



Tourism Development Policy based on Sustainable Tourism Development in Improving Community Welfare Mahakam Regency

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Abstract : *This study aims to describe and analyze: Tourism development policies in improving community welfare are reviewed from the approach of sustainable tourism development in Mahakam Regency. Factors that support and hinder tourism policies in improving people's welfare. Tourism development policy model as a recommendation to support sustainable tourism development. This research is a qualitative research, with data collection techniques using interviews, observations, and documentation. Data analysis techniques Interactive data analysis. The results of the study show that sustainable tourism development in Mahakam Regency is a policy in development with economic, socio-cultural, and environmental dimensions based on justice not only for the current generation but also for future generations. The policy must have two objectives, namely to maximize the contribution of tourism resources that have been proven to be able to provide added value economically. The policy requires tourism business actors to prioritize and preserve cultural uniqueness as well as optimize the role of local communities. Policies on the environmental aspect can be preventive and repressive by involving all stakeholders from tourism Supporting factors for sustainable tourism development in Mahakam Regency include natural conditions that are still maintained as tourist attractions and support for the community around tourist destinations. Factors inhibiting sustainable tourism development in Mahakam Regency are limited infrastructure, lack of promotion, and unsupportive environmental conditions*

Keywords: *Tourism Development, Welfare, Sustainable Tourism*

1. INTRODUCTION

The tourism sector has an influence on a country's economy through several factors. First, the tourism sector as a foreign exchange earner to obtain capital goods used in the production process. Second, tourism development stimulates infrastructure development. Third, the development of the tourism sector encourages the development of other economic sectors. Fourth, tourism contributes to increasing job opportunities and income. Fifth, tourism can lead to positive economies of scale (Yakup and Haryanto., 2019). The availability of supporting factors for the tourism sector can affect GDP and employment (Getz & Page, 2016). The cause of the tourism sector that can affect employment is the availability of jobs provided by the tourism sector in response to the increasing demand for goods and services from tourists. Various impacts that can be produced by the tourism sector can stimulate economic development in certain regions. The increasing number of tourists coming from various regions in Indonesia will stimulate the area to provide facilities offered to tourists. Some examples of the tourism sector influencing other sectors such as tours and travel which include hotels and restaurants and tour guides (Wardhana, Kharisma, & Stevani, 2019).

Foreign exchange income from tourism has a fairly important role in the structure of national foreign exchange receipts, especially when compared to foreign exchange derived from goods export activities (Afdi, 2011). The direct contribution of the tourism sector and the creative economy to GDP will reach 3.9 percent in 2023. Although many have said that the influence of the tourism sector on the growth of the economic sector in Indonesia is positive, the fact is that the tourism sector in Indonesia is still not optimal in attracting foreign tourists. According to data released by CBB Indonesia, Thailand received 17.5 million foreign tourists in the first half or January-June of 2024, making them the most visited country in Southeast Asia. Malaysia is in second place with 11.8 million foreign tourist visits. Vietnam ranks third in ASEAN in terms of the number of foreign tourist visits with 8.8 million visitors. Meanwhile, Singapore ranks fourth with 8.24 million foreign tourist visits. Indonesia itself, which is the country with the largest economy in the Southeast Asian region, is only in fifth position by receiving 6.4 million foreign tourist visits. (<https://www.cnnindonesia.com>. 2024).

Based on this explanation, the importance of the development and development of the tourism sector in supporting the national and regional economy. According to the Ministry of Tourism and Creative Economy, the problems faced in the development of the tourism sector in Indonesia include facilities and infrastructure, then human resources. communication & publicity, policies & regulations that apply within the scope of the country and region, information technology, which allows tourists to access a lot of information about Indonesian tourism, community readiness and investment that has not been developed much in the region in terms of tourism can be hotels, restaurants, transportation or equipment rental services, and others.

