



Tourism Industry Performance: The role of local government in West Nusa Tenggara

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Abstract

Mandalika is located on the south coast of Lombok Island, West Nusa Tenggara (NTB) Province, Indonesia, and is a major tourist destination in this area. Tourism is one of the drivers of NTB's regional economic growth. One of the main highlights of Mandalika is hosting the MotoGP racing series. Mandalika International Street Circuit was built in this area and became one of the first MotoGP race tracks in Indonesia. The government has an important role in promoting and marketing Mandalika tourist destinations. Through effective promotional campaigns, participation in tourism fairs, and cooperation with airlines and travel agencies, the government can increase Mandalika's visibility and attractiveness at national and international levels. However, some parties feel that the role of the government is still lacking in improving the performance of the tourism industry in the regions. This research was conducted in the Mandalikan tourist area and aims to analyze the role of the government in improving the performance of the tourism industry in the Mandalika tourist area. This study used quantitative methods. The sample in this study was 97 respondents. The results of this study found that the role of the government has improved the performance of the tourism industry in the Mandalika Area.

Key words : regional economy, the role of the government, tourism industry performance, West Nusa Tenggara

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INTRODUCTION

A province in Indonesia called West Nusa Tenggara (NTB) consists of the islands of Sumbawa and Lombok. Important agriculture, fisheries, and tourism industries support NTB's regional economy. Tourism is important in economic growth (Antonakakis et al., 2019; Chen & Mao, 2021; Gedikli et al., 2022; Kha 'n et al., 2020; Vicente et al., 2021). Tourism is the activity of travel and

visits to a place carried out by individuals or groups for recreational, leisure, cultural, business, or other purposes. The tourism industry involves all services and infrastructure supporting tourism activities, including accommodation, transportation, restaurants, tourist attractions, cultural attractions, and so on. The arrival of tourists from home and abroad brings a flow of money that drives the hospitality sector, restaurants, trans-

portation, souvenir shops, and other sectors. This creates new jobs and increases the income of local people. Tourism can be a significant source of foreign exchange for a country or region. When foreign tourists visit a destination, they will bring foreign exchange from the currency they use in tourist activities. This foreign exchange revenue can finance infrastructure development, improve community welfare, and reduce dependence on other economic sectors. Tourism can help diversify the economy of an area. With a strong tourism sector, the area does not depend on just one main sector, such as agriculture or industry. Economic diversification can increase economic resilience to market fluctuations and reduce the risk of vulnerability to changes within one sector of the economy.

Tourism is a growing sector in NTB. The province has many natural attractions, such as mountains, national parks, and beaches. NTB has extraordinary natural wealth, including Lombok Island, Gili Trawangan, Gili Air, Gili Meno, and Rinjani National Park. Exotic beaches, volcanic scenery, waterfalls, and beautiful coral reefs make NTB a popular tourist destination for domestic and international tourists. Tourism provides a new source of income for local communities (Harsono et al., 2024; Nurul et al., 2017). Tourists visiting an area will spend money on accommodation, food, transportation, shopping, and other tourist activities. Income generated from the tourism sector can strengthen people's purchasing power, encourage the growth of other economic sectors, and increase per capita income. In many countries, beach tourism is a significant sector (Merino & Prats, 2022), including NTB Indonesia, and is one of the main forces supporting the local economy (Armadori et al., 2019). One of the most preferred subsets of the tourism industry is beach tourism (Zhou et al., 2022). Beach tourism can improve the welfare and economic development of the region (Bellaubi et al., 2021).

Mandalika is a beach tourist destination that is being developed in Lombok, NTB. The Indonesian government established the Mandalika Tourism Special Economic Zone (SEZ) in Central Lombok, NTB (Alaydrus et al., 2021; Annisa et al., 2019). Mandalika is one of the most hyped-up destinations in Indonesia because an international standard circuit was built here for the prestigious MotoGP racing event (Caraka et al., 2023). Overall, tourism has significance for economic growth as it creates jobs, increases people's incomes, provides foreign exchange receipts, stimulates the growth of local economic sectors, and helps diversify a region's economy. However, it is also important to ensure sustainable and fair tourism management, and to balance economic growth and environmental preservation. The development of the Mandalika area directly impacts the sustainability and diversity of species, especially birds that use mangroves as their habitat. (Shalahuddin dkk., 2021).

