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23440 Characters

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10 Pages

FILE SIZE

888.0KB

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Dissemination of coopetition model as an effort to optimize management of tourism participation in South Lampung, Indonesia

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Abstract. This article is reviewing the acceptance of the coopetition model in managing community participation in tourism management. Climate change issues require the tourism sector to be more anticipatory in organizing the management of tourist destinations so as not to suffer damage. This research was conducted with a mixed method that surveyed 100 respondents, interviews, observation, and survey. Survey data were analyzed quantitatively to be able to show changes in the attitude of respondents towards model interventions. While qualitative data will be analyzed using interactive analysis methods. The results of the model dissemination identified that: (1) the community has a good understanding of the coopetition model (2) the community has the orientation to support the implementation of a model.

1. Introduction

The tourism industry is currently facing global challenges, from climate change which requires the tourism sector to be more anticipatory in managing tourist destination management so as not to damage ecosystems and result in deterioration of socio-economic values. These socio-economic aspects include the capacity to share roles and benefits to various tourism actors. In many regions, the tourism industry has been able to boost these areas from underdevelopment and make them a source of good socio-economic capacity building [1]. Cooperation in regional tourism management conducted between the local government and the wider community aims that various tourism potentials owned by the region and its tourist destinations are the basic capital of tourism development [2][3]. Legal issues that can be found in tourism management business cooperation include concerning the authority of the local government to conduct cooperation agreements on regional tourism management efforts [4].

⁹A local government with its authority can regulate, direct, control, and at the same time protect the community as well as natural resources and artificial resources [5]. Tourism development is sought to be developed with an economic growth and equalization approach for people's welfare and development oriented towards regional development, focusing on the community, and empowering communities that cover various aspects including management business cooperation [6]. Local governments should able to position tourism within the framework of tourism development by balanced with good planning and management of human resources quality [7].

Various factors are contributing to the problem of weak cooperation between actors in the management of tourist destinations based on local resources [8]. A series of issues presented is the basis of consideration of the determination of research themes about the relationship between actors on the dissemination of the coopetition model in the management of tourist destinations [9]. The purpose of



the research is to examine the problems and solutions between actors on the dissemination of the coopetition model through the management of local tourist destinations.

Previous research on the tourism destination management model can adopt the concept of coopetition in community empowerment and other tourism actors. The model summarizes the prerequisites in the concept of coopetition and the identification of four strategies in its implementation. The model begins with the precondition of trust in building coopetition. Some scholars state that trust is the basis of cooperation, he also stressed that relational exchange cannot proceed without trust [10][11]. Trust can also be interpreted as an attitude related to risk in a relationship, so the level of trust will depend greatly on the degree of likelihood of profit or loss [12].

The dissemination activity in this study is the process of disseminating information of the coopetition model concept by utilizing various potential local resources. The purpose of the dissemination model is intended to examine awareness of the villagers as a subject as well as an empowerment target group to apply a variety of productive and creative activities contained in the model of competition.

2. Literatur review

2.1. Partnership

The partnership has a meaning related to two or more actors who forge an agreement that can increase capacity and capability in a business field to achieve the goal [13]. If the partnership to do well, with the mechanism of supervision and resolution of disputes agreed between the parties as part of efforts to prevent the failure of cooperation in the event of things happening and less with what was originally expected [14]. The partnership is a form of integrative management between government, accommodation, travel and transportation, environmental and cultural attractions, educational institution, non-governmental and non-profit organization and communities [15]. Partnerships are sometimes defined by the term collaboration which involves relationships between various interaction processes with each other to seek or do things in addressing issues or issues that are of concern to both parties [16][17].

2.2. Tourism development

Tourism is a series of activities carried out by people both individually and in groups within one country's territory or within another country [4]. Partnerships in tourism development contain the right to justice in the acquisition of profits and benefits, cost-taking, and risk management arising in such

business activities [18]. Tourism is a journey from one place to another and is temporary, activities by person or group as an effort to find balance, harmony in the socio-cultural dimension and science [19] [20]. Tourism management is an act of planning, organizing, mobilization and control that is carried out

to determine and achieve the goals that have been determined through the utilization of human resources and other resources in the field of tourism [21].

