civil society.
- Professional and artistic exchange programs and networks.
- Studies, research, and evaluations on the experience of the Creative Cities.
- Policies and measures for sustainable urban development.
- Communication and awareness-raising activities.

(UNESCO Creative Cities Programme Booklet, United Nations Educational, 2018:10).

Given the above, this study also examines the link between urban planning and tourism planning under the Creative Cities Programme by UNESCO in Bandung City.

2.4 Evaluation of Tourism Policy

Planning and policy are related terms. Wilkinson (1997) underscored this relatedness when he argued that "planning is a course of action, while the policy implements the planned course of action. The policy is usually created by and emanates from a public organization. Therefore, public policy is what governments decide to do or not to do" (Wilkinson, 1997, as cited in Mason, 2003: 68). Current researchers have suggested that governments must go beyond misconstruing tourism planning as synonymous with land-use zoning. Indeed, Jung (2010) explained that urban tourism policies and plans must take a holistic assessment of the environmental, cultural, and social dimensions of the impacts of tourism and integrate such policies and programs into the broader urban planning context. Therefore, tourism policies are important because they provide "insurance that the destination has a clear idea of where it is going or what it is seeking to become in the long-term" (Jung, 2010: 27).

Thomas Jung, in his dissertation "Metropolitan Manila urban tourism" (2010), argued that tourism policies are vital because they serve as a framework and roadmap for assessing various events and evaluating their efficiency regarding long-term benefits (Jung, 2010: 172). Meanwhile, Pianzin (1992), in his dissertation entitled "Tourism Development in Sabah region, Malaysia", proposed a strategy and policy to develop the state's tourism industry. As a result, the state's strengths would be enhanced, and its weaknesses would be surmounted. Therefore, impact studies are the bases for prescribing a sustainable tourism industry and mitigating the adverse impact of tourism (Pianzin, 1992:160). The Sabah Tourism Development Plan (IDS, 1988) goal was to transform the state's tourism industry quickly to harness the maximum benefits from it. Although the Sabah tourism development plan expresses a goal to minimize the negative socio-cultural and environmental impacts of tourism, the strategies for this goal remain vague at best. Therefore, it is appropriate to revise an action-oriented development plan

that does not pay adequate attention to mitigating the potential negative impacts of tourism (Pianzin, 1992:470-471).

When a policy has been completed and implemented, it is crucial to evaluate its effectiveness to provide valuable lessons that could be used to decide to strengthen, replicate or discontinue the policy (The OECD Tourism Trends and Policies, 2012: 57). Therefore, planning a policy is essential as it guides the program. However, without evaluation, the adverse effects of the policy might be difficult to be assessed. Therefore, evaluation of the policy is also one important task to conduct.

The government should periodically evaluate development interventions to identify what effects they are generating, both anticipated and unanticipated, to provide insights into future actions. Manning & Dougherty (1995) insist that tourism stakeholders require a handful of measures to harmonize the ecological, social, economic, and planning environments when formulating tourism development plans. According to Manning & Dougherty (1995), periodic evaluation of tourism development policy is very important for ascertaining the tourism sector's contribution to the economy and society.

OECD Tourism Trends and Policies (2012) explained that evaluation is like a tourism strategy. Effective monitoring and evaluation are very influential in generating incontrovertible evidence about the achievements and impacts of the tourism development plan. Evaluation is also helpful for unraveling proof of whether the plan targets are achieved (OECD Tourism Trends and Policies, 2012:57).

2.5 Stakeholders in Tourism

Freeman (1984:46) defined a stakeholder as "any individual or group who can affect the organization's performance or who is affected by the achievement of the organization's

objectives." Carroll (1996:74) view of a stakeholder somewhat mirrors the broader view of Freeman. For him, a stakeholder is "any group or individual, which can affect or is affected by the organization's actions, decisions, policies, practice or goals."

According to Freeman's (1984:46) definition of stakeholders, he proceeds to define a tourism stakeholder is any individual (including visitors or tourists), institution, or organization, whether public or private sector, directly affecting the urban tourism system or affected it. From this definition, he further subdivides stakeholders into supply-side (local government, private and local community) and demand-side (visitors).

The supply-side stakeholders' roles in the tourism system mainly relate to tourism planning, development, and management. In performing these roles, different planning approaches and instruments are utilized to develop tourism and extend its benefits to other stakeholders (Jung, 2010: 22). Due to the role played by these supply-side stakeholders of urban tourism, a survey focusing on tourism policy implementation and impacts was used to elicit responses from representatives of relevant local governments and other supply-side stakeholders (Jung, 2010).

The definitions of tourism stakeholders mentioned above are based on Freeman's general definition. Meanwhile, in practice, when there is a project or program, researchers can implement the general definition of stakeholders following Project Cycle Management (PCM) 's guidance (Foundation of Advance Studies of International Development (FASID), 2008). Project Cycle Management (PCM) provides a method for stakeholder analysis at the planning stage. Categorizing stakeholders according to the roles and position of the groups is needed to decide the stakeholders for a project or program. For example, a stakeholder could become a beneficiary, decision-maker, or implementing agency. Also, there can be other categories, such as agencies or NGOs who pursue the program or assist the target area, Project Cycle

Management (PCM). The example of categories for stakeholders is summarized in Table 2.1 below.

Table 2.1 Example of Categories to Set the Stakeholders

| | |
|-----------------------------------|--|
| Beneficiaries | Stakeholders who are likely to have the benefit of the project. |
| Negatively Affected Groups | Stakeholders who will be negatively affected by the project. |
| Decision-maker | Stakeholders with decision-making authority. |
| Funding Agencies | Stakeholders who will bear expenses. |
| Implementing Agencies | Stakeholders who will implement the project. |
| Community leaders | Stakeholders who may represent the community |
| Potential Opponents | Stakeholders who may oppose or obstruct the project |
| Supporting groups | Stakeholders who are likely to cooperate with the project implementation |

Source: Project Cycle Management (PCM), Foundation of Advance Studies of International Development (FASID), 2008

By combining the theoretical concept described by Freeman (1984:46), which defined the stakeholders of tourism, and the practical application provided by Project Cycle Management (2008:17) which described the categories of stakeholders, this study set the involved stakeholder by the categories. Table 2.2 shows the tourism stakeholders of the supply side in Bandung City in this research.

Table 2.2 The Tourism Stakeholders of Bandung City by Categories

| | |
|--------------------------|---|
| Policy maker | Stakeholders with policy-making authority can affect the programs. In this research, the policy-making authority represents of departments of Bandung City. |
| Beneficiaries | Stakeholders who are likely to have the benefit of the project. In this study, beneficiaries are private sectors which related to tourism, which affected by the policies. |
| Host residents | Stakeholders who directly affected by the action, policies and practice of tourism programs. |
| Supporting groups | Stakeholders who are likely to cooperate with the program's implementation. In this study, supporting groups represent the local community's groups in Bandung City regarding cooperation with local governments who make the policy. |

Source: Author based on Freeman (1984:46) and Project Cycle Management (PCM), FASID, (2008:17) of stakeholder's analysis

Table 2.2 shows four stakeholders, including policymakers, beneficiaries, host residents, and support groups. Policymakers decide the programs which represent the local government in Bandung City. Beneficiaries are the private sectors that are likely to have benefited from the tourism program set by the policymaker, host residents who are directly affected by the program, and support groups who will cooperate with the programs. This study will focus only on supply-side stakeholders. Therefore, visitors who are demand-side stakeholders are omitted.

2.6 Tourism Impacts

Communities in and around the urban tourism destination of Bandung City are affected by tourism. However, the impact of tourism on the sociocultural characteristics of the city is less documented, as much of the academic literature focuses on the impacts on the national level and evaluates them on a general level. Some previous studies have underscored the necessity of investigating the perceptions and attitudes of residents towards tourism

development. For example, Mason (2003) asserts that the impacts of tourism can be measured by focusing on how the residents perceive the economic, social, and environmental dimensions of their societies, either as static or changing and either as positively or negatively influenced by tourism. Frechtling (1994) insists that studying the economic impacts of tourism provides a better means of analyzing the result. How travelers' activities affect residents' wealth or income in an area is prioritized rather than focusing on travel expenditure studies. The travel expenditure studies tend to obscure the impact on residents' income and wealth.

2.6.1 Economic Impacts

There is abundant evidence of the economic impacts of tourism. Some case studies found that tourism brings significant economic benefits, such as an increase in tax revenue, personal income, and an improvement in the standard of living (Haralampoboulus & Pizam, 1996:512; King, Pizam & Milman, 1993:657; Gilbert & Clark, 1997:348; Andereck, Valentine, Knopf, Voght, 2005:1065). Other positive socio-economic effects of tourism include increased employment opportunities, investment, and local business opportunities (Liu & Var, 1986:202; Gilbert & Clark, 1997:350; Brunt & Courtney, 1999:505; Andereck et al., 2005:1066). Kreamer (2001) summarizes the positive and negative economic impacts of tourism (Table 2.3).

Table 2.3 Economic Impacts of Tourism

| Positive economic impacts | Negative economic impacts |
|--|--|
| Income earning opportunities and improvement of standard of living | Higher living cost as inflation of house and land price. |
| Economic diversification associated with new business opportunities | Increases potential for imported labor. |
| Investments in development-supportive infrastructures with multiplier effects on other sectors such as hotel and banking | Increasing price of goods and services, especially those which are consumed by tourists. |
| Tax revenues | Cost for additional infrastructure (water, sewer, power, fuel, medical, etc.) |
| Improvement of public utilities infrastructure | The cost of maintaining roads and transport infrastructure may rise. |
| Facilities the spread of economic benefit through direct and indirect spending | Job may pay low wages, because often seasonal. |
| Increase in opportunities for shopping | The possibility of capital flight by non-indigenous owners can adversely distort local economy |
| | Competition for land with other economic uses. |

Source: Kreag, 2001: 6

2.6.2 Socio-cultural Impacts

Regarding the socio-cultural impacts, Lindberg and Johnson (1997) argued that unlike the economic impacts of tourism, which are largely perceived to be positive, social and cultural impacts of tourism tend to be generally perceived negatively. Liu and Var (1986) found that tourism development has positive implications on socio-cultural aspects of society in terms of improved entertainment, promotion of historical and cultural exhibitions, and cultural exchange. Similarly, Brunt and Courtney (1999) found that tourism improves community services, expands recreation places, and promotes cultural activities. An example of the cultural revitalization of tourism development is the case of Singapore. The government of Singapore

has developed the ethnic areas of Chinatown, Little India, and Kampong Glam as cultural attractions for tourism activities (Teo, 1994:131). King, Pizam, and Milman (1993) found that tourism improves residents' quality of life and hospitality to strangers and builds residents' confidence level. Similarly, the cases of Canterbury and Guilford City revealed that the presence of foreign tourists resulted in a greater understanding of other's cultures. However, in some other cases, tourism also contributes to generating negative effects such as crime, overcrowding in the city, alcoholism, drug abuse, vandalism, and promiscuity (Milman & Pizam, 1998; Brunt & Courtney, 1999; King, Pizam & Milman, 1993; Andereck, Valentine, Knopf, Voght, 2005).

2.6.3 Environmental Impacts

Kreag (2001) mentioned some negative environmental impacts associated with tourism, including pollution (air, water, solid waste, and visual), the decline in a natural landscape and agricultural lands, water shortages, and disruption of wildlife. Lindberg and Johnson (1997) also argued that tourism might have more negative impacts on the environment. In contrast, some studies show that tourism does not contribute to traffic problems, does not decrease the natural beauty, and does not pollute rivers in the cities (Gilbert and Clark, 1997). Moreover, some studies also found that tourism activities encourage the conservation of city areas, lead to the provision of more parks, and contribute to improving the quality of roads and public facilities (Teo, 1994; Liu and Var, 1986).

However, most of the studies discussed above-conducted evaluations of tourism impacts only among residents. Therefore, this study attempts to evaluate the perceptions of tourism development impacts in Bandung City among stakeholders comprehensively, including the local government, private sector, residents, and community groups. Furthermore, this study

also explores community groups' involvement in reducing the negative impacts of tourism development in Bandung City.

2.7 Conclusion

The study has discussed the definition of urban tourism and the connection between urban planning and tourism planning management in urban development. The case of Singapore has proven that tourism can significantly influence the outcome of cities. The influence of tourism is further confirmed by various studies focused on residents' perceptions of the impacts of tourism development on their area.

This study also emphasizes the importance of tourism planning and the need for periodic evaluations to sustain the benefits and mitigate tourism's adverse economic, socio-cultural, and environmental impacts on Bandung City. Empirical and anecdotal evidence support investing in these tools to reap sustained benefits from the tourism industry.

The study also highlights the need to holistically address residents perceived and actual concerns regarding the impacts of tourism. The sustainability of tourism is enhanced when mutually beneficial objectives are defined with roles assigned to ensure accountability—taking into consideration the relationship that people have with resources and their environment in the quest for development. Urban planning is usually made to meet the need of the population to improve the quality of life. In contrast, tourism planning prioritizes promotion, investment, and infrastructure for economic benefit. However, in some cases, tourism development has influenced urban development in terms of redeveloping and revitalizing some areas in the city to be tourist destinations.

This study tries to contribute to the scholarship on whether the tourism planning in Bandung City meets the need of residents to improve the quality of life or is more focused on

the economic benefit of using the creative city concept. Therefore, it will investigate the process of implementation and impacts of tourism development policy in Bandung City. This study looks at the results of program implementation by the local government and their level of collaboration with other stakeholders, and the perception of the impacts of tourism by the private sectors, residents, and community groups in their quest to obtain the benefits and reduce the adverse impacts of tourism.

Chapter 3

TOURISM TRENDS AND ECONOMY IN BANDUNG CITY

3.1 Introduction

The development of tourism has a significant role in stimulating economic activity, increasing tax revenue, improving people's welfare, and providing job opportunities. The National Medium-term Development Plan (2010-2014) explains that tourism also plays a role in promoting national identity and encouraging community awareness and pride in the nation's cultural wealth by introducing tourism products⁵. The richness and uniqueness of nature and the ocean, museums, arts, and traditions are useful tools for tourism (RPJMN 2010-2014: 155).

As explained earlier in chapter one, the dynamics of the recent economy in Bandung City is the creative economy, which includes the creative industries⁶. In Indonesia, the community developed a creative economy a long time ago amid the community activities for development. However, the government has recently included the creative economy in its tourism policy. In addition, the President's statement initiated the creative economy policy in 2007 to promote the craft industry and creativity of the nation. Along with this policy, the government organized "Indonesian Creative Product Week 2009⁷". Previously, the government held a similar event with "Indonesian culture product week 2007." After that, the Presidential Instruction No. 6 of 2009 regarding the "Development of Creative Economy⁸" was issued. As

⁵ The tourism product is the sum of physical and physiological satisfaction provided to tourists while traveling to the destination.

⁶ According to the Ministry of Trade of Indonesia, there are 15 creative industries, including 1) Advertising, 2) Architecture, 3) Art and antiques market, 4) Craft, 5) Design, 6) Fashion, 7) Movies, videos, photography, 8) Interactive games, 9) Music, 10) Performing arts, 11) Publishing and printing, 12) Computer services and software, 13) Television and radio, 14) Research and development, 15) Culinary.

⁷ An annual event held by the Ministry of Tourism. This event is commercialization of the diversity and richness of Indonesian culture into products of creative industries which have potential to be one of sources of the community's economy.

⁸ President instructed the 25 Ministry to support the policy on the Development of Creative Economy 2009-2015. A creative economy is described as the development of economic activities based on creativity and individual talent to create a product that has economic value and influences Indonesian welfare.

the follow-up of this presidential instruction, Presidential Decree No. 92 of 2011 was issued, which became the basis of the legal formation of a reorganized ministry named the Ministry of Tourism and Creative Economy, whose primary duty is to promote the creative economy in Indonesia.

According to the report of Bandung city, “the creative industries are becoming a factor that strengthens trade, hotels, and restaurants, as well as the services and manufacturing sector, as potential areas in Bandung” (LKPJ Report of Bandung City, 2012:13). The development of creative industries in Bandung has a high emphasis on manufacturing and cuisine, which significantly influences the domestic trade sector. Nowadays, the trade and services sector plays a significant role in the economic growth of Bandung City, and the tourism in Bandung City is well known as shopping and culinary tourism. These tourism activities strengthen the manufacturing industries, such as textile and ceramic, and the retail and food industry of Bandung.

The manufacturing sector in Bandung City, which is associated with a creative economy, consists of textiles (clothing), shoes, bags, processed foods, handicrafts (ceramics, rattan), and other art goods. These products rely on attractive and unique designs as the creativity of individuals or organizations to compete in the market. These local products are sold in stores and factory outlets in the city center. In the culinary sector, besides traditional food, some new culinary products, which can only be found in Bandung City, such as *Surabi*, *Cimol*, *Cireng*, *Seblak*⁹ and many others, have been made. These food products, including traditional snacks, are offered as a souvenir and are included on some new food menus at local restaurants.

⁹ *Surabi* is a pancake made of rice flour, wheat flour, salt, and coconut milk as the main ingredients.

Cimol is made from starch which is boiled and eaten with peanut sauce.

Cireng is made from starch stuffed with peanut sauce or *oncom* and fried.

Seblak is an Indonesian savory and spicy dish made of wet *krupuk* (traditional Indonesian crackers) cooked with protein sources (egg, chicken, seafood, or beef) in spicy sauce.

3.2 Tourism Trends in Bandung City

Tourism is becoming one of the sectors that play a significant role in the development of Bandung City. Bandung City was registered as a Creative City of Design by UNESCO in 2015, and 56 percent of the economic activities are design related. The city's young population drives many creative initiatives. Bandung hosts a wide range of workshops, conferences, and festivals, all encouraging the development of creativity. In association with creativity, eight urban villages were designated as creative villages. City events such as "Helarfest" by BCCF aimed at fostering networks among creatives cities (UNESCO Creative Cities Programme for sustainable development, 2018).

The importance of the Bandung case among the studies on urban tourism lies in its creative economy concept, which makes Bandung City tourism different from other urban tourism. Bandung City has strong points to attract visitors because of its unique selling points, especially those that apply to food, restaurants' style, and fashion-related designs, including textiles, shoes, and bags, which are not owned by other cities. There is a wide variety of unique traditional food, which is known as Bandung City's exceptional food. Whereas restaurant style in Bandung City has many concepts, the atmosphere of the restaurants can also make tourist's appetite increase. The concept may be of a homey atmosphere, like being on a hill, having an old-school atmosphere, among many others.

Concerning fashion-related design, many fashions, including clothes, shoes, and bags, in Bandung City are local products. However, there is a limited number of local product designs. Therefore, the product is called "the limited edition." The customer can also order one design for private use, so the same model cannot be found in other places. Another reason is the style of the products are always up to date or follow the latest trend. This uniqueness is the main

attraction of Bandung City for tourism. Examples of such innovations were the development of the *Distro*¹⁰ and *Factory Outlet* (FO). In the beginning, the *Factory Outlet* sold export products that did not pass quality tests for export. The emergence of *Factory Outlet* has stimulated the youth in Bandung to create local brands. Six people who have a surfing hobby founded the first *Distro* in 1999. The majority of *Distros* are formed by individuals who have the same hobby. They create products such as T-shirts, shoes, handbags, and other accessories to express their creativity. All the goods are designed and produced by them. Through the development of *Distro* and *FO*, Bandung and its surrounding towns became famous as shopping destinations (Wardhani, 2012:378)

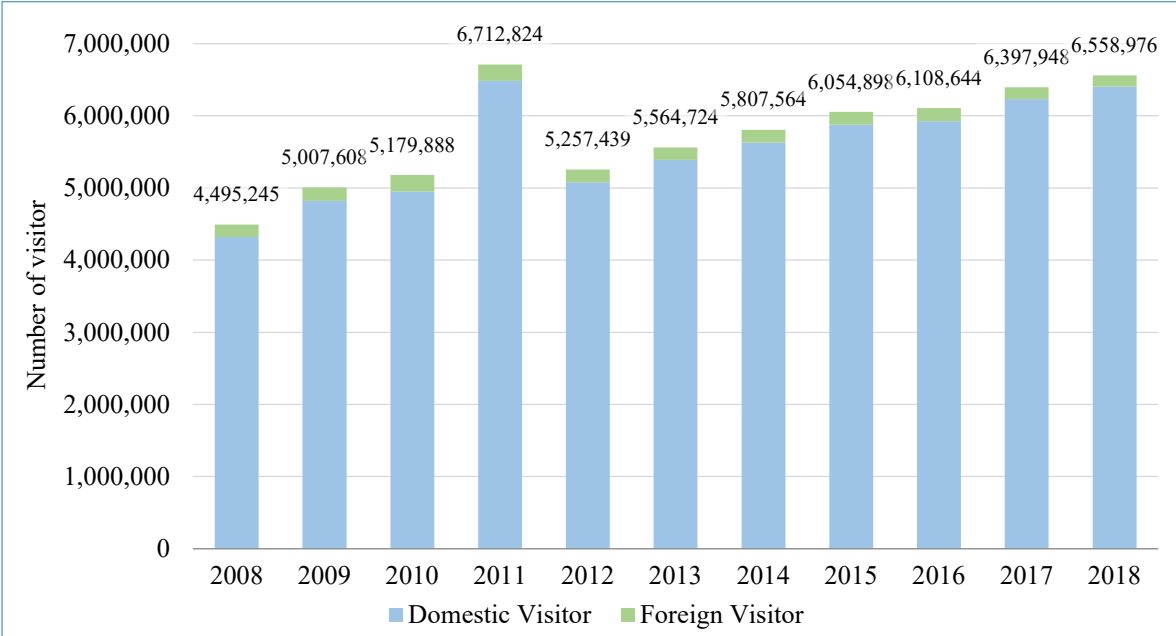
Bandung is not only the primary tourist destination in West Java but also the center of government, economy, trade, and industry (Tourism Master Plan of Bandung City, 2006). One of the access points to Bandung City is via the *Cipularang* highway, which connects Bandung City with the capital city of Jakarta. It makes it easy to travel overland from cities around Bandung, including Jakarta, by private vehicle, travel cars, and taxi. Travel time from Jakarta to Bandung via *Cipularang* highway is only 2 hours. Because of its easy access, Bandung is a top-rated destination for a weekend trip for residents of nearby Jakarta. In addition, the availability of various types of other transportation facilities, such as airports, railway stations, and bus terminals, makes it easy to travel from the surrounding cities to Bandung.

Bandung City tourist attractions are, for example, cultural heritage, education, recreation (nature, culture, artificial), meetings, incentives, convention, and exhibitions (MICE). Shopping and cuisine are also famous tourist attractions in Bandung. Bandung City provides various support facilities for tourists, such as hotels, restaurants and cafes, shopping places, and

¹⁰ A *distro* is a distribution store or distribution outlet. The *distro* is a type of store in Indonesia that sells clothing and accessories deposited by the makers of clothing or domestically produced. In general, a *distro* is a small and medium industry that develops an independent clothing brand among the young. Products made by the *distro* are arranged for not mass-produced to maintain the exclusive nature of the products and handcraft.

sports facilities. Therefore, the number of visitors has kept increasing year by year, as shown in figure 3.1.

Figure 3.1 Number of Visitors in Bandung City in 2008-2018



Note: ‘Growth rate’ means the percentage of total visitor increase or decrease each year.
 Source: Bandung City Tourism and Culture Office, 2015, Bandung Municipality in Figure 2019

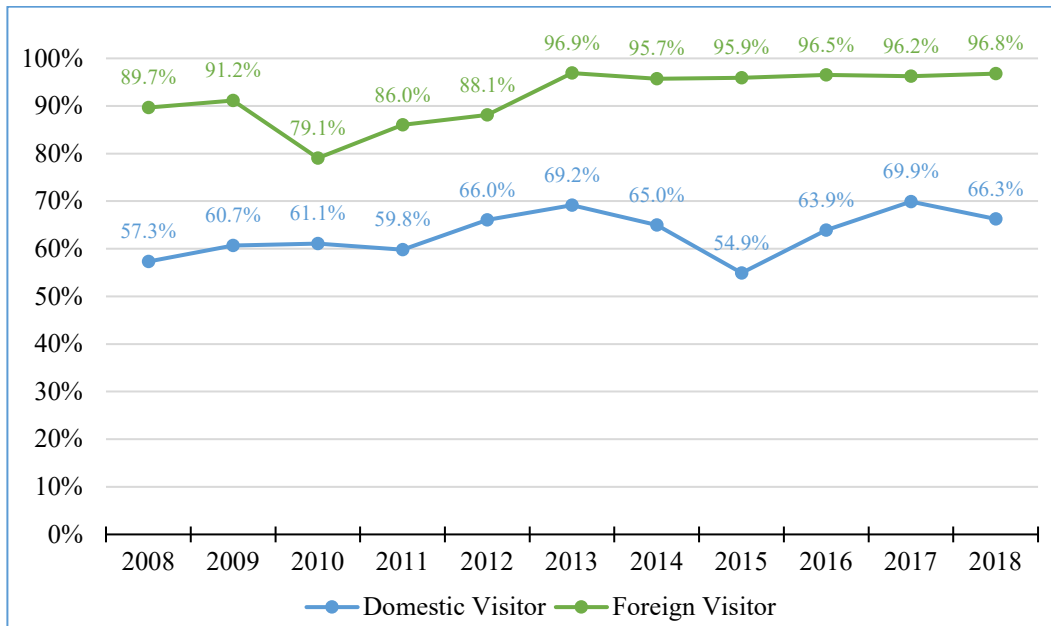
Figure 3.1 shows that the number of total visitors in Bandung City increased steadily from 2008 to 2018, particularly in 2011. According to the Department of Tourism and Culture, the reason for the growth in 2011 is the opening of some new domestic airline routes to Bandung City and the international event called “Tunza.”, the collaboration event with the United Nations Environment Program (UNEP).¹¹ Regarding Tunza, even though this event was initiated by a community group named Bandung Creative City Forum (BCCF), the Bandung city government has been in charge of holding this International event.

¹¹ Tunza or “The International Children and Youth Conference” initiated by Bandung Creative City Forum (BCCF) Community in collaboration with the United Nations Environment Program (UNEP). Tunza concluded with the endorsement of a Bandung Declaration, which calls on governments at the Rio+20 meeting to “respond and not ignore the demands of children and youth.” The Conference convened in Bandung from 27 September to 1 October 2011.

Since the opening of new domestic airline routes, the number of visitors has increased compared to August of the previous year. Related to the International event, Tunza, which was held in September, according to UNEP, the Conference was attended by 1500 participants from 120 countries and convened under the theme "Reshaping our Future through a Green Economy and Sustainable Lifestyles." These five days of international events also attracted domestic visitors, including the central government's staff. The domestic visitors were not only audiences but also performers at the Conference. Domestic visitors did not come at one time during the event. But visitors come in and out each day, also before the event's opening, in order to make preparations. That is why the number of domestic visitors increased sharply in Tunza. However, it might be a limitation in calculating and recording the data of visitors by the local government. In 2012, the number of visitors decreased significantly from 2011. The reasons are not only because of the International event in the previous year but also the weaknesses of Bandung City as a tourism destination. Bandung City's government explained the decrease in visitors in 2012 as limitations of the city's infrastructure. The infrastructure restriction has caused traffic congestion, pollution, and bad road conditions. Other reasons are street vendors, which make the city more crowded, and beggars who make visitors uncomfortable (RPJMD, 2014-2018). These weaknesses have led to a decrease in the number of visitors.

The proportion of foreign visitors is about three to four percent of the total number of visitors, whereas domestic visitors had reached more than 95 percent. Therefore, local visitors dominate Bandung City tourism (Bandung City Tourism and Culture Office, 2014). Even so, not all the visitors have stayed overnight in hotels. Domestic visitors from Jakarta tend to have a one-day trip to Bandung City to enjoy the cuisine and shopping on the weekend. The statistical data shows the percentage of visitors who stay overnight at a hotel in the city (Figure 3.2).

Figure 3.2 Percentage of Domestic and Foreign Visitor who Stay Overnight in 2008 -2018



Source: Author interview with Department of Tourism and Culture of Bandung City in 2014, Bandung Municipality in Figure, 2019

Figure 3.2 shows that only 54 percent to 69 percent of domestic visitors stayed overnight in the hotels, while more than 70 percent to 90 percent of foreign visitors stayed overnight. According to the Department of Tourism and Culture of Bandung City, the average length was 2.25 days¹².

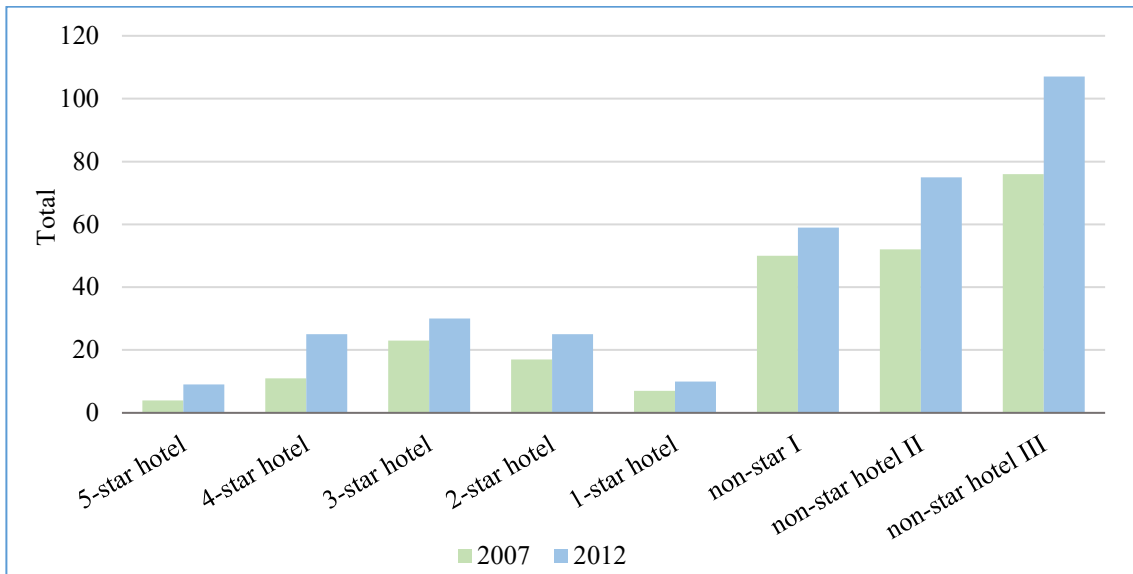
It is necessary to increase the number of foreign visitors to develop international tourism. For that goal, enhancing marketing activities and improving various facilities and services required by foreign visitors, such as immigration services, transportation facilities, banking, accommodation, restaurants, travel bureaus, and so on, are necessary (Statistic Indonesia, 1983).

The facilities and accommodation are crucial to support tourism activity, both international and domestic. One of the vital requirements is the variety of hotels, from luxury hotels (star hotels) to budget hotels (non-star hotels).

¹²This number doesn't specify whether 2.25 days is for domestic or foreign visitors or includes both. Further, the government only calculated the visitor who stays in the hotel, star hotel, and non-star hotel. Therefore, the statistic above is the only number of visitors who stays overnight in the hotel.

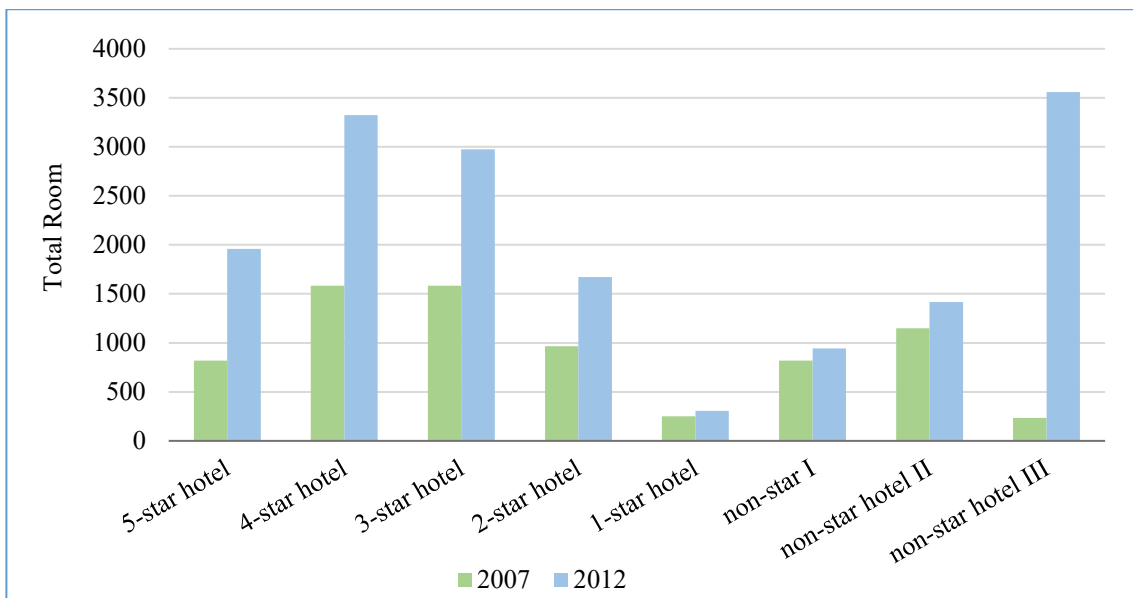
According to article 1, section 15 of the Minister of Tourism and Creative economy's circular letter about the hotel standard, the basic requirements that must be met as an element of assessment to determine the classification of a star hotel are three aspects, including the products, services, and management. The better three aspects are the higher class as a star hotel. On the other hand, Bandung City's government defines non-star hotels as a business entity that use a building or part of a building where guests can stay, eat, and obtain other services and facilities with payment. The facilities do not yet meet the requirements of a star hotel but have met the criteria as a non-star hotel issued by the Department of Tourism and Culture of Bandung City. Non-star hotels are further divided into I, II, and III by the number of rooms. Non-star hotel I has a minimum of five rooms, non-star hotel II has a minimum of ten rooms, and non-star hotel III has fifteen rooms. Figure 3.3 shows the number of star hotels and non-star hotels, and figure 3.4 shows the number of rooms number of star hotels and non-star hotels in Bandung City.

Figure 3.3 Number of Hotel by Classification in Bandung City 2007 and 2012



Source: Bandung City in Figure, 2013

Figure 3.4 Number of Hotel Room by Classification in Bandung City 2007 and 2012



Source: Bandung City in Figure, 2013

Figure 3.3 shows that the number of star hotels and non-star hotels increases steadily from 2007 to 2012. In 2012, the total number of star hotels was 99, and the total number of non-star hotels was 241. In terms of the number of rooms, figure 3.4 shows that the number of rooms number of star hotels is 10,232 and that of non-star hotels is 5,918. Therefore, the

capacity of star hotels in Bandung City is more extensive than non-star hotels. Regarding the significant growth of the number of rooms of non-star hotel III (Figure 3.4), the Report of Bandung City explained that it might be related to the increasing number of visitors to Bandung City, especially in 2011 when an international event was held. Regarding the latest data, the number of non-star hotels data was unavailable from 2014 to recent statistical data (2022).

Tourism in Bandung is expected to spur development in underdeveloped areas. Therefore, a tourism development plan should include a program to mitigate the concentration of tourists to specific areas to reduce the negative impacts and increase the positive impact of tourism development (Adriani, 2011).

Potential tourist attractions in Bandung City are divided into several types, including cultural heritage tourism, shopping and culinary, education, recreation (nature, culture, and artificial), and Meeting, Incentive, Convention, and Exhibition (MICE) (RIPPDA of Bandung City, 2006., RIPPARDA, 2012).

Furthermore, the Tourism Plan of Bandung City-RIPPDA (2006) explained the detail of tourism activities in the city. The influence of foreign cultural relics dominates heritage tourism in Bandung because of colonization, particularly the legacy of the Dutch colonial era. Therefore, visitors can find heritage tourist places in Bandung in many places, for example, the colonial historical buildings area and Chinatown, which are characterized by the physical characteristics of the buildings. Areas in Bandung which have potential cultural heritage tourism attractions are some government buildings such as Asia Africa-Braga-Cikapundung street, 'Kodam Siliwangi' military building in Aceh street. Others are houses in Cipaganti-Dago- Riau region and shops area as in Otista and Gardu Jati.

For education tourism, Bandung city has various attractions supporting educational activities, including museums such as the Geological museum, the Asian-African Conference

museum, and the Post Museum. Educational institutions such as Bandung Institute of Technology, Padjadjaran University, Parahayangan University, etc. The Daarut Tauhid Islamic boarding school is also known as a pilgrimage destination. Besides education institutes, there are city parks, such as traffic parks, gazebos, zoos, music parks, and photography parks.

The primary attraction of shopping tourism in Bandung is the factory outlet. Many factory outlets are located at Dago street and Riau street. Besides the factory outlet, other shopping areas in Bandung City are Cihampelas Square and Alun-Alun area. As for culinary tourism activities, restaurants tend to be clustered in the city. Various cafés and restaurants are packed with a unique theme to attract visitors.

For the re-creation of traditional culture, tourists can enjoy various activities at *Saung Angklung Mang Udjo*¹³ and Art galleries. As for nature tourism, the northern Dago area with views of the tea gardens and the mountains can be an option.

The potential for the meeting, incentive tour, conference, and exhibition (MICE)¹⁴ tourism in the city is quite significant because it is supported by the availability of infrastructure accessibility, telecommunications network, transportation facilities, and the conference buildings (RIPPDA of Bandung City, 2006).

Table 3.1 and Figure 3.5 shows the tourist destination area in Bandung City. Destinations areas were divided into fifteen areas: tourism activities including nature, education, religion, shopping, culinary, art & culture, heritage, entertainment, recreation, Meeting Incentive tour, Conference and Exhibition (MICE), and traditional art & culture.

¹³ *Saung Angklung Mang Udjo* (SAU) is a performance venue, a bamboo handicraft center, and a musical instrument workshop from bamboo. In addition, SAU has a goal as an educational laboratory and learning center to maintain Sundanese culture and especially *angklung*.