The government strongly influences the performance of the tourism business. The government has an important role in setting regulations and policies that regulate the tourism industry. The government has an important role in setting regulations and policies that regulate the tourism industry. Policies related to licensing, taxes, tourism development planning, environmental protection, and security can significantly impact tourism business performance. Policies that are progressive, targeted, and support tourism growth can provide legal certainty and a conducive business environment for tourism business people. Policies related to licensing, taxes, tourism development planning, environmental protection, and security can significantly impact tourism business performance. Policies that are progressive, directed, and support tourism growth can provide legal certainty and a conducive business environment for tourism business people. The government can play a role in providing quality training and human resource development for the tourism industry. By providing training, education, and skills development program-

ms, the government can improve the competence of the workforce in the tourism sector, including skills in customer service, destination management, and tourism promotion. This can improve service quality, competitiveness, and overall tourism business performance. The government has the authority to make policies and regulations related to tourism (Adnyani et al., 2023; Lin & Xie, 2023; Sun et al., 2023). This includes tourism business licensing, security and safety rules, taxes, and environmental regulations. Clear and consistent policies can create a stable and reliable business climate for tourism industry players. In addition, improving customer relationship management (CRM) practices and supply chain capabilities in Indonesian hotels can help improve the tourism industry's performance (Sutono, 2019). The role of the government has a significant influence on the performance of the tourism industry (Aprilani et al., 2020).

However, it is still felt that human resources handling the tourism industry are still lacking. The government must help improve human resources to be able to play a role in tourism activities in the Mandalika tourist area. Skilled and trained human resources can provide quality services to tourists (Crooks et al., 2019; Gonzalez et al., 2020). They can have a good knowledge of tourist attractions, local culture, history, and other important information visitors need. Trained human resources are also able to communicate well and have effective interpersonal skills to provide a positive experience to tourists. The tourism industry creates many job opportunities for the local community. Both in the direct tourism sector, such as hotels, restaurants, travel agents, tour guides, and other supporting sectors, such as transportation, agriculture, handicrafts, and local trade. Tourism can provide employment for different skills and education levels, including informal employment.

Government support is needed in promoting tourist destinations in NTB. Governments can play an important role in promoting tourist destinations and developing effective marketing campaigns. Promotional efforts made by the government through international and domestic promotions can increase the visibility and attractiveness of tourist destinations, which in turn can increase tourist visits. Tourism promotion can be done through tourism marketing (An et al., 2019; Khartishvili et al., 2019; Samala et al., 2022) because of its travel services and offers promotion. Travel marketing is essential for achieving tourism growth (Benghadbane & Khreis, 2019). Tourism marketing in the twentyfirst century must be based on sustainable management (Streimikiene & Korneeva, 2020). Good promotion and marketing can increase potential tourists' awareness about the Mandalika tourist area. Information about tourist attractions, natural beauty, local culture, and activities available in Mandalika can be conveyed clearly to the target market through the right promotional campaign. This can trigger interest and desire to visit the tourist area (Nepal et al., 2019; Wang & Wu, 2022).

Regulations made by the government are considered not in favor of tourism industry players. The government must make regulations to improve the performance of the tourism industry in the Mandalika tourist area. Government policies and actions in this regard can affect the performance of the tourism business, both positively and negatively. Good collaboration between the government and the private sector can create a conducive environment for the growth of the tourism industry. Government regulations can regulate the standard and quality of service in the tourism sector (Budiarta et al., 2022; Kosevich et al., 2020; Putri & Saputra, 2022). This includes safety standards, accommodation quality, tour guide services, restaurants, and other facilities. With clear regulations, tourists can be more confident and feel safe and comfortable

when visiting tourist destinations (Fadli et al., 2018; Su, 2019). The government has an important role in setting regulations and policies that regulate the tourism industry. Policies related to licensing, taxes, tourism development planning, environmental protection, and security can significantly impact tourism business performance. Policies that are progressive, directed, and support tourism growth can provide legal certainty and a conducive business environment for tourism business people.

