

UDC 332

## THE ROLE OF GOVERNMENT IN THE DEVELOPMENT OF COMMUNITY-BASED TOURISM IN KOTA PARIAMAN

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### ABSTRACT

This research can provide input for the stakeholders of rudimentary plans for tourism development. This study provides an overview of how the government's participation in tourism development based on local wisdom owned by the City of Pariaman. The purpose of this study was to determine the extent of the government's role in encouraging the development of community participation-based tourism in the city of Pariaman. This research model is descriptive qualitative, data obtained using interviews with stakeholders. The government's role is in the form of induced participation. The novelty of this research is that the city of Pariaman has the potential to be developed as a tourist city by providing a touch of city tourism with a village atmosphere.

### KEY WORDS

Government role, tourism, community participation.

This research can provide input to the government's and other stakeholders' rudimentary plans for tourism development. This study provides an overview of how the government's participation in tourism development based on local wisdom owned by the City of Pariaman. Local wisdom owned by each region has an important role in tourism development, because the value of local wisdom possessed by an area can affect the process of developing tourism in an area. The influence of the community with local wisdom in the development of tourism is a new thing for the development of urban tourism where the characteristics of the village are heavily influenced in the middle of the city.

As tourism is recognized as an economic activity of global significance, the attention paid to it by governments, organizations in the public and private sectors, and academia is also increasing. Tourism makes a major contribution to efforts to maintain economic stability and improve people's welfare.

Pariaman is a small town located on the west coast of the province of West Sumatra. There are no large-scale industries and factories in Kota Pariaman. With all the limited resources and land, the City Government of Pariaman makes the tourism sector as the leading sector to be developed. This effort is needed to ensure that the government is responsible for the welfare of its citizens so that the choice to develop tourism is felt to be the right choice.

Philosophically, the tourism development of Pariaman City is formulated in the vision of "Pariaman City of Tourism, Trade, Religious and Cultural Services". This development vision sees that tourism is a sector that is expected to make a major contribution to efforts to maintain economic stability and improve community welfare.

With the rapid development in recent years, tourism planning in Kota Pariaman should invite the community in the planning process, so that the values of the local community can enrich the planning carried out. If it is not balanced with a development plan that involves various stakeholders, it is likely that Kota Pariaman will only become a temporary destination.

In the midst of the incessant central government making tourism as one of the national development priorities, Kota Pariaman has no other choice not to make tourism potential as a new sector driving the wheels of development and the community's economy. All of this is relevant to serve as a basis that the community and tourism stakeholders in Pariaman City can no longer sit idly by so they are not left behind by tourism developments.

One of the biggest challenges that must be answered is how tourism, which is

considered as a source of income, can be properly distributed to the community. Because the purpose of tourism development is to improve the welfare of the community. In addition, the arrangement and development of tourism facilities and infrastructure is not accompanied or followed by an intensive marketing program. The development carried out is still only related to physical development. The availability of infrastructure and facilities is not adequate. Public infrastructure problems can hinder tourism development in Pariaman City, for example, there is still little transportation to destinations, as well as transportation schedules that are not well organized.

Problems related to the community as parties directly involved with tourists are challenges that must be understood more specifically. To produce people who are aware of tourism, the role of the community is expected to be one of the factors that strengthens the positioning of the local cultural wisdom of Pariaman tourism. This implicitly challenges the importance of the community's role in the development of the tourism sector more broadly. Greater understanding is needed to help develop community-based tourism in a sustainable manner

The limited capacity of human resources in the field of tourism management is a major issue in tourism development in Pariaman City. One of the things that has received less attention (perhaps) is efforts to develop the capacity and competence of tourism activists and actors so that the services and services and products they produce are in line with consumer tastes, have excellent quality and follow the development trend of the tourism industry.

