# Lampung-Australia Tourism Cooperation: Opportunities And Challenges

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ABSTRACT

Lampung's tourism has high potency. It needs attention and priority to increase the competitiveness of Lampung tourist destinations. On average, foreign tourists who come to Lampung come from Australia and the Netherlands, who are interested in surfing attractions on Pisang Island. Besides the high undulating beaches tourists for surfing, foreign tourists also enjoy visiting Way Kambas National Park and the iconic Mount Anak Krakatau tourism. Data on tourist visits in 2018 shows high foreign tourist interest in coastal and natural attractions in Lampung. However, the tourism potential is not optimal considering that the tourism sector has not been prioritized as a strategic sector that can support the improvement of community welfare. This study aims to examine the opportunities and challenges in the initiation of tourism cooperation between Lampung and Australia, in order to increase competitiveness and optimize the tourism sector in the Lampung region as a source of community economic activity. Data obtained by using literacy studies and interviews. The output target to be achieved is a study of opportunities and challenges in initiating the initiation of cooperation in the regional tourism sector with the Australian government as one of Lampung's foreign partners.

**Keywords**: *Paradiplomacy, Lampung Tourism, Subnational, International Cooperation*

# Introduction

Data on tourist visits in 2018 shows high foreign tourist interest in coastal and natural attractions in Lampung. The increase in foreign tourist arrivals reached 58% in 2017, from 155 thousand in 2016, to 245 thousand in 2017 [1]. On average, foreign tourists (tourists) who come to Lampung come from Australia and the Netherlands, who are interested in surfing attractions on Banana Island. In addition to high undulating beaches for surfing, foreign tourists also enjoy visiting Way Kambas National Park and the iconic Mount Anak Krakatau tour.

Lampung's tourism potential is indicated by the fulfillment of 4 (four) components of tourism supply which include natural resources and the tourism

environment, tourism infrastructure, other supporting operational sectors, and hospitality factors [2]. In addition to having adequate geographical potential, with many beach and island tourist destinations, Lampung also has many beautiful natural tourism attractions, as well as a strong cultural potential known as "pi'il pesenggiri". The main infrastructure conditions that can support the smooth mobility of tourism, that is the availability of international airports and ports.

One of the potential coastal tourism to be developed as a destination for foreign tourists is Pesisir Barat Coastal Area and Teluk Lampung Coastal Area. The number of International and Domestic tourists in Pesisir Barat Regency in 2017 reached 135,833 people, consisting of 31,377 foreign tourists and 104,456 domestic tourists [3]. Many foreign tourists go to these tourist destinations because of the high wavy beaches, which can be used as a surfing area, and diving because it has a beautiful underwater panorama. Besides Tanjung Setia Beach, there are several other beaches that are usually of interest to tourists to surf, including Way Jambu Beach, Karang Nyibor Beach, and Labuhan Jukung Beach [4].

Lampung's high tourism potential needs attention and priority to increase the competitiveness of tourist destinations. The local government as the authority holder must be able to overcome the obstacles surrounding the existing human resources and infrastructure aspects [5]. One strategy to boost the competitiveness of the tourism sector is to initiate regional (subnational) cooperation with other countries, especially to increase the interest of foreign tourists visiting potential tourist destinations. The initiation of such cooperation can be started by exploring cooperation with countries that have established relations with the Lampung region, both in political, economic, social and cultural aspects. To carry out an assessment, it is necessary to conduct a special study in exploring the potential and opportunities that exist from a collaboration.

# Formulation of Problem

Lampung is currently still a strategic area between the islands of Java and Sumatra in Indonesia. As an important crossing area of the State of Indonesia, Lampung has the opportunity to become one of the tourism corridors. In addition, Lampung has various interesting tourist destinations, especially beach tourism destinations. Therefore, this study will present research questions, what are the opportunities and challenges of Lampung-Australia Subnational cooperation in the tourism sector?

# Methodology

This study uses a qualitative method. The secondary data in this study were obtained through a literature review on the official government website and information obtained from trusted online sources. Meanwhile, primary data was obtained through interviews with the Bureau of Government and Regional Autonomy of Lampung Province. The two types of data obtained will be a description of the opportunities and challenges of Lampung Subnational cooperation with Australia in the Tourism sector. This analysis of Opportunities and Challenges will be a preliminary study to see the potential for cooperation between Lampung-Australia in the Tourism sector.