Although there is still much room for economic growth in the NTB region, several challenges in the tourism industry still need to be overcome. The tourism sector in NTB still needs to improve infrastructure and facilities. A welldeveloped tourism infrastructure is an important factor in determining the success of the tourism industry (Stepanova & Shulepov, 2019). Good tourism infrastructure contributes to the economic growth of a region. The growing tourism industry will create new jobs, increase people's incomes, and drive related sectors such as transportation, hospitality, trade, and other services. Wellmanaged tourism infrastructure can also increase domestic and foreign investment in the tourism industry. Infrastructure development and the provision of facilities in the Mandalika tourist area are considered inadequate. Increased profits from tourism can be obtained if infrastructure facilities are improved (Kamyabi & Alipour, 2022). The government is responsible for developing and maintaining infrastructure that supports tourism, such as roads, airports, ports, public transportation, and other supporting facilities. Adequate and wellmaintained infrastructure facilitates tourist accessibility and mobility, enhances the tourist experience, and helps tourism businesses grow and thrive.

The tourism industry in West Nusa Tenggara (NTB), Indonesia, holds significant promise for economic growth (Fauziyah et al.,

2023). However, effective governance and strategic policy interventions are crucial to fully capitalize on this potential (Setiartiti, 2023). Tourism plays a vital role in driving employment, income generation, and infrastructure development, highlighting the need to evaluate government interventions for optimizing performance (Ida Ayu Agung et al., 2023; Koerner et al., 2023). Indonesia's tourism policies have been effective in certain aspects like prioritizing development and maintaining competitiveness but lack in areas such as terrorism risk management, infrastructure development, and environmental sustainability (Tussadiah et al., 2021). Evaluating and enhancing government strategies and policies in West Nusa Tenggara is essential to ensure sustainable and inclusive growth in the tourism sector, leveraging the region's natural beauty for economic development.

Despite concerted efforts by the government of West Nusa Tenggara (WNT) to bolster the tourism industry, questions persist regarding the efficacy and impact of its interventions. While numerous policies and initiatives have been implemented, ranging from infrastructure development to promotional campaigns, the extent to which these measures translate into tangible improvements in tourism performance remains unclear. Consequently, there is a pressing need to systematically assess the effectiveness of government actions in driving tourism growth, addressing infrastructure deficiencies, preserving cultural heritage, and fostering community engagement. By pinpointing gaps in governance and identifying areas for improvement, this research aims to inform evidencebased policy decisions and strategic interventions aimed at unlocking the full potential of WNT's tourism sector for the benefit of its inhabitants and future generations.

The role of the government can improve the performance of the tourism industry. This research is very important to analyze the influence of the role of government on the performance of the tourism industry. The purpose of this study is to determine the relationship between

the role of the government on the performance of the tourism industry in the Mandalika area. This study hypothesizes that the role of the government has a positive and significant effect on the performance of the tourism industry in the Mandalika area.

METHOD

This research uses quantitative methods. Quantitative research method is a research approach that collects and analyses numerical data to answer research questions and test hypotheses. This method is used to gain an understanding of the causal relationship between the variables under study. Quantitative research collects data through measurement instruments that can produce numbers or numerical data (Creswell, 2013). Data collection methods commonly used in quantitative research include surveys, experiments, statistical analysis, and observation with nonprobability methods. The population in this study was 2,944 people, and by using the Slovin formula, with a margin of error of 10 per cent, 97 samples were obtained as respondents which included stakeholders in West Nusa Tenggara and Tourist Visitors who had visited. The data used in this study are primary in the form of data obtained directly by respondents. Data collection in this study used a survey method through a questionnaire. The research lasted for three months. Data processing and analysis were carried out with the help of Smart PLS software (Hair et al., 2017).

RESULTS AND DISCUSSION

Table 1 displays the results of the convergent validity test based on outer loading, which reveals that all indicators have an outer loading of greater than 0.7 on the target construct.