The growth and development of the tourism sector has expanded tourism stakeholders, not only limited to tourism actors related to tourist destinations and the government as a mere regulator, but has also involved other stakeholders in a wider context. The close linkage of the tourism sector with various other economic sectors has had a positive impact in the form of growth and development of other sectors that are upstream and downstream.

## **LITERATURE REVIEW**

### **Participation Theory**

Tosun, (2000) mentions that a participatory development approach will facilitate the application of the principles of sustainable tourism development by creating better opportunities for local communities to gain greater and more balanced benefits from tourism development that occurs in their area, resulting in a more positive attitude towards tourism development. positively towards the development of tourism and conservation of local resources (Inskeep, 1994), and by increasing the local tolerance for tourism. This can ensure visitor satisfaction and sustainable benefits for residents of the destination area (Simmons, 1994).

This study uses the participation theory of Arnstein, (1969); Pretty, (1995); Tosun, (1999) to conduct an analysis of the participation of pentahelix in Kota Pariaman in tourism development. Citizen participation in decisions that affect their lives is a central issue in the study of society. Citizen participation is a form of voluntary action in which individuals face the opportunities and responsibilities of citizenship. Opportunities for such participation include joining processes of self-government, responding to authoritative decisions that impact one's life, and cooperating with others on issues of mutual concern. The responsibilities of the citizen role include devoting sufficient energy and thought to develop decisions that are in the common interest (Til, 1984).

### **Stakeholder Theory**

Stakeholder theory is used to determine the parties as stakeholders in the development of tourist cities in Pariaman City. This stakeholder theory was developed by Edward R. Freeman, (2015) in his book *Strategic Management: A Stakeholder Approach*. This stakeholder theory was born because of the dominant view to understanding business and management theory that companies are only seen as belonging to their owners - shareholders in public companies - and limited to their responsibility for their effects on others. Stakeholder theory was developed to counter this dominant mindset. This theory in

particular, has been developed to solve or at least reconceptualize some specific problems.

According to Freeman (2015) stakeholders are individuals and groups who are influenced by the achievement of organizational goals and in turn can influence the achievement of these goals. Stakeholder theory states that the company is not an entity that only operates for its own interests, but must provide benefits to its stakeholders, namely shareholders, creditors, consumers, suppliers, government, society, analysts and other parties.

## **METHODS OF RESEARCH**

The approach used in this research is a qualitative descriptive approach. The research location is Pariaman City, West Sumatra Province. Researchers collect data themselves through documentation, observing behavior, or interviewing informants. There are two descriptive analyzes used in this study, namely exploratory descriptive analysis and comparative descriptive analysis.

## **RESULTS AND DISCUSSION**

Philosophically, the tourism development of Pariaman City is formulated in the vision of "Pariaman City of Tourism, Trade, Religious and Cultural Services". From the perspective of the tourism potential it has, the process of developing a tourism development vision to encourage the development and improvement of the quality of religious and Pariaman tourism is a small town located on the west coast of Sumatra Island. 55 Km from Padang, the capital city of West Sumatra province. There are no large-scale industries and factories in Pariaman City. With all the limited resources and land, the City of Pariaman government makes the tourism sector a sector. excellent for development.

There are several important things that can be noted in the tourism development of Pariaman City, issues relating to amenities, for example the lack of tourism studies in developing the concept of Pariaman City tourism destinations, the lack of maximum facilities, tourism infrastructure and tourism supporting facilities, the availability of accessibility that is not optimal and informative in providing comfort and safety for tourists. Issues related to accessibility, for example, are the absence of relevant regulations and synergies with potential land use zoning in developing the concept of City tourism destinations. Issues related to attractiveness, for example the lack of clarity regarding the development of the Pariaman tourism portfolio in maximizing the positioning of the Pariaman City tourism icon; Then the ancillary issues, for example, the role of the community is still not optimal in responding to the potential of the tourism sector, the cooperation and partnership of stakeholders in tourism development (Government, Business and Society) is still not optimal

The various issues above provide information that the main areas that become challenges in developing the tourism sector relate to aspects of hospitality which are expected to provide comfort and safety for tourists. In the aspect of attractions, amenities and accessibility, the efforts that can be made by the city government to maximize the availability and readiness of facilities and infrastructure as well as tourism support facilities. This of course has logical consequences for the importance of the city government to allocate the budget in accordance with the main priorities needed in developing Pariaman tourism.

