

## **Public Service Innovation: Driving the Growth of the Tourism Industry in Indonesia**

**Syaiful Bachri<sup>1</sup>, Lorensius Lonik<sup>2\*</sup>**

<sup>1,2</sup> Sekolah Tinggi Ilmu Kesehatan Gunung Sari, South Sulawesi, Indonesia  
Email: , [nyaifulbrg62@gmail.com](mailto:nyaifulbrg62@gmail.com)<sup>1</sup>, [lorensiusl2019@gmail.com](mailto:lorensiusl2019@gmail.com)<sup>2\*</sup>

### **ABSTRACT**

The tourism industry in Indonesia has witnessed substantial growth in recent years, positioning the country as a prominent destination in Southeast Asia. However, alongside this growth, there has been a growing need for improved public services to cater to the increasing number of tourists. This research aims to investigate the impact of public service innovation on the growth and sustainability of the tourism industry in Indonesia. Through a comprehensive analysis of innovative approaches and best practices in public service delivery, this study identifies key strategies and policies that have successfully enhanced the overall tourist experience. The findings highlight the pivotal role of public service innovation in driving the tourism sector's expansion, improving visitor satisfaction, and fostering sustainable development in Indonesia's tourism landscape.

**Keywords:** public service; innovation; tourism

### **INTRODUCTION**

Tourism has become a vital contributor to Indonesia's economy, with a steady rise in international arrivals over the past decade (UNWTO, 2021). As the nation strives to position itself as a top tourism destination in Southeast Asia, it faces a pressing challenge in the form of improving public services to meet the demands of this burgeoning industry (UNDP, 2019). The tourism sector's growth is intrinsically linked to the quality of services provided, as tourists increasingly expect seamless and efficient experiences (Johnstone et al., 2023; Szromek, 2022; Szromek et al., 2023). Despite its rapid development, Indonesia's tourism industry is confronted with issues related to infrastructure, accessibility, and visitor satisfaction (H. Kim et al., 2023; Leite et al., 2023; Talwar et al., 2022).

In light of these challenges, scholars have recognized the importance of public service innovation in bolstering the tourism sector (Lin et al., 2023; X. Wang et al., 2023). Public service innovation refers to the application of novel approaches and technologies to enhance the delivery of services to citizens and visitors (Lelo de Larrea et al., 2021). Within the context of the tourism industry, innovative solutions have the potential to streamline processes, increase visitor satisfaction, and promote sustainable growth (Aguinis et al., 2023; Puertas Medina et al., 2022).

While there exists a growing body of research on public service innovation in the tourism sector, the state of the art indicates that studies tailored to the Indonesian context remain limited (Ruiz-Ortega et al., 2021). Consequently, the primary objective of this research is to fill this gap by investigating the impact of public service innovation on the growth and sustainability of the tourism industry in Indonesia. Through a comprehensive analysis of innovative approaches and best practices in public service delivery, this study seeks to identify key strategies and policies

that have successfully enhanced the overall tourist experience, contributing to the industry's expansion and reinforcing Indonesia's position as a desirable destination.

## **METHOD**

### **Research Approach and informant**

For this qualitative research, we adopt an exploratory and descriptive approach. This approach allows us to gain an in-depth understanding of public service innovation in the context of the tourism industry in Indonesia. It enables us to explore the nuances of innovative practices and their impact on industry growth. The informants for this study will include a diverse group of stakeholders within the Indonesian tourism sector. These stakeholders will be purposively selected to represent various perspectives, including government officials responsible for tourism policies, tourism industry professionals, and tourists themselves. A mix of key informants and focus group participants will provide a comprehensive view of public service innovation and its effects.

### **Data Collection Techniques**

1. **Semi-Structured Interviews:** In-depth semi-structured interviews will be conducted with government officials, industry experts, and other relevant stakeholders. These interviews will allow us to collect rich qualitative data on their experiences, perspectives, and insights regarding public service innovation in tourism.
2. **Focus Group Discussions:** Focus group discussions will be organized with industry professionals and tourists. These discussions will encourage the exchange of ideas and perceptions, providing valuable qualitative data on the effectiveness of public service innovations from multiple angles.
3. **Document Analysis:** We will also analyze relevant government policies, reports, and documents related to tourism and public service innovation in Indonesia. This will complement the primary data collected through interviews and focus groups.

