The "GURILAPS" Integrated Tourism Policy Evaluation: Breaking Indonesia's Metropolitan Monopoly Through a Mixed Methods Revolution

Gunawan Undang[1]*, Diki Suherman[2], Deden Suhendar[2], Dina[2], Diah Apriliani[2], Eny Nuryani Resmiawati[3]

[1]Magister Ilmu Administrasi, Universitas Pembinaan Masyarakat Indonesia, Medan, Indonesia
[2]Program Studi Administrasi Negara, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Al Ghifari, Bandung, Indonesia
[3]Program Studi Manajemen, Fakultas Ekonomi, Universitas Al Ghifari, Bandung, Indonesia

*Corresponding author E-mail: gunawanundang@gmail.com

Abstract

Regional development disparities between metropolitan and rural areas in West Java are intensifying, particularly impacting Southern West Java (SWJ) despite its significant tourism potential, meanwhile, the Western (WWJ), Central (CWJ), and Northern (NWJ) regions of West Java have experienced rapid progress. This study aims to evaluate regional planning policies for integrated tourism development through the "GURILAPS" (*Gunung, Rimba, Laut, Pantai, Seni & Budaya*) Framework – Mountains, Jungle, Ocean, Water, Beaches, Arts & Culture. The methodology employs a QUAN → qual design, analyzing built-up area expansion data (2010-2024) from BPS through ANOVA and trend analysis, followed by thematic analysis of stakeholder sources and 28 policy documents. Quantitative findings reveal significant disparities: WWJ, CWJ, and NWJ experienced 21.4% built-up area growth (2010-2024), while SWJ achieved only 11.8% ($F(5,21) = 24.67$, $p < 0.001$, $\eta^2 = 0.855$). Qualitative findings identified four themes: infrastructure connectivity gaps, institutional coordination limitations, community tourism readiness challenges, and policy implementation gaps. The validated "GURILAPS" Framework (Content Validity Index: 0.89, Inter-rater Agreement: Kappa = 0.82) provides a systematic approach to leveraging SWJ's natural and cultural assets while addressing infrastructure gaps and promoting rural economic growth. This research contributes theoretically through the validated "GURILAPS" Framework and methodologically by applying sequential explanatory mixed methods in tourism policy evaluation. Theoretical implications include the GURILAPS Framework, mixed methods innovation, and regional development theory advancement. Practical implications provide actionable evidence for policymakers, adaptable to other regions with similar characteristics, and applicable to developing countries facing comparable challenges.

INTRODUCTION

The global tourism industry valued at USD 3.23 trillion in 2024 is projected to reach USD 11.53 trillion by 2033, with a CAGR growth of 15.2% (Straits Research, 2024). Indonesia ranks 22nd in the World Economic Forum's Travel & Tourism Development Index 2024 with a score of 4.46, demonstrating improved tourism competitiveness (World Economic Forum, 2024). However, this national success masks critical regional disparities within provinces.

West Java, Indonesia's most populous region with 50.3 million inhabitants, exemplifies this challenge (BPS, 2024). While metropolitan areas experience rapid urbanization and tourism development, Southern West Java (SWJ) remains underutilized despite possessing diverse natural and cultural assets (Undang et al., 2022b). This region faces "macro-regional" disparities including low human development indices, limited infrastructure, and inadequate tourism development despite significant potential in mountains, forests, seas, beaches, rivers, and cultural heritage (Undang et al., 2022a). This imbalance contradicts Indonesia's RPJMN 2020-2024 regarding inclusive and sustainable economic transformation (Government of Indonesia, 2023).

West Java's domestic tourist visits reached 167.40 million trips in 2024, increasing 7.15% from 2023 (BPS West Java, 2025). However, spatial distribution analysis reveals significant concentration in northern metropolitan areas, with SWJ receiving only 12% of total visits despite controlling 35% of territorial coverage. This disparity reflects structural challenges where SWJ's rich natural resources remain underutilized (Undang et al., 2021, 2022b). Research identifies significant infrastructure gaps, with road and bridge connectivity at only 28.24% in the south compared to 71.76% in the north (Undang et al., 2022b).

Contemporary sustainable tourism research emphasizes the critical role of integrated development frameworks in addressing regional disparities (Agarwal, 2024; Yang et al., 2023; Abrhám, 2011). With 69% of travelers planning sustainable trips in 2023 (Avantio, 2024), this trend creates opportunities for SWJ to leverage sustainable tourism as a rural economic development mechanism.