Law Number 10 of 2009 concerning Tourism regulates opportunities for the use and development of tourism resources which are the responsibility of all related parties, especially local government institutions that are responsible for every regional asset and resource. The provisions of the legislation are supported by the National Tourism Development Master Plan (Rencana Induk Pembangunan Pariwisata Nasional - RIPPARNAS) which further serves as a guideline for each region in formulating and compiling tourism development policies according to regional characteristics and potential. Ideally, development policies at the regional level are not only used as a form of administrative obedience of regional institutions in the implementation of government bureaucracy but also a form of understanding of regional needs and capacities outlined

through development policies, so that these policies are policies that can be implemented responsibly in accordance with development principles.

The Tourism Development and Development Policy requires a mature plan so that it can be implemented on target. The development of tourism must be able to maintain the sustainability of its natural resources such as natural panoramas, topographic conditions, flora and fauna as well as climate and various cultural resources in the form of physical culture such as historical artifacts and contemporary creations and non-physical culture (living culture).

According to the Center for Tourism Studies, Gadjah Mada University (Puspar UGM) (2003), one of the approaches to tourism development and development, the Sustainable Tourism Development Approach. Sustainable tourism development is based on the approach that national tourism development must later rely on its own strength, and lead to the creation of the independence of the Indonesian nation in achieving national resilience. The concept of sustainable tourism is a tourism concept that is aspired to by people who understand the importance of sustainability itself, which emphasizes the sustainability of the development of a tourism area in three aspects, namely, ecology, socio-culture, and economy. Therefore, a good and integrated planning strategy is needed by all stakeholders in its implementation. Sustainable development is essentially aimed at seeking equitable development between generations in the present and the future. Sustainable development aims to improve the welfare of the community, to meet human needs and aspirations (Salim, 1990).

Mahakam Regency as one of the areas that has considerable potential to become a tourism destination for foreign tourists, Indonesian tourists and especially local tourists. There are various tourist destinations in Mahakam Regency such as the Mahakam River Bridge, the Love River Area, the Skull Cave Area, the Long Apari Karst Hill Area, Kenheq Waterfall, Kohong Waterfall, Riam Udang, Batu Majang Village, Long Tuyuq Village, Batu Dinding. Based on the potential of these tourist destinations, the number of foreign and local tourist attractions is still relatively low. Based on data from Tourism Information of East Kalimantan Province, the number of foreign tourist visits in 2022 only reached 622 tourists, while local tourists reached 7,789 tourists. This figure is small compared to other districts in East Kalimantan Province.

The management of the area in Mahakam Regency with tourism potential should be able to deliver this area as one of the alternative tourist destinations in East Kalimantan. Based on the Strategic Plan (Mahakam Regency Tourism Office 2019-2023), common

problems faced in the development and development of the tourism sector include 1. The quality and capacity of tourism resources supported by independent institutions, adequate facilities and infrastructure have not been optimally fulfilled in supporting tourism development. 2. The management of tourism destinations supported by adequate facilities and infrastructure, conducive security conditions are inadequate, and there is no disaster mitigation program and other risks in tourist destinations so that the comfort and safety of being in tourist areas are not guaranteed. 3. Tourism marketing has not been implemented effectively and efficiently, so tourism marketing activities have not been able to effectively reach a much wider market. 4. Public understanding and the perception of tourism development with all its implications is still lacking. 5. Investment in the tourism sector has not experienced a significant increase. This is due to the lack of a conducive investment climate. 6. Partnerships or cooperation carried out by local governments with tourism actors or local governments with other local governments, in their implementation have not been implemented optimally.

