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Collaborative Governance Model in Integrated Management of the Bromo Tengger Semeru Tourism Area through Local Wisdom Approach

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Abstract

This study aims to examine collaborative governance in the management of tourism areas based on local wisdom. The model of inter-regional cooperation (Collaborative Governance) in the management of tourist destinations needs to be developed immediately to minimize conflicts of interest, especially those based on local wisdom of the community.

This research was conducted and analyzed based on a systems thinking approach. The systems thinking approach used is a soft system methodology. This system works by examining phenomena and realities that occur in the real world based on understanding and building conceptual models as problem solving efforts carried out through a systems thinking framework. The research method is to create a collaborative governance model based on the local wisdom of the people in East Java.

The results of research from Collaborative Governance in tourism management based on local wisdom are that in the management of several tourist destinations, including integrated tourism in the Bromo Tengger Semeru area, there is still no network of cooperation, in fact there is a tendency for mutual claims between local governments regarding cross-border issues of destinations. In the management of the Bromo Tengger Semeru Integrated Tourism Area based on local wisdom. Bromo Tengger Semeru National Park. TNBTS (Bromo Tengger Semeru National Park) is an area formed from the area of Mount Bromo, Mount Semeru and the Tengger Region where the area was formed into a national park. TNBTS is located in four administrative areas, namely in Probolinggo Regency, Malang Regency, Pasuruan Regency, and Lumajang Regency. The TNBTS Center was formed by the government with the aim of being the official manager of TNBTS with the function to manage maintenance and tourism affairs under the auspices of the Ministry of Environment and Forestry (KLHK). The network of cooperation between local governments (Malang Regency, Pasuruan Regency, Lumajang Regency, and Probolinggo Regency) in the management of integrated tourist destinations in the BTS area still does not have a cooperation network.

Keywords: collaborative, governance, tourism, local wisdom

INTRODUCTION

In line with Presidential Regulation number 80 of 2019, the Regional Government of East Java Province is also focusing on three development projects for the southern region of East Java, namely the acceleration of the development of the East Java 1 Industry in the GKS or Kertasusila Gate area, JLS (South Ring Road), and the BTS area development project (Bromo Tengger Semeru). In building the BTS area which is a national strategic program, synergistic cooperation is needed by involving the four buffer areas, namely Lumajang, Probolinggo, Pasuruan and Malang and cross-border inter-regional cooperation is the authority of the Province. Theoretically, inter-regional cooperation benefits both parties in finding solutions

to minimize conflicts of interest between various parties. However, it is not easy to establish a mutually beneficial synergistic cooperation. Therefore, to build a knowledge-based tourism economy, synergistic cooperation between three actors is needed, namely government, private and academic. So that later it is hoped that in managing the problematic complexity of the BTS area, it is necessary to involve academic, business (private), community, government and media stakeholders.[1]

The BTS area is managed by the Bromo Tengger Semeru National Park Center (TNBTS) which is under the auspices of the KLHK where the area is located in the province of East Java, more precisely located in the circumference of four regencies, namely Malang, Pasuruan, Probolinggo and Lumajang Regency. This reality shows the potential and opportunities for cooperation between related parties, both the central government (through the TNBTS Center), the regional government of East Java Province, as well as the four District Governments in the BTS area to support the implementation of the presidential regulation above.[2] No less important is the need for inter-regional cooperation to avoid conflicts of interest, it might happen. For example, the conflict case between the Blitar Regency Government and Kediri Regency over the Kelud Mountain, which each party claims as its territory. Likewise, it is also possible that it will occur in the BTS area or its surroundings such as the Tumpak Sewu waterfall where the Tumpak Sewu waterfall tourist spot is included in the Malang Regency area, but the access road is through the Lumajang Regency area.[3] Therefore, local governments must make breakthroughs and cooperate with other parties, both private and public. Collaborative Governance is a solution for the government in overcoming existing problems in order to increase community economic access.