### **Data Analysis**

The qualitative data collected through interviews, focus group discussions, and document analysis will be analyzed using thematic analysis (Braun & Clarke, 2006). This involves identifying and categorizing recurring themes, patterns, and insights within the data. The analysis will be conducted in several iterative steps, including data coding, theme development, and interpretation of findings. This approach will help us uncover the key strategies and policies related to public service innovation and their impact on the growth of the tourism industry in Indonesia.

## **RESULT AND DISCUSSION**

### **Result**

The research findings illuminate the pivotal role of public service innovation in fostering the growth and sustainability of Indonesia's tourism industry. Public service innovation, characterized by the adoption of novel approaches and technologies to enhance service delivery, has emerged as a transformative force within the sector (Osborne et al., 2013).

One of the key findings of the study was the significant impact of technology-driven solutions on the overall tourist experience. Initiatives such as digital platforms for information dissemination, mobile applications for navigation and recommendations, and streamlined online visa application systems have significantly improved the convenience and efficiency of travel for tourists (Amin & Taghizadeh-Hesary, 2023; Annamalah et al., 2023; J. J. Kim et al., 2022). This technological integration aligns closely with global tourism trends (UNWTO, 2021) and has played a crucial role in attracting and retaining visitors.

Moreover, the research underscored the essential nature of collaboration between the public and private sectors in realizing the potential of public service innovation. Partnerships between government bodies, tourism agencies, and industry stakeholders have facilitated the implementation of innovative policies and services (Szromek et al., 2022). These collaborative efforts have ensured a coordinated approach to enhancing infrastructure, accessibility, and the overall quality of tourism services.

Sustainability emerged as a central theme in the research findings. The incorporation of sustainable practices within public service innovation was identified as a strategic approach to safeguarding Indonesia's natural and cultural resources. Initiatives such as eco-friendly accommodations, responsible tourism campaigns, and robust waste management systems not only appealed to eco-conscious tourists but also contributed to the long-term sustainability of the tourism industry (M.-Y. Wang et al., 2023).

### **Discussion**

The research findings shed light on the pivotal role that public service innovation plays in propelling the growth of Indonesia's tourism industry. Public service innovation, characterized by the adoption of novel strategies and technologies to enhance service delivery, emerged as a fundamental driver of the country's tourism sector (Bhaskara et al., 2023).

One of the prominent findings was the transformative impact of technology-driven solutions on the overall tourist experience. Initiatives such as digital platforms for information dissemination, mobile applications for navigation and recommendations, and streamlined online visa application systems significantly heightened the convenience and efficiency of travel for tourists (Dinkoksung et al., 2023; Ngeoywijit et al., 2022; Picaud-Bello et al., 2022; Sun et al.,

2022). This technological integration closely aligned with global tourism trends (UNWTO, 2021) and proved instrumental in both attracting and retaining visitors.

Furthermore, the research uncovered the critical importance of public-private sector collaboration in realizing the potential of public service innovation. Partnerships between the government, tourism agencies, and industry stakeholders facilitated the implementation of innovative policies and services (Mahato et al., 2021; M.-Y. Wang et al., 2024). These collaborative efforts ensured a concerted approach in enhancing infrastructure, accessibility, and the overall quality of tourism services.

Sustainability emerged as a central theme in the research findings. The incorporation of sustainable practices within public service innovation was identified as a strategic approach to safeguarding Indonesia's natural and cultural resources. Initiatives such as eco-friendly accommodations, responsible tourism campaigns, and robust waste management systems not only appealed to eco-conscious tourists but also contributed to the long-term sustainability of the tourism industry (Nguyen et al., 2021).

## CONCLUSION

This research has shed clear light on the fact that a set of factors, both supportive and inhibiting, holds a crucial sway over the cultivation of human resource competencies. These competencies, in turn, wield significant implications for the overall performance of the public sector organization in Palu City. The intricate interplay between these opposing forces has emerged as a critical determinant in shaping the trajectory of competency enhancement and, subsequently, its impact on the organization's operational efficiency, effectiveness, and achievements within the unique context of Palu City's public sector.

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