



## Tourism Sector Development Policy in Increasing Local Income in Gresik Regency

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**Abstract.** *This study examines tourism development policies and their contribution to increasing Regional Original Revenue (PAD) in Gresik Regency. The research specifically analyzes policy implementation, supporting and inhibiting factors, and their implications for local economic growth. Employing a qualitative descriptive approach, data were collected from key informants within the Gresik Regency Government, including the Office of Culture, Tourism, Youth, and Sports, as well as relevant supporting agencies. Primary data were supplemented with secondary sources, and analysis was conducted using McNabb's (2002) model, which involves data grouping, interpretation, and the formulation of generalizable insights. Findings indicate that tourism development policies in Gresik Regency focus on five key areas: designation and spatial planning of tourism zones, development of tourist attractions and supporting infrastructure, promotion of tourism activities, and business development initiatives. These policies are supported by government regulations, community involvement, improved facilities, diversified tourism destinations, and marketing strategies utilizing both online and offline media. However, several inhibiting factors were identified, including limited funding, inadequate human resources, lack of cooperation with third parties, negative public perceptions, and insufficient knowledge about tourism potential. Overall, tourism in Gresik Regency demonstrates significant potential to enhance PAD, given its diverse natural, cultural, and religious attractions. The study concludes that strengthening collaboration, improving human resource capacity, and increasing promotional efforts are essential for optimizing tourism's contribution to sustainable regional economic development. Future research should explore quantitative measurements of tourism's economic impact to validate the qualitative findings. Additionally, implementing performance-based budgeting for tourism programs may improve resource allocation and accountability.*

**Keywords:** Gresik Regency, Policy, Regional Original Revenue, Sustainable Tourism, Tourism.

### 1. INTRODUCTION

The development of tourism serves as a crucial instrument for advancing regional growth in the context of contemporary regional autonomy. This underscores the strategic significance of the tourism sector in enhancing regional development, particularly during the autonomy era, where regions are expected to optimize potential sources of local revenue (PAD: Pendapatan Asli Daerah). However, in pursuing these revenue sources, local governments must also prioritize environmental sustainability and the conservation of natural resources to prevent ecological degradation caused by overexploitation.

The development of the tourism sector is something that needs to be done by the local government, considering that there are so many benefits or benefits that can be taken from tourism activities, including being able to create jobs, increase and level community income and introduce regional cultural arts and regional handicrafts to be marketed to tourists, both foreign tourists and domestic tourists. and no less important is that it can contribute to regional original income (PAD).

In carrying out tourism development, various supporters are needed to smooth the course of activities. Among others, quality human resources, the existence of adequate funds, supported by facilities and infrastructure as well as policies from local governments that prioritize the tourism sector. A good tourism development activity without the support of the above things is impossible to achieve the expected results, meaning that every development in the tourism sector urgently needs quality funds and human resources in addition to being supported by facilities and infrastructure as well as policies from the local government.

National development cannot be separated from the active participation of regional governments, as their contribution plays an integral role in achieving comprehensive and integrated regional development, which itself forms an essential component of national progress. Alongside economic advancement, each region strives to accelerate its economic growth to overcome disparities with other regions. As autonomous entities, regions hold both the authority and responsibility to manage their autonomy in accordance with principles of transparency, community involvement, and accountability to the public.

According to Kaho (2002) regarding the principles of government, it is emphasized that in order for the regions to be able to take care of their own households as well as possible, the local government needs to be provided with sufficient sources of financing, but considering that not all sources of financing can be provided, the region is obliged to explore all its own financial sources based on the law.

