

THE 10 NEW BALI PROJECT IN INDONESIA, REAL OR GIMMICK

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Abstract. This article discusses the Ten New Bali project program launched by the former Minister of Tourism and Culture Arief Yahya during the first period of President Joko Widodo's administration, ten tourist attractions that have been selected will be formed and aligned like Bali. The Ten New Bali Project has changed its program to the Five Super Priority Destinations program, the program only focuses on five tourist destinations, namely Lake Toba, North Sumatra, Borobudur Temple, Central Java, Mandalika, West Nusa Tenggara, Labuan Bajo, East Nusa Tenggara and Likupang, North Sulawesi. This project is expected to boost the economy, human resources of the local community and tourist arrivals. The purpose of this study is to identify how far the development of the five super priority destination projects has gone. Qualitative descriptive method was used in this study by using online media news sources and literature reviews as data sources. The results show that the correlation between tourism agencies and stakeholders has a very important role in accelerating the success of the Five Super Priority Destinations program and the Five Super Priority Destinations Project has succeeded in proving one tourist destination that has been inaugurated, namely Mandalika in West Nusa Tenggara, it can be concluded that the Lima project Super Priority Destinations are already 20% running and require a lot of time.

Keywords: ten new Bali; five super priority destinations; Indonesian tourism destinations; sustainable development

I. INTRODUCTION

Indonesia has many stunning natural panoramas like Bali. As a country with a large number of tourist destinations, the government must have a planned program to increase local and foreign tourists, but this planned program is not only to Bali but also throughout the country. Bali can be used as a reference for destinations that want to develop, because Bali among the international community is the only area with a level of popularity that beats its own country. Seeing Bali as a prima donna for tourists, the government plans to plan a program for the Ten New Balis. This project is projected to be a major breakthrough in the tourism sector in Indonesia and the program is prepared to welcome tourists with the new system. The program planned by the Government in the development of tourism destinations is certainly made with high expectations of state revenues from the tourism sector. The ten tourist destinations included in the project include: Lake Toba in North Sumatra, Tanjung Kelayang in Bangka Belitung, Tanjung Lesung in West Java, the Thousand Islands in DKI Jakarta, Borobudur Temple in Central Java, Labuan Bajo in East Nusa Tenggara, Wakatobi Sulawesi in Southeast, Bromo Tengger Semeru in East Java, Mandalika in West Nusa Tenggara and Morotai Island in Maluku Regency [1](CNN Indonesia, 2018).

The planning for the Ten New Balis has now turned into Five Super Priority Destinations (*Lima Destinasi Super Prioritas* - LDSP), of the ten tourist destinations mentioned in the second paragraph, only four are included in the Five Super Priority Destinations including Lake Toba in North Sumatra, Borobudur Temple in Central Java, Mandalika in West Nusa Tenggara and Labuan Bajo in East Nusa Tenggara. One destination that was adopted into the Five

Super Priority Destinations program is Likupang in North Sulawesi. Although Likupang was not included in the list of ten new Balis, in July 2019 Likupang was designated as a super priority destination by the government [2] (Batam Tourism Polytechnic, 2021).

Previously, there had been research that discussed human resource problems in Labuan Bajo, these problems included inadequate human resources, geographical conditions, spatial planning that did not support the development of amenities [3] (Sugiarto & Gusti, 2020).

The Five Super Priority Destinations (LDSP) project has great potential value for the economy, development, and sustainability in areas located in the Five Super Priority Destinations, so with this the Five Super Priority Destinations program must be followed up to improve the world of tourism in Indonesia. The LDSP project will be a bridge to the development of tourism in Indonesia, promotion of the Five Super Priority Destinations project is carried out intensively through online media and national news. However, until now, the program has not seen a continuation and seems to be just a gimmick. There are indications that there has been a change of ministers who of course have a different work program or that this project is just a gimmick. Interestingly, on November 12, 2021, there is one destination that has been directly inaugurated by the President of the Republic of Indonesia, namely Mandalika in West Nusa Tenggara. With the inauguration of Mandalika, it proves that the Five Super Priority Destinations project has been running according to the previously planned program.

The purpose of this research is to identify how far the progress of the development of the five super priority destination projects has been. This research can be used as a

consideration for the government, especially from the tourism sector to be serious and focus on creating and running programs that have the potential to increase tourist visits in Indonesia.

Tourism is considered a profitable source for local communities and the state, besides that resources in the tourism sector are the main elements in realizing sustainable tourism development [4] (Rhama, 2019). The LDSP development project is planned to build a source of income for the surrounding community, community income from the results of the LDSP development is expected to be the main source for the welfare of the local community.

Every region that plans to create a tourism destination, needs to be more organized and more specific, this is done for the future in achieving goals. Inskeep [5] defines organizing tourism planning aimed at achieving future desires, a holistic approach that does not depend on the social sector and the natural environment in tourism development planning. Inskeep's thinking changes development planning that was previously a subject into an object,

These ideas are then absorbed in various explanations of planning methods and processes, considering impacts, formulating policies, developing development designs and developing strategies, this is useful for the implementation of tourism planning at the national and regional levels. Thus, the conclusion of Inskeep's thinking is that in planning the development of tourism areas, an analysis of the overall potential is needed. The essence of sustainable tourism development is expected to be able to pay attention to and maintain environmental sustainability and improve the economy of the surrounding community.