In the aspect of developing the concept of tourist destinations, there is a need for relevant regulations and synergies with potential land use zoning in developing the concept of tourist destinations in Kota Pariaman. This is because the process of developing the tourism sector will have consequences for the type of land used. An understanding of the importance of maintaining the sustainability and stability of nature is a key factor in developing the Pariaman tourism sector.

Integration between sectors in tourism development has not been optimal. Tourism development which is the vision of Pariaman City development, from the aspect of government institutions and tourism management, tourism as a leading sector that is multi-

sectoral has not been optimally understood by all relevant Regional Apparatus Organizations (OPD). Tourism development is still seen as the duty and responsibility of the Department of Tourism and Culture alone. This condition causes the related coordination between OPD to be weak. Multi-sectoral tourism development requires institutional capacity that is able to coordinate the roles, duties and responsibilities of all relevant institutions/OPDs to achieve organizational goals efficiently.

Problems related to the community as parties directly involved with tourists are challenges that must be understood more specifically. To produce people who are aware of tourism, the role of the community is expected to be one of the factors that strengthens the positioning of the local cultural wisdom of Pariaman tourism. This implicitly challenges the importance of the community's role in the development of the tourism sector more broadly.

### **The Role of Pariaman City Government**

The efficiency and effectiveness of regional government administration needs to be improved by paying more attention to aspects of the relationship between government structures and between regional governments, regional potential and diversity, opportunities and challenges of global competition by giving the widest possible authority to regions accompanied by the granting of rights and obligations to implement autonomy. regions in the unity of the state government administration system.

In accordance with Article 30 of Law No. 10 of 2009 concerning Tourism, one of the authorities of the city government is to regulate the implementation and management of tourism in its territory; The process of strengthening regional tourism development related to the enactment of the Regional Autonomy Law provides clearer references for each region to be able to identify and develop existing potentials related to maximizing contributions to regional development and economy. The relevance of the existence of legislation on tourism at the national level which is then translated at the provincial to district/city levels is a basic reference in developing the concept of tourism. It is intended that the direction of developing the concept of tourism at the regional level should be able to reflect the direction of national tourism development related to providing benefits to strengthening competitiveness and the national economy in a wider scope. This of course has logical consequences for the importance of an area to be able to identify the factors that are expected to be able to develop the image of a tourist destination offered at the level of competition it faces. To be able to address this, the process of formulating relevant tourism concepts is a key success factor in developing the tourism sector. Pitana and Gayatri, (2005), suggest that local governments have a role to develop their regional tourism potential, as: motivator, facilitator and dynamist. The existence of various forms of this role so that local governments are able to optimally play that role. As a motivator, it is necessary for the tourism business to continue to run. Investors, the community, and entrepreneurs in the tourism sector are the main targets that need to be continuously motivated so that tourism development can run well. As a facilitator, the government's role is to provide all facilities that support all programs held by the government. In practice, the government can cooperate with various parties, both private and public. As a dynamist, the government, the private sector and the community must be able to synergize well. The local government as one of the stakeholders in tourism development has a role to synergize the three parties, so that among them a mutualism symbiosis is created for the development of tourism.

