



RESIDENTS PERCEPTION OF IMPACTS TOWARD TOURISM DEVELOPMENT: THE CASE OF BANDUNG CITY, INDONESIA

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ABSTRACT

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This article examines residents' perceptions of the impacts of tourism development in Bandung City, Indonesia. The study aims to evaluate the 2009-2013 tourism policy and program's outcomes. It uses primary data from the qualitative method of interviewing residents. Interviews were conducted in eight Bandung City districts during November 2014 and March 2016. The respondents were chosen based on the understanding that residents often do not represent a homogeneous population (Brunt and Courtney, 1999). Therefore, the respondents were divided into four types. The data analysis is modeled after Ritchie and Spencer (1994)'s framework method. The study found that the citizens' common perception of a socio-economic impact are business opportunities. The perceived negative socio-cultural impacts was that the use of a local language, Sundanese, was declining due to tourism. The others included vandalism, and the increase of shopping places and culinary places affecting the citizens' lifestyle via consumerism. Concerning local art and culture, type two, three and four respondents confessed that Bandung City tourism lacked cultural attractions. In contrast, type one of respondent admitted that tourism has the effect of reviving local art and culture and that they had experienced acculturation in traditional music. It shows that the local government efforts of promoting cultural tourism does not affect other residents living in other areas.

Contribution/Originality: This study is one of very few to investigate the four different types of residents', on their perception of tourism impacts in a city of a developing country. The study found that the understanding of socio-cultural effects is diverse among residents.

1. INTRODUCTION

The government of Bandung City was making an effort to increase the number of visitors as a goal of tourism policy and program in 2009-2013. In Bandung City Government (2011)'s tourism promotion program the key indicator of mission accomplishment was tourist numbers increasing by 25% in 2013. Therefore, this article examines the residents' perceptions of the impacts of tourism development from 2005 to 2013. The positive and negative impacts include employment opportunities, migration to find a job and social-cultural impacts from tourism development. The range time was limited from 2005 to 2013 because the tourism policy which evaluates in this study ends in 2013 following the changes of Bandung City's mayor at the end of 2013. According to the BCG (2012) the dynamics of the economy growing today in Bandung City is the creative economy. The creative economy focuses on the production of goods and services by relying on expertise, talent, and creativity. The example of the

creative economy in fashion is by making cloth as everyday clothes or formal wear with a unique design. Other examples include making crafts from recycling goods and various kind of food. Bandung City's strategic planning (RENSTRA) 2009-2013 for tourism aims to encourage multi-sector business opportunities and employment, encouraging the creativity of citizens to be an independent entrepreneur, and to increase local revenue as the budget for Bandung City's sustainable development initiatives. Therefore, the local government began introducing tourism as a new tool of development by leveraging communities' comparative resource advantages and residents' creativities for economic rewards. In other words, locals were encouraged to create unique goods to be sold to visitors. This initiative was very successful, because of the influx of visitors, especially domestic ones (Bureau of Statistics of Bandung City, 2012).

Although tourism development in Bandung City has a positive impact on the local economy, it also brought about unanticipated consequences, including threats to environmental sustainability, social norms, and traditions. The decentralization policy upon which tourism development was predicated tended to prioritize economic gains over ecological conservation and social needs. In light of this reality, the need for a holistic tourism development policy, planning, and management framework, involving relevant stakeholders, cannot be overemphasized. In order to develop policy and planning, the evaluation of the previous policy is needed to anticipate the adverse impacts.

2. THE CONCEPT OF POLICY EVALUATION

Ritchie and Spencer (1994) assert that to evaluate applied policy is to measure the effectiveness of the implementing policy. There are four questions which the evaluation seeks to answer which are listed below:

- To what extent is the objective achieved?
- What affects the success of programs?
- Do experiences influence subsequent behavior?
- What barriers hinder the system operation?

Furthermore, Smith and Larimer (2009) insist that the evaluation can be classified into two broad categories, formative and summative, and the distinguishing features are their timing and the intent of the actor carrying out the evaluations. Formative evaluations are conducted during the early stages of policy development with the primary aim of generating insights that will frame policy directions and scope. Summative evaluations are undertaken at the maturation stages of a policy with the aim of determining if the policy should be retained, continued, transplanted elsewhere, or discontinued completely (Smith and Larimer, 2009).

Formative and summative evaluations are further sub-divided into process and outcome evaluations. While process evaluation focuses on what policy is doing, outcome evaluation reviews the achievements of a policy (Smith and Larimer, 2009).

Basically, both concepts are expressed in the same form during policy evaluation. Smith and Larimer (2009) claim that the process evaluation could be rendered by asking how objectives are achieved, while Ritchie and Spencer (1994) insist that outcome evaluation asks what affects the success of programs or services. To evaluate the attitudes and perception of stakeholders, the questions asked are whether stakeholders' experiences influence subsequent behaviors and what factors hinder the operation of systems. These are important considerations to obtain a comprehensive and effective understanding regarding stakeholders' attitudes and perception about tourism development in Bandung City.

The social policy field was previously dominated by quantitative research, which derives from a tradition of empirical social inquiry that characterized the early years of policy research in 1960 to 1970 (Bulmer, 1982). However, in recent years the importance of qualitative research has been widely acknowledged because of its ability to generate deeper insights, more detailed and context-based explanations (Ritchie and Spencer, 1994).

