

Persuasive Communication Strategy in Supporting Sustainable Tourism Development in the North Bandung Area

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Abstract

This study aims to examine the developers' efforts, the community, and the government in dealing with sustainable tourism areas in the area of North Bandung. This study also seeks to find each institution's communication strategies to find out what kind of procedures can help develop sustainable tourism in the area. Researchers' method is the exploratory method to explore broadly about the causes that influence the occurrence of something. This exploratory research was conducted qualitatively to know the procedures adopted by the parties involved for the continuity of tourism in North Bandung. Causes of disruption of conservation: The natural tourism area in North Bandung is mainly due to the indifference of those who benefit from tourism's short-term benefits. By handling persuasive communication, integrative development emerged and began to be socialized with the community. Persuasive communication is an effective way to integrate agencies on one goal, namely, sustainable tourism development. What primarily drives this compelling communication activity is the existence of cross-sectoral programs carried out by various parties. The results of this study can provide useful information to help improve sustainable tourism programs in an area. This information can help the government, especially regional governments and the ministry of tourism, and the ministry of environment to be followed up concerning programs and human resources in establishing sustainable tourism areas.

Keywords

environmental issues;
community development; social approach; between institutions; communication network.



I. Introduction

Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

Tourism development should always perpetuate the environment (Buijtendijk & Eijgelaar, 2020). It is because nature itself is a source of tourism (Chylińska, 2019). However, the state of tourism development often involves environmental damage in such a huge number of visitors and the number of hotels and facilities (Anwar et al., 2019)(Vitasari et al., 2021). Therefore, one of the biggest challenges for sustainable tourism is encouraging visitors to act to minimize the environmental impact itself (Achu, 2019). It is especially the case in natural protected areas where the environment is often fragile, and caring and interesting experiences are usually sought (Arora et al., 2020). Some studies show that

recreational activities can cause environmental degradation, even at low levels of use (Sharif et al., 2020), and that visitor behavior and levels of visitor density can affect the quality of visitor experience (Kim et al., 2018; Thapa & Lee, 2017).

Sustainable tourism is an important topic but understanding how businesses can engage tourists to become active partners in reducing resource consumption remains elusive. Tourism is resource intensive (Lucrezi & Saayman, 2017; Winoto & Nuarini, 2021), and without intervention, consumption of resources could double by 2050 (Gössling & Peeters, 2015). While technology-based efforts to increase efficiency have demonstrated potential savings, these efforts are not sufficient to make significant reductions (Melissen et al., 2016). Since about half of resource consumption is directly related to guest rooms, involving guests in resource efficiency and conservation programs is essential (Hawkins & Vorster, 2014). Despite the abundance of past research, little research has been done to understand the effectiveness of current communication efforts at changing that demand. They recognize that it is difficult to encourage consumers to behave in a sustainable manner (White et al., 2019) (Musawantoro & Zulkifli, 2020).

The North Bandung area is a protected area and a cultivation area that has an important function and role in ensuring the sustainable development of life in the Bandung Basin area; on the other hand, it has high potential to be developed as a tourism area. Referring to the Regional Regulation of West Java Province No.1 of 2008 concerning Control of Spatial Utilization of the North Bandung Area, it directs tourism development in ecotourism activities, agro-tourism, educational and sports tourism. The environment and socio-culture as tourism resources in the North Bandung Area are two protected aspects, while the economic element is implemented through tourism activities. Tourism activities in the North Bandung Area can directly impact the contribution of the regional economy, job opportunities, and entrepreneurial initiatives of the local community. On the other hand, there are negative impacts of tourism activities that can damage the North Bandung Area's ecosystem. One of the efforts of tourism managers in maintaining the North Bandung area's sustainability is through persuasive communication. Persuasive communication, both verbal and non-verbal, has been carried out by tourism managers in the North Bandung Area in supporting the creation of sustainable development. The effectiveness of persuasive communication is one of the focuses that will be examined in this research; it can design an effective persuasion communication strategy for the North Bandung area.

Persuasive communication, which includes verbal, non-verbal, and imagery components (Gass and Seiter, 2014; O'Keefe, 2016; Perloff, 2010), is more sophisticated and comprehensive than the asynchronous (one-way) advertising approach. Persuasive communication involves a symbolic process in which communicators try to convince others to change their attitudes or behavior regarding a problem by transmitting messages in an atmosphere of free choice (Perloff, 2010). Persuasion can affect a person's mental state through steps that seek to change attitudes, leading to behavior change (O'Keefe, 2016). Persuasion differs from getting adherence in that the latter focuses on changing behavior without changing attitudes (Gass and Seiter, 2014).