Collaboration is defined as a form of cooperation, interaction, compromise of several related elements, both individuals, institutions or parties involved directly and indirectly who receive the consequences and benefits.[4] The explanation emphasizes that various forms of cooperation, interaction in government, and conflict resolution among various actors who are directly or indirectly involved will receive the impact of governance. The impact of governance can be optimized through planning. One country that uses a collaborative approach is Indonesia. The main problems in developing countries such as Indonesia, especially in urban areas, are traffic congestion, slum settlements, the need for clean water, and the need for healthy air. Hafis, Hakim, and Haryono (2012) added that in addition to these problems, the global community is currently also facing problems, one of which is related to tourism and transportation. Therefore, this research is important to do, where this study wants to analyze the factors that influence Tourism Governance based on Local Wisdom and produce a Collaborative Governance Model in the management of the Bromo Tengger Semeru integrated tourism area through the Local Wisdom approach. [5]

The specific objective is to improve Tourism Management through Collaborative Governance based on local wisdom. Problems in tourism management are located in four regencies with geographical conditions that are indeed very wide and consist of mountains and hills, so that access to these remote areas is quite difficult. This can then cause difficulties for the government in managing tourism in order to improve services to the community with various existing limitations. Management in tourism in the perspective of local wisdom where the optimal area boundaries that can be reached in public services, development, resource withdrawal, participation, community control and bureaucracy are very important. Where accurate boundary determination is oriented to quality administration to deal with changes and the complexity of tourism services, all facilities, facilities and infrastructure needed by the community, it is hoped that tourism services to the community can run optimally. Where in the management of Bromo Tengger Semeru tourism there is no conflict between each region through the approach of the local wisdom of the community.

Collaborative governance in tourism management that is oriented to local wisdom of the community and a Tourism Service System that can improve the welfare of the community around Bromo Tengger Semeru in the peri-peri area. The proposed model is expected to be able to improve tourism management in the Bromo Tengger Semeru area, the quality of human resources, and improve natural resource factors and systems. Collaborative Governance in tourism management, contributes to the regulation of the implementation of integrated tourism services in four areas around Bromo Tengger Semeru and is oriented to the local wisdom of the people in the Bromo Tengger Semeru area. In addition to economic considerations, collaborative governance must consider that the integration carried out, in addition to being able to reach the community in the Bromo Tengger Semeru tourist destination, will also generate harmonization between the Regional Government and the community, thereby reducing conflicts that occur

and is expected to be able to improve the quality of Bromo Tengger Semeru tourism services. , the quality of human resources, and improve the factor of integrated resources between the Regional Government and the Community in the frame of local wisdom.

RESEARCH METHOD

The research location is the Bromo Tengger Semeru integrated tourism area (BTS), which is located in four regencies, namely: Malang, Pasuruan, Probolinggo and Lumajang regencies.

Data collection techniques used: 1. In-depth interviews, aimed at each source to obtain more detailed and specific information in order to complete the results of the FGD. 2. Focus group discussion (FGD), This activity is intended to obtain accurate and reliable information, with the composition of representatives from each resource person. 3. Documentation, collection, recording of secondary data needed in processing and analyzing data.

Data Analysis Techniques use descriptive analysis, in descriptive research, the process of data analysis and interpretation is not only carried out at the end of data collection or stand alone, but simultaneously is also carried out during data collection in the field, so that in qualitative research it is often known as a cyclical process. After getting the information, an analysis is carried out to find hypotheses and then the next information collection is carried out. Qualitative data processing is carried out using the informant's 'cross check' approach to provide a deeper understanding of various statements made by respondents, as well as based on the results of observations and studies of secondary data.