For this reason, it is necessary for policy makers to understand the concept of good tourism development and development. Various cases in Indonesia in general and the regions in particular planning are very important as a guideline in future development. Without a comprehensive tourism development and development policy, regional tourism development can undoubtedly be carried out in a sustainable manner. So far, development planning is still partially involved in each sub-activity sector. Sustainability is not a simple concept but a complex, because in its operations there are many things that need to be considered and are interrelated. Therefore, it is important to improve the understanding of sustainable development, especially for policymakers, both macro and micro scales, to achieve development goals

Based on the phenomenon of peace and order that has been described above, this study aims to describe and analyze comprehensively and in detail about: Tourism development policies in improving community welfare reviewed from the approach of sustainable tourism development in Mahakam Regency. Factors that support and hinder tourism policies in improving people's welfare. Tourism development policy model as a recommendation to support sustainable tourism development.

2. THEORETICAL FRAMEWORK

Public policy has become a social reality since humans realize that they have the same purpose in life in addition to the variety of interests that exist. The basic definition of public policy is as a manifestation of the desire of social scholars to solve social problems in the field (close the gap between knowledge and policy) (Parsons, 2005). Therefore, public policy is seen as a guideline chosen by decision-makers to control certain aspects of social problems (Finsterbuch and Motz, 1990). Public policy, according to Thomas Dye, is the government's choice to do or not do something (Abdin, 2005). Lasswell and Kaplan see policy to achieve goals (Abdin, 2005)

Winarno (2002) divides the stages of policy formulation into four stages, namely:

a. Problem Formulation

Islamy (1984) explained that the first step taken by policymakers is to identify the problem to be solved, then make the clearest formulation of the problem. Often, policymakers, due to their limited capacity, are unable to find problems properly. Policymakers are often caught up in the symptoms of problems that appear to be perceived or viewed as real problems.

b. Policy Agenda

According to Winarno (2002), not all problems will be included in the policy agenda. These problems compete. Only certain issues will eventually be included in the policy agenda. In the process of policy agendas, there is usually an articulation of interests from the executive, legislature, non-governmental organizations (NGOs), and the community both as a group and individually. Interest articulation itself is interpreted as the processing and formulation of opinions and aspirations from the community so that it becomes orderly. This articulation of interests is a follow-up to interest aggregation, which is the collection and merger of aspirations in a similar society so that it is not in vain (Budiardjo, 2000).

c. Selection of Policy Alternatives

Once the problems have been well defined and the policymakers have agreed to include them in the policy agenda, the next step is to find a solution. Here, policy makers will be faced with alternative policy options that can be taken to solve problems (Winarno, 2002). Islamy (1984) refers to this stage as the formulation of policy proposals. In this case, the formulation of policy proposals is the activity of compiling and developing a series of actions that are necessary to solve problems. The formulation of this policy proposal consists of defining and formulating alternatives,

assessing each available alternative, and selecting alternatives that are satisfactory or most likely to be implemented. The parties involved in the formulation process of this policy proposal include citizens, political parties, interest groups, mass media, legislature and other state institutions (Islamy, 1984).

d. Policy Determination

After one of the many policy alternatives is decided to be taken to solve policy problems, the last stage in policy making is to determine the chosen policy so that it has binding legal force (Winarno, 2002). In terms of legitimacy, Islamy (1984) concludes that the decision-making process can be viewed or analyzed both from the perspective of an individual process and a collective process. The individual process is when the person who makes and at the same time certifies the decision is the person himself, while the so-called collective process involves various parties from various institutions in the decision-making and ratification process. Policy ratification as a collective process is widely carried out by the legislature (Islamy, 1984). The policy alternatives taken are basically a compromise of various interest groups involved in making such policies. Policy determination can be in the form of laws, jurisprudence, presidential decrees, ministerial decrees and so on.

The policy concept of tourism development is directed to improve the quality of the nation's culture, introduce historical relics, natural beauty including marine. Suwantoro (2004) said that to support the development of tourism in tourist destination areas, it must be developed in carrying out tourism development. Tourism policy as a regulation, rule, guideline, direction, and development/promotion goal as well as a strategy that provides a framework for individual and collective decision-making that directly affects the development of tourism in the long term and at the same time daily activities that take place in a destination (Anastasia and Suji, 2014)

Based on Law Number 9 of 1990 concerning Tourism, the policy outlined is that what can be used as tourist objects and attractions in the form of natural conditions, flora, and fauna made by humans, as well as historical and cultural relics that are models for the development and improvement of tourism in Indonesia. In Law Number 10 of 2009 concerning Tourism, tourism development is realized through the implementation of tourism development by paying attention to the diversity, uniqueness and peculiarities of culture and nature, as well as the nature of human needs for tourism.

