BARISTA

JURNAL KAJIAN BAHASA DAN PARIWISATA

EVALUATION METHOD FOR TOURISM DEVELOPMENT FOCUSED ON POVERTY ALLEVIATION

Cavin Ornando Simorangkir*[1], Sabrina Rahmadhanty Maghfira[2]

Institut Teknologi Bandung [1,2]
Email: cavinornando@gmail.com

Abstract

Some policies implemented by the Indonesian government need holistic evaluation to assess their impact on poverty alleviation. Without comprehensive evaluation, the effectiveness of tourism policies, particularly those targeting poverty reduction, cannot be accurately determined. This could lead to inefficient resource use and missed opportunities for improvement. This study discusses case studies from several countries or regions, focusing on evaluation methods of pro-poor tourism that are relevant and contextually appropriate. Furthermore, this study aims to provide an understanding of regional development policies currently implemented in Indonesia that can be used to evaluate poverty alleviation through the tourism sector. Using a qualitative approach, document analysis was employed to review various policies, case studies, and strategies implemented in several countries or regions. The data used include scholarly articles, regulations, written policies, and notes from stakeholders relevant to tourism development and poverty alleviation. The document analysis results indicate that pro-poor tourism development policies require a holistic and contextual evaluation, considering local conditions, social capital, and impact mapping. This study also explains relevant and contextual evaluation methods for pro-poor tourism related to regional development policies, including evaluation of policy formulation, implementation, and development outcomes. Thus, this research is expected to make a significant contribution to expanding the understanding of tourism development evaluation focused on poverty alleviation and to provide more effective and targeted policy recommendations.

Keywords: evaluation, poverty, case study, policy, development.

A. INTRODUCTION

Global poverty is a significant issue, especially in developing nations like Indonesia, highlighting the critical need for studying global economic challenges due to their interconnectedness with the world economy (Wibowo, 2023). The causes of poverty are highly complex and multi-faceted, broadly attributable to factors such as education, income, location, and limited access, which includes access to healthcare, financial services, and other public services (Acharya et al., 2023; Au, 2023; Frazier et al., 2023; Widomski & Musz-Pomorska, 2023; Zulkifli & Abidin, 2023; Murdiana & Mulyana, 2017). According to data released by the Statistics Indonesia (BPS), as of March 2024, the number of people classified as poor in Indonesia is 25.22 million or 9.03 percent of the Indonesian population. Furthermore, when examining poverty in Indonesia by geographical location, a distinction can be made between urban and rural areas. The percentage of the urban poor in March 2024 is 7.09 percent, with 11.64 million people, while the percentage of the rural poor is 11.79 percent, with 13.58 million people. This data indicates that poverty in Indonesia is predominantly concentrated in rural areas (Ralston & Tiwari, 2020).

In accordance with the mandate outlined in the Sustainable Development Goals (SDGs), specifically the first goal of "No Poverty," it is the responsibility of the global community to eradicate poverty in all its forms. To address this issue, the Indonesian government is committed to reducing poverty through budgetary policies and programs. In 2024, the Indonesian government allocated IDR 493.50 trillion from the National Budget (APBN) for poverty reduction, encompassing spending on ministries and agencies, local government transfers, and financing. Based on Presidential Instruction (Inpres) Number 4 of 2022,

President Joko Widodo has set a target to reduce the poverty rate to 7.5 percent and the extreme poverty rate to 0 percent by 2024. However, according to data from BPS Indonesia as previously mentioned, the poverty rate is still 9.03 percent in March 2024, leaving only four months to achieve this target.

Indonesian government has been implementing poverty alleviation programs since the 1960s, beginning with the National Development Plan of Eight Years (Penasbede) during President Sukarno's era and continuing with various strategies tailored to each subsequent presidency. Numerous efforts have been undertaken by the Indonesian government through direct programs, such as cash transfers (BLT), rice for the poor (raskin), and indirect programs including Jamkesmas, IDT, and BOS (Murdiana & Mulyana, 2017). The 2024 National Budget (APBN) is being formulated with a focus on priority programs, including poverty reduction, with short-term priorities outlined in the 2024 APBN Bill. The government aims to accelerate the elimination of extreme poverty, reduce the prevalence of stunting, and decrease inequality (Fiscal Policy Agency, 2024). Additionally, President Joko Widodo's policies have consistently targeted the poor with programs such as the Sakti Card, Healthy Indonesia Card (KIS), Smart Indonesia Card (KIP), and Prosperous Family Card (KKS).

UN Tourism Global Code of Ethics states that a crucial dimension of tourism's role is as a positive instrument in poverty alleviation and improving the quality of life for all people. Tourism's potential can contribute to economic and social development and has emerged as a vital force for promoting international understanding, peace, and prosperity (Richardson, 2021). Governments in developing countries believe that tourism can be a significant asset in poverty alleviation (Scheyvens & Momsen, 2020). Tourism is considered capable of reducing poverty in developing countries due to its role as a source of foreign exchange revenue (Nwokorie, 2016). Pro-poor tourism has a significant impact on creating new job opportunities, increasing income and community welfare, enhancing microeconomic activities, and reducing the number of people living in poverty (Darmawan & Yunanto, 2016). The dynamic effects of tourism on poverty and economic growth contribute to long-term poverty reduction (Zainuri et al., 2021). This must be monitored and evaluated so that tourism development positively impacts regional welfare, starting from the planning stage to the results.