In addition, Smith and Larimer (2009) contended that approaches to process and outcome evaluations are divided into three areas; namely, descriptive evaluations, normative evaluations, and impact approaches. Descriptive

evaluations, as the name suggests, focus on describing goals, outcomes and processes without passing judgments. While descriptive and normative evaluations often adopt the qualitative methods, which is the typical method of process evaluation, impact approaches often involve quantitative methods and focus on outcomes, which are characteristics of summative evaluation (Smith and Larimer, 2009).

From the viewpoints mentioned above, this study uses a summative evaluation instead of formative evaluation to evaluate the implementation and impacts of the existing policy on tourism development in Bandung City because this study investigates the impacts of the previous policy of tourism development which in maturation stages. The study employs outcome evaluations, as well as the descriptive approach, which incorporates the key questions in the evaluation of applied policy developed by Ritchie and Spencer (1994) to explain the situation in Bandung City through the perceptions and attitudes of stakeholders. The summary of the evaluation which becomes the analytical framework for this study is indicated in Figure 1.

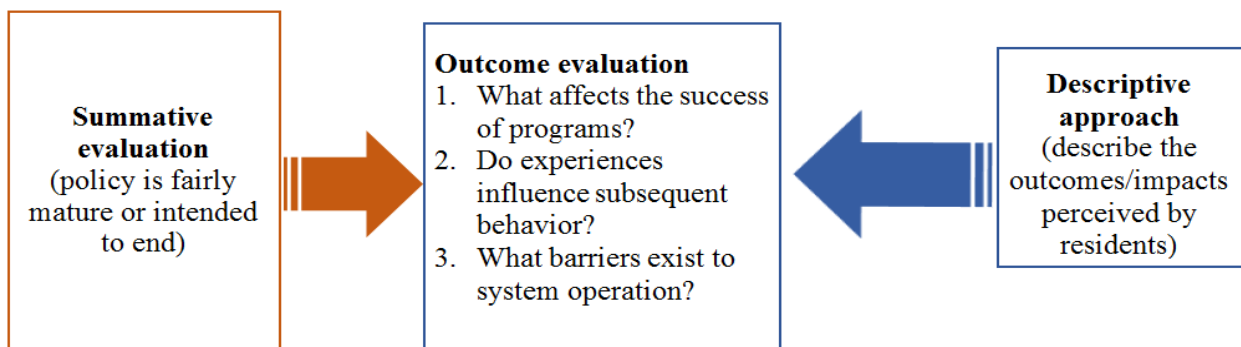


Figure-1. Analytical Framework.

Based on the concept of policy evaluation above, the questions that emerge from the analytical framework are:

1. What is the perception of positive and negative impacts of tourism development in Bandung City?
2. What are the attitudes of residents towards tourism as a contemporary tool of development in Bandung City?
3. What are the challenges encountered in implementing the tourism development program?

3. LITERATURE REVIEW

Previous studies have underscored the necessity of investigating the perceptions of residents towards tourism development. For example, Mason (2003) asserts that the impacts of tourism can be measured by focusing on how the residents perceive the economic, social and environmental dimensions of their societies, either as static or changing, and either as positively or negatively influenced by tourism. Frechtling (1994) insists that studying the economic impacts of tourism provides a better means of the analysis result. How travelers' activities impact on residents' wealth or income in an area is prioritized, rather than focusing on travel expenditure studies which tend to obscure the impact on residents' income and wealth.

There is abundant evidence of the economic impacts of tourism. Some case studies found that tourism brings significant economic benefits, such as an increase in tax revenue, personal income, and the improvement of standard of living (King *et al.*, 1993; Haralambopolous and Pizam, 1996; Gilbert and Clark, 1997; Andereck *et al.*, 2005). Other positive socio-economic effects of tourism include the increase in employment opportunities, investment, and local business opportunities (Liu and Var, 1986; Gilbert and Clark, 1997; Brunt and Courtney, 1999; Andereck *et al.*, 2005).

Lindberg and Johnson (1997) argued that unlike the economic impacts of tourism, which are largely perceived to be positive, the social and cultural impacts of tourism tend to be generally perceived negatively. Liu and Var (1986) found that tourism development has positive impacts on sociocultural aspects of society in terms of improved

entertainment, promotion of historical and cultural exhibitions, and cultural exchange. Similarly, Brunt and Courtney (1999) found that tourism improves community services, expands recreation places and promotes cultural activities.

A case of a cultural revitalization of tourism development is the case of Singapore. The government of Singapore has developed the ethnic areas of Chinatown, Little India, and Kampong Glam as cultural attractions for tourism activities (Teo, 1994). King *et al.* (1993) found that tourism improves residents' quality of life, hospitality to strangers, and builds residents' confidence level. Similarly, the cases of Canterbury and Guilford City revealed that the presence of foreign tourists resulted in a greater understanding of other's cultures. However, in some other cases, tourism also contributes to negative effects such as crime, overcrowding in the city, alcoholism, drugs abuse, vandalism, and promiscuity (Milman and Pizam, 1988; King *et al.*, 1993; Brunt and Courtney, 1999; Andereck *et al.*, 2005).

There are only a few previous studies on host communities' perceptions about the impacts of tourism. Many of them focus on the impacts on residents in developed countries and evaluate it at a general level rather than as gathered detailed information from the residents.