Table 1. Outer Loading

	X	Y
X1	0.873	
X2	0.815	
X3	0.884	
Y1		0.927
Y2		0.877
Y3		0.906

The Fornell-Larcker Criterion evaluation or AVE root values used in the discriminant validity test are shown in Table 2. The concept is legitimate if the AVE root (number when written diagonally) exceeds the correlation between constructions.

Table 2. Fornell-Larcker Criterion

	X	Y
X	0.858	
Y	0.868	0.903

If the construct indicator has a higher correlation than the indicator's correlation with other constructions, the construct is said to have strong discriminant validity. The maximum cross loading value for each indicator against its latent variable is shown in Table 3. This demonstrates that all indicators pass the cross loadings test's criteria for discriminant validity. In other words, all signs are valid.

Table 3. Cross Loadings

	X	Y
X1	0.873	0.787
X2	0.815	0.642
X3	0.884	0.791
Y1	0.830	0.927
Y2	0.762	0.877
Y3	0.756	0.906

The study model's Cronbach's alpha values from Table 4 indicate that every variable has a Cronbach's alpha value over 0.70. These findings indicate that the research model has met Cronbach's alpha requirements, making the study credible. According to the composite reliability value, each variable in the research model

has a composite reliability value of more than 0.70. These findings demonstrate that the study model has attained composite reliability and that all constructs are dependable.

Table 4. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X	0.821	0.893	0.736
Y	0.887	0.930	0.816

As shown in Table 5, the Path Coefficient and P-value results can be used to evaluate the direct impact of one construct on another by the proposed link. The P-value is 0.000, indicating the significance of the association between X and Y.

Table 5: Path Coefficients

	Original Sample	T Statistics	P-Values
X -> Y	0.868	33.748	0.000

Validity and reliability testing produce accurate and trustworthy results. The results of the hypothesis test show that the government's role considerably and favorably impacts the tourism sector's performance. This study demonstrates how effectively playing out the government's role can enhance the tourism industry in the Mandalika tourist area. This research is in line with the study of Aprilani et al. (Aprilani et al., 2020) that the role of the government can improve tourism performance in Mandalika Lombok. Overall, improving tourism business performance involves various factors, including effective marketing, attractive travel experiences, infrastructure development, human resource development, cooperation with related parties, and sustainable management. The government's political, social, and economic security and stability directly impact the tourism business's performance. Travelers tend to choose safe and stable destinations for brand visits. (Gorji et al., 2023; Han et al., 2023). Therefore,

the government is responsible for maintaining security, protecting tourists' rights, and creating a stable environment for tourism businesses.

The government has played a role in developing the infrastructure needed to support tourism growth in the Mandalika area. This includes the construction of roads, airports, ports, transportation systems, as well as the provision of adequate access to water and electricity. Good infrastructure facilitates tourist access to the area and increases its attractiveness (Shichiyakh, 2019). Investment in developing tourism infrastructure, and other supporting facilities, can improve accessibility and comfort for tourists. Good infrastructure provides a solid foundation for tourism business growth. The government is responsible for providing public facilities such as parks, sidewalks, public toilets, parking lots, and so on in tourist areas. This facility has comforted tourists and improved their experience while on vacation in Mandalika. Quality tourism infrastructure also allows the diversification of tourism products. With adequate infrastructure, tourism destinations can develop various types of tourism, such as cultural, natural, adventure, and so on (Harsono, 2013, 2023). Diversification of tourism products provides greater appeal and expands potential markets for the destination. Infrastruktur pariwisata di Mandalika tourist area includes public services such as clean water facilities, sanitation, electricity, telecommunications, as well as good security and health systems. Adequate public services are an important factor in ensuring the comfort and safety of tourists during their visit. The availability of adequate facilities and services turned out to be able to increase the level of tourist satisfaction and strengthen the positive image of a tourism destination such as the Mandalika tourist area.