Tourism is currently growing rapidly, involving many components in it, both economic, cultural, and social. As an industry, tourism makes a significant contribution to regional income, absorbs labor, and introduces local natural potential and resources. This makes tourism one of the mainstay sectors in various countries, including Indonesia, where this sector was once the largest foreign exchange earner, especially when exports of timber, textiles, and oil and gas declined (Wulandari & Afriyanni, 2021). In addition, tourism is also considered an economic engine that can reduce the unemployment rate, considering that different types of tourism can be developed in a variety of different locations (Taufik et al., 2023)

Data shows that the development of the tourism sector in Indonesia not only has a positive impact on local income, but also encourages broader economic growth. This can be seen from the increase in income obtained from this sector, which includes foreign exchange from international tourist visits which continues to increase (Parmawati et al., 2020). With proper development, tourism can serve as a driver to establish infrastructure, create job opportunities, and support local creative industries (Taufik et al., 2023; Martein et al., 2022). Furthermore, local governments now have greater autonomy to direct their economic development, including

in formulating tourism sector development strategies as part of the regional development agenda (Wulandari & Afriyanni, 2021).

Interestingly, the participation of local communities in the planning and development of the tourism sector is proving to be crucial for sustainability. Research shows that empowering local communities can encourage support for sustainable tourism initiatives, as well as help maintain the cultural authenticity that is a tourist attraction (Akıncı & ÖKSÜZ, 2022; Kuntariningsih et al., 2023). Thus, tourism development must be balanced with community involvement and the application of sustainability principles to avoid negative impacts on the environment and local culture (Byrd, 2007).

In conclusion, tourism has great potential in increasing local income in Gresik Regency, with contributions that are not only economic but also social and cultural. With good management and collaboration between the government, local communities, and the private sector, the tourism sector can sustain its growth while supporting the development of the region as a whole.

Along with the implementation of regional autonomy, the income obtained from tax collections, levies, revenues from regional companies and the results of legitimate regional companies is explored by the regions and used for regional development. One of the revenues that directly goes to the Regional Original Revenue post is income from tourism. This encourages various regions to start spurring tourism development which is expected to make a good contribution to regional economic growth and also the welfare of the population which can further encourage regional development. Tourism development is a very appropriate choice for regions that have special conditions or circumstances, and this will certainly be a very large potential when viewed from an economic and social perspective can create a job, while in terms of culture it can be used as an effort to preserve the nation's culture.

Tourism is an economic, sociological, and psychological phenomenon, which are interrelated with each other and have many links with the lives and lives of the community, both regionally, nationally and internationally. The tourism industry can actually be the prima donna in Indonesia. Because every region has culture and beautiful places to be used as a tourist attraction

Gresik Regency certainly needs considerable funds in organizing regional Development initiatives across various sectors are financed entirely by the Gresik Regency local government, primarily utilizing funds derived from its own resources. A key source of funding, commonly referred to as Regional Original Revenue (PAD), is obtained through the management and utilization of local resources, supplemented by other regional income streams. In its efforts to

enhance and diversify revenue sources, the Gresik Regency Government is actively engaged in expanding locally generated income, with a particular focus on optimizing resources within its jurisdiction. Such measures are essential to reducing the region's financial dependence on central government support for development financing.

One of the key contributors to the Regional Original Revenue (PAD) in Gresik Regency is the tourism sector. Revenue generated from this sector is derived from regional taxes, service charges, and the management of other legitimate regional assets. In Gresik Regency, for instance, the growth in the number of hotels, tourist visits, restaurants, and overall tourism-related income has significantly boosted local revenue. This positive trend has directly contributed to the increase in the region's PAD (Ridho & Marseto, 2023).