The socio-cultural effects of tourism on cities in developing countries have been comparatively less well documented. Some previous studies stressed that research should be more clearly directed at examining the perceptions and attitudes of residents towards tourism development. Therefore, this study attempts to evaluate the implemented policy for tourism development by analyzing the host's perceived impacts in a city of a developing country. The study focused on employment opportunities and socio-cultural issues.

4. TOURISM TREND BANDUNG CITY

Bandung is the capital city of West Java. It is located on Java island, the main island of Indonesia. The total area of Bandung City is 167.7 km². Its elevation is 768 meters above sea level, and it is surrounded by volcanic terrain up to 2,400 meters high.

The 400 km² central Bandung plain is situated in the middle of 2,340.88 km² wide Bandung Basin. The basin's main river is the Citarum river and one of its branches is the Cikapundung river which divides Bandung from north to south. It is an important source of potable water, irrigation, and fish cultivation. Additionally, 6,147 million m³ of groundwater functions as a major reservoir for the city.

The location of the city is an important point in terms of crossroad transportation, with west-east connections to the capital, and the northern section of Bandung is distinguished by the truncated flat-peak shape of the Tangkuban Perahu volcano. Tangkuban Perahu volcano is one of the tourist attractions in the *Lembang* area, a suburb of Bandung City. Long-term volcanic activity created fertile andosol soil in the north of Bandung. This led to the northern part of the city being used for plantations for products such as tea, fruit, tobacco, and coffee (BCG, 2012).

As the national capital's hinterland, Bandung City must buttress Jakarta's expansion and growth as a metropolitan city. In return, Bandung City is supposed to enjoy the trickle-down benefit of Jakarta's growth (Moeliono, 2011).

Tourism is becoming one of the sectors that plays a significant role in the development of Bandung City. Bandung is the primary tourist destination in West Java, but also the center of government, economic, trade and industry (BCG, 2007).

The Cipularang Highway, which connects Bandung City with the capital city of Jakarta, makes it easy to travel overland from cities around Bandung, including Jakarta, by private vehicles, travel cars, and taxis. The travel time from Jakarta to Bandung via the Cipularang Highway is only two hours. Because of its easy access, Bandung is a very popular destination for a weekend trip for residents of Jakarta. The availability of various other transportation

facilities such as airports, railway stations, and bus terminals makes it easy to travel from the surrounding cities to Bandung.

Bandung City also provides various supporting facilities for tourists, such as hotels, restaurants and cafes, shopping places, and sports facilities. Therefore, the number of visitors has continued to increase almost every year as shown in Figure 2.

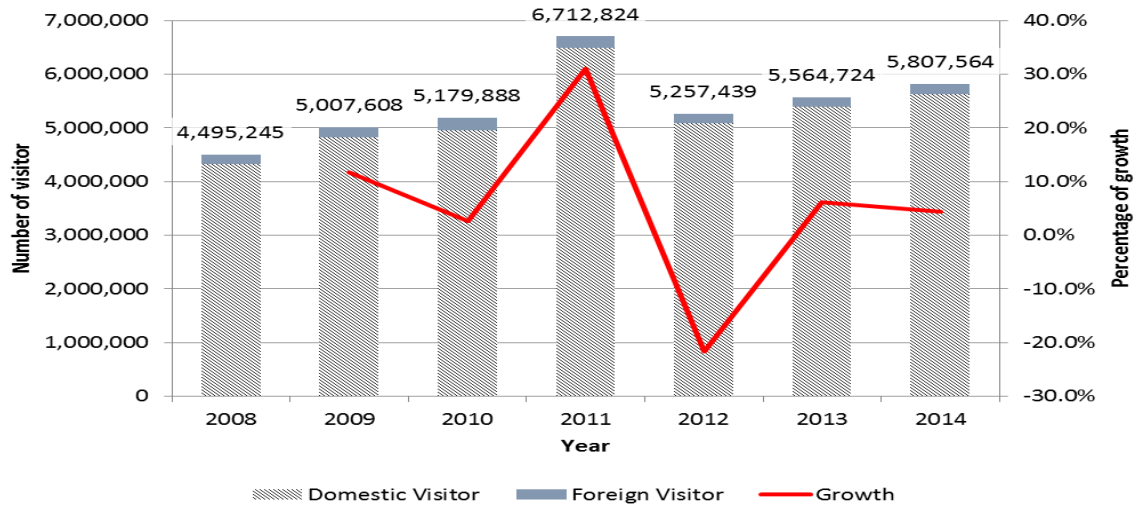


Figure-2. Number of visitors to Bandung City.
 Note: 'Growth rate' means the percentage of total visitor increase or decrease each year.
 Source: Department of Tourism and Culture of Bandung City, 2015.

Figure 2 shows that the number of total visitors to Bandung City increased from 2008 to 2014, particularly in 2011. The proportion of foreign visitors is about 3 to 4 percent of the total visitors, whereas domestic visitors reached more than 95 percent of the total visitors. Therefore, local visitors dominate Bandung City tourism. Even so, not all the visitors stayed overnight in hotels. Domestic visitors from Jakarta tend to take one-day trips to Bandung City just to enjoy the cuisine and shopping on the weekend.

Tourism activities are divided into eleven activities, including nature, education, religion, shopping, culinary, art & culture, heritage, entertainment, recreation, meeting incentive tour, convention and exhibition (MICE), and traditional arts & culture.

Shopping and culinary activities are major tourist attractions in Bandung City. The primary type of shopping place are factory outlets. Many of them located in the city's center. Besides factory outlets, other shopping areas in Bandung City are Cihampelas Square and Alun-Alun area. Culinary tourism activities such as cafes and restaurants tend to be clustered in the city. Various cafes and restaurants have a unique theme to attract visitors.