# Result and Discussion

1. **Leading Tourism of Pesisir Barat and Pesisir Selatan Lampung**

Lampung has seven tourist areas. One of the leading tourist areas is the Krui Tourism Area and Tanjung Setia Beach which is located in Tanjung Setia Village, Pesisir Selatan District. In addition, there is also Labuhan Jukung Beach in Krui City. This series of beach tours is favored by foreign tourists because of the high waves that can be used for surfing tours. Pesisir Barat Regency has excellent potential in the tourism sector, especially Coastal Tourism.

This type of coastal tourism can take advantage of the potential for waves, beaches, tidal flats in the form of mud flats and brackish marshes as well as areas whose morphological formation is still under the influence of marine activity [6]. Potential coastal tourism in the West Coast Regency includes Kempring Beach, Labuhan Beach, Pasar Ulu Beach, Labuhan Jukung Beach, Seray Beach, Way Redak Beach, Walur Beach, Lintik Beach, Padang Haluan Beach, Andai Berandai Beach, Tanjung Setia Beach. , Melasti Beach, Labuhan Ngambur Beach, Mandiri Beach, and Shock Beach (Way Sindi) [7].

There are four beaches that are popular with visitors, which are described as follows:

1. Beach Tembakak (Way Sindi Beach)

Another name for the Shock Beach is Way Sindi Beach. This beach is located in Way Sindi Village, Karya Penggawa District, Pesisir Barat Regency. This location can be accessed via Jalan Lintas Barat Sumatra. This beach can also be accessed from downtown Krui via the causeway to Bengkulu Province (north).

This beach has attractive black sand. Around the shoreline is overgrown by rows of coconut trees which are different from other beaches in Pesisir Barat Regency which are generally white sandy. Another attraction is indicated by the presence of large black stones around the beach. This beach is also a port to cross to Banana Island. The large rocks on the beach are also an attractive tourist destination for photography lovers.

1. Pulau Pisang

Banana Island is a small inhabited island that has officially become a sub- district since 2012. The area of this island is 43.61 square kilometers. Some of the attractions on Banana Island include the Putri Way Bah Anjung Well, Batu Gurih, and Batu Tiga. According to the local community, Sumur Putri Way Bah Anjung is a water well located on the highest plateau on Pulau Pisang which is believed by the community to be a bathing place for the gods. According to local beliefs, people who bathe in this well water will stay young and can eliminate all kinds of diseases. Another unique thing about this well is that the water never recedes even during the dry season.

Meanwhile, Batu Gurih Beach is a beach with white sand, and there are many large stones, such as at Tembakak Beach. On this beach there are ships that have been stranded since decades ago which are the main attraction for tourists. On Pisang Island there is also Batu Tiga Beach, which is three large stones that stand upright on the shoreline surrounded by small stones so that it adds to the special attraction of this beach. Another interesting thing in this tourist destination is the

socio-cultural life of the Lampung people who live on Banana Island which is the attraction of its historical value.

1. Labuhan Jukung Beach

This beach is one of the beaches located in the center of Krui City, the capital of the Pesisir Barat Regency. Labuhan Jukung Beach has the best access among other beaches. This beach has white sand, with beautiful waves that are suitable for use as a surfing location. In addition, this beach tourists can watch the beauty of the sunset.

1. Tanjung Setia Beach

Tanjung Setia Beach is located in Tanjung Setia Village, Pesisir Selatan District. Tanjung Setia Beach is better known by the local community as Karang Ngimbor Beach. Karang Ngimbor means rock that splashes water. Tanjung Setia Beach is well known by foreign tourists. Tanjung Setia Beach has been awarded as a beach with the third best wave beauty in the world for surfing. Tanjung Setia beach waves average 3-5 meters in height with a wave length of 200 meters.

