

Performance Evaluation of Tourism Sector Policy in Support of Bandung Creative City

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Received: November 2, 2016 Accepted: September 20, 2017 Published: October 8, 2017

doi: 10.5296/jsss.v5i1.11975 URL: <http://doi.org/10.5296/jsss.v5i1.11975>

Abstract

The existence of the tourism sector is no longer a complementary sector, but has become a major sector that can generate other sectors in an area. During the first quarter of 2014, growth in the tourism sector reached 6.86%, higher than the national economic growth that is equal to 5:21%. Bandung, as one of the icons of tourism in West Java, is proposed as UNESCO Creative City. This research paper uses data analysis techniques or methods Combination of Mixed Methods (quantitative and qualitative). The dimensions of performance evaluation policies, namely: Dimensional results, Dimension process, resource dimensions, dimensions of existence and development of the organization, and leadership dimensions. The dimensions of the above criteria will be juxtaposed with the Creative City. Paired results produces policy issues on which the consideration to conduct a review of tourism policy so as to produce a new policy supporting policy as Bandung Creative City.

Keywords: Performance evaluation, Policy tourism creative city

1. Preliminary

Tourism is a wide range of tourist activities and supported a variety of facilities and services provided by the public, employers, Government and Local Government. Currently, tourism is one area that is growing in the world. Travelling has become a staple of society and is

irreplaceable, especially for urban communities in Indonesia. The existence of the tourism sector is no longer a complementary sector, but has become a major sector that can generate other sectors in an area. Abdillah et al in penelitiannya said “There is a positive relationship between the development of tourism destinations with the quality of life of society as a whole. Thus, the development of tourism destinations is the growing number of tourists who boost destination attributes as well as overall quality of life.

During the first quarter of 2014, growth in the tourism sector reached 6.86%, higher than the national economic growth that is equal to 5:21%. In order to face the free market of ASEAN in 2015, the need to encourage the tourism sector to be one of the leading sectors competitive. Connection with the foregoing, Bandung defined as one of the icons of tourism in West Java, and spearheading the development of tourism in the province of West Java itself. It is then diaktualisasi by the government of Bandung in the chain and policies, one of which contained in Regulation Bandung area No. 01 Year 2013 About RIPPDA Year 2012-2025 which states that the vision of regional tourism development is the city of Bandung as a Tourism Destination Cities Creative, cultured, and Noble.

The tourism sector is one of the leading sectors in the city of Bandung and donated a significant contribution to the economy of the Bandung city. Inclusion of local revenue from tourism (hotel tax, restaurant tax, amusement tax) in the year 2013, namely: the realization of hotel tax receipts in 2013 amounted to USD 127 331 725 457, or 86.03%, while the restaurant tax revenue realization in 2013 amounted to USD 85 646 .245.632 or 83.97%.

Bandung, as one of the icons of tourism in West Java, is proposed as UNESCO Creative Cities besides Yogyakarta, Solo and Pekalongan. One effort to improve the role of the tourism sector in order to support the city of Bandung as a Creative City, as stated in RPJMD Bandung and the proposal of the Ministry of Tourism and Creative Economy to UNESCO is to evaluate the performance of policies that have been run or implemented at this time, in order to get feedback or recommendations on form policy in the future.

2. Theory

Public policy is generally made based on law and authority. The citizens receive government policy as a valid legal product. Thus, public policy has a strong tie to the public as a whole and has forced certain that is not owned by the policy made by organizations. Dunn (1999: 51-52) describes the policy is as follows:

Etymologically, the term policy or policy comes from the Greek, and Latin Sangsekerta. The root word of Greek and Sangsekerta polis (city-state) and pur (city) developed in Latin into polita (state) and finally in English Policie, meaning handle the problems of public or governmental administration..

According to William N. Dunn in Riant Nugroho (2012) stated that the process of policy analysis consisting of: (1) Formulate the problem; (2) Forecasting the future of the policy; (3) The policy recommendations; (3) monitoring policy outcomes, and (4) Performance evaluation policy.