In the context of tourism, the government undertakes the development of adequate infrastructure such as highways, electricity, drinking water, and other service facilities. Additionally, poverty alleviation efforts are implemented through various programs, including Community Based Tourism approaches, partnerships, the development of tourist villages, and other initiatives. These planning and development efforts have a significant impact on the quality of life of communities, particularly the poor (Bagit et al., 2017). However, some policies implemented by the Indonesian government need to be evaluated holistically to assess their impact on poverty alleviation. Without comprehensive evaluation, the effectiveness of tourism policies, particularly those targeting poverty reduction, cannot be accurately determined. This could lead to inefficient resource use and missed opportunities for improvement. Evaluation results will indicate whether tourism initiatives are pro-poor, depending on the specific context and requiring detailed case-by-case studies (Sudiarta & Suardana, 2016). Therefore, an evaluation of tourism focused on the poor, tailored to local conditions, social capital, and impact mapping, is necessary (Job et al., 2017; Rahman et al., 2022). To ensure policies favor the poor, they must meet specific criteria: relevance to the issues, understanding the causes and consequences of poverty, and being based on local resources (Barke, 2023). This study will discuss case studies from several countries or regions, focusing on evaluation methods of pro-poor tourism that are relevant and contextually appropriate. Furthermore, this study aims to provide an understanding of regional development policies currently implemented in Indonesia that can be used to evaluate poverty alleviation through the tourism sector.

B. RESEARCH METHOD

The approach applied in this research is qualitative, focusing on document analysis. Document analysis is a method that allows for the analysis and interpretation of written materials within relevant contexts (Sulistyawati, 2022). The data sources utilized in this document study include published articles, written regulations and policies, textbooks, and records from stakeholders concerning the evaluation methods of tourism development impacting poverty alleviation. These documents are considered rich, stable sources and valuable evidence for research purposes (Fiantika et al., 2022). In addition to the document analysis, the research discusses several case studies from different regions, providing a comparative perspective on the effectiveness of various approaches. The study also explores regional development policies currently implemented in Indonesia, which can be used to evaluate the execution of poverty alleviation policies. The results from the document content analysis, case studies, and policy exploration are expected to significantly contribute to expanding understanding of the researched topic. A critical aspect of conducting document studies is ensuring that each source used is authentic and of high quality. Thus, through a qualitative approach, document analysis, and the inclusion of case studies and policy analysis, this research aims to provide in-depth insights into evaluation methods for tourism development in poverty alleviation.

C. RESULTS AND ANALYSIS

Evaluation is a research process conducted with the aim of collecting, analyzing, and presenting useful information about the evaluation object by assessing and comparing it with evaluation indicators (Cheia, 2010; Putri et al., 2024). The results can then be used for decision-making regarding the evaluation object (Abadi et al., 2018; Chaghooshi et al., 2016). According to Bagit et al. (2017), the implementation of tourism development requires monitoring and evaluation to enhance the success of the programs that have been established. Evaluation focuses not only on the input and output of programs but also on the outcomes, benefits, impacts, and factors influencing the development of tourism potential (Dutt et al., 2020; Kiettikunwong & Narot, 2024). Evaluation can be conducted at the end of a program to measure indicators such as whether the program's general and specific objectives have been achieved, whether there are benefits from the program, and to determine the overall success of the program's implementation (McDavid et al., 2019).

According to Artiningsih et al., (2020), when measuring tourism performance, there are indicators in both the formal and informal sectors. Formal sector indicators are those that contribute to the calculation of Gross Regional Domestic Product (GRDP), while informal sector indicators are those that are not included in GRDP calculations. Tourism performance will impact GRDP contributions, which in turn affect economic growth and unemployment rates, influencing economic equity (Kronenberg & Fuchs, 2022). Indicators that directly measure tourism performance in terms of GRDP contribution include: availability of tourist facilities, development of tourism potential, increased tourist visits, and tourism promotion (Demir et al., 2020; Naseem, 2021). Informal indicators, such as employment absorption, also play a role. Additionally, tourism indicators contributing to GRDP should consider supporting indicators, one of which relates to Local Revenue (PAD) through taxes and levies. Tourism indicators should also account for sustainability concepts, including the development of tourism destination potential, involvement of local communities, tourism business certification, and regular inspections of tourism facilities. The following are case studies related to the application of tourism in enhancing welfare or alleviating poverty in various countries and regions, aligned with performance indicators in their respective contexts.

Evaluating Poverty Alleviation Programs Through Tourism Development: A Case Study

Evaluating poverty alleviation programs through tourism is essential for assessing the effectiveness of different initiatives and strategies implemented across various regions. This evaluation, through case studies in diverse locations, seeks to identify successes, challenges, and opportunities associated with using tourism as a means to reduce poverty. Research on the impact of tourism development on poverty necessitates a clear framework and suitable evaluation methods to offer a comprehensive understanding of how tourism influences vulnerable communities. Previous studies have employed various methodological approaches to measure this impact, considering the diverse geographical, cultural, and socio-economic contexts of different tourism destinations.