Pretty et al., (1995) explain the practical implications of a participatory development approach. A participatory development approach should start with people who know best about their own living systems. This approach should assess and develop their knowledge and skills, and provide the necessary means for them to develop themselves. This requires an overhaul of all practice and thinking, as well as development assistance. In short, a new paradigm is needed. The emergence of a participatory development paradigm indicates that there are two perspectives: (1) the involvement of local communities in the selection, design, planning and implementation of programs or projects that will color their lives, so that it can be guaranteed that local perceptions, attitudes and patterns of thinking and values values and knowledge are fully considered, (2) provide feedback which is essentially an inseparable

part of development activities (Jamieson, 1989 in Mikkelsen, 1995).

Institutions in this government are also very dependent on the man behind the gun, therefore the role of the Head of Service is very influential in driving tourism at the work unit level. If tourism is to be the chosen sector or its development is desired, it is considered important to place a Head of the Tourism Office to be equipped with a basic understanding of tourism.

In relation to the authority of the city government in the tourism sector, the Pariaman City Government agreed with the people of Pariaman City, that Pariaman City is a city that is expected to become a tourist destination. Since 5 years ago, since 2013, the main vision of Kota Pariaman is to become a tourist destination city.

This is in accordance with what was conveyed by the mayor of Pariaman: In the current leadership period the vision prepared by the current Mayor is "Pariaman City of Tourism, Trade, Religious and Cultural Services" which clearly forms the commitment of all levels of society, both officials and the community as well as all tourism stakeholders in Pariaman to participate in developing Pariaman as a tourism city. (Interview with the Mayor of Pariaman, 26 December 2019). The process of tourism development in accordance with the potential of existing tourism objects has relevance to the growth of the sustainable tourism sector. The development process can consider the potential and existing cultural wisdom related to developing relevant values in strengthening the positioning of developed tourist destinations. This of course has relevance to the readiness and ability of the City of Pariaman by considering aspects of local cultural wisdom, sustainability and environmental conservation, to other unique potentials which are expected to be important attributes in developing the concept of a developed destination related to maximizing the improvement of economic and social standards of living more fully.

### **Role in Planning**

Tourism development is a long-term activity. This is because the relevant processes and approaches are expected to increase the capacity of the multiplier effect of tourism on other activities or sectors. The government plays a role in creating a conducive situation and atmosphere in formulating and establishing policies and regulations on tourism development so that planning which is the embodiment of the government's vision and mission can be achieved.

In accordance with Law Number 25 of 2004 concerning the National Development Planning System, in order to encourage an integrated and efficient development process, basically the national development planning in Indonesia has 5 main objectives and functions. One of the main objectives and functions of the development planning is to ensure the linkage and consistency between planning, budgeting, implementation and monitoring as well as to optimize the participation and role of the community in planning.

Development planning is carried out in stages starting from the Village/Kelurahan, Musrenbang at the District Level, up to the Musrenbang at the city level. The results of this Musrenbang become the final input in the preparation of the draft Regional Development Work Plan (RKPD) and finally this RKPD document becomes a reference in budgeting APBD activities. Development planning often has problems in screening and prioritizing development activities in accordance with available funds, so that it is difficult to implement the transparency of activities budgeted from the initial proposal. Obstacles in determining the priority of activities are also caused by the proposal format that does not describe the urgency and impact of the proposed activity. This is due to the unavailability of structured, complete, and accurate data and information. The desire to make tourism a leading sector for Pariaman City, as the vision and mission of Dr. Genius and Drs. Mardison Mahyuddin, this is in accordance with what was conveyed by the Mayor of Pariaman:

*The government and the people of Pariaman City have agreed to make Pariaman City a tourist destination, in accordance with the vision of Pariaman City, namely Pariaman City of Tourism, Trade, Religious and Cultural Services, clearly to form commitment from all levels of society, both government officials and the community all stakeholders. interests in Pariaman to participate in developing this tourism according to its potential (Interview, 26*

December 2018)

The emergence of public awareness that Pariaman City is a city that is expected to become a tourist destination because there is no potential for natural and mineral resources available in Pariaman City, so the tourism sector is expected to be a trigger and driver of the economy of the people of Pariaman City. In the tourism development carried out, the government sees the potential of each object and provides opportunities for development to the village/kelurahan as part of the lowest government. Because it is the village/kelurahan that is at the forefront to manage tourism, so that later the government will only provide encouragement, provide guidance and regulate regulations.

