

ABSTRACT

The development of the tourism industry makes this sector very reliable for regional development. The Regional Government of East Flores Regency places community-based tourism as one of the strategic policies to accelerate regional development targets. The establishment of tourist villages/areas along with tourism conscious groups on potential tourism objects is expected to be able to improve the welfare of local residents and preserve local culture and environment. Public policy requires assessment to maintain the degree of consistency of policy objectives.

This research was conducted to determine the performance of community-based tourism policies in East Flores Regency as well as variables that influence policy performance. There are 5 (five) dimensions of policy performance that become a measure of the effectiveness of community-based tourism management, namely economic, social, cultural, political and environmental dimensions. The research location includes 4 villages and 2 urban villages which are designated as tourist villages.

The qualitative descriptive research method was used in this study. In-depth interviews and open questionnaires via email were conducted on 52 informants with a purposive technique. The results of the study show that overall the performance of community-based tourism policies in East Flores District has not been maximized. There are variants of strengths and weaknesses in each tourist attraction of the 5 (five) dimensions of policy performance. Factors of tourism management and community institutional human resources, low levels of promotion, narrative and tourism package, lack of synergy between stakeholders and sectoral program integration, lack of amenities and levels of accessibility greatly affect the performance of community-based tourism policies in East Flores Regency.

Keywords: Policy Performance, Public Policy, Tourism, Community Based Tourism, East Flores.