



## EFFORTS AND ROLE OF THE TOURISM DEPARTMENT IN TOURISM IN DEMAK DISTRICT BASED ON DEMAK REGIONAL REGULATION NUMBER 5 OF 2019

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**Abstract:** Tourism is all activities related to tourism and is multidimensional and multidisciplinary in nature which emerges as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Government and entrepreneurs. In this thesis, the researcher is concerned with the efforts and role of the Tourism Department in tourism in Demak Regency. This research aims to find out the efforts and role of the tourism office in tourism in Demak Regency. The data collection technique used in this thesis is descriptive qualitative, data obtained from interviews, observation and document study. The data analysis technique is using qualitative data analysis. The results of this research are the efforts and roles carried out by the Demak Regency Tourism Office in tourism in Demak Regency. This research shows that the condition of tourism potential in Demak Regency, which has a multitude of tourism attractions, should be able to make Demak Regency a developing area. The Demak Regency Tourism Office as a Regional Apparatus Organization has the duties and responsibilities of carrying out government affairs, especially tourism affairs. The conclusion of this research is that the Tourism Department in its efforts to develop tourism in Demak Regency can be concluded to have gone well but not optimally in several strategies. The author's suggestion is that the exploration and development of Demak Regency's tourism potential must be carried out optimally with modern packaging so as to make Demak Regency a popular tourist destination on a national-international scale.

**Keywords:** Tourism, Department, Development

## INTRODUCTION

Republic of Indonesia Law no. 10 of 2009 concerning Tourism outlines that tourism development needs to be increased to expand employment and business opportunities, increase foreign exchange earnings and introduce the nature and culture of the Indonesian nation. In facing national changes and strengthening people's personal rights to increase their free time by traveling, it is necessary to develop tourism which is based on the diversity, uniqueness and uniqueness of the nation while still placing diversity as an essential thing within the framework of the Unitary State of the Republic of Indonesia. Indonesia has a very interesting cultural diversity, this cultural diversity is based on the religion, customs and arts possessed by every tribe in Indonesia. The diversity that exists in Indonesia is the richness and beauty of the Indonesian nation. Apart from that, its beautiful nature will provide a special attraction for tourists, be it mountainous nature, underwater nature or beaches.

In order to carry out regional autonomy, the autonomy system is often linked to methods division of affairs between central and regional governments. Autonomous regions obtain a number of affairs to carry out themselves on the basis of submission or recognition. When affairs have been handed over from the central government to the regions, authority is attached to the regions, which includes the powers, rights or obligations given to the regions in carrying out their duties.

One area in Central Java province that has a lot of tourism potential that can still be developed is Demak Regency. Demak Regency has coastal areas and several other tourist destinations

which have great potential to be developed as tourist attractions and if managed well they can increase local government income which in turn improves community welfare. In general, the Demak Regency area is lowland with a few hills in the southern part of Demak which has a position as a Stop Over area for users of the Pantura route, to rest to relieve fatigue after traveling long distances (especially from Jakarta or Surabaya). Demak has two religious tourism potentials, namely the Great Mosque of Demak which is the forerunner of broadcasting the development of Islam on the island of Java, which is also a Walisongo heritage and there are tombs of the Sultan and kings of Demak. Apart from that, it also has the tourist attraction Sunan Kalijaga's Tomb in Kadilangu which is approximately 2.5 km from the city of Demak and no less interesting is marine tourism in Morosari Sayung, Bonang and Wedung as well as agro tourism and BULE (Guava and Catfish). The potential for tourist destinations is quite large and very varied and this strategic position needs to be managed professionally in order to produce added value for the welfare of the community in the tourist attraction environment in Demak Regency.

The Tourism Sector of Demak Regency is also rich in cultural treasures, both traditional and modern, including: Pesisiran Zippin Dance, Barongan, Kuda Kepang, Bedhoyo Dance, Flying, Traditional and Modern Rebana, Swara santi, Kerocong, Pedalangan art (Leather puppetry), Ketoprak and Kentrung, as well as the emergence of band groups among the younger generation. Based on the above, the Demak Regency Tourism

Office has a very important role in the development sector, especially the Tourism Sector in the Demak Regency area (there are many tourist assets) which need to be developed sustainably, so that future development targets are expected to increase the income of the community around the tourist attraction. in particular and the welfare of the people of Demak Regency in general.

Therefore, so that the organization has a solid foundation and clear direction in carrying out its duties and functions so that it will be able to answer challenges to realize the hopes of its existence.