Community Based Tourism Associations in Namibia (NACOBTA) (Yamashita, 2011)

Namibia Community Based Tourism Association (NACOBTA) is a membership-based organization comprising impoverished communities with the primary goal of integrating Pro-poor tourism into the tourism industry. This association provides support in the form of grants, loans, marketing, training, development, and representing the interests of its members at the national level concerning tourism. The NACOBTA approach involves four main strategies: micro-level, private sector level, macro-level, and institutional level. Assistance from NACOBTA and partnerships with other private sector entities have successfully led to the development of a self-sufficient, competitive Community Based Tourism (CBT) that operates effectively and accountably. However, NACOBTA and other pro-poor tourism associations face challenges where sometimes the policies implemented do not fully align with existing issues. Although the government has policies supporting CBT, it has not yet been able to provide complete support to the community, particularly to the impoverished segments. To evaluate the effectiveness of these poverty alleviation efforts, NACOBTA employs various methods, including impact assessments, surveys, and participatory evaluations. These methods help measure the direct benefits of tourism on community welfare, assess changes in income levels, employment rates, and quality of life, and identify areas where support and policies may need adjustment. This comprehensive evaluation approach ensures that the initiatives remain aligned with the community's needs and that any gaps in policy or implementation are addressed effectively.

Corporate Social Responsibility (CSR) at Kampung Jodipan, Malang (Amanda & Agfianto, 2021)

The Kampung Jodipan, or Kampung Warna-Warni, tourist destination is located in Blimbing District, Malang City, specifically along the Brantas River. It was designated as a slum area in 2015. The government planned to evict the residents and relocate them to apartments. However, a Corporate Social Responsibility (CSR) idea emerged to transform Jodipan from a slum into a cleaner and more sanitary area, aiming to alleviate poverty. The CSR program for poverty alleviation was carried out through several stages: **1). Planning Stage**, CSR activity planning in Kampung Warna-Warni Jodipan was initiated by a group of students from Universitas Muhammadiyah Malang. The student community selected the company and location for the CSR implementation. Planning was conducted using a bottom-up approach, involving more community participation compared to government involvement; **2). Implementation Stage,** CSR program implementation in Kampung Warna-Warni Jodipan involved several parties contributing to the shared goals. The first party, PT. INDANA, as the CSR executor, partnered with GuysPro, a student group that conceptualized the CSR program in Kampung Warna-Warni. The government also played a role by granting permission for CSR activities in the village; **3). Evaluation Stage,** Evaluation results in Kampung Jodipan revealed significant potential benefits for the company after implementing the CSR program in Kampung

Warna-Warni. The evaluation methods included surveys and interviews with local residents to assess improvements in living conditions, income levels, and overall community satisfaction. Additionally, impact assessments measured changes in economic indicators, such as job creation and local business growth. Consequently, PT. INDANA plans to extend the CSR contract in the village; **4). Reporting Stage,** For CSR reporting, PT. INDANA uploads notifications of the activities on the company's portal, indana.co.id. Additionally, they invite national print and electronic media to disseminate information about the CSR program conducted in Kampung Warna-Warni.

The CSR program's success in Kampung Jodipan highlights the importance of community involvement. Increased awareness of communal cooperation, proper waste disposal, and the establishment of local organizations such as Tourism Awareness Group (POKDARWIS), cooperatives, and Village-Owned Enterprises (BUMDes) have contributed to the program's effectiveness. However, for sustainable development, it is crucial that the community continues to actively engage and independently utilize the benefits of the CSR initiative.

Toursim Development of Glingseran Tourist Village (Wulandari et al., 2022)

The development of Glingseran Tourist Village was a collaborative effort involving government, community leaders, and local residents, with a focus on land use and tourism planning. Strategies included religious activities to boost community involvement, improving infrastructure, securing funding, enhancing management, and promoting tourism through the Tourism Office. This development was guided by principles emphasizing a unified approach, incorporating the government, local community, POKDARWIS, and educational organizations, with a vision to lift the village out of poverty by leveraging community assets and networks. This comprehensive approach has fostered local tourism growth, created new job opportunities, improved infrastructure, and boosted the local economy. The effectiveness of these efforts is assessed through impact assessments, surveys, monitoring reports, and participatory evaluations. Impact assessments measure changes in economic indicators like income, employment, and business growth, providing a clear picture of tourism's influence on the local economy. Surveys and interviews gather feedback from residents and stakeholders, helping to gauge satisfaction and identify areas for improvement. Regular monitoring and evaluation reports track progress in infrastructure development, job creation, and community engagement, ensuring objectives are met. Participatory evaluation further involves the community in the assessment process, aligning development initiatives with their actual needs and aspirations. Together, these methods ensure that tourism development in Glingseran Village is both impactful and sustainable, fostering local economic growth and improving overall living conditions.