3. Research methods

The research method used is mixed-method with survey, interview and observation technique. The research location is the tourist destination area in South Lampung Regency. The types of data required in the study include data that is qualitative and quantitative. The subject of the informant is defined by purposive sampling techniques. Key informant subjects are chosen with snowball techniques to represent the presence of opinion leaders, village government officials and tour destination area managers. In the end, 100 informants were obtained. The data collected is processed with qualitative

and quantitative techniques. Qualitative data is analyzed using the interactive model of analysis, while quantitative data analysis is carried out with descriptive statistical techniques.

4. Result and discussion

4.1. Tourism management problem analysis

Identification of the issues that are considered most common in the management of tourist destinations in the research area is sorted from the most quantitatively dominant, is obtained as follows (Table 1):

Table 1. Identification of tourism management issues.

No	Problem Identification	Quantity	%
1	Inefficient process of managing tourist destinations involving many parties	22	22
2	Travel destination management technology are still traditional	18	18
3	Results obtained from the management are not optimal	17	17
4	Social interaction with private and the government is minimal	15	15
5	People still have a weak position in tourism policymaking	11	11
6	Competition with other attractions is getting tougher	9	9
7	Capital readiness to increase the capacity amount	8	8
Total		100	100

Source: Research data analysis, 2020.

It can be observed if the issue of cooperation in the management of tourist destinations is still the main problem followed by the condition of technology and the management of tourist destinations that are still traditional and then followed by the results of the management of less optimal tourist destinations. This indicates that in implementation, the interaction aspect between actors is the most dynamic issue that has its own difficulty in being able to achieve the desired goal. Issues of interest involving personal and group interests make the process of managing tourist destinations complicated and often face the risk of turmoil when one or more personal and group feel they do not have the same benefits.

In the process of implementing the management of tourist destinations, the interaction between actors is not uncommon formed from subjective interests colored by personal orientation and collective orientation. In personal orientation, the interaction between actors is built more on self-interest. As for collective orientation tends to put the interests of togetherness first. In some forms of interaction between actors found both types of orientations strengthen each other in the achievement of various interests of citizens and others [3]. However, sometimes there are problems in interactions between actors where personal orientation goes not in line with collective orientation. The collective subjective orientation in interactions between actors at research sites includes awareness of the potential sustainability of tourism located in their region. The collective consciousness serves as an adhesive so that the individual has the motivation to create interactions with others in groups [17].

The relationship between actors reflects social exchange in the form of various actions of citizens in the management of tourist destinations. Social exchanges continue in the form of synchronous reactions or responses that use the interests of interconnected parties. The relationship between actors in tourist destinations results in extrinsic and intrinsic exchange patterns [11]. The extrinsic and intrinsic form of exchange is economic and social, but many battles hinder the achievement of interests between parties. According to some informants, actors who are in tourist destinations are constantly trying to complete the fight of interests. Weaknesses and advantages in the interaction between actors are intrinsically more likely in social motives [22]. On the contrary, the proportion of economic motives seems more striking than social motives.

Exchanges with outsiders are more economically-calculative, while exchanges between or with local people are more subjective-emotional and social [23]. Nevertheless, local people do not mean irrational just that there are many interactions between actors between the villagers using social reasoning rather than economic reasoning. In interactions between intrinsic actors, citizens can afford to sacrifice their economic interests.

4.2. Analysis of coopetition model dissemination

This section analyzed the degree of change in knowledge and qualitative identification that explains the event of such changes. In summary, the identification can be observed from the table as follows:

Table 2. Results of coopetition model dissemination in the tourist destinations.

No	Components	Behaviour change	Change
1	Assess the need for the dissemination of the coopetition model.	Knowledge and attitudes are responsive and curious. They are actively discussing the functionality of some model elements.	30%
2	Understand the structure and content of the model.	Increased knowledge and attitude about the functionality and efficacy of each element of the model formulation structure builder.	35%
3	Assess the advantages and disadvantages of the coopetition model.	The advantages of the model are wisely detected. Projected print and oral media for the promotion and improvement of productive business in tourist destinations.	25%
4	Testing the selectivity and critical power of the community towards the model structure and content	Informant can partly assess critically and can respond to the content in the formulation of the model. They also actively provide various criticisms and revisions.	30%
5	Testing the practical and theoretical benefits of the model to tourism management.	Some informants are representing the community who have tried the model partially. Although not yet complete the benefits of the model have been recognised.	15%
6	Testing the suitability of the coopetition model with the values and social norms of the community	The flexibility of the formulation of the model according to the aspirations and needs and reactions of social-environmental acceptance in the tourist destination area.	22%
7	Finding public feedback on feedback model formulations	Feedback is partly positive and others negative. Negative feedback is considered to revise the formulation of the model. Positive feedback is created by applying communication and contacts.	28%

Source: Research data, 2020.