Gresik Regency is a small district located in the East Java Province area which is only known by some people who excel in its industrial sector. Even though originally Gresik Regency itself is an area that has great tourism potential and is growing quite rapidly. Gresik Regency is one of the Indonesian regions in East Java that has potential in the field of tourism that can be developed. Gresik Regency is famous as an industrial city and a religious tourism city in East Java. There are more than 30 tourist attractions in Gresik Regency with three categories, namely natural tourism, cultural tourism and special interest tourism. Gresik Regency has a lot of tourist attractions that have the potential to be an interesting tourism destination to visit. These tourist attractions include religious tourism, nature tourism, cultural tourism, culinary tourism, special interest tourism, and industrial tourism. Some places that can be used as a characteristic of tourism in Gresik, for example are religious tourism, namely the Tomb of Sunan Malik Ibrahim and the Tomb of Raden Paku or what we usually know as the Tomb of Sunan Giri which makes Gresik Regency have the nickname as Gresik City of Santri and Gresik Decorated with Faith. However, in recent years Gresik Regency has several new tourist attractions spread across Gresik Regency including Lontar Sewu Tourism, Bukit Kapur Tourism and others. Therefore, with the increase in new tourist attractions in Gresik Regency, this area is looked at by domestic and foreign tourists with its uniqueness and characteristics so that it can boost the economy in Gresik Regency and improve the welfare of the people of Gresik Regency, especially the people who live around the tourist attraction.

Given the above context, an in-depth examination of tourism development policy implementation is essential to understand its role in enhancing Regional Original Revenue (PAD). Accordingly, this study aims to comprehensively describe and analyze tourism development policies in Gresik Regency, focusing on their effectiveness in increasing PAD.

Furthermore, the research seeks to identify and evaluate the supporting and inhibiting factors that influence the success of tourism policies in boosting local revenue.

## **2. THEORETICAL STUDIES**

Public policy has existed as a social reality since humans recognized shared life goals despite their diverse interests. Fundamentally, public policy reflects the efforts of social scientists to address societal issues and bridge the gap between knowledge and practical governance (Parsons, 2005). Consequently, public policy is often viewed as a set of guidelines or strategies adopted by decision-makers to manage specific social challenges (Finsterbuch & Motz, 1990). According to Thomas Dye, public policy represents the government's deliberate choice to act or not to act on an issue (Abdin, 2005), while Lasswell and Kaplan conceptualize policy as an instrument for achieving specific objectives (Abdin, 2005). Winarno (2002) categorizes the stages of policy formulation into four main phases:

### **a. Problem Formulation**

According to Islamy (1997), the initial step for policymakers is to identify the issues that require resolution and to formulate them clearly. However, due to limitations in knowledge or analytical capacity, policymakers often fail to accurately identify the root causes and instead focus on visible symptoms, perceiving them as the core problems.

### **b. Policy Agenda**

Winarno (2002) notes that not all identified problems proceed to the policy agenda stage, as issues must compete for inclusion. In this phase, interests from various stakeholders—executive bodies, legislatures, non-governmental organizations (NGOs), and both organized and individual community groups—are articulated and consolidated. Interest articulation refers to the process of shaping public opinions and aspirations into structured policy concerns, while interest aggregation refers to the merging and unification of similar aspirations within society to prevent their dispersion and ineffectiveness (Budiardjo, 2000).

### **c. Selection of Policy Alternatives**

Once issues are clearly defined and included in the policy agenda, the next stage involves determining solutions. Policymakers are required to consider multiple alternative courses of action (Winarno, 2002). Islamy (1997) calls this phase the formulation of policy proposals, which involves identifying possible solutions, evaluating each option, and selecting the most practical and effective alternative. The process of policy proposal development typically includes contributions from various actors such as citizens, political

parties, interest groups, media organizations, legislatures, and other government institutions (Islamy, 1997).

d. Policy Setting

After selecting one policy alternative as the preferred solution, the final stage is policy determination, which gives the chosen option legal authority (Winarno, 2002). Islamy (1997) emphasizes that decision-making can occur through an individual process, where a single actor both decides and authorizes a policy, or through a collective process, in which multiple institutions participate in decision-making and ratification. In practice, policy legitimacy is commonly secured through collective processes such as legislative approval (Islamy, 1984). The finalized policy often represents a compromise among different interest groups and may be enacted in various forms, including legislation, legal precedents, presidential decrees, ministerial regulations, and similar legal instruments.