Bandung is considered a major cultural hub in Indonesia. Most people in the West Java province are Sundanese, and most of the population is Muslim. In West Java, the Sundanese language is often spoken as a first language and is used as an informal language for communication in the streets, at school, on campus, in offices, and markets, while "Bahasa Indonesian" is Indonesia's national language.

The local government stated that art and culture have an important role in development. Bandung City is known as a city of arts and culture. Awareness of the importance of the role of arts and culture for development is emerging among the citizens, the local government, and other stakeholders. In 2008, Bandung introduced a policy to be a travel destination as a city of arts and culture (BCG, 2016).

5. METHODS

This study used an exploratory investigation of residents' perceptions of the impacts of tourism development in Bandung City that required a qualitative survey. A semi-structured personal interview was chosen as the research methodology. Interviews were done in the respondents' homes or surrounding areas and were recorded.

Field survey interviews were conducted in eight districts of Bandung City during November 2014 and March 2016. Even so, the survey also focused on some selected areas to get the information needed for purposive sampling.

Krippendorff (1987) points out that the understanding and expectations from tourism can be very different depending on the particular community, group, or population. Consequently, the respondents for this study were chosen based on the understanding that residents often do not represent a homogeneous population (Brunt and Courtney, 1999). Brunt and Courtney (1999) divided the respondents for their research into four types. Type one includes people who are in continuous and direct contact with tourists because they depend on tourism and would perhaps be unemployed without it, which is why they welcome visitors. Type two covers residents who are the proprietors of businesses which have no regular contact with tourists. Type three represents residents who are in direct and frequent contact with tourists but who derive only part of their income from tourism. Type four include residents who have no contact with tourists or see them just in passing (Brunt and Courtney, 1999).

The method of data analysis is modeled after the framework method devised by Ritchie and Spencer (1994). This analytical approach encompasses a systematic process of five key stages to qualitative data analysis, including familiarization, identifying a thematic framework, indexing, charting, and mapping and interpretation (Ritchie and Spencer, 1994). Familiarization is repeatedly hearing the results of the interview to be familiar with the respondent answers. Identifying a thematic framework is to divide it into several themes and incorporate it into the chart, then to index and chart the responses. Lastly, mapping and interpretation are to interpret the results of the interview which are already indexed in a table into descriptive sentences.

The study also utilized the triangulation method to acquire data. The process of triangulation is the application of different methods, such as the use of documents, reports, observations, and the writing of field notes and reflective memos.

6. RESULT

6.1. Demography of Respondents

In analyzing the interview results, the responses can be divided into four types according to the differences in impacts received, as follows in Table 1:

Table-1. Demography of respondents.

Type of residents	Total number of respondents (by types)	Male (%)	Female (%)	Age 20-30 years old (%)	Age 40 years old and above (%)	Jobs
Type 1	15 persons	67%	33%	33%	67%	Artist: 67% Housewives: 20% Shop owners: 13%
Type 2	15 persons	33%	67%	80%	20%	Home industry: 60% Apparel industry (Distro): 20% Shop owners: 20%
Type 3	10 persons	50%	50%	30%	70%	Housewives: 30% Non-permanent job: 50% Unemployed: 20%
Type 4	40 persons	42%	58%	55%	45%	Lecturer: 25% Teacher: 10% Private company's staff: 22% Univ. students: 13% Journalist: 2% Housewives: 18% Unemployed: 10%

- Type 1 are residents in Dago Pojok village which also known as “Creative Village” for tourism and have direct contact with tourists, mainly foreign tourists (in following tables called Creative Village for tourism).
- Type 2 includes the business owners or people who have jobs related to tourism (in following tables called business owner related to tourism). However, this type is different from private sector groups such as shops and restaurants. The respondents of type two run small stalls or kiosks, and some work from home.
- Type 3 are residents who live in slum areas surrounding concentrated tourism areas who do not have a tourism-related job and are unemployed (in following tables called residents in slum area surrounding concentrated tourism area).
- Type 4 include residents who have no regular contact with tourists or see them only in passing and do not have tourism-related employment (in following tables called residents who have no regular contact with tourists). The respondents of type four also represent the opinion of eight districts in Bandung City.

6.2. Perception and Attitudes toward Tourism Development 2005-2013

Respondents were asked to respond to a few questions. The first question was about the impacts on employment opportunities and migration to find a job. The second was on the social-cultural impacts. The third question allowed the residents to suggest ways of supporting the tourism development, and the last question allows the respondents’ suggestions for tourism development.

6.2.1 Impacts on Employment Opportunities and Migration to Find a Job

For perceived impacts on the local economy, Table 2 shows that the four resident types have different views on employment opportunities for locals and migrants. The answers from respondents are split, and some of them have two answers.

Regarding the employment opportunities for locals, some respondents of type 1, 3 and 4 have two answers which are ‘employment’ and ‘business opportunities’. In Dago Pojok village, some residents are influenced by traditional events, such as artists who play traditional instruments and do traditional dances. They explained that because of the events that are held routinely every year in this village, some artists are asked to introduce Sundanese traditional instruments at schools. For business opportunities, other locals in the village have the chance to earn income by opening a kiosk or stall. This phenomenon is also explicitly mentioned by type 2 respondents in that they are selling goods or food to tourists.