Persuasive communication involves a lot of interaction in dialogue (Perloff, 2010), where perceptions of the communicator's trust and credibility can influence the impact or compliance technique (Teven and McCroskey, 1999). Differences in mood and age can also affect persuasion due to differences in value or topic relevance; successful communicators modify their approach to suit their audience (Curtin, 2010; O'Keefe, 2016). The determining factor is the persuasiveness of the communication context (Warren et al., 2017). Social situations include subtle cues found in face-to-face meetings (Gass and Seiter, 2014). They

may also be sensitive to direct and indirect messages, depending on the social and culture (Wiseman et al., 1995).

Courtesy theory (Brown and Levinson, 1987) provides a framework for further developing interpersonal communication tactics. Individuals strive to maintain two types of faces: positive for respect and negative when others limit feelings. Understanding the modesty threshold for both the communicator and the person being persuaded is essential for encouraging behavior change. Individuals tend to fulfill requests if their faces are threatened (Gass and Seiter, 2014). Face threatening actions can occur when a communicator does not care about the persuader's feelings (Kitamura, 2000). In situations where we cannot say what we want, we apply language techniques to convey messages without threatening (Holtgrave, 2008). Methods include a positive politeness-friendly approach (showing equality or expressing appreciation) and a negative formal politeness approach (using suggestions or respecting the other's right not to be imposed) (Brown and Levinson, 1987; Kitamura, 2000).

The success of communication is highly dependent on the message conveyed to the audience. The message is everything transmitted by someone in the form of symbols perceived and accepted by the public in a series of meanings (Bungin, 2015). In this case, no matter how good the idea is, our audience will not understand the concept if it is not arranged according to the correct language structure. For that, we need a message preparation technique, namely the one-side issue and the two-side issue. The one-side issue is a message delivery technique that emphasizes the good or bad side of something. It means that a communicator in conveying a message must emphasize whether it is good or vice versa. This delivery technique is suitable for less educated people, so they do not have a choice. Meanwhile, the two-side issue is delivering messages in which the communicator presents good things and submits negative things. The communicator allows the audience to think whether there is any benefit to getting the information conveyed.

The selection of effective communication media for persuasion must be adjusted to the content's characteristics and the purpose of the message content to be conveyed to the audience. The following are effective communication media that can be used to describe messages: print media, electronic media, outdoor media, small format media, group communication channels, interpersonal communication channels, the internet, and social media.

A communication process that is carried out does not escape various obstacles. Therefore, communication planning aims to overcome barriers to effective communication. Also, communication planning is needed to implement the programs to be achieved, whether for imaging, marketing, spreading ideas, cooperation, or building communication infrastructure. The communication approach is intended to create a more significant difference in human actions by transferring new ideas. A communication planning expert states that a communication strategy is the best combination of all communication elements ranging from communicators, messages, channels (media), recipients to influences designed to achieve optimal communication goals (Cangara, 2015).

The choice of a communication strategy is a crucial step. It requires careful handling in communication planning because if the strategy selection is wrong or wrong, the results can be fatal and result in losses in time, energy, and material. Therefore the strategy is a secret hidden by the planner.

Therefore, this article intends to discuss how persuasive communication is carried out by parties involved in tourism development in the North Bandung area, a shared space of several cities/regencies around Bandung. There are numerous city governments, administrators, business people, and the society involved.

II. Research Methods

A method is a procedure or a series of systematic ways to explore scientific truth. At the same time, research is scientific work that is carried out systematically, regularly, and in an orderly manner, both regarding the procedure and in the process of thinking about the material (Prastowo, 2012). The research paradigm is in two main paradigms: positivism (quantitative), a tool to explore physical and human phenomena as a whole. Creswell and Creswell (2018) explain that qualitative methods can be used to reveal and understand something behind a phenomenon that is little, not yet known. This method can also be used to gain insight into something that is little known.

III. Result and Discussion

3.1. Overview of North Bandung North

Bandung area is a protected area on the border of Bandung Regency and City. This area is a water catchment area for hydrological Bandung City. The development of the North Bandung area in the future is carried out with a more orientation towards safeguarding the protection function through the policy of limiting the physical growth of the site, primarily through restrictions on the type of development and the limitation of the area of its building coverage (Bandung Regency Spatial and Regional Planning, 2017).