The concept of tourism development policy is aimed at enhancing the quality of national culture, promoting historical heritage, and showcasing natural beauty, including maritime attractions. According to Suwanto (2004), successful tourism development in destination areas requires comprehensive planning and implementation strategies. Tourism policy serves as a set of regulations, guidelines, directives, and strategic objectives designed to facilitate development and promotion. These policies provide a structured framework for both individual and collective decision-making, influencing not only the long-term growth of tourism but also the day-to-day operations within tourist destinations (Anastasia & Suji, 2014).

Law Number 9 of 1990 on Tourism stipulates that natural landscapes, flora and fauna, human-made creations, and historical and cultural heritage can serve as tourist attractions and become models for tourism development and enhancement in Indonesia. Furthermore, Law Number 10 of 2009 on Tourism emphasizes that tourism development must consider cultural and natural diversity, uniqueness, and distinctiveness, while also addressing the inherent human need for tourism-related experiences.

The Center for Tourism Studies at Gadjah Mada University (Puspar UGM) (2003, pp. 24–26) identifies several approaches to tourism development:

- a. Holistic and Interdisciplinary Integrated Planning Approach. This approach emphasizes that tourism development should be comprehensive and interconnected with broader development efforts. While tourism is the main focus, it cannot be separated from other development sectors. Therefore, integrated planning is essential to ensure linkages among sectors and actors within a unified development framework.

- b. Sustainable Tourism Development Approach. This perspective stresses that national tourism development should be based on internal strengths and resources, aiming to promote national independence and resilience. Sustainable tourism seeks to ensure long-term benefits without compromising future generations' needs.
- c. Regional Development Approach. Tourism initiatives in a given region can act as catalysts for local and surrounding community development. Any form or type of tourism development in a specific area inevitably influences human resources, natural resources, and the environment, thereby affecting overall socio-economic conditions. The growth of tourism is thus directly linked to improvements in community welfare.
- d. Community-Based Tourism Resource Development Approach. This approach highlights the role of tourism in empowering local communities. Equity in spatial planning and sectoral program integration is critical, with development areas designated based on their unique characteristics. Such planning allows agriculture, plantations, services, trade, and marine sectors to synergize with tourism, thereby fostering community prosperity.

The primary goal of tourism development is to generate positive economic impacts, positioning tourism as a catalyst for growth across multiple sectors. Like other development sectors, tourism requires projections and anticipatory measures to address future conditions effectively. Such planning is crucial, as it must be followed by concrete actions, including physical infrastructure development and socio-economic management (Yoeti, 1996). In general, the government's role in tourism development encompasses the provision of infrastructure (beyond merely physical facilities), the expansion of various support services, the coordination of activities between government agencies and the private sector, as well as the formulation of general regulations and the promotion of tourism at the international level (Spillane, 1987).

Regional Original Revenue (PAD) represents a source of income derived from resources within the region, collected in accordance with prevailing legal provisions. This condition requires local governments to strengthen their capacity to explore and manage revenue sources, particularly those originating from PAD. Efforts to increase PAD are essential for enabling local governments to finance their own operational needs, thereby reducing reliance on central government funding and ultimately fostering greater regional independence.

### **3. RESEARCH METHODS**

This research employs a descriptive analytical approach, which involves systematically organizing, describing, interpreting, and analyzing the collected data. The study adopts a field research design, with primary data obtained directly from the Regional Government of Gresik Regency, particularly the Gresik Regional Revenue Management Unit. Secondary data are drawn from literature on Regional Original Revenue (PAD), regional governance, and relevant regulatory frameworks.

Key informants include authorized officials such as the Regional Secretary of the Gresik Regency Government, the Gresik Regency Office of Culture, Tourism, Youth, and Sports, and the Head of the Destination Development Division within the same office. Data analysis follows the technique outlined by McNabb (2002), which comprises grouping data according to key constructs, identifying bases for interpretation, generating generalizations, testing alternative interpretations, and developing or refining generalizable theories derived from case study findings.

