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The Private Sector's Perception and Attitude towards Tourism Development: The Case of Bandung City, Indonesia

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Abstract

This article examines the private sector's perceptions of the impacts and attitudes of the 2009–2013 tourism policy and the program in Bandung City, Indonesia. It uses primary data from a questionnaire survey to tourism-related private sectors in Bandung City. The random sampling was adopted to distribute the questionnaire directly to five types of respondents including hotels, fashion shops, food businesses, art galleries, and tour and travel agencies. The survey result was presented using a descriptive number and percentage.

The study found that tourism development program in Bandung City has brought positive economic impacts to tourism-related private sectors. The most positive impact was the increase in the number of visitors to their businesses. On the other hand, respondents perceived negative impacts were traffic congestion, increase in the volume of garbage, and pollution and noise. Therefore, the tourism development program by Bandung City's government, which brought 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 has less attention.

Keywords: Urban Tourism, Bandung City, Tourism-related Private Sectors, Perception of Impacts, Tourism Policy

1. Introduction

This article examines the perceptions of impacts and 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 is covering the social-economic, social-cultural and environmental impacts from tourism development. Meanwhile, the private sector's attitude regarding tourism development is about the private sectors' strategies to attract visitors.

The government of Bandung City was making an effort to increase the number of visitors as a tourism policy and program from 2009 to 2013. This policy and program wrote in the five years plan named Regional Medium-Term Development Plan of Bandung City (in Bahasa is *Rencana*

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Pembangunan Jangka Menengah Daerah or RPJMD). In this plan, the goal of tourism was outlined in Mission two, as developing a competitive city economy to support job creation and public services, as well as increasing the private sector's role in the economic development of the city (RPJMD 2009: 69). The primary objective of the Mission is to ensure that tourism is competitive and provide job opportunities. In view of this objective, program and indicator were set by the local government. The program is tourism promotion, and indicator of mission accomplishment is the number of tourists increase by 25% in 2013 (RPJMD 2009: 13). This illustrates 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. To realize this objective, various programs were initiated by the local government.

As explained in the Report on the Implementation of Programs and Activities of Bandung City, the dynamics of today's growing economy in Bandung City is a creative economy, which is based on creative industries. A creative economy focuses on the creation of goods and services that require expertise, talents, and creativity, to enable the national and regional economies to rise, compete, and achieve excellence in the global economy (LAKIP 2012: 73).

Although tourism development in Bandung City has a positive impact on the local economy, it has also brought about unanticipated consequences, including threats to environmental sustainability, social norms, and traditions. Thus, the Bandung City's government has so far prioritized economic gains over environmental conservation and social needs. In light of this reality, the current need for a holistic tourism development policy, planning, and cooperation among relevant stakeholders, cannot be overemphasized. This study also investigates how they cooperate with the local government for tourism development in 5.2 and gathered suggestions for mitigating the negative impacts of tourism in 5.3.5.

2. Literature Review

Law (2002: 4) assert that urban tourism has become an important topic for research and policymaking in recent years. The previous low interest in tourism may have been due to the primacy 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 tourism by portraying it as a merely seasonal or part-time economic sector. However, recent evidence has invalidated this perception, as tourism has become not only a very important export industry but also produces many of permanent jobs, as well as helps many cities to improve their use of natural and cultural resources (Law 2002: 3; William1997: 7).

According to Kotler et al. (1993: 17), cities may have either a positive image, a weak image, a negative image or a contradictory image. As one of the development programs of cities, the re-

imaging of cities is often on the agenda of local governments, public-private partnerships, and development agencies. According to Law (2002: 5), in recent years, it has been realized that two of the most important ways to change a city's image are first, special events, and second, the construction of landmark buildings which have great relevance to urban tourism. Additionally, Jung (2010: 13), assert that cities have the advantage of appealing to different tourist markets. Younger visitors are attracted to entertainment, nightlife, and special events. Business travelers are served with necessary infrastructure, such as communication and transportation, in an efficient manner.

Furthermore, according to Crilley (1993: 4), Hannigan (1998: 9), 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 important to find a unique selling point which can stimulate the desire to travel and differentiate one place from another so that they are not substitutable.

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

Meanwhile, respondents from tourism associations perceived mainly the economic side of urban tourism but also raised social-cultural issues. 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 shows places and the beauty of Manila beneath many layers and to experience the food (Jung 2010: 92).

