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## **POLICY IMPLEMENTATION FOR DESTINATION DEVELOPMENT: A LITERATURE REVIEW**

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**Abstract:** This research is a literature review that discusses policy implementation for destination development in non-tourist areas. The aim of this study is to explore and analyze various policy implementations that have been carried out in the context of destination development in previously non-tourist regions. In this study, the researcher used the Systematic Literature Review (SLR) method to identify, evaluate, and interpret relevant research. Seven articles selected from the 18 found are the most relevant to the keywords "Policy Implementation" and "Tourism Development in non-tourist area". Some key findings in this study emphasize the importance of policies in transforming non-tourist regions into attractive and sustainable tourist destinations. Proper policy implementation can shape structures that regulate tourism growth, enhance the region's appeal, and improve the quality of services in the tourism industry. Strategic steps that can be taken in policy implementation include identifying local potentials, formulating destination development plans, and developing human resources in the tourism field.

**Keywords:** Policy Implementation; Destination Development; Tourism.

### **INTRODUCTION**

Tourism development in non-tourist areas has emerged as a focal point for regional and local economic growth. These areas, previously not intended for tourism, often encompass regions focused on industrialization, such as Bekasi, Purwakarta, and Karawang (Hernawan & Pratiidina, 2015). Despite their industrial character, these areas hold potential for tourism due to unique local resources, cultural heritage, or strategic geographical positions. Transforming such areas into tourist destinations necessitates effective public policies to guide and manage this shift (Dela Santa, 2018). Research underscores the significance of policy implementation in enabling regions to benefit from tourism's economic and cultural advantages while minimizing potential negative impacts (Pulido-Fernández & Pulido-Fernández, 2019).

The objective of this study is to examine existing literature on policy implementation and its role in transforming non-tourist areas into thriving destinations. Using the SLR method, this study aggregates findings from various sources to provide comprehensive insights into best practices and challenges encountered in this process (Triandini et al., 2019). Furthermore, this research seeks to highlight the role of stakeholder engagement and

innovative governance strategies in promoting sustainable tourism practices tailored to the specific contexts of non-tourist regions.

### **LITERATURE REVIEW**

Policy implementation serves as a framework for enabling tourism growth by providing direction, infrastructure, and stakeholder engagement (Judisseno, 2015). Effective policies address challenges, leverage local potential, and foster sustainable development by integrating community-based approaches (Xu & Dai, 2012). Moreover, governance principles such as transparency, accountability, and participation are pivotal for sustainable tourism (Pulido-Fernández & Pulido-Fernández, 2019).

Policies create regulatory structures that ensure tourism aligns with regional needs while preserving cultural and environmental integrity. Clear strategic direction enables policymakers to identify and prioritize tourism opportunities that align with regional strengths and constraints (Dela Santa, 2018). Incentives for private investment, including financial subsidies, tax breaks, and public-private partnerships, enhance infrastructure and service quality, enabling faster development and mitigating resource constraints in non-tourist regions

(Judisseno, 2015). Furthermore, engaging local communities fosters ownership and enriches tourism experiences. Participation of local stakeholders ensures that tourism initiatives align with community values, creating opportunities for employment and preserving cultural heritage (Herrera et al., 2019). Sustainability is another critical aspect, as integrating eco-tourism, waste management, and sustainable land use into policy frameworks safeguards environmental and cultural resources, contributing to long-term benefits for both residents and visitors (Xu & Dai, 2012).

**METHOD**

This study employs the Systematic Literature Review (SLR) method to gather and analyze data from relevant studies (Triandini et al., 2019). The methodology involves several structured steps to ensure a comprehensive and unbiased analysis. Articles were retrieved using keywords such as

“Policy Implementation” and “Tourism Development in non-tourist area” from academic databases like Google Scholar, ResearchGate, and SINTA. Only studies published between 2010 and 2023 were considered. These articles were evaluated based on their relevance to the research objectives, ensuring a focus on high-quality, peer-reviewed publications. From 18 identified studies, 7 were selected as the most relevant. Data from these studies were systematically reviewed to identify common themes, challenges, and best practices in policy implementation.

To illustrate the key findings and methodologies of the selected studies, the following table provides a detailed summary. This table highlights the titles, authors, objectives, methods, and findings of each study, offering a comprehensive overview of the existing literature on policy implementation for tourism development in non-tourist areas.