The Center for Tourism Studies of Gadjah Mada University (Puspar UGM) (2003, 24-26) provides several approaches to tourism development, namely:

- a. Holistic Approach and Integration of Intersectoral and Integral Planning. The holistic approach is a comprehensive approach in carrying out development, meaning that although this planning focuses on tourism, it cannot be separated from other developments. Integrated planning is needed to ensure the linkages between sectors and actors in an integrated development system.
- b. Sustainable Tourism Development Approach (Sustainable Tourism Development Approach). Sustainable tourism development is based on the approach that the development of national tourism must later rely on its own strength, and boils down to the creation of the independence of the Indonesian nation in achieving national resilience
- c. Area Development Approach. Tourism development activities in an area will be an attraction and a driving force for the development of the community, regions and regions that surround it. Anything, how much and what type of tourism development programs carried out in a certain area will affect human resources and natural resources/environment, as well as the surrounding area. The progress of tourism activities will affect the progress of the people's lives.
- d. Tourism Community Based Resources Development Approach. Tourism development should play a role in community empowerment efforts. Equity and balance in the use of space and sectoral programs are also important criteria in the development of Tourism. The balance of space utilization can occur with the division of development areas accompanied by the determination of development characteristics that are appropriate for each area in Tourism. So, it is hoped that the agriculture and plantation, services, trade, and marine sectors can interact synergistically with various other sectors to improve people's welfare

The concept of sustainable tourism development starts from the concept of sustainable development. In general, the concept of development includes efforts to maintain ecological integrity and diversification, meet basic human needs, open options for future generations, reduce injustice, and increase self-determination for local communities (Picard 2006). Sustainable tourism according to Pitana and Diarta (2005) is tourism that is managed referring to qualitative growth, which means improving welfare, economy and public health. Improving the quality of life can only be achieved by

minimizing the negative impact of non-renewable natural resources. Five things that must be considered in sustainable tourism according to the Muller concept, namely: (1) Healthy economic growth; (2) Welfare of local communities; (3) Not changing the structure of nature, and protecting natural resources; (4) A healthy growing community culture; (5) Maximizing tourist satisfaction by providing good service because tourists in general have a high concern for the environment.

Sustainable tourism is said to be quality if it can provide a quality experience for visitors, while also improving the quality of life of local people and protecting the quality of the environment. Tourism ensures the continuity of natural resources and culture of the local community with a satisfying experience for visitors. Nasikun (2007) stated that the characteristic of sustainable tourism development is a form of tourism that upholds consistency to the natural, social and cultural values of the community which can provide positive satisfaction and value to local communities and tourists when interacting and exchanging experiences.

With this, it can be concluded that sustainable tourism development can only be carried out with a good governance system which is able to involve active and balanced participation between the government, the private sector, and local communities. Sustainable tourism is also expected to maintain a balance between the needs of the tourism industry, support for the environment and local communities. So, the principles of quality, continuity, and balance must be applied in the development of sustainable tourism. In the development of sustainable tourism, what needs attention is how to make the objects of the tourist destination areas that are developed so as not to disturb the existing environmental ecosystem, as well as the local community not only as objects for the sake of better meeting the needs of life.