So, with the role of the Tourism Service, it can increase the potential of existing tourist attractions by being prepared in a more structured and sustainable manner. It is hoped that it will be able to make a significant contribution to regional development. The vision and mission for the development direction of Demak Regency for 2006-2025 states: "The tourism sector needs to be developed more professionally so that it is able to encourage regional economic activities, improve the welfare of the surrounding community, expand employment opportunities and maintain cultural preservation."

The development of tourist areas is an alternative that is expected to be able to encourage both economic potential and conservation efforts. Regions that are able to optimize the potential of one of their economic sectors will have an optimal level of development. The tourism sector is a sector that can support regional economic growth if managed well and will reduce regional dependence on the exploitation of natural resources.

## **MAIN PROBLEM**

The aim of this main problem is to find out the efforts and role of the Tourism Department in Tourism in Demak Regency

## **METHOD OF RESEARCH**

The approach method used in this research is using an empirical juridical approach. The specifications for this research use descriptive qualitative. The data collection method used in this research is interviews, observation and documentation studies. The data analysis method used is descriptive qualitative.

## **RESEARCH RESULT AND DISCUSSION**

The state government essentially functions to regulate and serve. The regulatory function is usually associated with the essence of the modern state as a legal state, while the service function is associated with the essence of the state as a welfare state. Here it is clear that the role of government is understood as the efforts made by the government to regulate and manage society in a country with the aim of enforcing the law and creating prosperity for its people.

The tourism industry is not an independent industry, but is an industry consisting of a series of companies that produce services or products that are different from one another. The differences are not only in the services produced, but also in the size of the company, the location of the domicile, the form of organization that manages it and the methods or means of marketing.

The boundaries of tourism as an industry are given in a limited way, only describing what tourism actually

is. This can provide a broader understanding. So actually, the idea of giving the term tourism industry is more aimed at providing an attraction so that tourism can be considered as something that is meaningful for the economy of a country, especially in developing countries. The tourism industry is a whole series of businesses selling goods and services that tourists need, while they are on a tourist trip until they return to their place of origin.

The Demak Regency Tourism Office is the implementing element for government affairs in the tourism sector which is the authority of the Region. The Tourism Service is led by the Head of the Department who is located below and is responsible to the Regent through the Regional Secretary.

The Tourism Office has the task of "Assisting the Regent in carrying out the Government's implementation functions in the tourism sector which is the authority of the region". The Tourism Department in carrying out its duties has the following functions:

1. Formulation of tourism policy
2. Implementation of tourism policy
3. Implementation of evaluation and reporting in the tourism sector
4. Implementation of Service administration in accordance with the scope of duties
5. Implementation of other functions assigned by the Regent in accordance with his duties and functions

Apart from that, the Demak Regency Tourism Office also has a Demak Regency Tourism Service Service Promise, including: We are ready to provide the best service in the field of tourism by:

1. Fast, precise and high quality
2. Personality
3. Professional
4. Normative
5. Competitive
6. Go forward
7. Be responsible

### **Efforts of the Tourism Department in Tourism in Demak Regency**

Strategy is a way to achieve goals and targets which are then translated into policies and programs.

The strategy of the elected Regent and Deputy Regent of Demak as a reference for the Tourism Office is to increase tourism competitiveness through opening new destinations, increasing tourism promotion, strengthening tourism awareness groups, and increasing the frequency and quality of tourism events.

Meanwhile, the strategy adopted by the Demak Regency Tourism Office in order to realize these goals is:

1. Increasing promotions through print and electronic media (websites and TV advertisements, promotions in newspapers, installing billboards and creating event calendars), as well as optimizing human resources for TIC managers in disseminating information via IT.
2. Developing leading tourism destinations and building potential new tourist attractions.
3. Increase the length of stay of tourists to improve community welfare.
4. Increase tourism promotion through event calendars.
5. Improving creative economy tourism programs in tourist attraction environments and management and management workshops that are standardized and certified.

6. Increasing the activity and quality of Pokdarwis through socialization and technical training.
7. Increasing human resources through tourism ambassadors for tourism promotion.
8. Increased promotions and joint events

Policy is the direction/action taken by the Regional Government. The policy of the elected Regent and Deputy Regent of Demak as a reference for the Tourism Office is to increase the competitiveness of the tourism sector focused on increasing tourism's contribution to Regional Original Income and developing new destinations. Meanwhile, the policies taken by the Demak Regency Tourism Office to achieve these goals are:

1. Disseminate information through IT and marketing tourist attractions with priority on regional superior tourist attractions.
2. Improving the arrangement of leading tourism destinations and building new tourist attractions (Marine Tourism and Agro Tourism).
3. Construction of the Performance Hall.
4. Increase international standard events and increase promotion and marketing of tourist attractions with priority on regional superior tourist attractions.
5. Increasing creative economy tourism programs, home stays and tourism services as well as sending participants to take restaurant/restaurant and homestay/hotel certification exams.
6. Increasing human resources through selecting tourism ambassadors. Increased coaching and sending of tourism awareness

groups in the Pokdarwis Competition.