Objective evaluation of policies should not only about “finding fault” and “who made mistakes”, and therefore hang them in a paper to be judged politically. The main objective of policy evaluation is to assess the gap or difference between expectations and performance, and then find a way to close the gap. Therefore, the evaluation should be conducted in a positive way. Code evaluation is exactly that: (1) The goal is to find a strategic problem to affect the performance of the policy; (2) The evaluators were able to create a range of policy makers, policy implementers, and policy targets; (3) The evaluation procedure methodologically accountable; (4) Implementation of the evaluation carried out not in a situation of hatred; and (5) Scope of evaluation include policy formulation, implementation, policies and context (the environment).

There are four policy evaluation context are: (1) Policy Formulation; (2) Implementation; (3) Performance Policy; and (4) Policy Context. The fourth component of the policy that determines whether a policy will work-order or not. However, the concept of the concept “evaluation” itself is always shipped with the concept of “performance” so that the evaluation of public policy in three areas mean “aftercare”. In this study, the dimensions of which will be discussed and used as the basis of this research is the dimension of policy performance.

Evaluation of the third is about the performance of policies. This evaluation is most critical and important because the purpose of the evaluation is to compare between the intended results and results do. Policies developed to achieve certain performance. Policies should lead to the vision, mission, and objectives stated in the strategy chosen.

Spitzer (2007) in the Riant Nugroho (2012) states that:

“...one of the most important keys to the success of your organization dpat found in a place that is highly unlikely - a place that you consider kebanyakan of complex, inaccessible, and maybe even boring. What if ... (that) the key to success is already one of the most power was safe everywhere and most impact in your organization? ... The key to success is the size. Sizes are done properly can change your organization. Size can not only show you where you are now, but it can take you to get wherever you want ... size is fundamental to high performance, refinement, and especially the success in business, or in other fields of human endeavor ... no matter how important and powerful the award, they are not better than the system that is used as a baseline measurement”

In terms of performance measures, the problem is that the “evaluator” is usually just stop at the “achievement of the performance”. The following models can be described as a dimension of performance assessment more comprehensive policy is as follows: The dimensions of performance appraisal policy with respect to: (a) The dimensions of the results (the difference between targets and achievements); (B) The dimensions of achievement and learning process; (C) The dimensions of the resources used (efficiency and effectiveness); (D) The dimensions of existence and development of the organization; (E) The dimensions of leadership and pembelajaranny.

That model will be the basis of researchers in evaluating the performance of the tourism sector policies Bandung. Each of these dimensions will be measured levels of achievement

through quantitative analysis methods. The quantitative analysis results will be compared with the initial hypothesis, so mengasilkan new hypothesis. The hypothesis is what will be associated with the formulation of criteria creative cities Creative Cities Landry, 2006 and the criteria for UNESCO Creative City in 2013. The results of the assessment Paired with Tourism Policy Performance Criteria The Creative Cities generate new tourism policy issues on which to base consideration for tourism policy review which in turn will result in policies related or supporting policies of Bandung as a Creative City.

3. Method

In the operationalization of size or performance evaluation parameters of the policies referred to in this study are as follows: (1) The dimensions of the results (the difference between targets and achievements); (2) The dimensions of achievement and learning process; (3) The dimensions of the resources used (efficiency and effectiveness); (4) The dimensions of existence and development of the organization; and (5) The dimensions of leadership and learning.

The population in this study were divided into two (2) sections, namely population for the analysis of quantitative and qualitative analysis of the population's. Respondents to quantitative population in this study are those involved in the tourism policy of Bandung, namely the Department of Culture and Tourism Bandung as many as 54 people. The sampling method used in this study is the total sample or census by using the entire population. Of the 54 people, the researchers made the entire staff of the Department of Culture and Tourism Bandung as the sample in this study.

Respondents to the population qualitative in this study are the stakeholders in Bandung Tourism, as well as related to the development of Bandung Creative City, such as the Department of Culture and Tourism Bandung, business communities Bandung Tourism, as well as other parties that will be determined in accordance with requirements this research.

4. Results

4.1 Quantitative Analysis

Researchers have devised a questionnaire with 40 questions representing each dimension that has been described by Riant Nugroho. The questionnaire was distributed at the Department of Culture and Tourism Bandung. Respondents to the population is quantitative includes people who occupy in some fields that exist in the Department of Culture and Tourism Bandung, namely: Field of Culture and Art, Field Attractions, Travel Means Field, and Field Marketing. The number of respondents in this study were 54 respondents or all employees in the Department of Culture and Tourism Bandung.