Pro-Poor Tourism Development Strategy through Insan Sejahtera Institutions in Topeng Tourism Village, Malang City (Hanggraito et al., 2019)

The Desaku Menanti program established Kampung Wisata Topeng in Malang City as an initiative for poverty alleviation through cultural tourism, specifically targeting individuals facing Social Welfare Issues (PMKS). As the managing body, Social Welfare Institution (LKS) Insan Sejahtera encountered various challenges in developing Kampung Wisata Topeng, necessitating a performance evaluation of the program. Utilizing descriptive and SWOT analysis methods, the evaluation revealed that LKS Insan Sejahtera was positioned in Quadrant 2 (competitive) in terms of its development efforts. Key barriers identified included the lack of active participation from most LKS members, the absence of dedicated personnel for religious and tourism activities, underdeveloped creative products, insufficient understanding of local culture among residents,

debt issues, and a lack of regular activities related to Malangan masks. Based on these findings, several strategies are recommended to enhance the effectiveness of the program. Diversification of strategies is advised to leverage strengths and address threats. Additionally, implementing mental and spiritual development programs through pesantren (Islamic boarding schools) can help improve the mindset of PMKS residents. Establishing regular cultural activities involving Malangan mask artists will support cultural preservation and attract tourism. Strengthening relationships with the tourism office is crucial for supporting infrastructure and promotional efforts, while collaboration with travel agencies and hotels is essential for creating comprehensive tourism packages. To assess the impact of these strategies on poverty alleviation, the evaluation will employ various methods. Impact assessments will measure changes in income levels, employment rates, and overall economic conditions of the PMKS community resulting from tourism development. Surveys and interviews with residents and stakeholders will gauge improvements in living standards, satisfaction with tourism initiatives, and community engagement. Regular monitoring and evaluation reports will review the progress of strategy implementation and infrastructure development, while participatory evaluation will involve the community to ensure their perspectives are considered, refining strategies to better meet their needs. These methods will help ensure that the tourism development efforts through LKS Insan Sejahtera effectively address poverty and contribute to the sustainable growth of Kampung Wisata Topeng.

Pro-Poor Tourism and Local Practices: An Empirical Study of an Autonomous County in China (Wen et al., 2021)

Pro-poor tourism in China aims to increase net benefits for impoverished communities by directing profits back into local economies through the employment of local staff and the support of community based manufacturing. Although existing studies have extensively explored the environmental, economic, social, and cultural impacts of pro-poor tourism, research into the power dynamics specific to pro-poor tourism, especially in developing countries, remains limited. This study contributes to pro-poor tourism theory by examining the alignment and coordination of three critical stakeholders: local governments, tourism enterprises, and community residents, in an ethnic, autonomous county in southern China. Using ethnographic assessment methods, the researchers conducted both structured and unstructured interviews with public sector employees, local government officials, tourism entrepreneurs, and residents, and carried out direct observations over several weeks in Liannan Yao, China. The results highlight that without effective cooperation among these stakeholders, the benefits of tourism will not significantly reach the impoverished. The study underscores the importance of stakeholder roles at various stages of tourism development and provides actionable insights for policymakers to adjust and refine their strategies to enhance pro-poor tourism outcomes. Evaluation methods for pro-poor tourism in this context include impact assessments to measure changes in income levels, employment rates, and overall economic conditions of the local population, as well as participatory evaluations involving community feedback to ensure that tourism initiatives align with local needs and contribute to sustainable development.

Tourism and Poverty in Badung Regency, Bali (Patera & Suardana, 2015)

This research was conducted in South Badung, Bali, a region noted for its substantial tourism revenue, to analyze the impact of tourism development on economic performance and poverty alleviation. The study employed quantitative analysis methods, specifically inferential statistical analysis using Partial Least Squares (PLS). Hypothesis testing was used to confirm the research

results and referenced theories. A qualitative approach was also integrated through in-depth interviews and focus group discussions to explore specific issues related to poverty alleviation strategies. Key indicators for tourism development included tourist arrivals, hotel and restaurant tax revenues, length of tourist stays, and tourist expenditures. Economic performance was measured by Gross Regional Domestic Product (GRDP) receipts, employment absorption, and investment value. Poverty reduction was assessed using indicators such as the number of poor people, poverty lines, poverty percentage, and the Depth and Severity of Poverty Index. To evaluate pro-poor tourism specifically, the study included assessments of how tourism-related benefits are distributed among local communities. This involved analyzing the direct and indirect impacts of tourism on local employment, income distribution, and community engagement. Participatory methods were used to gather feedback from community members on their experiences and benefits from tourism activities. The results demonstrated that improved tourism development correlates with enhanced economic performance and a reduction in poverty levels. As tourism development increased, so did economic performance, which in turn contributed to a decrease in poverty levels, with the benefits increasingly reaching the poorer segments of the community.

Research on the Development Potential of China's Pro-Poor Tourism Industry Based on Geographical Nature Evaluation (Qin et al., 2022)

This study aimed to assess the potential of tourism in reducing poverty in China by considering geographical factors. It focused on three key aspects: natural and cultural resources in each region, market location, and accessibility. Using the Basic Spatial Gravity Model, the research evaluated geographical conditions and discovered that, out of 560 tourism villages in China, most have tourism development potential but face various constraints and require assistance. The study categorized the tourism villages into three types based on their location characteristics: 1). Villages with Market Advantages, located in the eastern and southeastern coastal areas, these villages, despite having less attractive tourism resources, can focus on local tourism demand, enhance product innovation, and collaborate with other villages to develop the tourism industry; 2). Villages with Resource Advantages, found in the central mountainous regions, these villages have low spatial accessibility and weak market development potential. However, local communities are encouraged to engage with the local market and connect with nearby tourism markets to optimize tourism development; 3). Villages with Accessibility Advantages, situated in mainland China, particularly on the outskirts of Shanxi and Henan provinces, these villages, which lack notable resource and market advantages, can develop the tourism industry by serving nearby tourist attractions.