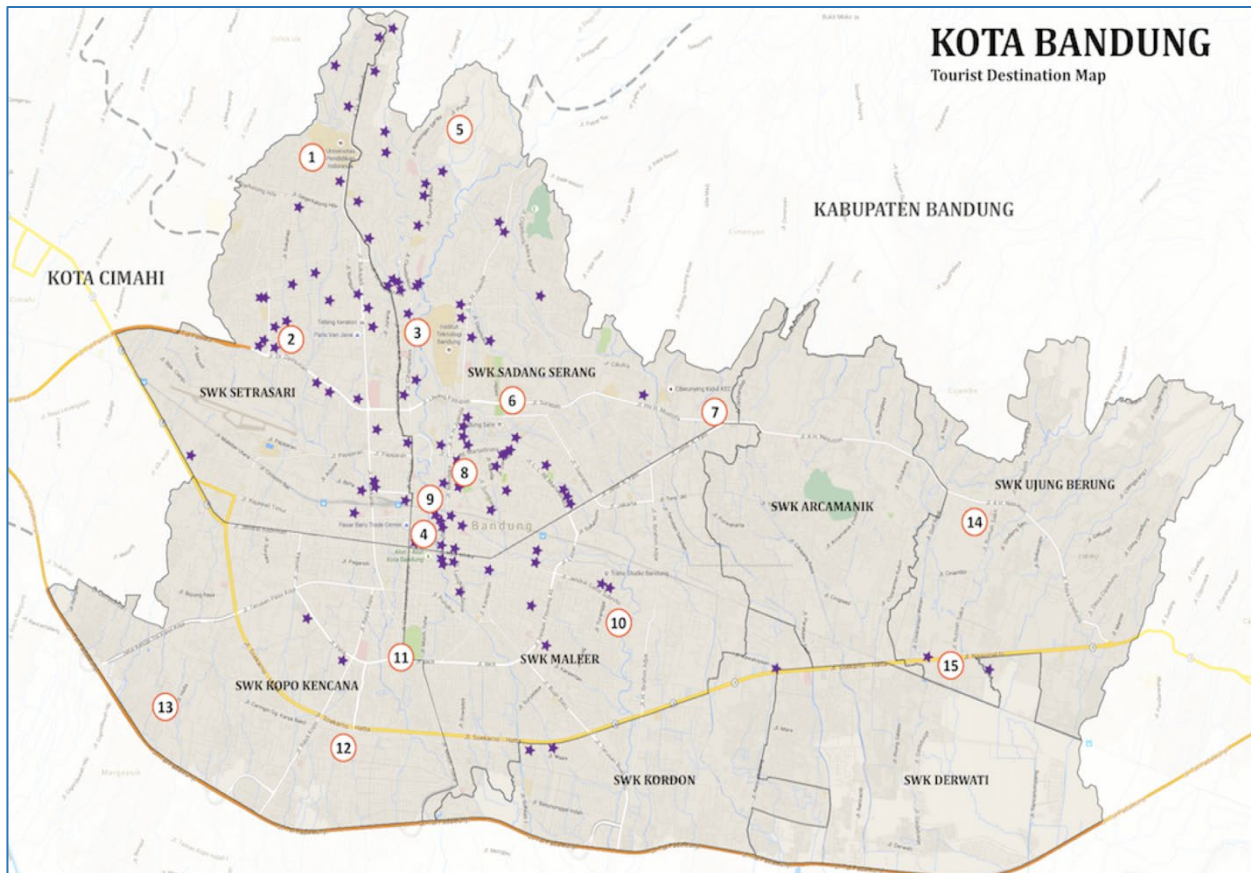
¹⁴ MICE is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose.

Table 3.1 Tourist Destination Area in Bandung City

| No. | Tourist Destination Areas | Type |
|-----|---|--|
| 1 | Geger Kalong, Setiabudi | Religion and Education (Daarut Tauhid Islamic boarding school) |
| 2 | Sukajadi, Sarijadi, Setrasari, Pasteur | Shopping & Culinary (Factory outlets, restaurants and cafes) Art & Culture (Private galleries) |
| 3 | Cihampelas, Cipaganti | Shopping & Culinary (Clothes Industries) |
| 4 | Alun-alun, Sudirman, Otista, Gardujati, Pasirkaliki | Shopping & Culinary (Clothes shops, Department stores) Entertainment Heritage (Historic building) Religion (Raya Mosque) |
| 5 | Dago Utara, Punclut | Nature (Hill and forest) |
| 6 | Gedung Sate, Gasibu, Sabuga | Heritage (Historic building) MICE (Hall, auditorium) |
| 7 | Suci, Padasuka | Traditional art & culture (Saung Angklung Udjo) Shopping (Clothes Industry) |
| 8 | Ir.H.Juanda, Merdeka, Riau | Shopping & Culinary (Factory outlets, Mall, restaurants and cafes) Heritage (Famous historic buildings) Education (Institute Technology Bandung) Entertainment (Bar, cinema, game center) |
| 9 | Braga, Asia-Afrika, Cikapundung | Heritage (Famous historic buildings) MICE (Hall, auditorium) Shopping (Department stores) |
| 10 | Gatot Subroto, Binongjati | Shopping & Culinary (Knit Industry, Mall, restaurants and cafes) |
| 11 | Tegallega | Recreation (Thematic park) Education (Historical museum) |
| 12 | Cibaduyut | Shopping (Shoes Industry) |
| 13 | Cigondoh | Shopping (Cloth Industry) |
| 14 | Ujung Berung | Art & Culture (Traditional culture) |
| 15 | Gedebage | MICE (Hall, auditorium) Shopping & Culinary (Cloth Industry, restaurants) |

Source: RIPPDA Bandung City, 2006

Figure 3.5 Tourist Destination Area and Major 3 to 5-star Hotels in Bandung City



Note: Numbers in the circles are tourist destination areas mentioned in Table 3.1,
 Star symbols are major star hotels in the city, SWK (Sub Wilayah Kota) means sub region
 Source: Google Map, modified by author, 2017

Table 3.1 and Figure 3.5 illustrate several tourist sites in Bandung City. The eleven destinations are shopping places, and six destinations are culinary shops. As shown on the map, some tourist destinations (No.3, 6, 8, 9, and 4) are located in the city center or the Sadang Serang sub-region. The number of shops and restaurants in the Sadang Serang sub-region is more significant than in other areas. Shopping and cuisine are the main attractions in the city center, where many factory outlets, restaurants, and cafes are located. The city center becomes crowded because of the number of shops, restaurants, and cafes. In contrast, there are only three cultural destinations (No. 2 in the Setrasari sub-region, No. 7 in the Sadang Serang sub-region, and No. 14 in the Ujungberung sub-region) and one in the nature tourism area (No. 5 in the

north of Sadang Serang sub-region). The location of art and cultural attractions have separated one another, but the famous traditional art & culture attraction in Bandung City is called 'Saung Angklung Mang Udjo' (No.7).

Besides accommodation, tourist sites are essential to attract visitors. The location of the tourist areas is still concentrating in the central and northern parts of the city, such as Sudirman street, Gardujati street, Otista street, Pasirkaliki street, Braga street, Asia-Africa street, Cikapundung street, Ir. H. Juanda street, Riau street, Merdeka street, and Cihampelas street, and other area such as the Cipaganti, Sarijadi, Sukajadi, Setrasari, Pasteur, Sabuga, and Sate Building area. Most star hotels are also located in the central and northern parts of Bandung City (Figure 3.5).

Concerning cuisine, the classification of eating places in Bandung City is divided into eight categories (Table 3.2). According to the Department of Taxes (No. KEP-34/PJ/2003) in 2003, the type of restaurant is divided into *Talam* restaurants¹⁵ and *non-talam* restaurants.¹⁶ The classification is based on the facilities, capacity, quality of services, and quality of food.

Among *Talam* restaurant, *Talam Kencana* is the highest rank, the second rank is *Talam Salaka* and the third rank is called *Talam Gangsa*. Meanwhile, *non-talam* restaurants are divided into classes A to C. Table 3.2 shows the number of restaurants, cafés, and bars in Bandung City.

¹⁵ Type of food service business located in a permanent building, which sells and serves food and drinks. The restaurants are equipped with equipment for the manufacture and storage process. This restaurant already got a decision letter as a "*talam*" restaurant from the agency that trained them.

¹⁶ Type of food service business located in a permanent building, which sells and serves food and drinks. The restaurants are equipped with equipment for the manufacture and storage process. This restaurant has received permission from the agency that trains them but has not yet been certified as a restaurant classified *talam*.

Table 3.2 Number of Restaurants and Bar in Bandung City in 2011 and 2017

| No. | Classification | Number of Restaurant & Bar | | | |
|-----|---|----------------------------|------|-------------------|---------------------------|
| | | 2011 | 2017 | Share of 2017 (%) | Average annual growth (%) |
| 1 | <i>Talam Kencana</i> restaurant ¹ | 0 | 1 | 0.1% | - |
| 2 | <i>Talam Selaka</i> restaurant ² | 13 | 87 | 11.3% | 88.4% |
| 3 | <i>Talam Gangsa</i> restaurant ³ | 121 | 200 | 26.0% | 18.2% |
| 4 | Franchise restaurant ⁴ | 40 | 81 | 10.5% | 26.5% |
| 5 | Bar | 12 | 13 | 1.7% | 2.7% |
| 6 | Restaurant (non <i>talam</i>) class A ⁵ | 20 | 47 | 6.1% | 33.0% |
| 7 | Restaurant (non <i>talam</i>) class B ⁶ | 101 | 173 | 22.5% | 19.6% |
| 8 | Restaurant (non <i>talam</i>) class C ⁷ | 144 | 166 | 21.6% | 4.9% |
| | Total | 451 | 768 | 100.0% | 19.4% |

Note: Example of restaurants:

¹*Talam kencana* restaurant is El Royale Hotel restaurant

²*Talam salaka* restaurant is Sindang reret restaurant

³*Talam gangsa* restaurant is Ponyo restaurant

⁴Franchise restaurants are Mc Donald, Kentucky Fried Chicken

⁵Restaurants class A is Padang cuisine restaurants

⁶Restaurant class B is some cafes in Bandung City

⁷Restaurants class C are small rice stalls

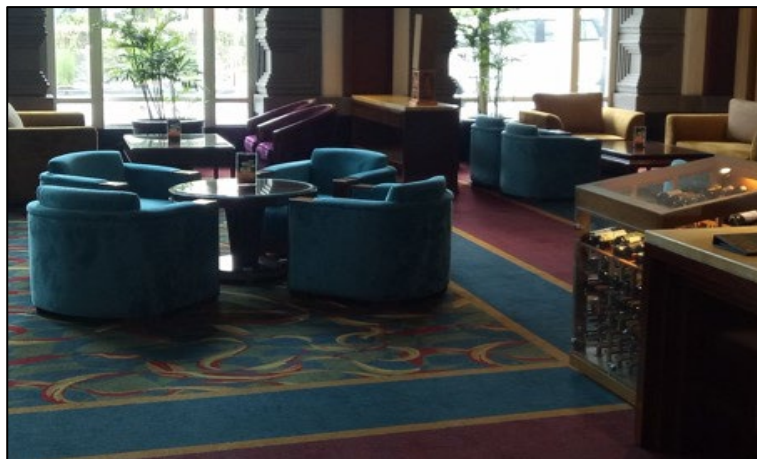
Source: Bandung City in Figure, 2012 & 2018

Table 3.2 shows the total number of restaurants increased from 451 in 2011 to 768 in 2017. The annual average growth rate is 19.4 percent. The most significant share in 2017 is *Talam Gangsa* restaurant (26 percent). Restaurant class B and class C were 22.5 percent and 21.6 percent, respectively, in 2017. Besides *talam* restaurants, cafes, and small rice stalls in Bandung City are favored since they also had a significant share in 2017.

In contrast, *Talam Salaka* restaurant had significant increases in 2017, more than 88 percent from 2011. Franchise restaurants and non-*talam* restaurants also have sharply increased. Franchise restaurants increased 26.4 percent annually in 2017. Meanwhile, class A and B restaurants increased by 33 percent and 19.6 percent, with average annual growth.

Picture 3.1 is an example of *Talam Kencana* restaurant located on the top roof of a high-class hotel. Picture 3.2 is an example of the *Talam Salaka* restaurant. Finally, picture 3.3 is an example of the *Talam Gangsa* restaurant.

Picture 3.1 El Royale Hotel Restaurant in Bandung City (*Talam Kencana*)



Source: Author, taken on November and December 2017

Picture 3.2 Sindang Reret Restaurant in Bandung City (*Talam Salaka*)



Source: Author, taken on November and December 2017

Picture 3.3 Ponyo restaurant in Bandung City (*Talam Gangsa*)



Source: Author, taken on November and December 2017

In the case of shopping, statistics show that the type of marketplaces in Bandung City is divided into seven types, as shown in Table 3.3.

Table 3.3 Number of Shopping Places in Bandung City in 2007 and 2017

| No. | Type | Number (unit) | | | |
|-----|-------------------------------|---------------|------|-------------------|---------------------------|
| | | 2007 | 2017 | Share of 2017 (%) | Average annual growth (%) |
| 1 | Wholesaler ¹ | 3 | 3 | 0.4% | 0.0% |
| 2 | Mall ² | 11 | 29 | 4.1% | 38.1% |
| 3 | Department store ³ | 12 | 16 | 2.2% | 10.1% |
| 4 | Hypermarket ⁴ | 6 | 9 | 1.3% | 14.5% |
| 5 | Supermarket ⁵ | 7 | 27 | 3.8% | 56.8% |
| 6 | Minimarket ⁶ | 176 | 513 | 71.9% | 42.8% |
| 7 | Factory outlet ⁷ | 74 | 116 | 16.3% | 16.2% |
| | Total | 289 | 713 | 100.0% | 35.1% |

Note: ¹**Wholesaler** is a person or a company that sells goods in large quantities at low prices, typically to retailers

²**Mall** is a large retail complex containing a variety of stores and often restaurants and other businesses

³**Department store** is a large store divided into departments that sell such products as furnishing, electronics, clothing, footwear, toys, cosmetics also groceries

⁴**Hypermarket** is a store combining a supermarket and a department store

⁵**Supermarket** is large self-service grocery stores wherein the customers get food and household supplies

⁶**Minimarket** is a small supermarket or convenience store

⁷**Factory outlet** is a store that sells factory-made goods directly to consumer for less than current retail price. The goods can be surplus stock, damage goods or out of date goods

Source: Bandung City in Figure 2008 and 2018

Table 3.3 illustrates the seven types of markets in Bandung City, including wholesalers, malls, department stores, hypermarkets, supermarkets, minimarket, and *factory outlets*. The number of most shopping places has increased. Supermarkets have increased dramatically by more than 56 percent and minimarkets by more than 42 percent annually from 2007 to 2017. Malls and department stores increased by 38.1 percent and 10.1 percent, respectively, from 2007 to 2017. The number of *factory outlets* increased 16.2 percent annually from 2007 to 2017. The most significant share in 2017 is minimarket (71.9 percent). The second share rank is

factory outlets (16.3 percent), which are very popular as Bandung shopping places. It illustrates that *Factory Outlets (FOs)* are the favorite shopping destinations for visitors in Bandung City.

Besides shopping and cuisine, Bandung City also has museums, a zoo, and a famous traditional culture attraction called *Saung Angklung Mang Udjo*. Statistical data (Table 3.4) shows the number of visitors to those recreation places.

Table 3.4. Number of Visitors of Recreation Places and Museum in 2008 and 2016

| No | Tourism site | Visitor | 2008 | 2016 | Average annual growth (%) |
|----|----------------------------------|----------|-----------|-----------|---------------------------|
| 1 | Zoo Park | Domestic | 540,751 | 514,108 | -1.0% |
| | | Foreign* | 720 | 0 | -100.0% |
| 2 | Traffic Park | Domestic | 206,467 | 336,700 | 10.3% |
| | | Foreign* | 0 | 0 | - |
| 3 | Geology Museum | Domestic | 287,023 | 509,269 | 12.2% |
| | | Foreign | 2,391 | 3,516 | 8.0% |
| 4 | Indonesia Post Museum | Domestic | 14,418 | 44,950 | 25.5% |
| | | Foreign | 160 | 339 | 16.2% |
| 5 | Asian-African Conference Museum | Domestic | 110,653 | 149,729 | 6.2% |
| | | Foreign | 3,992 | 9,713 | 19.5% |
| 6 | Mandala Wangsit Siliwangi Museum | Domestic | 4,199 | 12,944 | 25.3% |
| | | Foreign | 55 | 139 | 20.4% |
| 7 | Sri Baduga Museum | Domestic | 65,622 | 71,053 | 1.6% |
| | | Foreign | 293 | 203 | -7.1% |
| 8 | Saung Angklung Mang Udjo | Domestic | 65,316 | 177,589 | 22.1% |
| | | Foreign | 16,644 | 29,260 | 11.9% |
| 9 | Raya Mosque Tower of West Java | Domestic | 38,381 | 44,652 | 3.1% |
| | | Foreign | 34 | 116 | 27.8% |
| | Total | Domestic | 1,332,830 | 1,860,994 | 6.9% |
| | | Foreign | 24,289 | 43,286 | 12.3% |

Note *: No.1 and 2 could be the limitation of data collection in the field, which is not divided by type of tourist (whether foreign or domestic tourist)

Source: Bandung City in Figure, 2009, 2017

Table 3.4 illustrates the total visitor to nine recreation sites in Bandung City. The total number of domestic and foreign visitors has increased as much as 12.3 percent from 2008 to 2016.

The spots visited by many foreign tourists are a traditional cultural site of West Java called *Saung Angklung Mang Udjo* and the Asian-African Conference Building. Meanwhile, there is a significant increase in the number of foreign tourists who visited Raya mosque tower (27.8 percent), *Mandala Wangsit Siliwangi* museum (20.4 percent), Asian-African Conference Museum (19.5 percent), and Indonesia Post Museum (16.2 percent). On the other hand, statistical data shows that most domestic tourists visit the Zoo Park, Traffic Park, and Geology Museum.

The ever-increasing development of tourism and its strategic position generate a high demand for tourism in Bandung. Growth in the market was accompanied by an increase in various tourist attractions, especially shopping and culinary tourism.

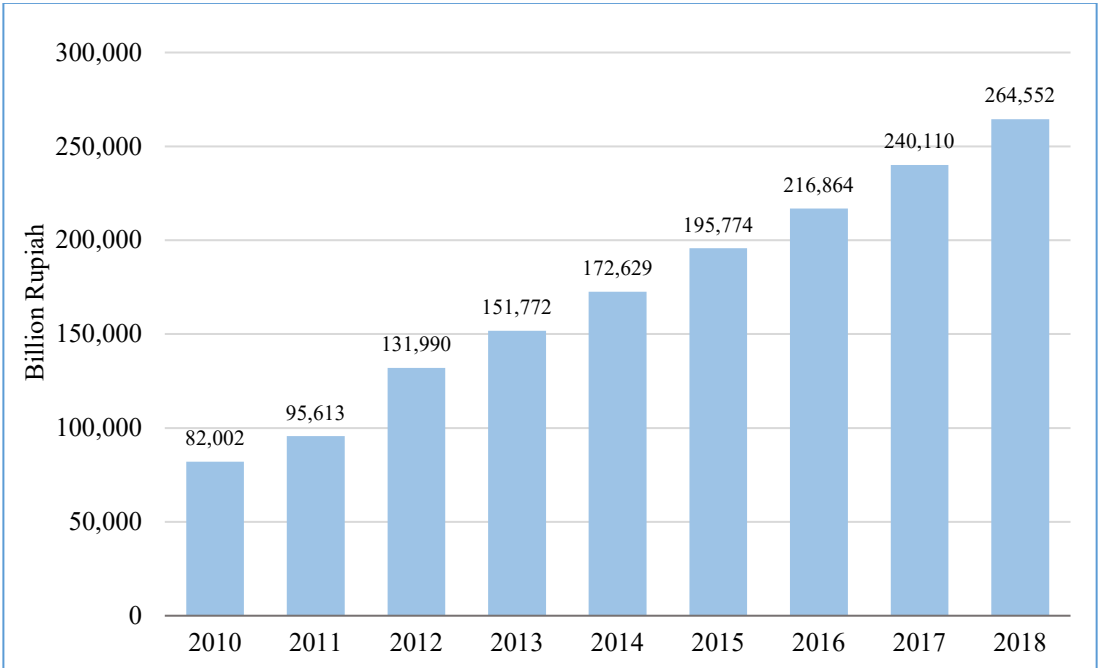
3.3 Economy of Bandung City

This subchapter will describe the economic condition of Bandung City in general, including the five major industries, three main sectors, main commodity export, labor structure, and local taxes related to tourism in Bandung City.

Originally, Bandung City and its surrounding regions were traditionally agricultural areas. However, along with urbanization and industrialization, agricultural land has been changed into residential areas. Currently, it changed into industry and business districts. Nowadays, trade and services sectors play significant roles in the economy of Bandung City besides the development of industry (LAKIP, 2012, Ch.1:8).

The potential that exists in an area can be viewed from various perspectives and approaches. One of the indicators that can determine the prospect of a region is the Gross Regional Domestic Product (GRDP). From 2010 to 2018, Bandung City’s GRDP increased, as can be seen in Figure 3.6.

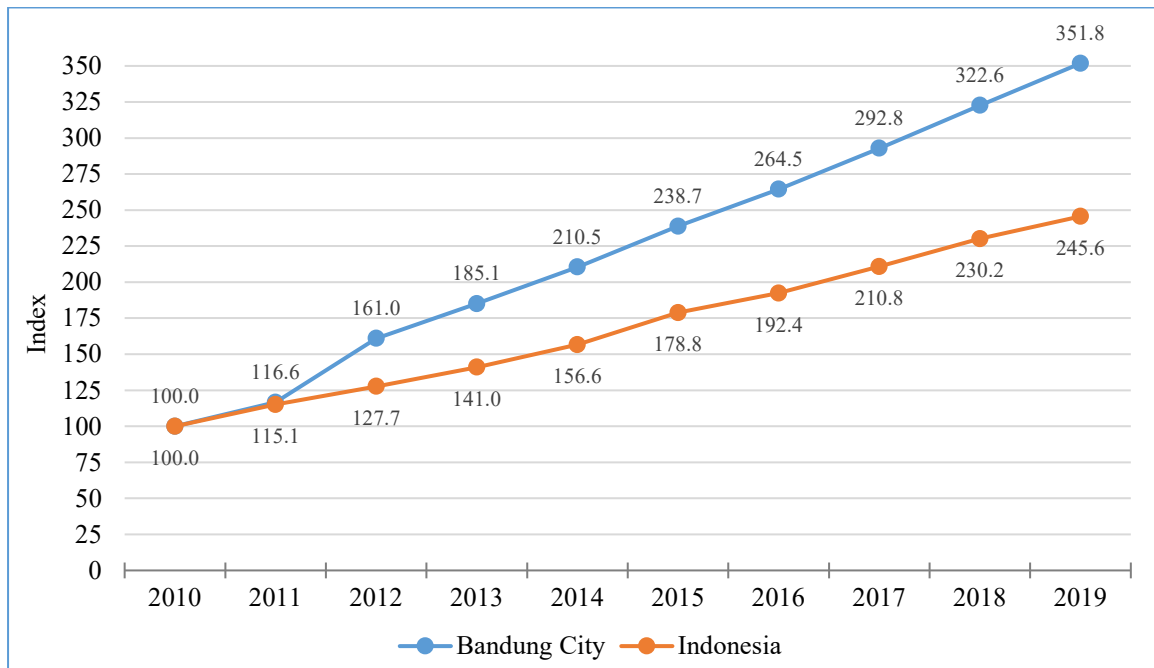
Figure 3.6 Total GRDP of Bandung City in 2010-2018 (Billion Rupiah)



Source: Bandung City in Figure, 2011, 2016 and 2019

Based on Figure 3.6, the growth rate in 2014 is 13.7 percent and the growth in 2018 is 10.2 percent. The trend of economic growth in Bandung City is higher than in Indonesia, as shown in figure 3.7.

Figure 3.7 The Trend of Economic Growth in Bandung City and Indonesia in 2010-2019 (2010=100)



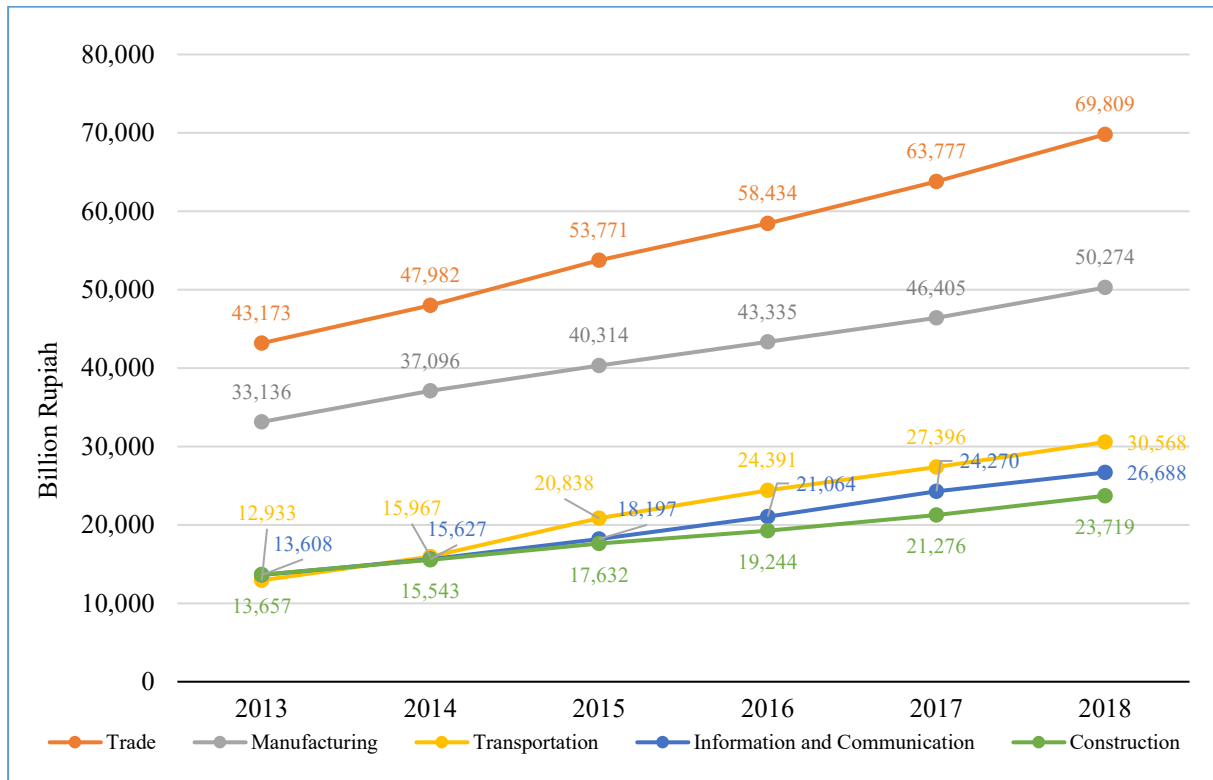
Source: Bandung City in Figure, 2011, 2014, 2017, 2020 and Indonesia Yearbook Statistic, 2015, 2020

Figure 3.7 illustrates that Bandung City's GRDP growth was higher than Indonesia's GDP growth from 2012 to 2019. However, the size of Bandung City's GRDP in 2014 was 1.7 percent of Indonesia's GDP¹⁷. Regarding the local government report, the tourism sector has contributed to higher economic growth in Bandung City.

Meanwhile, the GRDP of Bandung City 2014 (appendix 1) shows five significant industries in Bandung City, as shown in figure 3.8.

¹⁷ In 2014, Indonesia GDP is 10,094,928,900 million rupiah, whereas Bandung City GRDP is 172,629,381 million rupiah.

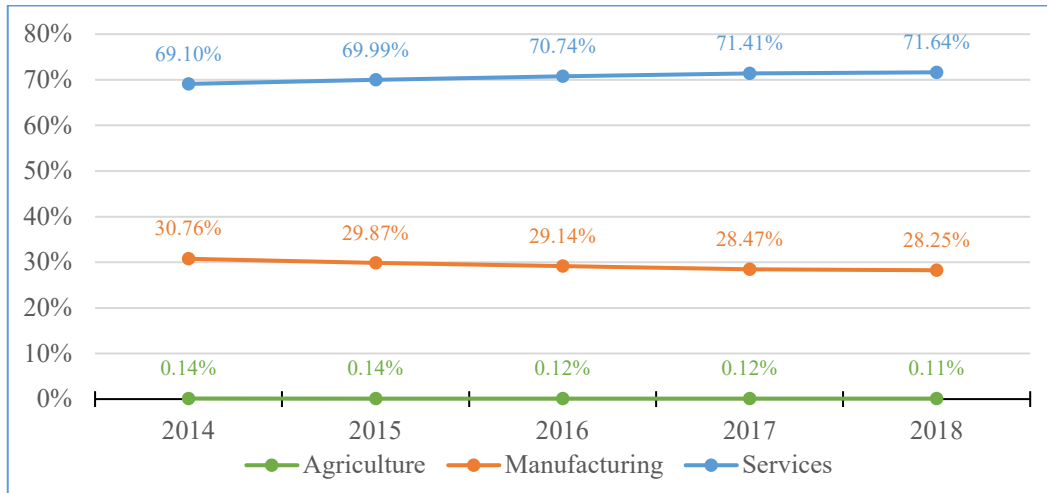
Figure 3.8 Five Major Industries of Bandung City in 2013-2018



Source: Bandung City in Figure, 2016 and 2019

Figure 3.8 shows the five major industries of Bandung City from 2013 to 2018. The most significant industry in Bandung City is trade, which contributed 47,982,312 million or 27.8 percent of GRDP in 2014. The second place is manufacturing, which contributed 21.5 percent of GRDP in 2014. Finally, transportation, information & communication, and construction follow these two sectors. Besides industries, the GRDP of Bandung City in 2014 to 2018 (appendix 1) shows the share of three main sectors, agriculture, manufacturing, and services sectors (Figure 3.9).

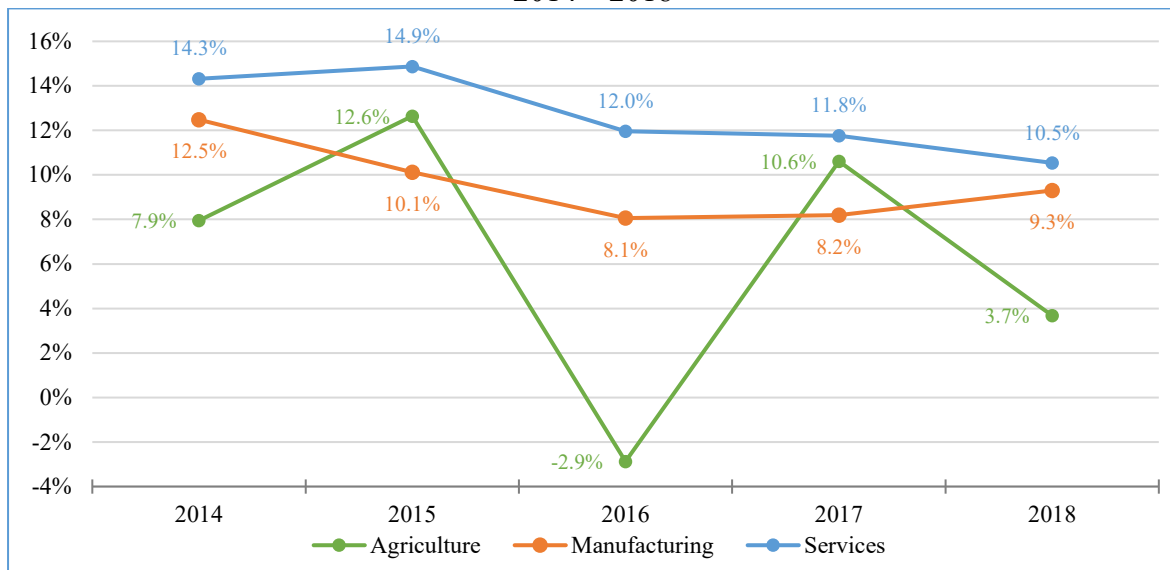
Figure 3.9 Share of Agriculture, Manufacturing, and Service sector in Bandung City 2014 - 2018



Source: Bandung City in Figure, 2016, 2019

Figure 3.9 illustrates that the service sector has the most significant share among the three sectors. The second is manufacturing, whereas agriculture has a tiny share of the three sectors. The service sector includes trade, transportation, accommodation, food services, and other services. Meanwhile, the growth rate of the service sector is also bigger than manufacturing and agriculture, as shown in Figure 3.10.

Figure 3.10 Growth Rate of Agriculture, Manufacturing, and Service Sectors in Bandung City 2014 – 2018



Source: Bandung City in Figure, 2016 and 2019

Figure 3.10 shows that the growth rate of the service sector reached more than 14 percent in 2015. However, it decreased in to 11.9 percent in 2016. In addition, manufacturing reached more than 12 percent in 2014 but dropped in to 8 percent in 2016. Conversely, agriculture reached more than 12 percent in 2015 but decreased significantly to minus 2.8 percent in 2016. Figures 3.8, 3.9, and 3.10 illustrate that the trade, manufacturing, and services sectors in Bandung City have an essential role and contribution to the city's economy.

Concerning the service sector, in the case of Bandung City, hotels and restaurants are significant tax contributors, as shown in table 3.5.

Table 3.5.a Local Tax Revenue by the Type of Tax in 2007 and 2013

| Type of local tax | Target (million rupiah) | | Realization (million rupiah) | | Achievements (%) | | Share (%) | | Annual Growth rate of tax revenue (%) |
|----------------------|-------------------------|---------|------------------------------|---------|------------------|------|-----------|------|---------------------------------------|
| | 2007 | 2013 | 2007 | 2013 | 2007 | 2013 | 2007 | 2013 | |
| Hotel | 51,851 | 148,000 | 58,738 | 177,490 | 113% | 120% | 31% | 36% | 20.2% |
| Restaurant | 42,324 | 102,000 | 48,472 | 118,700 | 114% | 116% | 25% | 24% | 16.1% |
| Entertainment | 12,905 | 35,500 | 15,805 | 37,767 | 122% | 106% | 8% | 8% | 15.6% |
| Advertising | 22,915 | 18,500 | 23,417 | 17,604 | 102% | 95% | 12% | 3% | -4.6% |
| Public road lighting | 52,416 | 121,500 | 39,718 | 135,297 | 75% | 111% | 22% | 27% | 22.6% |
| Parking | 4,215 | 7,500 | 4,324 | 7,797 | 102% | 104% | 2% | 2% | 10.3% |
| Total | 186,626 | 433,000 | 190,474 | 494,655 | 102% | 120% | 100% | 100% | 17.2% |

Note: Target means the target of tax value set by the local governments¹⁸.

Realization means the real value that had been achieved, and 'achievement' means percentage of realization from the target.

Hotel, restaurant, entertainment and parking are especially related to tourism

Source: Bandung City in Figure 2008, 2014

¹⁸ Government set the 'target' of taxation to be achieved the Gross Domestic Product (GDP) growth rate. Taxation plays an important role for economic growth. Therefore, the 'target' of taxation is set after the government decided the target of GDP growth rate for the following year to achieved stable economic growth.

Table 3.5 shows the total tax revenue of local tax and the percentage of an achieved target in the city budget in the years 2007 and 2013. The realization of total tax revenue in 2007 was 190,474 million rupiahs and increased to 495,655 million rupiahs in 2013. The average annual growth was 17.2 percent.

The type of local tax which has a direct relation to tourism is hotel, restaurant, entertainment, and parking. The total share of hotels, restaurants, entertainment, and parking was 66.8 percent in 2007 and increased to 69.1 percent in 2014. The growth of the hotel and restaurant industries might be caused by the increased number of visitors to Bandung City. In 2013, tax revenue for public road lighting rose from 20.9 percent to 27.4 percent and became the second rank of the highest share after hotels in 2013. When public road lighting increases, it shows that the number of buildings, including shops, factories, and houses, increases along with the growth of the city population. It also indicates that the development of the city economy is followed by infrastructure improvement. Regarding the latest data, local tax revenue by the type of tax is unavailable from 2014 to 2022 in Bandung City's statistical data. Instead, the local government revenue data is available as a source of revenue (Table 3.5.b).

Table 3.5.b Local Government Revenue by Source of Revenue 2014-2018

| Year | Source of Revenue (thousand rupiah) | | | Total | Annual Growth (%) |
|------|-------------------------------------|----------------|---------------|---------------|-------------------|
| | Regional Revenue | Balanced Funds | Other Revenue | | |
| 2014 | 1,716,057,298 | 1,886,016,264 | 1,351,867,067 | 4,953,940,629 | NA |
| 2015 | 1,859,694,463 | 1,765,831,826 | 1,472,545,447 | 5,098,071,736 | 8.4% |
| 2016 | 2,152,755,704 | 2,443,763,936 | 1,088,694,219 | 5,685,213,859 | 15.8% |
| 2017 | 2,578,457,420 | 2,290,752,638 | 865,796,589 | 5,735,006,647 | 19.8% |
| 2018 | 3,397,309,517 | 2,411,772,211 | 863,535,745 | 6,672,617,473 | 31.8% |

Note: Balanced Funds are tax sharing, general and special allocation funds.

Source: Bandung Municipality in Figure, 2017 and 2019

Besides the service sector, the manufacturing industry in Bandung City also strengthens commodity exports. The highest volume of commodity exports are footwear and textiles. Table 3.6 below shows the primary commodity export of Bandung City in 2018.

Table 3.6 Main Commodity Export of Bandung City in 2018

| No. | Main Commodity | Volume (kg) | Share (%) |
|-----|-----------------------|----------------|-----------|
| 1 | Footwear | 133,849,837.03 | 46.6% |
| 2 | Textile | 33,913,555.75 | 11.8% |
| 3 | Thread | 27,814,629.82 | 9.7% |
| 4 | Apparel | 15,326,662.09 | 5.3% |
| 5 | Ceramics | 11,212,416.98 | 3.9% |
| 6 | Rubber | 7,415,225.20 | 2.6% |
| 7 | Medicine | 5,162,960.47 | 1.8% |
| 8 | Medical Appliances | 1,878,084.30 | 0.7% |
| 9 | Electronic Appliances | 1,040,243.95 | 0.4% |
| 10 | Tea | 562,879.70 | 0.2% |
| 11 | Furniture | 431,123.62 | 0.2% |
| 12 | Carpets | 123,643.53 | 0.1% |
| 13 | Musical Instruments | 49,248.77 | 0.0% |
| 14 | Other Products | 48,450,511.28 | 16.9% |
| | Total | 287,231,022.49 | 100.0% |

Source: Bandung City in Figure, 2019

Table 3.6 shows the primary commodity export divided into 14 products. Footwear are the biggest export commodity (46.6 percent), followed by textiles, which have a share of 11.8 percent, and thread which had a 9.7 percent share in 2018.

The growth of manufacturing, such as footwear and textiles, has strengthened the trade, retail, and service industry in Bandung City. This strength also influences the labor structure in Bandung City.

According to the local government, in 2010, the trade sector, hotels, and restaurants had a 36.5 percent contribution to economic growth as the most significant contributor to job opportunities. (LAKIP, 2012, Ch.1:8-9). Table 3.7 shows the labor structure in Bandung City in 2014 and 2018.

Table 3.7 Labor Structure in Bandung City in 2014 and 2018

| Business Sector | 2014 | | 2018 | | Average Annual Growth (%) |
|---|-----------|-----------|-----------|-----------|---------------------------|
| | Worker | Share (%) | Worker | Share (%) | |
| Agriculture, forestry, hunting and fishery | 8,899 | 0.8% | 8,271 | 0.7% | -1.8% |
| Processing industry | 238,274 | 21.7% | 160,943 | 14.5% | -9.3% |
| Wholesale trade, retail, restaurant and hotel | 392,721 | 35.8% | 459,391 | 41.5% | 4.0% |
| Social service | 244,903 | 22.3% | 252,879 | 22.8% | 0.8% |
| Informal sectors | 212,002 | 19.3% | 226,502 | 20.4% | 1.7% |
| Total | 1,096,799 | 100.0% | 1,107,986 | 100.0% | 0.3% |

Note: No.2 Processing industry in Bandung City is mainly food processing.

No.5 Informal sectors are informal providers of products and services.