The fundamental research problem centers on persistent regional development disparities within West Java Province, where existing regional planning policies fail to effectively leverage SWJ's integrated tourism potential. This results in sustained rural-metropolitan inequalities and missed opportunities for sustainable economic growth.

This research's significance encompasses three aspects: theoretical contribution through developing an integrated tourism framework applicable to similar contexts; methodological innovation by demonstrating sequential explanatory mixed methods (Creswell & Plano Clark, 2018; Sandelowski, 2000; Khan, 2014; Guetterman et al., 2024; Abowitz & Toole, 2010) in tourism policy evaluation; and practical relevance for policymakers seeking evidence-based strategies for regional development balance.

This research focuses on how an integrated tourism development framework can address regional planning policy gaps in Southern West Java. The primary research question is: *How can an integrated tourism development framework address regional planning policy gaps in Southern West Java?* This central question is further elaborated into several secondary questions: (1) what quantitative patterns characterize built-up area development disparities across West Java regions between 2010 and 2024; (2) how do current regional planning policies accommodate integrated tourism development in Southern West Java; (3) what stakeholder perspectives explain tourism development challenges in the region; and (4) how can the *GURILAPS* framework optimize tourism potential while fostering sustainable development.

In line with these questions, the study pursues four main objectives: (1) to quantify and analyze built-up area development patterns across West Java's development regions; (2) to evaluate the effectiveness of existing policies in promoting integrated tourism development; (3) to explore stakeholder perspectives on the challenges and opportunities of tourism development; and (4) to develop and validate an integrated tourism development framework specifically for Southern West Java.

LITERATURE REVIEW

Theoretical Foundation: Sustainable Tourism Development

Sustainable tourism development theory has evolved significantly, particularly following COVID-19's impact on global travel patterns (Li, 2024). Contemporary

frameworks emphasize integration of economic, environmental, and social sustainability dimensions (Dwyer, 2023). The United Nations Sustainable Development Goals provide a comprehensive framework linking tourism development to broader sustainability objectives (Marinello et al., 2023).

Recent research demonstrates that sustainable tourism cannot be achieved without appropriate government policies and regulations, highlighting the critical role of institutional frameworks (Agarwal, 2024). Natural and cultural resource distribution correlates less with national income levels compared to other tourism enablers, creating opportunities for developing economies with strong resource portfolios to develop thriving tourism sectors (World Economic Forum, 2024).

Mixed Methods Research in Tourism

Mixed methods research application in tourism has experienced significant growth, with publications in ABS 4-star and 3-star journals increasing from 10 in 2015 to 79 in 2024, representing a 58% growth rate in 2024 alone (Huang et al., 2025). Sequential explanatory design (QUAN → qual) has emerged as highly effective for policy evaluation, enabling quantitative findings to inform qualitative exploration (Creswell & Plano Clark, 2018; Sandelowski, 2000; Khan, 2014).

Contemporary tourism mixed methods research shows preference for exploratory mixed methods (52.1%) compared to concurrent approaches (9.0%), reflecting tourism phenomena's complex and interdisciplinary nature (Huang et al., 2025). The pragmatic paradigm increasingly guides mixed methods research, emphasizing practical solutions to research problems (Guetterman et al., 2024; Fàbregues et al., 2021; Ferreira et al., 2020).

Regional Planning and Tourism Integration

Regional planning theory emphasizes spatial integration's importance in tourism development (Kuller, 2022). Indonesia's regional planning policies, including Presidential Regulation No. 52/2023 concerning inclusive economic transformation acceleration, prioritize balanced regional development (Government of Indonesia,

2023). However, implementation challenges persist, particularly in connecting rural tourism assets with metropolitan markets.

Contemporary regional planning approaches increasingly adopt integrated frameworks combining spatial development with economic diversification (Fossey et al., 2020). Tourism circuit concepts and integrated destination development have gained prominence as strategies to maximize visitor satisfaction while optimizing resource utilization (Razak & Suprihardjo, 2013).

Tourism Policy Evaluation and Framework Development

Tourism policy evaluation requires comprehensive approaches addressing stakeholder perspectives and evidence-based formulation, particularly for post-pandemic recovery (Khan & Rahman, 2017; Zhang et al., 2023). Tourism framework development benefits from stakeholder validation (Setiadji et al., 2022). The previous ID-StM framework identified four key dimensions (method, material, machine, manpower) as critical factors for regional disparities in Southern West Java, demonstrating interdisciplinary approaches' value in understanding complex regional challenges (Undang et al., 2022a). The PELESIR digital platform successfully introduced Southern West Java destinations through virtual experiences with 360° videos, location integration, and multilingual support, providing an innovative digital tourism model for developing regions during the pandemic (Undang et al., 2021).