The survey result shows that all types of respondents have the same perception that tourism activities provide business opportunities. Selling food and goods for souvenirs are the most advantageous in this case. Even though type 1, 2 and 4 respondents believe that tourism creates job opportunities, according to type 3 of those surveyed, it is difficult to find a job in the city.

Concerning the effect of tourism on migration, some residents of types 1, 3 and 4 agree that many people move to Bandung City to find a job, such as in hotels, restaurants, and shops. The reasons for disagreement from type 2 respondents were cited as: “*People come to Bandung City only to enjoy the food and shops.*” or “*They will choose [the] capital city Jakarta to find a job*”

The respondents who have different opinions explained that people from outside Bandung City do not want to have low-wage jobs, such as in hotels, restaurants, and shops.

The local government report states that population growth in the city showed an increase due to both high fertility and migration as economic activity in Bandung City has created pull factors for some people to make a living in the city (BCG, 2012).

Table-2. Employment opportunities, migration to find a job.

Respondents	2.1 Employment opportunities for locals	Percentage of answers	2.2 Migration to find a job	Percentage of answers
Type 1	Employment: "Seasonal job as an artist in tourism events"	73%	Agree: "One of the purposes of people coming to Bandung is to find a job. But just a creative person who can win"	60%
	Business opportunities: "Growth in number of stalls and kiosks in the village makes villagers' economic condition get better"	47%	Disagree: "It is better to find job in Jakarta not here"	40%
Type 2	Business opportunities: "Selling something such as traditional foods and clothes to visitors earns a good income"	73%	Agree: "Many people around the city came to look for a job in Bandung"	20%
	Employment: "It gives residents more job opportunities"	27%	Disagree: "Usually people who come to Bandung are here just for shopping and dining"	80%
Type 3	Employment: "Used to provide jobs, but still large number of unemployed in this area"	60%	Agree: "Many people around the city come to seek work such in hotels, malls, restaurants etc. But residents are still unemployed"	70%
	Business opportunities: "Get income from selling souvenirs and food for visitors"	60%	Disagree: "No, I don't think so"	30%
Type 4	Employment: "It gives locals more jobs such as in hotels, restaurants etc."	70%	Agree: "Many people around the city came to look for a job as a shop keeper or waitress"	60%
	Business opportunities: "Locals can sell something to visitors"	60%	Disagree: "Usually, people seek work in Jakarta not in Bandung"	40%

Type 1: Creative Village for tourism.

Type 2: business owner related to tourism.

Type 3: locals in slum area surrounding concentrated tourism area.

Type 4: locals who have no regular contact with tourists.

6.2.2 Perception of Socio-Cultural Impacts

Regarding the social-cultural effects presented in Table 3, some issues have arisen that reveal what is happening in Bandung City's society. The issues cover local art and culture, cultural exchange, effects of acculturation process, alcoholism, vandalism, and lifestyle changes.

Table-3. Perceived socio-cultural impacts.

Respondents	3.1 Local art and culture	Percentage of answers	3.2 Cultural exchange	Percentage of answers
Type 1	Revive local art and culture: "Since Dago Pojok village has been promoted as a creative village for tourism purposes, villagers prepare dances, traditional music and other performances for the cultural festival"	97%	Promote cultural exchange: "The masterpieces of Dago Pojok village are exhibited abroad and vice versa, so that our village is known abroad"	70%
	Do not know	3%	Do not know	30%
Type 2	Lack of cultural attraction: "In Bandung there are only Saung Angklung Udjo as Sundanese cultural tourism"	80%	Doesn't promote cultural exchange: "Never heard about Sundanese cultural exchange with other countries"	80%
	Do not know	20%	Promote cultural exchange: "Government promotes local culture in the museum or some places while promoting tourism"	20%
Type 3	Lack of cultural attraction: "City government is more concerned with cuisine and shopping rather than culture"	90%	Doesn't promote cultural exchange: "Never heard about Sundanese cultural exchange with other countries"	90%
	Do not know	10%	Do not know	10%
Type 4	Lack of cultural attraction: "Famous cultural attractions in Bandung are only Saung Angklung Udjo. Although there are other performing arts and culture, the ideas come from locals instead of the municipality"	80%	Doesn't promote cultural exchange: "Never heard about Sundanese cultural exchange with other countries"	70%
	Do not know	20%	Promote cultural exchange: "Government promotes local culture in the museum or some places while promoting tourism"	30%
Respondents	3.3 Effects of acculturation process	Percentage of answers	3.4 Alcoholism	Percentage of answers
Type 1	Mixed culture: "Many young people mix traditional Sundanese music with foreign music to create unique works"	60%	Agree: "Foreign tourists' attitudes toward consuming alcohol is affecting the locals, especially young people"	90%
	Sundanese decline: "Language and Sundanese culture is still preserved in this village, even though many foreign tourists came during the events. However, many young people do not speak Sundanese"	40%	Disagree: "I think tourism activities do not caused alcoholism"	10%