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 in food, restaurants' style, and fashion-related designs, including cloth, shoes, and bags, which are not owned by other cities. The uniqueness of food is lot of variety of traditional food which known as Bandung City 's special food. Whereas, restaurants' style in Bandung City has many concepts which the atmosphere of the restaurants can also make tourist's appetite increase. The concept offers homey atmosphere, like being on a hill, or having an old-school atmosphere, and many other. Regarding the fashion-related design, many fashions, including clothes, shoes, and bags, in Bandung City, are local products. The number of local product designs is limited; this is called "the limited edition." The

customer also can order one design for private use, so we cannot find the same model in other places. Another reason is up to date. Therefore, the design always follows the recent trend. This uniqueness is the main attraction of Bandung City for tourism.

Related to the unique selling point, there are two specifically research about the visitors' motivation to travel to Bandung City. Prasetiyo, Troena, Faturahman, and Djumahir (2013: 61–63) has researched on creative industries in Bandung City by asking the visitors' opinion about the tourism attractions. The result 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 used 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 tourists' motivation entitled "Roles of motivation and destination image in predicting tourists revisit intention: a case of Bandung" revealed that:

- Tourists were motivated to visit Bandung in order 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 (Pratminingsih, Rudatin and Rimenta 2014: 23).

This previous study employed a quantitative survey, involving 268 domestic tourists who visited Bandung between December 2012 and January 2013.

Both of these studies represent the opinion of travel motivation and visitors' intention to revisit Bandung City as the perception of the demand side. This study, on the other hand, 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 previous studies specifically the business sector's perceptions.

3. Tourism Trend and Economy in Bandung City

Bandung is the capital city of West Java. It is located on Java island, the main island of Indonesia. The total area of Bandung City is 167.7 km². Its elevation is 768 meters above sea level, and it is surrounded by volcanic terrain up to 2,400 meters high. The 400 km² central Bandung plain is situated in the middle of 2,340.88 km² wide Bandung Basin. The basin's main river is the Citarum river; one of its branches is the Cikapundung river which divides Bandung from north to south. It is an important source of potable water, irrigation, and fish cultivation (LAKIP 2012: 3).

According to Moeliono (2011:12), as the national capital's hinterland, Bandung City is a recipient of Jakarta's expansion and growth as a Metropolitan city. Therefore, Bandung City is expected to fully enjoy the trickle-down benefit of Jakarta's growth.

The dynamics of the recent economy in Bandung City is the creative economy, which includes the creative industries.¹ Creative economy policy was initiated by a statement of the President in 2007 to promote the craft industry and creativity of the nation. Along with this policy, the government issued "Development of Creative Economy" and organized "Indonesian Creative Product Week 2009". The manufacturing sector in Bandung City, which is associated with the 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 and the ability and creativity of individuals or organizations to compete for 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 have been made. These food products, including traditional snacks, are offered as souvenirs, and on some new food menus at local restaurants. These creative products have successfully attracted visitors (LAKIP 2012: 4).

The creative industries are becoming a factor that strengthens trade, hotels, and restaurants, as well as the services and manufacturing sectors in Bandung. Development of creative industries in Bandung has a high reflection on manufacturing and culinary activities which has had a significant influence on the domestic trade sector. Nowadays, trade and service sectors play a significant role in the economic growth and the tourism in Bandung City is well known for shopping and culinary tourism (LAKIP 2012: 5).