### **4. RESULTS AND DISCUSSION**

#### **a) Tourism development policy in increasing Regional Original Income in Gresik Regency**

In the 2010-2030 RTRW document, Gresik Regency establishes policies and strategies for determining district strategic areas that are tailored to the province and nationally. Policies and strategies for determining national strategic areas are in accordance with the National RTRW, policies and strategies for determining provincial strategic areas in accordance with the Provincial RTRW, and policies and strategies for determining district strategic areas are carried out by regulating strategic areas for economic development, defense, and security. There are also other policies taken by the Gresik Regency Government to support the development of tourism, which are contained in the Gresik Regency RTRW 2010-2030 document:

##### **1) Gresik Regency Tourism Development Policy**

The policy of the tourism designation area, namely the development of environmentally friendly tourism areas. Strategies for developing environmentally friendly tourism areas, including:

- a) Developing priority mainstay tourist attractions.
- b) Forming a tourist zone accompanied by the development of tour packages.
- c) Linking the travel calendar on a national scale.
- d) Improving tourism facilities and infrastructure in each tourist attraction.

- e) Diversify tourism programs and products.
- f) Preserving the traditions and wisdom of the local community.
- g) Develop a craft and souvenir center.
- h) Increasing tourism promotion and cooperation; and
- i) Increasing the potential of agroecotourism and ecotourism

## 2) Tourism Areas

The spatial planning policy for the development of tourism areas is:

- a) Development of tourism areas by promoting tourism both regionally and nationally.
- b) Arrangement of tourism areas by paying attention to environmental sustainability.
- c) Development of tourism supporting activities (hotels, restaurants, etc.) by paying attention to the existing RUTR/RDTR/RTRK directions.
- d) Implementing tour packages. This tour package is expected to be able to connect one ODTW with another ODTW.
- e) Development of cultural tourism events.
- f) Development of tourist transportation routes.
- g) Development of trade centers in each of the tourist destination towns.

The function of the Regional Government through the Gresik Regency Culture, Tourism, Youth, and Sports Office is as an executor and also as the person in charge of tourism activities, therefore the local government in order to be able to carry out optimally requires cooperation with agencies or organizations related to increasing Regional Original Revenue (PAD) such as supported by the existence of Hotel Lodging, Villas, Restaurants/Restaurants and others. The strategies carried out by the Regional Government or the Gresik Regency Culture, Tourism, Youth, and Sports Office, especially in the tourism sector, are:

### 1) Development of Tourist Attractions

The policy carried out in developing tourism in Gresik Regency by providing facilities and infrastructure so as not to be inferior to other tourism. In developing tourism, this is supported:

- a) Improvement of facilities and infrastructure of tourist attractions so as not to lose to other tourism
- b) Improvements to tourist objects (natural tourism and cultural tourism)

- c) Increasing tourism promotion by forming a regional promotion agency with the role of stakeholders, such as hotel associations, travel, and service businesses (Restaurants or Restaurants)

In accordance with the opinion of Yoeti (1999) a tourist attraction should meet several conditions as follows, namely the availability of (a) something to see that the Gresik Regency area has the potential of tourist attractions that have been provided by having a very attractive natural panoramic beauty. So that with great potential, Gresik Regency has provided tourist objects that can be seen about what it has to be able to increase Regional Original Revenue (PAD), (b) something to do that with the availability of tourist objects owned by the Gresik Regency area, it provides freedom in doing tourism with the support of facilities and infrastructure that have been owned by the region, such as swimming pools, playgrounds and others, (c) something to buy this one that the Gresik Regency Regional Government also provides culinary attractions and souvenir shops in each tourist attraction, if tourists or visitors want to spend their money with the wishes that have been expected by the community.

