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Bali Tourism Polytechnic
April 14th, 2022



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THE 2ND INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP INOVATION CONFERENCE 2022
“The Hospitality Industry in Post - Pandemic Era: What’s Next?”

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PREFACE

Warmest Greetings from Bali,

We are honored and pleasure to welcome each of the participant and presenter to this event, The 2nd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2022.

The first InHEIC was successfully conducted in 2021 and in this year 2022 we raised a theme “The Hospitality Industry in Post Pandemic Era: What’s Next?”. Theme selection is aimed for the state of the hospitality industry in the post-pandemic era and how the next step should be taken or what can be called "what's next?" in the face of volatility, uncertainty, complexity, and ambiguity in the post-pandemic era.

In The 2nd InHEIC 2022, we have prepared competent speakers; 5 keynote speakers and 3 invited speakers that expert in their field, with 85 papers presented in 11 parallel sessions. We also provide an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published. All papers presented will be published in a conference proceeding book with the ISBN number. Special for 5 best papers will be published in JARTHY (Journal of Applied Research in Tourism and Hospitality).

The conference conducted with a hybrid concept to reducing the spread of Covid-19. This concept is a combination between online system with zoom meeting and offline systems for invitation at MICE Building of Bali Tourism Polytechnic. Although in this year we could not make the conference full offline, but hopefully it will not decrease the value of this conference.

In this great occasion we would like to give our highest appreciation to our International Partners are Republic Polytechnic Singapore, Universiti Teknologi MARA Cawangan Melaka, and Victoria University, then our national Partners: Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic, thank you for your corporation to collaborate with us. Thank you to all presenters, participants, organizing committee, sponsors, media partners and others who cannot be mentioned one by one, to make this conference happen.

We add our best wishes The 2nd InHEIC 2022 will be used as a forum for exchanging opinions, thoughtful discussions and becoming an interesting experience for all participants. Thank you!

Sincerely,

Putu Rio Satria Mahadhita

Chairman of The Committee The 2nd InHEIC 2022

Welcome Remarks Director of Bali Tourism Polytechnic



Dear Esteemed Participants,

On behalf of Politeknik Pariwisata Bali (Bali Tourism Polytechnic), we are pleased to welcome you to The 2nd International Hospitality Entrepreneurship and Innovation Conference 2022 (The 2nd InHEIC 2022). I would like to thank all of you for your willingness to share ideas, thought, works, and knowledge on Hospitality Industry.

This conference will focus on discussing issues that are happening in the hospitality industry by presenting competent speakers in their fields. Selection of theme is based on hospitality industry through post-pandemic era and what are the next steps should be taken in facing volatility, uncertainty, complexity, and ambiguity within this condition. This conference also provides an opportunity for scholars and industry professionals to meet and share their contemporary researches, as well as get their papers published.

We would like also to thank Republic Polytechnic, Universiti Teknologi Mara (UiTM) Cawangan Melaka Malaysia, Victoria University, Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic for the collaboration, thus this event could happen. Our appreciation also goes to all of the speakers, presenters and participants who join us here.

We wish you all the best and we hope this forum will expand our knowledge on hospitality and also our network.

Thank you very much.

Salam
Makardhi

Sincerely,



Ida Bagus Putu Puja
Dr. Ida Bagus Putu Puja, M.Kes.
Director of Bali Tourism Polytechnic

Welcome Remarks Coordinator of Hotel Administration Program Study



Om Swastiastu,

It is great pleasure for me to welcome you to the 2nd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2022 which organized by our Hotel Administration's student class A 2018. My name is Agung Witarsana, hotel administration program study coordinator.

Before we get started, I would like to express my sincere appreciation to all of the keynote speakers, plenary speaker, invited speakers, co-host from fellow academic institutions, presenters, participants, the management of Bali Tourism Polytechnic, lecturers, all partners, and especially our beloved students who are generously helped us making this international conference comes true.

This international conference is one of the projects in our study program which refer as "Managerial Application". By conducting the project, our students enable to develop their managerial skill in area of hospitality industry. Creating this event such as great opportunity for our student to implement their competences and build networking for the future. Based on this phenomenon, the Hospitality Administration Program Class A in 2018 is interested in holding an international conference which titled The 2nd International Hospitality Entrepreneurship and Innovation Conference 2022 (The 2nd InHEIC 2022) with the theme "The Hospitality Industry in Post Pandemic Era: What's Next?"

Once again thank you very much for your participation and support. Hopefully this international conference gives us the new insight and perspective facing this uncertainty conditions, stay safe.

Om Shanti Shanti Shanti Om

Sincerely,



I Gusti Agung Gede Witarsana, S.St.Par,MM,CHE
Coordinator of Hotel Administration Program Study



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MANAGEMENT

1



BORDER MANAGEMENT ANALYSIS THROUGH TOURISM DEVELOPMENT ON THE BORDER OF THE NUSA TENGGARA TIMUR PROVINCE AND THE STATE OF TIMOR LESTE

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Abstract

The border area must be a social interface space in building the front page of a prosperous Republic of Indonesia. It can use an approach to tourism destinations to develop borders areas. The tourism industry is one of the most important industries contributing to the Gross Domestic Product. This research aims to study the development and problems regarding tourism at the national border, especially between the Province of Nusa Tenggara Timur (NTT) and the State of Timor Leste. The research method used in this study is a quantitative descriptive approach. Researchers used various literature reviews and several data sources as secondary data. In addition, primary data were obtained from field surveys and interviews with resource persons. There are three frameworks for developing tourism destinations: tourist attraction, amenities, and accessibility. Development tourism NTT border has been supported by improved infrastructure, such as the road from Kupang to Atambua. Tourism requires proximity, both cultural proximity and distance proximity. Of course, every movement of increasing crowded people, including tourists, will affect people's welfare in a better direction. This study is important to learn about tourism issues and the management at the national border, especially between the NTT Province and the State of Timor Leste, namely the Regencies of Malaka, Kupang, Timor Tengah Utara, and Belu.