The study contributes to pro-poor tourism by identifying how tourism villages can leverage unique geographical advantages to reduce poverty. By categorizing villages based on market, resource, and accessibility advantages, it offers targeted strategies for effective tourism development. Villages with market advantages can focus on local demand, those with resource advantages can strengthen nearby market connections, and those with accessibility advantages can enhance existing tourist attractions. These strategies aim to directly benefit local communities, fostering inclusive economic growth and poverty alleviation across regions in China.

Evaluation Based On Policies Implemented In Indonesia

Evaluation of tourism development aimed at poverty alleviation must be based on an understanding of both national and regional performance evaluations. In Indonesia, national development evaluation methods are outlined in Regulation of the Minister of National Development Planning/Head of

the National Development Planning Agency Number 1 of 2023, which details the procedures for monitoring, controlling, and evaluating national development plans. For regional development, evaluation procedures are governed by the Regulation of the Minister of Home Affairs Number 86 of 2017. Performance evaluation seeks to ensure consistency between policies, implementation, and development outcomes, focusing on the alignment of results with established performance indicators, including those specific to tourism. According to Regulation of the Minister of Home Affairs Number 86 of 2017 Number 86 of 2017, Article 183, evaluation involves three stages: assessing policy formulation, evaluating plan implementation, and analyzing development outcomes to determine the effectiveness and impact of tourism initiatives on poverty reduction and local community welfare.
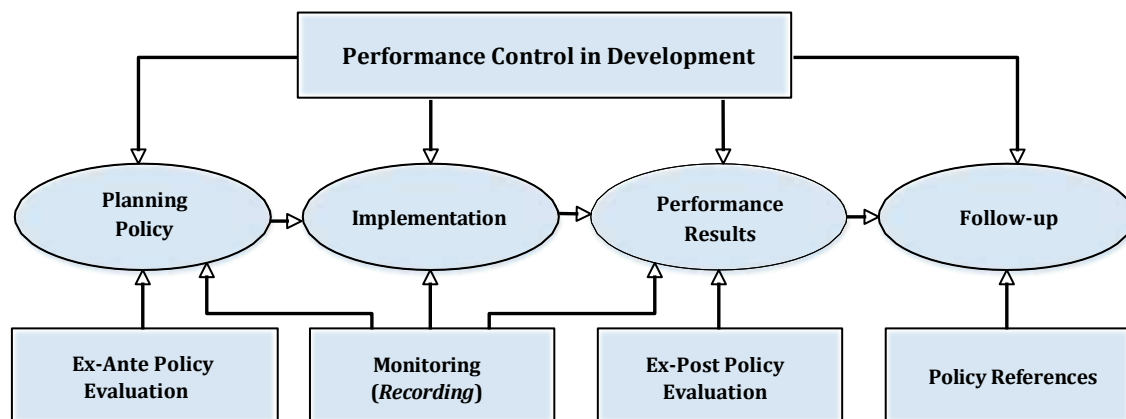

Figure 1. Stages of Performance Evaluation in Development
Source: Retnandari (2021), processed by author

Evaluation of Policy Formulation in Tourism Development for Poverty Alleviation

Evaluation of tourism development begins with the policy formulation stage (ex-ante evaluation). The foundation for tourism development in Indonesia is outlined in the National Tourism Development Master Plan (RIPPARNAS) and the Regional Tourism Development Master Plan (RIPPARDA). The mechanism for controlling and evaluating tourism performance at the policy formulation stage must ensure that the master plan documents are prepared according to established guidelines. This includes identifying the potential and main issues of national/regional tourism, addressing strategic issues, defining tourism's role in regional and tourism policy, and detailing the vision, mission, goals, targets, policies, strategies, plans, and indicative tourism development programs (Appendix Chapter III, Regulation of the Minister of Tourism Number 10 of 2016). In relation to the formulation basis of the Regional Poverty Alleviation Plan (RPKD), outlined in Regulation of the Minister of Home Affairs Number 53 of 2020, it is necessary to include a poverty profile that analyzes regional poverty conditions and prioritizes programs aligned with poverty alleviation strategies, including aspects related to regional tourism. Furthermore, it is essential to establish priority tourism destination locations as part of the poverty alleviation policy intervention. The evaluation of policy formulation for tourism development and poverty alleviation must be integrated, taking into account the substance of guidelines, alignment with regional development priorities and goals, stakeholder involvement, impact analysis, and the use of performance indicators that address the objectives and targets of development (Wulandari et al., 2022). By conducting a comprehensive policy evaluation, local governments can ensure that the policies adopted will be effective in alleviating poverty, improving local community welfare, and fostering economic growth through tourism development.

Evaluation of the Implementation of Tourism Development Plans for Poverty Alleviation

According to Ashley et al. (2001), evaluating the implementation of tourism development programs that successfully alleviate poverty must consider several key factors. First, access to tourism markets for impoverished communities should be carefully considered, especially given the influence of economic elites. Effective government intervention, strong marketing partnerships, intensive communication, and motivation to achieve measurable benefits are essential. Additionally, since impoverished communities are often located in remote areas with inadequate infrastructure, it is necessary to attract and develop investments tailored to the area's development needs. Another common issue that requires attention is the skills and capacity gap among human resources, which is a challenge that must be addressed through sustainable capacity building. Furthermore, as previously discussed, strengthening communication and collaboration among various stakeholders is crucial for the effective operation of pro-poor tourism. Meeting expectations and providing benefits that align with both short-term and long-term goals is important; failure to consider these expectations and benefits can hinder the success of pro-poor tourism initiatives.