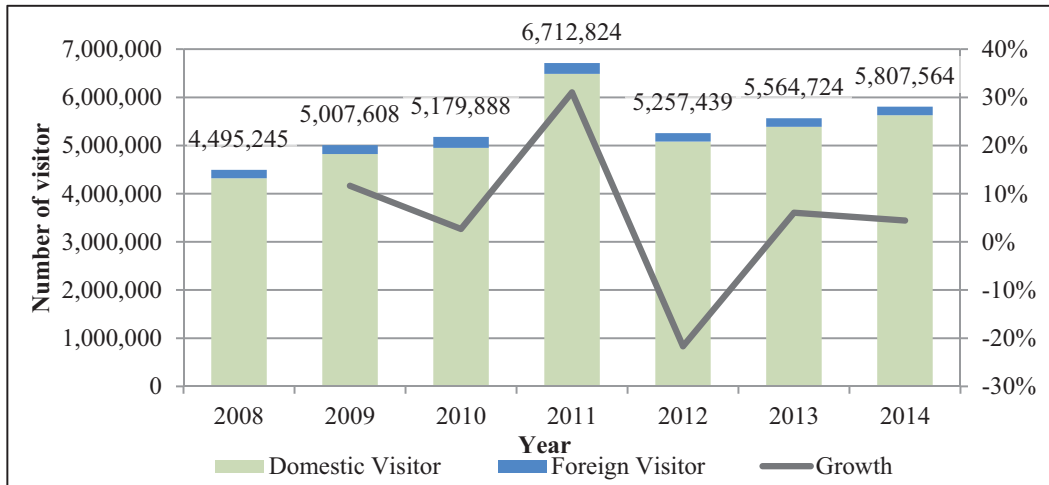
The Cipularang highway which connects Bandung City to the capital city of Jakarta makes it easy to travel overland from cities around Bandung, including Jakarta, by private vehicles, rental cars which provided by travel agencies, and taxis. The travel time from Jakarta to Bandung via the Cipularang highway is only 2 hours (LAKIP 2012: 9). Because of its easy access, Bandung is a very popular destination for weekend trips for residents nearby Jakarta. The availability of various types of other transportation facilities such as airport, railway station, and bus terminals make it easy to travel from the surrounding cities to Bandung.

Bandung City also provides various supporting facilities for tourists, such as hotels, restaurants and cafes, shopping places, and sports facilities. Therefore, the number of visitors has increased every year as shown in figure 1.

Figure 1 shows that the number of total visitors in Bandung City increased steadily from 2008 to 2014, particularly in 2011. According to the Department of Tourism and Culture, the reason for the growth in 2011 is the opening of new domestic airline routes to Bandung City and the international collaboration event with the United Nations Environment Program (UNEP), Tunza.²

This event held in September 2011. The number of visitors has been more than that of August

Figure 1 Number of Visitors in Bandung City



Note: 'Growth rate' is the percentage of total visitor increasing or decreasing each year.

Source: Calculated by author, Department of Tourism and Culture of Bandung City, 2015.

of the previous year. This five days' international event also attracted domestic visitors, including the central government's staff. The domestic visitors were not only audiences but also performers in the conference. Local visitors did not come at one time during the event but go in and out each day, even before the start of the event, to make preparations. That is why the number of domestic visitors increased sharply in the year of Tunza. However, it also might be a limitation in calculating and recording the data of visitors by the local government. Therefore, the number of visitors in 2012 increased steadily when compared to the number of visitors in 2010.

The facilities and accommodation are crucial to support both domestic and international tourism activity. One of the vital requirements is the variety of hotel from luxury hotels (star hotels) to budget hotels (non-star hotels). According to the Minister of Tourism and Creative economy (no. PM.53/HM.001/MPEK/2013), about the hotel standard. In article 1, section 15, the basic requirements that must be met as an element of assessment to determine the classification of 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, the statistic by Bandung city government defines non-star hotels as business entity that use a building or part of a building, where guests can stay, eat, and obtain other services and facilities with payment and not yet meet the requirements as a star hotel but has 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 to I, II and III by the number of rooms. Non-star hotel I has minimum five rooms, non-star hotel II has minimum ten rooms, while non-star hotel III has minimum fifteen rooms.

Figure 2 shows that the number of star hotels and non-star hotels increased steadily from 2007 to

Figure 2 Number of Hotel by Classification

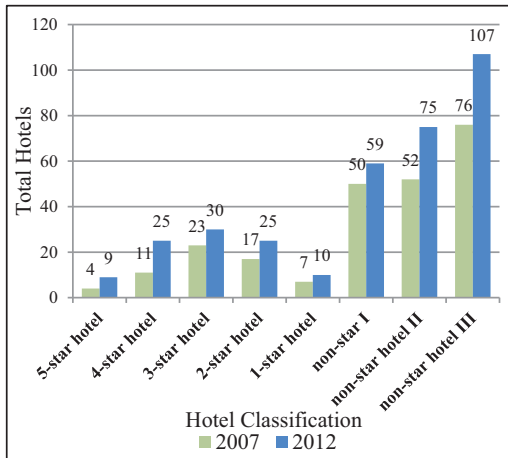
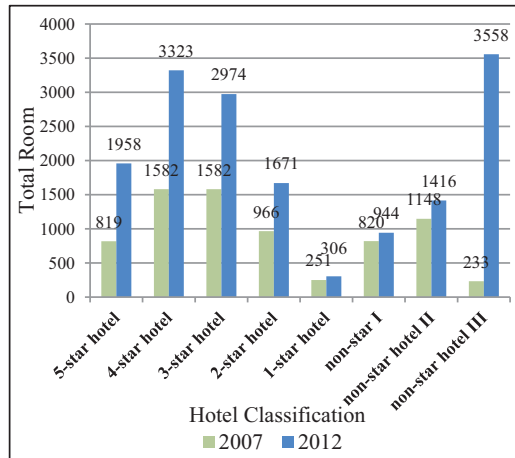