3. RESEARCH METHOD

Based on the goal to be achieved in the research, which is to be able to describe and analyze the results of the research in a complete and in-depth manner, the type of research used is qualitative research. The data collection techniques in this study include Interviews, Observations, Documentation and Focus Group Discussion (FGD). The informants in the study included authorized officials consisting of the Regional Secretary of the Mahakam Regency Regional Government, the Head of the Mahakam Regency Tourism and Creative Economy Office and the Head of the Destination Development Division of the Mahakam Regency Tourism and Creative Economy Office. The data

analysis technique in the study using interactive model analysis was developed by Miles et al., (2014) with three procedures, namely data condensation, data display, and conclusion drawing.

4. RESULTS AND DISCUSSION

Tourism Development Policy Based on the Sustainable Tourism Development Approach

1) Sustainability in the Economic Aspect

The ongoing transformation in various aspects of the tourism sector leads to an increase in the importance of tourism in economic development, considering factors that affect the development of tourism and have a synergistic effect on the strengthening of the tourism sector. In general, the level of competitiveness of the tourism sector and the level of development of the tourism sector are one of the main directions in economic policy.

Tourism as a locomotive of economic growth has been able to create jobs, reduce poverty, and strengthen people's purchasing power. To realize sustainable tourism, the policy strategy must have two objectives, namely, to maximize the contribution of tourism resources that have been proven to be able to provide added value economically, and to strive to develop new economic potentials that have not been explored (Widyatedja, 2011). An integrated system of environment and economy becomes an entity in sustainable economic development. In line with this, Hardy, et al (2002) designed an accounting system that incorporates environmental and socio-cultural issues into a holistic ecological economic system. Ecological economics begins the integration of various disciplines about sustainable development.

The findings of the study show that the Tourism Development policy in Mahakam Regency emphasizes strategies that must be realized in increasing the economic value of the community, namely first, creating a symbiosis of mutualism between tourism, agriculture and forestry. To realize this, good corporate governance of tourism businesses must be carried out, namely transparency, governance structure phases, processes and governance outcomes so that it can increase the economic value of tourism. Second, take advantage of tourism business opportunities that have not been worked on optimally. Various tourism products such as religious tourism, convention tourism, nature tourism, and others. This opportunity has been supported by a shift in the market from mass consumption patterns to tourism with special

interest and environmental insights. On the other hand, the priority scale is to encourage the improvement of infrastructure quality, improve the quality of tourism human resources. If this is realized, the future of tourism will have better economic competitiveness and have a position parallel to international tourism associations. Moreover, strengthened with a combination of modern businesses, tourism is not only able to maintain the market but also maintain opportunities in increasing tourism market penetration due to service liberalization

When all regions and countries depend on tourism, the community has an important role in building tourism towards sustainable tourism as a goal to minimize the poverty rate in the region or country. With the development of tourism, tourist destinations open up business opportunities to increase people's income. Including tourism development policies in Mahakam Regency that implement halal tourism nuances that provide positive benefits for the economy of the surrounding community in obtaining income from tourism activities.

2) Sustainability in Socio-Cultural Aspects

The Social Aspect consists of all the elements related to the behavior patterns of individuals and groups that reflect attitudes, values, habits, modesty. This aspect contains information on demographic indicators: natural growth, age structure, population mobility, labor quality, unemployment rate, migration rate, lifestyle, education level, foreign language circulation, societal values, tolerance of religion, attitude towards quality and savings.

Tourism has become a sector that causes interaction and mobility of local and world communities resulting in cultural contact and mixing, between ethnicities and between nations. Tourists come with a culture that is different from the local culture. This gives rise to social pathogens and vulnerability to conflict. For this reason, the emphasis in the perspective of public policy must aim at the formation of cultural resilience, the strengthening of social integration and the empowerment of local communities. Attention to the socio-cultural aspects of tourism is still very low. This is because the various measures or indicators used are performance indicators that are measured statistically or quantitatively. Meanwhile, some of the socio-cultural issues are qualitative so they are not included in the indicators of development success. Thus, it is quite reasonable that the implementation of development does not pay serious attention to the socio-cultural aspect considering that there is no definite measure in finding the causal relationship of these various socio-cultural phenomena.