Keywords: *Border Area, Management Analysis, Nusa Tenggara Timur, Timor Leste, Tourism Development.*

Introduction

The border area is the State Storefront or the foremost part of the Unitary State of the Republic of Indonesia (NKRI) territory. However, there are still disparities in border areas with neighbouring countries so far. The border area must become a social interface to build a prosperous home page of the Republic of Indonesia. Indonesia's border areas include land, sea, and air areas bordering other countries. Namely, Malaysia, Papua New Guinea, and Timor Leste are on the ground. The maritime area borders Malaysia, Singapore, the Philippines, India, Vietnam, Thailand, the Republic of Palau, Australia, Timor Leste, and Papua New Guinea. (BNPP-RI, 2011)

President Joko Widodo stressed that Indonesia must build from the side because the border area is the most important part of Indonesia. It is intended to protect national interests and increase Indonesia's competitiveness in the international arena. However, border development policy is not an easy job. Remote Areas, Borders, and Islands have extreme topography. Geographical conditions are still isolated due to limited road infrastructure, land transportation, rivers, and other public facilities. This condition



impacts the social welfare, economy, education, and skills of border area communities still lagging. Therefore, the border area must be a top priority in development. There is a significant correlation between infrastructure condition and the pulse of the community socio-economic activities and the people welfare at the border. (Shanteukie.wordpress, 2011)

The tourism industry is one of the most important industries contributing to the Gross Domestic Product in a country. The development of the tourism sector will significantly impact-related sectors, such as hotels, restaurants, travel agents, and small and medium enterprises in tourist visiting areas. Local communities can produce and sell goods, thus creating job opportunities. The tourism industry also encourages investment in infrastructure in tourist visiting areas such as airports, roads, drainage, shopping centers, and others.

According to data from the United Nations World Tourism Organization (2020), several countries in the world have more than 50% of foreign tourists entering through national borders (not using air transportation). Several countries such as Malaysia, France, South Africa, and China have proven that cross-border tourism cannot be underestimated. The number of foreign tourist visits to Indonesia in 2018 was 15,810,305 people. Five million seven hundred twenty-one thousand five hundred twenty-four foreign tourists or as much as 36.19% entered through cross-border. In 2019, the number of foreign tourists who came to Indonesia was 16,106,954, 38.94% or 6,272,248 foreign tourists entering the border. It means that cross-border foreign tourists grew by 9.62% in that period (BPS, 2020). (Asthu, 2020)

The province of Nusa Tenggara Timur (NTT) is the focus of this study. In 2019, the administrative area of NTT was divided into 21 regencies and one city, namely Kupang City, as the capital of NTT province, which is located in the western part of Timor Island. This province with endemic Komodo dragons has a land area of 47,931.54 km². Based on BPS data in 2020, the total population in NTT Province reached 5,325,566 people with a population density of 111 people per km². When viewed by gender, the number of people with female sex is higher than male, especially with the sex ratio in NTT Province in 2020 of 98.19 percent. (localisesdgs-indonesia.org)

In 2020 there were increase indicators from 2019 in NTT Province, where: The poverty rate decreased from 21.09% in 2019 to 20.9% in 2020; The Gini index rose 0.01 points to 0.356 in September 2020 from 0.355 (September 2019) and was below the national figure (0.385). The education quality has increased, marked by the literate population aged 15 years and over, from 99.24% in 2019 to 93.31% in 2020. The rate of infants aged less than six months who are exclusively breastfed has increased from 75 in 2019 05% to 76.41% in 2020. The rate of households with access to decent and affordable housing has increased from 2019 (32.08%) to 36.24% (2020). In 2020, the percentage of households with access to proper sanitation was 69.70%, increasing from 2019 (64.55%). Nevertheless, it is still above the national average in 2020 (79.53%). (localisesdgs-indonesia.org)

The potential sectors that support the economy of the province of Nusa Tenggara Timur are agriculture, plantations, and tourism. It can be seen from the growing interest of private investors to invest in agriculture, plantations, and tourism, which is also

supported by increased infrastructure investment by the government to catch up with other regions. Investment growth is still dominated by government investment, such as the continuation of the physical construction of the Napun Gete and Rotiklot Dams, the prospect of starting the structure of the Temef Dam, improving the electricity network, ports, airports, and roads. Meanwhile, private investment is estimated to be mainly in electricity, star hotels, housing, agro-industrial plantations, and agriculture development. (Bappenas, 2017)

There are many attractions of tourist destinations in NTT. The province of NTT is very rich in tourist attractions. Many are still original. One of them is coral reefs. In addition, there is Nembrala Beach which is very suitable for surfing because it has international waves. Other tourist attractions are a three-level waterfall (70 m) in Oenesu, Ba'a Beach, Watu Ria Beach, Nembrala Beach in Rote Ndao Regency, Deri Beach in Adonara, Alor Regency, Windsurfing at Waiara Beach, Riang Sunge Beach in P. Solor, Oa Beach, Oenggae Beach, Natural Panorama of Kolbano Beach, South Central Timor Regency, Papela Beach. (Widiati, 2007)

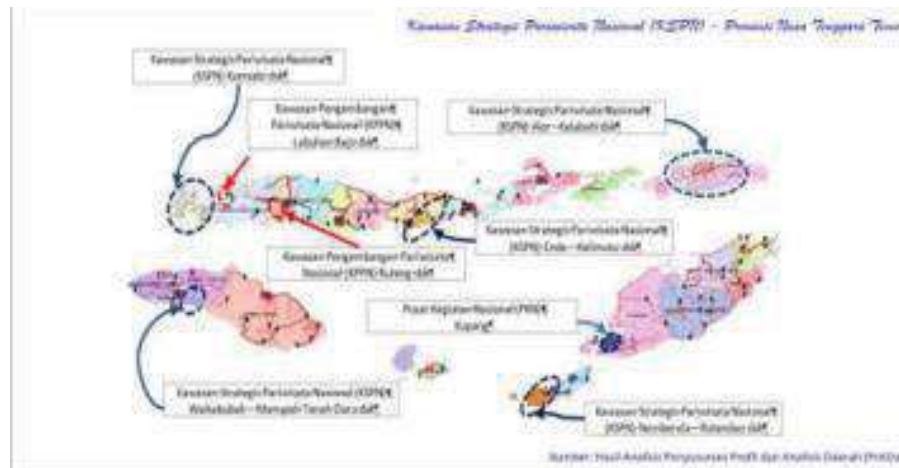


Figure 1: National Tourism Strategic Area (KSPN) of the Nusa Tenggara Timur Province [Source: Bappenas, 2017]

The border as a tourist attraction has a unique character, and it is necessary to develop interests that balance it. One of the activities of cross border Indonesian tourists that must be considered is simple economic activities. Besides being a driving force for life, buying and selling activities can generate foreign exchange. The need for household appliances is sought after by cross-border tourists. Finished products such as clothing, basic commodities, cigarettes, and gas for households are favourites at the NTT border. The relatively more affordable goods and better quality are the main reasons for the great demand for these goods. For this phenomenon, should be built tourist attractions are markets or public spaces that can accommodate buying and selling activities. The market is the simplest place to fulfil the transaction space needed by the community on the border. Traditional markets and simple public areas such as fields as the main attraction for cross-border tourism are rational options to be developed. (Asthu, 2020)



Based on the explanation above, this study is important to learn about tourism issues at the national border, especially between the Province of East Nusa Tenggara (NTT) and the State of Timor Leste (RDTL). The regencies that fall within the boundaries of the Province of NTT and the State of Timor Leste are the Regencies of Malaka, Kupang, Timor Tengah Utara (TTU), and Belu.