The North Bandung area has an essential role in ensuring the sustainability of life and environmental balance in the Bandung Basin. The North Bandung area is the Strategic Area of West Java Province, which is included in the 2009-2029 West Java Provincial Spatial Plan. Spatial planning in this area is prioritized because it has a significant influence on regionally and in various aspects.

The boundary of the North Bandung Area is determined based on the regional ecosystem and administrative area. In general, the scope of this research area includes the North Bandung Area (KBU). Referring to the West Java Provincial Regulation Number 1 of 2008 concerning Control of Space Utilization in the North Bandung Area, administratively KBU is in the administrative area of Bandung Regency (3 districts, 18 villages, and two city neighborhood). Bandung City (10 subdistricts and 30 sub-districts), West Bandung Regency (6 sub-districts and 49 villages), and Cimahi City (2 sub-districts and eight sub-districts). This study focuses on four major tourist protected areas, including Djuanda Forest Park, Tangkuban Parahu Nature Park (nature conservation area), Bosscha Observatory (cultural and scientific heritage site), and the West Bandung Area.

3.2. Utilization of North Bandung Protected Areas for Tourism

The North Bandung area is designated as a strategic area of West Java Province, which is listed in the Regional Spatial Plan (RTRW) of West Java Province 2009-2029. Currently, the North Bandung Area's spatial use is uncontrolled, thus threatening the sustainability of the conservation function of the area as a water catchment area. Then the West Java Provincial Regulation No. 2 of 2016 was made as a guideline for KSP zoning regulations, evaluation of RTRW, issuance of space utilization permits by the government, and land use rights in the context of the North Bandung Area. Administratively, the North Bandung Region covers Bandung Regency parts, all of Bandung City and Cimahi City, and parts of West Bandung Regency.

Based on the spatial pattern, the North Bandung Area consists of protected areas and cultivation areas. Protected areas of the North Bandung Area, which are included in the West Bandung Regency area listed in article 14, are: (a) Nature conservation areas: part of the

Grand Forest Park Ir. H. Djuanda and Tangkuban Perahu Nature Park. (b) Nature reserve area: Tangkuban Perahu Nature Reserve. (c) Cultural and scientific heritage areas: Bosscha Observatory. (d) Geological natural disaster-prone areas: Lembang Fault.

3.3. Forest Tourism Park Ir. H. Djuanda

Forest Park Tourism Park Ir. H Djuanda is taken from one of the Indonesian heroes, Ir. H Djuanda, who is the last Prime Minister of the parliamentary democracy era in our country. He made significant contributions to the Djuanda declaration on December 13, 1957. The declaration's content was a statement that all islands and seas of the archipelago were one inseparable whole. This park is conceptualized as a nature conservation area about ± 7 km north of Bandung City. This forest park extends widely from the Dago Pakar area to the Lembang and Maribaya areas. Forest Park Ir. H. Juanda has quite a variety of natural tourist attractions such as natural scenery, flora, and fauna and a cool and comfortable air condition. In addition, there are various exciting tourist objects in the Taman Hutan Raya area, such as playgrounds, caves, and waterfalls. These places are located in a forest garden covering an area of ± 526.98 hectares, namely Curug Dago and the Thai royal stone inscription, an open stage, a PLTA Bengkok pond, a monument to Ir. H. Djuanda, and an information center (mini-museum) Tahura, playground, Japanese Cave, Dutch Cave, Lalay Waterfall, Omas Maribaya Waterfall, Raya Forest Nature Panorama, jogging track to Maribaya, and Lembang Fault.

3.4. Tangkuban Parahu as a Nature Conservation Area

The name of Mount Tangkuban Perahu in Sundanese means an overturned boat. This is according to the shape of the mountain that resembles an overturned boat when viewed from a distance. The West Java Center for Natural Resources Conservation (BBKSDA) (2019) explained that Mount Tangkuban Perahu was designated as a nature reserve and natural tourism park on September 3, 1974 based on the decree of the Minister of Agriculture No. 528 / KPTS / UM / 974. It is an area of 1,660 Ha, which is divided into two parts, namely 1,290 Ha (nature reserve) and 370 Ha (natural tourism park).