Other than the high wavy beach attractions that are liked by foreign tourists. Pesisir Barat also has historical tourism potential. The Pesisir Barat Regency Government will develop a historical tourist attraction "Patih Gajah Mada's Tomb" [8]. The development carried out includes preparing infrastructure and facilities, so that tourist sites are worth visiting and have added value. This historical tour also has an attraction for foreign tourists who like the type of cultural tourism and the value of traditionalism.

# Flow of Initiation of Lampung-Subnational Abroad Cooperation

Based on the Focus Group Discussion (FGD) which was carried out with the Regional Autonomy Bureau and the Lampung Province Tourism and Creative Economy Office. The initiation of cooperation between the Regional Government and foreign sub-nationals can be carried out in two forms including 1) as a continuation of the cooperation of the Central Government, 2) as the initiation of the region/regional government with the approval of the Central Government.

Initiation of cooperation between Regional Governments and Subnationals Abroad, which is a continuation of cooperation with the Central Government, is usually also part of the national work program. Where the region has the expected role and contribution in the achievement of the work program. Meanwhile, the cooperation which is the initiation of the Region/Regional Government itself can be adapted to regional needs, regional development goals, as well as potential and opportunity studies that have been carried out by the Regional Government and related parties.

To carry out such international cooperation there are at least three conditions including:

# The Similarity of Area Status

The relevant region or regional government must have the same regional status. If an area is a province or part of the territory, the foreign sub-national

concerned must also be a province or part of the territory. If an area is a City, then the relevant Overseas sub-national must also be a City. Likewise, if an area is a village, then the related foreign sub-national must also as village status. This relates to the degree of authority and the political aspects that exist between them. The degree of authority and this political aspect is very important, because it will affect the decision-making process and the implementation of a cooperation agreement in an area of government. In the governance of the provincial government, the authority that can be exercised is only limited to facilitation. Meanwhile, realization and follow-up depend on the authority and policies of autonomous regions such as districts, cities, or villages.

# Diplomatic Relations

This diplomatic relationship is an important condition for the initiation of international cooperation. Whether this diplomatic relationship has been running before through the structure of the Central Government or diplomatic relations that have been established between sub-nationals themselves. Although this diplomatic relationship is not always marked by the establishment of a representative office of the Regional Government in the relevant Subnational. Diplomatic relations can be a strong basis for a Regional or Subnational Government to start cooperation and expand Paradiplomacy.

# Cooperation Fields

Some areas that can be reached in the initiation of inter-sub-national cooperation include the fields of Governance, Social Culture, Science and Technology, and of course other fields that do not conflict with the Law (Regulations and Constitutions of Subnational/Relevant Regions).

Constitutionally, the reference for the initiation of inter-subnational cooperation is based on Indonesian Statue Number 23 of 2014 article 363 concerning Regional Cooperation, Government Regulation Number 28 of 2018 concerning Regional Cooperation, Regulation of the Minister of Home Affairs Number 25 of 2020, and Regulation of the Minister of Foreign Affairs Number 3 of 2019 concerning Guidelines for Regional Government Foreign Relations.

In Indonesian Statute Number 23 of 2014 article 363 concerning Regional Cooperation it is stated that international cooperation by Regional Governments can be carried out with other regions, third parties, or institutions or regional governments abroad [9]. Government Regulation Number 28 of 2018 concerning Regional Cooperation contains the understanding and technical instructions for regional cooperation with foreign parties, which can be in the form of cooperation between Subnational Governments and or regional cooperation with Institutions Abroad [10]. Government Regulation Number 28 of 2018 concerning Regional Cooperation contains the management and operationalization of international cooperation by Regional Governments [11]. Meanwhile, Minister of Foreign Affairs Regulation Number 3 of 2019 concerning Guidelines for Regional Government Foreign Relations contains guidelines and standards for the implementation of international cooperation, including protocols and protection for Indonesian citizens in foreign cooperation [12].