Source: Bandung City in Figure, 2015 and 2019

Table 3.7 illustrates the business sector divided into several categories. The most significant share in 2018 is the trade, retail, restaurant, and hotel industries which have 41.5 percent of the share. The total number of workers increased by 0.3 percent in 2018 from 2014. The highest average annual growth is trade, restaurant, and hotel (4 percent). The second place is informal sectors (1.7 percent), followed by social services (0.8 percent). However, the workers in agriculture, forestry, hunting, and fishery decreased by -1.8 percent and the processing industry by -9.3 percent. It illustrates that trade, restaurant, and hotel industry, which

is a tourism-related service industry and an informal sector related to trade¹⁹ is the leading sector in Bandung City.

3.4 Demography, Population and Culture in Bandung City

Bandung is the capital city of West Java. It is located on Java island, the main island of Indonesia. Bandung's total area is 167.7 km². Its elevation is 768 meters above sea level, and it is surrounded by up to 2,400 meters of high volcanic terrain. The 400 square kilometer Bandung plain is situated in the middle of the 2,340.88 square kilometer wide Bandung Basin. The basin's main river is the Citarum river; one of its branches is the Cikapundung River. Cikapundung River divides Bandung from north to south. It is an important water source for potable water, irrigation, and fish cultivation. In addition, 6,147 million cubic meters of groundwater is also a significant reservoir for the city.

The city's location is an essential point in crossroad transportation, with west-east connections to the capital, and the northern section of Bandung is distinguished by the truncated flat-peak shape of the *Tangkuban Perahu* volcano. *Tangkuban Perahu* volcano is one of the tourist attractions in the *Lembang* area, a suburb of Bandung City. Long-term volcanic activity created fertile andosol soil in the north of Bandung. This made the northern part of the city become a plantation area for tea, fruit, tobacco, and coffee (LKPJ Report of Bandung City, 2012:7).

¹⁹ Informal sector in Bandung City is related to trade. In Bahasa Indonesia known as “*pedagang kaki lima*”. Usually, this sector is selling food or clothes using cart (*gerobak*) near marketplaces, public houses and other public facilities (source: Nugrahaeni, Satriadi, Y.P., 1995, Sektor Informal di kota Bandung (Studi tentang pedagang pakaian kaki lima di sekitar pasar Cicadas, Bandung).

Moreover, as the national capital's hinterland, Bandung City must buttress Jakarta's expansion and growth as a Metropolitan city. In return, Bandung City should enjoy the trickle-down benefit of Jakarta's growth (Moeliono, 2011:12).

Bandung climate is generally cool compared to Jakarta, with high humidity influenced by the surrounding mountains, and the amount of rain being relatively high. The average temperature in Bandung City is 23.4 °C, and the humidity is more than 70 percent. Meanwhile, in Jakarta, the average temperature is more than 28°C, which is 5°C higher than in Bandung, with more than 70 percent moisture.

According to Law no.18/ 2011, Bandung City is divided into eight sub-regions or *sub wilayah kota*. The eight sub-regions of Bandung City are *Setrasari, Kopo Kencana, Sadang Serang, Maleer, Kordon, Arcamanik, Derwati* and *Ujung Berung*. These sub-regions are also divided into 30 districts (appendix 2).

The population of Bandung City is growing. Moreover, population density in an area also increased from 14,496 in 2011 to 14,713 in 2014. Furthermore, the number of visitors grew steadily between 2012 and 2018. As a result, the total number of visitors is more than the city population. This high number of visitors makes the city more crowded. Table 3.8 shows the population, population density, and population growth rate, and Table 3.9 shows the number of visitors in Bandung City.

Table 3.8 Number of Population and Density in Bandung City in 2011 - 2018

| Year | Number of populations | Population Density (population/ km2) | Growth rate (%) |
|------|-----------------------|--------------------------------------|-----------------|
| 2011 | 2,424,957 | 14,496 | NA |
| 2012 | 2,455,517 | 14,676 | 1.3% |
| 2013 | 2,483,977 | 14,847 | 1.2% |
| 2014 | 2,470,802 | 14,713 | -0.5% |
| 2015 | 2,481,469 | 14,873 | 0.4% |
| 2016 | 2,490,622 | 14,910 | 0.4% |
| 2017 | 2,497,938 | 14,945 | 0.3% |
| 2018 | 2,503,710 | 14,960 | 0.2% |

Source: Bandung City in Figure, 2019

Table 3.9 Number of Visitors in Bandung City in 2011 - 2018

| Year | Foreign Visitor | Domestic Visitor | Total | Growth rate (%) |
|------|-----------------|------------------|-----------|-----------------|
| 2011 | 225,585 | 648,7239 | 6,712,824 | NA |
| 2012 | 176,855 | 5,080,584 | 5,257,439 | -21.7% |
| 2013 | 176,436 | 5,388,292 | 5,564,724 | 6.0% |
| 2014 | 180,143 | 5,627,421 | 5,807,564 | 4.5% |
| 2015 | 177,736 | 5,877,162 | 6,054,898 | 4.4% |
| 2016 | 181,055 | 5,927,589 | 6,108,644 | 0.9% |
| 2017 | 166,192 | 6,231,756 | 6,397,948 | 5.5% |
| 2018 | 155,454 | 6,403,522 | 6,558,976 | 2.7% |

Note: In 2011, there is an International event named "Tunza"

Source: Bandung City in Figure 2015 and 2019

Table 3.9 shows that the number of visitors to Bandung City is more than the number of populations shown in Table 3.8. For example, according to data in 2014, if the total number of visitors (5,807,564) is divided by the number of population (2,470,802), the number of visitors is 2.35 times more than Bandung City's population in a year. However, compared to Indonesia's statistics in 2014, if the total number of foreign visitors (943,500) was divided by the people (225,131,116), the number of visitors was far less than the number of people (0.004).

More people coming to Bandung City means more public facilities and better infrastructure to reduce the negative impacts. Therefore, the city needs to increase the capacity of infrastructures such as sewage facilities, wastewater systems, sanitary utilities, and garbage disposal capacity to prevent the negative impacts on the environment.

Regarding the culture, Bandung is considered a central cultural hub in Indonesia. Most people in West Java province are Sundanese. In West Java, the Sundanese language is often spoken as the first language. It is commonly used as an informal language for communication in streets, schools, campuses, offices, and markets, while "Bahasa Indonesia" is Indonesia's national language. The government opined that art and culture have an essential role in development. Bandung City has been known as one of the arts and culture cities. Awareness of the importance of the role that the arts and culture play in development is emerging among the citizenry, local government, and other stakeholders. In 2008, Bandung introduced the policy to be a travel destination as a city of arts and culture (RPJMD 2014-2018: 71).

According to recapitulation by the local government in 2009, there are 274 potential art and cultural facilities in Bandung City. The description of the potential of art and culture can be seen in Table 3.10.

Table 3.10 Number of Facilities of Art and Culture in Bandung City in 2017

| No | Categories | Number |
|-------|-------------------------------------|--------|
| 1 | Universities of Art Education | 13 |
| 2 | Private Art galleries | 27 |
| 3 | Performance Buildings for local use | 13 |
| 4 | Museums | 7 |
| 5 | Famous Historic Buildings | 371 |
| Total | | 274 |

Source: Bandung Municipality in Figure, 2018

Table 3.10 shows the number of facilities for art and culture, including art education institutes, galleries, performance buildings, museums, historic buildings, and cultural objects or old buildings. Viewing that Bandung City has a potential number of attractions that can be managed for resources of tourism of art and culture.

However, Bandung City still needs more representative facilities to practice arts and culture. Furthermore, the appreciation among the younger generation for the arts and culture is still low (RPJMD 2014-2018: 72).

3.5 Tourism Impacts to Bandung City

Tourism brings not only positive impacts but also negative effects. For example, in the Bandung City case, the positive impact of tourism is the increase in the production of industries related to tourism. For example, textiles, accommodation, food services, and increased city revenue from hotels. Another is that restaurant taxes are directly linked to tourism activities and job opportunities.

In contrast, the negative impacts caused by tourism activities in Bandung city are traffic congestion and municipal solid waste, according to statistical data that can be collected and analyzed.

3.5.1 Traffic Congestion

The opening of the new toll road CIPULARANG (Cikampek-Purwakarta-Padalarang), linking Jakarta and Bandung in 2005, made the movement between the two cities easier and faster, as well as stimulating economic activities, especially weekend shopping and entertainment. Also, businesses such as hotels, restaurants, grocery shops, and garment

factories are taking advantage of the improved road infrastructure. Indeed, Bandung has become a tourist city. As a result, there is a transformation of social relationships. However, according to Firman (2009:335), traffic congestion has become a common phenomenon, especially on weekends, as the downside of the increased economic activities and the high influx of people.

Data shows that the number of vehicles entering the city and the number of registered cars in the town increase every year.

Table 3.11 Number of Vehicles Entered through Toll Gates

| Year | Number of vehicles | Growth rate (%) |
|------|--------------------|-----------------|
| 2009 | 27,523,846 | 4.4% |
| 2010 | 28,686,824 | 4.2% |
| 2011 | 30,533,812 | 6.4% |
| 2012 | 32,587,386 | 6.7% |
| 2013 | 33,731,385 | 3.5% |
| 2014 | 59,742,517 | 77.1% |
| 2015 | 46,461,392 | -22.2% |
| 2016 | 48,472,350 | 4.3% |
| 2017 | 50,745,111 | 4.7% |

Source: Bandung City in Figure, 2014 and 2018

Table 3.11 shows that the number of vehicles entered through toll gates increased from 2009 to 2017. Especially in 2014, it has risen sharply, which reached 77 percent from the previous year. The increasing of coming vehicles becomes a burden for Bandung City since it causes traffic congestion.

Table 3.12 Number of Registered Vehicles in Bandung City

| No. | Type of Vehicles | 2012 | 2017 | Average annual growth (%) |
|-------|--------------------------------------|-----------|-----------|---------------------------|
| 1 | Passengers Cars (Sedan, Jeep, Wagon) | 310,134 | 399,862 | 3.7% |
| 2 | Bus, Microbus | 5,350 | 6,748 | 3.4% |
| 3 | Truck, Pick-up | 63,388 | 76,098 | 2.6% |
| 4 | Heavy equipment | 10 | 7 | -5.0% |
| 5 | Motorcycle | 976,933 | 1,328,783 | 4.5% |
| Total | | 1,355,815 | 1,811,498 | 4.2% |

Source: Bandung City in Figure, 2014 and 2018

Table 3.12 shows that the number of registered vehicles in Bandung City also increased from 2012 to 2017, especially motorcycles and passenger cars. However, the total number of registered cars in Bandung City is less than the number of vehicles that entered the city.

According to data in 2012, by calculating the number of vehicles entered through toll gates (32,587,386), divided by the number of registered cars (1,355,815), the number of visitors' vehicles is 24.0 times that of registered vehicles in Bandung City in a year.

It shows that traffic congestion in Bandung is due to the many visitor vehicles compared to Yogyakarta City. In Yogyakarta City, in 2012, there were only 0.09 times of visitor vehicles in a year²⁰(Yogyakarta City in Figures, 2015). The transportation used by visitors to Yogyakarta is mostly by train and airplane²¹(Yogyakarta City in Figures, 2015).

²⁰ In Yogyakarta City, the number of total visitors in 2012 was 4,082,947, registered vehicles were 257,231, and the number of vehicles coming from outside the city was 22, 273. Therefore, $22,273/257,231=0.09$ times of vehicles in Yogyakarta City are coming from outside.

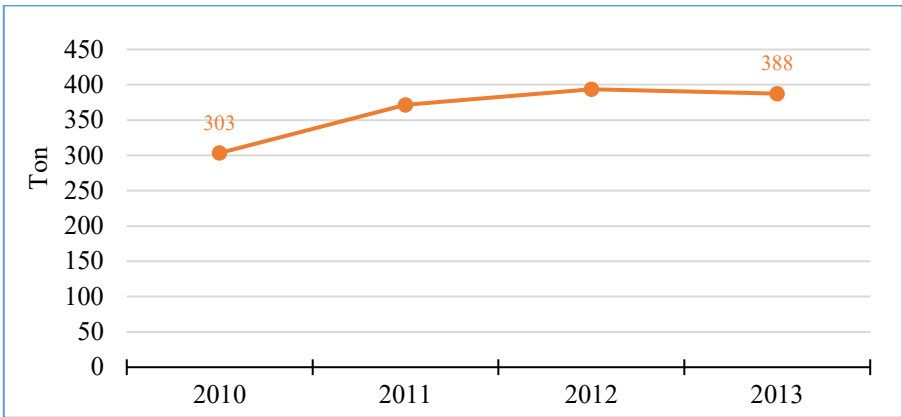
²¹ In 2012, the number of passengers who arrived by train was 2,648,727 and by airplane was 2,504,473.

3.5.2 Municipal Solid Waste

In 2008, the garbage problem in Bandung was the worst experienced. Due to the limitations of final waste disposal, there was a lot of waste that could not be carried to the landfill of final waste disposal. Therefore, the garbage piled up in every corner of the city and caused a bad smell. This scene caused Bandung City to gain a negative image. This issue has been an embarrassment to both the local government and residents (Waste Management Agency of Bandung City, 2014). The rest of the garbage left in the settlement area, industry area, city street, and other city regions piled up and became a problem for Bandung City, which has earned the city as the unenviable title of 'city of trash.'

Data from the Waste Management Agency of Bandung City in Figure 3.11 shows that the total a year of waste volume that can be carried out Sari Mukti's final disposal (TPA Sari Mukti).

Figure 3.11 Total of Bandung City's Waste Volume Disposed to TPA Sari Mukti in 2010-2013 (Ton)



Source: Waste Management Agency of Bandung City, 2014

Figure 3.11 shows that the total a year of waste volume that can be carried out decreased from 398 tons in 2012 to 388 tons in 2013. The reduced volume of total waste that can be carried out to final disposal is because of the limitation of final disposal. The data of waste

volume disposed to final disposal was taken directly from the Waste Management Agency of Bandung City during the fieldwork. This data is unavailable in Bandung City statistical data. Bandung City's statistical data only provide the source of garbage data (Table 3.13).

Enri Damanhuri and Tri Padmi (2010) explain that, the sources of waste are two major groups, namely:

- a. Garbage from the residents, or household trash
- b. Garbage from non-residential household wastes such as from the market, the commercial area and so on.

Garbage from the two types of sources is domestic garbage. The domestic garbage which derived from the urban environment is referred as municipal solid waste (MSW). In other words, the sources of MSW from the two major groups above (households and non-household garbage) can be further explained in more detail. Those sources are settlement or household, market, street, shopping places, office, hotel and restaurant, industry, street, public facilities such as hospital and parks (Enri Damanhuri and Tri Padmi, 2010). Table 3.13 shows the statistical data about the discharge amount of MSW in Bandung City in 2018.

Table 3.13 The Discharge Amount of Garbage in Bandung City in 2018

| No. | Waste sources | Volume (tons) |
|-------|------------------------|---------------|
| 1 | Households (average) | 1,048.96 |
| 2 | Market | 300.32 |
| 3 | Street | 88.32 |
| 4 | Stores and restaurants | 98.84 |
| 5 | Industry zone | 44.98 |
| 6 | Public facilities | 21.6 |
| Total | | 1,600.01 |

Source: Bandung Municipality in Figure, 2019

Table 3.13 illustrates the six sources of waste in Bandung City including households,

market, street, stores and restaurants, industry zone and public facilities. It shows that the total waste volume in 2018 was 1,600 tons. The most garbage source is from households (1,048 tons), followed by the market, which is 300 tons.

Since the waste volume increased, the city government issued a regulation on “Technic and operational activities to handle city’s waste” in 2011, known as local law no.9/2011. This program started in 2012. Regarding the local law no.9/2011, technic and operational activities to handle the city’s waste are by:

- Sorting of waste at temporary disposal area or temporary disposal of 3R
- The main street sweeping and carrying collected waste to a temporary disposal area and temporary disposal of 3R.
- Transporting garbage from temporary disposal area or temporary disposal of 3R to the waste processing facility or final disposal place.
- Waste processing.
- Garbage’s final processing.

(Source: LKPJ Report of Bandung City, 2011)

Before issuing this local regulation, residents took responsibility for managing waste. However, because residents processed waste by open burning and dumping waste in rivers or streams and on available land or yard, waste management by residents was not in compliance with preventive health and environmental protection standards.

The primary factor for improper waste management was the municipal authority's limited capacity to collect the municipal solid waste (Damanhuri, Wahyu, Ramang, Padmi, 2009: 270).

3.6 Conclusion

This chapter has reviewed Bandung City's tourism trends, the economic conditions, socio-cultural aspects, and the impacts of tourism.

Every year during the period looked at, the number of visitors to Bandung City increased steadily by 5.7 percent on average (Department of Tourism and Culture, 2015). Domestic visitors dominate Bandung City tourism. However, almost 50 percent of domestic visitors do not stay overnight in the city, while more than 90 percent of foreign visitors do.

The growth of visitors was accompanied by an increase in accommodation, including hotels, restaurants, and shopping places such as malls, department stores, and factory outlets.

Restaurants in Bandung City are not only accommodations but also attractions for tourism activities together with shopping activities. Various cafés and restaurants offer a unique and attractive theme. Moreover, the unique design goods produced by the local people are sold in the stores, including factory outlets, and this triggers the shopping activities as tourism in Bandung City.

Bandung City has some natural tourist places. However, shopping and culinary activities are the major attraction of tourism activities in Bandung City. Unfortunately, as for shopping and culinary tourism activities, most areas are located in the city center, which causes crowds and traffic jams.

The concept of the creative economy in Bandung City has a significant influence on the manufacturing, trade, and service sector. The manufacturing industry offers an attractive and unique design to implement the creative economy. The products of the innovative design of manufacture go to the trade sector which also attracts the visitors.

However, the growth of the visitor and tourism-related industry has generated benefits and negative impacts such as crowds and traffic congestion, especially in the city center, and

increased city waste. Although the government has made efforts to manage municipal waste by Re-use, Reduce and Recycle (3R), the amount of municipal waste continues to grow along with the increasing number of visitors.

In sum, Bandung tourism activities have developed the service sector such as trade, transportation, accommodation, food services, among others. The growing service sector also contributes to the city's finance through local tax payments. With the city's expanding economy, local governments are trying to keep increasing the number of tourists. However, the city government has heretofore failed sufficiently anticipate the negative impacts of tourism development, such as the spread of tourist attractions to avoid crowding in the city center, the lack of adequate sewage capacity, and better city waste management.

Chapter 4

THE LOCAL GOVERNMENT'S PROGRAMS AND PERCEPTIONS TOWARD TOURISM DEVELOPMENT

4.1 Introduction

This chapter begins with an explanation of the data collection method and highlights the indicators of tourism development. The overall goal of this chapter is to examine tourism development programs' implementation and the perception of the local government, with particular reference to its practices toward tourism-related program development, as contained in the Regional Medium-term Development Plan (RPJMD) of Bandung City 2009-2013. Thus, the chapter seeks to achieve two main objectives, namely:

1. To investigate the local government's programs and constraints for Bandung City tourism development
2. To investigate the local government's perceptions toward the development of tourism

4.2 Data Collection and Analysis Method

The qualitative method, specifically through interviews, was used to collect data for this chapter. The first interview set was conducted between February and March 2014, while the second interview set was conducted in November 2014. The targets of both interview sets were representatives of local government offices in Bandung City, including:

1. The Regional Development Agency (RDA)
 - ➔ The Head of Planning and Finance section
2. The Department of Tourism and Culture (DTC) of Bandung City

- ➔ The Head of Culture and Arts section, staff of Culture & Arts section, and Cooperation section
3. The Department of Environmental Management (DEM) of Bandung City
 - ➔ The Head of Report and Program Evaluation
 4. The Department of Spatial Planning (DSP) of Bandung City
 - ➔ Head of Department and Section Head of Green Open Spaces Administration

The explanation of the development concept for tourism in the National Medium-term Development Plan (RPJMN) 2010-2014 and Regional Medium-term Development Plan (RPJMD) of Bandung City 2009-2014, including indicators of tourism development (Table 4.1.a) are highlighted in the questions during interviews with Department representatives.

The respondents' testimonies were transcribed and interpreted to obtain the main issues of the study. The study also utilized the triangulation method to acquire data. The triangulation process is the application of different methods, such as the use of documents, reports, observations, and the writing of field notes and reflective memos.

4.3 Indicator of 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 follows: "Developing a competitive city economy to support job creation and public services, as well as increasing the private sector's role in economic development of the city" (RPJMD 2009-2013, chapter V, p.12). Therefore, the primary objective of the Mission is to ensure that tourism is competitive and can provide job opportunities (RPJMD 2009-2013, chapter V, p.12). Given this objective, indicators were set by the local government.

Table 4.1.a Target Indicators of Tourism Development (ITD) in 2009-2013

| Target Indicators of Mission Accomplishment | Program |
|---|---------------------------|
| The number of tourists increases by 25% | Tourism promotion program |

Source: RPJMD of Bandung City 2009-2013 Chapter V, p. 13

Table 4.1.a shows that the local government's primary aim is promoting tourism development by increasing the number of tourists visiting the city and contributing to the expansion of city revenue from 2009 to 2013. However, in the Regional Medium-Term Development Plan of Bandung City (RPJMD) 2014-2018, the percentage of the target number of tourists has slightly decreased, as shown in Table 4.1.b

Table 4.1.b Target Indicators of Tourism Development (ITD) in 2014-2018

| Target Indicators of Mission Accomplishment | Program |
|---|--|
| The number of tourists increases by 15% | <ul style="list-style-type: none"> ▪ Tourism marketing development ▪ Tourism destination development |

Source: RPJMD of Bandung City 2014-2018 Chapter VII, p. 372

Table 4.1.b shows that the local government's goal to increase the number of tourists had decreased from 25 percent in 2009 to 15 percent in 2014. The reason for reducing the percentage target is the city's carrying capacity limitation, which led to problems such as congestion, pollution from vehicles, and environmental damage (RPJMD of Bandung City, 2014-2018).

Regarding the tourism development program for 2009-2013, various programs were initiated by the government to realize the objective. The programs gathered from an interview

with the Department of Tourism and Culture of Bandung City representative are summarized in Table 4.2.

Table 4.2 Programs and Outcome to Increase Number of Tourists

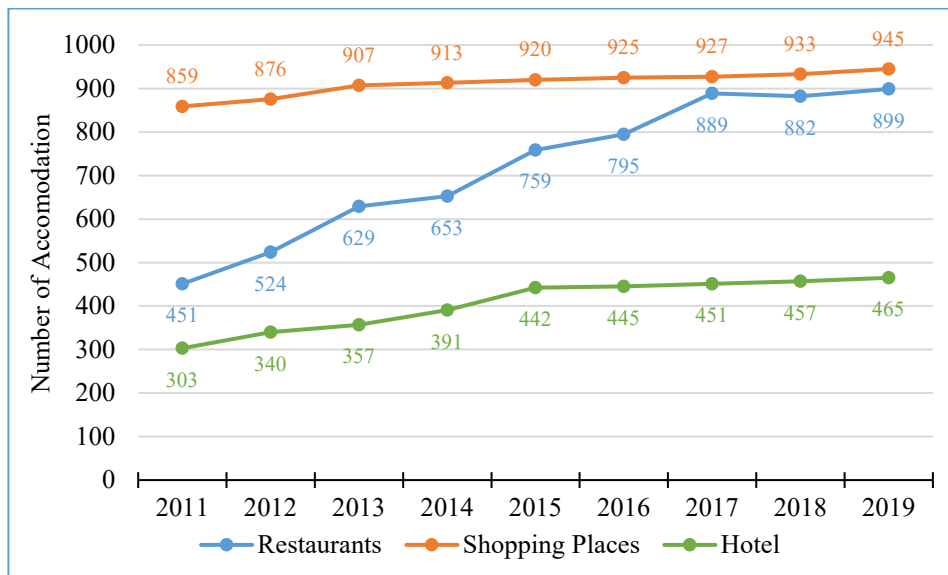
| The Name of Programs | Implementing Agency | Outcome (2014-2017) |
|---------------------------------|--|---|
| Tourism promotion (2009~) | Department of Tourism and Culture (DTC) | Number of tourists increase 4.7% in 2014 from the previous year |
| Tourism promotion (2013~) | Bandung Tourism Promotion Board (Created by DTC) | Number of tourists increase 5.1% in 2017 from the previous year |
| Bandung Culinary Night (2012 ~) | Department of Tourism and Culture (DTC) | Number of tourists who stay overnight increase 13.9% in 2017 from the previous year |

Source: Interview with DTC representatives, and Bandung City in Figure 2019

Table 4.2 shows some programs of the Department of Tourism and Culture of Bandung City (DTC) to increase visitors as much as possible. DTC was often doing workshops and exhibitions in domestic and international to promote tourism in Bandung City. Moreover, the Bandung Culinary Night event was designed to increase hotel occupancy.

The increasing number of visitors has affected the increase in accommodation, including restaurants, hotels, and shopping places in Bandung City (Figure 4.1).

Figure 4.1 Number of Hotels, Restaurants and Shopping Places in Bandung City in 2011- 2019



Source: Bandung City in Figure 2014, 2017 and 2020

Figure 4.1 shows that the number of hotels, restaurants, and shopping places has increased. The hotel's annual average growth in 2019 is 5.5 percent, the restaurant is 9.0 percent, and the shopping place is 1.2 percent in 2019. The increase in the number of visitors and accommodation indicate that the tourism programs set up by the Bandung City government achieved their target. Furthermore, the detail of programs and constraints of tourism development by four local departments are explained in 4.4.

4.4 The Local Government's Role, Programs and Constraints for Bandung City Tourism Development

Before discussing the local governments' perception of tourism development, it is essential to highlight the local authority's functions for the city's development.

The government's tasks reflect Bandung City's strategic planning (RENSTRA 2009-2013) for tourism, which aims to encourage multi-sector business opportunities and

employment, encouraging the creativity of citizens to be independent, which will increase local revenue for Bandung City's sustainable development initiatives. Concerning the aims of tourism development stated above, interviews conducted with local government representatives in Bandung City revealed their programs and activities for tourism development. In addition, they focused on investigating their various program initiatives to promote tourism and cooperation with other stakeholders.

4.4.1 The Role and Programs of the Department of Tourism and Culture (DTC)

The main duty of the Department of Tourism and Culture mandated in local regulation No.13/2007 is to implement a part of the regional affairs duty in the field of culture and tourism.

To fulfill the main duty, the Department of Tourism and Culture has functions such as:

- Formulating technical policy aspects of culture and tourism,
- Implementing government affairs and public services in the field of culture and tourism,
- Coaching and executing tasks in the field of culture and tourism that include culture and arts, tourism facilities, attractions, and marketing,
- Implementing administrative technical services,
- Implementing other duties assigned by the mayor under its duties and functions.

The role of the Department of Tourism and Culture for tourism development is to formulate policies for tourism and culture, as well as carry out duties that include culture and arts, tourist facilities, tourist attractions, and tourism marketing.

DTC makes the city's strategic plan based on the Provincial and National Strategic Plans. The plan is formulated based on-demand research through an analysis of local and international markets. The first program of DTC that has been revealed from the interview is a market analysis. Mr. Cep, the Head of the Culture and Art section of DTC, then gave more

information on-demand research by market analysis. From the market analysis, they obtain specific data such as the occupations of the visitors, their motivations for coming to Bandung, and the number of visitors, both men and women. This data is then analyzed to find the result of market segmentation in Bandung City's tourism and then decide on the appropriate programs.

Second is the promotion program and increase in hotel occupancy. Mr. Cep explained that "Tourism development should consider the natural and human environment" (interview with Cep, DTC, February 15, 2014). He stressed that environmental balance is necessary to sustain tourism. However, Mr. Cep confessed that the current program of DTC focuses on increasing the number of visitors, both local and international.

Mr. Cep explained, "DTC is promoting tourism by holding tourism workshops and developing tourism destinations. Besides cultural promotion, DTC also organizes exhibitions for culinary companies to promote tourism in Bandung City. These culinary events aim to increase the number of overnight stay visitors and hotel occupancy" (interview with Cep, DTC, 15 February 2014). DTC programs to increase the number of stay overnight visitors and hotel occupancy by making Bandung Culinary Night event, which has successfully increased the percentage of stay overnight visitors in 2012 and 2013.

The third program has created an agency named Bandung City Tourism Promotion Agency (BP2KB). Mrs. Yetti, the Head of the Cooperation section, said that the Department of Tourism and Culture created the Bandung City Tourism Promotion Board (BP2KB)²² to promote tourism and bring in as many visitors as possible. The department holds tourism promotion workshops periodically at both domestic and foreign locations. For example, the

²² *Badan Promosi Pariwisata Kota Bandung (BP2KB)* or Bandung City Tourism Promotion Board is one of a section in the Department of Tourism and Culture of Bandung City, which has the main task to promote Bandung City Tourism in domestic and foreign countries. The promotion is by doing workshops or exhibitions concerning the Bandung tourism.

department held a workshop to promote tourism by exhibiting traditional arts of Bandung in Yogyakarta. According to Mrs. Yeti, Bandung City government expected, next to Jakarta, Yogyakarta as the potential market for domestic tourists in Bandung City²³. Regarding this statement, Mrs. Yeti explained the details of cooperation between Bandung City and Yogyakarta City:

“The cooperation between the Yogyakarta government and the Bandung government was focused on promoting Bandung City tourism destinations for Yogyakarta residents to visit Bandung City. Another aim is exchanging tourism promotion. For instance, both local governments visit each other to show what kinds of tourist attractions Yogyakarta and Bandung have. By doing this, two cities can learn strategies to create tourism destinations and promote tourism to residents of another city.” (interview with Yeti, DTC, 17 November 2014).

Therefore, the cooperation with Yogyakarta is not only to attract domestic visitors from Yogyakarta but also to cooperate between two local governments in order to improve the tourism sector in each city. On the international scene, the government, in conjunction with signing the Memoranda of Understanding (MOU), jointly organized workshops or exhibitions in China, Japan, South Korea, Malaysia, and America. Those exhibitions are used to promote Bandung City’s tourist attractions and tourist destinations. As a result, visitors increased by 23.7 percent in 2013. Even though the number of visitors has grown, DTC continues to increase the number of visitors.

The fourth program plans to develop an artificial tourism destination on *Manglayang* mountain's foot. But conversely, the department is also planning to create future tourism destinations that consider ecological and social balances. Towards this goal, they plan to develop an artificial tourism destination as large as six square hectares of land at *Manglayang*

²³ As a form of cooperation for tourism promotion between the Department of Tourism and Culture of Bandung and Yogyakarta, Bandung tourism office delegation, led by Head of Department of Tourism and Culture of Bandung, Mr. Harry, visited Yogyakarta, on 8 October 2013. During the Bandung City’s tourism promotion, Mr. Harry expected that through this cooperation, local tourists from Yogyakarta to Bandung could exceed 10 percent of the target of eight million local tourists in 2013 (source: online newspaper: <http://www.pikiran-rakyat.com/wisata/2013/10/08/254115/pariwisata-bandung-yogya-bersinergi>).

mountain's foot, which will be the center of Bandung City tourism. At this place, DTC will build a culture and art tourist site which considers the ecological balance. In this regard, the purpose is not only to introduce the culture but also to foster environmental sustainability. The land has been prepared, and the layout assessment commenced in 2014. DTC is making an effort to combine tourism destinations' cultural and ecological balance.

This statement reflects the Report on the Implementation of Program and Activities-LKPJ (2012) 's explanation regarding development plans for arts and cultural attractions on 6 hectares in the Ujung Berung area. Furthermore, the implementation of artificial tourism destinations began in 2013. Also, the city government is preparing an area of 1.5 hectares for a cultural tourism space and a place for artistic expression belonging to the municipality (LKPJ, 2012:127).

Besides the programs for tourism development, the interview also revealed the constraints of DTC in developing tourism in Bandung City. According to the Head of the Culture and Arts section of DTC, Mr. Rendra, 600 arts places with distinct (traditional and contemporary) artistic and cultural endowments in Bandung are developed as tourist destinations. However, given these art and cultural resource endowments, the local government faces problems that obstruct their planning to promote local art and culture. Mr. Rendra further explained the challenge to be addressed by the local government as follows:

“It is difficult to package art and culture in an attractive or marketable way, suitable to attract tourists. For example, the use of traditional instruments in an attractive way, the place to practice and perform, and other supporting facilities are required. Also, a lack of effective promotion strategies results in little awareness of these cultural resources among many people, both within and outside the city” (interview with Rendra, DTC, 15 November 2014).

The explanation above shows that the primary constraint is making an attractive art and culture for a new tourism destination. The main reason is the lack of participation of the private

sector and the lack of community awareness of local art and culture. The second challenge is an insufficient promotion to other provinces and international because of budget limitations. Finally, another challenge is the lack of a place to practice and perform and other supporting facilities. Thus, DTC representative Mr. Rendra described why Bandung City lacked traditional cultural attractions.

Besides three constraints from Mr. Rendra's view, other limitations reflected in the Report on the Implementation of Program and Activities-LKPJ (2012) explained some obstacles to establishing Bandung City as a city of art and culture. First is the limited number of city government-owned facilities and infrastructure used by artists for cultural expression. For example, there were only 13 facilities for local use in 2014. Second is the lack of community and private sector participation in supporting traditional cultural events (LKPJ Report of Bandung City, 2012:132).

4.4.2 The Role and Programs of the Regional Development Agency (RDA)

Based on Bandung City's Mayor Regulation mandated No.410/2010, the Regional Development Agency's main task is to prepare and implement planning policy and control regional development.

To carry out the primary task referred above; the Regional Development Agency has functions such as:

- Formulating the technical policy for development planning,
- Coordinating development planning,
- Coaching and executing tasks of regional development planning,
- Implementing other duties assigned by the Mayor under the duties and functions,
- Coaching, monitoring, evaluating, and reporting the institutional activities.

According to Mr. Hadi, a staff member of the Planning and Finance section of RDA, sustainable city development should address environmental issues. However, Bandung City faces a problem in environmentally friendly development: a lack of green open spaces. Mr. Hadi asserts that RDA serves as a planner. A plan passes through several processes before it is finally implemented.

In one of the programs, Mr. Hadi explained planning for the city's development by researching societal needs: "As the first process, the RDA gathers the needs of society through mass media, including newspapers. Then, from information from social media, the government analyses the community's demands. For instance, if the residents want Bandung City to have as many trees as before, RDA will make the programs based on this demand" (interview with Hadi, RDA, 15 February 2014).

Other RDA programs are making final disposal of municipality waste, cleaning the Cikapundung river, and planning to develop new tourism activities in the river, such as rafting and fishing. As for making final disposal, Mr. Hadi explained, "Since the previous final disposal for municipal solid waste already over capacity, RDA was making another final disposal because tourism activities caused the increase of city waste" (interview with Hadi, RDA, 15 February 2014).

The third program supports the cleaning of the Cikapundung river, which was very dirty because of the residents' behavior of throwing garbage into the river. This program has a relation to the fourth program, which is developing tourism activities in the river. In doing these two programs, RDA cooperated with a community group called Cikapundung Community (in Bahasa is *Komunitas Cikapundung*).

Regarding the programs, RDA faces constraints in doing their programs. One of the limitations is the program's evaluation. RDA representative confessed that the program

implemented had not been systematically evaluated. Therefore, the local government does not know if the program reaches its target. Mr. Hadi claimed that this is the weakness of the local government in general. For example, Mr. Hadi explained: "so far, Bandung City's government can only evaluate a program by measuring public satisfaction. When many people complain and question a program, it means that the program has not reached the target" (interview with Hadi, RDA, 15 February 2014).

Second is the low level of cooperation among departments in Bandung City. He explained that RDA's policies and programs are already focused on conserving the environment in pursuit of the city's sustainable development. However, each department in Bandung City was not well cooperation.

Third, the local government's lack of socialization made the residents unaware of the environment. Therefore, the government program cannot be implemented efficiently. Further, he also explained that the RDA cooperation with the Environmental Management Office of the city and some communities to educate the residents about environmental awareness.

4.4.3 The Role and Programs of the Department of Environmental Management (DEM)

The commitment of Indonesia to integrate environmental issues in development is based on Law No. 32/2009 on Protection and Environmental Management. Under this law, the primary duty of the Department of Environmental Management of Bandung City is to assist the mayor in the preparation and implementation of regional policies in the field of environmental management. Related to the primary duty, the institution has additional functions, such as:

- Technical policy formulation for environmental management,

- Coaching and implementing environmental management that includes environmental planning, pollution control, environmental damage, groundwater management, energy, and environmental rehabilitation,
- Implementing administrative technical services,
- Implementing other duties assigned by the mayor under the duties and functions.

DEM is an administrative office in Bandung City responsible for environmental management in the city. The representative said that DEM has the vision to create appropriate conditions in the city to improve the realization of a clean, prosperous, and environmentally friendly city. The institution performs various environmental management functions by considering multiple aspects of policymaking as a first point.

Since creative economy practices have been applied in Bandung City by the communities and private sectors, the number of visitors has grown rapidly. As a result, the construction of tourism facilities such as hotels and restaurants has increased along with the growing number of visitors. Therefore, one of DEM programs is managing the construction of hotels and restaurants to fit the Green Company Policy. According to Mr. Sopian, the Head of the Evaluation Program of DEM:

“Environmentally-friendly tourism is needed to sustain development. Based on the Green Company policy²⁴ directed by the Department of Environmental Management, the construction of the hotels and restaurants as part of the tourism industry should pay attention to environmental sustainability. Therefore, every hotel must equip infiltration wells for rainwater absorption” (interview with Sopian, DEM, 16 February 2014).

The second program is DEM provides training for companies to process their waste. DEM programs for environmental conservation, directly and indirectly, are related to tourism

²⁴ Green company policy is the program is to make environmentally friendly business premises by considering the impact on the environment, such as to water, air, and adequate parking land, when constructing the hotels and restaurants (source: interview with Mr. Sopian, Department of environmental Management, February 16, 2014).

development. For example, by offering training to hotels on how to manage their waste, DEM wishes to contribute significantly to a reduction in the adverse impacts of tourism development.

The third program revealed by the interview is making a conducive environment for tourism by reducing water and air pollution as part of their routine work. Mr. Sopian stated that DEM collaborates with *Gemicik* (Cikapundung Lover Community)²⁵ and some other community groups to preserve the environment. In addition, these community groups help the government to disseminate information about the city government's programs in tourism areas.

Mr. Sopian also added, "The implementation of the program for hotels and restaurants above must be reported periodically by the companies for efficient program implementation" (interview with Sopian, DEM, 16 February 2014).

Despite actively monitoring the programs periodically in hotels and restaurants, DEM is simply waiting for companies' reports of the program's implementation. That is how DEM evaluates the programs. Furthermore, the representative of DEM, Mr. Sopian, explained the difficulty that they face in implementing their program:

“There are three aspects that must be balanced for the city’s development: local revenue, social, and environmental issues. However, tourism development usually focuses more on the economic benefit by increasing the number of tourists as the main target, which is also happening in the Bandung City case. Therefore, the adverse impacts on the environment will be put aside.” (interview with Sopian, DEM, 16 February 2014).