Literature Review

Tourism in its operations is very dependent on the use of two main resources, namely natural resources and cultural resources. UU no. 10/2008 on Tourism says that tourism areas are certain areas that are built or provided to meet tourism needs (Kemenpar, 2015). The world tourism organization (UNWTO) defines the area as *"A physical space where visitors spend at least one overnight. It includes tourism products such as support services and attractions and tourism resources within one day's return travel time. It has physical and administrative boundaries defining its management and images and perceptions defining its market competitiveness"*. According to the Central Bureau of Statistics (bps.go.id), tourism is a whole series of activities related to people who act/travel or temporary transit from their place of residence to one or several destinations outside the residential environment. Several needs drive them without means to earn a living.

Haynes & Fryer (2000) explain that tourists can offer two things, namely products and services. Tourism products are the overall coverage of products intended for someone or consumed by someone during tourism activities. Services are services received by tourists during their travels. Tourism products, or what can be said as tourist destinations, cannot be created by themselves but are a combination of various sectors. Three basic components make up tourism products and destinations: tourist attraction, amenities, and accessibility. Attraction is an advantage that an area can "sell" the place to attract tourists to do tourism activities. Amenity is a convenience supported by various facilities and infrastructure to support tourism activities. The availability of facilities and infrastructure and supporting facilities for tourism activities can affect the continuity of tourism activities in an area. (Manhas et al., 2016)

The essence of tourism development is attraction. Attractions can be created or take advantage of the potential that already exists in the area, such as natural beauty (scenery, waterfalls, rivers, beaches, and others). However, attraction without being supported by the availability of facilities and infrastructure and without being supported by adequate access will not make tourism activities in the area develop. Therefore, an integrated concept of destinations is very important in supporting the development of the tourism sector. Tourism emerges based on various phenomena and relationships that arise from interactions between tourists, industry, government, and society. Tourism development cannot be separated from other elements, not just a tourist attraction. Elements that cannot separate are the availability of a network of infrastructure that allows tourists to achieve their goals, supporting facilities, and service activities that will enable tourists to meet their needs and enjoy their visit. In addition, institutional aspects, security and order aspects, cultural aspects are also attractions. (Gunn & Turgut, 2002) (Cholik, 2017)



In general, the function and system of tourism as the heart of tourism development consists of two main things: demand or market as visiting tourists and supply as a tourist destination itself. Demand and supply of a tourism activity are major factors in tourism planning. Planning in tourism development must run with these two strengths simultaneously. Demand, as a market, determines what tourists want, their needs, and their ability to pay. Markets can be categorized but will change over time. It must be developed offers in response to the market and as one of the geographic and management factors associated with the tourist destination. (Kennedy, 2018) (Getz & Page, 2016)

As a demand component, the *World Tourism Organization* divides tourists into two parts, namely domestic visitors and international visitors. International Visitors are residents of one country who visit another country. Domestic Visitors are residents who travel within a country for no more than one year, with the aim of not earning a living. Domestic Visitors are grouped into two, namely domestic tourists and domestic excursionists. A domestic tourist is a resident who travels for at least one night (24 hours) and not more than one year for pleasure, recreation, vacation, sport, business, visiting friends, missions, meetings, conferences, health, education, and religion. Domestic excursionists, namely residents traveling less than 24 hours. The market determines the demanding element, identical to the tourists' needs. The market is a very important component of demand. Without volume and tourists who desire to travel, tourism activities will not develop. (Chadwick, 1987) (Bayih & Singh, 2020)

Lea (1988) describes five main elements that constitute a supply, namely: Attractions are categorized as natural attractions (lakes, beaches, waterfalls, etc.), artificial (reservoirs, bridges, etc.) as well as cultural property owned by an area such as culture, arts, and others; Transportation that has a fairly close relationship between tourism development and the transportation sector; Accommodation that is more directed to a place to stay for tourists while traveling, such as hotels and guest houses; Supporting facilities and services include various types of supporting facilities and services, such as restaurants, shops, banks, places of worship and medical service centers; and infrastructure to support tourism development. All components of the offer become very important in a tourism system that is formed. All elements contained in the offer must be interrelated and must be in a state of balance. Imbalances or changes in one component can affect the other components. (Peeters et al., 2018)

Natural Resources (SDA) exist around the natural environment that can be used for various interests and needs for its welfare. Natural resources can be divided into non-renewable natural resources and renewable natural resources. Renewable natural resources are natural resources that can use repeatedly and conserved, such as water biodiversity, including plants, animals, forest products, and others. Non renewable natural resources are natural resources that cannot recycle, are only used once or cannot be conserved, and can become extinct. This natural resource is very limited and generally found on the earth, often called mining or excavation. In reality, especially in small islands, many parties in utilizing natural resources do not apply the concept of sustainability. In many cases, exploitation and exploration of existing resources show



the forms of activities carried out are destructive and not long-term oriented. (Kemenpar, 2015)

Cultural Resources result from human work in maintaining and improving living standards and adaptation to their environment. Culture needs to be seen from realizing human life related to ideas, behavior, and materials as a system. Human civilization has characteristics that can be grouped in a structured manner, namely: components of living culture (social, economic, political, linguistic, religious, aesthetic, and livelihood); wisdom and technology (livelihood, peace, pleasure, language, academic knowledge, and technology); and cultural heritage (artifacts, monuments, manuscripts, traditions, and art). (Kemenpar, 2015)

Development at the border is still experiencing inequality or not on target. The tourism approach can be an alternative to reduce the disparity that occurs. This approach must use the concept of tourism destination development that focuses on the development of three pillars, namely attractions (markets and public spaces), accessibility (roads, entrance gates, and public transportation), and amenities (Homestays and Hotels). (Asthu, 2020) (Sharpley & Telfer, 2008)

Research Methodology

This research method uses a quantitative description approach. Researchers used various literature reviews and several data sources as secondary data. The data obtained comes from the Ministry of National Development Planning/Bappenas, Deputy for Regional Development. Researchers also directly conducted surveys and conducted interviews with regional leaders in the Province of Nusa Tenggara Timur (NTT) in Kupang, Timor Tengah Utara (TTU), Belu, and Malaka.