The object of the Tangkuban Perahu Mountain Nature Tourist Park is located on Mount Tangkuban Perahu, Sukajaya, Lembang, Bandung, West Java. Mount Tangkuban Perahu is a mountain located in West Java Province. It has become one of the tourist attractions in Bandung that is mostly visited during holidays by local and foreign tourists. Tangkuban Perahu Mountain has an altitude of 2,084 masl, about 20km to the north of Bandung City. Every tourist who wants to visit the Tangkuban Perahu Mountain Nature Tourism Area must bring or wear warm clothes or jackets because the air around this area is quite cold. Seventeen degrees during the day and 2 degrees at night. Around Mount Tangkuban Perahu, pine trees and tea plantations also thrive, which makes the scenery around Mount Tangkuban Perahu cooler and more beautiful.

Natural tourism management company Tangkuban Perahu Nature Tourism Park is managed by PT. Graha Rani Putra Persada (PT. GRPP), which is carrying out management activities at Tangkuban Perahu Nature Tourism Park, needs to compile a long-term work plan, which will be compiled in the Nature Tourism Entrepreneur Work Plan (RKPPA). The preparation of each long-term plan will always be accompanied and supervised by the West Java Natural Resources Conservation Agency as the conservation area's supervisor.

Mount Tangkuban Perahu has an attraction, namely beautiful natural scenery, in the form of natural craters, flora, fauna, cool temperatures, accessibility to objects that are easily accessible, and there are souvenirs and local specialties. The main destinations in Tangkuban

Perahu Nature Park are Queen Crater, which is one of the leading destinations because this object is the most accessible object for tourists and is often the first destination.

In addition, the next object is Upas Crater and New Crater, which are located about 1.3 km on foot around Queen Crater. Upas Crater has a purity where the crater will fill with water during the rainy season and form a blue lake coupled with the fertile endemic vegetation. These, namely manarasa trees, can grow in ecosystem situations with high sulfur content. Meanwhile, New Crater is a crater that is located on a cliff beside Upas Crater, which does not form a large bowl basin like other craters. The next crater object is Domas Crater; this crater is one of the favorite destinations for tourists at Tangkuban Perahu Nature Park who have more visit time. In this crater area, several small pools contain natural hot water from sulfur and mixed with a little mud. This crater's advantage is the area's conditions that tend to be safe to visit until a reasonably close distance. This good condition has developed into a tourist attraction that is very attractive to tourists so that they can carry out activities such as soaking their feet in hot water pools, massage mud, and boil eggs with hot water, which reaches a temperature of 980C. If we want to enjoy a calmer atmosphere or want to have a relaxing coffee while enjoying the view of the crater rim, we can walk a little towards the area to the right of the parking lot at Queen Crater. The atmosphere there is much calmer.

3.5. Bosscha Observatory as a Cultural and Scientific Conservation Area

Bosscha Observatory is one of the oldest star observation spots in Indonesia. This observatory was built during the Dutch colonial era by the Nederlandsch-Indische Sterrenkundige Vereeniging (NISV) in 1923. The name Bosscha is taken from one of the businessmen who donated his wealth during the observatory construction, namely Karel Albert Rudolph Bosscha. The observatory in Lembang is located at an altitude of 1,310 meters above sea level and is now under the Faculty of Mathematics and Natural Sciences (FMIPA) ITB (Institut Teknologi Bandung; Bandung Institute of Technology).

As a historical heritage building, the government in 2004 declared that the Bosscha Observatory was entered into a Cultural Heritage Object. In 2008, it was designated as one of the national Vital Objects that must be secured. The Bosscha Observatory, which is now 90 years old, has 12 telescopes with different functions besides the large binoculars inside its giant dome. Of the 12 telescopes, only six are actively used for research activities. The rest is used for educational purposes only. Among the six telescopes used for research is the GAO Remote Telescope System Telescope.

3.6. Persuasive Communication Patterns of Utilization Of North Bandung Tourist Areas

Communication strategy is essentially planning and management to achieve a goal. But to achieve this goal, the strategy does not function as a road map that only points the direction but must indicate how the operational tactics are. Likewise, a communication strategy is a combination of communication planning and communication management to achieve a goal. The communication strategy must show how functional it is tactically, in the sense that the approach can be different from time to time, depending on the situation and conditions. Persuasive communication built for the use of tourism in northern Bandung is through cooperation between government agencies, local communities, and park area managers in overcoming environmental problems. The environment affects the quality of tourism, namely as an attraction for tourists that offers aesthetic and comfort aspects.