RESULTS AND DISCUSSION

Collaborative Governance in Tourism Governance

Ansell and Gash explain the new strategy of government is called collaborative governance. A form of governance that involves various stakeholders or stakeholders simultaneously in a forum with government officials to make joint decisions. [6]. O'Flynn and Wanna define collaboration as working together or working with other people. It implies that an actor or an individual, group or organization cooperates in some endeavor. Everyone who cooperates with others has certain terms and conditions, which vary greatly. The word "collaboration" was originally used in the nineteenth century in the development of industrialization, the emergence of more complex organizations, and the increasing division of labor and tasks. These conditions are the basic norms of utilitarianism, social liberalism, collectivism, mutual assistance and later scientific management and organizational theory of human relations. [7]

Ansell and Gash explain collaborative governance is a government arrangement in which one or more public institutions directly involve non-governmental stakeholders in a formal, consensus-oriented, deliberative collective decision-making process aimed at making and implementing public policies and managing programs. or public assets. [8] Donahue and Zeckhauser define "collaborative governance can be thought of a form of agency relationship between government as principal, and private players as agent." (Donahue and Richard, 2011:30) This means that collaborative governance can be considered as a form of cooperative relationship between the government as the regulator and the private sector as the executor. Referring to the various understandings explained about collaborative governance, it can be explained that basically the need to collaborate arises from the interdependence relationship that exists between parties or between stakeholders. Collaborative governance can be explained as a process that involves shared norms and mutually beneficial interactions between governance actors. Through the perspective of collaborative governance, the positive goals of each party can be achieved.

Sustainable tourism is realized through tourism development planning that is in accordance with the characteristics and conditions of the area, by collecting comprehensive information about the potential of existing resources and regional support for ecotourism development which is supported by physical, available supporting facilities including public openness in responding. visitor arrivals. Along with community empowerment efforts, in collaboration developed both from the government, NGOs (Non-Governmental Organizations), and the private sector. The development of Bromo Tengger Semeru tourism potential in four districts, namely Malang, Pasuruan, Probolinggo and Lumajang can be seen from the destination preventing or anticipating environmental sustainability and social life by involving local communities so that they feel the welfare of tourism development programs that have an impact on economic, social aspects. culture and conservation. The implementation of these three aspects will shape the

sustainability of the Bromo Tengger Semeru tourist destination which is oriented to local wisdom of the community. The success of the tourism sector in the Bromo Tengger Semeru destination, which is determined by various things, one of which is regulation, human resources and all stakeholders involved both directly as tourism actors and the community involved in implementing policies related to tourism. Through the collaboration of the government with the tourism sector, it is hoped that this public asset can be developed more quickly, there is better management of utilization and maintenance, and the community can be more comfortable in utilizing it. However, the developer or manager can use this area as a business area to cover the costs of development, management, and maintenance which are their responsibility.

Attractions

The Bromo Tengger Semeru (BTS) tourist area is located in four regencies, Malang, Pasuruan, Probolinggo and Lumajang which have tourism objects with their respective potentials and uniqueness. BTS has a contribution in agriculture and forestry which gives the biggest contribution in accelerating the pace of development in four areas that are developed through the creative economy so that the tourism sector as one of the potentials is empowered as economic development based on local wisdom of the community. Bromo Tengger Semeru (BTS) tourism as an eco-tourism destination so that through this model, tourists with natural beauty and responsibility for environmental sustainability, and destination development strategies must balance economic goals with environmental, socio-cultural preservation so that sustainable regional development can be sustainable and can be sustained. enjoy from generation to generation.