Research from Rahmi [6] on Tourism Development in the Perspective of Local Wisdom, in this study tourist attraction is always associated with sustainable tourism development, this is done to support and complement the facilities and infrastructure that are one of the needs of tourists. However, in the development of tourism from the perspective of local wisdom, cultural potential can be used as sustainable tourism development. Cultural potential is often used as a tool for sustainable development, the thing that must be considered in building sustainable tourism is to ensure that sustainable development does not change the norms of the culture.

Furthermore, the development of tourism for the future through ecotourism. Tourism development in environmental areas needs to pay attention to the surrounding environment from damage due to sustainable development. Sutiarto [7] defines the direction of development policies not to deviate from development goals and not to damage the environment. The toughest challenge in building a tourism destination area is paying attention to the environment, what often happens in the field when tourism has succeeded in bringing in tourists is changing the environmental area in order to expand tourism capacity. This action creates ecological changes and results in the destruction of a destination.

Planning a sustainable tourism development program should pay attention to aspects to meet the needs of tourists, tourist areas that have potential are considered lacking if they only sell one potential. According to Yoeti [8] a tourism destination should meet tourist requirements, these requirements include something that can be done, something that can be bought and something that can be seen. This concept is important to be applied in LDSP development.

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II. RESEARCH METHODS

This study aims to find out how far the progress of the Five Super Priority Destinations project has progressed. Qualitative methods with a qualitative descriptive approach are used to analyze the results of the research objectives and get answers and real points of view from the research results. Data analysis was carried out by collecting data from journals and several papers from Google Scholar, Mendeley and online news. Furthermore, the data that has been obtained will be processed with a descriptive approach to achieve systematic and accurate results.

III. RESULTS AND DISCUSSION

Correlation Between Tourism Agencies and Stakeholders

The government's role in packaging the tourism industry has been carried out well, for example the government has launched the Ten New Bali program, this program is considered to be a stepping stone to the level of tourist visits throughout Indonesia. The government creates employment programs to create a conducive environment, employment opportunities and promote the economic sector in a region. Ten new Bali destinations were formed directly according to the direction of the President of the Republic of Indonesia, the New Ten Bali Project has changed its name and eliminated several tourist attractions, the program was narrowed down by the government to accelerate sustainable development, the Super Priority Destinations project adopted four destinations originating from the New Ten Bali project, These destinations are Lake Toba, North Sumatra, Borobudur Temple in Central Java, Mandalika West Nusa Tenggara and Labuan Bajo East Nusa Tenggara, the last destination to be included in the LDSP program and not from the Ten New Bali project is Likupang, North Sulawesi.

The five selected Super Priority Destinations have their own potential and characteristics, such as the largest volcanic lake in the world (Lake Toba, North Sumatra), the most visited single tourist attraction in the country (Borobudur Temple, Central Java), the host of world racing events. MotoGP 2021 (Mandalika, West Nusa Tenggara), the only natural habitat for Komodo Island in the world (Labuan Bajo, East Nusa Tenggara), marine tourism with beautiful underwater panoramas (Likupang, North Sulawesi) [9](Ministry of Tourism and Creative Economy, 2021).

The main factor in making a destination is slowly building the 4A theory concepts of Attraction (attractions),

Amenitas (facilities), Accessibility (accessibility) and Ancillary (services). But behind that it is necessary to analyze the potential strength of a region. Each destination included in the Five Super Priority Destinations program is located on a different island, meaning that the diversity of tourist attraction characteristics of each of the Five Super Priority Destinations also has different potentials. Overall, the potential that is included in the Five Super Priority Destinations project already has extraordinary potential. However, there is still a lack of supporting functions to attract tourist visits.

Sustainable tourism development requires quality human resources. Local people who live around LDSP must be educated for the sustainability of these tourism objects. According to Tjokrowinoto et al in Setiawan [10] the figure of human resources in the 21st century is a human who has the following qualities: first, having knowledge, skills, and attitudes or behaviors that are relevant and able to support the achievement of goals and areas of duty in an organization. Second, have work discipline, dedication and high loyalty to work and to the organization. Third, have a sense of responsibility and understanding or deep understanding of the duties and obligations as employees or elements of organizational management. Fourth, have a strong will to achieve productive and be professional. Fifth, have the will and ability to always develop personal potential and abilities for the smooth implementation of organizational tasks. Sixth, have high abilities in the fields of engineering as well as management and leadership. Seventh, have the highest expertise and skills in the field of work and have the ability to transfer technology. Eighth, have a high and consistent entrepreneurial spirit. And ninth, have a mindset and pattern of action in accordance with the vision, mission, and work culture of the organization. The nine qualities mentioned above are not a requirement to become a tourist area manager, but if each manager has the qualities mentioned above, it is likely that tourism in Indonesia will progress more quickly.