Local governments have an important role in tourism planning and development. Barriers to local government involvement in tourism planning and policy making include a lack of community interest; lack of resources; lack of proper research and information; lack of commitment to implementation; lack of coordination and communication; and lack of technical expertise, (Dredge, 2006). This also happened in Kota Pariaman, these obstacles made the government dominant in tourism planning. Although this dominance is also carried out by human resources who do not have good competence in the tourism sector.

However, the City of Pariaman government sees that community participation in tourism planning in Pariaman has begun to grow. This is in accordance with what the Mayor of Pariaman said:

*The emergence of various community groups, for example groups that pay attention to the environment, community groups engaged in arts and culture shows that the community is involved in tourism planning. (Interview, 26 December 2018)*

In the tourism development planning carried out by the Pariaman City government, it has a very dominant role. almost all existing tourism destination developments are carried out by the government including increasing tourist attraction, providing facilities for tourism infrastructure facilities, increasing accessibility in the form of transportation equipment, heating promotions.

This happens due to the limited capabilities of other stakeholders, so that the domination of the government in this case cannot be monitored because of the various limitations they have. In addition, because the government is also obliged to carry out tourism development in accordance with what is mandated by law. This authority of the government makes the government more flexible in carrying out its various policies and development plans.

### **Role in Regulatory Preparation**

In accordance with the government's task in the tourism sector, according to Article 30 of Law No. 10 of 2009 concerning Tourism, the city government has the authority to formulate and stipulate a district/city tourism development master plan. Currently, the Pariaman City government does not have regional regulations governing tourism. Tourism development is carried out more based on needs that are considered necessary, not guided by the Master Plan for Tourism Development. Which is in accordance with Law No. 10 of 2009. Several things have been developed by the government of Kota Pariaman, especially those that are in accordance with the potential of Kota Pariaman as stated by the mayor of Pariaman

*Pariaman City develops tourism according to its potential, especially the potential for marine tourism. (Interview, 26 December 2018)*

Pariaman City is an area located on the edge of the west coast of Sumatra, so the choice to make marine tourism a superior tourism is a very appropriate policy. The government will make the coastal area a leading destination, the arrangement of the coast is a priority for the government at this time.

According to Hamdani, SH Member of DPRD Pariaman City, until now to support tourism in Pariaman City DPRD has always provided sufficient support.

Tourism activities and the development of physical development in the tourism sector still depend on the Regional Budget. However, on the other hand, we see that until today, the direction of tourism development in Pariaman City is not clear. Why do we say that? Because

tourism development in Pariaman City, as long as I enter the DPRD, it is the desire and will of the relevant agencies or government. (FGD 01 July 2019).

Slightly different from the government's view, Hamdani, SH Members of the DPRD Kota Pariaman see that the direction and purpose of tourism development is not clear. It can be seen that during the journey of Kota Pariaman, which has reached the age of 18, there is no reference for tourism development in the form of a regional regulation. But on the other hand he as a member of the DPRD institutionally still has a commitment to provide support for tourism development carried out. This is done because the development of Pariaman City tourism which is currently being carried out has had a positive effect on the community.

In accordance with the main tasks and functions, the DPRD looks more at the aspects of supervision, budgeting and regulation. This also shows that the DPRD is able to clearly see how the direction and development of tourism has been so far. With this function, the DPRD can actually be more pro-active to the government to immediately realize the birth of regulations regarding tourism in Pariaman City.

The same thing was also conveyed by Syafinal Akbar, ST, MT, Deputy Chair of the Pariaman City DPRD who stated that tourism was the only mainstay of Pariaman City.

