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# Strategy of tourism policy implementation based on health safety during COVID-19 in Temajuk of Sambas regency of Indonesia

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**Abstract**--Tourism is a crucial element in a country today, and Indonesia is no exception, but this sector has been heavily impacted after the Covid-19 pandemic hit. Tourism in Temajuk, Sambas, has excellent potential to become Indonesia's leading tourism destination. Still, there has not been a practical implementation of tourism policies in the Temajuk tourism area of Sambas Regency during the Covid-19 pandemic that can develop Temajuk tourism during the Covid-19 pandemic. The research method, a qualitative approach is designed to investigate, and research subjects used as resource persons will be carried out purposively. The results of the study show that there are four points needed to improve the implementation of health security-based tourism policies during Covid-19, including 1) Building a Shared Vision where operational policies are measurable; 2) Participation; 3) Network; 4) Partnership.

**Keywords**--policy implementation, tourist, health safety, COVID-19.

## Introduction

Security is questioned and interpreted into several new meanings. In the traditional sense, "security" only includes protection relating to the state and efforts to confront the military forces of other countries. Security studies focus on non-state actors and non-military threats in a more modern sense (Buzan, Waever & Wilde, 1998). This current security study is also called Non-Traditional Security. This redefinition of security studies develops relations between countries in the world, both in political, economic, and social aspects. In its development, several new security concepts have emerged in security studies used to understand the security dynamics of countries in the world. One of them is the concept of human security or human security. Human security is an alternative approach to explaining threats that endanger individuals or groups of people in everyday life (Caballero-Anthony, Emmers & Acharya, 2006).

The concept of human security is divided by UNDP into seven more specific elements, Economic Security, Food Security, Health Security, Environmental Security, Personal Security, Public Security, and Political Security (UNDP, 1994). This paper focuses on health security. One of the issues of health security is the COVID-19 pandemic.

Since its appearance in Wuhan City at the end of 2019, COVID-19 has spread worldwide. In addition, many countries are experiencing confusion in dealing with the COVID-19 pandemic, and this plague is the most significant test faced by all human beings. Almost all continents have been affected by outbreaks of the virus, which is still relatively new in the health sector. This outbreak has become a viral pandemic that has caused paralysis in various sectors, whether it's from the economy to education. High mobility is one of the main factors driving the spread of the virus spreading widely in society. Indirectly, they go in and out of foreign countries and carry the virus. The presence of COVID-19 has caused a decrease in the number of tourists and has paralyzed national tourism activities.

The decline in visits to national tourist sites impacts the decline in state divisions. The tourism sector became the second largest foreign exchange contributor before the COVID-19 pandemic, with a figure of IDR 280 trillion in 2019 (Eksa, 2021). The development of tourism objects is carried out optimally, and optimal government policies are needed (Lee, Huang & Yeh, 2010). These systems are beneficial to tourism growth (Baldacchino, 2011). Existing tourism objects are divided into marine/maritime, agro-tourism, and natural tourism areas. According to the Sambas district's geographical location, the northern coast of West Kalimantan, the marine tourism area is the site with the most tourist destinations, including the Temajuk tourist area.

In addition to the issue of the COVID-19 pandemic, various other problems exist in the Sambas Regency in the tourism sector, namely the condition of basic infrastructure, especially roads, which are still very limited. The available tourism access, especially in the Temajuk tourist area, is only by road with the existing road conditions not adequate. In contrast, access to other transportation such as airports and seaports/piers is not yet available. Many factors have resulted in the

development of tourism in the Sambas Regency, especially the Temajuk tourist destination, which the objectives of the Regional Regulation have not developed.

Based on the research problem, this study aims to analyze the strategy of implementation of health security-based tourism policies during COVID-19 in Temajuk of Sambas Regency of Indonesia.