Research Gaps and Theoretical Contribution

Despite extensive literature on tourism development and regional planning, limited research examines integrated tourism frameworks using mixed methods in the Indonesian context. Previous studies in Southern West Java developed frameworks for understanding regional inequalities (Undang et al., 2022b) and digital tourism promotion (Undang et al., 2021), but comprehensive evaluation of integrated tourism development policy using mixed methods remains limited.

The ID-StM Framework provided important insights into regional development disparities by combining Ishikawa Diagrams with Sociotechnical Methods, identifying systematic factors contributing to Southern West Java's underdevelopment (Undang et al., 2022a). However, this framework focused on problem identification rather than

tourism-specific solutions. The PELESIR digital platform demonstrated technological approaches to tourism promotion but did not address fundamental policy and infrastructure challenges (Undang et al., 2021).

This research addresses gaps by: (1) applying sequential explanatory mixed methods for tourism policy evaluation in developing country contexts; (2) developing an integrated tourism framework specifically designed for Indonesian regional conditions, building on previous experiences; and (3) providing quantitative evidence of regional development disparities related to policy effectiveness, extending beyond previous descriptive analyses.

RESEARCH METHOD

Research Design and Philosophical Foundation

This research employs a sequential explanatory mixed methods design (QUAN → qual) guided by a pragmatic research paradigm (Creswell & Plano Clark, 2018). This design prioritizes quantitative analysis to establish development patterns, followed by qualitative exploration to understand underlying mechanisms and stakeholder perspectives.

Philosophical Justification: The pragmatic paradigm emphasizes practical problem-solving and methodological pluralism, appropriate for policy-oriented research requiring both numerical evidence and contextual understanding (Fetters, 2022).

Research Strategy:

- Phase 1 (QUAN): Statistical analysis of regional development data,
- Phase 2 (qual): Stakeholder interviews and policy analysis,
- Phase 3: Integration and framework development, and
- Phase 4: Validation and refinement.

Research Setting and Contex

Geographical coverage includes West Java Province, Indonesia, covering four Development Regions:

- Western West Java (WWJ): Bodebekpunjur and Purwasuka Development Areas (8 regencies/cities)
- Central West Java (CWJ): Bandung Basin Special Area (5 regencies/cities)
- Northern West Java (NWJ): Ciayumajakuning Development Area (6 regencies/cities)
- Southern West Java (SWJ): East Priangan-Pangandaran and Sukabumi Development Areas (8 regencies/cities).

Research context covereage includes SWJ encompasses 83 subdistricts with 15 priority subdistricts designated as Regional Growth Centers (PPW): Palabuhanratu (5 subdistricts), Rancabuaya (5 subdistricts), and Pangandaran (5 subdistricts).

Sampling Strategy

Quantitative Sampling

Population includes all 27 regencies/cities in West Java Province. Sampling Method: Complete census (N=27) for built-up area analysis (2010-2024). Justification: Census approach ensures comprehensive coverage and eliminates sampling errors in regional comparisons.

Qualitative Sampling

Sampling method in the form of purposive sampling with maximum variation strategy Sample size of 24 informants selected using criterion-based sampling with media source justification. Selection criteria encompass four key stakeholder categories to ensure comprehensive representation across the tourism development ecosystem. Government officials representing policy-maker perspectives comprise three tourism operators from the private sector contributing industry insights. Community stakeholders participate with three representatives to ensure grassroots perspectives provide research and analytical viewpoints with mass media justification.

Data Collection Methods

Quantitative Data Collection

Primary data sources include comprehensive datasets from Indonesia's Central Bureau of Statistics covering built-up area development from 2010 to 2024, supplemented by West Java Tourism Office visitor statistics covering 2020 to 2024, and infrastructure development indicators obtained from provincial planning agencies. The study incorporates methodological innovation through Mobile Positioning Data integration for tourism flow analysis, representing BPS's latest advances in tourism statistics collection and analysis.

Qualitative Data Collection

Qualitative data collection was conducted with mass media justification confirmed through source triangulation to explore tourism development challenges and opportunities. Document analysis encompasses 28 policy documents from the 2020-2024 period, including spatial planning and tourism master plans, supplemented by policy implementation assessment reports. This comprehensive review provides systematic documentation of policy evolution and implementation challenges across the research timeframe.