Figure 3 Total Number of Hotel Room by Classification



Source: Bandung in Figures, 2013, Statistic Bureau of Bandung City.

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 shows that the number of rooms in star hotels was 10,232 and that of non-star hotel was 5,918. Therefore, the capacity of star hotels in Bandung City was bigger than non-star hotels.

According to the Master Plan of Bandung City Tourism or RIPPDA 2006 and RIPPDA 2012, the potential tourist attractions in Bandung City are divided into six types including cultural heritage, shopping and culinary, education, recreation including nature and man-made, and Meeting, Incentive, Convention and Exhibition (MICE) Tourism (RIPPDA 2006: 17; RIPPDA 2012: 18).

Shopping and culinary activities are major tourism attractions in Bandung City. The main attraction type of shopping tourism in Bandung is factory outlet and distribution outlet (*Distro*). Many of the factory outlet and restaurants are located at Dago street and Riau street. Dago street is the old name of Ir. H. Juanda street, which is the main street in Bandung City. Dago street is famous for its various factory outlets, restaurants and cafes, and hotels, which equipped with multiple other public facilities, such as hospitals, banks and money changers, mini markets, pharmacies, and universities. Because of that, the Dago area or Ir. H. Juanda street has become a ‘one-stop holiday’ area that is widely sought after by tourists, especially by tourists from Jakarta, and also tourists from abroad. Whereas, Riau street or R.E. Martadinata street is the second city center after Dago street. In addition to the many famous factory outlets, hotels and restaurants, public facilities such as pharmacies, ATMs, and hospitals are also available. Moreover, along the way, various stalls sell typical Bandung food and souvenir items can be found.

Besides factory outlet, the other shopping areas in Bandung City are Cihampelas street and Alun-alun. Cihampelas street has been famous since the 1980s as “jeans road” because of its jeans

products. Cihampelas street is located about 5 kilometers from Alun-alun or about 2 kilometers from the Bandung train station. The shops on Cihampelas street were previously famous only for their blue jeans products, but now they also sell a variety of fashion products for men and women. Some shops on Cihampelas street have unique decorations, such as hero statues. Some of the shops were recorded as having been visited by famous figures or essential guests from abroad. Meanwhile, Alun-alun means an open space in a traditional city, which is the center of activity and orientation of the community and city government. The existence of Alun- alun in Bandung City is widely used by the community as a public space that supports the activities and events of the authorities. Therefore, the open space has a significant role. Alun-alun of Bandung City is the result of inherited traits of a traditional town built by the colonial rulers, which are the center of the city's open space.

For traditional culture attractions, tourists can enjoy various kinds of activities at *Saung Angklung Mang Udjo*³ and art galleries. As for nature tourism, the northern Dago area with views of tea gardens and mountain can be an option as well (LAKIP 2012: 15).

4. Survey and Analysis Method

In 2014, 85 questionnaires were distributed to tourism-related private sectors in Bandung City, and 65 had been returned. The questionnaires were mostly distributed in areas with a high influx of tourists including in the city center and some particular area. The simple random sampling procedure was adopted 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 questions in the questionnaire are open questions which enable the respondents to answer freely without choices.

The results of the survey were presented based on the respondents' answer using a descriptive number and percentage, and detail explanations from the respondents. The sample sizes were determined by using the theory of sample size⁴ by Arthur Mace (1964: 11), with error possibility rank from 23% to 30% as data accuracy for each type of private sector.

4.1. 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 also surveyed as the supporting of tourism activities in Bandung City. As the total type, the sample divided into five categories, including fashion shops, food businesses, hotels, tour and travel agencies, and art galleries. Table 1 below summarizes the general types of the samples.

Table 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 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 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 2 shows the majority of respondents (62 percent) were established more than 10 years ago which means that when they established their business, they were not yet influenced by the government's tourism policy which started in 2009.

