

## Research Article

# Analysis of the Harmonious Development of the National Tourism Strategic Area and Tourism Master Plan

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**Abstract.**

This article examines the harmony or suitability between the National Tourism Strategic Area Document (KSPN) and the Tourism Master Plan (RIP). The successful development of the tourism industry in development is required to have a common perception between the central government and local governments. The author pays special attention to these two documents for comparison and validation. This study aims to determine harmony, suitability, and similarity to obtain results to be concluded as recommendations. Literature study research with a qualitative approach uses a two-phase research design with preliminary studies and case studies. The results of this study indicate that the harmony and suitability of KSPN and RIP are harmonious and appropriate, but several indicators must be explained so that a common perception can be formed. Furthermore, the research results can be used by the central and regional governments in developing tourism areas with the spirit of sustainable tourism development.

**Keywords:** harmony, tourism, KSPN, RIP

## 1. INTRODUCTION

The tourism sector is one of the sectors that promises to support state income as foreign exchange [1]. Tourism development in Indonesia is conceptualized and managed sustainably in the concept of the National Tourism Strategic Area (KSPN) which is regulated in Law Number 10 of 2009 and Government Regulation Number 50 of 2011 [2] [3].

Tourism development is carried out based on the tourism development master plan (RIP) which is regulated in each province or district/city [2]. The focus of this research is the Jepara Regency Tourism Development Master Plan which is based on Laws, Government Regulations, and Ministerial Regulations. Regional Regulations (Perda)

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that regulate RIP or what is often referred to as RIPPARDA should not conflict with the provisions of laws and regulations at a higher level by the hierarchy of laws and regulations [4].

Unfortunately, several studies show that there is disharmony between RIPPARDA and laws that are above its hierarchy. Other research found that there was disharmony in the implementation period of the regional tourism development master plan with government regulation number 50 of 2011 [4]. A similar study showed the same thing, namely finding a discrepancy between Bontang City's RIPPARDA and Bontang City's tourism data [5].

The two studies that have been mentioned show that there are still many differences and inconsistencies between the tourism development master plan and the existing laws in the hierarchy above so there is a great need for further analysis and evaluation so that the tourism development master plan can be appropriate and on target.

## 2. METHODOLOGY

This study focuses on analyzing the harmony between the National Tourism Strategic Area and the tourism development master plan prepared by Jepara Regency. This research aims to analyze the harmony of the tourism development master plan with national tourism strategic areas. This research uses a descriptive qualitative method, which means that the research carried out attempts to describe and interpret something, for example, situations and conditions with existing relationships, opinions that develop, consequences or effects that occur, and so on [6]. The focus is on a deep understanding of context, meaning, perception, and interactions between the elements under study.

The data gathering approach encompasses both primary and secondary data sources. Primary data was acquired via a comprehensive literature search or review. In contrast, secondary data was procured through interviews conducted with the Regional Development Planning, Research Agency (BAPPEDA) of Jepara Regency..

## 3. RESULTS AND DISCUSSIONS

As a system, it is impossible to separate the regulatory hierarchy in Indonesia, because lower regulations must always be following higher regulations and must not conflict with higher regulations [7]. According to Law No. 12 of 2011 [2], Indonesia has a hierarchy of regulations as follows:

The 1945 Constitution of the Republic of Indonesia

MPR Constitution  
Act/Law of Republic of Indonesia  
Government Regulation  
Presidential Decree  
Ministry Regulation  
Provincial Regulation  
Regency/City Regional Regulation

National Tourism Strategic Areas are regulated in Law Number 10 of 2009 [2] and Government Regulation Number 50 of 2011 [3] which ultimately become regional guidelines for regulating Regional Tourism Strategic Areas and have been stated in Jepara Regency Regional Regulation Number 6 of 2018 [8]. Based on the results of interviews conducted with the Head of the Department, it was found that the results of every aspect and tourism development were all by all laws whose hierarchy was above Jepara Regency Regional Regulation Number 6 of 2018 [8] concerning the Regional Tourism Development Master Plan (RIPPARDA). After the researcher conducted a literature search, it was found harmony that the Jepara Regency RIPPARDA was by Law Number 10 of 2009 [2] in Chapter V Article 12, namely the discussion regarding the criteria aspects of the National Tourism Strategic Area (KSPN) which must include:

- natural and cultural tourism resources that have the potential to become tourism attractions;
- market potential;
- strategic location that plays a role in maintaining national unity and territorial integrity;
- protection of certain locations that have a strategic role in maintaining the function and carrying capacity of the environment;
- strategic locations that have a role in efforts to preserve and utilize cultural assets;
- community readiness and support; And
- specificity of the region.