Paying attention to environmental aspects in the management of KBU in KBB certainly needs more attention. In the RTRW KBB study, it was also stated that the main trigger for ecological issues is the poor management of existing protected areas, especially in the North

Bandung and South Bandung areas, as well as river border areas. This condition's consequences include a decrease in the area of water infiltration and high sedimentation, which then triggers flooding and a reduction of groundwater levels in almost all areas of West Bandung Regency.

To achieve the spatial planning policy in the West Bandung Regency RTRW and controlling the development of urban areas in the northern region is to maintain a sustainable environment in two strategies, including controlling the use of space in the Lembang Tourism Area and the northern part of Padalarang Tourism Area. Besides, it strengthens PKL, PPK, and PPL functions to support economic growth in each WP by providing infrastructure to support the regional economy.

According to the information from Bappelitbangda of West Bandung Regency, control of space used in the Lembang WP Area or included in the North Bandung Area is carried out by limiting settlement growth increasing licensing supervision. In addition, one of the environmental issues that was also discussed in the interview was related to the management of livestock waste in the community around the North Bandung area.

The parties that can be seen in livestock waste management include the community, the North Bandung Cattle Breeders Group (KPSBU), and Citarum Fragrant River Program (Anwar et al., 2019). In this case, the community is expected to support various programs implemented and actively participate in programs, both training and socialization carried out by the government. KPSBU acts as an intermediary between the government and other parties to society in a more inclusive manner, and the Citarum Harum involved in several programs implemented in the North Bandung area, such as cleaning rivers and planting trees are continuously being promoted. The obstacles encountered in this management are the huge amount of waste generated. It takes a long time and the active participation of all parties, especially the local community as the main party.

In addition, one of the efforts made to improve the quality of tourism is to establish good relations with the local community and help develop their livelihoods as economic actors in the tourism sector by providing guidance and structuring economic activities in tourism objects so that they are well organized (Interview with DT, government official, 2/10/2020). This communication is the form of development. Economic activity is a persuasive communication to the community to involve them in their program, trying to earn an economic livelihood (Wood et al., 2019). It, in turn, will shape their sense of belonging to the ecological area they live in.

Communication strategy is what determines the success or failure of communication activities effectively (Bourne, 2016). Communication of licensing aspects for tourism utilization is essential with vital legality to obtain a permit to utilize an area used for tourism (Kelly et al., 2017). In terms of development licensing in the North Bandung Area, all areas in the northern Bandung area must pay attention to West Java Provincial Regulation Number 2 of 2016 concerning Guidelines for Controlling the North Bandung Area as a Strategic Area of West Java Province. The West Bandung Regency Government can issue a development permit in the North Bandung Area if the West Java Provincial government has previously approved it. Suppose the provincial government does not grant a development permit in the North Bandung area. In that case, the West Bandung Regency government cannot grant the development permit (Interview with AK, government official, 10/4/2020).

One of the problems in managing the North Bandung Area in West Bandung Regency is the increasing number of residential areas, which further reduces the number of open spaces that should become water catchment areas (Freni & Liuzzo, 2019; Hooper et al., 2018). To overcome this, the West Bandung Regency government is currently prioritizing developing the North Bandung Area as a tourist destination and has limited or no longer

gives permission for the development of new residential areas in the North Bandung Area. The development of tourist areas in the North Bandung Area is more permissible than the development of new residential areas. It is because tourist destinations' development is easier to manage in terms of environmental management than settlements. For example, it is not easy to ensure that all new residential areas will eventually make bio pores for water absorption. In addition, the West Bandung Regency Government is currently more focused on developing the southern region of West Bandung Regency. Developers wishing to build new residential areas are more directed and have their permits facilitated to make in the south area of West Bandung Regency than in the North Bandung Area (Interview with TR, environmental observer, 9/4/2020).