The main indicator seen in the problems of developing and managing tourism in border areas is Availability and Accessibility. Availability is the condition of the tourism infrastructure/facility services, while accessibility is the ease in accessing tourism infrastructure/facilities services. The indicators seen are based on variables: the type of business most people from services and others and the number of tourism objects. With supporting profile indicators: Number of villages tour determined by regional regulation; Number of tourist villages; Number of zoos; Number of water tours; the number of agritourism; Number of cultural tourisms: Number of recreational parks; and the number of nature tourism. (Bappenas, 2019)

There are three classifications of achievement level indicators from this tourism thematic, namely: (1) the level of achievement of the district/city against a thematic is low (the indicator is red) if the district/city value is smaller than the provincial value AND the national value, OR the district/city value smaller than the national value AND smaller than the provincial value; (2) district/city level of achievement against a moderate thematic (green indicator), if the district/city value is greater than or equal to the provincial value AND is smaller or equal to the national value, OR the regency/city value is greater or equal to the national AND is less than or equal to the provincial value; and (3) the district/city level of achievement against a thematic is high (blue indicator) if the district/city composite value is greater than the provincial value AND the



national value, OR the district/city value is greater than the national value AND greater than the provincial value. (Bappenas, 2019)

This study will also look at indicators of factors that support the development of tourism in the border areas of NTT, namely economic potential, basic financial facilities and infrastructure, markets/shops, and other supporting facilities. The research presumption is that the development and management of tourism in the border area of the NTT Province and the State of Timor Leste is still low.

Results and Discussions

It requires the involvement of many parties in border development. The role of the government is to determine the direction of development policy. Several institutions have direct ties to the development of border areas, such as the National Border Management Agency (BNPP), the Ministry of Public Works and Public Housing (Kemen PUPR), the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes), Regional Governments. Government institutions that have security and administrative functions in border areas, such as the Ministry of Law and Human Rights (Kemenkumham), the Indonesian National Police (Polri), the Indonesian National Army (TNI), and so on. Several government programs and approaches at the border can be used as indicators. The indicators are (Asthu, 2020) (BNPP-RI, 2015) (Kennedy, 2021):

1. Launched National Strategic Activity Centre (PKSN) focuses on border infrastructure development.
2. Priority Locations (Lokpri) regarding sub-district management plans in the border Development Concentration Areas (WKP).
3. The National Border Crossing Post (PLBN) is a strategic inspection gate to support services to cross-border crossings between countries. At least there are elements of customs, immigration, quarantine, and security.
4. Immigration Checkpoint (TPI) is the location of service providers and border crossers' documents.

Development of Border Areas with a Tourism Approach

(Asthu, 2020)

The tourism destination approach can be used as an alternative in building borders, according to Cooper in Sunaryo (2013), explaining that the framework for developing tourism destinations consists of the following main components: (1) Tourist attraction objects which include uniqueness and natural, cultural, and artificial-based attractions; (2) Accessibility which provides for the ease of transportation facilities and systems; and (3) Amenity, which includes supporting facilities and supporting tourism.

Tourist attractions cannot stand alone, and facilities are needed to connect them to the border (accessibility). Connections between the border and the nearest village or tourism attractions are difficult to access. It is different from the TPI wall (Immigration Checkpoint), and good accessibility is generally easy to find. The development of *cross-border* destinations is very dependent on the opening of access roads that function as liaisons and factors that make it easier for foreign tourists to access Indonesian territory. In addition to the street, the border desperately needed a gate. The function of the gate is



as a doorway for foreign tourists and Indonesian citizens. The gate will be a symbol of Indonesia's pride in the eyes of the world. It should build gates on routes that do not have TPI. For example, Motaain currently has a Cross-Border Post (PLBN) with a good Gate. Public transportation facilities that can reach the border make it easier for tourists to access tourist attractions. Affordable public transportation will greatly help areas on the border as a liaison between strategic destinations. (Asthu, 2020)

To meet the definition of a foreign tourist, a person must be outside the domicile for more than 24 hours. It isn't easy to achieve without good amenities, even though many cross-border foreign tourists have relatives in Indonesia's border areas. *Homestays* or jasmine-class hotels are the main choices for developing amenities in border areas. Tariffs that adjust local purchasing power must be considered to boost room occupancy rates. Of course, must balance any class of lodging with human resources capable of providing excellent service. (Asthu, 2020)

Tourism Problems in the Nusa Tenggara Timur Border Area
(Bappenas, 2019)

The focus of the development of the main economic sector of NTT is agriculture. However, new sources of growth, such as tourism, continue to be encouraged to advance the NTT Province's economy further (Bappenas, 2017). The development of tourist areas on the border includes the Liman Beach Area in Kupang Regency and the Motaain Area in Belu Regency (Dinpar-NTT, 2018).

Based on the main sectors contributing to economic growth, the agriculture, forestry, and fishery sectors in 2017 were able to grow progressively by 4.88%, better than 2016 at 2.37%, in line with the opening of new agricultural lands as well as the continuous improvement of irrigation networks and reservoirs. In addition, the new source of economic growth, namely the accommodation and food and drink (tourism) sector, was able to record high growth of above 10%, namely 14.46% in 2016 and 13.59% in 2017. (Bappenas, 2017)

Based on Bappenas data (2019), the economic potential (see Table 1) in the border areas of NTT (Kupang, Belu, and Malaka Regencies) looks very good except in the Timor Tengah Utara (TTU) region, which still needs attention. However, only Belu Regency shows a high indicator (blue indicator colour) for the tourism category, while the other three are still low and need attention (red indicator colour).

Table 1: Value of Economic Potential Indicators in the NTT Border Area
[Source: Bappenas, 2019]

Priority Location (Lokpri) INDICATION Program/Activity Intervention ↓ ECONOMIC POTENTIAL	Agriculture	marine	Mine	Industry	Tourist	ECONOMIC POTENTIAL
Kupang	3	3	3	1	1	3
Timor Tengah Utara	1	3	3	1	1	1
Belu	3	3	3	2	3	3

Malaka	3	3	2	1	1	3
NUSA TENGGARA TIMUR PROVINCE	1	3	3	1	1	3
NUSA TENGGARA ISLANDS	1	3	3	3	3	3
EAST REGION OF INDONESIA	1	3	3	1	1	1
INDONESIA	70.51	30.75	11.25	7.56	7.11	25.44

Description: Blue=height; Green=medium; Red=less

The tourism index (see Table 2) of the NTT border region is Kupang Regency with an index of 4.24, TTU with an index of 2.85, Belu with an index of 11.11, and Malaka with an index of 5.12. Only Belu Regency has a tourism index above the NTT Province average of 5.96, even above the national one, 7.11.