Government Regulation Number 50 of 2011 [3] also provides the following criteria for National Tourism Strategic Areas,

- has the main function of tourism or tourism development potential;
- has potential tourism resources to become a leading tourist attraction and has an image that is widely known;
- has market potential, both on a national and especially international scale;
- has a potential position and role as an investment driver;

- has a strategic location that plays a role in maintaining regional unity and integrity;
- has a strategic function and role in maintaining the function and supporting capacity of the environment;
- has a strategic function and role in efforts to preserve and utilize cultural assets, including historical and archaeological aspects;
- have community readiness and support;
- has regional specificity;
- located in the main tourist market destination area and potential national tourist market;
- has potential trends in future tourism products.

In line with Law Number 10 of 2009 [2] and Government Regulation Number 50 of 2011 [3], Jepara Regency RIPPARDA has also established the following KSPD (Regional Tourism Strategic Area) criteria,

- has the main function of tourism or tourism development potential;
- has potential tourism resources to become a leading tourist attraction and has an image that is widely known;
- has market potential, both national and international scale;
- has a potential position and role as an investment driver;
- has a strategic location that plays a role in maintaining regional unity and integrity;
- has a strategic function and role in maintaining the function and supporting capacity of the environment;
- has a strategic function and role in efforts to preserve and utilize cultural assets;
- have community readiness and support;
- has regional specificity;
- located in the main tourist market destination area and potential regional, national, or international tourist markets; And
- has the potential for future tourist attraction.

Another harmony analysis is reviewed from Government Regulation Number 50 of 2011 which regulates the National Tourism Development Master Plan (RIPPARNAS) [3]. RIPPARNAS has a vision for tourism development: "The realization of Indonesia as a world-class, competitive, sustainable tourism destination, capable of encouraging regional development and people's welfare." From the vision held by RIPPARNAS, it was revealed in RIPPARDA [8] Jepara Regency to be "The realization of Jepara Regency as a leading tourist destination that is dynamic, competitive and sustainable by utilizing

natural, cultural and artificial potential to increase the economic development of Jepara Regency". It can be seen that both have the same focus, namely trying to become a sustainable tourism destination and improving the economy and people's welfare.

Based on RIPPARNAS [3], national tourism development has the following directions, based on the principles of sustainable tourism development;

- with an orientation towards efforts to increase growth, increase employment opportunities, reduce poverty, and preserve the environment;
- with good governance;
- in an integrated manner across sectors, across regions, and actors; And
- by encouraging public and private sector partnerships

In line with RIPPARDA [8] Jepara Regency also lowered the direction of tourism development as follows:

Regional tourism development that is quality, community-based and sustainable.

Regional tourism development that is integrated across sectors, regions and actors.

Regional tourism development that prioritizes the potential advantages of tourism areas, and tourist attractions with development priorities that are in line with regional development.

The development of tourist attractions is based on the potential for cultural, natural, and artificial attractions based on local wisdom.

Regional tourism development that is oriented towards equitable economic growth, increasing employment opportunities, reducing poverty, as well as preserving culture and nature. and

Integrated, sustainable, and community-based tourism governance.

From the results of the analysis above, it can be seen that the Jepara Regency RIPPARDA is in harmony with the regulations above by its hierarchy, namely Law Number 10 of 2009 and Government Regulation Number 50 of 2011.

## 4. CONCLUSION AND RECOMMENDATION

This research concludes that there has been suitability and harmony between the National Tourism Strategic Area Document and the Tourism Master Plan. This suitability and harmony is based on regional regulations and the laws and regulations above. This harmony lies in the criteria for National Tourism Strategic Areas and Regional Tourism Strategic Areas, the Vision of RIPPARNAS and RIPPARDA, and the direction of tourism development in RIPPARNAS and RIPPARDA. This research found that there is the same

direction in the vision and direction of tourism development, namely wanting to realize sustainable tourism.

Based on the existing conclusions, we researchers have recommendations for Jepara Regency to continue tourism development by the existing RIPPARDA. The next recommendation, based on the findings that researchers obtained, is that Jepara Regency is recommended to focus on developing sustainable tourism by focusing on ecotourism in the National Tourism Strategic Area. Ecotourism will be able to encourage sustainable tourism which is supported by several other industrial sectors such as the printing industry and so on [9] [10] [11].

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