*Tourism is one of the main resources for Pariaman City because we in Pariaman do not have other natural resources or other mineral resources. As part of the Pariaman City government's vision, the tourism sector certainly needs to get support from the Pariaman community, not only from natural factors but also from the culinary uniqueness sector. (FGD, 01 July 2019).*

The existence of Minangkabau International Airport which is only 40 Km from Pariaman City is an extraordinary potential that should be utilized for the tourism development of Pariaman City. As one of the tourist destinations in West Sumatra, Pariaman City is increasingly being looked at as the main destination for people who come to West Sumatra.

*The concept in the field of infrastructure, both tourist attractions and entrances to the tourist attractions themselves. This is what underlies the Pariaman City DPRD to continue to push for improvements with a fairly maximum budget. We also support other OPD OPDs that carry out activities to bring people to Pariaman. (Syafinal Akbar, ST, MT. FGD, 01 July 2019)*

Meanwhile Fitri Nora, Amd, Deputy Chairperson of the DPRD Kota Pariaman argued that :

*The Pariaman community itself does not want to open up, increase their capacity that the community should be the main actor in tourism. I see that the government is often negligent in increasing the capacity of its human resources. (FGD 01 July 2019)*

Fitri Nora, Amd Deputy Chairman of the DPRD Pariaman City sees that one of the weaknesses in tourism development in Pariaman City is human resources. So when talking about community involvement, the community needs to be given adequate understanding and knowledge to increase their capacity. This can be done by providing training. The training carried out can be done in collaboration with universities in Pariaman City or other areas that can provide a curriculum to increase the competence of tourism human resources in Pariaman City.

*In addition, conducting comparative studies to areas that have advanced tourism management, can also be done to find out how the area manages and develops its tourism. It is also necessary to start thinking about how to bring as many tourists as possible to Pariaman, then you must also think about how to bring investment to Pariaman, of course with a mutually beneficial investment scheme. Then how does the community benefit financially from the tourism development carried out. (FGD 01 July 2019).*

For this reason, the government by involving the community has begun to develop a strategic plan on how this can be realized. Starting with increasing the capacity of human resources, it will certainly have an impact on understanding tourism, so that various programs and plans can be understood and implemented properly.

### **Budgeting Role**

The role of budgeting is an important thing that needs attention because it is related to the sustainability of tourism development that has been planned.

The Regional Revenue and Expenditure Budget (APBD) is the annual financial plan of the regional government which is discussed and approved jointly by the regional government and the DPRD, and is determined by regional regulations. The administration of government affairs which are under the authority of the regions is funded from and at the expense of the APBD.

With the government's vision of making Pariaman a tourist city, the availability of a budget to support this vision is absolutely necessary. The budgeting process requires a political process that also takes place in the DPRD. There are several types of budgets that can be used in tourism development in Pariaman City. Each of these budgets has certain forms and conditions.

The importance of the tourism sector as a leading sector in Pariaman City can be seen from the increase in the budget for tourism supporting activities from year to year. In 2018, APBD funds were allocated for tourism supporting activities of Rp. 10,165,807,800.00, but in 2019 it decreased to Rp. 9,743,151,750. Rp. 14,681,953,175.00 This increase in the amount of the budget shows that the Pariaman City government is very serious about making tourism a leading sector.

In addition to using the APBD, tourism supporting activities are also funded from the APBN and the company's Corporate Social Responsibility (CSR) funds. One of the programs that have been carried out using CSR funds is revamping the riverbank area, so that it becomes clean and beautiful to the eye.