After seeing the results of respondents' assessment of the performance of Bandung tourism policy, it can be concluded that based on policy performance evaluation parameters described previously, the resource dimension is the dimension of the most undervalued compared to other dimensions.

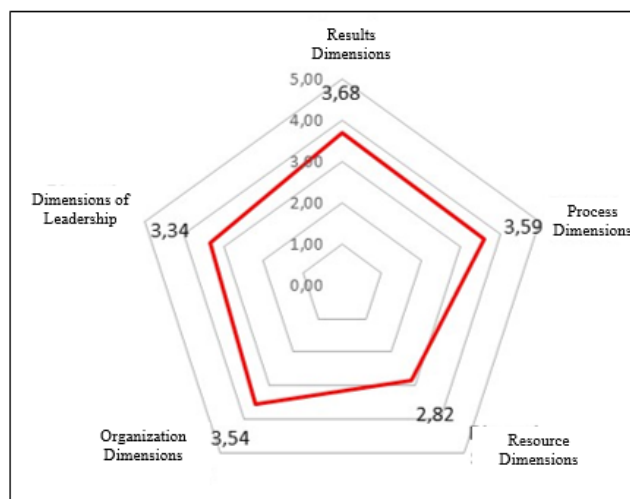


Figure 1. Results of performance assessment policy department of culture and tourism bandung based research variables

Source: Analysis, 2015.

Based on the above data it can be said that the performance Sector Policy of Tourism in support of Bandung as a Creative City which is determined by an assessment of the dimensions of Results, Processes, Resources, Organization and Leadership, get the result that the dimensions of the resource that consists of human resources (man), money resources / financial (money), and resource tools (machine), is the most low-dimensional assessment of the value of 2.82. Dimension Resources mentioned above will be juxtaposed with the version of the UNESCO Creative Cities criteria through qualitative analysis.

The criteria for a Creative City by UNESCO are as follows: (1) A commitment to work towards the goals and actions related to the mission of the Creative Cities program, as described in the Creative Cities Mission Statement; (2) The quality, quantity and diversity of the initiation of a special international cooperation in the field of creative; (3) Participation and helped build the city into a center of creation and marketing in one or several creative fields; (4) The experience and commitment as an organizer of festivals and events in the national and international levels; (5) Participation and helped build the professional schools, conservation, academic and specialized college in one or several creative fields; (6) Planning online system either domestic or international is dedicated to the creative industries and creative economy; (6) Cultural Space for training and public consumption, as well as to educational activities that assembled (creative cities), including amateurs; (6) Education and research in related areas (creative cities), both in the formal and informal sectors; (7) The active role of media in promoting activities and trainings related (creative city); (8) Comparative particular potential at the international level, in the context of related fields (creative city); (9) and the quality and quantity of professional organizations and individuals involved (creative city).

While the theories about the Creative Cities delivered Landry (2006: hal.390-400) mentions three important aspects that can formulate a Creative City, among others: (1) Maintenance and development potential of the Creative Economy; (2) Maintenance of the Creative Class (group or individual creative) and (3) planning and development of Creative Environment.

When linked to the criteria of UNESCO Creative Cities by the 11 criteria described above were associated with formulation of Creative Cities presented by Landry that, while the similarities are as follows:

Table 1. Linkage formulation creative cities landry (2006) and the criteria for unesco creative cities (2013)