Table 2: Tourism Component Index in the NTT Border Area

[Source: Bappenas, 2019]

ECONOMIC POTENTIAL Tourism Component D/K community business from tourism	masyarakat pariwisata PERD/K	%Objek ΣD/K	ΣDesawisata (PERDA)	ΣDesawisata	ΣKebunbinatang	ΣWisatairia	ΣAgrowisata	ΣWisatabudaya	ΣTamanrekreasi	ΣWisata alam	ΣWisatalainnya	Tourism Component Index (%)
Kupang	0.56	7.91	1	1	-	-	1	-	3	7	1	4.24
Timor Tengah Utara	1.55	4.15	2	-	-	1	-	2	-	1	2	2.85
Belu	3.70	18.52	2	2	-	1	-	-	-	5	5	11.11
Malaka	-	10.24	3	2	-	-	-	-	-	6	2	5.12
NUSA TENGGARA TIMUR PROVINCE	2.42	9.51	4.7	6.2	1	15	4	3.0	20	109	3.1	5.96
NUSA TENGGARA ISLANDS	2.69	12.70	8.5	104	2	50	7	3.9	40	201	4.3	7.70
EAST REGION OF INDONESIA	3.19	6.94	2.97	2.25	1.3	253	4.7	164	251	857	137	5.06
INDONESIA	4.29	9.92	9.62	7.72	5.0	1.122	369	5.66	1.269	2.661	558	7.11

Suppose you look at indicators to support tourism in the form of basic economic infrastructure, namely road transportation, telecommunications, security, and natural disaster mitigation (see Table 3). In that case, Belu and TTU Regency have the best indicators (blue), followed by Kupang Regency (moderate, green). At the same time, Malaka Regency is still very low and must be watched (in red). Compared with the scores of the entire province of NTT and Eastern Indonesia, the border of NTT is still better.

Table 3: Value of Basic Economic Infrastructure Indicators

[Source: Bappenas, 2019]

Priority Location INDICATION Program/Activity Intervention ↓ ECONOMIC BASIC INFRASTRUCTURE	Means/ Infrastructure Highway Transport	Telecom- munication	Security	Mitigation Natural disasters	ECONOMIC BASIC INFRA- STRUCTURE
Kupang	1	2	2	3	2
Timor Tengah Utara	3	2	3	1	3
Belu	3	3	2	1	3
Malaka	1	1	2	3	1
NUSA TENGGARA TIMUR PROVINCE	3	1	1	3	1
NUSA TENGGARA ISLANDS	3	1	1	3	1
EAST REGION OF INDONESIA	1	1	1	1	1
INDONESIA	63.12	66.22	46.19	6.26	45.45

Description: Blue=height; Green=medium; Red=less

For other indicators that support tourism in markets/shops (see Table 4), TTU Regency areas are of high value (in blue). The Belu and Kupang Regency is in the medium category (in green). It needs to be improved, while Malaka Regency is still the lowest (in red). Compared with the scores of the entire province of NTT and Eastern Indonesia, the border of NTT is still better.

Table 4: Value of Market/Shop Indicators in the NTT Border Area

[Source: Bappenas, 2019]

Priority Location INDICATION Program/Activity Intervention ↓ MARKET/SHOP	Group shops	Market with Building Permanent	Market with Semi Building Permanent	Mini market/ Supermarket	Supermarket/ Shopping Center Modern	MARKET/ SHOP
Kupang	2	1	1	2	1	2
Timor Tengah Utara	3	3	3	3	1	3
Belu	2	2	2	2	3	2
Malaka	1	1	2	1	1	1
NUSA TENGGARA TIMUR PROVINCE	1	1	1	1	1	1
NUSA TENGGARA ISLANDS	1	1	1	1	1	1
EAST REGION OF INDONESIA	1	1	1	1	1	1
INDONESIA	41.87	40.95	46.07	42.95	5.57	35.48

Description: Blue=height; Green=medium; Red=less

As for regional support facilities for tourism development, banking, hotels, and restaurants, TTU Regency has an indicator with a high value (in blue). Kupang and Belu regencies have a hand with a medium category (in green). In contrast, Malaka Regency



has a low value (red). Compared with the scores of the entire province of NTT and Eastern Indonesia, the border of NTT is still better.

Table 5: Indicator Values of Supporting Facilities in the NTT Border
[Source: Bappenas, 2019]

Priority Location INDICATION Program/ Activity Intervention ↓ SUPPORTING FACILITIES	Bank General Government	Bank General Private	Bank Credit People	Hotel	Restaurant	SUPPORTING FACILITIES
Kupang	1	2	2	3	3	2
Timor Tengah Utara	3	3	3	3	3	3
Belu	2	2	2	2	2	2
Malaka	1	2	2	1	1	1
NUSA TENGGARA TIMUR PROVINCE	1	1	1	1	1	1
NUSA TENGGARA ISLANDS	1	1	1	1	1	1
EAST REGION OF INDONESIA	1	1	1	1	1	1
INDONESIA	43.39	32.78	34.10	35.55	38.30	36.82

Description: Blue=height; Green=medium; Red=less

The colour categories of these indicators can be seen in the following table:

Table 6: Indicator Values of Each Category
[Source: Bappenas, 2019, processed]

Region/ County on the Border	TOURIST	ECONOMIC POTENTIAL	BASIC ECONOMIC INFRA-STRUCTURE	MARKET/ SHOPS	SUPPORTING FACILITIES
Kupang	Red	Blue	Green	Green	Green
TTU	Red	Red	Blue	Blue	Blue
Belu	Blue	Blue	Blue	Green	Green
Malaka	Red	Blue	Red	Red	Red
NTT PROVINCE	Blue	Blue	Red	Red	Red
NUSA TENGGARA ISLANDS	Blue	Blue	Red	Red	Red
EAST REGION OF INDONESIA	Red	Blue	Red	Red	Red

Description: Blue=height; Green=medium; Red=less

The table above (Table 6) shows that Belu Regency has the best value with its supporting factors: economic potential, basic economic infrastructure, market/support, and other supporting facilities. Kupang Regency has good tourism supporting elements, but its tourism development is still low. Meanwhile, Timor Tengah Utara (TTU) tourism development is still common; although the supporting facilities, basic economic infrastructure, and market/shops are highly valued, it has great growth potential. Malaka Regency's economic potential is of good value, while other indicators such as tourism and others are still very low. Except for Malaka District, when compared with the scores of the entire province of NTT and Eastern Indonesia, the border of NTT is still better.