DEM representatives described that tourism development in Bandung City, especially DTC programs, is more focused on economic benefits than ignoring the adverse impacts on the environment. The increase in visitors brings financial benefits as it increases the city’s revenue, but on the other hand, it also burdens the society by causing unbalanced development.

²⁵ *Gemicik* is a free community group that is not bound by any institution. It is a college forum which is concerned with the Cikapundung River. *Gemicik* was established in 2010.

Therefore, DEM focuses mainly on environmental issues, and its primary responsibility is to ensure ecological balance.

4.4.4 The Role and Programs of the Department of Spatial Planning (DSP)

The main task of the Department of Spatial Planning is to address affairs in the field of landscape and social facilities and implement other work assigned by the mayor under the department's duties and functions. The other tasks are to formulate a technical policy for landscaping and funerals and conduct technical and operational duties in landscaping and funerals. Concerning the main functions, the department is also doing:

- Formulating technical policy for landscaping and cemeteries,
- Technical and operational duties in the field of landscaping and cemeteries,
- Implementing administrative-technical services for general affairs, personnel, finance, and evaluation and reporting.

Regarding its tasks, the Department of Spatial Planning has two objectives to provide green spaces in the city, outlined in the Regional Medium-Term Development Plan (RPJMD) of Bandung City 2009-2013. First, the creation of Green Open Spaces (GOS),²⁶ which have aesthetic functions that fit the needs of Bandung City, and second, the management of Bandung's green open spaces to ensure they are comfortable and beautiful.

Related to those, interviews with DSP's representatives revealed their programs to enhance GOS, 2008-2013. According to DSP representative, "Sustainable tourism development should create innovations to survive that are environmentally friendly and meet

²⁶ Green Open Space in Bahasa Indonesia is *Ruang Terbuka Hijau*. According to Law No.1, 2007 on Urban Green Open Space, urban development accompanied by rapid land conversion has caused environmental damage that decreases the activity of the urban community. Therefore, significant efforts are necessary to maintain and improve the environment by providing of adequate green open space.

the needs of people in both present and future” (interview with Arif, DSP, 16 November 2014). Therefore, DSP programs are related to environmentally friendly development. The first is supporting environmentally oriented development by designating GOS for Bandung City’s residents and visitors. The second is making thematic parks that seek to create attractive parks and gardens in Bandung City. These programs have two targets, which are:

1. GOS should reach 30 percent²⁷ of the total of Bandung city’s area to meet the target provided by the Law on Spatial Planning²⁸.
2. Utilizing GOS to support sustainable tourism²⁹.

Mrs. Rila, the Section Head of GOS Administration, asserted that “Everyone requires green open space as a primary need. The purpose of GOS is to improve the quality of the environment, which also improves the quality of life. In other words, the GOS initiative can reduce pollution and improve public health” (interview with Rila, DSP, 16 November 2014). Further, Mrs. Rila also explained that DSP initiated a closely related program to tourism. This program is called Thematic Parks, which seeks to create attractive parks and gardens, such as movies, photography, music, and other themed parks. Residents could enjoy more GOS in these parks and use the spaces for social interaction. These GOS also serve to attract tourists to Bandung. Thus, when visitors come to Bandung for shopping, culinary, and other tourism, they also benefit from visiting these gardens.

²⁷ According to Law No.1, 2007 on Urban Green Open Space, the local government needs to provide at least 20%, and the private sector needs to provide 10% of the urban area for Green Open Space.

²⁸ Law No.1, 2007 on Urban Green Open Space, chapter 1 article 1 explained that Green Open Spaces is open space of an urban area filled with plants to support ecological, social, cultural, economic, and aesthetic benefits. Meanwhile, the criteria of GOS explained in chapter 3, article 6, that GOS includes 1) City park, 2) Nature tourism park, 3) Recreation park, 4) Park in a housing area, 5) Park in the office and commercial building area, 6) Forest park, 7) City forest, 8) Protected forest, 9) Landscapes such as mountains, hills, slopes and valleys, 10) Sanctuary, 11) Botanical garden, 12) Zoo, 13) Cemetery, 14) Sports field, 15) Ceremony field, 16) Open parking lot, 17) Urban Farmland, 18) Path under high voltage, 19) Border of rivers, beaches, and swamps, 20) Road safety lines, median roads and pedestrian, 21) Green lines, 22) Airport buffer zone, 23) Roof garden.

²⁹ GOS supports tourism by leveraging the creative economy concept regarding tourism attraction. The local government arrange that some city parks are thematic parks, such as traffic park, pet park, movie park, photography park and so on (source: interview with Mr. Arif, Head of DSP, November 16, 2014).

Although the initial project target was to increase the area of GOS to 30 percent of Bandung City's total area by 2014 (Table 4.4), this target was not achieved (see Table 4.3).

Table 4.3 Realization of Green Open Space Area in Bandung City, 2010-2013

| Target (%) of Green Open Spaces in city area | | | | | | |
|--|------|------|------|------|------|------|
| 2010 | 2011 | 2012 | 2013 | 2014 | 2016 | 2018 |
| 11% | 12% | 14% | 16% | 16% | 30% | 30% |
| Realization | | | | | | |
| 10% | 11% | 12% | 11% | 12% | 12% | 12% |

Source: author's field interview (2013), RPJMD 2014-2018

Table 4.4 Recapitulation of GOS in Bandung City until 2018

| GOS | Proportion of the total area | |
|-------------------------------------|------------------------------|---------------|
| | Hectare | % |
| City Parks | 216.38 | 1.3% |
| Cemetery | 148.39 | 0.9% |
| High voltage area | 10.17 | 0.0% |
| River' border | 23.26 | 0.1% |
| Green lane of road | 176.91 | 1.0% |
| Border of railway line | 6.42 | 0.0% |
| Conservation area/forest | 4.12 | 0.0% |
| Critical land' handling | 416.92 | 2.5% |
| GOS of asset section | 78.47 | 0.5% |
| Seed Garden | 1.69 | 0.1% |
| Other GOS potential | 958.47 | 5.6% |
| Total GOS area (I) | 2,041.20 | 12.2% |
| Non GOS area | 14,687.80 | 87.8% |
| Total Bandung City area (II) | 16,729.00 | 100.0% |

Source: Bandung Municipality in Figure, 2019

Table 4.4 shows that the total area of Green Open Space (GOS) in 2018 was 2,041.20 hectares which are 12.2 percent of the city's total area. In the Regional Medium-term Development Plan of Bandung City (RPJMD 2009-2013), the GOS was expected to be extended to 16 percent of the city area. However, by 2013, it only reached 11 percent of the city area. Mrs. Rila mentioned some constraints on the extension of GOS. She noted that an important constraint was the conflict of interests associated with urban space utilization. According to her, "Urban land is different from rural land, and conflict of interest over land use in the city is significant. For example, people will prefer to build a house first rather than a park. The evidence is the rampant construction of houses in the city." (interview with Rila, DSP, 16 November 2014).

Another constraint is the development of urban infrastructure and facilities, including the construction of shops, hotels, and restaurants. This constraint revealed that each department in Bandung City was not well cooperation.

Hence, Mrs. Rila stressed that an effective strategy was needed to boost the GOS to reach 30 percent in ten years. However, the GOS target was revised in the Regional Medium-term Development Plan 2014-2018 because the department predicted that it would be difficult to achieve the target. The GOS target was postponed from the initial ten years to twenty years in the Regional Long-term Development Plan (RPJPD) 2014-2018.

4.5 Local Government's Perception of Impacts toward Tourism Development

The concept of the creative economy in the fashion and food industries has successfully attracted visitors, especially domestic tourists. As a result, the tourism promotion increases the total number of visitors and the number of stay overnight visitors.

However, this economic benefit is accompanied by adverse effects caused by the excessive increase of visitors and vehicles entering the city. Interviews with the Bandung City government representatives revealed the government's perceptions of tourism growth in Bandung City tourism development.

Regarding hotel occupancy in Bandung City, Mr. Arif, the office head of DSP, noted that the main tourist attractions offered by Bandung City are the comfort and convenience of staying in the city. Thus, he said:

“There is no variety of tourism destinations in the city. But the comfort of staying, culinary tourism, and factory outlets are the main attractions for tourists to the city. They are the mainstay of our tourism. Furthermore, if tourists stay in Bandung, they can have a convenient stay and an easier connection to various tourism sites outside the city. However, if they stay outside the city, they cannot get adequate facilities such as hotels, restaurants, and other entertainment.” (interview with Arif, DSP, 16 November 2014).

Mr. Sopian of the DEM also corroborated Mr. Arif's assertion by describing Bandung as a city famous for cuisine and unique events. He said that culinary events are among the most famous events for attracting tourists. Since Bandung is known for snacks and food, many people come just to eat. However, although this culinary culture attracts many tourists to the city, the expected rise in occupancy of hotels in the city falls short of projections because many tourists do not spend the night in Bandung City. This problem has dealt a blow to the local government's projected revenue from hotels and employment opportunities for residents. Therefore, the government of Bandung City is trying to create programs or initiate some travel packages which will make tourists stay longer in the city. One such initiative is the culinary event called Culinary Night, held every Saturday and Sunday. This event has successfully increased the number of overnight stay visitors.

However, the rising volume of garbage from the event has become a serious problem.³⁰ DEM is planning to improve trash disposal practices through the 3R's system (re-use, recycle and reduce). Furthermore, DEM cooperates with a community group to utilize valuable garbage to be sold as souvenirs to improve the economic condition of host residents. Besides, DEM also makes a conducive environment for tourism by reducing water and air pollution as part of their routine work.

All the respondents opined that the tourism development policy positively impacts the city economy in terms of city revenue and infrastructure development. Mr. Rendra of DTC and Mr. Sopian of DEM consider the city's rapid development as a positive indicator. The city's rapid development, such as the increase of buildings, especially hotels and restaurants, has transformed Bandung into a metropolitan city.

On the contrary, Mr. Arif of DSP asserted that, even though the city's rapid development has increased the number of buildings, the economic growth that tourism has ushered into the city has not yet led to increased purchasing power³¹ among the residents. The poverty rate in the city is still high, as approximately 300 thousand people are classified as poor³².

Regarding the negative impact on society of the city's rapid economic growth, Mr. Arif of DSP indicated that there had been no significant negative social impact. However, most lucrative jobs go to people from outside the city, while residents merely perform low-income

³⁰ As shown in chapter three, figure 3.8, the volume of garbage has reached more than 40 million tons every month from 2011 to early 2014. It indicates that non-settlement (non-household), including hotels and restaurants, contributed to Municipal Solid Waste.

³¹ In Bandung City, to measure social and economic development achievement, the local government used the "Human Development Index" as an indicator. There are three Human Development Index, including the education index, the health index, and the purchasing power index. In 2011, the purchasing power index of Bandung City's residents was 65.90 points, which is the lowest among the other two. The education index is 90.14 points, and the health index is 81.32 points (RPJMD 2014-2018: 22-24).

³² In 2011, the number of poor people in Bandung City was as many as 304,939 persons, or 79,573 households (RPJMD 2014-2018:63). Referring to Mr. Arif, Head of DBL, the poor people in Bandung City could best be described as relative rather than absolute because there are no dirt-floored houses. All the places have cement floors and doors. However, the purchasing power of residents remains low. Similarly, no residents did not eat in a day, though the food may be short of minimum calorie requirements. Besides, every one of the school-age went to school. However, the school achievement rate remains low, with a high drop-out rate after junior high school.

jobs. The situation is more appropriately described in his words, “All residents can work if they want to, but only as gardeners, car washers, street sweepers, etc. Nevertheless, people can easily find a job in this city because of its high rate of urbanization.” (interview with Arif, DSP, 16 November 2014). The opinion of Mr. Arif was also shared by Mrs. Yeti, Mr. Rendra of DTC, and Mr. Sopian of DEM.

Mr. Sopian has the same opinion about the social and economic consequences on residents that rapid economic growth led by tourism does not bring positive effects regarding improving residents’ socioeconomic condition. As shown by the low purchasing power of residents, the rapid economic growth led by tourism does not get positive outcomes for residents. That is why citizens’ purchasing power is still low.

Related to residents’ socio-economic condition, Mr. Sopian told of a homestay program designed to bring a direct impact to residents from tourism. He explained a homestay program for tourists in the Creative Village located in Bandung City. The community representatives had initiated this program, and the local government adopted it in 2012.

The homestay program allows tourists to experience the Bandung lifestyle and culture in its natural setting, and residents can also directly receive an economic return from tourists. Therefore, this homestay program could increase the residents’ income and purchasing power. Consequently, he insists that this program can significantly influence residents’ socio-economic conditions. However, he also expressed concerns that this homestay program could increase tensions between residents and visitors because of economic gaps between visitors and residents and differing cultures.

Besides the social problem, all the respondents believed traffic jams and garbage disposal were severe problems, especially on weekends when visitors increased significantly.

Regarding the population explosion and waste management, Mr. Sopian said, “It relates to the number of people because everyone must throw away waste. For example, the Bandung population in recorded statistics is 2.5 million; but at noon, it usually increases to 3 million, and on weekends it grows to 3.5 million.” (interview with Sopian, DEM, 16 November 2014).

Mr. Arif corroborated the assertion of Mr. Sopian and opined that it was more like a mental problem for people, including the visitors, to litter on the streets indiscriminately. According to Mr. Arif, this situation shows that a sizeable number of the population is poorly informed about the importance of protecting their environment. Also, people are not aware of throwing waste away correctly and how to utilize the facilities provided by the local government for garbage.

4.6 Conclusion

Interviews with four local departments of Bandung City have revealed some issues regarding their programs, constraints, and perception of the impacts of tourism development:

First, the local government prioritizes economic growth by increasing visitors concerning their tourism development programs. It fosters tourism competitiveness in the city by using artificial attractions, such as shopping centers and restaurants. However, other sectors, such as infrastructure, social development, and the environment, have received less attention. The government's justification for promoting tourism is the contribution to city revenue.

Second, regarding the constraints in making the cultural attraction, interviewees from four departments of Bandung City confessed that they face difficulties utilizing local culture and art for tourism attractions. The first reason is the low level of participation among residents and private sectors in cultural endowment activities. The second challenge is an insufficient promotion to other provinces and international because of budget limitations. Another reason

is inadequate supporting facilities for culture and art practices. Therefore, DTC has not been able to integrate traditional culture into a tourism attraction.

Third, regarding the difficulty in implementing tourism development programs, the local government's coordination in implementing their programs is not done well. For example, the Regional Development Agency, the Department of Environmental Management, and the Department of Spatial Planning's programs cover environmentally friendly development by highlighting municipal solid waste (MSW) and improving the Green Open Spaces (GOS). However, the construction of houses and buildings, including tourism-related facilities such as hotels, shops, and restaurants by the Department of Tourism and Culture, is one of the constraints to realizing the GOS program. Moreover, the city's expansion for tourism development causes a garbage problem.

Fourth, regarding the perceptions of socio-economic impacts of tourism on residents, the local government representatives have the same views and perceptions. Representatives of all respondents in the Department of Bandung City insist that tourism development in Bandung City does not generate any negative social impact on the residents. However, tourism development also does not have a positive socio-economic impact on residents. It can be seen that tourism development in Bandung City has not yet led to increased purchasing power.

To sum up, even though there are some challenges in the initiatives to promote tourism in Bandung City, interviews with the local government representatives revealed that they perceive tourism development positively. They are willing to embrace innovative initiatives that hold a better promise of delivering many benefits from tourism in the future.

Chapter 5

THE PRIVATE SECTOR'S PERCEPTIONS AND ATTITUDES TOWARD TOURISM

5.1 Introduction

This chapter examines the perceptions of the impacts and the attitudes of private sectors related to tourism regarding Bandung City's tourism development from 2009 to 2013. The survey was conducted in 2014. The private sector's perception of positive and negative impacts covers tourism development's social-economic, social-cultural, and environmental impacts. Meanwhile, the private sector's attitude regarding tourism development is about the private sectors' strategies to attract visitors.

As explained in the Report on the Implementation of Programs and Activities (LKPJ) of Bandung City (2012), the dynamics of today's growing economy in Bandung City is the creative economy based on the creative industries. A creative economy focuses on creating goods and services, which encompasses expertise, talents, and creativity, to enable the national or regional economy to rise, compete, and achieve excellence in the global economy (LKPJ Bandung City, 2012:5).

According to Crilley (1993: 4), Hannigan (1998: 9), and Law (2002: 8), to develop the urban product to be sold to visitors, cities should have a unique selling point. If all cities are alike, the potential tourist will have no desire to visit. Thus, it is crucial to find a unique selling point that can stimulate the desire to travel and differentiate one place from another so that they are not substitutable.

One published dissertation on urban tourism in southeast Asia by Jung (2010) is the case of Metropolitan Manila, Philippines, which includes a survey of the private sector. The study has interviewed hotels (14), city tourism associations (2), and travel agencies (2) as the key actors in the tourism system in Manila. The study by Jung (2020) finds that the hotel respondents perceived urban tourism mainly as an instrument for the long-term profitability of their amenities and products. The hoteliers do intensely focus on the economic growth of their own facilities only, but do not express notions of long-term growth of the tourism industry in the city as a whole. Their hotel offers a casino, spa, fitness, and dining options within the hotel. The hotels did not advertise other activities outside; they only announced amenities or actions in their own hotel (Jung 2010: 90).

Meanwhile, according to Jung (2010), respondents from tourism associations mainly perceived the economic side of urban tourism and raised social-cultural issues. In addition, they mentioned long-term goals of sustainable income generation, employment opportunities, and educational issues to sustain the viability of the city's tourism. On the other hand, travel agencies perceived the meaning of tourism in the city is to show places and the beauty of Manila beneath many layers and experience the food (Jung 2010: 92).

MacCannell (1976) stressed that tourism could not be separated from the activities of shopping and eating. The cuisine is a potential tourist attraction and serves as a cultural expression. It is also associated with a tourist's quest for an exciting travel location. Currently, culinary activities in the city are expanding too rapidly. In Bandung, there are more than 600 eateries³³ listed by the Department of Tourism and Culture of Bandung City. According to Wardhani (2012), high competition in the food industry encourages culinary entrepreneurs to be innovative and creative to survive in the business. This competition resulted in many

³³ Bandung City in Figure, 2012.

restaurants and cafes offering unique menus and authentic themes. This uniqueness of ideas and menus are like magnets that draw visitors to the city (Wardhani, 2012:376).

As explained in chapter three, statistical data shows that Bandung has many textile industries, which have become the city's primary source of the fashion business. In addition, the development of shopping centers motivated entrepreneurs to innovate and create marketable ideas and products.

Concerning the unique selling point, there are two works that look specifically at visitors' motivation to travel to Bandung City. Prasetyo, Troena, Faturahman, and Djumahir (2013:61-63) have conducted research on the creative industry in Bandung City by asking the visitors' opinions about Bandung City tourism attractions. The results of this research revealed that:

- Capability (uniqueness) leads to a significant competitive advantage.
- Bandung City as a creative city could stimulate more tourists' interests.
- Creative industries in the city can provide a unique attraction for tourists.

This research regarding the creative industry uses a quantitative method by administering questionnaires to elicit responses from 160 visitors who had come to Bandung and revealed the attractiveness of Bandung City as their travel motivation.

Similarly, the study about the "Roles of motivation and destination image in predicting tourists revisit intention: a case of Bandung" by Pratminingsih, Rudatin and Rimenta, (2014: 23), revealed that:

- Tourists were motivated to visit Bandung to rest and relax.
- They were also motivated by the positive image of Bandung, especially relating to natural resources, warm and friendly people, unique and tasteful food, and entertainment.
- Consequently, the study reported that 92% of the respondents indicated their willingness to return to Bandung as the city met their expectations.

This previous study employed a quantitative survey involving 268 domestic tourists who visited Bandung between December 2012 and January 2013 (Pratminingsih, Rudatin, and Rimenta, 2014:23).

These studies represent the opinion on travel motivation and visitors' intention to revisit Bandung City as the perception of the demand side. On the other hand, this study discusses a survey on tourism-related private sectors as supply-side and their perceived impacts of tourism and strategies for developing their businesses. Therefore, this study presents a different perspective from the two previously mentioned studies, specifically the business sector's perceptions.

The main aim of this chapter is to investigate the effects of tourism development programs on tourism-related private sectors. A questionnaire survey technique was used to evaluate respondents' perceptions of the positive and negative impacts of tourism development. This chapter also reveals the kind of strategies of the private sector to attract visitors. Finally, this chapter argues that their opinions and recommendations to derive benefits from tourism while reducing its negative impacts.

5.2 Data Collection and Analysis Method

In 2014, 85 questionnaires were distributed to tourism-related private sectors in Bandung City, and 65 questionnaires were returned. The questionnaires were primarily distributed in areas with a high influx of tourists, including the city center and some particular areas. The author used simple random sampling to distribute the questionnaires directly to five types of tourism-related private sectors, including fashion shops, hotels, art galleries, tours and travel agencies, and food businesses. The majority of the questionnaire questions are open questions that enable the respondents to answer freely without choices.

The survey results were presented based on the respondents' answers using a descriptive number and percentage and detailed explanations from the respondents.

5.3 General Profile of Respondents

Bandung City is famous for its shopping and culinary events. Therefore, fashion shops and food businesses are the primary samples for this survey. Besides those two types of samples, hotels, travel companies, and art galleries were also surveyed to support tourism activities in Bandung City. The sample is divided into five categories as the total type, including fashion shops, food businesses, hotels, tour and travel agencies, and art galleries. Table 1 below summarizes the general types of the samples.

Table 5.1 Number and Type of Samples

| Type of Companies | Total number recorded in 2012 | Number of samples |
|-------------------|-------------------------------|-------------------|
| Hotel | 340 | 15 |
| Food business | 613 | 16 |
| Fashion shop | 98 | 16 |
| Art gallery | 20 | 7 |
| Tour and travel | 170 | 11 |
| Total | 1241 | 65 |

Note: "Total number recorded in 2012" is from Bandung in Number, 2012

Source: Author's fieldwork

Table 5.2 Years of Operation

| Type of companies | 0-4 years | 5-10 years | >10 years |
|-------------------|-----------|------------|-----------|
| Hotel | 1 (7%) | 5 (33%) | 9 (60%) |
| Food business | 4 (25%) | 3 (19%) | 9 (56%) |
| Fashion shop | 0 (0%) | 9 (56%) | 7 (44%) |
| Art gallery | 0 (0%) | 2 (29%) | 5 (71%) |
| Tour and travel | 0 (0%) | 1 (9%) | 10 (91%) |
| Total | 5 (8%) | 20 (31%) | 40 (62%) |

Source: Author's fieldwork

Table 5.3 Percentage of Local Employees in 2014

| Type of companies | 1%-49% | 50%-100% | Average number of employees |
|-------------------|----------|----------|-----------------------------|
| Hotel | 1 (7%) | 14 (93%) | 10-30 persons |
| Food business | 5 (31%) | 11 (69%) | 15-30 persons |
| Fashion shop | 5 (31%) | 11 (69%) | 10-30 persons |
| Art gallery | 0 (0%) | 7 (100%) | 5-10 persons |
| Tour and travel | 3 (27%) | 8 (73%) | 10-20 persons |
| Total | 14 (22%) | 51 (78%) | |

Source: Author's fieldwork

Table 5.1 shows five types of samples. The samples of fashion shops include factory outlets, traditional clothing stores, and shoe shops. Food businesses include restaurants, cafes, and local food/snack shops. Art galleries include solid wood art, painting, and statue. Other types of respondents are hotels and travel agencies.

According to survey results in 2014, Table 5.2 shows that most respondents (62 percent) were established more than ten years ago, which means that when they launched their business, they were not yet influenced by the government's tourism policy which started in 2009.

Regarding the percentage of local employees, Table 5.3 shows that the majority of respondents (78 percent) answered 50% to 100% of their employees were local people, especially hotels (93 percent), art galleries (100 percent), and tour and travel (73 percent). This result illustrates that the respondents provide job opportunities to residents. Considering the average number of employees, hotels, food businesses, and fashion shops are the most significant to create a job because it absorbs many people compared to other companies surveyed.

5.4 Knowledge about the Local Government’s Policy and Program for Tourism

Development by Business Owners

First, the study investigates business owners' level of awareness and knowledge about tourism-related local policies and programs. This question was an open question. Therefore, respondents were free to list any programs that they knew. Table 4 provides a summary of the responses.

Table 5.4 Knowledge about the Government’s Policy and Program for Tourism Development by Category

| Type of companies | Do not know because it has not been communicated | Tourism promotion and exhibition | Culinary events | Environmental improvement | Improvement of tourist attractions and facilities |
|-------------------|--|----------------------------------|-----------------|---------------------------|---|
| Hotel | 6 (40%) | 4 (27%) | 1 (7%) | 3 (20%) | 1 (7%) |
| Food business | 10 (63%) | 3 (19%) | 3 (19%) | 1 (6%) | 1 (6%) |
| Fashion shop | 3 (19%) | 5 (31%) | 0 (0%) | 1 (6%) | 2 (13%) |
| Art gallery | 1 (14%) | 4 (57%) | 0 (0%) | 2 (29%) | 0 (0%) |
| Tour and travel | 6 (55%) | 2 (18%) | 0 (0%) | 0 (0%) | 4 (36%) |
| Total | 26 (40%) | 18 (28%) | 4 (22%) | 7 (11%) | 8 (12%) |

Source: Author’s fieldwork

Table 5.4 shows the majority of respondents (40 percent) disclosed that they did not know about any government policy or program to promote tourism due to the lack of communication in the socialization of the policies and programs. On the other hand, respondents aware of the government's policy and program answered that they knew about the tourism promotion and exhibitions, mainly by fashion shops (31 percent) and art galleries (57 percent). Other are culinary events, environmental improvement, mostly answered by art galleries (29 percent), and improvement of tourism attractions and facilities, mainly explained by tour and travel (36 percent).

Tourism promotion and exhibitions mentioned by the fashion shops and art gallery were the exhibitions related to the art and culture of local products in domestic and international events. The city government asked respondents to join and show their original products at this event. These events illustrate the concept of the creative economy in art and design.

Regarding the culinary events, some of the food businesses (19 percent) mentioned that events in the city to attract visitors benefited them. One of the examples of such events was the night cycling festival. This festival cooperates with cafes in the town, which function as places to rest and eat. It illustrates that in Bandung City, there are many places where tourists can rest and relax while having excellent food.

The environmental improvement in this survey was mentioned as greening the city, a waste reduction initiative, improving the city parks, environmental hygiene, the provision of trash cans in public areas, a cycling campaign, and a car-free day. These activities have been well known because they involved residents.

Meanwhile, the improvement of tourist attractions and facilities was known as the increasing number of factory outlets and food businesses, including cafes and restaurants. This opinion shows that some respondents were aware that the significant attractions of Bandung City are shopping and culinary.

The other answers were opening new textile and fashion shops, improving infrastructure, community aspirations' hearing, organizing street stalls, and improving social facilities (Appendix 3).

5.5 Cooperation with Local Government for Tourism Development

The survey also tried to investigate cooperation between the private sector and the government. Again, this was an open question. The respondents could answer any collaboration

with the local government they had experienced. The answers from respondents on various cooperation with local governments for tourism development are shown in Table 5.

Table 5.5 Cooperation with Local Government for Tourism Development

| Type of companies | No cooperation | Tourism promotion and exhibition | Culinary events | Supporting the government program to attract visitors | Making brochure, and advertisement |
|-------------------|----------------|----------------------------------|-----------------|---|------------------------------------|
| Hotel | 7 (47%) | 2 (13%) | 0 (0%) | 4 (27%) | 0 (0%) |
| Food business | 7 (44%) | 3 (19%) | 4 (25%) | 0 (0%) | 2 (13%) |
| Fashion shop | 9 (56%) | 4 (25%) | 0 (0%) | 0 (0%) | 1 (6%) |
| Art gallery | 4 (57%) | 3 (43%) | 0 (0%) | 0 (0%) | 2 (29%) |
| Tour and travel | 8 (73%) | 1 (9%) | 0 (0%) | 2 (18%) | 0 (0%) |
| Total | 35 (54%) | 13 (20%) | 4 (6%) | 6 (9%) | 5 (8%) |

Source: Author's fieldwork

Table 5.5 shows that more than half of the total respondents (54 percent) answered there was no cooperation because of the lack of socialization and communication. In comparison, the remaining respondents claimed that they collaborated with the government for tourism. Most respondents who claimed they collaborated with the government cooperated in tourism promotion and exhibition, culinary festivals, supporting the government program to attract visitors, and making brochures and advertisements.

Concerning tourism promotion and exhibition, fashion shops (25 percent) and art galleries (43 percent) were more likely to cooperate with the government than other respondents.

Regarding the culinary festival, only business owners of the restaurants and cafes (25 percent) have cooperated with the government. While regarding making brochures and advertisements, some respondents from the food business (13 percent) and art gallery (29 percent) answered that they have cooperated with the government.

On the other hand, some hotels (27 percent) were more likely to cooperate with the government regarding supporting the government program to attract visitors. For example,

hotel operators disclosed one unprecedented cooperation to support the government program to attract visitors as “*Rabu Nyunda*” (*Sunda* Wednesday). One of the hotel respondents explained that the hotel staff promoted Sundanese cultural experiences by wearing traditional clothes and exhibiting traditional music performances every Wednesday. At the same time, respondents from tour and travel (18 percent) answered that they have cooperated with the government in promoting new tourism attractions.

The other answers were socialization to keep the environment clean, environment-friendly tourism conservation, merger the small shops and shop improvement, socialization of new tourist attractions, and seminars on food hygiene (Appendix 4).

5.6 Perceptions and Attitudes Toward Tourism Development

As mentioned in Table 5.5, 40 percent of respondents did not recognize tourism programs offered in Bandung City. However, despite this, respondents should still know about the positive and negative impacts of tourism activities, and their perceptions might be affected by how they interact with the government in program implementation.

5.6.1 Perception on the Positive Impacts of Tourism Development

First, the study asked all respondents about the percentage of visitors increasing from 2009 to 2013. Table 5.7 summarizes the percentage of increase in visitors.

Table 5.6 Increase in Visitors from 2009-2013

| Type of companies | 1%-49% | 50%-100% |
|-------------------|----------|----------|
| Hotel | 6 (40%) | 7 (47%) |
| Food business | 15 (94%) | 0 (0%) |
| Fashion shop | 12 (75%) | 2 (13%) |
| Art gallery | 3 (43%) | 3 (43%) |
| Tour and travel | 5 (45%) | 5 (45%) |
| Total | 41 (63%) | 17 (26%) |

Source: Author's fieldwork

Table 5.6 shows that most of the food businesses (94 percent) and fashion shops (75 percent) answered that the increased number of visitors was less than 50%. In contrast, most hotel respondents (47 percent) responded that the visitor had risen by 50% to 100%. On the other hand, art galleries (43 percent) and tours and travels (45 percent) had the same result between 1%-49% and 50%-100%. It illustrates that more than 80 percent of respondents had experienced an increase in visitors. The survey asked all respondents a general question on whether tourism has positive impacts because of the increasing number of visitors. The options for the answer are a yes or a no to lead the respondents into further questions concerning the positive impacts. The perception of private sectors, whether tourism development has positive results or not, is summarized in Table 5.7.

Table 5.7 Does Tourism Development have Positive Impacts?

| Type of companies | Yes | No |
|-------------------|----------|----------|
| Hotel | 12 (80%) | 3 (20%) |
| Food business | 11 (69%) | 5 (31%) |
| Fashion shop | 11 (69%) | 5 (31%) |
| Art gallery | 5 (71%) | 2 (29%) |
| Tour and travel | 6 (55%) | 5 (45%) |
| Total | 45 (69%) | 20 (31%) |

Source: Author's fieldwork

Table 5.7 shows that from 65 of the respondents, 69 percent perceived the positive impact of tourism. Again, all types of respondents had answered a yes for more than 50 percent.

Further, the survey also asked what positive effects they recognized from tourism. Respondents were free to answer any of the positive impacts they perceived, shown in Table 5.8.

Table 5.8 Perceptions of the Positive Impacts

| Type of companies | Increase number of visitors | Economic improvement in general | Infrastructure improvement | The Increase of city revenue | The growth of service and trade sectors | Developing human resources quality |
|-------------------|-----------------------------|---------------------------------|----------------------------|------------------------------|---|------------------------------------|
| Hotel | 6 (40%) | 3 (20%) | 1 (7%) | 0 (0%) | 1 (7%) | 1 (7%) |
| Food business | 10 (63%) | 0 (0%) | 0 (0%) | 1 (6%) | 0 (0%) | 0 (0%) |
| Fashion shop | 8 (50%) | 0 (0%) | 0 (0%) | 2 (13%) | 3 (19%) | 0 (0%) |
| Art gallery | 4 (57%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) | 1 (14%) |
| Tour and travel | 2 (18%) | 1 (9%) | 0 (0%) | 2 (18%) | 0 (0%) | 1 (9%) |
| Total | 30 (46%) | 4 (6%) | 1 (2%) | 5 (8%) | 4 (6%) | 3 (5%) |

Source: Author's fieldwork

Table 5.8 shows that the majority answer to the positive impact of tourism is the increased number of visitors, which is mainly answered by food business (63 percent), fashion shops (50 percent), and art galleries (57 percent), whereas 20 percent of hotel representatives answered economic improvement in general. The other answers were infrastructure improvement, the increase in city revenue, the growth of service and trade sectors, and the development of human resources quality.

Further, the survey also asked all respondents about the impact of increased visitors on their business shown in Table 5.9. The respondents could give multiple answers from the choices provided in the questionnaire.

Table 5.9 Impacts of the Increase in Visitors

| Type of companies | The recruitment of new employees | The company enlargement and or open new branch | Improvement of services and sales |
|-------------------|----------------------------------|--|-----------------------------------|
| Hotel | 9 (60%) | 4 (27%) | 3 (20%) |
| Food business | 10 (63%) | 5 (31%) | 8 (50%) |
| Fashion shop | 5 (31%) | 5 (31%) | 8 (50%) |
| Art gallery | 5 (71%) | 4 (57%) | 4 (57%) |
| Tour and travel | 5 (45%) | 5 (45%) | 5 (45%) |
| Total | 34 (52%) | 23 (35%) | 28 (43%) |

Source: Author's fieldwork

Table 5.9 shows three majority answers from the respondents. First, the increase in visitors has enabled them to recruit a larger workforce, answered by 60 percent of the hotel, 63 percent of the food business, and 71 percent of the art gallery's representatives. The second is to expand their businesses by enlarging the company or opening new branches, mainly answered by art galleries (57 percent). The third is to improve their services and sales, which responded by all types of respondents, mostly food business (50 percent), fashion shops (50 percent), and art galleries (57 percent). In comparison, tours and travel respondents have a balanced answer (45 percent) for the three majority answers. It illustrates that the increase in visitors has positively impacted the private sector because they can expand the business, improve sales, and provide job opportunities for residents.

5.6.2 Perception on the Negative Impacts of Tourism Development

The survey asked all respondents a general question on whether tourism has negative impacts because of the increasing number of visitors. The answer options are a yes or a no to lead the respondents into further questions. The answer is summarized in Table 5.11.

Table 5.10 Does Tourism Development have Negative Impacts?

| Type of companies | Yes |
|-------------------|-----------|
| Hotel | 12 (80%) |
| Food business | 16 (100%) |
| Fashion shop | 12 (75%) |
| Art gallery | 6 (86%) |
| Tour and travel | 11 (100%) |
| Total | 57 (88%) |

Source: Author's fieldwork

Table 5.10 shows an overwhelming 88 percent of respondents believe that tourism causes some negative impacts, especially food business (100 percent) and art galleries (100 percent). Further, the survey also asked what negative impacts they perceived from tourism. Table 5.11 shows the answer of 57 respondents about the perception of negative impacts provided in the questionnaire. Each respondent could give more than one answer.

Table 5.11 Perception of the Negative Impacts

| Type of companies | Traffic Congestion | Increase in volume of garbage | Pollution and Noise | Environmental damage due to reduction of green areas | Increase in crime rate | Increase alcoholism and prostitution |
|-------------------|--------------------|-------------------------------|---------------------|--|------------------------|--------------------------------------|
| Hotel | 11 (73%) | 8 (53%) | 6 (40%) | 4 (27%) | 2 (13%) | 1 (7%) |
| Food business | 12 (75%) | 2 (13%) | 1 (6%) | 6 (38%) | 1 (6%) | 1 (6%) |
| Fashion shop | 7 (44%) | 3 (19%) | 1 (6%) | 5 (31%) | 0 (0%) | 1 (6%) |
| Art gallery | 5 (71%) | 2 (29%) | 0 (0%) | 2 (29%) | 0 (0%) | 0 (0%) |
| Tour and travel | 9 (82%) | 3 (27%) | 4 (36%) | 4 (36%) | 2 (18%) | 2 (18%) |
| Total | 44 (68%) | 18 (28%) | 12 (18%) | 21 (32%) | 5 (8%) | 5 (8%) |

Source: Author's fieldwork

Table 5.11 shows the most perceived impact was traffic congestion, which reached the highest percentage among all types of respondents, especially hotels (73 percent), food businesses (75 percent), art galleries (71 percent), and tours and travels (82 percent). Next is an

increase in the volume of garbage mainly answered by hotels (53 percent), pollution and noise mostly answered by hotels (40 percent) and tour and travel (36 percent), environmental damage due to reduction of green areas mainly answered by food businesses (38 percent) and tour and travels (36 percent). The other is the negative social impacts, including the rising rates of crime and alcoholism, and prostitution. It illustrates that respondents' perceptions of the negative impacts of tourism were the environmental, especially traffic congestion, and social impacts. Concerning prostitution particularly, some respondents frowned at the disguised use of spa and body massaging outlets for shrouded prostitution in Bandung City because of tourism.

Regarding the perception of the negative impacts of tourism, the survey also asked for the respondents' opinions on the government's efforts to reduce the negative impacts in 5.6.3.

5.6.3 Perception on Local Government’s Initiatives to Reduce the Negative Impacts of Tourism

Regarding the government’s initiatives to mitigate the negative impacts of tourism, Table 5.12 and Table 5.13 summarize the results.

Table 5.12 The Efforts to Reduce the Negative Impacts

| Type of companies | No, there aren't |
|-------------------|------------------|
| Hotel | 8 (53%) |
| Food business | 14 (88%) |
| Fashion shop | 13 (81%) |
| Art gallery | 6 (86%) |
| Tour and travel | 10 (91%) |
| Total | 51 (78%) |

Source: Author’s fieldwork

Table 5.12 shows that 78 percent of respondents answered that the government had not yet initiated any strategy to address the challenges associated with tourism. Respondents who answered more than 80 percent are food businesses (88 percent), fashion shops (81 percent), art galleries (86 percent), and tour and travel (91 percent). Further, the survey asked what kind of government initiatives they recognized to reduce the negative impacts, summarized in Table 5.13.