Amenities and Accessibilities

Existing facilities in the Bromo Tengger Semeru (BTS) area include lodging, prayer rooms, toilets, parking lots and light food and drink stalls. In accordance with Law Number 9 of 2009 concerning Tourism, that the state of nature, flora and fauna, as a gift from God Almighty, as well as ancient relics, historical relics, arts, and culture owned by the Indonesian people are resources and capital for tourism development. to increase the prosperity and welfare of the people. Of course, tourism has differences in characteristics, especially Bromo Tengger Semeru Tourism. Sustainable development is an organized integrated effort to develop the quality of life by regulating the provision, development, use and maintenance of resources in a sustainable manner. It aims to improve the quality of human life and reduce poverty through the provision of fulfillment of basic needs in the development of facilities and infrastructure for the development of local economic potential as well as the utilization of natural resources and increasing the capacity of the community to manage tourism businesses so that they can improve through the introduction of productive creative activities by the sector. tourist. Sustainable tourism is to invite all parties, especially the local community, to manage resources by meeting economic, social and aesthetic needs that ensure the sustainability of local culture, natural habitats and local wisdom. Thus creating the quantity and quality of tourism attraction both natural and cultural. 1). The Government's Role In the government's view, it is stated that the development of tourist areas is aimed at accelerating the process of improving people's welfare. Use centralized development program policies or assistance as needed. Development planning in the development planning of the Bromo Tengger Semeru tourist area which responds efficiently and effectively to meet needs. The role of the government is to make it easier for adat to provide financial support such as tourism management allocation funds or development funds. Budget support and promote through the government web. 2). The role of the private sector, in this case the role of the private tourism sector as a forum for finding local residents in improving handicrafts, SMEs (Micro, Small and Medium Enterprises) and developing community industrial products that utilize the tourism environment in providing Bromo Tengger Semeru tourism facilities (BTS) and facilitating transportation access. 3). The Role of the Community, In this case the role of the community is to be able to become a forum for tourism activities so that harmonious conditions between visitors or tourists, the local community can cooperate in cultural tourism, starting from management to marketing. tourism. Through community creativity, increasing community income, empowering tourism potential, welfare, fulfilling living standards. Development in the field of tourism also improves the community's economy and strengthens tourism awareness to preserve tourism based on local wisdom. Local communities can monitor or control tourism development by being involved in identifying resources that are maintained and enhanced, as well as developing to the management of tourist attractions until the community participates in implementing the previously prepared strategies.[9]

Factors Influencing the Success of Collaborative Governance

Goldsmith and Kettl mention that there are important things that can be used as criteria for the success of a network or collaboration in governance, namely: Networked Structure, Commitment to a Common Purpose, Trust Among The Participants, Governance, Access to Authority, Distributive Accountability / Responsibility, Information Sharing, Access to Resources. [10].

- Networked Structure is a relationship between one element with another element and together reflect the physical elements of the network being handled. Then, in collaborative governance, the network element must not form a hierarchy, namely the existence of power from one party.
- Commitment to a Common Purpose is the reason why a network must exist, namely because of the attention and commitment to achieving positive goals that are carried out together.
- Trust Among The Participants is a professional or social relationship, and the belief that the participants rely on information or the efforts of stakeholders or other stakeholders in a network to achieve common goals.
- Governance is a relationship of trust between the actors of governance or government. In addition, there are mutually agreed rules from each stakeholder, and there is freedom to determine how collaboration is carried out.
- Access to Authority is the availability of clear and widely accepted measures or procedures. So, there are clear rules of authority and are accepted by each stakeholder to carry out the role according to their authority.
- Distributive Accountability / Responsibility is structuring, managing, managing together with stakeholders and sharing a number of decision-making with all network members and sharing responsibility for achieving the desired results. So, in collaborative governance there must be a clear division of responsibilities, and each stakeholder (including the community) must be involved in making policy decisions.
- Information Sharing is the ease of access for members, protection of privacy, and limited access for non-members as long as it can be accepted by all parties. So that in collaborative governance there must be clear information sharing, and easy access to information can be obtained for each stakeholder.
- Access to Resources is the availability of financial, technical, human and other resources needed to achieve network objectives. So, there must be clarity and availability of resources for each stakeholder involved.

Meanwhile, Robertson and Choi (2010) define Collaborative Governance as a collective and egalitarian process where every participant in it has substantial authority in decision making and every stakeholder has the same opportunity to reflect on his aspirations in the process. Dwiyanto explained in detail that in collaborative collaboration there is the delivery of vision, goals, strategies that in collaborative cooperation there is the delivery of vision, goals, strategies, and activities between parties, each of them has the authority to make decisions independently and has the authority to make decisions. independently and have the authority to manage their organization even though they are subject to mutual agreement. [11]