Table 1. Literature Review

No.	Title	Authors	Year	Research Objective	Research Method	Research Findings
1	Stakeholders' attitudes towards tools for sustainable tourism in historical cities (Szromek et al., 2023)	Adam R. Szromek, Zygmunt Kruczek & Bartłomiej Walas	2023	Identifying and proposing solutions to manage tourism in a way that benefits residents and visitors, while reducing conflicts	Conflict Circle Method (Moore, 2014); data collection through Likert-scale questionnaires and statistical analysis	Identified negative impacts of tourism such as overcrowding and community conflicts. Solutions include creating attractions outside the city center, involving local communities, raising tourist awareness about local laws, supporting new tourism offerings, and preserving local identity. Advocated sustainable development promotion.
2	Is There a Good Model for Implementing Governance in Tourist Destinations? The Opinion of Experts (Pulido-Fernández &	María de la Cruz Pulido-Fernández & Juan Ignacio Pulido-Fernández	2019	Developing a baseline governance model for tourism destination management to ensure sustainable development	Delphi Method with expert panels	Highlighted the importance of good governance principles— participation, transparency, and accountability—in achieving sustainable tourism goals.

No.	Title	Authors	Year	Research Objective	Research Method	Research Findings
	Pulido-Fernández, 2019)			and competitiveness		Discussed stakeholder collaboration as a critical factor and proposed governance models to address conflicts and complexity in tourism management.
3	Local Concern for Sustainable Tourism Development: San Juan de Los Remedios, Cuba (Herrera et al., 2019)	Manuel R. González Herrera, Mercedes A. Rodríguez Rodríguez, Silvia Giralt Escobar, Elizabeth A. Mackay	2019	Understanding urban tourism potential and designing sustainable solutions	Mixed qualitative-quantitative study, document review, case analysis, and fieldwork	Identified gaps in regional coherence and the need for strategic planning. Proposed establishing a destination management organization and a tourism observatory for a competitive and sustainable tourism development model.
4	Fiscal Incentives for Tourism Development in the Philippines: A Case Study from Policy Networks and Advocacy Coalition Framework (Dela Santa, 2018)	Edieser Dela Santa	2017	Exploring the implementation of fiscal incentives in the Philippines' tourism enterprise zones and the dynamics of policy networks	Mixed-methods approach; document analysis and interviews	Revealed challenges in policy implementation due to political coalitions and power dynamics. Highlighted the importance of legal authority and policy network collaboration in effective implementation.
5	Model implementasi kebijakan pengembangan pariwisata dalam meningkatkan destinasi pariwisata di Kabupaten Bogor	Hernawan, D., & Pratidina, G	2015	Managing and utilizing tourism potential in Bogor Regency to boost regional development and tourist numbers	Descriptive-analytic method	Identified challenges such as a lack of skilled human resources and insufficient infrastructure. Emphasized improving inter-agency coordination and building local

No.	Title	Authors	Year	Research Objective	Research Method	Research Findings
	(Hernawan & Pratidina, 2015)					capacity for tourism development.
6	Destination Strategies in Tourist Development in Indonesia, 1945–2014: Problems of Bali Centredness (Judisseno, 2015)	Rimsky K. Judisseno	2015	Examining the impacts of Bali-centered tourism development strategies on the social, cultural, and economic conditions of other regions	Mixed-methods approach with thematic and statistical analysis	Highlighted issues of policy inertia and misaligned tourism strategies, which have hindered equitable development. Emphasized the need for broader national strategies to decentralize tourism and promote regional growth. Addressed conflicts among tourism stakeholders, including government agencies.
7	A System Dynamics Approach to Explore Sustainable Policies for Xidi, the World Heritage Village (Xu & Dai, 2012)	Honggang Xu & Shanshan Dai	2012	Investigating the balance between tourism development, conservation, and community interests in Xidi, a World Heritage site	System dynamics modeling, including simulation and stakeholder interviews	Found that conservation and tourism goals often conflict, leading to social segmentation and economic disparities. Highlighted the importance of establishing management committees for heritage conservation and tourism to harmonize policies and practices.