Regarding the percentage of local employees, Table 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.

Table 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.

5. Result

5.1. Knowledge about the Local Government's Policy and Program for Tourism Development by Business Owners

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

Table 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 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 who're aware of the government's policy and program answered that they knew about the tourism promotion and exhibition mostly answered 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 attraction and facilities mainly explained by tour and travel (36 percent).

Tourism promotion and exhibition mentioned by the fashion shops and art gallery were the exhibitions related to art and culture of local products in domestic and international events. In this kind of event, the local government asked respondents to join and show their original products. These events illustrate the concept of 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 brought benefits to them. One of the examples of such events was the night cycling festival. This festival was in cooperation with cafes in the city which functioned as places to rest and eat. It illustrates that in Bandung City, there are many places where tourists can rest and relax while having nice food.

The environmental improvement in this survey 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 it involved residents.

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

The other answers were open new textile and fashion shops, infrastructure improvement, community aspirations' hearing, organize the street stalls, and social facilities improvement (Appendix 1).

5.2. Cooperation with Local Government for Tourism Development

The survey also tried to investigate the level of cooperation between the private sector and the government. This was an open question. The respondents could answer about any kind of cooperation with the local government they had experienced.

The answers from respondents on various cooperation with local government for tourism development are shown in Table 5.

Table 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 shows that more than half of the total respondents (54 percent) answered there was no cooperation because of the lack of socialization and communication. Whereas the remaining respondents claimed that they collaborated with the government for tourism. The majority of respondents who claimed they collaborated with the government were cooperated in tourism promotion and exhibition, culinary festival, supporting the government program to attract visitors, and making brochure and advertisement.

Related to tourism promotion and exhibition, fashion shop (25 percent) and art gallery (43 percent) were more likely to cooperate with the government, compared to other types of respondents.

Regarding the culinary festival, only business owners of the restaurants and cafes (25 percent) have cooperated with the government. While, regarding making brochure and advertisement, 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, regarding supporting the government program to attract visitors, some hotels (27 percent) were more likely to cooperate with the government. One unprecedented cooperation to support the government program to attract visitors was disclosed by hotel operators as “*Rabu Nyunda*” (Sunda Wednesday). One of the hotel respondents explained that every Wednesday, the hotel staff promoted Sundanese culture experiences by wearing traditional clothes and exhibited traditional music performances. Whereas, 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’s improvement, socialization of new tourism attractions, and seminars on food hygiene (Appendix 2).

5.3. Perceptions and Attitudes Towards Tourism Development

As mentioned in Table 4, there was 40 percent of respondents who did not recognize tourism programs offered in Bandung City. However, despite this, respondents should still have certain knowledge about the positive and negative impacts of tourism activities and their perceptions might be affected by the extent they interact with the government in program implementation.

5.3.1. Perception on the Positive Impacts of Tourism Development

First, the study asked all respondents about percentage of visitor increasing from 2009 to 2013. Table 6 summarizes the percentage of increase in visitors.

Table 6 shows that the majority of the food business (94 percent) and fashion shops (75 percent) answered that the increased visitors were less than 50%. Whereas, majority of hotel respondents (47 percent) answered that the visitor had increased by 50% to 100%. On the other hand, art galleries (43 percent) and tour 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.

Table 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.

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 impacts or not, is summarized in Table 7.

Table 7 Does Tourism Development has 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 7 shows that from 65 of the respondents, 69 percent perceived the positive impact of tourism. All types of respondents had answered a yes for more than 50 percent.

Further, the survey also asked what kind of positive effects they recognized from tourism. Respondents were free to answer any of the positive impacts they perceived which shown in Table 8.

Table 8 shows that the majority answer to the positive impact of tourism is the increased number of visitors, which mostly 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 of city revenue, the growth of service and trade sectors, and developing human resources quality.

Table 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.

Further, the survey also asked all respondents about the impacts of the increase of visitors on their business shown in Table 9. The respondents could give multiple answers from the choices provided in the questionnaire.

Table 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 9 shows three majority answers from the respondents. First is the increase of visitors has enabled them to recruit a larger workforce, which answered by 60 percent of the hotel, 63 percent of 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). Whereas, 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 private sectors because they can expand the business and improved sales, also provide job opportunities for residents.

5.3.2. 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 options of the answer are a yes or a no to lead the respondents into further questions. The answer is summarized in Table 10.