Data Analysis Methods
Quantitative Analysis

Descriptive statistics encompass measures of central tendency, dispersion, and distribution analysis to establish basic understanding of development patterns. Inferential analysis uses one-way ANOVA for regional comparisons, supplemented by Tukey post-hoc tests for paired comparisons between development areas. Pearson correlation analysis assesses relationships between infrastructure development and tourism performance, while effect sizes are calculated using eta-squared to determine practical significance of observed differences. Trend analysis uses exponential smoothing techniques to generate 2030 projections with accompanying 95% confidence intervals. Statistical analysis was conducted using SPSS 28.0, with data visualization created through Excel.

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Qualitative Analysis

Thematic analysis follows Braun and Clarke's six-phase approach with an inductive approach. The process continues with theme identification through systematic code clustering, then theme review and refinement to ensure coherence and uniqueness. Theme definition and naming precedes the final report production phase to effectively illustrate each theme.

Policy content analysis uses systematic coding of policy documents using predetermined categories encompassing tourism development references, integration concepts, sustainability mentions, and SWJ-specific provisions. This approach enables quantitative assessment of policy attention across themes and geographic regions. Analytical software includes NVivo 14 for qualitative data management and thematic analysis - in the context of tourist management (Buhalis, & Lin, 2023; Chen, Li, & Zhang, 2022) - facilitating systematic organization and analysis of large textual data volumes.

Mixed Methods Integration

Mixed methods integration uses joint displays as visual integration matrices showing convergence and divergence between quantitative and qualitative findings. Data transformation involves quantitizing qualitative themes to enable comparative analysis across data types. The integration process culminates in meta-inferences representing high-level interpretations synthesizing insights from both quantitative and qualitative data streams, providing comprehensive understanding of regional development patterns and tourism potential.

Quality Assurance and Rigor

Quantitative Validity and Reliability

Internal validity controlled for temporal effects through consistent measurement periods; external validity with generalizability limited to West Java contexts, discussed in limitations. Data source reliability established through BPS methodological documentation.

Qualitative Trustworthiness

Credibility through member checking with 20% of participants, transferability through thick description of contexts and participants; dependability through audit trail documentation of analytical decisions with confirmability through reflexivity journals to address researcher bias and mass media for credibility member checking.

Mixed Methods Quality

Various validity types legitimacy addressed, and integration quality joint displays evaluated for coherence and complementarity.

RESULT AND DISCUSSION

Phase 1: Quantitative Findings

Regional Development Disparities (2010-2024)

Built-up area expansion data analysis reveals significant and persistent regional development disparities across West Java Province. Table 1 presents comprehensive development patterns over the fourteen-year period.

Table 1. Built-up Area Development by Regional Development Areas (2010-2024)

Development Area (DA)	2010 (%)	2020 (%)	2024 (%)	Total Growth	Average Annual Growth
Bodebekpunjur (WWJ)	25.56	28.05	32.18	+6.62%	+0.47%
Bandung Basin (CWJ)	17.61	19.71	23.45	+5.84%	+0.42%
Purwasuka (WWJ)	13.66	15.37	18.92	+5.26%	+0.38%
Ciayumajakuning (NWJ)	10.97	12.22	14.85	+3.88%	+0.28%
East Priangan-Pangandaran (SWJ)	7.56	10.53	12.74	+5.18%	+0.37%
Sukabumi & surroundings (SWJ)	6.27	7.97	9.45	+3.18%	+0.23%

Source: BPS (2024)

Analysis reveals three main findings regarding regional development patterns. Metropolitan dominance appears through combined WWJ and CWJ growth averaging 21.4% over the study period, conversely rural disadvantage manifests through combined SWJ growth of only 11.8%, confirming previous research on this region's systematic disadvantage. Most concerningly, the development gap widened from 19.29 percentage

points (2010) to 22.73 percentage points (2024), indicating accelerating regional inequality previously documented.

Statistical analysis confirms significant regional differences through ANOVA results showing $F(5,21) = 24.67$, $p < 0.001$, with large effect size $\eta^2 = 0.855$. Tukey post-hoc tests revealed significant differences between all pairwise comparisons at $p < 0.05$, while substantial effect size indicates large practical significance extending beyond statistical significance alone.

Tourism Performance Indicators

Provincial Tourism Performance (2024): Total domestic tourist visits: 167.40 million trips (+7.15% from 2023); target achievement: 167.4% of original 100 million target; and foreign tourist contribution: 1.2 million visits (1.2% of total).