**RESULTS AND DISCUSSION**

The findings from the literature review reveal that effective policy implementation transforms non-tourist areas into viable tourist destinations. Policies play a crucial role in identifying and leveraging local resources such as natural attractions, cultural heritage, or unique geographical features (Hernawan & Pratidina, 2015). These resources serve as the foundation for tourism

development, enabling non-tourist areas to carve out a distinct identity. For instance, a comparative analysis of tourism policies in Indonesia and Thailand illustrates how different approaches can yield varying results. While Thailand has successfully integrated its cultural heritage into tourism development, Indonesia faces challenges in balancing industrial growth with sustainable tourism practices. This highlights the importance of

context-specific strategies that consider local characteristics and resources.

Moreover, the implementation of technology in tourism policy has emerged as a significant factor in enhancing the visitor experience and promoting local attractions. Digital platforms, such as mobile applications and social media, have proven effective in marketing non-tourist areas and engaging potential visitors. For example, regions that have adopted technology-driven marketing strategies have seen an increase in tourist interest and engagement, demonstrating the potential of digital tools in transforming perceptions of non-tourist areas.

The role of community involvement in tourism development cannot be overstated. Engaging local communities in the planning and implementation of tourism policies fosters a sense of ownership and ensures that initiatives align with community values and needs. Research indicates that when local stakeholders are actively involved, the resulting tourism initiatives are more likely to be sustainable and beneficial for both residents and visitors. This participatory approach not only enhances the quality of tourism experiences but also preserves cultural heritage and promotes social cohesion.

Despite the positive outcomes associated with effective policy implementation, several challenges persist. Resistance from entrenched interests, bureaucratic inefficiencies, and limited financial resources can hinder progress (Judisseno, 2015). For instance, in underdeveloped regions, the lack of skilled human resources and inadequate infrastructure often pose significant barriers to successful tourism development (Hernawan & Pratidina, 2015). Addressing these challenges requires adaptive strategies, including periodic policy evaluations and stakeholder feedback mechanisms, to ensure that policies remain relevant and effective.

This study demonstrates that effective policy implementation plays a critical role in transforming non-tourist areas into sustainable destinations. Through systematic literature review of seven selected studies, our findings extend existing literature by identifying key success factors in policy implementation: leveraging local resources (natural attractions, cultural heritage, geographical features), developing essential infrastructure through public-private collaboration, and enhancing human capital through training programs for local communities and tourism operators.

While the study provides valuable insights, limitations include the relatively small number of analyzed articles (seven out of 18 identified studies) and the focus on literature published between 2010 and 2023. The findings reveal persistent challenges in policy implementation, including political resistance, bureaucratic inefficiencies, limited financial and human resources, particularly in

Furthermore, the environmental and social impacts of tourism development in non-tourist areas warrant careful consideration. Policymakers must prioritize sustainable practices that minimize negative consequences while maximizing benefits for local communities. This includes promoting eco-tourism initiatives, waste reduction strategies, and renewable energy adoption in tourism-related projects (Herrera et al., 2019). By integrating sustainability into tourism policies, regions can attract a more conscientious traveler demographic, ultimately contributing to long-term economic viability.

Looking ahead, the future of tourism development in non-tourist areas will likely be shaped by emerging trends such as experiential tourism and digital engagement. Policymakers must remain agile and responsive to these trends, adapting their strategies to meet the evolving expectations of travelers. By leveraging local potential, enhancing infrastructure, developing human capital, and facilitating stakeholder collaboration, regions can unlock the full potential of non-tourist areas, contributing to equitable and sustainable regional development.

In conclusion, this study underscores the critical role of policy implementation in transforming non-tourist areas into sustainable and attractive destinations. While challenges remain, the integration of technology, community involvement, and sustainable practices offers promising pathways for successful tourism development. Future research should explore comparative case studies and longitudinal analyses to refine best practices and adapt policy frameworks to diverse contexts, ensuring that tourism development benefits all stakeholders.

## CONCLUSION

underdeveloped regions, and communication gaps among stakeholders.

Future research should address these limitations through comparative analyses of different regional contexts, particularly examining the effectiveness of adaptive strategies such as periodic policy evaluations and stakeholder feedback mechanisms. Additionally, longitudinal studies focusing on measuring policy outcomes in areas like eco-tourism initiatives, waste management programs, and sustainable land use could provide more robust evidence for refining implementation frameworks. These research directions would strengthen both theoretical understanding and practical guidance for transforming non-tourist areas into sustainable destinations that benefit all stakeholders.

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