Thus, it is necessary to pay attention to the Malaka Regency, Kupang, and TTU Regency. Tourism development in the Belu Regency must improve, especially as it is the main gateway between the NTT Province and the State of Timor Leste in the Motaain Atambua area.

From the descriptions above, the problems of tourism development in the National Tourism Strategic Area (KSPN) of NTT Province, especially border areas, are (Bappenas, 2017):

1. The availability of hotel accommodation is generally only in the city centre. While tourist destinations in NTT are far from the city centre; - There is a KSPN area that is a protected forest, so consideration is needed in its development;
2. The absence of public transportation and access roads to tourist attractions;
3. The lack of regional regulations that regulate tariff standards and integration between tourist objects;
4. Minimum accessibility to sea transportation is only provided by the community and without limitation.
5. The strategic area on the border with the highest score is Belu Regency because it is supported by high availability and accessibility categories; - The strategic area with the lowest score on the border is Malaka Regency, followed by TTU and Kupang Regencies.
6. The development of border tourism in Malaka needs to be prioritized, followed by tourism development in the TTU and Kupang regencies.

The Nusa Tenggara Timur Provincial Government has set a strategy for developing this tourism, based on market preferences (target market) for foreign and domestic tourists, with 3 (three) focuses: market-driven, product-driven, and community-driven. They develop international quality NTT tourism destinations based on their potential, characteristics, and advantages by involving community participation and providing benefits and resource sustainability in local tourism activities. (Dinpar-NTT, 2018)

Development of Cross-Border Post and Border Tourism in Atambua, Belu Regency

When viewed from the determinants of supply, an important problem in remote border areas is the problem of transportation. Therefore, must plan the fulfillment of vehicle needs properly. Estimates of the need for transportation equipment depend on several factors, including regional conditions, the number and distribution of service targets, and the number and types of activities carried out (Baker, TD, William A. Reinke, 1994).

Currently, the infrastructure for land transportation to the border is quite good. The two countries, both Indonesia and Timor Leste, can visit each other, which is facilitated from the facilities that have been built, either through Motaain in Belu Regency and Motamasin in Malaka Regency NTT. The journey from Atambua as the capital of Belu to the border gate is approximately one and a half hours away by land vehicle. Infrastructure development in border areas is important to reduce the cost of cross-border movement because these costs are a large component also in international trade (Anderson & Van Wincoop, 2004).



Previously, we underestimated the border area because of its economic infrastructure. Such as inadequate market, lack of socio economic facilities, and support with a limited capacity of local human resources in managing natural resources with limited access to produce so that people have low incomes, weak capital, and trade aspects. The welfare of the people in the border areas is still common to invite vulnerabilities in the future (B. Lay & Wahyono, 2018). However, with President Joko Widodo's Nawacita program, the development of border areas has become a priority because of the strategic importance of border areas, both nationally and internationally. (Kennedy, 2020)

One of the National Border Post (PLBN) between Indonesia and Timor Leste is the Motaain PLBN in Silawan Village, Belu Regency, NTT. Developing the Motaain PLBN is one of the efforts to support the development of border areas according to the potential impact on trade activities between countries and Belu. Among them are cheaper trade costs, increased trade intensity, and increased people's per capita income (B. Lay & Wahyono, 2018). For tourism development in Motaain PLBN, there are no barriers to accessibility. What needs to be encouraged is the existence of events for various attractions that attract many tourists, especially from Timor Leste (Antaranews, 2018).

In Atambua, PLBN Motaain often holds the Wonderful Indonesia Festival on market days that fall on Tuesdays and Wednesdays. The bazaar is full of various products such as local cuisine, cloth weaving, etc. Regularly, the Indonesia Festival is deliberately held so that it is expected to be a space for economic movement at the border. The Motaain PLBN has been completed, including the market and food court, filled with traders and the surrounding community. Developments are supported by better infrastructure, such as the road from Kupang to Atambua. Tourism requires proximity, both cultural proximity and distance proximity. Every movement of increasingly crowded people, including tourists, will, of course, affect people's welfare in a better direction. (Okezone,2019)

Conclusions

The focus of developing the main economic sector of Nusa Tenggara Timur (NTT) is agriculture. However, new sources of growth, such as tourism, continue to be encouraged to advance the NTT Province's economy further. The development of tourist areas on the border includes the Liman Beach Area in Kupang Regency and the Motaain Area in Belu Regency.

From the value of the Tourism Index, only Belu Regency has a tourism index above the NTT Province average of 5.96, even above the national one, which is 7.11. Meanwhile, the tourism value of Malaka, Timor Tengah Utara (TTU), and Kupang Regencies is still very low.

Belu Regency has the best value for tourism and its supporting factors: economic potential, basic economic infrastructure, markets/support, and other supporting facilities. Although Kupang and TTU Regencies have good tourism supporting aspects, their tourism development is still low. Malaka Regency's economic potential is of good value, while other indicators such as tourism and others are still very low. Except for Malaka,



when compared with the scores of the entire NTT and Eastern Indonesia, the border of NTT is still better.

What needs to be the main concern in tourism development is Malaka Regency, then TTU, and Kupang Regency. The result of tourism in the Belu Regency must be improved, especially as it is the main gateway between the NTT Province and the State of Timor Leste in the Motaain Atambua area, the National Border Post (PLBN) in Silawan Village, Belu Regency. The Motaain PLBN is one of the efforts to support the development of border areas according to the potential impact on trade activities between countries and Belu.

The Provincial Government of NTT has set a strategy for developing this tourism based on market preferences for foreign and domestic tourists, with three focuses: demand-driven, product-driven, and community driven.

The limitation of this study is that the data used are mostly secondary sources, for that in further research, data from primary sources should also be reproduced.

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Synopsis

The 2nd International Hospitality Entrepreneurship and Innovation Conference 2022 (The 2nd InHEIC 2022) is an International Conference, managed by the students of Hotel Administration Program of Bali Tourism Polytechnic, conducted with a hybrid concept to reducing the spread of Covid-19.

This International Conference, includes 2 sessions, namely Plenary Session and Parallel Session. On Plenary Session, there were 5 Keynote Speakers and 3 Invited Speakers. All of them are the competent people and expert in tourism field. On Parallel Session, there were 11 breakout rooms, this session provided for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published.



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Border Management Analysis Through Tourism Development on the Border of the Nusa Tenggara Timur Province and the State of Timor Leste

Posma Sariguna Johnson Kennedy
Universitas Kristen Indonesia

“The Hospitality Industry in Post-Pandemic Era: What’s Next?”