Evaluation of the Results of Tourism Development for Poverty Alleviation

The results of tourism development are closely related to data and performance information. Governor Ridwan Kamil of West Java Province, during the West Java Data Ecosystem Conference in 2021, emphasized that "Good Decisions Come From Good Data," underscoring the fundamental principle that the quality of decisions in public policy depends heavily on the availability and reliability of data. To assess the performance of development implementations, it is crucial to evaluate the performance indicators established during the policy formulation (Wahab, 2012). According to Regulation of the Minister of Home Affairs Number 86 of 2017, a simple calculation method to determine performance achievement is to compare the actual results with the measurable performance targets set during the policy planning phase. Additionally, the benefits and impacts resulting from the development must be part of the evaluation of the outcomes. Factors to consider in evaluating the impact of poverty-alleviating tourism development, as identified by Ashley et al. (2001) include: how income and job opportunities for local communities have improved; the expansion of business opportunities for economic diversification; increased access to markets and infrastructure; enhanced livelihood security; improvements in human capital in terms of skills, education, and health; and support from government and related parties in implementing pro-poor tourism strategies.

The limitation of this study lies in the complexity inherent in various evaluation methods and the numerous policy factors that must be considered simultaneously. The large number of components involved presents significant challenges for the researcher, as it limits the ability to explore each factor deeply. As a result, the analysis may lack the detailed insights needed to fully understand each component's specific contributions and interrelationships in the dynamics being studied. This limitation highlights the need for a more focused approach in future research. It is recommended that subsequent studies narrow the scope of research by investigating specific methods in greater depth. Such an approach would allow for a more comprehensive and targeted understanding of the most influential methods in the case study, particularly those that play an important role in evaluating tourism development strategies aimed at poverty alleviation. It will provide thorough and actionable results for policymakers or stakeholders.

D. CONCLUSION

The evaluation of pro-poor tourism development strategies reveals the critical need for tailored approaches that consider local contexts, resources, and stakeholder dynamics. Effective evaluation methods include impact assessments, surveys, participatory evaluations, and monitoring and evaluation reports. These methods are essential for measuring the direct benefits of tourism on poverty alleviation and assessing changes in income levels, employment rates, and overall community welfare. The case studies from Namibia, Indonesia, China, and other regions demonstrate that a combination of qualitative and quantitative approaches is necessary to capture the full scope of tourism's impact on impoverished communities. These methods ensure that tourism initiatives remain aligned with community needs and that any gaps in policy or implementation are effectively addressed. Evaluation of pro-poor tourism strategies can be categorized into three key areas. First is the evaluation of policy formulation in tourism development, which examines how well policies are designed to address poverty, ensuring they are context-specific and consider the unique needs of different regions. Second, is the evaluation of the implementation of tourism development plans, focusing on the effectiveness of executing these policies. Lastly, the evaluation of the results of tourism development assesses the outcomes, measuring the actual impact on poverty reduction and community welfare. Additionally, the success of pro-poor tourism initiatives depends on robust stakeholder cooperation, capacity building, and continuous monitoring of policy implementation. Evaluations should focus on how well policies align with regional development priorities, the extent of stakeholder involvement, and the effectiveness of development strategies in addressing poverty. Data-driven evaluations are crucial for informed decision-making, ensuring that pro-poor tourism initiatives deliver sustainable benefits to local communities. By integrating these comprehensive evaluation methods, policymakers can better understand the effectiveness of tourism as a tool for poverty alleviation and make necessary adjustments to enhance its impact.

REFERENCES

Abouhashem Abadi, F., Ghasemian Sahebi, I., Arab, A., Alavi, A., & Karachi, H. (2018). Application of best-worst method in evaluation of medical tourism development strategy. Decision Science Letters, 7(1), 77–86. https://doi.org/10.5267/j.dsl.2017.4.002

Acharya, K., Rahman, M. S., Islam, M. R., Gilmour, S., Dhungel, B., Parajuli, R. P., Nishimura, T., Senju, A., & Tsuchiya, K. J. (2023). Socioeconomic and education-based inequality in suspected developmental delays among Nepalese children: a subnational level assessment. Scientific Reports, 13(1), 4750. https://doi.org/10.1038/s41598-023-31629-1

Akello Barke. (2023). Poverty in Africa: Causes, Consequences, and Potential Solutions. International Journal of Science and Society, 5(4), 682–691. https://doi.org/10.54783/ijsoc.v5i4.835

Amanda, T. E., & Agfianto, T. (2021). The Corporate Social Responsibility (CSR) Model of PT Indana In Jodipan Tourism Village Kampung Warna Warni''. Jurnal Pengembangan Kota, 9(1), 26–35. https://doi.org/10.14710/jpk.9.1.26-35

Artiningsih, Handayani, W., & Jayanti, D. R. (2020). Pemetaan Indikator Kinerja Sektor Pariwisata dalam Mendorong Pertumbuhan Ekonomi Kota Semarang. Jurnal Riptek, 14(2), 72–83. https://doi.org/https://doi.org/10.35475/riptek.v14i2.98

Ashley, C., Roe, D., & Goodwin, H. (2001). Pro-Poor Tourism Strategies: Making Tourism Work For The Poor A Review of Experience (Issue 1).