Type 2	Sundanese decline: "Many locals do not use Sundanese anymore because of the intensity of interaction with tourists. Especially, nowadays young people do not speak Sundanese" Do not know	80% 20%	"Don't know about this matter" Disagree: "I think tourism activities do not caused alcoholism"	80% 20%
Type 3	Sundanese decline: "Nowadays, locals, especially young people do not speak Sundanese" Mixed culture: "Bandung is famous for its culinary tourism, but the food served is not only traditional food but also western food such as sausages, steak, French fries etc."	60% 40%	"Don't know about this matter"	100%
Type 4	Sundanese faded: "Nowadays, locals, especially young people, do not speak Sundanese" Fashion style: "Many young people wear miniskirts and revealing clothes"	70% 30%	Agree: "Before, alcoholic drinks offered in restaurants was rare and secretive, but now many restaurants sell alcoholic drinks blatantly" Disagree: "I think tourism activities do not caused alcoholism"	70% 30%
Respondents	3.5 Vandalism / property crime	Percentage of answers	3.6 Lifestyle changes	Percentage of answers
Type 1	Economic reason: "In 2003, before this village become a "creative village" for tourism in 2012, many motorcycle gangs led to fights and conflicts. This was caused by economic pressure during rapid development" Do not know	60% 40%	Street life: "Since the growth of tourism in the city from 2003, many young people in this village spend their time on the streets, the house is only used as a layover" Practice and preserve local culture: "Because of their tourism activities since 2012, the artists in the village are more active and creative, even the number of people who learn the art and culture also increased"	60% 80%
Type 2	Gangsters: "Number of <i>preman</i> (Indonesia gangster) is increasing since many local doing businesses are selling food or goods to earn money. Those <i>preman</i> are asking extorting merchants" Do not know	70% 30%	Consumerism: "The desire to eat outside because there are a lot of places to eat, especially if there is a new place people definitely want to try" Do not know	70% 30%
Type 3	Economic reason: "Since the rapid development of	60%	Street life: "Since the growth of tourism	60%

	Bandung City, social problems have been caused by increased economic pressure” Do not know	40%	development in the city, many young people and children are doing activities in the street to show their presence” Do not know	40%
Type 4	Economic reason: “Since the rapid development of Bandung City, social problems have been caused by increased economic pressure” Do not know	30% 70%	Consumerism: “The desire to eat outside because there are a lot of places to eat, especially when there is a new restaurant. Visiting malls becomes entertainment and people always want to shop in FOs and Distros to try new products” Do not know	80% 20%

Type 1: Creative Village for tourism.

Type 2: business owner related to tourism.

Type 3: locals in slum area surrounding concentrated tourism area.

Type 4: locals who have no regular contact with tourists.

Source: Author's fieldwork.

First is the impact on local art and culture, including culture exchange and the acculturation process. Three types of respondents (types 2, 3 and 4) confessed that tourism in Bandung City is not cultural tourism because of the lack of cultural attractions. The respondents claimed that the tourism does not promote local culture. More than 70 percent of respondents mentioned that Bandung City only has Saung Angklung Udjo for cultural attractions, which is a privately-owned attraction. Some respondents said the reason why there is a lack of cultural attractions is because: “*Sundanese traditional culture is not impressive; that is why it is hard to develop and attract more tourists from that*”.

Concerning local cultural development, the Bandung City government reported that in 2012 they held an activity to educate artists or art performers. Through this activity, information about the arts, especially traditional arts in the city has been passed on to the artists, residents and the tourism industry. The goal is to raise the image of the traditional art of Bandung which is expected to become one of the tourist attractions (BCG, 2012). However, the activity did not result in a positive outcome among the majority of residents.

Type 1 residents experienced different effects. In Dago Pojok village tourism activities have revitalized traditional art and culture. The interviews showed that the local government helps the community to promote tourism and hold exhibitions of culture and art abroad for cultural exchange. Therefore, foreign culture has a stronger influence in Dago Pojok village than in other parts of the city. The intensity of contact with foreigners has also affected the local culture. Some type 1 respondents asserted that some local music has been modified by young people in the village by mixing Western music genres with Sundanese traditional instruments.

Other examples of mixing culture also exist in cuisine and fashion. As some type 3 respondents mentioned, the food served in some famous restaurants is not a traditional food. It is pure Western food or traditional food which has adapted to Western tastes. Similarly, one of the cultural issues is fashion. The respondents stated that miniskirts and tank tops were unusual for locals of Bandung. According to two females' type 3 respondents: “*Since many visitors are coming to Bandung, young people's fashion has changed. Many young girls wear miniskirts and revealing clothes*”.

Dorais (1995) stressed that another important issue for culture is the local language issue. Language is one part of a cultural identity along with social habits, customs, and so on. In Bandung City, usually, Bahasa Indonesia is used only in formal activities or places such as school and office. For daily communication, Bandung City residents use Sundanese. In this case, all of the residents agree that tourism means the usage of Sundanese language has

declined. Interaction with tourists is making people accustomed to using Bahasa Indonesia. Therefore, Sundanese is not spoken anymore, especially by young people.

For example, 40 percent of type 1 respondents agree that many young people do not talk Sundanese since many foreign tourists visit their village for the festival. This perception is similar to other types of respondents. 70 percent of type 4 respondents admitted that Sundanese has declined. Five type 4 respondents mentioned that the merchants of one of the major trading centers are using the Malay language to attract tourists from Malaysia.

Another issue of socio-cultural impact is alcoholism. 90 percent of type 1 respondents have strong opinions about alcoholism caused by tourism. Type 1 respondents mentioned that foreign tourists who consume alcohol do affect the locals, especially young people in the village. Some respondents said that recently some young people are drinking alcohol, which is not usual since most residents are Muslim. Similar information was also revealed by 70 percent of the type 4 respondents. As most of the citizens in Bandung City are Muslim, consuming alcohol is prohibited. Alcohol such as beer used to be sold clandestinely and mostly only in certain places, such as bars and discotheques, but now they explained that alcohol is sold openly in restaurants. Respondents feel that people in the city are free to consume alcohol and it is not a Muslim region anymore.