Table 5.13 Local Government’s Initiatives to Reduce the Negative Impacts of Tourism

| Type of companies | The government seems does not have significant efforts | Additional vehicles to carry garbage | Controlling the parking area of businesses (shops/restaurants) | Route transfer for motor vehicles every Saturday and Sunday | Closing night entertainment and spa during Ramadhan month |
|-------------------|--|--------------------------------------|--|---|---|
| Hotel | 8 (53%) | 3 (20%) | 1 (7%) | 1 (7%) | 2 (13%) |
| Food business | 14 (88%) | 0 (0%) | 1 (6%) | 1 (6%) | 0 (0%) |
| Fashion shop | 13 (81%) | 1 (6%) | 0 (0%) | 1 (6%) | 1 (6%) |
| Art gallery | 6 (86%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Tour and travel | 10 (91%) | 1 (9%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Total | 51 (78%) | 5 (8%) | 2 (3%) | 3 (5%) | 3 (5%) |

Source: Author’s fieldwork

Table 5.13 shows why they perceived that the government had not yet initiated any efforts. The majority of respondents wrote that the government does not have significant efforts to reduce the negative impacts of tourism. The number of respondents who answered this reason is the same as in Table 5.12.

On the other hand, those who perceived that the government had made some efforts divided into environmental aspects and social aspects. The environmental elements include reducing traffic and garbage, such as controlling the parking area of businesses, route transfer for motor vehicles every Saturday and Sunday, and additional vehicles to carry waste. At the same time, a social aspect is closing night entertainment and spas during Ramadhan month. It

illustrates that the private sector perceived the local government's effort to reduce the negative impacts of tourism as less significant compared to the effort to increase the number of visitors.

5.6.4 Tourism-Related Private Sector`s Attitudes (Strategies to Increase Visitors)

Regarding the attitudes of the tourism-related private sector to attract visitors, the business owners explained the strategies that they have used. Respondents could give multiple answers, which are summarized in Table 5.14.

Table 5.14 Tourism-Related Private Sector`s Strategies to Increase Visitors

| Type of companies | Promotion through mass media and internet | Improve services and facilities | Product diversification and innovation | Improve or maintain the quality of products | Cooperation with other companies |
|-------------------|---|---------------------------------|--|---|----------------------------------|
| Hotel | 9 (60%) | 5 (33%) | 0 (0%) | 0 (0%) | 1 (7%) |
| Food business | 11 (69%) | 2 (13%) | 2 (13%) | 3 (19%) | 0 (0%) |
| Fashion shop | 11 (69%) | 2 (13%) | 2 (13%) | 0 (0%) | 1 (6%) |
| Art gallery | 6 (86%) | 1 (14%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Tour and travel | 8 (73%) | 2 (18%) | 1 (9%) | 1 (9%) | 1 (9%) |
| Total | 45 (69%) | 12 (18%) | 5 (8%) | 4 (6%) | 3 (5%) |

Source: Author`s fieldwork

Table 5.14 shows that 69 percent of respondents use mass media and the internet to promote their businesses. This statement was responded by hotels (60 percent), food businesses (69 percent), fashion shops (69 percent), art galleries (86 percent), and tours and travels (73 percent). It illustrates that promotion is the best strategy to attract many visitors.

The other answers were improved services and facilities, product diversification and innovation, improving or maintaining the quality of products, and cooperation with other companies.

Regarding product diversification and innovation strategy, many restaurants operator wrote that they introduced unique thematic concepts. Those unique thematic concepts are mentioned as a traditional village, sausage home restaurant (*Rumah Sosis*), and a restaurant that applies the nanny concept. Sausage home is a restaurant that offers various processed sausages in multiple views. There are 70 types of menus with sausage-based ingredients. The sausages provided here are homemade, so the taste is different from sausages sold in the market.

Meanwhile, the nanny concept is a restaurant with a unique concept that offers indoor and outdoor choices. Each room has a different idea that makes visitors like being in a comfortable home. For example, the servants wear uniforms like nannies in luxury homes in America and Europe.

5.6.5 Tourism-Related Private Sector's Suggestions to Reduce the Negative Impacts of Tourism

In this section, respondents were asked to suggest measures for the government to mitigate the adverse impacts of tourism. The respondents can write more than one suggestion. However, most of them have similar opinions to be addressed to improving Bandung City's tourism. Therefore, respondents' answers were categorized into five groups, as shown in Table 5.15.

Table 5.15 Suggestions for Mitigating the Negative Impacts of Tourism in Bandung City

| Type of companies | Suggestion on | | | | |
|-------------------|--|--|---|-------------------------|--|
| | Infrastructure improvement to support tourism activities | Development of tourism destinations which pay attention to environmental sustainability and anticipation the problem of congestion and garbage | Improvement of tourism related facilities, services, and activities | Enhance public security | Cooperation between government and private sectors |
| Hotel | 9 (60%) | 11 (73%) | 3 (20%) | 0 (0%) | 5 (33%) |
| Food business | 9 (56%) | 12 (75%) | 5 (31%) | 3 (19%) | 6 (37%) |
| Fashion shop | 9 (56%) | 7 (44%) | 8 (50%) | 0 (0%) | 7 (44%) |
| Art gallery | 4 (57%) | 5 (71%) | 6 (86%) | 0 (0%) | 5 (71%) |
| Tour and travel | 8 (73%) | 9 (82%) | 5 (45%) | 4 (36%) | 5 (45%) |
| Total | 39 (60%) | 44 (68%) | 27 (41%) | 7 (11%) | 28 (43%) |

Source: Author's fieldwork

Table 5.15 shows that most respondents (68 percent) were concerned about the environmental aspects, such as anticipation of congestion and waste. Second, they pay much attention to infrastructure improvement (60 percent), including adequate parking spaces. Third, regarding the development of tourism-related facilities, services, and activities, there are two ideas from fashion shops (50 percent) and art galleries (86 percent). They suggested reproducing the traditional art or local cultural events to attract tourists and equitable development of tourist destinations not concentrated in one area. It illustrates that respondents did not focus on a single aspect but multiple aspects, including economic factors such as improving tourist attractions and facilities, environmental elements, security issues, and stakeholder cooperation.

5.7 Conclusion

The survey results show that the tourism development program in Bandung City has brought positive economic impacts to tourism-related private sectors. The majority answer of those who know about the government's policy and program disclosed tourism promotion and

exhibitions. Therefore, some respondents confessed that they have cooperated with local governments for tourism promotion and exhibition. The respondents' most perceived positive impact was increased visitors to their businesses. Since the number of visitors who come to their businesses has grown, it enables them to recruit new employees, improve services and sales, and open new branches.

Regarding the perception of negative impacts, most respondents perceived traffic congestion, increased volume of garbage, and pollution and noise. Related to these, most respondents confessed that the government has not yet made significant efforts to reduce the negative impacts. It illustrates that the private sector perceived the local government's effort to reduce tourism's negative impacts as less important than the effort to increase the number of visitors.

Regarding the strategies of the private sector to increase the number of visitors, there are three significant answers: promotion through mass media and the internet, improved services and facilities, and product diversification and innovation. Concerning product innovation, this strategy has supported the previous study's findings on the demand side by Prasetyo, Troena, Faturahman, Djumahir (2013), and Pratamaningsih, Rudatin, Rimenta (2014). Furthermore, in this study, the private sectors mentioned that uniqueness and creativity, which stimulate tourists' interests, were disclosed as applying unique thematic concepts, some events, and innovative variant menus for restaurants.

To sum up, the tourism development program by Bandung City's government, which brought a positive economic impact to tourism-related private sectors, was only focused on increasing the number of visitors. Because of this singular focus, the anticipation of negative effects caused by the program was not attended to.

Chapter 6

RESIDENTS' PERCEPTIONS AND ATTITUDES TOWARD TOURISM

6.1 Introduction

There are only a few previous studies from developing countries on host communities' perceptions of the impacts of tourism. Some focus on the impacts on residents in developing countries and evaluate them on a more general level (Pianzin, 1992; Jung, 2010; Kausar, 2011; Enemuo, Ogechi & Oduntan Oyinkansola, 2012; Yu Wang, Gang Li & Xuemei Bai, 2005). The socio-cultural effects of tourism on cities in developing countries have been comparatively less well documented. Some previous studies stressed that research should be more clearly directed at examining the perceptions and attitudes of residents towards tourism development (King, Pizam & Milman 1993; Haralambopoulos, Pizam 1996; Brunt & Courtney 1999; Andereck, Valentine, Knopf & Vogt 2005).

Host resident of Bandung City is affected by tourism development, more or less. Therefore, this study attempts to evaluate the implemented policy for tourism development by analyzing the host's perceived impacts on quality of life, employment opportunities, and socio-cultural issues.

6.2 Data Collection and Analysis Method

Field survey interviews were conducted in eight districts of Bandung City between November 2014 and March 2016. The survey also focused on some selected areas to get the information needed for purposive sampling. Krippendorff (1987) points out that understanding about and expectations from tourism varies depending on the particular community, group, or

population. Consequently, the respondents for this study were chosen based on the understanding that residents often do not represent a homogeneous population (Brunt & Courtney, 1999:497). Brunt & Courtney (1999) has divided the respondents for their research into four types. Type one includes people in continuous and direct contact with tourists because they depend on tourism and would perhaps be unemployed without it. That is why they welcome visitors. Type two covers residents who are the proprietors of businesses with no regular contact with tourists. Type three represents residents in direct and frequent contact with tourists but who derive only part of their income from tourism. Type four includes residents who have no contact with tourists or see them only in passing (Brunt & Courtney, 1999:497). This research also chose respondents based on Brunt & Courtney model.

This study used an exploratory investigation of residents' perceptions of the impacts of tourism development in Bandung City that required a qualitative survey. Therefore, a semi-structured personal interview was chosen as the research methodology. Interviews were recorded in the respondents' homes or surrounding areas.

The method of data analysis is modeled after the framework method devised by Ritchie and Spencer (1994), which is also used in "Host Perceptions of Sociocultural Impacts" (Brunt & Courtney, 1999). This 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). Familiarization is repeatedly hearing the interview results to familiarize the respondent's answers or responses. To identify a thematic framework, divide it into several themes and incorporate them into the chart, then index and chart the answers. Lastly, mapping and interpretation are to interpret the results of the interview, which are already indexed in a chart,

into descriptive sentences. In addition, secondary data from local government reports and the statistical bureau were also used to support the finding from primary data.

This chapter starts by looking at the demography of respondents, residents' perceptions and attitudes toward tourism development, and residents' suggestions for tourism development.

6.3 Demography of Respondents

In analyzing the survey results, the responses can be divided into four types according to differences in impacts received, as follows:

- Type 1 is residents who are living in Dago Pojok village, which is also known as “Creative Village” for tourism and have direct contact with tourists, mainly foreign tourists (in subsequent tables (Appendix 5 to Appendix 15) called Creative Village for tourism).
- Type 2 includes the business owners or people who have tourism-related jobs (in subsequent tables (Appendix 5 to Appendix 15), called business owners related to tourism). However, this type is different from private sector groups such as shops and restaurants. The respondents of type 2 are running a small stall or kiosk, and some of them are doing business at home.
- Type 3 is residents who live in slum areas surrounding concentrated tourism areas who do not have a tourism-related job and are unemployed (in subsequent tables (Appendix 5 to Appendix 15) called locals in a slum area surrounding concentrated tourism area).
- Type 4 includes residents who have no regular contact with tourists or see them only in passing and do not have tourism-related employment (in subsequent tables (Appendix 5 to Appendix 15) called locals who have no regular contact with tourists). The respondents of type four also represent the opinion of eight districts in Bandung City.

Table 6.1 Demography of Respondents

| Type of residents | Total number of respondents | Male | Female | Age 20-30 years old | Age 40 years old and above | Jobs |
|-------------------|-----------------------------|----------|----------|---------------------|----------------------------|---|
| Type 1 | 15 | 10 (67%) | 5 (33%) | 5 (33%) | 10 (67%) | Artist: 10 (67%) Housewives: 3 (20%) Shop owners: 2 (13%) |
| Type 2 | 15 | 5 (33%) | 10 (67%) | 12 (80%) | 3 (20%) | Home industry: 9 (60%) Apparel industry (Distro): 3 (20%) Shop owners: 3 (20%) |
| Type 3 | 10 | 5 (50%) | 5 (50%) | 3 (30%) | 7 (70%) | Housewives: 3 (30%) Non-permanent job: 5 (50%) Unemployed: 2 (20%) |
| Type 4 | 40 | 17 (42%) | 23 (58%) | 22 (55%) | 18 (45%) | Lecturer: 10 (25%) Teacher: 4 (10%) Private company's staff: 9 (22%) Univ. students: 5 (13%) Journalist: 1 (2%) Housewives: 7 (18%) Unemployed: 4 (10%) |
| Total | 80 | 37 (46%) | 43 (54%) | 42 (52%) | 38 (48%) | |

Source: Author's fieldwork

6.4. Perception and Attitude towards Tourism Development 2005-2013

Respondents were asked to respond to the negative and positive impacts on quality of life. The result of the interview analyzed in sub-chapter 6.4.1 and 6.4.2, respectively. In addition, impacts on employment opportunities, business opportunities, easiness to find a job for migrants, and inflation are analyzed in sub-chapter 6.4.3. Social-cultural impacts are analyzed in sub-chapter 6.4.4. Tourism development initiation and interest are analyzed in sub-chapter 6.4.5. Local government program and residents' involvement in tourism 2005-2013 are analyzed in sub-chapter 6.4.6; the residents' suggestion for tourism development is also analyzed in sub-chapter 6.5.

The range time was limited from 2005 to 2013 because the tourism policy evaluated in this study determinates in 2013, also following the changes of Bandung City's mayor at the end of 2013.

6.4.1 Perceived Negative Impacts on Quality of Life

Respondents were asked to choose a single answer whether they agree or disagree with six items given by the author: overcrowded town center, traffic congestion, declining green area, more garbage, noise and pollution, and disruption of local activities.

Table 6.2.a Perceived Negative Impacts on Quality of Life of Tourism Activities by Respondent's Types

| Type of Respondents | Answer | 2.1 Over-crowded town center | 2.2 Traffic congestion | 2.3 Declining of green area | 2.4 More garbage | 2.5 Noise and pollution | 2.6 Disruption of local activities | Total |
|---------------------|----------|------------------------------|------------------------|-----------------------------|------------------|-------------------------|------------------------------------|-----------|
| Type 1 | Agree | 14 | 14 | 14 | 12 | 14 | 9 | 77(86%) |
| | Disagree | 1 | 1 | 1 | 3 | 1 | 6 | 13(14%) |
| Type 2 | Agree | 13 | 13 | 11 | 11 | 9 | 12 | 69 (77%) |
| | Disagree | 2 | 2 | 4 | 4 | 6 | 3 | 21 (23%) |
| Type 3 | Agree | 9 | 8 | 7 | 8 | 7 | 8 | 47 (78%) |
| | Disagree | 1 | 2 | 3 | 2 | 3 | 2 | 13 (22%) |
| Type 4 | Agree | 32 | 32 | 24 | 32 | 34 | 22 | 176 (73%) |
| | Disagree | 8 | 8 | 16 | 8 | 6 | 18 | 64 (27%) |
| Total | Agree | 68 (85%) | 67 (84%) | 56 (70%) | 63 (79%) | 64 (80%) | 51 (64%) | |
| | Disagree | 12 (15%) | 13 (16%) | 24 (30%) | 17 (21%) | 16 (20%) | 29 (36%) | |

Note: Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork

Table 6.2.a shows the majority of total respondents have agreed that tourism activities in Bandung City caused negative impacts on their environment, such as overcrowded in the town center (85 percent), traffic congestion (84 percent), the decline of a green area (70 percent), garbage (79 percent), and noise and pollution (80 percent). Meanwhile, 64 percent of respondents perceived that visitors had disrupted their activities.

Table 6.2.a illustrates that most type 1 respondents agree that tourism development in Bandung City caused negative impacts on quality of life such as overcrowding, traffic congestion, garbage, noise, and pollution. The interview result reveals the reasoning behind this answer is because they experience those negative impacts in the city center and their village, Dago Pojok village. Regarding the impact on disruption of local activities, two respondents of type 1 said, "foreign tourists who get drunk disrupt the local activities because he was jumping and riding up to someone's home. But we explain that it is not interesting and very annoying, and he understands" (two respondents of type 1, personal communication with author, February 23, 2016). However, villagers can adapt to the inconvenience caused by tourist behavior.

On the other hand, some type 1 respondents disagree about the overcrowded and traffic congestion in the city center. The reason is that they perceived those negative impacts only happen on weekends. In contrast, the reason for disagreeing about tourists causing more garbage and disrupting local activities is because they experienced that tourists could manage their waste and did not disrupt residents' activities. The respondents' disagreeing about the garbage and disruption of local activities might be because type 1 of the respondent is the respondents who have direct and more intent contact with tourists compared to other types of respondents. This experience led them to know many types of tourist behavior.

Regarding the answer of type 2 respondents in Table 6.2.a, respondents perceived disruption to local activities. Hotel construction and the high number of visitors, especially on

weekends, worsen the traffic and precludes residents from enjoying the weekend in their city. Regarding the garbage, some respondents type 2 said that the increasing number of restaurants made more garbage in the city. Waste generated from restaurants worsens the city's environmental condition because some of it cannot be transported to landfills due lack of garbage trucks. From type 2 of respondents complaining about the processing garbage from restaurants and statistical data in Chapter 3, regarding the number of visitors in Bandung City (Figure 3.1) and Garbage discharge in Bandung City 2011-2018 (Table 3.14) shows that the number of visitors and volume of garbage were increased in 2014 from the previous year. The increased garbage leads to assumptions that the city government is not ready to handle the waste explosion even though it let the number of visitors grow to meet the tourism program's target.

On the other hand, some type 2 respondents disagree about the overcrowded and traffic congestion in the city center. They said that overcrowded and traffic congestion in the city center was caused by the inadequate public transportation system of the city. This reason arises because respondent of type 2 uses public transportation for their tourism-related job.

Regarding the answer of type 3 respondents, some respondents explained the noise and pollution they had experienced. Some of the respondents' type 3 confessed that it is caused by hotel construction. Hotel construction near their areas was very disturbing, and it caused water pollution from waste disposal. Some respondents explained that the engine sounds from the building of hotels in their neighborhood are very noisy and make them unable to rest. Moreover, the engine vibration causes their homes to crack in some places. This explanation arises because type 3 respondents live in a slum area in the middle of the city center. Therefore, they feel the negative impacts of urban development more than other respondents.

Regarding the answer of type 4 respondents, some respondents explained the decline of green areas. For example, two respondents revealed that the city's green areas have decreased

because of changes in function. "What was originally open land/areas are being converted to various buildings, such as housing, industry, shops, offices, and others" (two respondents of type 4, personal communication with author, February 23, 2016). Moreover, they also asserted, "residential yards have been turned into concrete pavement for parking lots and some roadside trees cut so that vehicles can use these as parking lots" (two respondents of type 4, personal communication with author, February 23, 2016). Further, the other two respondents of type 4 explained disruptions to local activities that "a large number of vehicles in the city are not only for local transport and residents' vehicles but also the vehicles of visitors from outside the city. Those visitors' vehicles thronged the city road" (two respondents of type 4, personal communication with author, February 23, 2016). This explanation arises because type 4 respondents do not have jobs related to tourism. Therefore, they might be able to clearly explain the negative impacts felt by ordinary residents compared to other respondents who have jobs related to tourism. The quotation of the respondents' typical reasons is shown in Appendix 5, 6 and 7.

The opinions of type 4 respondents are consistent with the city government's annual report in 2012. Regarding the increase of buildings in Bandung City, hotel and restaurant taxes exceeded the target due to the significant growth of new hotels and restaurants (LKPJ, 2012, Ch.3:10). On the other hand, the parking lot area does not extend; however, the occupancy of the parking area was increasing (LKPJ, 2012, Ch.3:13). The type 4 respondents' explanations and a local government report regarding the increase of building in Bandung City illustrate the traffic congestion in the city because the number of vehicles increased, whereas parking facilities had not improved.

Concerning congestion and garbage, statistical data in Table 3.11 shows that the number of vehicles entered through toll gates keeps increasing from 26,352,032 in 2008 to 33,731,385

in 2013. While according to data in 2012, the number of visitors' vehicles is 24.0 times many than registered vehicles in Bandung City in a year (Bandung City in Figure, 2015). Compared to Yogyakarta City, which is also a tourist city, in 2012, there were only 0.09 times the number of visitor vehicles in a year (Yogyakarta City in Figures, 2015). The transportation used by the visitor to Yogyakarta is primarily by train and airplane (Yogyakarta City in Figures, 2015). Therefore, it shows that traffic congestion in Bandung is due to the higher number of visitor vehicles that enter Bandung City compared to Yogyakarta City.

Regarding the increase of garbage, statistical data shows that the total Bandung City garbage discharge had increased from 1497 tons in 2011 become 1600 tons in 2014 (Table 6.2.b).

Table 6.2.b Average of Garbage Discharge in Bandung City 2011 and 2014 (Tons)

| Source of garbage | Garbage discharge (tons) | |
|----------------------|--------------------------|---------|
| | 2011 | 2014 |
| Households | 909.15 | 1048.96 |
| Market | 143.4 | 300.32 |
| Road | 104.85 | 88.32 |
| Stores & Restaurants | 70.2 | 95.84 |
| Industry Zone | 185.1 | 44.98 |
| Institution | 84.3 | 21.6 |
| Total | 1497 | 1600.02 |

Source: Bandung City in Figure, 2012-2015

Table 6.2.b shows that besides households, garbage production from the market, stores, and restaurants had increased significantly. The garbage from the market increased from 143 tons in 2011 to 300 tons in 2014. Garbage generation from stores and restaurants increased from 70 tons in 2011 to 104 tons in 2013 and 95 tons in 2014. It illustrates that tourism activities in Bandung City contribute to increasing garbage volume.

6.4.2. Perceived the Positive Impacts on Quality of Life

Sharpley (1994) points out that tourism should lead to more significant investment in social services to benefit the community. In the Bandung City case, the respondents confessed that some attractions, mostly shopping areas and restaurants, are increasing every year. However, tourism growth does not lead to improvement in education, medical facilities, or other social services. The respondent's answer is consistent with a government report in 2012 that explained the increase in restaurants. In addition, Bandung statistics in 2011 and 2013 show that shopping areas grew from 733 units in 2010 to 876 units in 2013 (Bandung City in Figure 2011, 2013).

Table 6.3 Perceived Positive Impacts on Quality of Life of Tourism Activities by Respondent's Types

| Type of Respondents | Answer | 3.1 Improved tourism attractions | 3.2 Improved education facilities | 3.3 Improved medical providers | 3.4 Improved infrastructure | Total |
|---------------------|----------|----------------------------------|-----------------------------------|--------------------------------|-----------------------------|-----------|
| Type 1 | Agree | 13 | 2 | 1 | 11 | 27 (45%) |
| | Disagree | 2 | 13 | 14 | 4 | 33 (55%) |
| Type 2 | Agree | 12 | 3 | 1 | 3 | 19 (32%) |
| | Disagree | 3 | 12 | 14 | 12 | 41 (68%) |
| Type 3 | Agree | 9 | 2 | 2 | 2 | 15 (37%) |
| | Disagree | 1 | 8 | 8 | 8 | 25 (63%) |
| Type 4 | Agree | 32 | 8 | 8 | 12 | 60 (37%) |
| | Disagree | 8 | 32 | 32 | 28 | 100 (63%) |
| Total | Agree | 66 (83%) | 15 (19%) | 12 (15%) | 28 (35%) | |
| | Disagree | 14 (17%) | 65 (81%) | 68 (85%) | 52 (65%) | |

Note: Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork.

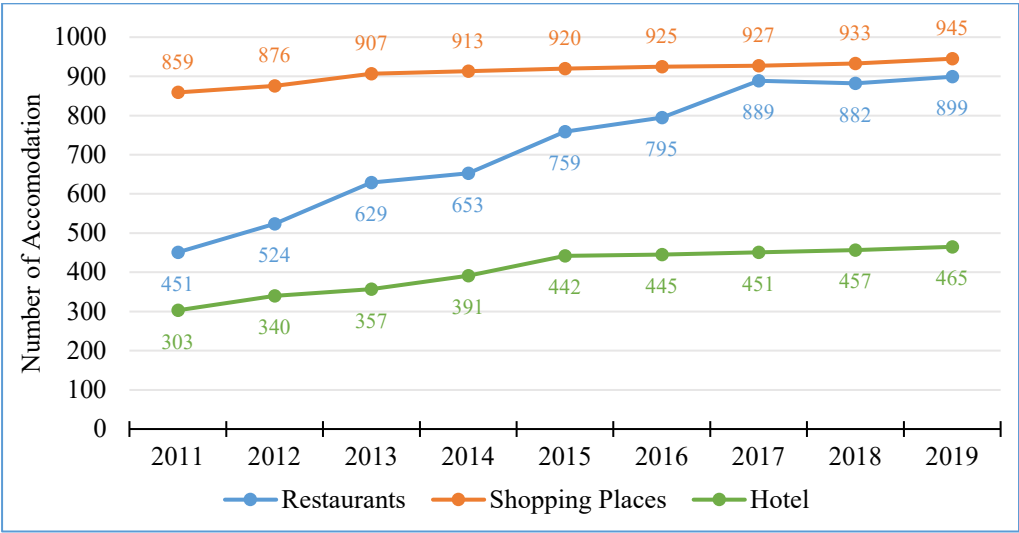
Respondents were asked to choose a single answer whether they agreed or disagreed with four items given by the author regarding perceived positive impacts on the quality of life of Tourism Activities. For example, table 6.3.a shows that 83 percent of total respondents agree that tourism development has improved the tourism attractions. However, more than 80 percent of respondents disagree that tourism has improved educational facilities and medical providers, and 65 percent of total respondents disagree that tourism has improved infrastructure. In this case, infrastructure improvements are road widening, transportation, parking lot, waste management, and other social facilities for residents.

Table 6.3 and interview results show that most type 1 respondents agree that tourism development has improved tourism attractions, including art and cultural attractions and improved infrastructure. Type 1 respondents perceived improvement of traditional events in the community to attract tourists. The improvement of traditional events had led to the development of social facilities and infrastructure in their village, such as the local government providing places for locals to practice art and culture, transportation, and road widening. The facility was made to support traditional culture for tourism activities in Dago Pojok village.

On the other hand, regarding the improvement of tourism attractions, respondents of types 2, 3, and 4 had a different view from respondents of type 1. They said that the number of shopping places and restaurants, the main tourist attractions in Bandung City, had increased, but traditional cultural attractions were not increasing. Therefore, respondents of types 2,3, and 4 explained that the main attraction in Bandung City is shopping places and restaurants, not cultural attractions. Besides, most respondents type 2,3 and 4 perceived that education facilities, medical providers, and infrastructure are not improving. The quotation of the respondents' typical reasons is shown in Appendix 8 and 9.

With the different perceptions between type 1 respondents with other respondents regarding tourism attractions, it can be assumed that the tourism program implementation by the local government program on traditional culture tourism in Bandung City was only applied in a particular area. The perception of the increased number of shopping places and restaurants is supported by statistical data, which shows that accommodation such as hotels, restaurants, and shopping places in Bandung has increased from 2011 to 2014, as shown in Figure 6.1.

Figure 6.1 Number of Hotels, Restaurants and Shopping Places in Bandung City in 2011- 2019



Source: Bandung in Figure 2012, 2015 and 2020

Figure 6.1 shows that the number of hotels, restaurants, and shopping places had increased significantly from 2011 to 2014. In Bandung City's case, shopping places and restaurants are not only tourist accommodations but also tourist attractions.

Regarding road contraction, the local government reported that the city road had been lengthened to 74,512.62 meter long. However, it was far from the target. Initially, the target for city road lengthening was 130,000 meters. Therefore, the limitation of the government budget is the primary constraint of the city road contraction (LKPJ, 2012, Ch. 4:46).

6.4.3 Perceived Impacts on Employment Opportunities, Business Opportunities, Easiness to Find a Job and Inflation

In the previous studies, employment opportunities and price inflation are mostly cited as impacts on the social economy. However, in this study, respondents were asked to choose a single answer whether they agreed or disagreed with four items given by the author: employment, business opportunities, easiness to find a job, and inflation of land or food (Table 6.4.a).

Table 6.4.a Perceived Impacts on Employment, Business Opportunities, Easiness to Find a Job and Inflation by Respondent’s Types

| Type of Respondents | 4.1 Employment for locals | | 4.2 Business opportunities for locals | |
|---------------------|------------------------------|----------|--|----------|
| | Agree | Disagree | Agree | Disagree |
| Type 1 | Agree | 8 | Agree | 7 |
| | Disagree | 7 | Disagree | 8 |
| Type 2 | Agree | 4 | Agree | 11 |
| | Disagree | 11 | Disagree | 4 |
| Type 3 | Agree | 6 | Agree | 6 |
| | Disagree | 4 | Disagree | 4 |
| Type 4 | Agree | 28 | Agree | 24 |
| | Disagree | 12 | Disagree | 16 |
| Total | Agree | 46 (57%) | Agree | 48 (60%) |
| | Disagree | 34 (43%) | Disagree | 32 (40%) |

Note: Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists
 Source: Author’s fieldwork

Table 6.4.b Perceived Impacts on Employment, Business Opportunities, Easiness to Find a Job and Inflation by Respondent's Types

| Type of Respondents | 4.3 Easiness to find a job for migrants | | 4.4 Inflation | |
|---------------------|---|----------|------------------|---------------|
| | Type 1 | Agree | 9 | Price of land |
| Disagree | | 6 | Price of food | 5 |
| Type 2 | Agree | 3 | Price of land | 4 |
| | Disagree | 12 | Price of food | 11 |
| Type 3 | Agree | 7 | Price of land | 8 |
| | Disagree | 3 | Price of food | 2 |
| Type 4 | Agree | 24 | Price of land | 24 |
| | Disagree | 16 | Price of food | 16 |
| Total | Agree | 43 (54%) | Price of land | 46 (57%) |
| | Disagree | 37 (46%) | Price of food/ | 34 (43%) |

Note: Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists
 Source: Author's fieldwork

Table 6.4.a shows that the four resident types have different views on employment opportunities for locals. More than 50 percent of total respondents agree that tourism in Bandung City impacts employment, business opportunities, easiness to find a job, and inflation. It illustrates that tourism activities in Bandung City have a positive effect on earning income for residents.

Regarding employment opportunities (Table 6.4.a), type 1 respondents explained that since the Dago Pojok village has become one of the tourism spots for art and culture, some residents are influenced by traditional events, such as artists who play traditional instruments and do traditional dances. Further, type 1 respondents also said that some artists were asked to introduce Sundanese traditional instruments at schools because of the events held routinely every year in this village. Meanwhile, for business opportunities, another type 1 respondent has the chance to earn income by opening a kiosk or stall.

Type 2 respondents also mention this phenomenon that they are selling goods or food to visitors. Type 2 of respondents have a job related to tourism where they are selling typical goods of food for a souvenir. These goods have original designs by residents of Bandung City. The food sold for souvenirs is also a local snack that can only be found in Bandung City. Therefore, most type 2 respondents said that tourism activities influence business opportunities for locals.

On the other hand, some respondents of type 3 confessed that they had difficulty finding a job in Bandung City, even though they live in the city center. Moreover, they cannot afford the capital to run the business, such as selling goods for tourists. Therefore, most respondents of type 3 are unemployed. However, most respondents of type 3 had agreed that tourism development has positive impacts on employment opportunities and business opportunities.

Type 4 respondents have a similar perception to type 1 respondents. The majority of type 4 respondents answered that tourism development positively affects employment opportunities and business opportunities. Even though type 4 respondents do not have a tourism-related job, they perceived that the increase of hotels and restaurants could absorb much employment. Moreover, the creativity of certain people could give a chance to sell something as a souvenir for visitors.

The survey result shows that all respondents share the same perception that tourism activities had a positive impact on business opportunities. Selling food and souvenirs is the most advantageous in this case.

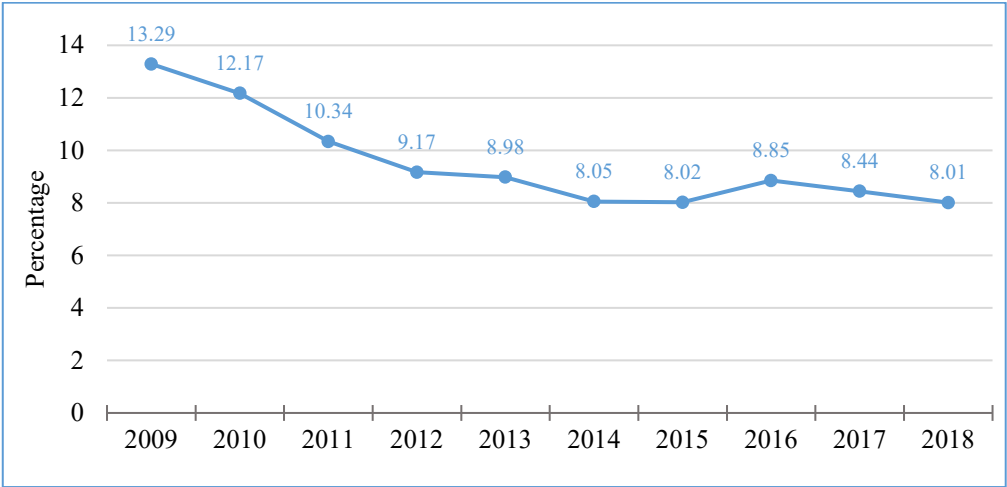
Concerning the impact of tourism on migration which is easier to find a job for migrants in Table 6.4.b, some respondents of type 1, type 3, and type 4 have agreed that many people move to Bandung City to find a job, such as in hotels, restaurants, and shops. However, some of the type 2 respondents disagreed. The reasons for disagreement of type 2 respondents were

cited as "people come to Bandung City only to enjoy the food and shops" (two persons of type 2 respondents, personal communication with author, February 25, 2016). While another said, "they will choose the capital city, Jakarta, to find a job" (one person of type 2 respondents, personal communication with author, February 20, 2016). The respondent's type 2 explained that people outside Bandung City do not want to have low-wage jobs, such as in hotels, restaurants, and shops, while in Jakarta City, people can find higher-wage jobs than in Bandung City.

Respondents agree that tourism leads to price inflation in the land, house rent, and some foods. However, 40 percent of type 4 respondents disagreed because they perceived that "the price increase is not due to tourism, but because of the fuel price hike" (two persons of type 4 respondents, personal communication with author, February 25, 2016).

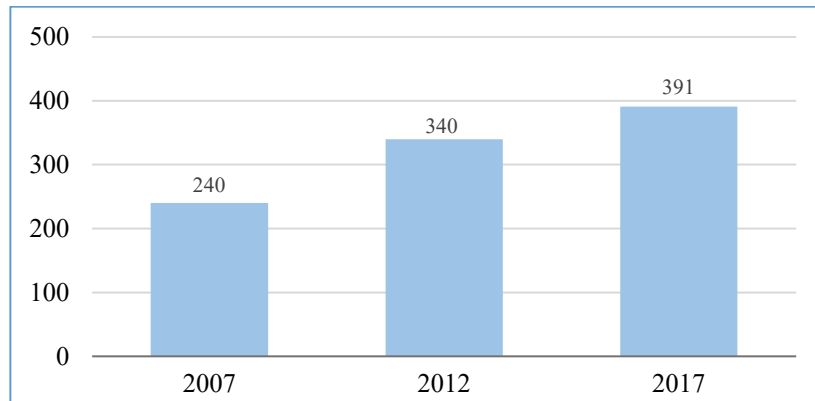
The quotation of the respondents' typical reasons is shown in Appendix 10 and 11. This perception is supported by statistical data, which shows that the unemployment rate in Bandung City has decreased (Figure 6.2). On the other side, the number of hotels and hotel rooms has increased (Figures 6.3 and 6.4).

Figure 6.2 Percentage of Unemployment Rate in Bandung City in 2009-2018



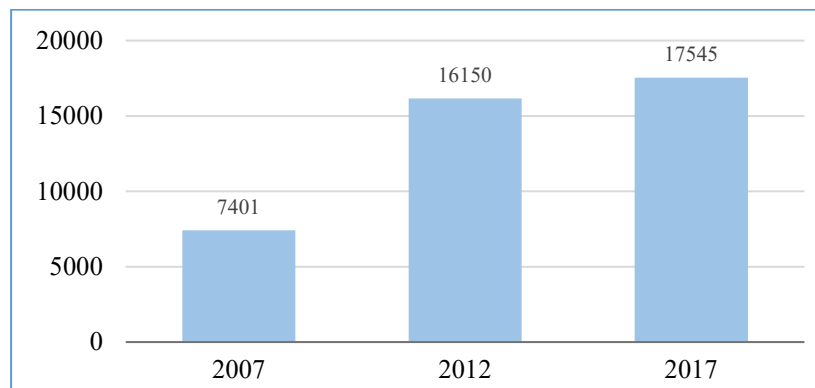
Source: Bandung in Figure 2010, 2012, 2015, 2019

Figure 6.3.a Number of Hotel in Bandung City in 2007, 2012 and 2017



Source: Bandung in Figure 2008, 2014, 2018

Figure 6.3.b Number of Hotel Room in Bandung City in 2007, 2012 and 2017



Source: Bandung City in Figure 2008, 2014, 2018

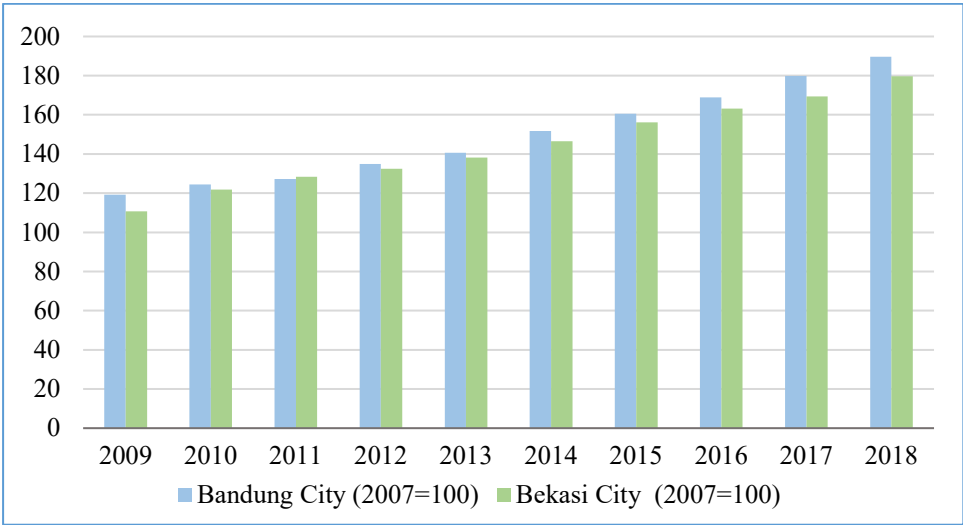
Figure 6.2 shows that the unemployment rate in Bandung City had decreased from 13.29 percent in 2009 to 8.05 percent in 2014 and became 8.01 percent in 2018. Figure 6.3 shows that the total number of hotels in Bandung City increased from 240 in 2007 to 345 in 2017. The number of hotel rooms also increased significantly from 7.401 in 2007 to 17.545 in 2017. It leads to an assumption that tourism development might impact employment opportunities.

Meanwhile, regarding the price inflation, Bandung City's government annual report (2012) shows that the property tax is the most significant local revenue in Bandung City due to the increasing buying and selling activities of land and buildings in the city (LKPJ, 2012, Ch.