### **Role in Infrastructure Provision**

Infrastructure is a system that can support social and economic systems which at the same time become a liaison for environmental systems, where this system can be used as a basis for making policies. (Kodoatie and Syarief, 2010)

According to Genius Umar, the cluster of islands in front of the Gandoriah beach, as well as the underwater potential are arranged to become a superior tourist destination. The arrangement carried out is still paying attention to the ecosystem, namely ecological functions, economic functions, and social functions that must be balanced, for sustainable development. education, with the agricultural sector as a vehicle for such learning. (Interview with the Mayor of Pariaman, 26 December 2019)

In addition, the Pariaman City Government in collaboration with several SOEs conducted a riverbank revitalization program using the waterfront city concept, thus beautifying the appearance of Pariaman City. In addition, with the potential for beautiful beaches, Kota Pariaman is also crossed by 3 (three) rivers, namely Batang Pariaman along 12 Km, Batang Manggung along 11.50 Km and Batang Mangau along 11.80 Km. (BPS, 2019). The existing river potential is planned to be used as a waterfront city area. The provision and maintenance of public infrastructure and community facilities (e.g. parks, gardens, street furniture and community art, piers, piers, libraries, halls and galleries) can have a significant influence on the image and attractiveness of a destination, the depth and variety of products available, and, ultimately, affect the experience tourists get at the attractions they visit (Dredge, 2001).

The implementation of tourism development like this should open up space for local community participation. According to Tosun, (2000) community participation can be seen as a term that can be divided into several categories, where various interested groups participate in tourism development in various ways that are adapted to the ability of the group itself.

In addition, the government also received central budget assistance for the revitalization of Talao Pauh. Currently this object can be enjoyed by the public. This is in accordance with what Dredge (2006) stated that local governments seek to integrate themselves into the wider tourism context by developing and strengthening regional relations and by taking part in programs developed at higher levels of government in an effort to build a presence. bigger market.



### Role in Providing Incentives

The provision of various incentives to investors is one form of the government's role in tourism development in Pariaman City. The incentives given are in the form of financing relief for various forms of tourism investment carried out in Pariaman City, this is in accordance with what was conveyed by the Mayor of Pariaman:

*For investment in the tourism sector, the Pariaman City government provides various facilities and encourages investors to participate in investing in Pariaman City. (Interview with Pariaman Mayor, 26 December 2019)*

The progress of tourism in various cities and regencies in West Sumatra causes competition to attract investment. Some of the reasons underlying this, among others, are the lack of funding sources requiring funding support from other sources. The second is to allow the emergence of business competition whose impact can spur the growth and development of regional tourism.

Many investors already know about the tourism potential of Pariaman City, but the problem is how the investor's interest in investing is realized, the government's interest in investment must be responded to by the government as a policy maker so that the various facilities provided can make investors realize their investments.

The existence of Pariaman migrants is also seen as very important by the Pariaman City government to invest in Pariaman City.

*The city government also hopes that nomads from Pariaman can also invest more in Pariaman City, because tourism investment in Pariaman is quite promising (Interview with Pariaman Mayor, 26 December 2019)*

On the other hand, Fitri Nora, deputy chairman of the DPRD Kota Pariaman sees that various breakthroughs in the form of schemes and investment cooperation are needed, because so far none of the various investment cooperation offers have succeeded in attracting investors to invest in Kota Pariaman.

*The city government must make a breakthrough regarding tourism investment in the city because tourism investment opportunities in Pariaman are actually quite promising (Fitri Nora, FGD, 01 July 2019).*

Although various investment opportunities have been provided and services to potential investors have been provided, however, the city government is still considered to have difficulty in getting investors willing to invest in Kota Pariaman. in accordance with the views of Ir. Syafinal Akbar, MT, Deputy Chairman of the Pariaman City DPRD,

*Attracting investors for Kota Pariaman tourism has started from the district and this is very difficult. If there is a potential investor who invests in Pariaman City and even then he comes to be served and all kinds of things like masters and kings come to Pariaman, but no investment comes in. (Syafinal Akbar, FGD, 01 July 2019).*

There is no legal certainty and because there are no conditions that are quite favorable for investors, of course investors will think long about investing in Pariaman City. This is one of the obstacles in inviting investors to invest in Pariaman.