| Creative Cities Landry (2006) | UNESCO Creative Cities (2013) |
|--|---|
| Maintenance and development potential of the Creative Economy | <p>4. <i>Experience and commitment in hosting festivals and events at a national or international level;</i></p> <p>6. <i>Domestic or international online platforms dedicated to creative industries and creative economy;</i></p> <p>9. <i>Active involvement of medias in promoting the concerned field, activity(ies) and practice(s);</i></p> |
| Maintenance of the Creative Class (group or individual creative) | <p>1. <i>Commitment to working towards the objectives and in the areas of action pertaining to the mission of the Creative Cities programme, as described in the Creative Cities Mission Statement</i></p> <p>2. <i>Quality, quantity and diversity of specific international cooperation initiatives in the creative field concerned;</i></p> <p>7. <i>Cultural spaces suited for practicing and consumption, and for educational activities in the field concerned, including amateur initiatives;</i></p> <p>11. <i>Quality and quantity of professional organizations and individuals involved;</i></p> |
| Environmental planning and development Creative | <p>3. <i>Presence and future development of recognised centres of creation in the city, and promotion of activities in one or more creative fields;</i></p> <p>5. <i>Presence and future development of professional schools, conservatories, academies and higher education institutions specialised in one or more creative fields;</i></p> |

| Creative Cities Landry (2006) | UNESCO Creative Cities (2013) |
|-------------------------------|---|
| | <p data-bbox="632 320 1406 398"><i>8. Educational and research programmes in the field concerned, both in the formal and informal sectors;</i></p> <p data-bbox="632 421 1406 499"><i>10. Specific comparative assets at an international level, in the context of the pertinent field;</i></p> |

Source: Analysis, 2015.

Dimensions of human resources (man) can be associated with one of the criteria for the establishment of a creative city by Landry (2006), namely the Creative Class Maintenance (group or individual creative). That is the quality, quantity, and the commitment of human resources in the tourism sector, especially in the Department of Culture and Tourism Bandung, becomes an important thing for the survival or development of sector performance Bandung city tourism in support of the policy of the city of Bandung as a Creative City, According to Landry and Bianchini (1995) explains that socialization and community support can be obtained when they themselves feel involved and benefit directly from the activities or projects that involve them. Therefore it is oenting to involve the community in the development of creative tourism Bandung.

Professional organizations and individuals who are involved in the tourism sector should be maintained existence Bandung in order to become a major actor in the development of creative economy in which they are creativity to produce a product in the form of intellectual property that has commercial value. Creative Class also requires a conducive environment and inspiring so that they can perform creative activities. Currently, Bandung has a creative community that is able to develop creative economy in tourism, but unfortunately has not been supported by a creative environment. This is where the role of city government needs to put forward, by providing creative spaces is expected to encourage the potential of human resources in tourism intellect and resistant to environmental problems of the city. At present, the government of Bandung has been working to provide creative spaces, some creative space constructed in the form of public space with time used as a gathering place for the creative community in Bandung. It can be used as an early initiation in forming the Creative Class is mainly engaged in Bandung Tourism in order to grow and develop into a tourism Bandung Creative Tourism.

Dimensions of resources Money (Money) can be associated with one of the criteria for the establishment of a creative city that is the maintenance and development of the potential of the Creative Economy. Currently the creative economy in Bandung are in the sectors of design, fashion, culinary, architecture, and tourism. Towing rating of the existence of the creative economy sector to Bandung quite large. The existence of the attractions in the city of Bandung creative is growing rapidly. Most attractions that provide or offer something

creative. Attraction existence of this creative potential to create wealth and employment through the development and exploitation of the intellectual as a creative tourism-based creativity, skill and talent of individuals. Festivals or activities keparwisataan in Bandung has led to the development of the creative economy sector, such as the festival Creative Independent Clothing Komunity (KICK) d which is annually held in Bandung. Some others also drove agenda Bandung tourism became the leading sectors in the development of the Creative Economy, and indirectly encourages Bandung City as a Creative City.

Dimensions resource Tool (maschine) can be associated with one of the criteria, namely the formation of a creative city with Creative Environmental planning and development. Currently, the Government of Bandung has demonstrated its efforts in establishing policies to develop the city of Bandung as a creative city, one of which can be seen with the construction of some public space as a gathering place for the creative community in Bandung. According to Landry (1995: 28-30), public space can be one place to accommodate the creativity of an important and can act as a catalyst that pulls all circles of society to come together and interact. If public spaces are designed to integrate multiple functions in it, then the public will optimize the functionality without coercion.