## **Method**

This study is intended to describe the implementation of tourism policies in the Temajuk tourist area, Sambas Regency. A qualitative approach is designed to investigate and understand the performance of procedures in natural social settings. Research subjects used as resource persons will be carried out purposively, namely, parties related to tourism policy in Sambas Regency. They are considered to understand, have information, and provide information about research topics. Therefore, data collection techniques include interviews, observation, and documentation. And then, the data that has been collected, both primary and secondary information, is used for analysis with descriptive and qualitative approaches.

## **Discussion**

### **Implementation of health security-based tourism policies during COVID-19 in the Temajuk tourist area, Sambas Regency**

As the pandemic continues, COVID-19 has significantly reduced the country's deficit in the tourism sector, which was Rp. 20.7 billion. The influence of large-scale social restrictions has resulted in the closure of access and entry for tourists. The number of foreign tourists entering Indonesia alone is around 4.052 million people (Kemenparekraf, 2021).

The implementation policies that have been implemented have not been effective in achieving the goals that have been set. Of course, with the existing conditions, a new strategy is needed in implementing tourism policies in the Temajuk area, Sambas Regency.

Each policy process will go through formulation, implementation, and evaluation stages. Tips in policy are essential to get serious attention because of how good a policy formulation is. If it is not implemented correctly, a suitable policy formulation has no meaning.

Differences in the interests of global priorities of tourism support (Su & Wall, 2012). Indonesian tourism is created by, for, and about people. As a result, local populations around tourist sites must be included in tourism development planning since they are better aware of the state of potential destinations in their vicinity (Ridwan, 2012). Differences in implementing policies in the field will depend on each individual's ability. Community involvement in tourism development in the region has its way of developing tourism (Sakata & Prideaux, 2013). The advantages of community-based tourism development include creating more job opportunities for residents (Pitana, Diarta & Ketut, 2009). Therefore, in implementing the policy, all available resources are needed to support policy

objectives (Elyta & Sahide, 2021). If the implementers can execute the procedure with all their help, then the expected or desired impact will be realized optimally. This will encourage cross-sectoral partnerships to achieve the goals of good governance and sustainable tourism (Dredge & Whitford, 2011). It is further explained that for policy implementation to be effective, the people responsible for implementing it must know the policy (Elyta, Martoyo & Herlan, 2021). In contrast, the intended target is the target that has been set by the organization, for example, the achievement of a predetermined target. Likewise, with the implementation of public policies, if the goals set by policymakers can be achieved, then the implementation of policies can be said to be effective. Tourism development is a decision taken by the government and a public policy directed at regulating the socio-economic interests of the community.

Performance indicators standards and targets in public policy assess whether the standards and targets/objectives have been realized. Policy implementation may fail when implementers are not fully aware of the need for policy standards and goals. Based on the search for documents and information obtained, the priority of tourism development in Sambas Regency has not yet been made a derivative policy as an operational policy from the established Regional Regulation.

*Policy resources*, policies in the implementation process, and facilitating the implementation of policies to be more effective. Of course, all aspects of these policy sources also have their respective contributions to implementing tourism policies. This also illustrates the authority of the political power and innovation of Disparpora as the leading tourism development sector. The head of Disparpora creates accessibility problems for parties interested in tourism development in the Temajuk region, the Disparpora of Sambas Regency. For example, to make it easier for tourists to go to Telok Atong, J. Lo, and Batu Granny tourist attractions, it is necessary to have a land road. Tourism entrepreneurs have made pioneer roads.

### **Health Safety-Based Tourism Policy**

The prolonged COVID-19 pandemic has forced the government to continue to update policies on handling the virus. The Minister of Tourism and Creative Economy of Indonesia is optimistic that by continuously updating the policy on national tourism, it will be able to invite foreign or local tourists to visit the tourism sectors in Indonesia (Covid-19.go.id, 2022), through various sources from various government efforts (Elyta & Martoyo, 2021). The government's position in tourism development has vital (Truong, 2013). This opinion asserts that the state can control through public policy by making it more valuable, which means that there is an effort to create value. The existence of the public policy in the state means that there are rules for living together because public policy includes state governance that regulates the interaction between the state and the people.