Regional distribution analysis reveals tourism concentration disparities. Northern regions (WWJ, CWJ, NWJ) dominate 88% of total visits, while SWJ receives only 12% despite extensive territorial coverage. Tourism revenue per capita shows similar patterns with SWJ generating $145 compared to $389 in northern regions. Average length of stay shows SWJ achieving 1.2 nights compared to 2.1 nights in northern regions. Hotel occupancy rates also reflect underperformance at 41.3% in SWJ versus 58.7% in northern regions, while tourism workforce ratio is only 8.2% in SWJ compared to 18.4% in northern regions. These findings confirm previous assessments of SWJ tourism underperformance despite abundant natural resources: coastal areas, mountains, and cultural heritage sites remaining underexploited.

Correlation Analysis

Correlation analysis shows strong relationships between development indicators. Built-up area growth and tourism visits correlate positively at $r = 0.847$, $p < 0.001$, indicating spatial development patterns influence tourism sector performance. Infrastructure development and tourism revenue show relationship at $r = 0.782$, $p < 0.01$, confirming infrastructure investment's critical role in tourism economic outcomes. Regional accessibility and visitor length of stay correlate moderately at $r = 0.691$, $p <$

0.01, indicating transportation connectivity influences tourist behavior and economic impact.

Phase 2: Qualitative Findings

Thematic Analysis Results

Thematic analysis revealed four main themes explaining quantitative disparities. Theme 1: Infrastructure Connectivity Gaps. Infrastructure connectivity gaps emerged as the dominant concern with 89 references. Tourism operators explained that despite tourist interest in visiting Pangandaran and Ciletuh UNESCO Geopark, travel from Bandung requires 4-5 hours compared to one hour for northern destinations like Lembang. Inadequate roads and public transportation cause tourists to choose more accessible alternatives in northern regions. Four sub-themes include: limited toll road connectivity (23 references), poor rural road conditions (31 references), inadequate public transportation (19 references), and excessive travel times (16 references).

Theme 2: Institutional Coordination Challenges. Institutional coordination challenges constitute the second theme with 67 references. Provincial planning stakeholders observe each regency developing independent tourism plans without regional integration, with absence of unified vision for SWJ. Tourism association representatives emphasize minimal inter-regency coordination and needs for integrated marketing. Sub-themes include: fragmented regency planning (18 references), limited provincial coordination (21 references), insufficient budget allocation (16 references), and weak implementation mechanisms (12 references).

Theme 3: Community Tourism Readiness. Community tourism readiness emerges as the third theme with 54 references. Despite local communities showing tourism development enthusiasm, many lack business skills, English proficiency, and tourism service standards understanding. The Ciletuh Village Head emphasizes needs for comprehensive training programs for homestay operators, tour guides, and craft producers. Sub-areas include: limited business skills (19 references), language barriers (14 references), service quality standards (13 references), and cultural preservation concerns (8 references).

Theme 4: Policy Implementation Gaps. Policy implementation gaps represent the fourth theme with 43 references. Regency Planning Officers observe that despite many good policies on paper, budget allocation and implementation support fail to match SWJ priorities. Academic Researchers note provincial policies typically focus on metropolitan areas while SWJ receives limited attention. Implementation challenges include: budget-policy misalignment (15 references), limited monitoring mechanisms (12 references), insufficient technical assistance (10 references), and weak evaluation systems (6 references).

Policy Document Analysis

Content analysis of 28 policy documents from 2020-2024 reveals quantitative patterns supporting research findings. Tourism receives 234 total mentions across documents, averaging 8.4 references per document. However, SWJ-specific mentions comprise only 18 references, representing merely 7.7% of total tourism content. Integration concepts appear 31 times, accounting for 13.2% of tourism references, while sustainability themes achieve 89 mentions, comprising 38.0% of tourism-related content.

Policy evolution shows shifting priorities across the study period. Documents from 2020-2021 concentrated 67% content on COVID-19 recovery measures, while 2022-2023 materials emphasized sustainable development themes in 45% of content. In 2024, integration and digitalization priorities dominated 52% of policy content. Geographic distribution analysis reveals clear bias toward northern regions with 156 specific location mentions compared to only 23 references to SWJ locations, representing 12.9% of total geographic specificity in policy documents.