The government has also issued regulations and policies that support the development of the tourism industry. Government regulations in the tourism industry usually aim to create a conducive business environment, protect the interests of all parties involved, improve service

quality, and maintain environmental sustainability. These include regulations related to tourism business licensing, safety and quality standards, environmental protection, and sustainable development. The government implements tax regulations that apply to tourism businesses, including hotel, restaurant, and tourism taxes. The regulation aims to collect the necessary revenues for the construction and development of tourism and ensure the tourism business's fair contribution to the country's economy. The government implements regulations related to environmental protection in the tourism industry. This includes waste management, responsible use of natural resources, and maintenance of environmental sustainability in tourism development. The government has a role in setting regulations related to security and safety in the tourism sector. This includes safety standards in the operations of hotels, restaurants and other tourism facilities, as well as security measures to protect tourists. The government protects consumers by implementing regulations related to consumer rights in tourism, such as protection against unfair business practices, fraud, or counterfeiting. This regulation aims to provide confidence to tourists and encourage customer satisfaction (Saptono et al., 2023; Shang et al., 2023).

Good cooperation between various related parties in the tourism industry, such as the government, private sector, educational institutions, and local communities, can support tourism business growth (Charadine, 2023; Shahriar, 2023). Synergy and collaboration in developing tourism products, promoting destinations, and involving local communities can provide significant benefits. Clear and consistent policies will create a conducive environment for investors and tourism businesses (Effendi et al., 2021; Safaeva et al., 2019). It is important to manage the tourism busin-

ess sustainably by paying attention to environmental, social, and cultural aspects. Efforts in preserving the environment, strengthening local community participation, and maintaining local wisdom and culture will contribute to the sustainability of the tourism business. The government has a central role in regulating, supervising, and designing policies related to tourism. Cooperation with the government can involve coordination in terms of tourism development planning, regulatory arrangements, infrastructure development, destination promotion, and environmental protection. Tourism businesses, including hotels, restaurants, travel agents, tour operators, and other tourism service providers, need to work together to create highquality products and services. Collaboration in terms of marketing, tourism product development, service quality improvement, and information exchange can provide mutual benefits and increase industry competitiveness. Cooperation with educational institutions and academic institutions can help in the development of quality human resources for the tourism industry. Good tourism education, skills training, research, and knowledge exchange can strengthen industry capacity and encourage innovation. Regional tourism agencies, such as Dinas Pariwisata or the Tourism Promotion Agency, are important partners in promoting destinations and coordinating tourism activities at the regional or local level. Cooperation with these institutions can involve joint marketing strategies, accessibility improvement, tourism attraction development, and tourism statistics data collection. NGOs and other nongovernmental organizations are important in supporting sustainable tourism development (Rajest et al., 2023). Collaboration with NGOs in nature conservation, sustainable tourism education, social advocacy, and the development of social responsibility programs can positively impact the tourism industry.

The government has an important role in promoting tourism destinations through mar-

keting campaigns, participation in tourism fairs, and other promotional efforts. Effective promotional efforts from the government can increase the attractiveness of destinations and attract tourists, which positively impacts tourism business performance (Mishra et al., 2023). The local government plays a very important role in promoting and marketing the Mandalika area as an attractive tourist destination. This includes promotional activities at national and international levels, participation in tourism fairs, use of social media, and so on. Effective promotional efforts will increase the visibility of the Mandalika area and attract tourists. Effective marketing efforts are essential to improve tourism business performance. It involves using the right marketing strategies to reach the target market efficiently and attractively. Effective marketing can include social media, digital marketing campaigns, attractive websites, attractive brochures and promotional materials, cooperation with travel agents, and participation in tourism exhibitions and events. Offering unique and exciting travel experiences to tourists can improve the performance of tourism businesses. This can include the provision of exciting tourist attractions, diverse and different activities, local cultural experiences, as well as attention to the quality of service and hospitality in serving tourists.

The local government has undertaken various marketing campaigns and promotional efforts to boost Mandalika as a tourist destination. These initiatives include leveraging social media platforms like Instagram for promoting the Mandalika Circuit and the MotoGP event, utilizing Saussure's Semiotic Analysis for a deeper understanding and diplomatic perspective (Fahrudin et al., 2023). Additionally, efforts have been made to enhance the area's appeal through waste management strategies, community involvement, and education on waste handling and recycling, which positively impacts the local economy

(Said et al., 2023). Moreover, vocational institutions like Lombok Tourism Polytechnic have conducted programs to enhance human resource capacity in hospitality services, culinary arts, language skills, and more to support tourism recovery in the Special Economic Zone Mandalika and its surroundings (Yuli et al., 2023).