Bali, 14th April 2022

THE 2nd INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP
AND INNOVATION CONFERENCE 2022



THE 2nd INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE
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- OPEN REGISTRATION** 01st March 2022
- ABSTRACT SUBMISSION** 15th March 2022
- FULL PAPER SUBMISSION** 23rd March 2022
- NOTIFICATION OF ACCEPTANCE** 7th April 2022
- CONFERENCE DATE** 14th April 2022

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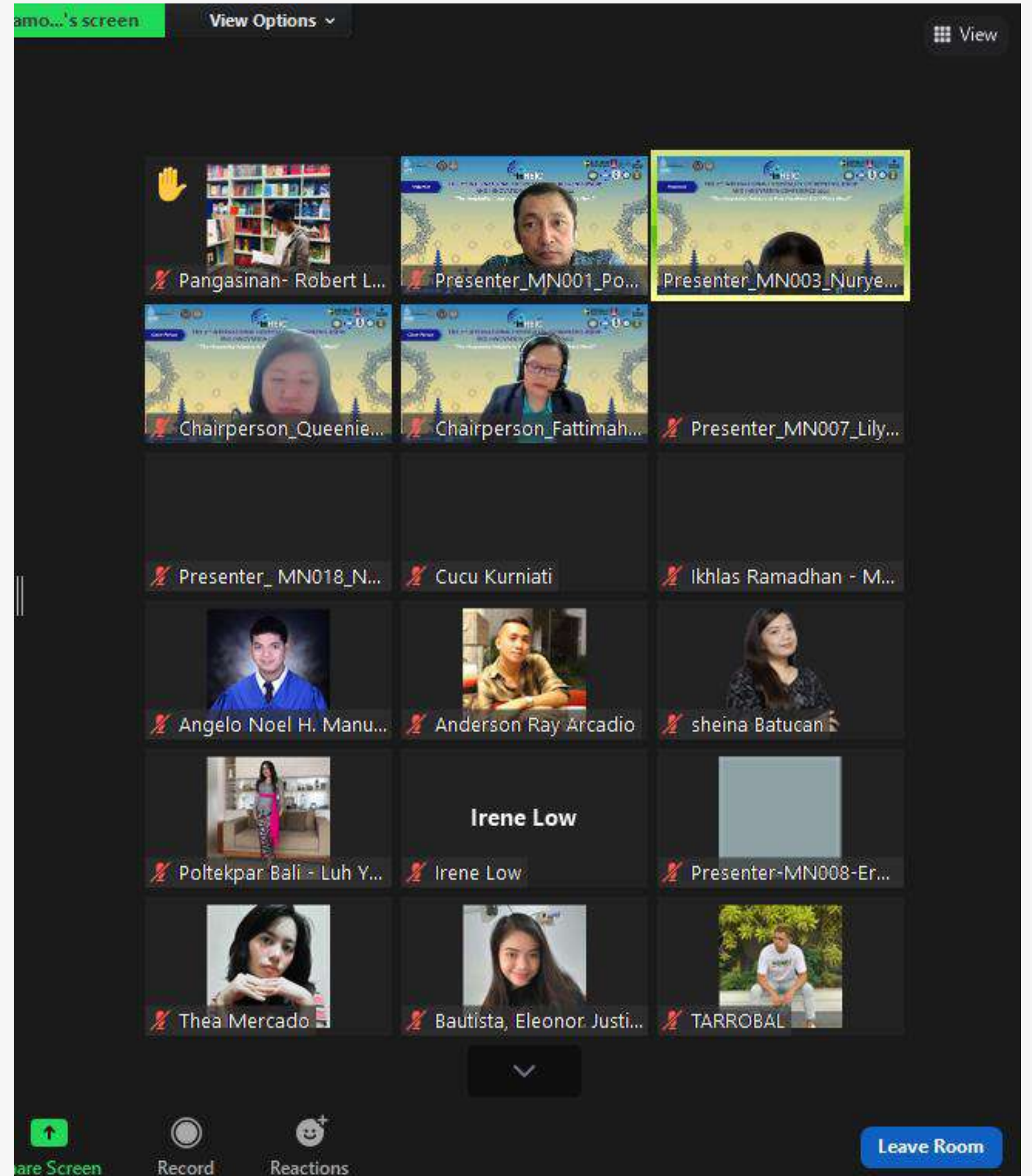
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The border area must be a social interface space in building the front page of a prosperous Republic of Indonesia. It can use an approach to tourism destinations to develop borders areas. The tourism industry is one of the most important industries contributing to the Gross Domestic Product. This research aims to study the development and problems regarding tourism at the national border, especially between the Province of Nusa Tenggara Timur (NTT) and the State of Timor Leste. The research method used in this study is a quantitative descriptive approach. Researchers used various literature reviews and several data sources as secondary data. In addition, primary data were obtained from field surveys and interviews with resource persons. There are three frameworks for developing tourism destinations: tourist attraction, amenities, and accessibility. Development tourism NTT border has been supported by improved infrastructure, such as the road from Kupang to Atambua. Tourism requires proximity, both cultural proximity and distance proximity. Of course, every movement of increasing crowded people, including tourists, will affect people's welfare in a better direction. This study is important to learn about tourism issues and the management at the national border, especially between the NTT Province and the State of Timor Leste, namely the Regencies of Malaka, Kupang, Timor Tengah Utara, and Belu.

- The border as a tourist attraction has a unique character, and it is necessary to develop interests that balance it.
- One of the activities of cross-border Indonesian tourists that must be considered is **simple economic activities**.
- Besides being a driving force for life, **buying and selling activities** can generate foreign exchange.
- The need for **household appliances** is sought after by **cross-border tourists**.
- Finished products such as clothing, basic commodities, cigarettes, and gas for households are **favorites at the NTT border**.
- The relatively **more affordable goods and better quality** are the main reasons for the great demand for these goods.
- For this phenomenon, should be built **tourist attractions are markets or public spaces** that can accommodate buying and selling activities.
- **The market** is the simplest place to fulfill the transaction space needed by the community on the border.
- **Traditional markets and simple public areas** such as fields as the main attraction for cross-border tourism are rational options to be developed.

This study is important to **learn about tourism issues at the national border**, especially between the Province of **Nusa Tenggara Timur (NTT)** and the State of **Timor Leste (RDTL)**. The regencies that fall within the boundaries of the Province of NTT and the State of Timor Leste are the Regencies of **Malaka, Kupang, Timor Tengah Utara (TTU), and Belu**.