The findings of the study show that the Tourism Development policy in Mahakam Regency emphasizes policies that require tourism business actors to prioritize and preserve cultural uniqueness as well as optimize the role of local communities. The role of local communities cannot be ignored, in fact it is optimized because of the uniqueness and cultural diversity inherent in the community in creating identity and identity, as part of inclusive tourism development. The empowerment process also aims to improve economic and spiritual welfare so that it can achieve the intellectual ability of a just and civilized society. This policy can be derived through tourism policy making by creating tourism events such as festivals by prioritizing cultural attractions and involving the international community as a medium of promotion and diplomacy between the local community and the international world. The combination or collaboration of the above efforts will be the embryo for the formation of a positive image and a solid tourism identity. This is crucial, where the decision to travel is determined by the image and identity of a tourist destination. In addition, in globalization, strengthening the credibility of tourism is a positive collaboration that is part of tourism diplomacy. The success of cultural preservation in tourism is the success of sustainable development for the future. The sustainable tourism development policy is designed to encourage the positive impact of tourism development on local social and cultural values, recognizing and managing any negative impacts, including those implemented in destinations in Mahakam Regency.

3) Sustainability in Environmental Aspects

Activities in the tourism sector can cause serious environmental problems such as in tourist destinations. The development of the tourism industry sector certainly has consequences for the damage to the surrounding environment behind the increase in welfare/economic growth due to the development of tourism infrastructure. Tourism development must pay attention to environmental sustainability aspects, this is because it concerns the needs of future generations. Environment-based tourism development is a development that does not ignore environmental sustainability, maintains environmental harmony and resources so that sustainable development for the current and future generations can be supported by the existence of a sustainable environment and resources

Natural resources and sites that are sensitive to the environment and the significance of their communities are identified, planned, documented, and supported by relevant communities. The fund exists to support community-based conservation

programs and actions. The program exists to present the value of natural resources for the welfare of the local community. Local rules and regulations exist that are relevant to the protection and presentation of nature.

In the development of the concept of sustainable tourism, tourism actors (government and private) are obliged to prioritize the movement to control the detrimental effects of tourism. Tourism, which often uses the environment as an attraction and development, should always pay attention to environmental protection and preservation, for the benefit of future generations. Attention to the existence of the environment is also the actualization of recognition of civil society values.

The findings of the study show that the Tourism Development policy in Mahakam Regency emphasizes that policies on environmental aspects can be preventive and repressive by involving all stakeholders from tourism. Preventively, it is carried out by making a blueprint for environmental standardization. This policy is a guideline, criterion, technical procedure and performance determination for tourism actors in managing and maintaining the existence of tourism businesses in the future, as well as prioritizing protection or conservation of the environment. Policies that establish nature conservation areas such as beaches, lakes, forests and cultural heritage will be able to reduce the negative impact of tourism commercialization. The construction of this policy will limit the tendency to convert productive land into business activity areas that violate the layout and spatial planning. Preventive policies, if not followed by repressive policies, will be in vain. Firm and impartial action against tourist actors who are proven to be unlawful in polluting and destroying the environment must be put forward. Repressive efforts can be administrative, namely warnings, coercion, and revocation of permits from the government, while serious violations of the law can be carried out with criminal offenses.

Factors that support and hinder tourism policy Based on the Sustainable Tourism Development approach

The tourism governance process clearly has several supporting mechanisms so that in its management in accordance with the wishes that have been designed, beach tourism governance in Mahakam Regency has several factors that benefit the management in the context of sustainability-based tourism development, namely: Natural conditions are still maintained. Tourist attraction is a reference so that a tourist attraction can be an option for the community in tourism activities. The community's need for a healthy and natural

environment makes people willing to do anything to meet these needs. The natural panorama that is still very natural is an attraction for tourists to visit the Ide beach tourist location. One of the tourist destinations for tourists is to visit areas where natural conditions are still very well maintained.