Tourism management based on local wisdom

Optimal development and utilization of tourism can improve the tourist area for the better so that it becomes an attraction for tourists. The development of this tourist area is intended to add to the beauty of tourist attractions without having to damage the existing natural ecosystem. Good management and marketing is one way to develop tourist areas so that they can be better known by the public. Some of the big cities in Indonesia utilize and develop the natural tourism sector as an attraction and asset for regional income, including the Bromo Tengger Semeru BTS. Economic growth, considering this, good handling is needed in efforts to develop tourism objects in Indonesia. Tourism actors began to take development actions with research, observation of tourist objects in Indonesia. This step is carried out to find out the potential and problems that exist in each object and then find a solution. There have been many studies showing that indigenous peoples in Indonesia have traditionally managed to maintain and enrich natural biodiversity. It is a reality that most indigenous peoples still have customary wisdom in natural resource management. These local systems differ from each other according to socio-cultural conditions and the type of local ecosystem.

They generally have a knowledge system and local resource management that are inherited and developed continuously from generation to generation.[12]

Until now only a very small part is known to the world of modern science about local systems. An example of this is the customary sasi system found in most parts of Maluku which regulates the sustainable use of an area and certain biological species. Another well-known example is the rotational cultivation of indigenous Dayak communities in Kalimantan, which has succeeded in overcoming the problem of infertile land. Community Based Fishery Resource Management is a process of giving authority, responsibility and opportunity to the community to manage their own fishery resources which has become popular at this time. However, resource management still has weaknesses, if not resolved, it can make this regime ineffective in its implementation. [13] Some of the drawbacks are that it does not address inter-community problems. are locally specific, highly vulnerable to external changes, difficult to achieve economies of scale, and high costs of institutionalization. Although collaborative governance or cooperation is the nature of interaction between communities, the management and utilization of fishery resources tends to decrease, interactions between communities are more expressed in the form of mutual competition. Mutual competition in utilizing fish resources is the reason for the failure of fisheries management which is indicated by the destruction of resources and the existence of poverty. [14]

Local or Traditional Wisdom

Local or traditional wisdom is part of ethics and morality that helps humans to answer moral questions what to do, how to act, especially in the field of environmental and natural resource management. groups in relation to the environment and natural resource management efforts. In addition, it helps us to develop a social and political system that is friendly to the environment and make decisions and policies that have an impact on the environment or natural resources, including coastal and marine natural resources. Ethics which means customs or habits, good living habits, good ways of living, either in a person or in a community group [16].

Good living habits are adopted and passed down from one generation to another. These good living habits are then standardized in the form of rules, norms that are disseminated, known, understood and taught in society.[17] Therefore ethics is understood as a teaching that contains rules about how humans should live well as humans and also ethics is understood as a teaching that contains commands and prohibitions about the good and bad of human behavior, namely commands that must be obeyed and prohibitions that must be avoided. The values of local wisdom contained in a social system of society can be lived, practiced, taught and passed on from one generation to another, which at the same time shape and guide the pattern of everyday human behavior, both towards nature and towards nature. Whereas indigenous peoples generally have local knowledge and management systems that are inherited and developed continuously from generation to generation. The definition of indigenous peoples here are those who are traditionally dependent on and have close socio-cultural and religious ties to their local environment [18].

CONCLUSION

Local governments make breakthroughs and collaborate with other parties, both private and public. Collaborative Governance is a solution for the government in overcoming existing problems in order to increase community economic access. Collaboration as a form of cooperation, interaction, compromise of several related elements, both individuals, institutions or parties involved directly and indirectly who receive the consequences and benefits. The explanation emphasizes that various forms of cooperation, interaction in government, and conflict resolution among various actors who are directly or indirectly involved will receive the impact of governance. The impact of governance can be optimized through planning. One country that uses a collaborative approach is Indonesia. The main problems of developing countries such as Indonesia, especially in urban areas, namely traffic congestion, slum settlements, the need for clean water, and the need for healthy air, that in addition to these problems, the global community is currently also facing problems, one of which is related to tourism and Transportation.

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