## 2) Tourism Promotion

The policies carried out by the local government, especially in the tourism sector, in developing tourism have 3 (three) strategies, as said by the head of the tourism promotion section that in this tourism promotion uses receiving invitations from several regions that have interesting tourist attractions, doing it with the activities of Gus Yuk & Raka Raki, and no less important using marketing media through print media (brochures, billboards, pocket books, calendars) and electronic (internet, radio, television). This promotional media has a big factor in influencing the attraction of tourism to be carried out by the tourism sector.

## 3) Tourism Business Development

Policies carried out by local governments in developing tourism are needed with cooperation with relevant agencies or organizations in increasing visitors/tourists. So that the existence of this supporting facility can have a good effect on tourist objects in Gresik Regency. With the support of this collaboration, a harmonious environment will be created in developing tourism that can increase Regional Original Revenue (PAD) from the tourism sector. Supported by the cooperation of tourism awareness groups, Restaurants or Restaurants, Hotels and Souvenirs are one of the supports for tourists in making their tourist trips.

This tourism sector development policy must be supported by existing and good facilities and infrastructure. In carrying out its main duties and functions, the Gresik Regency Culture, Tourism, Youth, and Sports Office in the field of tourism in the development of tourism in the region must increase various efforts in the development of facilities and infrastructure that can support tourist attractions for each tourist object in it. According to Yoeti (1998), tourists are people who travel temporarily to places or areas that are completely unfamiliar to them. Because he is far from his place of residence, he needs services according to his needs and desires, namely from the time he leaves to the destination, until he returns to his home. Therefore, before a tourist goes on a tourist trip, we first provide tourism infrastructure and facilities.

Tourism infrastructure and supporting facilities must be established prior to the promotion of any tourist destination. Infrastructure refers to the collection of facilities and systems that enable economic processes to function efficiently, thereby facilitating human activities and meeting societal needs. Meanwhile, the role of local governments in tourism development in the region must have efforts about facilities and infrastructure, this is one of the available facilities that can provide services to tourists/visitors, both directly and indirectly.

Facilities and infrastructure constitute a key determinant of success in the tourism sector and must be enhanced in both capacity and quality. The effective development of tourism is inseparable from the availability of adequate facilities and infrastructure, which ensure that visitors receive quality services and can fully enjoy their recreational or vacation experiences. In addition, public utilities infrastructure is also needed, such as power plants, clean water purification projects, sports and recreation facilities, posts and telecommunications, banks, money changers, insurance companies, advertising, printing, and many other sectors of the economy. So that many explanations about these facilities are very supportive with the success in tourism development to be able to increase Regional Original Income (PAD).

Tourism development policies must be supported by adequate facilities and infrastructure to effectively enhance Regional Original Revenue (PAD). In Gresik Regency, the local government has provided the necessary facilities and infrastructure to meet the needs of tourists and visitors. Moreover, collaboration and support from stakeholders involved in tourism serve as a significant strength in efforts to increase PAD.

Regional Original Revenue (PAD) represents income generated by regional authorities to support improvements and progress within their jurisdictions, including sectors such as tourism, which forms an integral component of PAD. Muluk (2009) defines PAD as revenue that is determined and collected locally. In Gresik Regency, the tourism sector contributes significantly to regional development through its role in generating PAD. Consequently, continuous development of the tourism sector is essential to further enhance PAD and support sustainable regional growth.

The tourism sector can contribute to Regional Original Revenue (PAD) which as a Regional Apparatus Work Unit (SKPD) has averaged 2.85 percent in the last three years. The existence of this percentage that tourism in the Gresik Regency area can be developed because judging from the potential possessed by the area is very large and wide which already has cultural and natural tourism that has its own attractions with its own natural beauty.

b) Factors that support and hinder tourism development policies in increasing Regional Original Income in Gresik Regency

1) Supporting Factors

a) Supportive Government Policies:

Local governments are required to formulate clear and well-directed policies for tourism development, as outlined in Regional Regulation Number 16 of 2013 concerning the Gresik Regency Tourism Development Master Plan for 2013–2025. Such policies should encompass regulatory frameworks, incentive schemes, and financial support mechanisms to effectively foster tourism growth.

b) Active Community Participation:

The local community must be actively involved in tourism management, either as managers, business owners, or as workers. Community participation will create a stronger sense of belonging and support for tourism.

c) Infrastructure and Supporting Facilities:

The availability of adequate infrastructure, such as roads, bridges, airports, and other public facilities is essential. In addition, supporting facilities such as accommodation, transportation, restaurants, and entertainment venues must also be available and of high quality.

d) Tourism Destination Development:

Gresik Regency has great tourism potential, such as religious tourism, natural tourism, historical tourism, and cultural tourism. Improving the quality and quantity of tourist destinations will attract more tourists and increase PAD.

e) Tourism Marketing:

Effective and creative marketing is essential to increase the number of tourist visits. Tourism promotion must be carried out through various media, both online and offline, and involve various parties, including the media, travel agencies, and tourism actors.

2) Inhibiting Factors

a) Lack of Cooperation with Third Parties

There is no third party that offers cooperation with the Gresik Regency government and the Regional Government in developing tourism in the region. This is an obstacle because if there is cooperation, it will help in the problem of funds.

b) Limited funds so that they are not maximized

From the results of the study, funds are one of the factors that affect his success in carrying out his predetermined programs. The Regional Government of Gresik Regency should try its best in improving and developing tourism to be able to increase the Regional Original Revenue (PAD) of Gresik Regency.

c) Low HR:

The lack of human resources who have skills and knowledge in the field of tourism can hinder the development of tourist attractions and related services.

d) Negative image of the village:

Negative image of the village can reduce tourists' interest in visiting, especially if the image is related to environmental or security conditions.

e) Lack of knowledge about tourism potential:

Lack of information or knowledge about tourism potential, can hinder promotion and development efforts.

f) Poor imaging:

Some people may have negative thoughts about Gresik, such as areas that are dirty, noisy, or unsafe, thus reducing interest in visiting.

## **5. CONCLUSION**

Tourism development policies in increasing Regional Original Income in Gresik Regency include:

- a. Tourism area policy, namely the development of environmentally friendly tourism areas.
- b. Spatial planning policy for tourism area development:
  - a) Development of Tourist Attractions: Improvement of facilities and infrastructure of tourist attractions, Improvements of tourist objects (natural tourism and cultural tourism),
  - b) Travel Promotion
  - c) Tourism Business Development

Several factors support tourism development policies aimed at increasing Regional Original Revenue (PAD) in Gresik Regency. These include: (1) Supportive Government Policies, such as Regional Regulation Number 16 of 2013 concerning the Gresik Regency Tourism Development Master Plan for 2013–2025; (2) Active Community Participation, with local residents engaged in tourism management as operators, entrepreneurs, or workforce members; (3) Infrastructure and Supporting Facilities, including roads, bridges, airports, and other essential public amenities; (4) Tourism Destination Development, encompassing religious, natural, historical, and cultural tourism attractions; and (5) Tourism Marketing, which utilizes both online and offline media and involves collaboration with various stakeholders, including media outlets, travel agencies, and tourism industry players.

Factors that hinder tourism development policies in increasing Increasing Regional Original Income in Gresik Regency Lack of Cooperation with Third Parties: There is no third party that offers cooperation with the Gresik Regency government. Limited funds so that it is not optimal. Low human resources: Lack of human resources who have skills and knowledge in the field of tourism can hinder the development of tourist attractions and related services. Negative image of the village: decreases the interest of tourists to visit, especially if the image is related to environmental or security conditions. Lack of knowledge about tourism potential: Lack of information or knowledge about tourism potential, can hinder promotion and development efforts. Poor imagery: Some people may have negative thoughts about Gresik, such as areas that are dirty, noisy, or unsafe, thus reducing interest in visiting.

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