Another supporting factor is community support. The success of tourism development in Mahakam Regency is highly dependent on the active participation of the local community. The community involved in the management of tourist attractions, such as the management of homestays, food stalls, and the provision of tour guide services, creates a friendly environment for tourists. This community support can also reduce the risk of negative impacts of tourism, such as environmental destruction, as they have an emotional attachment to their local environment and culture. Community participation can also increase local economic income and strengthen local wisdom in tourism management. Furthermore, another supporting factor is having endemic animals whose populations have been declining and include rare animals.

Inhibiting factors are things that hinder the course of an activity. In the development of tourism in Mahakam Regency, every destination not only faces supporting factors, but also inhibiting factors that affect tourism development. These factors include limited infrastructure, lack of promotion, as well as unfavorable environmental conditions. One of the main obstacles faced in the development of the tourism sector in Mahakam Regency is the limitation of infrastructure, especially in terms of inadequate road access and public facilities. Some roads leading to tourist attractions are still in a damaged condition, which hampers the accessibility and comfort of tourists. Additionally, extreme weather that is frequent in these areas, such as heavy rains or other severe weather, can cause damage to infrastructure and reduce visitor comfort. Although there are some basic facilities already available, further infrastructure improvements and development are still very much needed to support tourism development.

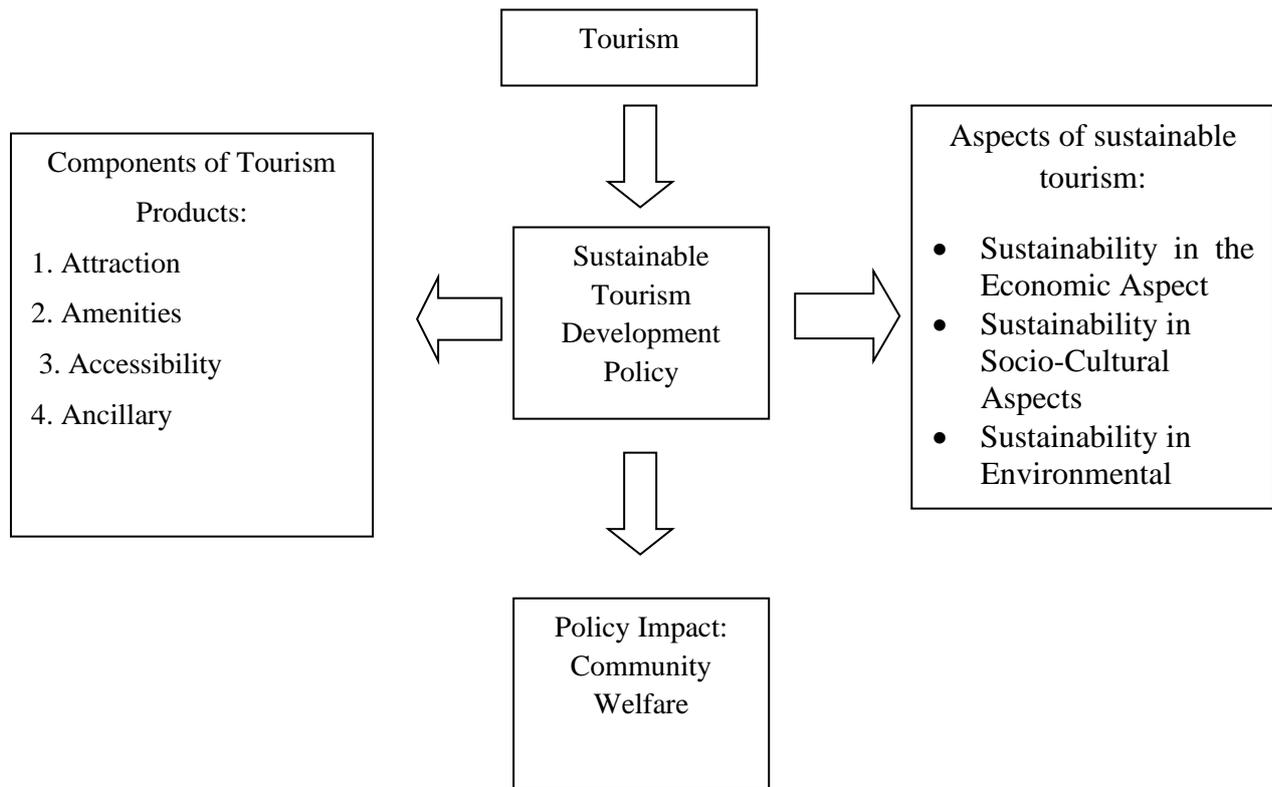
Another inhibiting factor is the lack of promotion. The lack of effective promotion is one of the main obstacles to attracting tourists. Although the area has tremendous tourism potential, the lack of efforts to promote the tourist attractions widely leaves many tourists unaware of the existence or attraction of tourist attractions in the region. Without adequate promotional support, either through social media, travel agents, or online tourism platforms, tourist attractions in Mahakam Regency will find it difficult to compete with other more famous tourist destinations.