The establishment of priority destinations will involve a lot of human resources, human resources are required to be creative and skilled to support the realization of LDSP in Indonesia. The development of the LDSP program includes infrastructure, community resource readiness to the annual Calendar of Events / Festivals [11] (CNN Indonesia, 2020). A close relationship between the central government, local governments, tourism organizations, relevant agencies and local communities is required. Good relations with interested parties will facilitate the development of the five super priority destinations program. The Ministry of Manpower targets to be able to prepare five hundred thousand skilled workers in the tourism sector throughout 2021 [12](News Duration, 2021).

The Deputy for Industrial and Institutional Development in the five destinations has three strategies, namely the development of human resources, the surrounding community, and industry. In terms of human resources, the workforce must be professional, certified and at least of ASEAN standards (MRA TP). For the community,

the Ministry of Tourism emphasizes the importance of cleanliness, so that the Sapta Pesona Tourism Awareness and Action Group organization movement was held. Meanwhile, from the industrial sector, the Ministry of Tourism conducts business certification to ISO, ASEAN and SNI standards (Industrial National Standards). These three strategies were prepared with the aim of preparing for the arrival of both local and foreign tourists at LDSP. The correlation between the development of the Five Super Priority Destinations will require human resources on a large scale. This is because humans are the only resource that can make other organizational resources work and have a direct impact on the welfare of local communities.

Development of the Five Super Priority Destinations Program

The development of LDSP continues to experience sustainability, because the nature of the five super priority destinations program is formed not only for short-term programs but for the long term in the future. Preparation to create a sustainable destination requires concrete maturity. Facilities and infrastructure must be prepared and considered so well, this is done to make the proximity of the tourism area from the word perfect.

As far as the LDSP program goes, one of five tourism destinations has been successfully inaugurated, the destination is Mandalika in West Nusa Tenggara. The twists and turns of the journey in the construction of Mandalika finally found a bright spot. The construction of the Mandalika circuit takes 14 months, the speed of construction is because the Mandalika circuit will become an international motorcycle racing event. However, behind it all there is a very detailed planning preparation. The real evidence can be seen in the available facilities, the facilities in this circuit are not kidding, complete facilities until helipads are available there, this proves to build a tourist area it takes a long process. The process of making a tourism destination area requires a rhythm that is rhythmic and precise, so that nothing is missed in pampering tourists.

To build a sustainable destination, a large budget is needed, the budget spent on the construction of Mandalika touches Rp. 1,200,000,000,000. The construction of a track line or better known as a circuit takes a budget of Rp. 900,000,000,000,000, the funds were invested by the Indonesian Tourism Development Corporation (ITDC.) supporting facilities costing a budget of Rp. 200,000,000,000 up to Rp. 300,000,000,000, and this does not include race control and pit building [13] (Elisabeth, 2021).

The carrying capacity or tourism potential in the Mandalika tourist area is not just a circuit. There is a Special Economic Zone (SEZ) in the Mandalika tourist area, these areas include Merese Hill, Batu Payung, Box Cave, Tanjung Aan Beach, Seger Beach, Serenting Beach, Gerupuk Beach, Kuta Mandalika Beach, Sade Traditional Village and Ende Traditional Village [14]. KEK Mandalika has a tourism development concept that is environmentally sound, the development of tourism objects is always oriented to the

quality of the environment and the preservation of local community values.

This is evidence that the development of LDSP requires a lot of time to be integrated with each other. Therefore, preparation for building Attractions, Amenities (facilities), Accessibility (accessibility) and Ancillary (services) at LDSP must be taken seriously [15]. As one of the LDSP programs that have been successfully realized, Mandalika can be used as a mirror for the four destinations that are included in the LDSP program.

Currently, the LDSP program has reached 20%, this figure is obtained because only one of the five LDSP programs has been successfully achieved. This figure also proves that the LDSP program is already running. What should be paid more attention to in the development of the LDSP project is that the times are constantly changing so that preparations for development must follow the times to come.

IV. CONCLUSION

After the world of tourism is declared capable of bringing in a significant economy, the level of competition for destinations is getting tighter, this competition is carried out because attractions in tourist objects can be the main heart in attracting tourist visits, attractive attractions will affect the success of a tourism development. Destinations that are in the development stage, must pay more attention to views with long-term concepts, because every destination that has more potential will lead to sustainability for tourists who come. Therefore, tourism stakeholders are required to be able to adjust the situation without destroying the environment but sustainable development continues.

The role of agencies in identifying areas that have the potential to become super priority destinations is considered very good. Since the super priority destination project was initiated, Mandalika has become proof that the super priority destination project has been running properly. However, it should be noted that LDSP development requires a lot of time, the process of tourism development to reach the perfect point is not easy, super priority destinations need to pay attention to important aspects such as attractions, accessibility, amenities and supporting factors, this is done to make it easier for tourists to visit and fulfill their needs, so far the LDSP program has reached 20%.

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