3:11). In other words, the local government has recognized that economic activity in Bandung City is growing, which is marked by the growth of land and building transactions in the city.

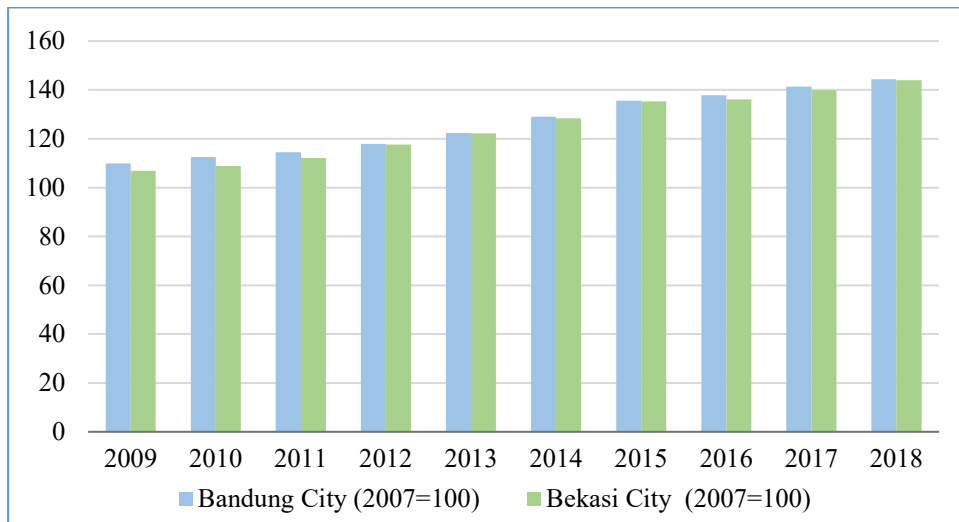
The statistical data of CPI shows that food price and land price in Bandung City is increasing and slightly higher than in Bekasi City (Figures 6.4 and 6.5). Bekasi City is a city in West Java close to the capital city, Jakarta. Bekasi City’s population and area are similar to Bandung City; however, Bekasi City is better known as an industrial city, not a tourism city. In addition, statistical data on total GRDP and share of the three main sectors (agriculture, manufacturing, and service sector) of Bandung City and Bekasi City are shown respectively in Figure 6.6 and Figure 6.7.

Figure 6.4 Consumer Price Indices of Prepared Food and Non-alcoholic Beverages in Bandung City and Bekasi City in 2009-2018



Source: Statistical Yearbook of Indonesia, 2011, 2015, 2019

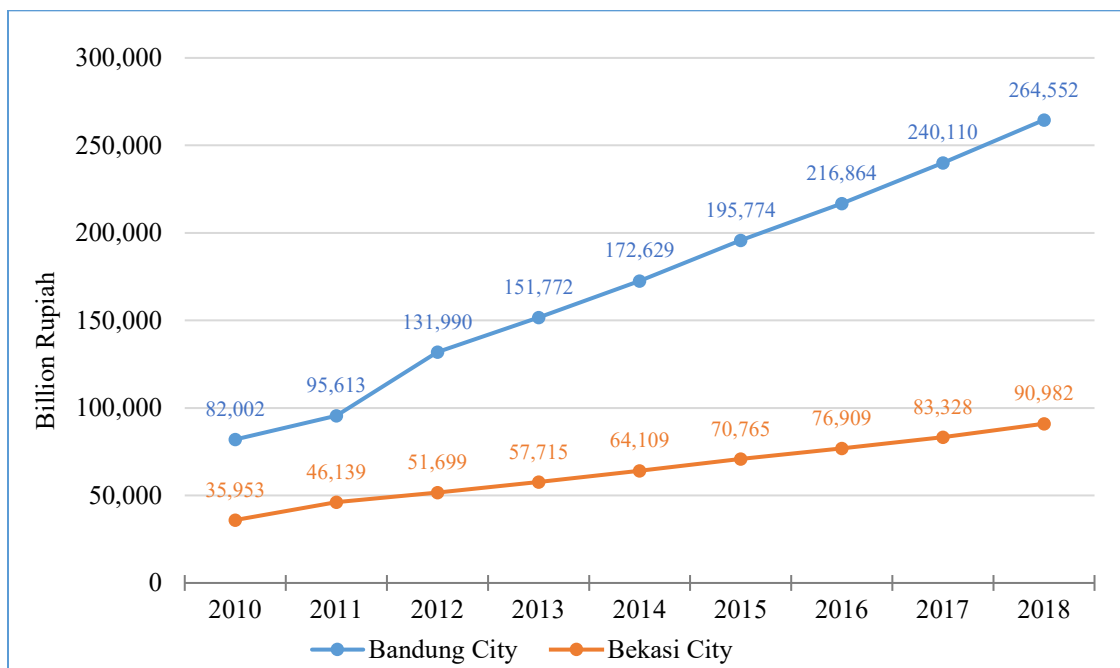
Figure 6.5 Consumer Price Indices of Housing in Bandung City and Bekasi City in 2009-2018



Source: Statistical Yearbook of Indonesia, 2011, 2015, 2019

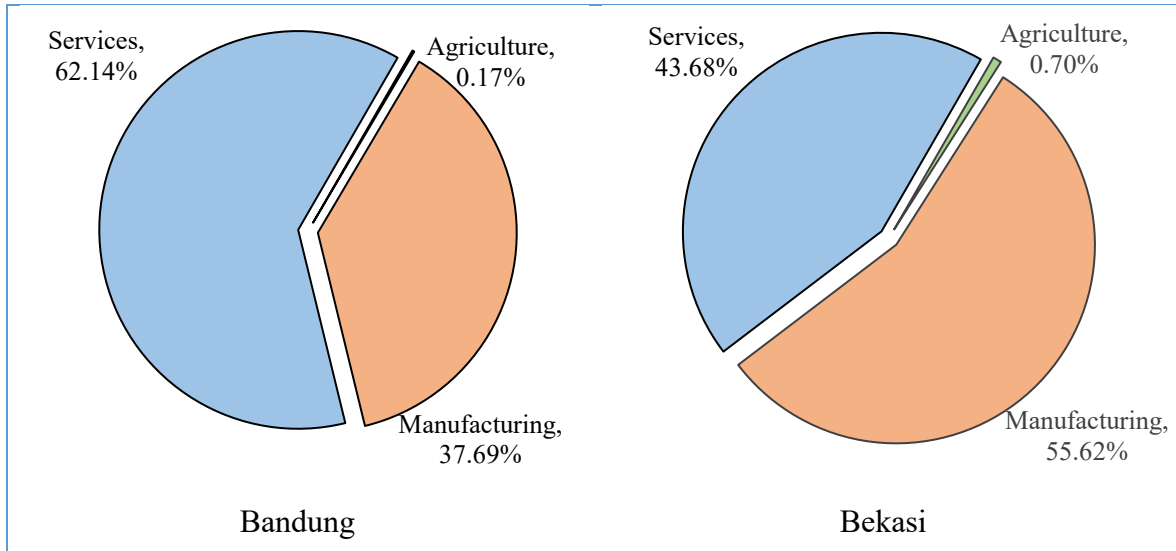
Figures 6.4 and 6.5 show that Bandung City's Consumer Price Indices (CPI) for prepared food and Non-alcoholic beverages and CPI of Housing are increasing every year from 2009 to 2018 and higher than Bekasi City.

Figure 6.6 Total GRDP of Bandung City and Bekasi City in 2010-2018



Source: Bandung City in Figure 2012, 2016 and Bekasi City in Figure 2014, 2019

Figure 6.7 Share of Agriculture, Manufacturing, and Service sector in Bandung City and Bekasi City in 2014



Source: Bekasi City in Figure 2016

Figure 6.6 shows that both cities' GRDP increased from 2010 to 2018; however, Bandung City's GRDP is significantly higher than Bekasi City's GRDP.

Figure 6.7 shows the share of three main sectors, agriculture, manufacturing, and service sector, in Bandung City, showing that GRDP in Bandung City has received the most significant share from service sectors. On the other hand, GRDP in Bekasi City has received the biggest share from the manufacturing industry.

Since Bekasi City is an important industrial city, it is natural that Bekasi City was experiencing inflation. On the other hand, Bandung City is not an industrial city, however, Bandung City also experiences inflation similar to Bekasi City. Therefore, the inflation in Bandung City might be caused by tourism development.

6.4.4 Socio-Cultural Impacts

Regarding the social-cultural impacts, some issues have arisen and reveal in Bandung City's society. The problems that cover local art and culture, cultural promotion, and effects of acculturation are summarized in Table 6.5.a. The increase in alcohol consumption, lifestyle changes, and vandalism are outlined in Table 6.5.b.

In Table 6.5.a, respondents were asked to answer freely about their perceptions regarding local art and culture (5.1) and the effects of acculturation (5.3). All of the respondents have a single answer each. On the other hand, respondents were asked to choose a single answer about whether they agreed or disagreed with cultural promotion (5.2).

Table 6.5.a Perceived Socio-Cultural Impacts by Respondent's Types

| Type of Respondents | 5.1 Local art and culture | | 5.2 Cultural promotion | | 5.3 Effects of acculturation | |
|---------------------|---|----------|---------------------------|----------|---------------------------------|----------|
| Type 1 | Revive local art and culture | 14 | Agree | 11 | Mixed culture | 9 |
| | Cultural attraction turning into shopping and culinary attraction | 1 | Disagree | 4 | Sundanese faded | 6 |
| Type 2 | Revive local art and culture | 3 | Agree | 4 | Do not know | 4 |
| | Cultural attraction turning into shopping and culinary attraction | 12 | Disagree | 11 | Sundanese faded | 11 |
| Type 3 | Revive local art and culture | 1 | Agree | 1 | Mixed culture | 4 |
| | Cultural attraction turning into shopping and culinary attraction | 9 | Disagree | 9 | Sundanese faded | 6 |
| Type 4 | Revive local art and culture | 8 | Agree | 12 | Mixed culture | 12 |
| | Cultural attraction turning into shopping and culinary attraction | 32 | Disagree | 28 | Sundanese faded | 28 |
| Total | Revive local art and culture | 26 (32%) | Agree | 28 (35%) | Mixed culture | 25 (31%) |
| | Cultural attraction turning into shopping and culinary attraction | 54 (68%) | Disagree | 52 (65%) | Sundanese faded | 51 (64%) |

Note: Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork

Table 6.5.a shows that 68 percent of total respondents perceived that cultural tourism attractions in Bandung City are turning into shopping and culinary attractions. However, 32 percent of total respondents answered that tourism activities had revived local art and culture.

Regarding cultural promotion, more than 60 percent of total respondents said that tourism in Bandung City does not promote local culture (Table 6.5.a). Regarding the effects of acculturation in Table 6.5.a, 64 percent of total respondents answered that tourism activities were causing the Sundanese to fade. On the other hand, 31 percent of total respondents perceived that the effect of acculturation was mixed culture.

In Table 6.5.a, 90 percent of type 1 respondents confessed that tourism has revived local art and culture and promoted local culture. The survey showed that the local government helps the community to promote tourism in their place and hold exhibitions of culture and art abroad for cultural exchange. Regarding the mixed culture explained by type 1 respondents, “The intensity of contact with foreigners also affected the local culture. Young people in the village had modified some local music by mixing Western music genres with Sundanese traditional instruments” (one person of type 1 respondents, personal communication with author, February 23, 2016). Therefore, Type 1 residents experienced different effects from other respondents regarding the impact on art and culture.

On the contrary, three types of respondents (types 2, 3, and 4) confessed that tourism in Bandung City is not cultural tourism because of the lack of cultural attractions and turning into shopping and culinary attractions (Table 6.5.a). Therefore, they disagree that tourism promotes local culture. Most respondents type 2,3, and 4, mentioned that Bandung City only has Saung Angklung Udjo for cultural attractions, which is a privately-owned attraction. Some respondents of type 4 explained why there is a lack of cultural attractions as “Sundanese traditional culture is not impressive, that is why it is hard to develop and attract more tourists from that” (three persons of type 4 respondents, personal communication with author, February 20 and February 23, 2016). Therefore, it illustrates that local art and cultural practice for tourism in Bandung City is not widespread in the city area.

Another example regarding mixed culture (Table 6.5.a), respondent types 3 and 4 mentioned cuisine and fashion. Some respondents of type 3 have said that the food served in some famous restaurants is not traditional food. Instead, it is pure Western food or traditional food which has adopted Western taste. Similarly, one of the cultural issues is fashion. Three respondents of type 4 said, “since many visitors are coming to Bandung, young people’s fashion

has changed. Many young girls wear miniskirts and revealing clothes” (three persons of type 4 respondents, personal communication with author, February 25, 2016). Furthermore, types 2 and 3 respondents also perceived that miniskirts and tank tops were unusual for locals of Bandung City.

The survey result on local art & culture, cultural promotion, and effects of acculturations (Table 6.5.a) show that type 1 is more dependent on local culture tourism activities. Therefore, they are more sensitive to local cultural changes brought by tourism activities. However, the changes in local cultures do not diminish the original local art and culture. On the contrary, it enriches the type of art and culture in their village (Dago Pojok village).

Dorais (1995) stressed that another critical issue for culture is the local language issue. Language is one of part cultural identities and social habits, customs, and so on. In Bandung City, usually, Bahasa Indonesia is used in formal activities or places such as schools and offices. However, for daily communication, Bandung City residents use Sundanese. In this case, all types of residents agree that tourism activities cause the Sundanese language to fade (Table 6.5.a). Interaction with tourists is making people accustomed to using Bahasa Indonesia. Therefore, Sundanese is not spoken anymore, especially by young people.

Regarding the socio-cultural impacts of increased alcohol consumption, lifestyle changes, and vandalism, the result of interview fieldwork is summarized in Table 6.5.b. In Table 6.5.b, respondents were asked to freely answer their perceptions regarding lifestyle changes (5.5) and vandalism (5.6). As a result, all of the respondents have a single answer each. On the other hand, respondents were asked to choose a single answer whether they agree, disagree, or do not know regarding increasing alcohol consumption (5.4).

Table 6.5.b Perceived Socio-Cultural Impacts by Respondent's Types

| Type of Respondents | 5.4 Increasing of alcohol consumption | | 5.5 Lifestyle changes | | 5.6 Vandalism / property crime | |
|---------------------|--|-------------|--|-------------|---|-------------|
| Type 1 | Agree | 14 | Young people spending their time in the street | 9 | The Number of gangsters increase | 9 |
| | Do not know | 1 | Practice and preserve local culture | 12 | Do not know | 6 |
| Type 2 | Agree | 1 | Consumerism | 11 | The number of gangsters increase | 11 |
| | Do not know | 14 | Do not know | 4 | Do not know | 4 |
| Type 3 | Agree | 0 | Young people spending their time in the street | 6 | The number of crimes increase | 7 |
| | Do not know | 10 | Do not know | 4 | Do not know | 3 |
| Type 4 | Agree | 28 | Consumerism | 28 | The number of crimes increase | 12 |
| | Do not know | 12 | Do not know | 12 | Do not know | 28 |
| Total | Agree | 43 (54%) | Young people spending their time in the street | 15 (19%) | The number of gangsters and crimes increase | 39 (49%) |
| | Do not know | 37 (46%) | Consumerism | 39 (49%) | Do not know | 41 (51%) |
| | | | Practice and preserve local culture | 12 (15%) | | |

Note: Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists
 Source: Author's fieldwork

Table 6.5.b shows that tourism activities in Bandung City have caused the socio-cultural impacts on increasing alcohol consumption (54 percent), consumerism (49 percent), young people spending their time in the street (19 percent), and an increasing number of gangsters and crimes (49 percent).

Regarding the increase in alcohol consumption, only a few of the respondents could explain alcohol consumption, while most respondents do not know about alcoholism in

Bandung City. For example, most type 2 respondents and all respondents of type 3 said that they do not know about tourism's effect on alcoholism in Bandung City.

However, Table 6.5.b shows that 90 percent of type 1 respondents strongly criticize alcoholism caused by tourism. Type 1 respondents mentioned that the foreign tourists who consume alcohol affect the locals, especially young people in the village. Respondents said that recently young people are drinking alcohol, which is not usual since most residents are Muslim. Type 1 respondents perceived impacts of alcoholism happened because type 1 respondents had directly contacted more foreign visitors than other respondents in other areas in Bandung City.

Respondents of type 4 also reveal similar information. As most of the citizens in Bandung City are Muslim, they know that consuming alcohol is prohibited. Alcohol such as beer used to be sold clandestinely and mostly only in certain places, such as bars and discotheques, but now they explained that alcohol is sold openly in restaurants. Respondents feel that people in the city are free to consume alcohol, and it is not a Muslim region anymore. Type 4 respondents perceived impacts of alcoholism were different from type 1 respondents. Type 4 respondents do not have regular contact with tourists; however, they often use restaurants in the city, one of the tourist accommodations.

Regarding the lifestyle issue (Table 6.5.b), some type 1 and type 3 respondents answered about young people spending their lives in the street from 2003 to 2012. In 2003, Type 1 and type 3 respondents confessed that since the rise of tourism in Bandung City 2003, the construction of the hotels, restaurants, and shopping places are making them feel pressured. They felt that rapid tourism development in the city does not positively impact the residents because they are still living in poverty. The stress feels made the young people feel unsecured. This unsecured feeling made them spend their lives in the street and make mischief to show their unsatisfying feeling. Some of the type 1 respondents explained the situation as “during the

day, they gathered and hung out on the streets to show their presence. This gathering triggered the formation of a motorcycle gang (gang motor) that always caused mischief and destruction which disturbed other residents” (three persons of type 1 respondents, personal communication with author, February 23, 2016).

To stop the destruction caused by young people, some street artists concerned about this problem intervened to approach the young people in Dago Pojok Village. They put the young who used to hang out on the streets to work through art. They taught them to paint or draw anything to vent everything they felt. In 2012, these artists discussed with the local government to make Dago Pojok village a cultural tourism destination in the city because they had trained people to practice art and local culture. As a result, the government approved the plan, promoted the community for tourism, and held cultural events. Therefore, in 2012, Dago Pojok village was named a Creative village and cooperated with the local government to implement the tourism development program. However, this has not happened in the slum areas where type 3 respondents live, so they still struggle during development.

On the other hand, type 2 and 4 respondents explained that many shopping and dining options make them always want to go out and shop. These activities lead to consumerism. As two respondents said, "When there is a new café or restaurant, I always go to try it" (two persons of type 4 respondents, personal communication with author, February 25, 2016). Similarly, other persons said, "tourism in Bandung is about cuisine and shopping, so I always want to spend my time at the mall, Factory Outlet, and eat out" (three persons of type 4 respondents, personal communication with author, February 25, 2016). Even so, people assume it is a positive thing because they feel comfortable with the culinary attractions in their town.

Another issue is vandalism or crime (Table 6.5.b). As described above, from 2003 to 2011, because of economic pressure, some locals of type 1 and type 3 confessed that the young

people were hung out in the street and started motorcycle gangs. These gangs caused damage and destruction and committed crimes against other citizens³⁴.

Meanwhile, type 2 and 4 respondents admitted that the recent rise in sales has led to increased numbers of thugs (In Bahasa called *preman*) extorting money from merchants. Similarly, the type 3 and 4 respondents said that tourism activities caused vandalism, such as the increasing number of thugs (extortion) and destructions. The quotation of the respondents' typical reasons is shown in Appendix 12, 13 and 14.

Concerning the local culture development, the Bandung City government reported that in 2012 they held an activity to educate the artist or art performers. Through this activity, information about the arts, especially traditional arts in the city, has been informed to the artists, residents, and the tourism industry. The goal is to raise the image of the traditional art of Bandung to become one of the tourist attractions (LKPJ, 2012, Ch. 4:126). However, the activity was not resulting in a positive outcome among the majority of residents.

Regarding the sale of alcohol, the Bandung City government has set in local regulation no. 11 of 2010 about the Prohibition and Controlling the alcoholic beverages. In local regulation no. 11 of 2010, the government has set certain places for the sale of alcohol and the type of alcoholic beverages that can be sold. In addition, the city government conducted an operation to capture the prostitutes and alcohol-related violations in 2012. As a result, the government

³⁴ Regarding the social problems explained above, local government also reported those as the problem of young generation in Bandung City. For the area of youth, government described 7 problems that occur on youth in Bandung Including:

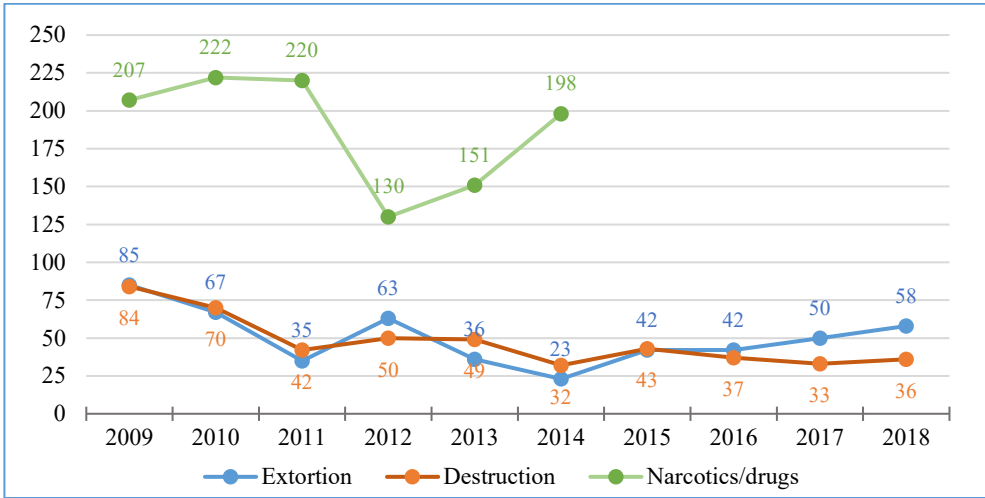
1. The influence of foreign culture on youth behavior,
2. Youth has becoming less care about the values of the local culture,
3. The decline of nationalism in the youth themselves for political purposes,
4. Depletion of youth understanding of defense and security has causing conflict,
5. The poverty level which affects the youth opportunity to involve in the development process,
6. Destructive character of youth which led to criminal action as motorcycle gang (*geng motor*) and others,
7. The widespread circulation of drugs and addictive substances (LKPJ, 2012, Ch. 4:142-143).

As the solution to these problems, the city authorities are trying to improve facilities youth such as educational facilities and skills, increase employment or entrepreneurship, increase appreciation of youth towards traditional culture and other businesses (LKPJ, 2012, Ch. 4:144).

reported that they found 25 violations of the sale of alcoholic beverages (LKPJ, 2012, Ch. 6:30). The interview result about alcoholism illustrates that the practice of the illegal sale of alcoholic beverages exists in Bandung City.

Concerning the crime of extortion, destruction, and drugs abuse, statistics data shows that these types of crimes have existed in Bandung City from 2009 to 2018 (Figure 6. 9).

Figure 6.8 Number of Crimes Mentioned by Respondents in Bandung City in 2009-2018



Source: Bandung in Figure 2012, 2015, 2019

Figure 6.8 shows the type of crimes mentioned by the respondent (Table 6.5.b). Figure 6.8 shows that the number of extortions in 2009 was 85 cases, then decreased to 35 points in 2011. However, it increased again in 2012 (63 cases) and became 58 in 2018. On the other hand, destruction in 2009 was 84 cases, then decreased to 49 cases in 2013, and it again reduced to 36 cases in 2018. Regarding drug abuse, Bandung City's statistics data only had recorded until 2014, which is increased from 130 cases in 2012 to 198 cases in 2014. The statistical data illustrates that tourism changes the atmosphere of the city. However, the crime perceived by respondents is not always the same as the government's statistical data. Residents always feel

the crime constantly since 2009, whereas the statistical information shows the number of crimes decreased at one time and increased at another time.

6.4.5 Tourism Development Initiation and Interest

In Table 6.6, respondents were asked to choose a single answer among three items given by the author. Question one is about the primary motivation of tourism development. Respondent's answers are split on whether tourism development in Bandung is being initiated through residents' needs, for economic benefit to increase city revenue, or both. Another question is about the interest in tourism. It gathered information on whether the tourism development has more interest in tourists, residents, or both.

Table 6.6 Perception of Tourism Development Initiation and Benefit by Respondent's Types

| Type of Respondents | 6.1 Tourism development initiated for city's economic benefit or residents' need? | | 6.2 Whose get more benefit? tourist or residents? | |
|---------------------|--|-------------------------|---|----------|
| | Type 1 | City's economic benefit | 1 | Tourist |
| Residents need | | 1 | Residents | 1 |
| Both | | 13 | Both | 13 |
| Type 2 | City's economic benefit | 10 | Tourists | 8 |
| | Residents need | 3 | Residents | 5 |
| | Both | 2 | Both | 2 |
| Type 3 | City's economic benefit | 7 | Tourists | 8 |
| | Residents need | 2 | Residents | 1 |
| | Both | 1 | Both | 1 |
| Type 4 | City's economic benefit | 30 | Tourists | 26 |
| | Residents need | 5 | Residents | 10 |
| | Both | 5 | Both | 4 |
| Total | City's economic benefit | 48 (60%) | Tourist | 43 (54%) |
| | Residents need | 11 (14%) | Residents | 17 (21%) |
| | Both | 21 (26%) | Both | 20 (25%) |

Note: Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork

Table 6.6 shows that 60 percent of total respondents believe that tourism development in Bandung City is initiated more for economic benefit than residents need. Similarly, 54 percent of respondents answered that tourism development has more benefits for tourists than residents.

Table 6.6 shows all respondents of type 1 said that tourism development in Bandung City is initiated for both economic benefit and residents' needs. Moreover, most of the respondents of type 1 believed that the interest also for both tourists and residents. This result

illustrates that respondents of type 1 have received the interest in tourism development in Bandung City than other types of respondents.

Referring to the typical reason from respondents in Appendix 15, most respondents of type 1 felt that the development could be symbiotic for tourism and local needs so that tourism development will bring significant benefits or interest for locals and tourists. For example, in Dago Pojok village, tourists directly experience real indigenous life and culture, and tourism gives direct economic benefits to locals who provide the facilities.

Table 6.6 also shows that 60 percent of type 2 respondents believed that tourism development only brings economic benefit to the local government and investors. Therefore, tourism development is only focused on tourist facilities. Even so, the rest of the type 2 respondents believe that it is interested in locals since it provides jobs and business opportunities, especially the selling of souvenirs.

However, most type 3 and 4 respondents answered that tourism development in Bandung is only for the city's economic benefit (Table 6.6). Referring to the typical reason from respondents of type 3 in Appendix 15, two of the respondents said, "tourism development does not consider residents' needs and does not provide enough job opportunities. Therefore, the number of unemployed in Bandung City is still high (two persons of type 3 respondents, personal communication with author, February 25, 2016). Type 3 respondents' answer reflected their life where most of the residents of type 3 experience a hard time finding a job even though they live in the city center.

Similarly, type 4 respondents felt that tourism development in Bandung City is only to attract tourists (Table 6.6). A respondent of type 4 said that the tourism program does not pay attention to the infrastructure. Many residents are complaining because some tourist site development worsens the traffic. Moreover, some respondents of type 4 assert that "tourism has

been exploiting the green areas, worsening traffic congestion, and causing other adverse impacts because of poor planning and management by the local government. The tourism development makes locals uncomfortable because they cannot enjoy their city anymore, especially on the weekend since it is very crowded" (two persons of type 4 respondents, personal communication with author, February 25, 2016).

On the other hand, some of the type 4 respondents said that tourism development in Bandung city is for the city's revenue and residents' needs. Therefore, both tourists and residents can benefit from tourism (Appendix 15). Type 4 respondents represent eight districts of Bandung City; therefore, the typical reasons are more varied than other respondents. The quotation of the respondents' specific reasons is shown in Appendix 15.

6.4.6 Local Government Programs and Residents' Involvement in Tourism 2009-2013

This study also asked about the local government programs, efforts to reduce the adverse effects of tourism, and local involvement in tourism development (Table 6.7). The responses surveyed were limited from 2009 to 2013 to gather information about tourism policy in 2009-2013. The result of the survey summarizes in Table 6.7.

Table 6.7 shows the typical answer from all types of respondents regarding the knowledge of the government's program for tourism and resident involvement in implementing the program. Respondents were free to answer anything they knew and perceived. However, all respondents gave one answer each.

Table 6.7. Knowledge of Local Government Programs for Tourism and Resident's Involvement in 2009-2013

| Type of Respondents | 7.1 Government's program for tourism | Answer (%) | 7.2 Residents involvement | Answer (%) |
|---------------------|---|------------|--|------------|
| Type 1 | Making the Creative Village | 13 (87%) | Local government certainly involves locals to promote the Sundanese arts and culture | 13 (87%) |
| | Holding the Tourism Promotion | 2 (13%) | Never involved in tourism development programs | 2 (13%) |
| Type 2 | Holding the Culinary event | 6 (40%) | Never involved in tourism development programs | 15 (100%) |
| | Holding the Tourism Promotion | 3 (20%) | | |
| | Don't know | 6 (40%) | | |
| Type 3 | Holding the Culinary event | 1 (10%) | Never involved in tourism development programs | 10 (100%) |
| | Don't know | 9 (90%) | | |
| Type 4 | Holding the Tourism Promotion | 8 (20%) | Never involved in tourism development programs | 40 (100%) |
| | Holding the Culinary event | 8 (20%) | | |
| | Don't know | 24 (60%) | | |
| Total | Making the Creative Village | 13 (16%) | Local government involves the residents | 13 (16%) |
| | Holding the Culinary event | 15 (19%) | Never involved in tourism development programs | 67 (84%) |
| | Holding the Tourism Promotion | 13 (16%) | | |
| | Don't know | 39 (49%) | | |

Note: Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork

Table 6.7 shows residents' knowledge about the government program for tourism and their involvement. It revealed that 49 percent of respondents did not know about the program and were never involved in tourism development programs. Similarly, 84 percent of respondents answered that they are not engaged in tourism development programs.

Table 6.7 shows that more than 80 percent of type 1 said they knew one of the local government programs for tourism which has made the creative village in Dago Pojok village.

Moreover, this program required residents in Dago Pojok village to get involved as a primary need. It shows that Dago Pojok village, or creative village, is included in one of the local government programs for tourism development in Bandung City.

On the other hand, besides respondents in type 1, respondents of type 2, 3, and 4 claimed that they did not know about tourism development programs in Bandung City, and the local government did not involve them in any tourism program and policy. It illustrates that information on tourism development programs in Bandung City is not evenly distributed throughout the city. The plan for tourism of local government is not well socialized among all city residents.

6.5 Residents' Suggestions for Tourism Development

All respondents were very enthusiastic about giving suggestions to the current government for tourism development. The result of the survey summarizes in Table 6.8.

Table 6.8 shows the typical answer from all types of respondents regarding the suggestions for tourism development in Bandung City. Respondents were free to answer anything; however, all respondents gave one suggestion each.

Table 6.8 Residents' Suggestions for Tourism Development

| Type of Respondents | Suggestion for tourism development | Answer (%) |
|---------------------|---|------------|
| Type 1 | Educating the residents: "Not only provide facilities for the practice of art and culture but it is expected that the government provide education for citizens to support creativity" | 13 (87%) |
| | Provide job opportunities: "development that could provide jobs for locals" | 2 (13%) |
| Type 2 | Revive the local culture: "Improving the local culture to become a tourist attraction" | 6 (40%) |
| | Educating the residents: "Government needs to provide socialization and education for many Bandung residents who do not know how to care for their city" | 5 (33%) |
| | Improve infrastructure: "Improve infrastructure and find solutions for waste problems and traffic congestion" | 4 (27%) |
| Type 3 | Revive the local culture: "Improving the local culture to become a tourist attraction" | 6 (60%) |
| | Provide job opportunities: "Develop tourism that could provide jobs for the citizens" | 4 (40%) |
| Type 4 | Revive the local culture: "Revive museums and local culture as tourism destinations" | 22 (55%) |
| | Improve infrastructure: "Tourism development must be aligned with infrastructure improvement, so that congestion does not get worse" | 18 (45%) |
| Total | Educating the residents | 18 (23%) |
| | Provide job opportunities | 6 (7%) |
| | Revive the local culture | 34 (43%) |
| | Improve infrastructure | 22 (27%) |

Note: Typical reasons from the respondents.
 Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists
 Source: Author's fieldwork

Table 6.8 shows that 87 percent of type 1 respondents mentioned educating residents and 13 percent said providing job opportunities. Regarding educating the residents, respondents felt that the local administration only provides the facilities for tourism activities without providing enough knowledge to improve community creativity to deliver exciting performances

to tourists. In addition, residents claimed that their knowledge and expertise are limited, so they need support to improve their skills. Regarding job opportunities, type 1 respondents hope that the development of tourism can provide jobs for residents because most of the artists in the village of Dago Pojok only get seasonal income from events. If there is no event for tourism, most villagers have no income since they do not have a permanent job.

Whereas 30 percent of type 2 respondents also stressed the education for the resident. They suggested the government disseminate information about development programs and education about hygiene and the environment, so the residents can keep their city clean.

Table 6.8 shows that more than 40 percent of type 3 respondents raised the issue of employment opportunities. According to them, rapid development does not provide jobs. It illustrates that type 3 respondents who live in a slum area in the center of Bandung City did not perceive positive impacts from tourism development programs.

Furthermore, types 2, 3, and 4 of respondents suggest the government provides more cultural attractions for tourism. Another suggestion is to improve the infrastructure to reduce traffic congestion and municipal solid waste.

The respondents' suggestions revealed that Bandung City's tourism development programs lack some supporting points to reach the target. These are socialization of the programs, providing training and education for tourism-related activities, local culture-based tourism programs, and strategy to prevent the negative impacts on the environment.

6.6 Conclusion

This case study has examined the residents' perception of the social impacts of tourism development in Bandung City. The survey result elaborates the mixed positive and negative

impacts of tourism policy on residents. The perceptions of the impacts of tourism development are diverse in the view of host residents.

The first findings are the range of perceived negative effects on the quality of life primarily cited in the literature is evident in this study. The study found that residents perceived more adverse effects than positive ones on the quality of life. Overcrowding, congestion, garbage, and pollution are the most commonly perceived effects that cause stress in this study. The result regarding congestion and garbage is also supported by statistical data and local government reports. On the other hand, tourism development improves some restaurants and factory outlets; however, the variant of tourist attraction is not improving.

The second finding is that the citizens' common perception of positive socio-economic effects is employment for locals and business opportunities. This result is also supported by statistical data showing the percentage of unemployment in Bandung City has decreased, and the number of hotels is increasing. On the other hand, the perceived negative impacts on socio-economic effects are inflation of food prices and land prices. The CPI data also shows that the price of food and housing in Bandung City is increasing compared to Bekasi City, which has a similar area and population.

The third finding is regarding the socio-cultural impacts on local art and culture. It shows that local government effort in promoting cultural tourism is not widespread among other residents living in other areas. According to type 2, 3, and 4 respondents, Bandung City does not promote local culture and lacks cultural attractions. In contrast, in Dago Pojok village or well known as the Creative village, tourism has the effect of reviving the local art and culture and experiencing acculturation in traditional music. Perceived impacts on Dago Pojok village residents and other types of respondents were different since the local art and culture are

practiced in Dago Pojok village as a tourism destination. Tourism in Dago Pojok village does represent socio-economic benefit from the festivals and other attractions for the visitors.

The fourth finding is about the perceived negative impacts on socio-cultural regarding local language and vandalism/crimes. Survey results found that Sundanese's local language is faded because of tourism activities. The survey of all types disclosed that recently locals, especially young people, do not speak Sundanese anymore because contact with a visitor, especially domestic visitors, made them use Bahasa Indonesia. Another perceived negative impact on socio-cultural is vandalism, such as the increasing number of gangsters who caused destruction and the number of thugs (preman) extorting money from merchants. However, some respondents said that the development of shopping places and restaurants positively affects the new local entertainment and the enjoyment of city life.

Lastly, residents give suggestions to support tourism development in Bandung City for the local government by educating the residents, providing job opportunities, improving infrastructure, and reviving the local culture. Therefore, policy recommendations can be suggested from the survey result and respondents' suggestions. First, the local government needs to socialize tourism programs for residents. Second, the city government needs to support the residents' idea for cultural attractions by providing training. Third, the local government needs to give more effort to revitalizing local culture by involving the host residents in all areas in Bandung City. Fourth, a collaboration of local government and residents is needed to construct new attractions based on local art and culture.

Chapter 7

COMMUNITY INCLUSION FOR TOURISM DEVELOPMENT

7.1 Introduction

The representation of a local community in tourism development is a complicated issue that needs further investigation. According to Muganda, Sirima & Ezra (2013), there is ambiguity about the roles of local communities' functions and the link between their views and planning and development outcomes. Previous studies gave little attention to the feelings of local communities about their roles in tourism development, which constitute a crucial point in elaborating a better plan for low negative impacts of tourism in a particular area (Muganda, Sirima & Ezra, 2013:64). This chapter seeks insights into the perceived role of host communities in Bandung City tourism. The questions are: how do host communities perceive the impacts of tourism in Bandung City, and what are the roles of communities in reducing adverse impacts?

From the community's perspective, Madrigal (1995: 56) argued that "people or groups may live in the same geographical space but do not necessarily belong to the same 'community.' A typical geographical space may accommodate different categories of people and groups and subdivided into the elderly community, the gay community, ethnic or religious community." Thus, there is a need to exercise caution in deciding the basis upon which individuals should be classified or groups. According to Williams and Lawson (2001), a better definition of a community may be "a group of people who share common goals or opinions."

Simmons (1994) asserts that it is essential to embrace community participation in developing tourism plans and policies for two fundamental reasons. The first is that the

community transforms positively or negatively due to tourism. Second, the city's residents play significant roles in creating the atmosphere of hospitality that makes tourism flourish or not.

Wiltshier (2012) stresses:

The notion of sustainable tourism management is predicated on a shared concern for the environment which is an integral part of the development cooperation frameworks of countries at different stage of economic and social development. Such management should lead to the achievement of common and mutually beneficial objectives, which prioritizes the interrelatedness of people, resources, environment and development.

Thus, unless tourism's socio-economic and environmental benefits are extended to local communities and residents, they cannot be said to have developmental impacts. However, according to Pizam (1978), most previous studies focused only on highlighting the different reactions of various actors within particular communities regarding the impacts of tourism and have been mainly conducted in small communities (Pizam, 1978:8-12).

The expansion of the tourist industry in Bandung City has seen many luxurious hotels spring up in the city. At the same time, most residents remain in poverty because tourism proceeds are not evenly distributed. Matarrita-Cascante et al. (2010) believe that it is important to engage host communities in the process of tourism-related decision-making if the sustainability of the industry is to be achieved. Local communities can play significant roles in identifying and showcasing tourism resources and attractions that could contribute to tourism development. Participation here means active engagement rather than just being passive observers at various meetings with other stakeholders.

Thus, Pongponrat (2011) asserts that when opportunities for involvement in the project life cycle are extended to host community members, trust and confidence, which are vital requirements for the sustainability of tourism-related benefits, are assured. Furthermore, by so doing, policymakers will be able to leverage local people's solidarity, initiatives, and suggestions to improve tourism development plans and implementation or service delivery.