In addition, local communities will obtain economic benefits without being directly involved in the planning process (Li, 2006). From this opinion, it can be understood that all activities carried out after a policy is established must impact the community's interests. Efforts to manage policies are directed at meeting the interests of the community. Understandably, policies whose implementation is

then broken down into programs or activities will be more meaningful if a public policy can address the public interest.

Policy implementation requires various preparations by utilizing resources, involving many people or groups of people, interpreting policies with various other programs through good planning and management, and linking programs with services that benefit the community.

The factors that influence the quality of public policy implementation, namely: 1) Environmental conditions, which include the socio-cultural environment, political system, degree of involvement of recipients of policy programs, availability of physical and non-physical infrastructure, competent bureaucratic structure for implementing policies and independence of implementing organizations in implementing the provisions that have been set. 2) Relations between organizations: proper and decentralized division of functions and powers; standardization of operations and procedures; and involvement in program implementation. 3) Organizational resources: human to non-human aspects detailed into and control over the use of funds; accuracy and adequacy of allocators; capital support and partisanship from the bureaucracy above it in policy implementation; support of local political leaders; and shared commitment. 4) which includes sufficient technical skills for implementers; the ability to coordinate implementers, control and integrate problems with decision-makers in the bureaucratic structure; the relationship between implementing agencies and organizations outside the government, quality of leaders; the institution's position in the bureaucratic hierarchy (Nugroho, 2004).

These four elements influence performance and the extent to which the program can achieve its goals, change the capacity of implementing organizations at the local level, and impact performance. Furthermore, both the performance and the results to be completed will affect the implementation process in the following periods so that improvements will occur continuously in line with the increasing quality of the implementing environment for policy programs, improving relations between policy implementing organizations, implementing capabilities and the availability of implementing resources.

From this opinion, it will be able to overcome the crucial problem van Meter, and van Horn expressed regarding the disposition of policy implementers to achieve goals effectively. To determine the strategy for implementing the right policy, it is necessary to first understand public policy. The system will provide discourse about goals and ways to achieve them, and structure is a tool to achieve them. Therefore, the preparation of the structure should be done after determining the chosen strategy.

This opinion explains that a SWOT analysis (strengths, weaknesses, opportunities, threats) is used to analyze the current/present state or condition of the organization and, at the same time, presents the possibility of alternative interventions or strategic steps that offer the best guarantee to create value-added creativity in the future.

Furthermore, it is also explained that the first step is directed at the organization itself in a SWOT analysis. Analysis of the organization as an effort to determine, among others, the quality and quantity, existing infrastructure, financial capabilities, and human resources. Furthermore, the SWOT analysis focuses on the environment outside the organization, which includes an external variable and the forces that determine strategically. The external environment is the availability of opportunities or threats to the organization.

On the other hand, evaluating tourism policies can sustain business development when climate change becomes a severe problem that affects tourism sustainability (Coles, Zschiegner & Dinan, 2013). Likewise, research on the Strategy for Implementation of Tourism Policy in the Temajuk tourist area also first plan what is in the tourism development of Sambas Regency, then determines what strategies will be carried out or applied so that tourism development policies can run effectively.

After knowing the factors causing the ineffective implementation of tourism policies in Temajuk, Sambas Regency, as described previously, so the next step is to determine the strategy, and the Temajuk tourist area is a potential area for tourism development. Based on this view, the process of developing tourism in Temajuk, Sambas Regency:

#### 1. Building a Shared Vision

With limited human and financial resources, local governments need their strengths. With a clear vision and implementation of regulations made jointly by stakeholders, it will create a sense of shared responsibility in developing tourism areas in Temajuk. Likewise, having an idea understood by policy actors will minimize various interests, and then policy actors will focus on common interests, namely the development of the Temajuk tourist area.