7. Establish cooperation between regions in the Kedungsepur and Pakudjembara regions.

Demak Regency can leverage the power of law to create a thriving tourism industry that complements its cultural and natural treasures. Here's a detailed look at how specific regulations can be implemented:

- 1 Safeguarding Heritage: Enact a robust Heritage Protection Act to shield Demak's historical and cultural gems. This act would designate the Great Mosque of Demak, Sultanate relics, and other significant sites as protected zones. It would outline clear penalties for vandalism, unauthorized modifications, or neglect. Additionally, the act could establish a dedicated agency responsible for the restoration, maintenance, and promotion of these heritage sites. This ensures their preservation for future generations and fosters a sense of cultural pride within the community.
- 2 Sustainable Tourism Framework: Develop a comprehensive Environmental Regulation focused on responsible tourism practices. This regulation could establish designated zones with limitations on construction or development to safeguard ecologically sensitive areas. It could also outline waste management protocols for tourist establishments and enforce responsible disposal practices. Additionally, the regulation could restrict activities that harm the local flora and fauna, such as illegal wildlife trade or irresponsible diving practices. By prioritizing

- sustainability, Demak preserves its natural beauty, a key draw for eco-conscious tourists, and promotes long-term environmental well-being.
- 3 Standardization for Quality: Establish a Tourism Licensing Act that sets the bar high for tourism businesses. This act would require hotels, restaurants, and tourist guides to obtain licenses after meeting specific criteria. The criteria could encompass hygiene standards for food preparation and accommodation facilities. It could also mandate safety protocols like fire safety measures and first-aid training for staff. Furthermore, the act could establish a competency evaluation process for tourist guides, ensuring they possess accurate historical knowledge and effective communication skills. This standardization ensures a consistent level of quality for visitors, fostering trust and encouraging positive word-of-mouth promotion.
  - 4 Regulating Homestays: If homestays are becoming a popular accommodation option, consider a Homestay Regulation Act. This act would require homestays to register with the local authorities. Registration would be contingent on meeting specific requirements like fire safety certifications, adherence to hygiene standards, and basic amenities. Additionally, the act could mandate clear display of registration information for transparency and enforce regular inspections to ensure ongoing compliance. This protects tourists from unsafe or unsanitary conditions while providing a legitimate income opportunity for local residents.
  - 5 Maintaining Public Order: Implement a Public Order and Safety Act specifically for tourist areas. This act could regulate street vendors, ensuring proper licensing, hygiene practices, and designated vending zones to prevent overcrowding or obstruction of pedestrian traffic. The act could also empower authorities to address petty crime like pickpocketing or scams, enhancing visitor safety. Furthermore, the act could establish noise restrictions to ensure a peaceful environment for both tourists and residents. This focus on public order creates a welcoming and secure atmosphere, encouraging tourists to relax, explore, and consider Demak a destination worth returning to.
- By implementing these legal frameworks alongside other tourism development initiatives, Demak Regency can create a strong foundation for a sustainable and successful tourism industry. Remember, clear and enforceable laws, coupled with community involvement in their creation, will ensure these regulations support both tourism growth and the well-being of Demak's residents.
- In order to implement the Vision and Mission of the Regent of Demak, namely the realization of a religious Demak society that is more prosperous, independent, advanced, competitive, conducive, personable and democratic. As well as the third mission regarding tourism affairs, namely "Increasing food sovereignty and community economy based on local potential and reducing the unemployment rate". To realize this,

the activities in the program are summarized as follows:

1. Tourism Affairs
2. Tourism Destination Development Program
3. Tourism Marketing development program
4. Partnership development program

## CONCLUSION

The Tourism Office in its efforts to develop tourism in Demak Regency has gone well but has not been optimal in several strategies. Strategies that have been successful include increasing religious tourism and have not yet integrated it with other tourism potential. The implementation of other strategies has not been optimal because obstacles have been found. These obstacles include the performance of the apparatus within the Tourism Department which is still not optimal because there is still a shortage of human resources who are experts in the fields of tourism and engineering and cost constraints in the form of budget limitations which also hinder the preservation of tourism destinations in Demak Regency.

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