Au, A. (2023). Reassessing the econometric measurement of inequality and poverty: toward a cost-of-living approach. Humanities and Social Sciences Communications, 10(1), 228. https://doi.org/10.1057/s41599-023-01738-3

Chaghooshi, A. J., Arab, A., & Dehshiri, S. J. H. (2016). A fuzzy hybrid approach for project manager selection. Decision Science Letters, 5(3), 447–460. https://doi.org/10.5267/j.dsl.2016.1.001

Cheia, G. (2010). Research Mehods in Tourism. GEOREVIEW: Scientific Annals of Stefan Cel Mare University of Suceava. Geography Series., 81–94.

Darmawan, D. H., & Yunanto, A. (2016). Peluang Pariwisata Dalam Menurunkan Kemiskinan Di Era Masyarakat Ekonomi Asean (MEA). Journal of Research in Economics and Management, 16(2), 199–213.

Demir, E., Gozgor, G., & Paramati, S. R. (2020). To what extend economic uncertainty effects tourism investments? Evidence from OECD and non-OECD economies. Tourism Management Perspectives, 36, 100758. https://doi.org/https://doi.org/10.1016/j.tmp.2020.100758

Dutt, A. K., Mookherjee, D., Thakur, R. R., Sommers, B., & Benhart, J. (2020). Regional Development and Planning: An Overview. In R. R. Thakur, A. K. Dutt, S. K. Thakur, & G. M. Pomeroy (Eds.), Urban and Regional Planning and Development (pp. 23–58). Springer International Publishing. https://doi.org/10.1007/978-3-030-31776-8_3

Fiantika, F. R., Wasil, M., Jumiyati, S., Honesti, L., Wahyuni, S., Mouw, E., Jonata, Mashudi, I., Hasanah, N., Maharani, A., Ambarwati, K., Noflidaputri, R., Nuryami, & Waris, L. (2022). Metodologi Penelitian Kualitatif. PT. GLOBAL EKSEKUTIF TEKNOLOGI.

Fiscal Policy Agency. (2024). Fokus Utama APBN 2024: Penurunan Kemiskinan, Stunting, dan Kesenjangan. Fiscal Report. https://fiskal.kemenkeu.go.id/baca/2023/08/16/4442-fokus-utama-apbn-2024-penurunan-kemiskinan-stunting-dan-kesenjangan

Frazier, T. L., Lopez, P. M., Islam, N., Wilson, A., Earle, K., Duliepre, N., Zhong, L., Bendik, S., Drackett, E., Manyindo, N., Seidl, L., & Thorpe, L. E. (2023). Addressing Financial Barriers to Health Care Among People Who are Low-Income and Insured in New York City, 2014–2017. Journal of Community Health, 48(2), 353–366. https://doi.org/10.1007/s10900-022-01173-6

Hanggraito, A. A., Kusworo, H. A., & Soeprihanto, J. (2019). Strategi Pengembangan Pro-Poor Tourism Melalui Lembaga Kesejahteraan Sosial Insan Sejahtera (Studi Kasus Di Kampung Wisata Topeng Kota Malang).

Job, H., Becken, S., & Lane, B. (2017). Protected Areas in a neoliberal world and the role of tourism in supporting conservation and sustainable development: an assessment of strategic planning, zoning, impact monitoring, and tourism management at natural World Heritage Sites. Journal of Sustainable Tourism, 25(12), 1697–1718. https://doi.org/10.1080/09669582.2017.1377432

Kiettikunwong, N., & Narot, P. (2024). Concept of Program Evaluation BT - Determining Outcomes and Impacts of Human Resource Development Programs. In N. Kiettikunwong & P. Narot (Eds.),

Determining Outcomes and Impacts of Human Resource Development Programs (pp. 35–51). Springer Nature Singapore. https://doi.org/10.1007/978-981-97-0395-1_4

Kronenberg, K., & Fuchs, M. (2022). The socio-economic impact of regional tourism: an occupation-based modelling perspective from Sweden. Journal of Sustainable Tourism, 30(12), 2785–2805. https://doi.org/10.1080/09669582.2021.1924757

McDavid, J., Huse, I., & Hawthorn, L. (2019). Key Concepts and Issues in Program Evaluation and Performance Measurement. In Program Evaluation and Performance Measurement (3rd editio, pp. 1–45). SAGE Publications, Inc. https://doi.org/10.4135/9781071878897

Murdiana, & Mulyana. (2017). Analisis Kebijakan Pengentasan Kemiskinan di Indonesia. Jurnal Politik Pemerintahan, 10(1), 73–96.

Naseem, S. (2021). The Role of Tourism in Economic Growth: Empirical Evidence from Saudi Arabia. Economies, 9(3), 117. https://doi.org/10.3390/economies9030117

Nwokorie, E. C. (2016). The Impact of Tourism Development on Poverty Reduction in Nigeria. Journal of Tourism, Hospitality and Sports, 15, 23–27.

Patera, I. M., & Suardana, I. W. (2015). Model Hubungan Pariwisata, Kinerja Perekonomian Dan Kemiskinan Di Kabupaten Badung, Bali. Jurnal Kependudukan Dan Pengembangan Sumber Daya Manusia, XI(2), 95–105.