#### 2. Participation

Adequate tourism infrastructure indicates efforts to achieve sustainable tourism (Jovicic, 2014). Likewise, in implementing tourism policies in Temajuk, it is necessary to participate in both the private sector and the community. Tourism business actors are needed to be able to invest and carry out development in tourist attractions. Because they have the resources in the form of funds and knowledge, and human resources in the tourism sector. Meanwhile, the community, especially people who live in tourist areas and tourists, are equally important to be invited to participate in maintaining security, orderliness, beauty and environmental sustainability, friendliness, cleanliness, and coolness (Sapta Pesona) so that the Temajuk tourist area is maintained sustainability. In encouraging participation, especially in the community, it is necessary to have a common understanding of the importance of tourism and the provision of jobs for the local community. With the community's version of the importance of tourism and a place to earn income, community participation will grow well.

#### 3. Network

In developing tourism in the Temajuk tourist area, the government, in this case, Disparpora, needs to form an autonomous body that specifically handles tourism development. Because the government, with all the pretty complex government tasks, cannot focus on developing tourist sites and the lack of

professionals in the tourism sector, Disparpora, by their primary duties and functions, also takes care of youth and sports issues.

Emphasizing that communication is a well-thought-out planning strategy with long-term goals (Elyta & Darmawan, 2021). By establishing an autonomous body that handles the Temajuk tourist area, communication/coordination between tourism business actors/communities can be more effective and efficient. In addition, independent bodies can build networks with various other institutions to develop tourist sites in Temajuk. Also, with an autonomous agency that explicitly handles tourist areas, it can become an information center for both marketing and visits, which opens up job opportunities for the surrounding community.

#### 4. Partnership

The partnership is a strategy to overcome problems caused by changes in environmental conditions (Iorio & Corsale, 2014). Therefore, in implementing the policies that policymakers have set to achieve the goal, in this case, the development of tourism in the Temajuk tourist area, the local government of Sambas Regency must be able to build relationships with the private sector and the community. The partnership is a solution to solve problems and increase participation in efforts to build good relationships (Albrecht, 2013). With good relations, local governments can develop other industrial sectors such as the folk craft industry and create cultural events at national and international standards. This partnership relationship will benefit all parties.

The government aims to improve the welfare of the community through the tourism sector by developing tourism potential in the area. At the same time, business actors can invest their capital to earn profits, and the community can try and work to increase family income. The partnership/collaboration of three elements (government, private, and assembly) if it can run in the Temajuk tourist area, it can be developed or carried out in other tourist areas.

This tourism policy is closely related to efforts to control travel business corporations by foreign investors and migrant entrepreneurs (Wu & Eaglen, 2011). With the partnership that has been built from these three elements, the local government can cooperate with other countries such as neighboring Malaysia to develop Malay culture, the fact that the people of Sambas in particular and the people of West Kalimantan, in general, are still kin. The concept of partnership resulting from the collaboration of three elements (government, private, and community) has a vast impact because, in today's life, the government cannot play a single or more dominant role but must be able to collaborate to achieve the expected goals. The government does not have the power, especially in preparing the budget, to carry out government functions. Therefore collaboration is a way to implement policies that run effectively.

## Conclusion

Based on the results of data analysis and discussions that have been presented regarding the implementation of health security-based tourism policies during COVID-19 in Temajuk, Sambas Regency, Indonesia, the researchers concluded

that several approaches could be applied by the government for Temajuk tourism in Sambas Regency during Covid-19, the implementation of these policies is between other: 1) Building a Shared Vision where operational procedures are measurable; 2) Participation ; 3) Network; 4) Partnership, when these four policies are correctly implemented, they will be the implementation of policies that can promote Temajuk tourism in Sambas, especially during the Covid-19 pandemic. Suggestions the absence of effective implementation of the tourism development policy strategy in Temajuk, the following tips can be put forward. 1) The need to restructure tourism formulation as a guideline for tourism in Sambas Regency. 2) Involve all stakeholders in tourism development planning. 3) The necessary to stipulate a Regional Regulation concerning the establishment of an authorized agency or institution in Temajuk tourism.

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