Apart from being faced with increasing the number of residential areas, another problem faced by West Bandung Regency is the control of buildings in the North Bandung Area that existed before the area was designated as a conservation area (Gürtler et al., 2017). It happened before the issuance of the West Java Provincial Regulation Number 2 of 2016 concerning Guidelines for Control of the North Bandung Area. Before this regulation, these buildings already had permits issued by the local sub-district. It cannot be denied because prior to the issuance of this regulation, permits were still delegated from the regent to the sub-district. The sub-district had the authority to issue licenses in contrast to the current licensing administration, which must first be approved by the West Java provincial government. This problem is also an obstacle for West Bandung Regency to continue to control the North Bandung Region as a strategic area of West Java Province. The West Bandung Regency Government cannot manage existing buildings that are not by the land designation. These buildings can be moved to another area according to the appointment. However, this transfer requires a large fee, primarily to provide compensation. On the other hand, the government's financial capacity to provide compensation is very limited. Until now, the government has not been able to deal with the buildings built (Interview with AW, government employee, 10/4/2020).

The strategy and policy direction of the West Bandung Regency Government currently encourages and facilitates licensing for the development of tourist destinations in the North Bandung area; however, disincentives are still imposed in the development process. Disincentives are tools to prevent, limit deviations, or reduce activities that are not in line with the spatial plan (Fischer et al., 2016). For example, tourist destination developers must provide green open space for water catchment areas, which violate get disincentives. This form of disincentives can be the imposition of a high budget for the designation of buildings not by the plan, revocation of permits, and others. The disincentive at first glance looks good, but sometimes the developer tricks this by providing green open space they will develop or outside the northern Bandung area but still in the West Bandung Regency area. Whereas the initial intention of the disincentive was that the site be developed yet has a water catchment area as the original function of most places in the North Bandung area (Interview with DS, environmental activist, 8/9/2020).

Thus, legal awareness is also something that needs to be disseminated to all parties involved in the tourism business (Dolan et al., 2019). A government official in the Tourism and Culture sector said that implementing a tourist operation permit is an important thing to do, considering that it makes it easier to collect data on tourist objects operating and those that are not operating. Suppose there is a tourist attraction that does not have a permit or is said to be illegal. In that case, this will be followed up and coordinated with the Civil Service Police Unit (Satpol-PP) to take action by closing tourist objects that do not have an operating permit (Interview with YN, government employees, 3 / 9/2020).

Sustainable tourism development in the North Bandung area requires an integrated development implementation from all parties. An integrative understanding and practice of development appear to be heavily influenced by the community's social, political, economic, and cultural considerations (Creamer et al., 2018). The symptoms of sectoral polarization and fragmentation of government, in general, led to polarization and fragmentation based on factors of business-political interests, regional spirit, and interests in the cultural framework (Interview with TH, government official, 10/4/2020).

Business-politically oriented fragmentation is generally carried out by those who have a background as entrepreneurs. The spirit of survival and the spirit of hunting for profit have messed up the area's handling (Bold, 2019). Therefore, persuasive communication carried out by government agencies involving the community and local government agencies is an exemplary step in dealing with regional parochialism. The Bandung Basin problem is a common problem between districts and cities around it (Interview with DR, environmental activist, 7/9/2020).

In general, these persuasive communication efforts are very adaptive in the context of each regency/city's long-term interests around the Bandung Basin, thus enabling the development of sustainable tourism areas in North Bandung. Various social elements must immediately support such a step. Hence, sectoral administrative differences are not sharpened into sectoral egoism but become reasons for useful participation in supporting integrative development. With that situation, sustainable tourism has the right place in the North Bandung area.

IV. Conclusion

Persuasive communication in the multisectoral institutional aspect builds cooperative relationships between government agencies whose territory includes the North Bandung area. It is built so that there are no conflicts over land use and the impact of the land used in an area. Thus to avoid sectoral egos that blame each other and delegate responsibility to each other. The sectoral ego is the biggest obstacle felt by government officials. Each region's position, which is included in the North Bandung Area, has the same position. So, when there is an ego-sectoral interest in managing the North Bandung area, it can be discussed together without the need for a unilateral decision from the relevant region. That is because basically, every decision product has a relationship with other areas. For example, the incident of a broken embankment in the Bandung Regency impacted the City of Bandung. It illustrates that each region must be able to sit together and discuss decisions properly without sectoral egoism. The Governor of West Java's task, who is the right hand of the Central Government, is not only to be the coordinator, but his role must be able to go down to the technical decision-making policies. Thus, the decisions made by each region can be monitored both by the Regency/City members of the North Bandung Region, the Regional Government, and the Central Government. It is through this strategy that the destruction of a tourist area like North Bandung Area could be prevented.

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