The Bandung City government has set down rules in Act no. 11 of 2010 about the prohibition and controlling of alcoholic beverages and the places that can sell alcohol and the types that can be sold. The government reported that during the operation, they found 25 violations of the sale of alcoholic beverages (BCG, 2012). This illustrates that the practice of illegal sale of alcoholic beverages exists in Bandung City.

The cultural effect is also revealed through the lifestyle. In this study, all respondents agreed that tourism has changed their way of life. Type 2 and 4 explained that many shopping and dining options make them always want to go out and shop. These activities lead to consumerism. As a type 4 respondent said “

When there is a new café or restaurant, I always go to try it” and another type 4 respondent said: *“Tourism in Bandung is about cuisine and shopping, so I always want to spend my time at the mall, Factory Outlet, and to eat out”*.

People assume it is a positive thing because they feel comfort from the culinary attractions in their town.

Some of type 1 respondents have two answers which are about ‘street life’ from 2003 to 2012, and ‘practice local culture’ since 2012. As with type 1 and 3, residents claimed that since the rise of tourism in Bandung from 2003, the construction of the hotels, restaurants and shopping places make them feel pressured. They asked why the city thrived while the local economy has not changed. Some respondents in Dago Pojok village (type 1) and slum areas (type 3) explained that at that time, in 2003, they saw the young people in this community only use their houses as a place to sleep. According to three type 1 respondents: “

During the day, they gathered and hung out on the streets to show their presence. This gathering triggered the formation of a motorcycle gang (gang motor) that always caused mischief which disturbed other residents”

Luckily for the inhabitants of the village of Dago Pojok, some street artists who were concerned about this problem intervened and approach the young people. They put them to work through art. They taught them to paint or draw anything to vent everything they felt, and finally, in 2012, these artists discussed with the local government to make Dago Pojok village a cultural tourism destination in the city because they had trained people to practice the art and local culture. The government approved the plan and promoted the community. However, this has not happened in the slum areas of type 3, so they still struggle in the midst of development.

Another issue is vandalism or crime. Due to economic pressure, some type 1 and type 3 locals confessed that the young people hung out in the street and started motorcycle gangs that caused trouble and committed crimes against other citizens. Three type 3 respondents said: *“In this village, motorcycle gangs led to fights and conflicts because of social inequality caused by economic pressure. They want to show their presence amid rapid development”*.

Meanwhile, 70 percent of type 2 respondents admitted that the recent rise in sales has led to increased numbers of thugs (*preman*) extorting money from merchants. They hope that the government can solve this problem. Type 4 residents claimed that tourism does not cause an increase in crime.

The local government also reported these issues as the problem of the young generation in Bandung City. The government described seven issues that affect the youth in Bandung:

1. the influence of foreign culture on youth behavior,
2. youth has become less care about the values of the local culture,
3. the decline of nationalism in the youth themselves for political purposes,
4. depletion of youth understanding of defense and security has caused conflict,
5. the poverty level which affects the youth opportunity to involve in the development process,
6. destructive character of youth which led to criminal action as motorcycle gang (*gang motor*) and others, and
7. The widespread circulation of drugs and addictive substances.

As the solution to these problems, the city authorities are trying to improve facilities for youth such as educational facilities and skills, increasing employment or entrepreneurship, and increasing youth appreciation for traditional culture and other businesses (BCG, 2012).

6.2.3 Perception of Tourism Development Initiation and Interest

In Table 4, question one is about the primary motivation for tourism development. Respondent’s answers are split as to whether tourism development in Bandung is being initiated due to the residents’ needs or for economic benefit to increase city revenue. Another question is about the interest of tourism. It gathered information about whether tourism development has more interests for tourist or residents.

Table-4. Perception of tourism development initiation and interest.

Respondents	4.1 Tourism development Initiated for...	Percentage of answers	4.2 More interests of...	Percentage of answers
Type 1	Both (Economic benefit & residents need): “Development could be symbiotic”	100%	Both (Tourist & residents): “In here, tourism development is done by mutual cooperation for tourists and residents”	87%
			Residents	13%
Type 2	Economic benefit: “Tourism development is for city revenue. Local government and investors are more concerned about economic benefit” Residents need	67%	Tourist: “There is more focus on tourist facilities”	60%
			Residents: “Tourism development creates job opportunities for residents”	40%
Type 3	Economic benefit: “Locals don’t get economic benefits from development” Residents need	80%	Tourist: “The development is only for tourist needs”	80%
			Residents	20%
Type 4	Economic benefit: “Tourism development exploited the city green area. Moreover, the development is only to attract tourists, the government does not pay attention to the infrastructure that worsens the traffic, many residents are complaining because of some tourism site development” Residents need	75%	Tourist: “Development of tourist sites only attract tourists, but it makes people uncomfortable because of traffic jams”	70%
			Residents: “Tourism development creates job opportunities for residents”	30%
		25%		

Type 1: Creative Village for tourism.
 Type 2: business owner related to tourism.
 Type 3: locals in slum area surrounding concentrated tourism area.
 Type 4: locals who have no regular contact with tourists.
Source: Author’s fieldwork.