In general, the flow of initiation of foreign cooperation by the Regional Government can be carried out as follows:

# Tracing Data on the Potential and Benefits of Cooperation

The most important part of initiating cooperation is assessing the potential and benefits that will be obtained by the relevant Regional and Subnational Governments. Especially the benefits of cooperation in order to improve people's welfare as mandated in Indonesian Statute Article 363 paragraph 1. Cooperation between Regional and Subnational Governments Abroad must be able to accommodate the interests of regional development, benefit the provision of more efficient public services when managed together, and improve cooperation and public relations. Based on Indonesian Statute Article 367 of the Law, it is stated that regional cooperation with institutions and or regional governments abroad may include:

* 1. development of science and technology;
  2. culture Exchange;
  3. improvement of technical capability and government management;
  4. promotion of regional potential; and
  5. other cooperation that does not conflict with the provisions of the legislation.

For cooperation in the field of science and technology, it must be transferred to Indonesian Human Resources or its benefits can be felt directly by the community in the related area. In the Regulation of the Minister of Foreign Affairs in Chapter IV concerning the mechanism of Cooperation Relations, in certain fields by the Regional Government it can be carried out in Sub-Regional Economic Cooperation (KESR); cooperation with social organizations established by foreign nationals (foreign organizations); sending economic, social and cultural missions to and from abroad; and cooperation with representatives of foreign countries or international organizations in Indonesia.

# Doing an Assessment

Based on the Ministry of Home Affairs Regulation Number 25, the assessment is carried out with the following mechanisms:

1. communicate with local governments abroad or institutions abroad that will cooperate, through communication and informatics media;
2. dig up information through communication and informatics media, Ministries, and/or ministries that carry out government affairs in the foreign sector;
3. visits to regional governments abroad or institutions abroad that will cooperate; and/or
4. invite local governments abroad or institutions abroad to visit the area.

In conducting the Assessment, the Regional Government may also request relevant information through the Ministry of Home Affairs to the relevant Directorate General at the Ministry of Foreign Affairs and/or Indonesian Representatives.

# Conducting a Comprehensive Study of Cooperation

Cooperation between the Regional Government and the Regional Government and/or Institutions Abroad consists of the cooperation of twin provinces/sisters; cooperation with twin districts/cities; and other collaborations.

After conducting an exploration of cooperation, it is necessary to design a cooperation plan that at least contains the subject of cooperation; cooperation background; the aims, objectives, and objectives of the cooperation; object of cooperation; scope of cooperation; sources of financing; and the duration of the cooperation.

The cooperation plan will then be reviewed and then approved by the Regional People's Representative Council (DPRD). If approved by the DPRD, the draft cooperation plan is submitted to the Minister by the Regional Government for consideration and verification. At this stage the relevant Minister will coordinate with other relevant ministries and government agencies to further decide on the approval.

# Facilitation by The Relevant Ministries

In the initiation of inter-sub-national cooperation, there are several related ministries including the Ministry of Foreign Affairs, Ministry of Home Affairs, and other relevant ministries according to the field of collaboration. The Regional Head coordinates and consults with the Minister who carries out government affairs in the foreign sector prior to the signing of the Statement of Intention for Cooperation.

# Letter of Intent

In the results of the assessment, it can be followed up with a Letter of intent for cooperation between the two parties. The regional head coordinates and consults with the Minister and ministers who carry out government affairs in the field of foreign relations before signing the statement of will for cooperation. As a positive follow-up to the assessment, the Regional Government may prepare a Letter of Intent for Cooperation in coordination and consultation with the Ministry of Home Affairs which is copied to the Secretariat General and the Ministry of Foreign Affairs, as well as to the Directorate General of Law and International Agreements and the Directorate General in charge of bilateral relations with the state. related, prior to the signing of the statement of will for cooperation.

## Memorandum of Understanding

This stage is a stage that shows that cooperation has moved towards a more serious level ahead of the realization of cooperation. At this stage, both parties have agreed to publish a cooperation document. The document is a document of cooperation between the Regional Government and Regional Governments abroad or the Regional Government and Institutions Abroad commonly referred to as a Memorandum of Understanding (MoU) or other names and contains an agreement on what the parties will do during the working period.

# Realisation of Cooperation

In the implementation of cooperation, there is a process of guidance and supervision which is generally carried out by and nationally coordinated by the Minister. Meanwhile, at the regional government level, the guidance and supervision of cooperation is carried out by the regional head.