Putri, C. A., Suhud, U., Agustin, D., & Sari, P. (2024). Analysis of Factors Affecting Revisit Intention at Floating Market Lembang Tourism Destination. International Journal of Current Economics & Business Ventures, 4(1), 177–190. https://scholarsnetwork.org/journal/index.php/ijeb

Qin, X., Wang, Y., Liu, L., Yuan, W., & Li, J. (2022). Research on the Development Potential of China's Pro-Poor Tourism Industry Based on Geographical Nature Evaluation. MDPI, 14(22), 1–24.

Rahman, M. S.-U.-, Simmons, D., Shone, M. C., & Ratna, N. N. (2022). Social and cultural capitals in tourism resource governance: the essential lenses for community focussed co-management. Journal of Sustainable Tourism, 30(11), 2665–2685. https://doi.org/10.1080/09669582.2021.1903016

Ralston, L., & Tiwari, S. (2020). Rural Poverty in Indonesia, No One Left Behind. https://hrmars.com/journals/papers/IJAREMS/v12-i2/17260

Regina Sari Bagit, Sambiran, S., & Kairupan, J. (2017). Evaluasi Program Kerja Dalam Pengembangan Pariwisata Pantai Pasir Putih Maelang (Suatu Studi Di Dinas Pariwisata Dan Kebudayaan Di Kabupaten Bolaang Mongondow). Jurnal Eksekutif, 1(1). https://ejournal.unsrat.ac.id/v3/index.php/jurnaleksekutif/article/view/16794

Regulation of the Minister of Home Affairs Number 53 of 2020 on Work Procedures and Work Coordination, as Well as Institutional and Human Resource Development for Provincial Poverty Reduction Coordination Teams and Regency/City Poverty Reduction Coordinat (2020).

Regulation of the Minister of Home Affairs Number 86 of 2017 on Procedures for Planning, Controlling, and Evaluating Regional Development, Procedures for Evaluating Draft Regional Regulations on Long-Term Regional Development Plans and Medium-Term Regiona (2017).

Regulation of the Minister of National Development Planning/Head of the National Development Planning Agency Number 1 of 2023 on Procedures for Monitoring, Controlling, and Evaluating the Implementation of Development Plans (2023).

Regulation of the Minister of Tourism Number 10 of 2016 on Guidelines for Preparing Provincial and Regency/City Tourism Development Master Plans (2016).

Retnandari, N. D. (2021). Monitoring dan Evaluasi Pembangunan Daerah.

Richardson, R. B. (2021). The Role of Tourism in Sustainable Development. In Oxford Research Encyclopedia of Environmental Science (pp. 1–31). Oxford University Press. https://doi.org/10.1093/acrefore/9780199389414.013.387

Scheyvens, R., & Momsen, J. H. (2020). Tourism and Poverty Reduction: Issues for Small Island States. In Tourism and Sustainable Development Goals. Routledge. https://doi.org/10.1201/9780429324253-8

Sudiarta, I. N., & Suardana, I. W. (2016). Dampak Pariwisata terhadap Kemiskinan di Kawasan Pariwisata di Bali. Jurnal Kajian Bali, 6(2), 209–227.

Sulistyawati. (2022). Buku Ajar Metode Penelitian Kualitatif. K-Media.

Wahab, S. A. (2012). Analisis Kebijakan: Dari Formulasi ke Penyusunan Model-Model Implementasi Kebijakan Publik. PT. Bumi Aksara.

Wen, S., Cai, X., & Li, J. J. (2021). Pro-Poor Tourism and Local Practices: An Empirical Study of an Autonomous County in China. SAGE Open, 11(2). https://doi.org/10.1177/21582440211022740

Wibowo, A. (2023). Global Economic Challenges for Indonesia: Equitable Development for Sustainable Prosperity. Prosiding Seminar Teknologi, Akuntansi, Bisnis, Ekonomi, Dan Komunitas, 3, 23–40. https://proceedings.goodwoodconferences.com/index.php/stabek/article/view/175

Widomski, M. K., & Musz-Pomorska, A. (2023). Sustainable Development of Rural Areas in Poland since 2004 in the Light of Sustainability Indicators. Land, 12(2), 508. https://doi.org/10.3390/land12020508

Wulandari, K., Gianawati, N. D., & Prasetyo, F. A. (2022). Pengembangan Pariwisata dan Pengentasan Kemiskinan. BISMA: Jurnal Bisnis Dan Manajemen, 16(2), 143–150. https://doi.org/10.19184/bisma.v16i3.36426

Yamashita, S. (2011). Community-Based Associations for Sustainable Tourism Development: Fostering Sustainable Development in Developing Countries. Digitala Vetenskapliga Arkivet, 26–30. http://www.diva-portal.org/smash/record.jsf?pid=diva2%3A465809&dswid=578

Zainuri, Priyono, T. H., & Varazizah, A. (2021). Dampak Pariwisata Terhadap Tingkat Kemiskinan di Lima Negara ASEAN. E-Journal Ekonomi Bisnis Dan Akuntansi, 8(2), 138–144.

Zulkifli, F., & Abidin, R. Z. (2023). The Multi-Dimensional Nature of Poverty: A Review of Contemporary Research. International Journal of Academic Research in Economics and Management Sciences, 12(2), 285–303. https://doi.org/10.6007/IJAREMS/v12-i2/17260