All type 1 respondents felt that the development could be symbiotic for tourism and local needs and that tourism development could then bring significant benefits or interest for locals and tourists. In Dago Pojok village, tourists directly experience real indigenous life and culture, and tourism gives direct economic benefits to locals who provide these facilities.

However, more than 70 percent of types 3 and 4 respondents confessed that development in Bandung is only for tourism. Tourism development does not take local needs into account and does not provide enough job opportunities because the number of unemployed in the city is still high. The type 4 respondents felt that development is only to attract tourists and that the government does not pay attention to the infrastructure, which worsens traffic and many residents are complaining due to tourist site development.

The respondents assert that tourism has been exploiting the green areas, worsening the traffic congestion, and causing other adverse impacts because of poor planning and management by the local government. Development makes locals somewhat uncomfortable because they cannot enjoy their city anymore, especially on the weekend since it is very crowded. According to 60 percent of type 2 respondents, tourism development only brings economic benefit to the local government and investors, and that is why it is solely focused on tourist facilities. Even so, the rest of type 2 respondents insist that it has an interest in locals since it provides jobs and business opportunities, especially the selling of souvenirs.

6.2.4 Residents' Suggestions for Tourism Development

More than 80 percent of type 1 respondents mentioned educating residents and providing job opportunities. The respondents felt that the local government only provides the facilities for tourism activities without providing enough knowledge to improve community creativity which can help them deliver exciting performances to tourists. Residents claimed that their knowledge and expertise is limited, so they need support to be able to improve their skills. According to a respondent: *"Not only provide facilities for the practice of art and culture but it is expected that the government provides education for citizens to support creativity"*.

30 percent of type 2 respondents also stressed about educating residents. They suggested the government disseminate information about development programs and education on hygiene and the environment, so the residents can keep their city clean. According to a respondent: *"The government needs to provide socialization and education for many Bandung residents who do not know how to care for their city"*.

Regarding job opportunities, type 1 respondents are hoping that the development of tourism can provide jobs for residents because most of the artists in the village only get seasonal income from events. If there is no event for tourism, most of the villagers are have no income since they do not have a permanent job. More than 40 percent of type 3 respondents raised the issue of employment opportunities. They want local government to develop tourism that could provide jobs.

Type 2, 3 and 4 respondents suggested the government should provide more cultural attractions for tourism. According to a respondent of type 4: *"The government needs to revive museums and local culture as tourism destinations"*.

Other suggestions are to improve the infrastructure and to reduce adverse impacts such as traffic congestion, and municipal solid waste. According to a respondent of type 4: *"Tourism development must be aligned with infrastructure improvement, so that congestion does not get worse"*.

According to a respondent of type 2: *"Improve infrastructure and find solutions for waste problems and traffic congestion"*.

7. DISCUSSION AND CONCLUSION

This case study examined the residents' perception of the social impacts of tourism development in Bandung City. The perceptions were mixed, less positive, and more diverse among the residents. The interview results revealed that the citizens' commonly thought of socio-economic impacts as being about increased business

opportunities. The perceived negative socio-cultural impacts included the use of local language, Sundanese, declining due to tourism. All those interviewed disclosed that recently locals especially young people do not speak Sundanese anymore as contact with tourists, especially domestic tourists, was making them use Bahasa Indonesia.

Another perceived negative socio-cultural impact was vandalism. Due to economic pressure, some locals of type 1 and type 3 had started motorcycle gangs that would hang out in the street and commit crimes.

Regarding the increase of shopping and culinary venues, the respondents' perceptions were mixed. Some respondents felt that it had affected the citizens' lifestyle via consumerism. Other respondents confessed that the development of shopping places and restaurants has had a positive effect on the new local entertainment and the enjoyment of city life.

Concerning local art and culture, type 2, 3 and 4 respondents admitted that Bandung City lacked cultural attractions. In contrast, in Dago Pojok village (well known as Creative village), tourism revived the local art and culture and acculturation in traditional music. The perceptions of the Dago Pojok village respondents (type 1) and the other types of respondents were different since the local art and culture practiced in Dago Pojok village is marketed as a tourism activity. Tourism in Dago Pojok village does create a socio-economic benefit from the festivals and other attractions for the tourists. It shows that the local government efforts of promoting cultural tourism is not widespread to other residents living in other areas.

The respondents react toward their perceived impacts on business opportunities by selling goods and foods for souvenirs and opening kiosks or stalls since tourism has brought the opportunities to earn money from tourists. In Dago Pojok village (type 1 of respondent), since tourism has a significant effect on revitalizing the local art and culture, it's encouraged the villagers to present local culture and traditional festivals for tourists who want a local cultural experience.

Regarding tourism development initiation and interest, the type 1 respondents felt that the development could be symbiotic for tourism and local needs, in that tourism development will bring significant benefits or attention for locals and tourists. However, types 2, 3 and 4 of respondents admitted that the events in Bandung are only run for the tourism. Tourism development does not take local needs into account and does not provide enough job opportunities because the number of unemployed in the city is still high.

The answer to the third research question about the challenges in implementing the tourism development program, was insufficient communication and cooperation between the local government and residents.

Lastly, respondents had suggestions on supporting tourism development in Bandung City for the local government including educating the residents, providing job opportunities and reviving the local culture. The advice implies the importance of considering socialization efforts around the tourism program, providing training to locals and setting up new local attractions to revitalize local culture and involve the residents more.

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