# Challenges of Initiating Foreign Cooperation

In the context of the initiation of foreign cooperation carried out by the Lampung Government, several obstacles and challenges were found. These constraints and challenges can come from internal and external factors. Some of them can be described as follows:

# Autonomy of Authority

The distribution of authority for local governments presents its own challenges in initiating foreign cooperation. The distribution of authority is limited to area, decision-making authority, and allocation of resource management. In addition, the Regional Government, in this case the decentralized government system, still refers to and is based on the Central Government. So that the implementation of decision making, policy implementation procedures, and the realization of the initiation of foreign cooperation requires synergy across government structures and related institutions.

# Limited Land Use Rights by Local Government

The right to manage land or territory is very limited for the government. Considering that strategic and potential areas in several tourist destinations are areas whose ownership is by the community/individual, so that the Government in this case does not have great authority. Meanwhile, the community in using the land has not been optimal and has not been used properly.

# Pandemic Covid-19 Impacts

The impact of the Covid-19 pandemic on various sectors of life cannot be denied, especially for the tourism sector. Before the pandemic, tourist travel was not hampered by the distance of the destination with the availability of various facilities and infrastructure. However, the Covid-19 pandemic, which requires activities to be carried out with restrictions on interaction, as well as the existence of social distancing policies and even large-scale restrictions such as lockdowns, greatly affect various types of tourism activities. Considering that tourism is very closely related to entertainment elements that allow crowds and crowds to occur.

One of the real obstacles as a impact of the pandemic is the closure of various inter-regional travel corridors, including foreign travel (travel corridors). The Travel Corridor between Lampung and the Australian route does not yet exist

/ is still closed. This is a crucial obstacle in revitalizing the tourism of the Lampung region for foreign tourists, especially those from Australia.

## Cost Implementation

The implementation of foreign cooperation requires the readiness of governance, management, and various supporting facilities and infrastructure. In foreign cooperation, the level of commitment built is on ideal governance, so that in its implementation it is often constrained by the carrying capacity of the budget.

# Community Readiness

The tourism sector is one sector that is very synonymous with hospitality. Culture is a very closely related thing in it. In the management of regional tourism

that is internationally competitive, it often collides with the readiness of the community. Not yet awakened awareness and supportive culture in the community, so that the convenience factor for tourists as the main factor in tourism activities, is often neglected. People often still understand tourism as an incidental business space, so its management is limited to short-term profit orientation. In addition, society sometimes still puts forward sectoral egos where only the interests of a small group or even individual interests are cared for.

To overcome this, an ongoing process of education and assistance is needed for the community. Considering that the community is the direct implementer and activist of tourism activities regardless of the type of tourism and wherever the destination or tourist attraction is developed. One important entity that needs attention is the Tourism Awareness Group (Pokdarwis). Where Pokdarwis can be a mouthpiece for education and assistance to the wider community.

# Stakeholder Readiness

Foreign cooperation for the Tourism sector will be related to stakeholders and many other elements. It is still a challenge for the Lampung government to facilitate and synergize the various elements. Some of the facilitation that has been done in the initiation of tourism cooperation has not been used optimally by related parties. Even though there have been several Tourism Associations in Lampung.

# Closing

In order to improve the welfare of the community and public services, especially in modern times and the era of technology as it is today, it is important to carry out foreign cooperation by local governments. In addition, to improve the ability of the region in optimizing existing resources to encourage the acceleration of regional development. The initiation of foreign cooperation by the Regional Government can be carried out based on Indonesian Statute Number 23 of 2014 article 363 concerning Regional Cooperation, Government Regulation Number 28 of 2018 concerning Regional Cooperation, Minister of Home Affairs Regulation Number 25 of 2020, and Minister of Foreign Affairs Regulation Number 3 of 2019 concerning Guidelines for Regional Government Foreign Relations.

Lampung has had several experiences in initiating foreign cooperation, both with government and non-government institutions. From the experience that has been carried out, several obstacles and challenges can be anticipated in the future to be considered and guides in the initiation of the next foreign cooperation. Given the potential that Lampung has for foreign cooperation, it is necessary to carry out sustainable preparation and good governance, as well as synergy with various stakeholders and other elements.

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