Table 10 Does Tourism Development has 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 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 kind of negative impacts they perceived from tourism. Table 11 shows the answer from 57 respondents about the perception of negative impacts provided in the questionnaire. Each respondent could give more than one answer.

Table 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 11 shows the most perceived impact was traffic congestion, which reached the highest percentage by all types of respondents, especially hotels (73 percent), food businesses (75 percent), art galleries (71 percent), and tour and travels (82 percent). Following by increase in the volume of

garbage mainly answered by hotels (53percent), pollution and noise mostly answered by hotels (40 percent) and tour and travels (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.

Related to the perception of the negative impacts of tourism, the survey also asked for the respondents' opinion on the government efforts to reduce the negative impacts in 5.3.3.

5.3.3. 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 12 and Table 13 summarize the result.

Table 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 12 shows 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 government's initiatives they recognized to reduce the negative impacts, which summarized in Table 13.

Table 13 shows the reason why they perceived that the government had not yet initiated any efforts. The majority of respondents wrote that the government seems does not have significant efforts to reduce the negative impacts of tourism. The number of respondents who answered this reason is the same as Table 12.

Table 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.

On the other hand, those who perceived that the government had made some efforts divided into environmental aspects and a social aspect. The environmental aspects are including 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. Whereas, a social aspect is closing night entertainment and spas during Ramadhan month. It illustrates that the private sector perceived the local government effort to reduce the negative impacts of tourism is less significant compare to the effort to increase the number of visitors.

5.3.4. Tourism-Related Private Sector's Strategies to Increase Visitors

Regarding the strategies to attract visitors employed by business owners, the respondents led to answer any strategy that they have used. Respondents could give multiple answers, which summarized in Table 14.

Table 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 14 shows that 69 percent of respondents use mass media and the internet to promote their businesses. This statement responded by hotels (60 percent), food businesses (69 percent), fashion shops (69 percent), art galleries (86 percent), and tour 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, improve or maintain 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 which apply *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. The servants wear uniforms like nannies in luxury homes in America and Europe.

5.3.5. 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. Most of them have similar opinions to be addressed to improve Bandung City's tourism. Therefore, respondents' answers were categorized into five groups, as shown in Table 15.

Table 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 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. 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 aspects such as the improvement of tourist attractions and facilities, environmental aspects, security issues, and stakeholder cooperation.

6. Conclusion

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

Regarding the perception of negative impacts, the majority of respondents perceived were traffic congestion, increased volume of garbage, and pollution and noise. Related to these, the majority of 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 effort to reduce the negative impacts of tourism is less significant compare to 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, including promotion through mass media and the internet, improve services and facilities, and product diversification and innovation. Related to the product innovation, this strategy has supported the finding of the previous study on demand-side by Prasetyo, Troena, Faturahman, Djumahir (2013), and Pratamaningsih, Rudatin, Rimenta (2014). 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 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.

7. Policy Recommendation and Limitation

Three policy recommendations can be suggested from the study result. First, as the private sector's respondents suggested, infrastructure improvement is needed, including public transportation and parking spaces necessary to support tourism activities.

Second is the private sector needs to think about the strategies for the long-term benefit or environmental sustainability, such as the anticipation of the problem of congestion and garbage because short-term profit will have negative impacts that can damage the environment of a tourism destination. It may lead to a decrease in the number of visitors.

The third is a cooperation between government and private sectors in the policymaking process and education of the tourism programs.

There are limitations of this study, which does not elaborate on the perception of visitors and does not provide a more in-depth analysis of some socio-cultural impacts including alcoholism, prostitution due to limited sources in the study area.

Notes

- 1 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 (Bandung City's Government 2012:15).
- 2 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). The Conference convened in Bandung from 27 September to 1 October 2011 (Interview with the representative of BCCF 2014).
- 3 *Saung Angklung Mang Udjo* (SAU) is a performance venue, a bamboo handicraft center, and a musical instrument workshop from bamboo (<https://angklungudjo.com>. Accessed on September 2019).
- 4 Theory of sample size by Arthur Mace 1964:

k= Constant

$$n \geq \frac{N}{\left(\frac{e}{k}\right)^2 \frac{N-1}{P(1-P)} + 1}$$

Sample size =n, Population=N, Target accuracy=e, Expected population=P (Arthur 1964:18).

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Appendices

Appendix 1
Table 4 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 2
Table 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	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.