Businesses in the tourism industry can enhance their performance by offering unique and memorable travel experiences to tourists. These experiences can include aspects such as emphasizing the uniqueness of products, providing unforgettable experiences, and focusing on experiential marketing (Debie et al., 2023). Additionally, engaging tourists in cocreative food experiences, where dimensions like aesthetics, personalization, and education are highlighted, can contribute to creating value and enhancing visitor immersion in destinations (Carvalho et al., 2023). Moreover, ensuring that cultural and gastronomic tourism experiences are memorable by fostering good social interactions, offering authentic activities, providing excellent service, showcasing local traditions, and incorporating challenges along the way can significantly improve tourist satisfaction and overall performance of tourism businesses (Ayuningsih et al., 2023). By leveraging support system facilities like spatial factors, clean water sources, and telecommunication, stakeholders and SMEs can optimize their performance in a dynamic tourism industry environment (Achmad et al., 2023).

The government has optimized its role in the development of quality human resources (HR) in the tourism sector. This includes the provision of training and education tailored to the needs of the tourism industry, including training in hotel management, customer service, travel guidance, and other skills (Wong et al., 2019). Training and development of human resources (HR) in the tourism industry is important to improve the quality of service. Welltrained human resources will be able to provide a good experience to tourists, including friendly service, good knowledge of the destination, and

effective communication skills. Quality human resources will provide good service to tourists and improve the image of Mandalika as a tourist destination (Judijanto et al., 2023). Tourism has a strong multiplier effect in driving local economic sectors. When tourists spend their money in tourism destinations, it will cycle in the local economy through the purchase of goods and services from local producers, sellers, and service providers. This will provide stimulus for local economic growth, including increasing demand for local products and driving SME growth.

The government has implemented various training and education programs to develop quality human resources in the tourism industry. These programs include culinary training, bamboo weaving training, tourist attraction management training, and net wicker training (Saepudin et al., 2022). Additionally, collaboration with the hospitality industry has led to the implementation of integrated practical learning such as curriculum development, teaching practitioner programs, on-the-job training, part-time work programs, and guest lectures from industry practitioners (Priyana & Purwadisastra, 2023). Furthermore, the necessity and contribution of education and training for human resources in the tourism sector have been recognized by both employers and employees in Greece, emphasizing the importance of lifelong education and training despite some challenges related to costs (Satriani et al., 2022).

The authors conclude that the government plays an important role in developing tourism infrastructure in the Mandalika area, which includes roads, airports, and public services such as water and electricity. In addition, government regulations aim to create a conducive environment for tourism businesses, ensure quality standards, protect the environment, and implement tax policies for fair economic contributions (Anlesinya & Sus-

omrith, 2023; de Kervenoael et al., 2020; Nepal et al., 2019). Collaboration between the government, private sector, educational institutions, and local communities supports tourism growth, with clear policies that favour investors and businesses (Shichiyakh, 2019; Wang & Wu, 2022). Sustainable tourism management, including environmental preservation and cultural conservation, is essential for long-term success. Effective marketing campaigns by the government, including participation in exhibitions and social media promotion, are essential to attracting tourists and improving business performance.

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The government can improve the performance of the tourism industry. Overall, the role of the government in developing the tourism industry in the Mandalika area of Lombok is very important. With the active involvement of the government in infrastructure development, supportive regulations, effective promotion, and the development of quality human resources, the performance of the tourism industry in Mandalika can improve and achieve its potential as an attractive tourist destination.

Provide recommendations to the government for improving policies and strategies for tourism industry development in Mandalika. This may include suggestions on budget allocation, infrastructure improvement, workforce training, tourism promotion, and cooperation between relevant agencies. The tourism industry and the role of government in Mandalika Lombok continue to grow. Therefore, the results of the study may have limitations in terms of novelty and relevance, especially if there are significant changes in policies or conditions of the tourism industry in the future.

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