Bandung society also quite ready to participate embodies the creative city of Bandung, only when associated with the tourism sector of the city of Bandung, some readiness support tools in Bandung Tourism sector is not yet fully ready. Elements of information systems technology in running keparwisataan area has not materialized in Bandung. Management of regional tourism information at this time is still run mostly through conventional management. The importance of information technology systems in the management of regional tourism will accelerate the growth of the tourism sector Bandung, because in this era of globalization, the role of technology in the development of regional economy is extremely significant, dissemination of tourism information that will quickly have an impact on increasing the pull tourists to the city of Bandung, because the information can be accessed by many people (potential tourists).

4.2 Qualitative Analysis

Qualitative analysis in this study using a qualitative description analysis. The analyzed data is the result of quantitative analysis before seen anywhere variable priority handling for performance evaluation policy Bandung tourism sector and juxtaposed with variable Criteria version UNESCO Creative Cities Creative Cities and the formulation of Landry (2006). Of the process will be obtained on the handling performance problems Bandung tourism sector policy to support the policy of the city of Bandung as a Creative City.

Based on the results of quantitative analysis in the previous section, it can be seen that the resource dimension is the dimension of the most undervalued compared to other dimensions. Dimensions of resources comprised of human resources (man), money resources / financial (money), and resource tools (machine). Based on this, the researchers tried to confirm the results of quantitative analysis to the parties concerned in the Department of Culture and Tourism Bandung, as well as some tourism-related resource Bandung. Thus the researchers will discuss it one by one.

HR tourism have high competence, will play an important role in the development of regional tourism, especially in Bandung. Work Plan of Culture and Tourism Bandung mention that one of the affairs of the Department of Culture and Tourism Bandung in the field of tourism is to carry out services related to tourism by facilitating investment and tourism promotion, cooperation with tourism partners, facilitation of activities / events kepariwisata's, coaching management of tourist facilities and attractions.

Department of Culture and Tourism Bandung itself has tried to improve its services in the field of tourism by establishing a discretion, namely: Developing Human Resources and Institutional tourism professional, characterized by Sundanese and global perspective. Department of Culture and Tourism Bandung itself has tried to improve its services in the field of tourism by establishing a discretion, namely: Developing Human Resources and Institutional tourism professional, characterized by Sundanese and global perspective.

In addition, customer satisfaction in the field of tourism can be achieved when the tourism human resources involved, either directly or indirectly in service can understand and appreciate and desire to perform good service (excellent). The logical consequence of the above phenomena are: the government is obliged to build an apparatus capable force to adapt to changes and aspirational against all social conditions that arise in each region. Appreciation of the respective roles and responsibilities of state officials on duty to provide the public becomes absolutely necessary. The embodiment of these roles is a systematic effort to achieve effective governance, efficient, accountable and serve. The performance of government officials should be measured by a parameter implementation of public services in line with the expectations of society. The active involvement of the community in safeguarding the development is absolutely necessary as a step to build an accountable government.

Along with the reform movement that lasts middle, there have been changes in various aspects of life in the context of national, state, and society. Changes that occur in the aspect of authority, institutional and financial arrangements. It is an opportunity and a challenge for local governments in an effort to manage an asset or the potential of the area.

Bandung is one of the cities that have revenue (PAD) is high, and even increased in every year, has a huge tourism potential. However, of these contributions can diliha that Bandung is still not able to meet the needs of the operational expenditure regions, although regional revenue for each year increased but have not been able to offset a large increase in operational expenditure regions.

Tourism management in the era of regional autonomy is the responsibility of the local government in order to accelerate development in the area. In this regard, it is necessary to realize that tourism must be managed and developed in a controlled, integrated and sustainable plan in mind and coordinated. In this way, it is expected the tourism sector can provide significant economic benefits for the city of Bandung itself without causing significant problems.

Financial management of the tourism sector can be done by applying the planning from the bottom (bottom-up planning), by digging the whole potential of the region with full of creativity and innovation for the development of the tourism industry that is sustainable felt important and urgent, because the development of the tourism industry one of which is highly dependent on appeal from activities related to the state of nature, historical heritage, cultural and artistic heritage, as well as other matters of the area that became the hallmark.

Strategies undertaken in realizing tersebut are to: (1) Improving the implementation and optimization of the creative event carrying capacity of the tourism potential of competitiveness and the development of effective tourism promotion, creative, focused, integrated and sustainable; and (2) Develop main and supporting infrastructure for MICE development can be significantly rating factor towing and trigger economic revival more.