It can be observed that the components have a high degree of change and in some other aspects have a low degree of change. In the components of the structure and content of the model, the need for model and selectivity of society has a 30% share. In the component of the model can be understood a sizeable portion is based on the similar perception of the solution offered by the model and on the component of people's selectively towards the model is set by the description of the model relevant to the activities of the group of actors in the management of tourist destinations so that they can assess objectively. The lowest degree of change occurs in the components of the practical and theoretical benefits of the model because the group of actors has not been able to try the implementation of this model and not widely known yet what benefits are presented.

This form of interaction between actors in the management of tourist destinations can lead to associative and dissociative social processes. The associative social process is characterized according to its proximity using cooperation, while the dissociative social process is characterized in the form of incidents of contradiction and conflict [24]. These two realities complement each other, thus aspects of citizen dynamics in tourist destinations can be revealed more natural, balanced and not only on one side but in one integrated entity. In interactions between actors, between layers and between levels or even between subcultures many phenomena can occur [25]. Formal and non-formal capacity improvement

that can strengthen the knowledge and skills of citizens in managing tourist destinations needs to be organized regularly and intensively until it brings independence to strive productively.

4.3. Analysis of problems and solutions in model dissemination

This section is outlined qualitative identification of the problems that arise in model testing and several solutions. The identification can be observed from the table below:

Table 3. Problems and solutions in model dissemination.

Problems Identification	Solution
The lack of information about the market value of tourist destinations and certain types of companion products is generated, to the lack of market demand for tourist destinations.	Share information with other citizens through communication media between personal and between groups.
Economic conflict of interest with fellow citizens. This problem usually occurs among fellow merchants of various products in the tourist destination.	Create a trade location placement agreement following the mutual agreement.
Clashes of environmentally socially motivated interests between people and managers of tourist destinations. The trading location of people is displaced from the tourist destination area by the order of the tourist destination area.	The manager of the tourist destination area prepares a special location for residents who are interested in trading various products in the tourist destination area.
The dissemination of technology information to produce an increase in the market value of tourist destinations has not been evenly distributed.	Trying to maintain trust between the parties through agreed communication media..

Source: Research data analysis, 2020.

Based on the table, it needs to be summarized that an important strategy to create equality in a partnership is to have mutual respect, respect and trust so that in the pattern of partnership in tourism development between local government, private sector and society must respect, respect and trust. Mutual respect, respect and trust of everyone is a very commendable thing and able to realize the inner attachment between each other. The form of respect can certainly be seen from the communication conveyed by a person either verbally or by proving or giving a very valuable thing. As an element of the community, both visitors and the public in tourist destinations are certainly indirectly in paying homage. As a form of respect given by the managers of tourist destinations respect each other in conducting contact, communication and coordination with them.

Citizens participating in the management of destinations are not burdened with retribution and gain free entry to tourist destinations [19]. Partnerships between each other need to be realized so that the government conducts coaching for example in terms of supervision. In tourism destinations, there is an approach between the government and the tourism business. This indicates that the government is very concerned about the tourism destination by engaging the community in tourism and social activities of the community [26]. Another way is to engage the public both to invest, as the administrator of the destination management organization and mediating between the government, private and the public.

5. Conclusions

The results of the dissemination model identified that: 1) the community has a good understanding of the cooperation model, this is demonstrated by survey data showing a knowledge change rate of 15-35%,

2) the community has the orientation to support the implementation of a model that adopts the concept of cooperation in this aspect of community empowerment. This is demonstrated by several solutions offered by stakeholder groups to address the problems that occur in tourism management in the region.

Acknowledge

We would thanks to the Ministry of Education for funding this research through the Higher Education Research Scheme, especially PTUPT scheme.

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