The possibility that local communities could influence policy development and decision-making depends on the extent of and participation constraints imposed by the adopted approach of the other stakeholders, especially the government. Scherl and Edwards (2007) observed that policy formulation and decision-making in most developing countries was characterized by the top-down approach and often dominated by the government.

Previous studies only reviewed the importance of participation in tourism planning and development rather than looking at communities' efforts in supporting tourism development. Therefore, this study aims to bridge the gap by examining how local community groups in Bandung City negotiate the challenges posed by tourism and contribute to tourism development to derive long-term benefits.

Tourism development in Bandung City has brought positive economic impact in improving city revenue. However, negative effects, especially on the environment, have received much attention from residents and local communities. Local communities in Bandung City themselves are promoting environmental-friendly tourism to residents to reduce the negative environmental impacts. Unfortunately, their efforts are not positively rewarded amid inadequate support from the local government, as revealed by in-depth interviews conducted with representatives of four communities in Bandung City. The interviews further revealed the challenges confronting Bandung City tourism development and the host community's suggestions for the local government to reduce the negative impacts of tourism. This chapter also underscored the communities' inclusion in tourism development. The analyses in this chapter are premised on the opinions of the host communities about tourism development in their localities.

7.2 Data Collection and Analysis Method

This research applies a qualitative method, using interviews and observation. The qualitative method of sampling was applying purposive³⁵ and snowball³⁶ 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. The first phase was between February and March 2014. The second phase was conducted in November 2014. The interviews focused on ascertaining the level of collaboration between the local government and communities concerning tourism development. As referred to the concept of summative evaluation, the questions covered the residents' interactions with the previous mayor, who was in office between October 2003 and September 2013.

Respondents answered over 20 questions and suggested measures to maximize benefits from tourism while also taking steps to address its adverse effects. Each issue was followed by an open-ended question to probe for more information about why they held such a point of view on a particular aspect. This method provided a broader picture of how they perceived their roles and allowed the author to investigate further other issues which were not originally included in the questionnaire. The respondents' opinions were transcribed and interpreted to obtain the main problems of the study. The study also utilized the triangulation method to acquire data. The triangulation process is the application of different methods, such as the use of documents, maps, face-to-face interviews, observation, and the writing of field notes and reflective memos. The profiles of respondents are presented below.

³⁵ Purposive sampling in this study is collecting the primary data from interview and survey to the community' organization that has related activities to tourism in Bandung City. Their information is important to support the research.

³⁶ Snowballing sampling in this study is type of purposive sampling. Based on the result of interview with local governments, the respondents (four community's organization) are being recognized by Department of Tourism and Culture and Department of Environmental Management of Bandung City.

7.3 Profile of Respondents

1. Bandung Creative City Forum (BCCF)

BCCF is an association of various communities initiated in December 2008. The group comprises 45 registered representatives of the communities, but the actual number of members is enormous. BCCF aims to nurture and develop the potential and creativity of local communities to develop Bandung City. BCCF has initiated Kampung Kreatif (creative village), which aims to transform villages into tourist destinations by attracting visitors to community events. Through this medium, people are also connected to local resources such as trash banks and garbage processing into finished goods or souvenirs. University students also participate by creating and designing various products to meet market demands.

The overriding goal of the BCCF is to transform Bandung into one of the world's creative cities by identifying and analyzing the challenges of particular communities and seeking local initiatives to overcome such challenges. The organization believes that the cooperative dispositions of the people of Bandung can help to mobilize the needed social capital to actualize these objectives.

2. Gemicik (Cikapundung Lover's Community)

Following the Waste Processing policy in 2008, Gemicik was established in 2010. Gemicik is a free community group that any institution does not bind. It is a college forum that is concerned with the Cikapundung River. It has about 30 registered members, although not all of them are active in its activities. The membership is drawn from faculty members of universities across Bandung City, with support from students. This community's groups encourage residents to support their activities. In addition, the association often receives support

from the Department of Environmental Management regarding physical facilities, including building waste banks and waste management in general.

3. Sakola Cikapundung (Cikapundung School)

Sakola Cikapundung (Cikapundung School) is a student's association studying Anthropology at Padjadjaran University. Though not yet registered, the association comprises a group of approximately 100 volunteers who, in partnership with residents and their colleagues from other campuses, periodically conduct research around the Cikapundung River and undertake other initiatives to improve lives in Cikapundung. The association's primary activities are conducted in the Dago waterfall area.

Sakola Cikapundung's activity is one of the community development initiatives undertaken by the association to expand the river's carrying capacity and promote creativity in transforming local resources for commercial purposes. They organize periodic markets around the Dago waterfalls, where locally produced goods are displayed and sold. The association is also engaged in teaching English to children across the community.

Organizations that are devoted to the resolution of social problems in Bandung are scarce. Often, communities mobilize to resolve their challenges, especially environment-related ones, with little or no external assistance. Therefore, Sakola Cikapundung's goal is to use the Dago waterfall area as a pilot project to champion environmentally friendly development. If the concept is successful, it will be replicated elsewhere. Dago Waterfall was the first tourist attraction destination in Bandung City. However, the high influx of tourists to the area coupled with poor maintenance practices led to the rapid deterioration of the waterfall. Given the preceding, the association also aims to increase public awareness about the significance of the river, garner support for its sustainable use, and transform the aesthetic quality of the Dago

waterfall. Hence, the association is committed to revitalizing the environment while generating economic benefits from tourism.

4. Komunitas Cikapundung (Cikapundung Community)

Komunitas Cikapundung (Cikapundung Community) was founded in 2009 by people who care for the environment, primarily the riverine environment. The majority of its members are residents of the Cikapundung riverbank area, which cuts across six districts in Bandung City. The group is formally registered, with 52 pioneer members. However, the membership of the group has been fluctuating in recent times. The group's primary focus is to re-orientate the attitudes of community members who often throw garbage into the Cikapundung River. The group believes that Cikapundung could better benefit from tourism if the locals adopt more favorable attitudes and behavior towards preserving the natural and cultural properties of the community.

The Cikapundung Community has been empowered by the local government and the Department of Tourism and Culture in Bandung City to develop initiatives that could transform the Cikapundung River into a significant tourism destination.

7.4 Communities' Perceptions of the Social and Environmental Impacts of Bandung

City Tourism

The responses of residents and communities to tourism development and its impacts have received considerable attention in the last twenty years. King, Pizam, and Milman (1993) asserted that most of the research on community and tourism impacts focused on how various sectors of the society differ in their reactions to tourism-induced impacts. The studies were mainly conducted in a single community or a few neighboring communities. Unfortunately, it

is often difficult to measure the social impacts of tourism. To a large extent, the impacts are indirect. One may also suspect that there is another impact yet to be discovered. In general, hosts' attitudes and perceptions toward tourism vary continuously from negative to positive (King, Pizam, and Milman, 1993:662).

In the case of Bandung City, all respondents tended to perceive negative impacts of the government's tourism program, including congestion and indiscriminate waste disposal. According to Sakola Cikapundung, waste is a big problem in the city because the government is only disposing of waste in the landfill without recycling it or implementing effective disposal measures. Hence, the volume of waste continues to increase.

The government's "Culinary Events" are also highlighted as sources of the garbage problem. According to Cikapundung Community, the culinary events, as parts of the government tourism program, have not been ideal for some reasons:

1. Many of the types of food offered are not West Javanese traditional food.
2. Waste from leftover food and packaging.
3. The entrepreneurs who are involved are mostly not Bandung residents.

Thus, waste accumulation has been the most visible challenge of tourism development, coupled with throwing garbage into rivers, contaminating them, and generating very offensive smells. Community representatives believe that if the "Culinary Events" were handled well and citizens were involved, the situation might be better. However, they expressed dissatisfaction that up until now, there has been no invitation or cooperation from the government to manage the waste and traffic generated from this event.

Another issue is water discharge. The Cikapundung River problem earlier mentioned by Mr. Yadi, Cikapundung Community association is a garbage issue and has been a persistent

challenge of water supply shortfall from the river. He mentioned the causes attributed to this include:

1. Greening reduced upstream
2. The local water company of Bandung City is diverting the water meant for Bandung City residents.
3. A hydroelectric power plant uses river water to run its turbines.

Furthermore, Mr. Yadi of the Cikapundung Community asserted that "Every year the local water company of Bandung City will need more water due to the increasing number of consumers. They take water only from the Cikapundung River, and we cannot do anything" (Yadi, personal communication with author, November 16, 2014).

For his part, Mr. Dian of Sakola Cikapundung believes that water supply shortages are due to the rapid infrastructural development in Bandung City, which has also triggered population expansion and increased demand for water. He added that when previously forested areas give way to buildings and other uses, it adversely affects the community's watersheds. Given the above, he criticized the policy of local autonomy thus: "The government repeatedly permits the private sector to construct buildings to increase tax revenue. City development by the private sector does not pay attention to the environment" (Riki, personal communication with author, November 17, 2014). Sakola Cikapundung also believes that "Planting trees should be replaced with growing trees, to discourage the cutting down of trees, reasoning that it requires a longer period to grow trees, whereas 100 trees could be planted in just one day" (Dian, personal communication with author, November 17, 2014).

Regarding the water shortage, statistical data in 2011 shows three sources of drinking water production in Bandung City. The first is from river 73,048,903 M3, the second from

spring 3,140,208 M³, and the third is from well water (Water Department of Bandung City, 2011). Therefore, it shows that the river in Bandung City plays a vital role in providing drinking water for the city's population.

Another issue raised by the respondents is congestion. Sakola Cikapundung opined that due to the relative security in Bandung City and the hospitality of the residents, visitors' demand for accommodations has soared, leading to the city's congestion. Mr. Dian of Sakola Cikapundung explained that:

“Because Bandung City's master plan developed by the Dutch government is not oriented towards accommodating a very large population, the carriage capacity of the city has been overstretched as people continue to flock to the city for tourism. Finally, buildings in Bandung City are increasingly being expanded, but their aesthetic attributes are often sacrificed in the process” (Dian, personal communication with author, November 18, 2014).

Similarly, Mr. Yadi disclosed that:

“The government is promoting and developing tourism to take advantage of the tax revenue generated from tourism-supportive factories, businesses and hotels but pays less attention to the adverse effects of tourism on local cultures and the environment. Although the local government is trying to address the garbage challenge by providing litter boxes, it is also important to constantly enlighten residents and visitors about clean environment initiatives and mobilize their cooperation towards achieving this goal” (Yadi, personal communication with author, November 16, 2014).

Bandung City's government has made some efforts to increase the number of visitors by doing promotion and exhibitions, cooperation with the tourism-related organization, socializing and educating entertainment companies, and cooperation with transportation companies. Those efforts are affecting the increase of tourism supporting facilities. As a result, the number of hotels and restaurants increased significantly in 2012 from the previous year (LKPJ, 2012, Ch. 4:215).

Furthermore, increased vehicular movement within the city has contributed to air pollution, traffic congestion, and other social impacts. For example, there has been an increased

proliferation of vagabonds and beggars. Thus, BCCF notes that "Since the number of vehicles coming into Bandung, especially during the weekend, continues to increase is causing traffic gridlock. They are taking advantage of this opportunity to beg from one vehicle to another, and eventually, this becomes their livelihood" (Fiki, personal communication with author, February 16, 2014).

Based on the interview results, Sakola Cikapundung has a similar opinion with the local government about the migrants. The begging issue is due to the migration effect of rapid growth development. They assert that the rising numbers of beggars may be due to growing inequality occasioned by the tourism-induced rapid development in Bandung City, which has, in turn, increased the number of people migrating to the city as beggars. Some respondents, including Mr. Dian and Mr. Fiki, opined that the tourism industry has been more beneficial to investors than the local people, who mainly work for low salaries. There's an area that is generating agitation among the residents. While luxurious hotels and other business ventures continually spring up in the city, many residents still live-in poverty. The quotation below appropriately captures the scenario: "It is an awful sight, looking at the construction of new hotels near the slums of residents. This generates jealousy that could lead to social conflict" (Fiki, personal communication with author, February 16, 2014).

Meanwhile, the local government has reported that they gave education to the 517 vagabonds and beggars in Bandung City as one of the government efforts in social aspect (LKPJ, 2012, Ch. 4:109).

7.5 Community Inclusion for Tourism Development

The result of an interview conducted with four community groups in Bandung City was combined with other stakeholders' survey results and secondary data provided in local government reports. As a result, community inclusion for tourism development is divided into three categories: community groups' role in tourism development, local government, and communities' cooperation to promote tourism and activities undertaken by the local government. Those will be described in 7.5.1, 7.5.2, and 7.5.3, respectively.

7.5.1 The Role of Community Groups in Tourism Development

7.5.1.1 The Role of BCCF in Social Identity and Creativity

The BCCF's initiatives target the middle and lower-class individuals in the community so that they do not feel marginalized and apathetic about tourism. Some of the key initiatives of the BCCF in this regard are presented in Table 7.1.

Table 7.1 BCCF Role in Social Identity and Creativity

| Year | Events | Activities |
|------|------------------------|---|
| 2008 | <i>Helarfest</i> | <i>Helarfest</i> means "showing off". The locals show what they can do for development. These activities are planned through deliberation by community groups, developing seminars, planning concerts, exhibitions, and so on, that are performed under a single umbrella called <i>Helarfest</i> . There were 31 events in <i>Helarfest</i> in August 2008. |
| 2009 | <i>Helarfest</i> | Since it had more participants, the number of events was increased to 67. Consequently, the period of <i>Helarfest</i> was extended to ten weeks. |
| 2010 | <i>Semarak Bandung</i> | Focused on public spaces and historic buildings. There were three main activities: 1. Car Free Day: On Sunday morning, the Dago area is closed to motor vehicles, so that playgrounds can be made for children with snacks and so on, along with the open library initiative. 2. Car Free Night: On Sunday evening, the Braga area is closed to motor vehicles. Instead, meal and snack stalls are prepared. In other words, on Sunday night, the Braga area turns into a "Culinary Night" area. Street musicians often perform there. 3. Town Maker: BCCF's effort to bring together designers, the city government and the private sector to organize public facilities, such as |

| | | |
|------|---------------------------|--|
| | | smoking rooms, bus stops, park benches and other public facilities. BCCF facilitated collaboration among the three parties, and initiated discussion on important issues. The private sector's interest was in advertising their product. To build public facilities, the private sector requires permission from the government but also requires tax relief, because the private sector is also doing something for the city. Unfortunately, this has not been realized because of tax issues. At least BCCF sought public facilities in the Town Maker 2010 event. |
| 2011 | TUNZA | In collaboration with the United Nations Environment Program (UNEP), "The International Children and Youth Conference" was held, in which 1200 teenagers were invited with their chaperones from more than 60 countries. This event was used by BCCF to conduct a peaceful protest on the issue of Babakan Siliwangi forest that was going to be cut down to build a new resort and hotel. Rejection of the community on this issue was not done by shouting and demonstration in front of government offices. A peaceful protest was held by embarking on a forest walk in Babakan Siliwangi. When opening the Tunza event, children planted trees during the forest walk. |
| 2011 | Cycling | Another BCCF role is to reduce congestion and pollution from motor vehicles. This is a cycling program that began in 2011. The program is a bike-sharing program or renting out bikes. The aim of this program is that the visitors who come from Jakarta can use the rented bikes for tourism activities in Bandung City. These efforts demonstrate the positive impact of changing the behavior of some residents. Changing behavior means changing the habits of people who are always on motorcycles to become more environmentally friendly by cycling. |
| 2012 | <i>Helarfest</i> | Focused on four things, namely rivers, forests, villages and city parks. Each resource was assigned to communities for management. 1. Forest activation ³⁷ : awarded to the organization called <i>Design Hub</i> . A concert was held for three days and three nights for free in the woods of <i>Babakan Siliwangi</i> . The show was called <i>Lightcestra</i> . The goal was for people to understand that the city forests can be managed and utilized. 2. Parks: Awarded to the organization called <i>Eco Ekno</i> to make outbound for children. 3. Rivers: Awarded to the organization <i>House de House</i> . Free movies were screened, along with a culinary night and performances. The goal was to unite the community around the river in a fun way. 4. Village: This was done in Taman Sari village by initiating a kampung festival (village festival), with events such as kite painting for children, making stages and video mapping. |
| 2013 | REGIA | Urban forest activation. Picnic in the woods, yoga in the middle of the forest, children's workshops, open library and forest dining. |
| 2014 | Creative Village Festival | A festival that was held in <i>Cicukang</i> village involved the locals. The objective was to promote the village as a tourist site. |

Source: Field interviews in February and November 2014

BCCF activities are like acupuncture medicine. They call it "The City Acupuncture."

When there are things that go wrong, the organization will react. For instance, to reduce the

³⁷ Forest activation means utilizing the forest for local community's activities by holding the events.

number of visitors who come by car, the organization encouraged the Cicukang village residents to make giant puppets that can only be seen from the train to Bandung.

BCCF believes that its activities bring positive impacts, especially in the social dimension. All the activities of BCCF cover economic, social and environmental areas. The most important thing for the members is the social impact. Local communities want greater recognition of BCCF's activities because they provide an avenue through which these communities channel and express their interests. Thus, they offer a lesson to the government on how to embrace the local community.

7.5.1.2 The Role of Sakola Cikapundung in the Environment and Tourism

The focus of Sakola Cikapundung's activities is to educate residents. The members teach locals to improve their environmental conditions, enhancing their quality of life. They also provide English language lessons to children. The extracts from the interviews about their activities are presented below.

Table 7.2 Sakola Cikapundung Role for Development

| Year | Activities | Information |
|----------|---|---|
| 2013-now | Teaching English to the local community | <p>The shortage of residents who are proficient in English makes it difficult to communicate with tourists. Initially, they were teaching English to adults, but now they are also teaching children. This organization's activities are carried out around the Dago waterfall area. They also provide training for locals to make traditional crafts that are sold directly to tourists visiting this area. This is the reason why English is needed as a communication tool.</p> <p>They not only teach children English but also other school subjects. Children whose parents cannot afford to provide additional tutoring outside of school are usually assisted with lessons to improve their performance in school.</p> |
| 2014-now | Sorting and processing of garbage | <p>The volunteers also teach the residents environmental education, including sorting and processing their waste. However, according to Sakola Cikapundung, government efforts to utilize the Cikapundung River as a tourist attraction have not been optimum.</p> <p>The government should be able to provide education to the community to change the behavior of throwing garbage into the river into 3R (Reuse, Reduce, and Recycle). Sakola Cikapundung introduces this 3R to the children, and they also instruct housewives to make garbage into consumable goods or crafts. These crafts serve as souvenirs that are offered to tourists.</p> <p>In addition, Sakola Cikapundung also provides training on household waste decomposers that process household waste into fertilizer. The fertilizers are in turn used in their gardens.</p> |

Source: Field interviews in February 2014 and November 2014

Sakola Cikapundung believes that its activities bring positive social and environmental impacts. Previously, the organization in Dago waterfall area was littering and mixing up their trash. Now they teach people to sort it. The residents can also process organic waste into compost and recycle non-organic waste.

7.5.1.3 The Role of Cikapundung Community in the Environment and Tourism

Cikapundung Community performs social service activities and river clean-up on Sundays. They opened Cikapundung River for tourism by offering some attractions in the river such as rafting. Other initiatives undertaken by Cikapundung Community are summarized in the Table 7.3.

Table 7.3 Cikapundung Community Role for Development

| Year | Activities/events |
|------------|--|
| 2009 | Started managing slum area of Cikapundung River. |
| 2010 | Expanded the river, built dams to store water. |
| 2011 | Mobilized approximately 1000 residents to clean up the river to the bottom. |
| 2012 | Cooperation with outside parties. Participated in Asian-African Conference. |
| 2013 - now | Joined the volunteer team from the university for training and education for the riverbank communities. Mobilized the community's emotional attachment to the river. |

Source: Field interviews in February 2014 and November 2014

Cikapundung Community asserts that the impact of its activities on residents surrounding the river is quite significant. Previously, residents blatantly threw garbage into the river and its surroundings, but now this has been reduced. Before Cikapundung Community was established, the volume of waste in the river was very severe, but now the volume of waste has been reduced. Cikapundung Community explained that “before there were ten tons a day of cow dung dumped into the river, but now it has decreased to two tons a day” (Yadi, personal communication with author, November 16, 2014). Cikapundung Community processes the rest of the cow dung into compost (fertilizer). It makes the riverbanks that had been filthy become cleaner. Cikapundung Community received an award from the Department of Public Works as the first winner of the arrangement of the area along the river on the occasion of the 2013 World Water Day. However, Mr. Yadi noted that one of the most difficult challenges confronting the group is changing the

mindset of people living along the riverbanks, renowned for having the uncivilized habit of throwing garbage into the river.

7.5.1.4 The Role of Gemicik (Cikapundung Lover’s Community) in the Environment and Tourism

Gemicik’s current goal is to promote community-based waste management. To achieve this, Gemicik trains residents on making crafts such as bags, wallets, dolls, and so on by utilizing the waste, primarily plastic waste. These unique works are sold as a souvenir to tourists. This activity contributes significantly to Municipal Solid Waste management by reducing the non-organic waste volume and combining local creativity to generate economic benefits.

The other initiatives of Gemicik (Cikapundung Lover’s Community) are summarized in the table below.

Table 7.4 Gemicik’s Role for Development

| Year | Activities/ Events |
|-----------|---|
| 2010 | Mapping the problems |
| 2011 | Held a cleanliness competition in several villages in cooperation with Cikapundung Community |
| 2012 | Distributed questionnaires to the community to discover the community desires about how to manage garbage |
| 2013-2014 | Established a garbage bank system as a way to reduce waste in the city |

Source: Field interviews in February 2014 and November 2014

Gemicik also collaborates with the students through “trash pick-up action” and “reprimand action” to reprimand people who carelessly throw garbage. However, this is only a volunteer activity performed around the students` campuses.

The most significant impact of Gemicik in the area is increasing public awareness about the need for an effective garbage disposal system. Two methods are employed to achieve this goal, namely:

1. Garbage Bank: The customers are residents who deposit valuable garbage in the Garbage Bank. The garbage is weighed and recorded in a passbook. The money is saved in the bank and is usually withdrawn once a year.
2. The cooperative system aims to help small shops, which are given a business capital of between 100 and 200 thousand rupiahs in return for an equivalent value of garbage. The project is being piloted in the Taman Sari area.

Gemicik processes waste products from garbage to sell as souvenirs. The waste is sold directly to interested buyers or recycled to produce other items. In addition, Gemicik collaborates with BCCF to improve the design and packaging of finished goods made from waste to make them more attractive to consumers.

Concerning the waste management of Reuse, Reduce, and Recycle (3R), which was introduced by Sakola Cikapundung and Gemicik to the residents, the local government reported that in 2012 there are 16% of total waste in Bandung City was managed by 3R held by residents and informal sector including community's groups (LKPJ, 2012, Ch. 4:80). It illustrated that community groups significantly contribute to socializing the 3R waste management to the locals.

However, despite the commendable initiatives of the various community organizations, most of the respondents decried the lack of support from local government authorities. They particularly expressed worry that even though they have made concerted efforts to promote tourism, both nationally and internationally, the government's response has been less than

encouraging. Therefore, the following section presents the extent of their cooperation with the local government authorities.

7.5.2 Local Government and Communities' Cooperation to Promote Tourism

Development

All the community organizations represented in this study revealed that they were not familiar with the previous and current administration's programs on tourism development because it is not adequately publicized. Besides, Bandung City tourism development is unbalanced, especially in ecology. Bandung is better known for culinary tourism, which fits into the creative economy policy of the government, while other aspects of tourism remain less developed. Mr. Yadi of the Cikapundung community opined that a significant weakness of the government's tourism development initiative in Bandung is that it lacks schedules and adequate synchronization and promotions of local cultural performances, such as in Bali and other areas rich in cultural tourism. Examples include Saung Angklung Udjo and Batik Kepret, which are credited to the initiative and creativity of the local community rather than the local government's interventions. Sakola Cikapundung disclosed that there had been no collaboration with the city government concerning planning and implementing tourism promotion interventions. The group added that they had attended meetings with the city government intending to improve the quality of the river on several occasions. However, they expressed disappointment that the city government has not been forthcoming with meaningful action plans to achieve this. The organization added that the city government is instead shifting the responsibility to Cikapundung, which also passes through the districts of Bandung.

Cikapundung Community believes that the local government policy (2009-2013) on social, culture, and art were closely associated with tourism and were in line with

Cikapundung`s desire to promote riverbanks as public spaces. Therefore, such areas are suitable for observing the interface among social actors, their arts, and the environment.

Some government programs have supported community activities that promote the tourism development policy, including:

1. Re-structuring the river in 2010-2012 by improving activities in the riparian area.
2. Providing counseling to riverbank residents to construct the doors of houses opposite the river.
3. Building dams for storing water and protecting water quality.

However, the various groups in the community do not agree to cooperate with the government`s entire program due to certain aspects of the government`s decision that they find incompatible with the vision and mission of the community, such as the government`s decision concerning Babakan Siliwangi forest. The decision was to cut down the forest and turn it into a resort area for tourism activities. However, Cikapundung Community is trying to make this area into a forest area of the city, where the family could play in the middle of nature and undertake other environmental activities.. Furthermore, Mr. Yadi of Cikapundung Community asserted:

“We really need the government`s assistance, especially in training and monitoring of our activities. We are a hardworking people who will move into action so long as the government facilitates and provides better guidance for us for a better future. But, there is no such help from the government. The government can ask for cooperation from us, but we cannot ask for assistance from the government. The government never took our deliberations seriously” (Yadi, personal communication with author, November 16, 2014).

Bandung City government tends to define cooperation as providing financial assistance. Still, on the contrary, the community and residents` interests in seeking government cooperation are more in policies that support their activities since this is beyond their capability. Sadly, this

enabling policy remains a mirage. Even though the local government often involves the communities in meetings to discuss environment-related issues, they are usually not involved in developing programs to address such environmental issues. For example, even though Gemicik's activities are mainly for Bandung City's benefit, Gemicik received assistance from the provincial rather than the city government to implement its waste management strategies. The local government seems not to care about the efforts that Gemicik is making.

The government often attributes its poor support of community initiatives and proposals to promote tourism in Bandung City to the lack of funds. Another reason is that the government feels that it is unnecessary to promote tourism since visitors will always come anyway. However, this posture contradicts the government's tourism promotion program that aims to increase the number of visitors. Chapter four reveals that the local government wants to increase the number of tourists every year by doing tourism promotion as a necessary effort. Whereas, when the community groups such as Gemicik proposed the initiatives to promote tourism, the local government refused it as the promotion was unnecessary. From the above contradiction, one could see that tourism promotion as defined by the government is different from what the communities perceive and believe it to be. Thus, Gemicik better describes the situation thus: "Although we are promoting the Cikapundung River to become a tourist attraction resource, the government does not consider the idea at all" (Satori, personal communication with author, November 18, 2014).

The program proposed by the community is environment-oriented tourism like the tourist village of BCCF and water tourism on the Cikapundung River, which is the place where souvenirs made from environmentally friendly procedures such as trash (recycled goods) are presented and sold to visitors. On the other hand, tourism promotion as conceived by the local governments is culinary tourism and shopping malls in Braga Street, located in the city center,

known as the "Braga Festival." "Gemicik initiated the eco-town that sells a variety of crafts made from trash, but this idea has not received support from the government" (Satori, personal communication with author, November 18, 2014). One of the communities explained that the major attraction in Bandung City revolves around commerce. Still, all the respondents are worried about the adverse impacts of this and are stressing the need for the local government to mitigate measures.

7.5.3 Activities Undertaken by the Local Government

Four community groups have done some activities for city development, including tourism development, by socializing local government programs to the residents and supporting residents for their livelihood and social identity. Four community groups in this study have done many activities; some activities were recognized and adopted by the local government.

The BCCF disclosed that cooperation among government, community, and the private sector started in 2012. First, it was on the initiative of the community for Bandung tourism but supported by the government and private sector. The activities adopted by the local government, such as 'Helarfest' and 'Car Free Day,' which is included in the government report as cultural activities. That same year, the state and village communities collaborated to create tourist villages. There are seven villages where these initiatives by the new administration took off, but the creative villages covered are expected to increase to 30. The Bandung City tourism office collaborated with BCCF to increase tourism through thematic gardens. The current mayor also retained this creative village ideology of the BCCF to boost tourism in the city.

The current plan for an eco-town derives from the model proposed by Gemicik. The Regional Development Agency of Bandung City (BAPPEDA) often involves Gemicik in planning, and the government also supports the latter's idea of a Garbage Bank. Since January

2014, some private institutions modeled after the waste bank have begun to evolve. Eco-town means that all the infrastructure leads to sustainability. According to Mr. Satori, “sustainable development must balance social, economic and environmental components. Thus, the Taman Sari area is under consideration for sustainable development initiatives” (Satori, personal communication with author, November 18, 2014).

7.6 Communities’ Suggestions for Reducing the Negative Impacts of Tourism on Bandung City

The impacts of tourism depend on the characteristics of tourists, including their length of stay, activities, modes of transport, and so on. Therefore, there is a need for the supply-side (government and local community) to mitigate negative impacts through policies and programs that consider tourism's economic, environmental, and social dimensions. However, in the absence of practical cooperation between the host communities and the local government, the prospects of achieving this goal may be threatened. Therefore, despite the challenges of fostering this collaboration, the host communities suggested some action plans to reduce the negative impacts of tourism on Bandung City for consideration by the local government. These proposed measures are discussed in this section.

7.6.1 Greater Commitment by the Local Government

The host communities believe that the city government's efforts to reduce the negative impacts of tourism have not been successful. The creative economy ideology upon which the city government's efforts to attract tourists are built has so far been concentrated in a few areas of the city. This concentration leads to severe congestion in these areas. Although the

government has tried to tackle congestion by applying three-in-one at the Pasteur Highway every Saturday to reduce incoming vehicles, it does not affect the congestion and density of Bandung City during weekends. This reality was further bolstered by a representative of BCCF thus:

“The government has a regular event for the promotion of tourism festivals, such as the Braga Festival and Bandung Blossom, which are held every year on the anniversary of the city but does not provide adequate facilities in anticipation of any harmful effects for example, by making provisions for smoking areas, parking lots and so on.” (Tita, personal communication with author, November 17, 2014).

Another BCCF representative describes this more appropriately, thus: "The effort of the government to reduce congestion has not yielded desired results. Rather, the government's tourism promotion measures have increased the number of visitors" (Riki, personal communication with author, February 16, 2014).

Furthermore, the government has yet to devise an effective system of managing tourism-induced waste, thereby posing environmental risks in polluted rivers and culverts due to indiscriminate garbage disposal. A representative of Gemicik described the situation thus:

“The provincial and municipal governments` efforts to address environmental issues have not been encouraging. It seems that they do not reckon with the complaints of the community representatives, and the ignorance of the residents about the environmental and health threats posed by poor waste management initiatives further worsens the situation.” (Satori, personal communication with author, November 18, 2014).

In summary, the host communities argue that the local government must balance its economic goal of increasing tourism revenue and the need to protect the environment and residents from adverse effects, such as indiscriminate waste disposal, water and air pollution, and congestion and so on.

7.6.2 Developing Environment-friendly Tourism Attractions

According to all respondents, tourism development initiatives in Bandung City are not environmentally friendly. They focus only on the culinary without considering how they affect the environment. One example of such initiatives is the city park. Parks in Bandung have not been fully transformed into tourism assets. This view was expressed by a respondent of BCCF thus: "In Bandung, there are 604 parks, but about 300 of these parks have been abandoned, with more likely to face the same fate. Even Babakan Siliwangi forest's management has been delegated to the private sector instead of being managed by the government" (Fiki, personal communication with author, February 16, 2014).

Communities believe that if Bandung City becomes famous for its cuisine, an efficient and effective waste management system should be a significant focus for the government because it is one of the factors that visitors consider in deciding their destinations. In Bandung City, some tourism resources meet the need for environment-friendly tourism, but the local government seems to be more interested in generating income. Gemicik thus suggested that the local government designate environment-oriented tourism destinations that serve as fundamental markets. Furthermore, Gemicik believes that "integrating the concept of traveling with the environment is a commercial package, which made Gemicik initiate the concept of an eco-town park and the Cikapundung water attractions. However, the government's response has been less than encouraging" (Satori, personal communication with author, November 18, 2014).

7.6.3 Public Awareness Initiatives

According to Cikapundung Community, raising public awareness about the need to protect the environment has been the most difficult challenge of tourism development. Poverty and low levels of education in the community are important development concerns in the city. For example, although the government has made efforts to rid the streets of garbage by trash cans in strategic public locations, people still do not use these trash cans. According to Mr. Riki of Sakola Cikapundung:

“The local government puts the trash cans, divided for organic and non-organic waste in public spaces, but only a few have survived. Residents destroy or take the trash cans because the city government does not carry out adequate enlightenment campaigns to educate citizens about the importance of waste sorting. Therefore, residents are still not familiar with waste segregation.” (Riki, personal communication with author, November 16, 2014).

People still delight in polluting and destroying green spaces rather than maintaining them. For example, "Cikapundung River is the largest river in Bandung and splits Bandung in two. Water is the source of life, but residents often use the river as a dump" (Riki, personal communication with author, November 18, 2014). Given the preceding, they argue that the government needs to review and create programs to educate the public, especially about the opportunities and challenges inherent in tourism. Such initiatives should be predicated on a bottom-up approach, as testified by one respondent below: "It should advocate a bottom-up approach. By bottom-up approach, the government is required to hear what is desired by the residents, and this should come before developing the program" (Riki, personal communication with author, November 18, 2014).

The bottom-up approach is essential because the concept of tourism thrives on making citizens good stewards to every guest who comes. Therefore, periodic training through workshops and seminars as required to keep stakeholders abreast of tourism issues constantly.

For instance, a BCCF representative stressed that "the public transport and taxi drivers need to be regularly trained on how to relate with people from diverse socio-cultural backgrounds as the first point of contact by most tourists" "(Fiki, personal communication with author, February 16, 2014). Furthermore, BCCF representatives opined that even though most domestic visitors come by their car, the BCCF hopes to help reduce the visitor traveling by their car by improving the public transportation services.

To sum up, the local government's interventions should be based on making the host residents perform more than the roles of spectators. Instead, they should be made to participate in all stages of planning and developing tourism development policy. Participating is a sure way to build trust that can ensure that all stakeholders in the tourism industry receive continuous mutual benefits from tourism.

7.7 Conclusion

This chapter investigated the community's activities in reducing the adverse impacts of tourism development. Communities recognized that tourism development in Bandung City is promoted only for generating economic benefit through the so-called creative economy. The respondents believe that this concept successfully increased the number of tourists. In contrast, the negative impacts of this rapid growth in tourism development, especially in environmental and social consequences, affected the residents' quality of life. Unfortunately, the negative impacts have received less attention from the local government.

The first finding of this chapter was the community group's role in assisting the waste problem and its relation to tourism and social development. Waste has become one of the significant issues of tourism development impacts in Bandung City. Tourism development increases the amount of waste generated in various tourist destinations, threatening the local

environment due to improper waste management facilities. Therefore, some community groups were socializing the reduce, reuse, and recycle (3R) waste management to residents in 2011. This waste management activity could have an effect not only on their income but also on Municipal Solid Waste (MSW) reduction.

The fieldwork result recognizes the communities' activities for tourism and social development. For example, Cikapundung Community is doing social service activities and clean-up the river from garbage on Sunday. In addition, they opened the Cikapundung River for tourism by offering some attractions such as rafting. Sakola Cikapundung not only introduced the 3R waste management to residents and taught English to children to help them communicate with foreign tourists. Another activity is providing instruction to housewives to make garbage into used goods or crafts. Gemicik also has environmental sustainability and tourism development activities, such as introducing the garbage bank and making the garbage into souvenirs to sell to tourists.

The second finding is the community group's role in reducing the problem of social inequality and social identity. The study revealed that the rapid growth of tourism in Bandung City also causes negative social impacts, including the number of migrants that affected the increase of vagabonds and beggars in the city and social inequality that may lead to social conflict. Bandung Creative City Forum (BCCF) talked about the social disparities in the urban community. Sakola Cikapundung also described the same situation; the social gap is getting higher, indicated by residents who become apathetic in the middle of the rapid development in the city. Most of them do not have skills that are useful for livelihood. This social issue has motivated all respondents (community groups) to make efforts that could mitigate the adverse impacts. BCCF, Cikapundung Community, Sakola Cikapundung, and Gemicik are giving an

example to the government about embracing and developing residents through social activities and providing locals with skills and training.

The significant activity is Helarfest for social identity. Helarfest festival is for residents to show their creation and the ability for the city's development. Another is Creative Village, which aims to develop residents to attract tourists so that locals can feel the direct economic impact of tourism activities.

To sum up, the community groups are trying to make environmentally friendly tourism resources marketable. Unfortunately, these efforts have less support from the government for various reasons. Even so, they keep implementing their actions and hope that they can help reduce the adverse impacts caused by tourism development.

Chapter 8

CONCLUSION

8.1 Introduction

This research has examined the perception of impacts and attitudes on four stakeholders of tourism development policy and implementation in Bandung City, including the local government, tourism-related private sector, residents, and community groups. Several prior studies³⁸ have focused on the host community's perceived socio-cultural and socio-economic impacts of tourism development, and some studies³⁹ focused on the government's perception of impacts and attitudes towards tourism development. Another study focused on the community's role⁴⁰ and the private sector's role in and benefits from tourism⁴¹. However, this study involved all four stakeholders mentioned above.

The survey of four supply-side stakeholders can lead to a more accurate evaluation of the policy and program on Bandung City tourism development. It is essential to understand the government's main tasks and how it implemented the tourism program, and the government's perception of the effects of the programs. Another important task is to understand the differences in how the other stakeholders: the tourism-related private sector, residents, and community groups, perceive the impacts of socio-economic, socio-cultural, and environmental issues and the attitudes to cope with the issues. Three questions were investigated in this research:

³⁸ Belisle and Hoy (1980); Brougham and Butler (1981); Allen, Long, Perdue, and Kieselbach (1988); Milman and Pizam (1988); Jafari, Pizam and Przeclawski (1990); Haralambopolous and Pizam (1996); Lawson, Williams, Young and Cossens (1998); Brunt and Courtney (1999); Kausar (2010).

³⁹ Page and Thorn (1997); Firman (2008); Tom Baum and Edith Szivas (2008).

⁴⁰ Simmons, David (1994); Simpson (2008); Telfer and Tosun (2003); Timothy (1999); Matarrita-Cascante, Brennan, Luloff (2010); Pongponrat (2011).

⁴¹ Le Pelley, Laws (1998); Manning and Dougherty (1995).

1. What are the positive and negative impacts of tourism development in Bandung City?
2. What are the attitudes of the stakeholders towards tourism as a contemporary tool of development in Bandung City?
3. What are the difficulties encountered in implementing tourism development policy?

The findings on stakeholders' perceived impacts of tourism yielded differences and similarities with the previous studies. However, the communities' inclusion in tourism development (Chapter 7) has distinguished findings from other previous studies. Those findings were only found in the Bandung City case area. The following section is a review of the research questions and a discussion of the study's findings.

8.2 Summary of Findings

In response to the research objectives and questions, this dissertation utilized different approaches for each chapter. 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 economic 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 various infrastructure 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.