In order to develop tourism in the region competitive, the local governments are in accordance with the principle of autonomy to cooperate. A partnership of local governments and the private sector as a stakeholder in the process of tourism development it serves as one of the effective ways to provision of financial resources are more than sufficient for the development of tourism. Local governments and private partnerships are tough to guarantee the development of existing tourism development program. Currently, the partnership effort has been made by the government of Bandung. The facilities and places of entertainment has many built upon initiation sharing between local government Bandung with the private sector. In line with national policy, Bandung have the same passion for developing tourism industries creative was developed at the base of society as a standalone and does not always depend on the local government budget. Synergy between the three main pillars of intellectual, business and government are expected in turn to foster a creative space together according to their respective roles in a real contribution to community empowerment. Thus improving the welfare of city residents will gradually be realized.

Resource tool (machine) includes equipment and facilities owned by an organization that is useful to support the course of the processes that exist within the organization, and help in the realization of the policy. Organizations that have the resources tool (machine) place has great potential to generate products and services that nice anyway. Without realizing it turns out that the tourism sector development of international standards can be a burden for the government of its own costs.

The development of the tourism sector could also encourage local authorities to provide better infrastructure in order to improve the quality of life for both tourists and local people themselves as hosts. Related to the concept of tourism competitiveness, we need a concept of tourism development that can respond and adapt to the demands of globalization, one of which is the application of information technology systems in the area running *kepariwisataan*.

Since the invention of the World Wide Web (WWW) by Tim Bernert-Lee in 1989 which was seen as a veil of secrecy dbalik penguak internet, the various types of services and applications has been growing rapidly, so that the internet is becoming a service center, including the tourism sector. Currently, Internet technology has been able to lower the cost of distributing information about tourism in a region. Utilization of this sophisticated technology

needs to be implemented by the tourism industry, because it is time we should observe the future through an objective analysis of the activities to be processed together to produce a value that is more efficient.

One of the factors that hinder the development of tourism is a pattern of promotion and tourism information management system that has not been good so sometimes the attraction becomes unknown and certainly not be the object of interest for tourists to travel. Limited information about travel destinations, interesting attractions, products or handicrafts, culture and local traditions and facilities are available, as well as transportation issues to reach a tourist area can also make a tourist area is not well developed.

The development of the information technology world are characterized by the use of internet is increasing very rapidly be utilized with the best in the world of tourism development in Indonesia. Utilization of this technology will make it easier for tourists information about tourist objects with supporting infrastructure, information on routes, distances, costs and modes that can be used to achieve a travel site.

Utilization of information technology in tourism development is done by inputting data about the sights, hotels and inns around the tourist sites, modes that can be used to access locations, events are often organized, unique culture and traditions of the local area tourist areas and map dissemination of tourism objects are accompanied by instructions on the route. The results of the analysis of this data with all the details later informed to the potential tourists who applied in the form of package tourism. Use of information systems in a single tourism information system should also provide space for interaction between the tourists with tourism service providers so as to ease this interaction it will facilitate transactions between two parties.

The concept of e-Tourism as a form of utilization of information technology for the development of regional tourism sector, especially in Bandung. Development of the system E-tourism is to be integrated with policies of tourism development and integrated with information systems support services such as the service industry flight, shipping, highway transportation, insurance, travel agencies, hotels, restaurants, and centers kerajinan typical of the region and the management area, region or attraction itself.

Hendriksson (2005), states that there are four major characteristics if we want to develop the E-Tourism: (1) the tourism product; (2) a multiplier effect generated by the tourism industry; (3) the structure of the tourism industry; (4) the availability of information and communication technology devices. Development of E-Tourism should be able to touch on most major aspects, namely providing information and reassurance for travelers when they choose to visit the tourist destination. However, the development of E-Tourism not without obstacles, one of which is a budgeting problem that has always been a major constraint in the data set up tourism by using Information Technology. To build means to represent, store and maintain data using the internet tourism requires a considerable cost.