Literature Review

- Tourism is a whole series of activities related to people who act/travel or temporary transit from their place of residence to one or several destinations outside the residential environment. (BPS)
- Tourism in its operations is very dependent on the use of two main resources, namely **natural resources and cultural resources**.
- Tourists can offer two things, namely **products and services**. Tourism **products** are the overall coverage of products intended for someone or consumed by someone during tourism activities.
- **Services** are services received by tourists during their travels. .
- Three basic components make up tourism products and destinations: tourist **attraction, amenities, and accessibility**.
- **Attraction** is an advantage that an area can "sell" the place to attract tourists to do tourism activities.
- **Amenity** is a convenience supported by various facilities and infrastructure to support tourism activities.
- The **availability** of facilities and infrastructure and supporting facilities for tourism activities can affect the continuity of tourism activities in an area.
- **Development at the border** is still experiencing inequality or not on target. The **tourism approach** can be an alternative to reduce the disparity that occurs.
- This approach must use the concept of tourism destination development that focuses on the development of three pillars: **attractions** (markets and public spaces), **accessibility** (roads, entrance gates, and public transportation), and **amenities**.

- This research method uses a **quantitative description approach**.
- Researchers used various literature reviews and several data sources as secondary data.
- The data obtained comes from the **Ministry of National Development Planning/Bappenas**, Deputy for Regional Development.
- Researchers also directly conducted **surveys and interviews** with regional leaders in the Province of Nusa Tenggara Timur (NTT) in Kupang, Timor Tengah Utara (TTU), Belu, and Malaka.
- The main indicator seen in the problems of developing and managing tourism in border areas is **Availability and Accessibility**.
- **Availability** is the condition of the tourism infrastructure/facility services, while **accessibility** is the ease in accessing tourism infrastructure/facilities services.

Indicator Values of Each Category

Region/ County on the Border	TOURIST	ECONOMIC POTENTIAL	BASIC ECONO- MIC INFRA- STRUCTURE	MARKET/ SHOPS	SUPPORTING FACILITIES
Kupang	Red	Blue	Green	Green	Green
TTU	Red	Red	Blue	Blue	Blue
Belu	Blue	Blue	Blue	Green	Green
Malaka	Red	Blue	Red	Red	Red
NTT PROVINCE	Blue	Blue	Red	Red	Red
NUSA TENGGARA ISLANDS	Blue	Blue	Red	Red	Red
EAST REGION OF INDONESIA	Red	Blue	Red	Red	Red

Description: Blue=height; Green=medium; Red=less

- It is necessary to pay attention to the Malaka Regency, Kupang, and TTU Regency.
- Tourism development in the Belu Regency must improve, especially as it is the main gateway between the NTT Province and the State of Timor Leste in the Motaain Atambua area.

- Belu Regency has the best value with its supporting factors: economic potential, basic economic infrastructure, market/support, and other supporting facilities.
- Kupang Regency has good tourism supporting elements, but its tourism development is still low. Meanwhile, Timor Tengah Utara (TTU) tourism development is still common; although the supporting facilities, basic economic infrastructure, and market/shops are highly valued, it has great growth potential.
- Malaka Regency's economic potential is of good value, while other indicators such as tourism and others are still very low. Except for Malaka District, when compared with the scores of the entire province of NTT and Eastern Indonesia, the border of NTT is still better.

The problems of tourism development in the National, especially border areas, are :

- The availability of hotel accommodation is generally only in the city center. While tourist destinations in NTT are far from the city center;
- There is a KSPN area that is a protected forest, so consideration is needed in its development;
- The absence of public transportation and access roads to tourist attractions;
- The lack of regional regulations that regulate tariff standards and integration between tourist objects;
- Minimum accessibility to sea transportation is only provided by the community and without limitation.
- The strategic area on the border with the highest score is Belu Regency because it is supported by high availability and accessibility categories;
- The strategic area with the lowest score on the border is Malaka Regency, followed by TTU and Kupang Regencies.
- The development of border tourism in Malaka needs to be prioritized, followed by TTU and Kupang regencies.

- From the value of the Tourism Index, only Belu Regency has a tourism index above the NTT Province average of 5.96, even above the national one, which is 7.11.
- Meanwhile, the tourism value of Malaka, Timor Tengah Utara (TTU), and Kupang Regencies is still very low.
- Belu Regency has the best value for tourism and its supporting factors: economic potential, basic economic infrastructure, markets/support, and other supporting facilities.
- Although Kupang and TTU Regencies have good tourism supporting aspects, their tourism development is still low.
- Malaka Regency's economic potential is of good value, while other indicators such as tourism and others are still very low. Except for Malaka, when compared with the scores of the entire NTT and Eastern Indonesia, the border of NTT is still better.
- What needs to be the main concern in tourism development is Malaka Regency, then TTU, and Kupang Regency.
- The result of tourism in the Belu Regency must be improved, especially as it is the main gateway between the NTT Province and the State of Timor Leste in the Motaain Atambua area, the National Border Post (PLBN) in Silawan Village, Belu Regency.
- The Motaain PLBN is one of the efforts to support the development of border areas according to the potential impact on trade activities between countries and Belu.

- The focus of developing the main economic sector of Nusa Tenggara Timur (NTT) is agriculture. However, new sources of growth, such as tourism, continue to be encouraged to advance the NTT Province's economy further.
- The Provincial Government of NTT has set a strategy for developing this tourism based on market preferences for foreign and domestic tourists, with three focuses: demand-driven, product-driven, and community-driven.
- The limitation of this study is that the data used are mostly secondary sources, for that in further research, data from primary sources should also be reproduced.

The Zoom meeting interface shows a grid of participants at the top. From left to right, the participants are: Chairperson_Queenie..., presenter_MN005_tri ind..., Presenter_MN003_Nu..., PIC_Ayu Dewi, and Presenter_MN007_Lily... The main part of the screen is occupied by a presentation slide for the InHEIC 2022 event. The slide features logos for G20 Indonesia 2022, Republic Polytechnic, Universitas Teknologi MASA, and Victoria University. The text on the slide reads: "THE 2nd INTERNATIONAL HOSPITALITY AND INNOVATION CONFERENCE AND EXHIBITION 2022" and "The Hospitality Industry in Indonesia's Next?". A presenter, Posma Sariguna Johnson Kennedy, is visible in the foreground, partially overlapping the slide.

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"The Hospitality Industry in Post-Pandemic Era : What's Next?"

MICE Widyatula, Bali Tourism Polytechnic

Thursday, April 14, 2022



Drs. Ida Bagus Putu Puja, M.Kes

Director
Bali Tourism Polytechnic

Fu Chuan Chong

Director
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Republic Polytechnic

Assoc. Prof. Ts. Dr. Mohd Rasdi Bin Zaini

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Dr. Joanne Pyke, Ph.D

Director
School for the Visitor Economy
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Thank you!