Infrastructure limitations, especially the problem of road accessibility and damaged public facilities, can be analyzed through infrastructure and accessibility theory (Suthanayadan Suwarningsih, 2022). This theory explains that good infrastructure, such as decent roads and other supporting facilities, is the main key in improving the accessibility of tourist destinations. Limited infrastructure can cause visitors to find it difficult to access tourist attractions and reduce their comfort during their visit. In this case, extreme weather and road damage further exacerbates these conditions. According to this theory, improving infrastructure will not only facilitate access, but also improve the overall tourist experience, which in turn could boost the number of tourist visits to the area. Continuous infrastructure improvement and development is crucial to support the development of the tourism sector.

The application of sustainable tourism development theory provides an understanding of the importance of supporting infrastructure in tourism development. Good infrastructure, such as proper roads, prayer rooms, toilets, and other public facilities, is a key factor that makes it easier for tourists to be accessible and ensures their comfort. In this case, local governments play an important role in infrastructure development that supports the smooth running of the tourism sector. The theory of sustainable tourism underlines the importance of sustainable management, which prioritizes a balance between tourism development and environmental conservation. By paying attention to environmentally friendly and sustainable infrastructure development, the tourism sector in Mahakam Regency can provide long-term benefits, both for the economy of the local community and for the preservation of existing nature and culture

The lack of effective promotion can be analyzed using destination competitiveness theory, which underscores the importance of strong promotions to attract tourists (Ningrum & Siliwangi, 2024). This theory states that the competitiveness of a tourist destination does not only depend on the quality of the tourism product itself, but also on the extent to which the destination is known by the market. Without adequate promotion, either through social media, digital platforms, or travel agents, the tourism potential in Mahakam Regency will be difficult to compete with other more famous tourist destinations. Effective promotion can create awareness about the existence and attraction of tourist attractions, which is important to attract tourists and increase the competitiveness of destinations.

Tourism development policy model



5. CONCLUSION

Sustainable tourism development in Mahakam Regency is a policy in development with economic, socio-cultural, and environmental dimensions based on justice not only for the current generation but also for future generations. The policy must have two objectives, namely, to maximize the contribution of tourism resources that have been proven to be able to provide added value economically. The policy requires tourism business actors to prioritize and preserve cultural uniqueness as well as optimize the role of local communities. Policies on the environmental aspect can be preventive and repressive by involving all stakeholders from tourism Supporting factors for sustainable tourism development in Mahakam Regency include natural conditions that are still maintained as tourist attractions and support for the community around tourist destinations. Factors inhibiting sustainable tourism development in Mahakam Regency are limited infrastructure, lack of promotion, and unsupportive environmental conditions.

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