Wanhill, (2005) argues that tourism investment is determined by the type of development the government wants and what role it envisions for private entrepreneurs. Incentives provided by the government for tourism development are instruments used to realize the goals set by tourism policy.

It must be admitted that the Pariaman City government needs to attract investment from outside the region to support tourism development efforts. Scarcity of capital or reluctance to use what is available for investment in tourism often results in governments having to specifically encourage investor inflow by making investment incentives available. The nature and extent of these incentives are central to tourism policy making. Without some level of investment incentive, available funds may go elsewhere. Governments have the responsibility to decide whether or not to introduce investment incentives, and, if introduced, to apply them selectively and monitor the ensuing consequences.

### Form of Government Role

From the description above, it can be seen that the role carried out by the

government is in accordance with the opinion of Arnstein, (1969) namely the Degree of citizen Tokenism, Tosun, (1999) Induced Participation which is participation because there is encouragement, or according to Pretty, (1995) who calls it Functional Participation because there is a role for external factors in initiating the involvement of the Government to develop its territory. There are several characteristics that make up a role like this, namely; the role of the government is top-down, the public is given the opportunity to listen and be heard but not necessarily their views are considered by decision makers (tokenism), in the condition that the government has opened communication with the community but it is still one-way and there is no means of reciprocity, the community is not given the opportunity to provide feedback, there is hope that the aspirations of the community will be heard, but there is no guarantee whether these aspirations will be implemented or changes will occur, the community is welcome to provide suggestions or plan proposed activities.

The emergence of a form of government role like this shows that the government is playing more of a role in the development of tourism. This is partly due to the fact that in regulations the government has an obligation to do so, then in terms of both human resources and financial resources, the government has it. Politically, the government also has the support of the legislature. The implementation of tourism development like this should open up space for local community participation. According to Tosun, (2000) community participation can be seen into several categories, where various interested groups participate in tourism development in various ways that are adapted to the ability of the group itself.

The three main aspects of sustainability, namely social, economic and environmental sustainability must be integrated, where the community and government institutions play a role in each other for sustainability. In order to achieve sustainable development outcomes, many agree that a participatory approach needs to be taken. (Pretty et al., 1995), explain the practical implications of this approach. A participatory development approach should start with people who know best about their own living systems.

The role of government will be more effective when leaders recognize the importance of input from stakeholders, encourage creativity in the community to meet the demands of tourism development, and make decisions based on the good of the community and the environment rather than political interests (Bramwell and Lane, 2010).

### **Limitation**

This study only takes place in Pariaman City, while there are still many tourist destinations in West Sumatra which also have tourism potential to be developed. This study also does not examine the views and opinions of tourists visiting Pariaman City, so further research can be carried out on these limitations.

### **Implication**

For the government, it is better to optimize the role and participation of other stakeholders, by re-evaluating the roles and participation they have done so far, so as to produce more competitive tourism products. A cultural approach can be used to encourage the active participation of other stakeholders. In addition, the government should also encourage the creation of new superior packages, whether combined with holidays, or combined with the unique characteristics that only Kota Pariaman has, thus creating strong competitiveness in the tourism market in West Sumatra.

## **CONCLUSION**

The challenges that exist require the development of a tourism-based City of Pariaman to be able to contribute to the regional economy as a leading sector in generating the local economy; maintain a harmonious living culture that balances the relationship between humans and humans, humans and the environment; integrating tourism with the fisheries sector as well as marine and rural life, also attracting tourists to care more about the environment. The community considers that tourism is one of the sectors that can generate

income and can improve the local community's economy while ensuring their livelihood. It is necessary to improve the way stakeholders participate and collaborate, so that in the future, each stakeholder can participate better, this participation can be carried out on its own initiative, or with invitations from other stakeholders. Investments from governments to provide the necessary infrastructure and financial incentives are important to attract corporate investment from global organizations deemed necessary to provide facilities for tourism.

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