5. Conclusions and Recommendations

5.1 Conclusions

Based on the study findings were obtained during a study on Performance Evaluation Policy Tourism Sector in support of Bandung as a Creative City, it can be some conclusion that based on the results of the performance evaluation for tourism policy, that the dimensions of the resource is the dimension of the most undervalued compared to other dimensions. Dimensions of resources comprised of human resources (man), money resources / financial (money), and resource tools (machine).

Human resources (man), is the most important factor in the development of regional tourism. The role of human resources in tourism development areas in order to encourage the city of Bandung as a Creative City is the activities undertaken by each of the stakeholders in tourism Bandung (Government, Community, and Business / Private) which seeks creatively to produce a product in the form of intellectual property that has commercial value in the field of tourism. Deficits improve the quality of human resources in tourism Bandung needs to be done by way of making learning and training in the field of tourism for the relevant authorities, the public and the business tourism sector. Synergy between Government, Private and Public important in the development of Bandung as a Creative City.

Resources Money / Finance (Money), tourism management in the era of regional autonomy is the responsibility of the local government in order to accelerate development in the area. Financing and financial management of the regional tourism sector should be run according to the principles of accountability. In this way, it is expected the tourism sector can provide significant economic benefits for the city of Bandung itself without causing any significant problems. In addition, in relation to realizing Bandung As Creative City the money resources in the tourism sector must also be managed creatively so the potential to create wealth and employment through the development and exploitation of intellectual, because it is the creative principle here is something which is based creativity, skills and talents of each individual offender regional tourism in the city of Bandung. Bandung needs to issue directives for the development and specific rules governing the development of the tourism industry as a creative response to pencangangan development of economic sectors of the central government as well as the high interest from business and society to the tourism industry creative.

Resource tool (machine), utilization of information technology systems in a variety of current activity is inevitable again. Similarly, the development of the tourism sector is in need of information technology systems as media in disseminating information related to regional tourism. Utilization of information technology in the development of the tourism sector in the form of E-Tourism will give a huge impact to the development of the tourism sector and lead to increased revenue in the field of tourism. Related to realize Bandung City as a Creative City, a business creating a creative environment in the tourism sector needs to be done .. With a creative architectural design at sites of tourism is expected to create a creative environment (both mental and physical) that is conducive, attractive and inspiring to develop creative economy and the creative community in the field of tourism.

5.2 Recommendations

Improvement of human resources for the tourism sector of the city of Bandung is to conduct education and training for Bandung tourism players to be more creative and innovative in carrying out the tourism industry in Bandung. First, to produce the power of collaborative greater for the creative community in the city of Bandung, can utilize the potential of creativity that has not been netted. Normatively, Bandung City Government provides the means to give an opportunity to all stakeholders to participate in the development of the city by submitting a proposed program / activities to be funded through the budget of Regional Development Planning Meeting (Musrenbang). Second, to build the creative city would require the creative process of city management. Bandung as a Creative City is not visible to the human eye. Therefore, the Government is expected to make the arrangement of the city that truly reflects as a Creative City, for example by facilitating creative spaces, maintenance of parks as a creative space and build supporting infrastructure more.

Management of cash resources Bandung tourism sector is by applying the principles of good governance is firmly in the management of money resources Bandung tourism sector, as well as creating creative industries in the field of tourism Bandung. Development of creative tourism industry seriously in order to contribute more to the economy of the city so as to help meet the financing needs of other cities. If it can be run with high commitment, it will indirectly affect the welfare of the community, because the community will be independently capable of prospering themselves and to create employment in the field of creative tourism industry.

Improvement and development of resource tool Bandung tourism sector is to run the concept of e-tourism in the development of tourism information system Bandung. Through E-Tourism least able to provide increased revenues in the field of tourism for tourism in Indonesia, and also encourage the promotion and provision of full information for tourists. In addition to the development of the concept of e-tourism, the city of Bandung also need to develop the architectural aspects of the relevant locations Bandung tourism in order to create a creative environment for tourism actors Bandung. Emphasis on the creative environment inspiring environment that can affect the experience of human space, where people feel comfortable and encouraged to bring their creative ideas. Architectural aspects in the development of attraction becomes important when a city using a strategy of development and physical planning of the city as a stimulus or trigger the development of the creative economy and creative individuals or communities.

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