In this study, even though government and private sectors highlighted some environmental degradation caused by tourism activities, they committed less effort in reducing the adverse environmental effects. This result assumes that if economic concerns and the vitality of industry dominate, other aspects, such as concerns about the conservation of culture and the environment, are being neglected. This finding is similar to the study of Metropolitan Manila⁴², which reported the main focus of supply stakeholders was to generate economic benefit and less concern about culture and the environment.

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 was the different perceptions among residents regarding the local cultural attraction for tourism development in Bandung City. In chapter six, residents showed more concern about the socio-cultural and environmental effects of tourism. For example, in chapter six, the respondent who lives in Dago Pojok village confessed that since tourism has a significant effect on revitalizing the local art and culture, it's encouraged the villagers to present local culture and traditional festivals for tourists want a local cultural experience. On the other hand, other respondents perceived that Bandung City tourism has less concern for local culture,

⁴² Thomas Jung, 2010. Tourism in Metropolitan Manila-Philippines: An Analysis. Dissertation. Koln University.

even eroding the value of local culture. This fact illustrates that the dissemination and promotion of local culture to support tourism is 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 local government's program in 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 in educating residents who live in the surrounding Cikapundung river and slum area close to the city center has a significant effect on changing the behavior of residents. The behavior of improper waste management becomes reducing, reusing, and recycling (3R) behavior 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 Agenda⁴³ proposed to increase the open green spaces by planting more trees for sustainable urban development and effective waste management. The Regional Development Agency, Department of Environmental Management, and Department of Burial and Landscape's policy covers 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 and restaurants and attractions to increase 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.

⁴³ Bandung Green Agenda reflects the harmony and balance for the consolidation of the development of Bandung City in a sustainable way and environmentally friendly. Management of healthy environment, clean, green, and flowering. The goal is to control pollution of air, water, and soil and the effectiveness of waste management. Also, by planting more trees, the city's air will become clean and comfortable (RPJMD 2009-2013).

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.

8.3 Policy Recommendation

From the study results, some suggestions can be made in order to reduce the negative impacts and increase the benefits of tourism development activities in Bandung City.

First, this study recommends that the local government should understand more profound sustainable development in general before making the policy and programs for tourism development. Therefore, the policy that will be made can reflect sustainable development as Thomas Jung (2010) asserts that the sustainable development concept is essential for the foundation of development to generate long-time benefits, maintaining the balance among economic, social, and cultural aspects. Then, the sustainable development concept should apply to all sectors, including tourism. The essence of sustainable development comes down to shaping such development that should enable meeting today's needs without limiting the opportunity for future generations (Adamczyk, Nikiewicz, 2008). Issues of sustainable development refer directly to urban tourism. The constant growth of the number of tourists has a significant negative impact on the environment (Harris et al., 2012). The basis of the concept of sustainable tourism is to achieve harmony between the needs of tourists, the environment, and host communities. Sustainable tourism refers to the broadly understood concept of tourist development in an environmentally friendly way in tourist destinations (Zareba, 2006). Therefore, Bandung City's government needs to formulate a policy and

program based on the sustainable development concept in the tourism industry since tourism has a vital role in the city's development.

Second, the private sector needs to think about the long-term benefit to be applied to their strategies to attract visitors because the short-term profit will have negative impacts on the environment, which can damage the environment of tourist destinations and lead to a decrease in the number of visitors. Therefore, the strategy is promotion and provides facilities to cope with the high number of visitors, such as widening parking lots and recycling garbage.

Third is local government cooperation with residents and communities in the policy-making process for cultural attractions as one of the tourism programs and dissemination of the tourism programs. Simmons (1994) asserts that it is crucial to embrace community participation in developing tourism plans and policies because two reasons. The first is that the community would feel the positive or negative effects due to tourism. Second, the city's residents have essential roles in creating the atmosphere of hospitality to flourish tourism. As inferred from the empirical findings, education on policy and programs to residents and community groups is needed as a guide for them to be together with the government to achieve the target of the policy that has been planned.

Lastly, the local government's effort to improve coordination and cooperation among departments in Bandung City is important to avoid mal coordination. Cooperation and coordination between local governments strengthen the development stability to realize the objectives of policy and programs.

8.4 Current Situation of Bandung City Tourism (2020-2021)

Bandung City tourism has been growing steadily until 2019. Culinary and fashion tourism destinations in Bandung also continue to grow. However, during the COVID-19 pandemic, since 2020, Bandung's tourism has changed drastically. The number of tourists, both domestic and foreign, decreased drastically.

Table 8.1 Number of Visitors in Bandung City in 2018-2021

| Year | Foreign Visitor | Annual Growth of Foreign Visitor | Domestic Visitor | Annual Growth of Domestic Visitor |
|------|-----------------|----------------------------------|------------------|-----------------------------------|
| 2018 | 155,454 | -6.5% | 6,687,221 | 7.3% |
| 2019 | 156,974 | 1.0% | 7,576,455 | 13.3% |
| 2020 | 32,809 | -79.1% | 2,677,786 | -64.7% |
| 2021 | 7 | -100.0% | NA | NA |

Source: Bandung Municipality in Figure, 2022

Table 8.1 shows that before the COVID-19 pandemic in 2019, the number of tourists in Bandung was still as high as in previous years, 2018. However, during the COVID-19 pandemic in 2020, the number of foreign tourists to Bandung City decreased drastically to minus 79 percent. Moreover, it almost zeroed foreign visitors in 2021. Meanwhile, domestic tourists decreased to minus 64.7 percent in 2020.

The decline was due to the implementation of Large-Scale Social Restrictions or LSSR (in Bahasa Indonesia: *Pembatasan Sosial Berskala Besar* or PSBB) in several cities in Indonesia. The LSSR caused access in and out between cities to become problematic. In addition, flights from abroad to Indonesia and vice versa are also limited.

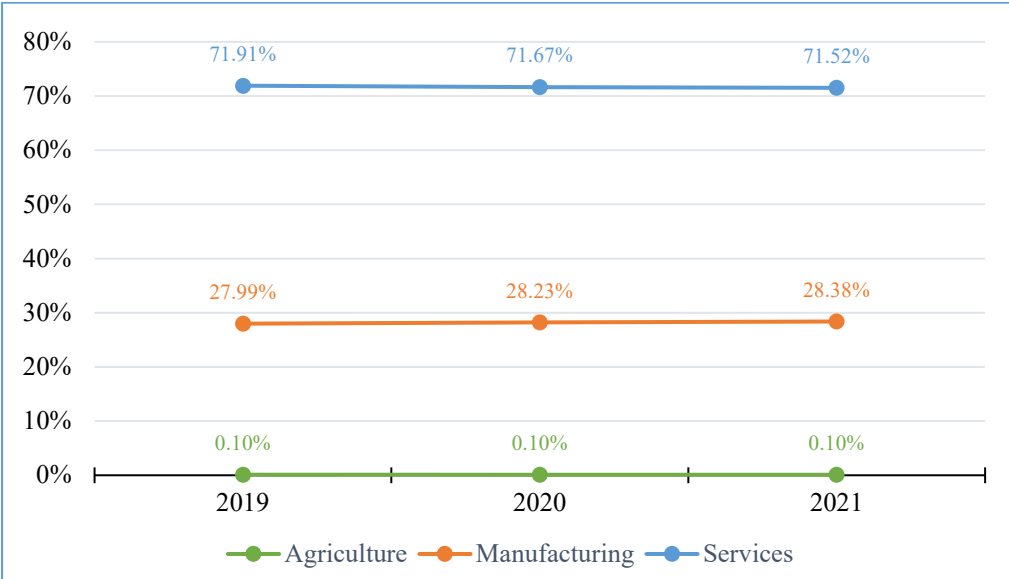
The number of domestic tourists in 2021 and the number of hotels, restaurants, and shopping places, are not available in recent statistical data of Bandung City.

Regarding the situation of Bandung tourism during the pandemic from 2020 to 2021, the author observes through a virtual video tour of Bandung City made by the author's research assistant. She made a virtual tour video regarding Bandung City tourism in 2020 and 2021 to accommodate people who want to see the tourist destinations of Bandung, which was in a state of Large-Scale Social Restrictions due to the spread of the COVID-19 virus.

Through the 2020 and 2021 virtual tour videos, Bandung City appeared to have many new unique cafes and culinary places as tourist destinations. But it is also seen that the streets of Bandung City are tranquil. Almost no passing vehicles and several passing people. Several restaurants, including tourist destination cafes and fashion shops, were closed. This situation is a result of Large-Scale Social Restrictions.

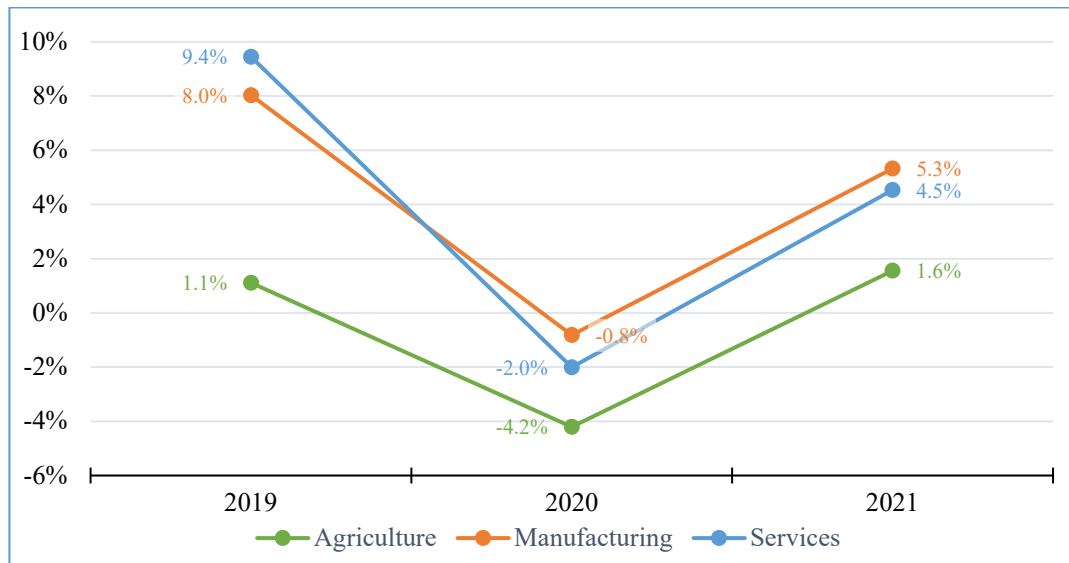
On the other hand, the growth of Bandung City's three main sectors, agriculture, manufacturing, and services decreased drastically in 2020. However, there was an increase again in 2021 (Figure 8.2).

Figure 8.1 Share of Agriculture, Manufacturing and Services sector in Bandung City 2019-2021



Source: Bandung Municipality in Figure, 2022

Figure 8.2 Growth Rate of Agriculture, Manufacturing and Services sector in Bandung City 2019-2021



Source: Bandung Municipality in Figure, 2022

Figure 8.1 shows that the share of three main sectors in Bandung City was stagnant. In contrast, Figure 8.2 shows the growth rate of the three industries dropped drastically in 2020. The agriculture sector dropped minus 4.2 percent, the manufacturing industry dropped minus 0.8 percent, and the services sector dropped minus 2 percent in 2020. In 2021, three main sectors had increased again, even though not as high as in 2019 before the pandemic.

8.5 Academic Contribution and Limitation

Overall, this study evaluated the process implementation and stakeholders' perceived impacts of tourism development policy and programs in Bandung City. Also, the stakeholders' attitudes toward tourism development and the challenges. The research framework can be an academic contribution to different cases, especially in other urban tourism area in Indonesia. The framework in this study was formed by using the concept of social policy evaluation and the concept of tourism stakeholder's analysis. The policy evaluation concept in this study is combined with Ritchie & Spencer (1994) and Smith & Larimer (2009).

However, this study has some limitations; first, this study does not elaborate on the environmental impacts caused by tourism activities. Second, this study does not provide a deeper analysis of some socio-cultural impacts, including alcoholism, prostitution, and migration, due to limited sources in the study area.

Another is since this study evaluates the Bandung City government's tourism policy and program from 2009 to 2013, the primary data collected in 2014 and 2016 is the best one to use as preliminary data from interviews and questionnaires.

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Appendices

Appendix 1

Gross Domestic Regional Product Value of Bandung City at Current Price 2014, 2016 and 2018

| Industrial Origin | 2014 | | 2016 | | 2018 | | Average Annual Growth (%) |
|---|-------------------|-----------|-------------------|-----------|-------------------|-----------|---------------------------|
| | in Million Rupiah | Share (%) | in Million Rupiah | Share (%) | in Million Rupiah | Share (%) | |
| Agriculture, Forestry and Fishing | 236,522 | 0.1 | 258769 | 0.1 | 296754 | 0.1 | 7.3% |
| Manufacturing | 37,095,553 | 21.5 | 43335237 | 20.0 | 50274344 | 19.0 | 8.6% |
| Electricity and Gas | 134,553 | 0.1 | 201844 | 0.1 | 254031 | 0.1 | 12.3% |
| Water supply, Sewerage and Waste Management | 332,944 | 0.2 | 409965 | 0.2 | 479909 | 0.2 | 10.8% |
| Construction | 15,542,878 | 9.0 | 19244245 | 8.9 | 23719087 | 9.0 | 12.3% |
| Trade | 47,982,312 | 27.8 | 58434424 | 26.9 | 69809379 | 26.4 | 10.9% |
| Transportation | 15,966,908 | 9.2 | 24390913 | 11.2 | 30568259 | 11.6 | 20.3% |
| Accommodation and Food Services | 7,986,461 | 4.6 | 10282633 | 4.7 | 13181714 | 5.0 | 14.6% |
| Information and Communication | 15,627,204 | 9.1 | 21064357 | 9.7 | 26688471 | 10.1 | 14.9% |
| Financial and Insurance | 10,016,161 | 5.8 | 12613090 | 5.8 | 15614849 | 5.9 | 13.7% |
| Real Estate | 2139,832 | 1.2 | 2410798 | 1.1 | 2897630 | 1.1 | 8.8% |
| Business | 1,328,737 | 0.8 | 1636892 | 0.8 | 2060850 | 0.8 | 12.9% |
| Public Administration | 5,129,944 | 3.0 | 5806555 | 2.7 | 6976563 | 2.6 | 7.6% |
| Education | 5,559,570 | 3.2 | 6973897 | 3.2 | 9025825 | 3.4 | 13.2% |
| Human Health and Social Work | 1,734,019 | 1.0 | 2322079 | 1.1 | 2896942 | 1.1 | 16.1% |
| Other Services | 5,815,783 | 3.4 | 7477935 | 3.4 | 9807288 | 3.7 | 15.6% |
| Total | 172,629,381 | 100.0 | 151,772,415 | 100.0 | 264551895 | 100.0 | 12.3% |

Source: Bandung in Figure, 2019

Appendix 2

Population Distribution, Density per district in 2018 and Population Growth 2010 - 2018

| No | Districts | Distribution (%) | Population Density (people/km ²) | Population Growth 2010-2018 (%) |
|----|------------------|------------------|--|---------------------------------|
| 1 | Bandung Kulon | 5.73 | 22,43 | 4.5 |
| 2 | Babakan Ciparay | 5.92 | 20,08 | 4.4 |
| 3 | Bojongloa Kaler | 4.85 | 40,39 | 4.4 |
| 4 | Bojongloa Kidul | 3.45 | 13,99 | 4.7 |
| 5 | Astana Anyar | 2.77 | 24,14 | 4.6 |
| 6 | Regol | 3.28 | 19,30 | 4.6 |
| 7 | Lengkong | 2.87 | 12,30 | 4.7 |
| 8 | Bandung Kidul | 2.37 | 9,94 | 4.9 |
| 9 | Buah Batu | 3.83 | 12,14 | 4.5 |
| 10 | Rancasari | 3.10 | 10,33 | 4.5 |
| 11 | Gede Bage | 1.49 | 3,74 | 4.4 |
| 12 | Cibiru | 2.90 | 11,14 | 4.3 |
| 13 | Panyileukan | 1.62 | 7,72 | 4.4 |
| 14 | Ujung Berung | 3.10 | 11,81 | 4.3 |
| 15 | Cinambo | 1.02 | 6,75 | 4.4 |
| 16 | Arcamanik | 2.79 | 11,68 | 4.4 |
| 17 | Antapani | 3.00 | 19,91 | 4.8 |
| 18 | Mandalajati | 2.56 | 9,52 | 4.4 |
| 19 | Kiara Condong | 5.31 | 21,81 | 4.5 |
| 20 | Batununggal | 4.87 | 24,29 | 4.4 |
| 21 | Sumur Bandung | 1.47 | 10,58 | 4.4 |
| 22 | Andir | 3.93 | 26,61 | 4.6 |
| 23 | Cicendo | 4.02 | 14,69 | 4.3 |
| 24 | Bandung Wetan | 1.25 | 9,21 | 4.8 |
| 25 | Cibeunying Kidul | 4.34 | 20,82 | 4.5 |
| 26 | Cibeunying Kaler | 2.86 | 15,99 | 4.5 |
| 27 | Coblong | 5.30 | 18,14 | 4.5 |
| 28 | Sukajadi | 4.36 | 25,47 | 4.4 |
| 29 | Sukasari | 3.30 | 13,22 | 4.6 |
| 30 | Cidadap | 2.36 | 9,64 | 4.6 |
| | Total | 100.00 | 14,96 | 4.5 |

Source: Bandung Municipality in Figure, 2019

Appendix 3

Knowledge about the Government's Policy and Program for Tourism Development

| Type of companies | Do not know because it has not been communicated | Tourism promotion and exhibition | Culinary events | Environmental improvement | Improvement of tourism attraction's number and facilities | Open new textile and fashion shops | Infrastructure improvement | Community aspirations' hearing | Organize the street stalls | Social facilities improvement |
|-------------------|--|----------------------------------|-----------------|---------------------------|---|------------------------------------|----------------------------|--------------------------------|----------------------------|-------------------------------|
| Hotel | 6 (40%) | 4 (27%) | 1 (7%) | 3 (20%) | 1 (7%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Food business | 10 (63%) | 3 (19%) | 3 (19%) | 1 (6%) | 1 (6%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Fashion shop | 3 (19%) | 5 (31%) | 0 (0%) | 1 (6%) | 2 (13%) | 2 (3%) | 1 (6%) | 0 (0%) | 1 (6%) | 1 (6%) |
| Art gallery | 1 (14%) | 4 (57%) | 0 (0%) | 2 (29%) | 0 (0%) | 0 (0%) | 0 (0%) | 1 (14%) | 0 (0%) | 0 (0%) |
| Tour and travel | 6 (55%) | 2 (18%) | 0 (0%) | 0 (0%) | 4 (36%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Total | 26 (40%) | 18 (28%) | 4 (22%) | 7 (11%) | 8 (12%) | 2 (3%) | 1 (2%) | 1 (2%) | 1 (2%) | 1 (2%) |

Source: Author's fieldwork.

Appendix 4

Cooperation with Local Government for Tourism Development

| Type of companies | No cooperation | Tourism promotion and exhibition | Culinary events | Supporting the government program to attract visitors | Making brochure, and advertisement | Socialization to keep the environment clean | Environment friendly tourism conservation | Merger the small shops and shop's improvement | Socialization of new tourism attractions | Seminars on food hygiene |
|-------------------|----------------|----------------------------------|-----------------|---|------------------------------------|---|---|---|--|--------------------------|
| Hotel | 7 (47%) | 2 (13%) | 0 (0%) | 4 (27%) | 0 (0%) | 1 (7%) | 1 (7%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Food business | 7 (44%) | 3 (19%) | 4 (25%) | 0 (0%) | 2 (13%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) | 1 (6%) |
| Fashion shop | 9 (56%) | 4 (25%) | 0 (0%) | 0 (0%) | 1 (6%) | 1 (6%) | 0 (0%) | 1 (6%) | 0 (0%) | 0 (0%) |
| Art gallery | 4 (57%) | 3 (43%) | 0 (0%) | 0 (0%) | 2 (29%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Tour and travel | 8 (73%) | 1 (9%) | 0 (0%) | 2 (18%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) | 1 (9%) | 0 (0%) |
| Total | 35 (54%) | 13 (20%) | 4 (6%) | 6 (9%) | 5 (8%) | 2 (3%) | 1 (2%) | 1 (2%) | 1 (2%) | 1 (2%) |

Source: Author's fieldwork.

Appendix 5

Perceived the Negative Impacts on Quality of Life of Tourism Activities by Respondent's Types (1)

| Type of Respondents | 2.1 Overcrowded town center | 2.2 Traffic congestion |
|---------------------|---|---|
| Type 1 | Agree: "In tourism concentration area but not in here" Disagree: "It is only on weekend" | Agree: "In tourism concentration area but not in here" Disagree: "I do not experience it in here" |
| Type 2 | Agree: "Many buildings make the city a mess" Disagree: "It is because of bad public transportation system of the city" | Agree: "So many vehicles make traffic congested" Disagree: "It is because of bad public transportation system of the city" |
| Type 3 | Agree: "Many vendors on the edge of downtown street" Disagree: "The number of vendors on the street has reduced" | Agree: "The streets were jammed everywhere, made it uncomfortable" Disagree: "It is because of bad public transportation system of the city" |
| Type 4 | Agree: "The increasing number of shops and restaurants make the town chaotic because of improper planning" Disagree: "I don't think it is overcrowded" | Agree: "The worst problem is traffic jams" Disagree: "It is because of bad public transportation system of the city" |

Note: Typical reasons from the respondents.
 Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork.

Appendix 6

Perceived the Negative Impacts on Quality of Life of Tourism Activities by Respondent's Types (2)

| Type of Respondents | 2.3 Declining of green area | 2.4 More litter/garbage |
|---------------------|---|--|
| Type 1 | Agree: "In tourism concentration area but not in here" Disagree: "We still have many trees" | Agree: "Some tourism events make more garbage" Disagree: "Tourists can manage their garbage" |
| Type 2 | Agree: "The construction of tourism facilities certainly reduces urban green land" Disagree: "The construction of building in the certain areas are not reducing the green area" | Agree: "The greater number of restaurants, more garbage" Disagree: "Tourism related companies can manage their own garbage" |
| Type 3 | Agree: "Land is turned into hotels and shop. There is almost no more green area in town center" Disagree: "We still have city forest" | Agree: "The garbage volume definitely increases because Bandung is famous for its cuisine" Disagree: "Restaurants in Bandung City can manage their own garbage" |
| Type 4 | Disagree: "Recently, many parks built for residents and tourism activities" Agree: "The construction of tourism facilities reduces urban green land" | Agree: "Restaurants, cafes, and other eateries contribute a large amount of garbage to the city" Disagree: "Not only tourism sector but manufacture in Bandung City also produced a lot of garbage" |

Note: Typical reasons from the respondents.

Type 1: Creative Village for tourism

Type 2: Business owner related to tourism

Type 3: Locals in slum area surrounding concentrated tourism area

Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork.

Appendix 7

Perceived the Negative Impacts on Quality of Life of Tourism Activities by Respondent's Types (3)

| Type of Respondents | 2.5 Noise and pollution | 2.6 Disruption of local activities |
|---------------------|--|---|
| Type 1 | <p>Agree: "In tourism concentration area but not in here"</p> <p>Disagree: "I don't experience it here"</p> | <p>Agree: "Foreign tourists were drunk and caused some problems"</p> <p>Disagree: "Tourists did not disrupt our activities"</p> |
| Type 2 | <p>Agree: "The large number of vehicles that enter Bandung City definitely makes noise and air pollution. Hotel construction in housing area disturbed the residents"</p> <p>Disagree: "It caused by local public transportation and private vehicles"</p> | <p>Agree: "Inadequate parking lots force the visitors to park their cars haphazardly. It is very disturbing to local activities"</p> <p>Disagree: "Visitors did not disrupt our activities"</p> |
| Type 3 | <p>Agree: "The number of vehicles made air pollution and noise. Moreover, hotel construction is making a lot of noise and water pollution from waste disposal"</p> <p>Disagree: "It caused by local public transportation and private vehicles"</p> | <p>Agree: "Hotel construction surrounding residents' houses is very disturbing"</p> <p>Disagree: "Tourists did not disrupt our activities"</p> |
| Type 4 | <p>Agree: "The large number of vehicles that enter Bandung City definitely make noise and air pollution"</p> <p>Disagree: "It caused by local public transportation and private vehicles"</p> | <p>Agree: "Cars from outside Bandung City often suddenly stopped in the middle of the street because they do not know the direction they wanted to go"</p> <p>Disagree: "Tourists did not disrupt our activities"</p> |

Note: Typical reasons from the respondents.
 Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork.

Appendix 8

Perceived Positive Impacts on Quality of Life of Tourism Activities by Respondent's Types (1)

| Type of Respondents | 3.1 Improved tourism attractions | 3.2 Improved education facilities |
|---------------------|---|--|
| Type 1 | Agree: "Improve traditional events in the village" Disagree: "Number of tourism attractions are not improving" | Agree: "Education facilities had improved" Disagree: "Number of schools are not improving" |
| Type 2 | Agree: "Improve number of restaurants and Factory Outlet" Disagree: "Number of traditional tourism attractions are not improving" | Agree: "Education facilities had improved in certain area" Disagree: "Education facilities are not improving" |
| Type 3 | Agree: "Improve number of restaurants and Factory Outlet" Disagree: "Number of culture's tourism attractions are not improving" | Agree: "Education facilities had improved" Disagree: "Education facilities are not improving" |
| Type 4 | Agree: "Improve number of restaurants and Factory Outlet. However, variant of tourism attraction is not improving" Disagree: "Number of traditional tourism attractions are not improving" | Agree: "Education facilities such as library and schools had improved in certain area" Disagree: "Number of schools and education facilities are not improving" |

Note: Typical reasons from the respondents.
 Type 1: Creative Village for tourism
 Type 2: Business owner related to tourism
 Type 3: Locals in slum area surrounding concentrated tourism area
 Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork.

Appendix 9

Perceived Positive Impacts on Quality of Life of Tourism Activities by Respondent's Types (2)

| Type of Respondents | 3.3 Improved medical providers | 3.4 Improved infrastructure |
|---------------------|--|---|
| Type 1 | Agree: "Number of small hospital/clinics in the city had improved" Disagree: "Number of hospitals is not increasing" | Agree: "Government provides some facilities/ places for communities in the village to practice art and culture" Disagree: "The city's infrastructure is not improving" |
| Type 2 | Agree: "Number of small hospital/clinics in the city had improved" Disagree: "Number of hospitals is not increasing" | Agree: "Government had constructed the city road in some area" Disagree: "Infrastructure are not improving" |
| Type 3 | Agree: "Number of small hospital/clinics in the city had improved" Disagree: "It does not improve the medical providers" | Agree: "Parking lot in certain area has been expanded" Disagree: "Infrastructure are not improving" |
| Type 4 | Agree: "Number of small hospital/clinics and drug stores in the city had improved" Disagree: "It does not improve the medical providers such as hospital and clinics" | Agree: "Parking lot in certain area has been expanded" Disagree: "Infrastructure are not improving" |

Note: Typical reasons from the respondents.

Type 1: Creative Village for tourism

Type 2: Business owner related to tourism

Type 3: Locals in slum area surrounding concentrated tourism area

Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork

Appendix 10

Perceived Impacts on Employment, Business Opportunities, Easier to Find a Job and Inflation by Respondent's Types (1)

| Type of Respondents | 4.1 Employment for locals | 4.2 Business opportunities for locals |
|---------------------|--|---|
| Type 1 | Agree: "Seasonal job as an artist in tourism events" Disagree: "Tourism activities does not provide jobs" | Agree: "Growth in number of stalls and kiosks in the village makes villagers' economic condition get better" Disagree: "Not all resident could do business" |
| Type 2 | Agree: "It gives residents more job opportunities" Disagree: "Tourism activities does not provide jobs" | Agree: "Selling something such as traditional foods and clothes to visitors earns a good income" Disagree: "Because to do a business need skill and capital, not all resident could do business" |
| Type 3 | Agree: "Used to provide jobs, but still large number of unemployed in this area" Disagree: "Tourism activities does not provide jobs" | Agree: "Get income from selling souvenirs and food for visitors" Disagree: "Not all resident could do business" |
| Type 4 | Agree: "It gives locals more jobs such as in hotels, restaurants etc." Disagree: "Tourism activities does not provide jobs" | Agree: "Locals can sell something to visitors" Disagree: "To do a business need skill and capital, not all resident could do business" |

Note: Typical reasons from the respondents.

Type 1: Creative Village for tourism

Type 2: Business owner related to tourism

Type 3: Locals in slum area surrounding concentrated tourism area

Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork.

Appendix 11

Perceived Impacts on Employment, Business Opportunities, Easier to Find a Job and Inflation by Respondent's Types (2)

| Type of Respondents | 4.3 Easier to find a job for migrant | 4.4 Inflation |
|---------------------|---|--|
| Type 1 | <p>Agree: "One of the purposes of people coming to Bandung is to find a job. But just a creative person who can win"</p> <p>Disagree: "Usually, people who come to Bandung are just for shopping and dining"</p> | <p>Price of land: "Land prices and house rent rose"</p> <p>Price of food: "Some food prices rose because of becoming souvenirs of Bandung"</p> |
| Type 2 | <p>Agree: "Many people around the city come to seek work"</p> <p>Disagree: "Usually, people who come to Bandung are just for shopping and dining"</p> | <p>Price of land: "Land prices and house rent rose"</p> <p>Price of food: "Snacks and some food prices rose because of becoming souvenirs of Bandung"</p> |
| Type 3 | <p>Agree: "Many people around the city come to seek work such in hotels, malls, restaurants etc. But residents are still unemployed"</p> <p>Disagree: "People who come to Bandung are just for shopping and dining"</p> | <p>Price of land: "Land prices and house rent rose"</p> <p>Price of food: "Some food prices rose because of becoming souvenirs of Bandung"</p> |
| Type 4 | <p>Agree: "Many people around the city came to look for a job as a shop keeper or waitress"</p> <p>Disagree: "Usually, people seek work in Jakarta not in Bandung"</p> | <p>Price of land: "Moreover, the price of land will rise, because land will be used for tourism activities"</p> <p>Caused by other: "The price increase is not due to tourism, but because of the fuel price hike"</p> |

Note: Typical reasons from the respondents.

Type 1: Creative Village for tourism

Type 2: Business owner related to tourism

Type 3: Locals in slum area surrounding concentrated tourism area

Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork.

Appendix 12

Perceived Socio-Cultural Impacts by Respondent's Types (1)

| Type of Respondents | 5.1 Local art and culture | 5.2 Cultural promotion |
|---------------------|--|--|
| Type 1 | <p>Revive local art and culture: "Since Dago Pojok village has been promoted as a creative village for tourism purposes, villagers prepare dances, traditional music and other performances for the cultural festival"</p> <p>Cultural attraction turning into shopping and culinary attraction: "There are shopping and culinary for tourists, Bandung City is still lack of cultural attraction."</p> | <p>Agree: "The masterpieces of Dago Pojok village are exhibited abroad and vice versa, so that our village is known abroad"</p> <p>Disagree: "Lack of promotion of art and culture to other countries and regions"</p> |
| Type 2 | <p>Revive local art and culture: "There are few places for local art and culture tourism in Bandung City"</p> <p>Cultural attraction turning into shopping and culinary attraction: "In Bandung there are only Saung Angklung Udjo as Sundanese cultural tourism"</p> | <p>Agree: "The government held a workshop in other regions for tourism promotion"</p> <p>Disagree: "Never heard about Sundanese cultural exchange with other countries"</p> |
| Type 3 | <p>Revive local art and culture: "There are few places for local art and culture tourism in Bandung City"</p> <p>Cultural attraction turning into shopping and culinary attraction: "City government is more concerned with cuisine and shopping rather than culture"</p> | <p>Agree: "The government held a workshop in other regions for tourism promotion"</p> <p>Disagree: "Never heard about Sundanese cultural exchange with other countries"</p> |
| Type 4 | <p>Revive local art and culture: "There are few places for local art and culture tourism in Bandung City"</p> <p>Cultural attraction turning into shopping and culinary attraction: "Famous cultural attractions in Bandung are only Saung Angklung Udjo. Although there are other performing arts and culture, the ideas come from locals instead of the municipality. City government is more concerned with cuisine and shopping rather than culture"</p> | <p>Agree: "Government promotes local culture in the museum or some places while promoting tourism"</p> <p>Disagree: "Never heard about Sundanese cultural exchange with other countries"</p> |

Note: Typical reasons from the respondents.

Type 1: Creative Village for tourism

Type 2: Business owner related to tourism

Type 3: Locals in slum area surrounding concentrated tourism area

Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork.

Appendix 13

Perceived Socio-Cultural Impacts by Respondent's Types (2)

| Type of Respondents | 5.3 Effects of acculturation | 5.4 Increasing of alcohol consumption |
|---------------------|--|--|
| Type 1 | <p>Mixed culture: “Many young people mix traditional Sundanese music with foreign music to create unique works”</p> <p>Sundanese faded: “Language and Sundanese culture is still preserved in this village, even though many foreign tourists came during the events. However, many young people do not speak Sundanese”</p> | <p>Agree: “Foreign tourists’ attitudes toward consuming alcohol are affecting the locals, especially young people”</p> <p>Don’t know about this matter</p> |
| Type 2 | <p>Do not know</p> <p>Sundanese faded: “Many locals do not use Sundanese anymore because of the intensity of interaction with tourists. Especially, nowadays young people do not speak Sundanese”</p> | <p>Agree: “Foreign tourists’ attitudes toward consuming alcohol are affecting the locals”</p> <p>Don’t know about this matter</p> |
| Type 3 | <p>Mixed culture: “Bandung is famous for its culinary tourism, but the food served is not only traditional food but also western food such as sausages, steak, French fries etc.”</p> <p>Sundanese faded: “Nowadays, locals, especially young people do not speak Sundanese”</p> | <p>Don’t know about this matter</p> |
| Type 4 | <p>Mixed culture: “Many young people wear miniskirts and revealing clothes”</p> <p>Sundanese faded: “Nowadays, locals, especially young people, do not speak Sundanese”</p> | <p>Agree: “Before, alcoholic drinks offered in restaurants was rare and secretive, but now many restaurants sell alcoholic drinks blatantly”</p> <p>Don’t know about this matter</p> |

Note: Typical reasons from the respondents.

Type 1: Creative Village for tourism

Type 2: Business owner related to tourism

Type 3: Locals in slum area surrounding concentrated tourism area

Type 4: Locals who have no regular contact with tourists

Source: Author’s fieldwork.

Appendix 14

Perceived Socio-Cultural Impacts by Respondent's Types (3)

| Type of Respondents | 5.5 Lifestyle changes | 5.6 Vandalism / property crime |
|---------------------|--|--|
| Type 1 | <p>Young people spending their time in the street: “Since the growth of tourism in the city from 2003, many young people in this village spend their time on the streets, the house is only used as a layover”</p> <p>Practice and preserve local culture: “Because of their tourism activities since 2012, the artists in the village are more active and creative, even the number of people who learn the art and culture also increased”</p> | <p>The number of gangsters is increasing: “In 2003, before this village became a “creative village” for tourism in 2012, many motorcycle gangs led to conflicts and destructions. This was caused by economic pressure during rapid development”</p> <p>Don't know about this matter</p> |
| Type 2 | <p>Consumerism: “The desire to eat outside because there are a lot of places to eat, especially if there are a new place people definitely want to try”</p> <p>Don't know about this matter</p> | <p>The number of thugs is increasing: “The number of <i>preman</i> (Indonesia thugs) is increasing since many local doing businesses are selling food or goods to earn money. Those thugs are extorting merchants”</p> <p>Don't know about this matter</p> |
| Type 3 | <p>Young people spending their time in the street: “Since the growth of tourism development in the city, many young people and children are doing activities in the street to show their presence”</p> <p>Don't know about this matter</p> | <p>The number of crimes is increasing: “Since the rapid development of Bandung City, number of crimes such as extortion and destructions have been arisen due to economic pressure”</p> <p>Don't know about this matter</p> |
| Type 4 | <p>Consumerism: “The desire to eat outside because there are a lot of places to eat, especially when there is a new restaurant. Visiting malls becomes entertainment and people always want to shop in FO and Distro to try new products”</p> <p>Don't know about this matter</p> | <p>The number of crimes is increasing: “Since the rapid development of Bandung City, number of gangster and destructions have been increased due to increasing pressure”</p> <p>Don't know about this matter</p> |

Note: Typical reasons from the respondents.

Type 1: Creative Village for tourism

Type 2: Business owner related to tourism

Type 3: Locals in slum area surrounding concentrated tourism area

Type 4: Locals who have no regular contact with tourists

Source: Author's fieldwork.

Appendix 15

Perception of Tourism Development Initiation and Benefit by Respondent's Types

| Type of Respondents | 6.1 Tourism development initiated for city's economic benefit or residents' need? | 6.2 Who is get more benefit? tourist or residents? |
|---------------------|---|--|
| Type 1 | <p>City's economic benefit: "Tourism development is for city revenue"</p> <p>Residents need: "Tourism development was also initiated for residents"</p> <p>Both: "Development could be symbiotic"</p> | <p>Tourist: "Tourism development created for tourist enjoyment"</p> <p>Residents: "Tourism development creates job opportunities for residents"</p> <p>Both: "In here, tourism development is done by mutual cooperation for tourists and residents"</p> |
| Type 2 | <p>City's economic benefit: "Tourism development is for city revenue. Local government and investors are more concerned about economic benefit"</p> <p>Residents need: "Tourism development was also initiated for residents"</p> <p>Both: "Tourism development is not only for city's revenue, but residents can also gain benefit"</p> | <p>Tourist: "There is more focus on tourist facilities"</p> <p>Residents: "Tourism development creates business opportunities for residents"</p> <p>Both: "Both tourists and residents can get same benefit from tourism"</p> |
| Type 3 | <p>City's economic benefit: "Locals don't get economic benefits from development"</p> <p>Residents need: "Tourism development was also initiated for residents"</p> <p>Both: "Development could be symbiotic"</p> | <p>Tourist: "The development is only for tourist needs"</p> <p>Residents: "Tourism development creates jobs for residents"</p> <p>Both: "Tourism development has same benefit for tourists and residents"</p> |
| Type 4 | <p>City's economic benefit: "Tourism development exploited the city green area. Moreover, the development is only to attract tourists, the government does not pay attention to the infrastructure that worsens the traffic, many residents are complaining because of some tourism site development"</p> <p>Residents need: "Tourism development was also initiated for residents"</p> | <p>Tourist: "Development of tourist sites only attract tourists, but it makes people uncomfortable because of traffic jams"</p> <p>Residents: "Tourism development creates job opportunities for residents"</p> <p>Both: "Both tourists and residents can get same benefit from tourism"</p> |

| | | |
|--|---|--|
| | <p>Both: “Tourism development is not only for city’s revenue, but residents can also gain benefit”</p> | |
|--|---|--|

Note: Typical reasons from the respondents.
Type 1: Creative Village for tourism
Type 2: Business owner related to tourism
Type 3: Locals in slum area surrounding concentrated tourism area
Type 4: Locals who have no regular contact with tourists
Source: Author’s fieldwork.