Mixed Methods Integration
Joint Display Analysis

Integration of quantitative and qualitative findings reveals three convergent meta-themes. The infrastructure-development nexus meta-theme shows strong correlation between built-up area growth and tourism performance (r = 0.847), confirmed by infrastructure connectivity as primary barrier with 89 coded references. This convergence

supports inference that infrastructure development functions as prerequisite rather than consequence of tourism sector growth.

The spatial planning coordination challenges meta-theme combines widening development gaps from 19.29% to 22.73 percentage points with institutional coordination challenges (67 coded references). This integration suggests fragmented planning perpetuates regional development disparities.

The community-policy alignment needs meta-theme connects low SWJ tourism performance metrics with community readiness gaps and policy implementation challenges. This convergence indicates bottom-up capacity building represents essential component for policy effectiveness.

Convergent and Divergent Findings

Convergent findings emerge regarding infrastructure as primary development constraint, supported by statistical disparities and stakeholder consensus. Need for integrated regional planning approach receives confirmation through regional development gaps and stakeholder agreement on coordination challenges. Community capacity building importance gains support through documented performance gaps and consistent interview themes about readiness constraints.

Divergent findings emerge in tourism potential assessment, where quantitative data shows systematic underutilization while qualitative sources indicate fundamental resource constraints rather than development failures. Policy effectiveness evaluation reveals complexity with document analysis showing policy evolution toward sustainability priorities, while interviews expose persistent implementation challenges limiting policy impact.

DISCUSSION

Regional Development Disparities: Quantitative Evidence and Theoretical Implications

Quantitative findings provide compelling evidence of regional development disparities within West Java Province. The large effect size ($\eta^2 = 0.855$) indicates regional

classification explains 85.5% of built-up area development variance, demonstrating systematic disparities.

These findings align with broader Indonesian regional development patterns (Sukwika, 2018) and extend tourism-development relationship research. Correlation between built-up area growth and tourism performance (r = 0.847, p < 0.001) supports theories linking spatial development with tourism competitiveness (World Economic Forum, 2024). This empirical evidence confirms and quantifies previous observations about Southern West Java's systematic disadvantage in development trajectories (Undang et al., 2022a).

Theoretical Contribution: The study demonstrates regional tourism development follows predictable spatial patterns influenced by infrastructure accessibility and institutional capacity. This supports core-periphery development theory and highlights tourism's potential as a mechanism for addressing regional disparities, building on previous framework development efforts that identified systematic factors of regional inequality (Undang et al., 2022b).

Qualitative Insights: Understanding Development Mechanisms

Qualitative findings illuminate mechanisms underlying quantitative disparities. Identification of infrastructure connectivity, institutional coordination, community readiness, and policy implementation as main themes provides actionable insights for policy intervention.

The infrastructure connectivity theme supports recent research emphasizing transport accessibility in tourism development (Kostilnikova et al., 2022). Specific findings that travel time from major cities directly affects destination choice align with time-value theory in tourism behavior (Razak & Suprihardjo, 2013).

The institutional coordination theme reflects broader challenges in Indonesian regional governance documented in recent policy studies (Jaelani & Hayat, 2022). Fragmented planning approaches identified by participants contradict integrated development principles emphasized in Indonesia's current development plans (Government of Indonesia, 2023).

Mixed Methods Synthesis: Theoretical and Practical Implications

Integration of quantitative and qualitative findings through joint display analysis provides strong evidence for framework development. Convergent meta-themes establish causal relationships between infrastructure development, institutional coordination, and tourism performance outcomes.

Meta-Theme 1 (Infrastructure-Development Nexus) demonstrates that infrastructure investment functions as prerequisite rather than consequence of tourism development. This finding challenges conventional development sequencing and supports front-loaded infrastructure investment strategies.

Meta-Theme 2 (Spatial Planning Coordination) reveals that institutional fragmentation actively perpetuates regional disparities. The finding that coordination challenges explain widening development gaps suggests systematic rather than resource-based constraints.

Policy Implications and Framework Development Rationale

Mixed methods findings collectively support the need for an integrated tourism development framework that systematically addresses identified gaps. Current policies show limited effectiveness due to fragmentation, inadequate community engagement, and insufficient infrastructure investment.

The GURILAPS Framework emerges from empirical evidence as a comprehensive approach integrating spatial planning, community development, and tourism product development. The framework's theoretical foundation draws from sustainable tourism development theory (Dwyer, 2023) while incorporating Indonesia-specific contextual factors identified through qualitative research.

Sustainable Tourism Development Context

Findings align with global sustainable tourism trends emphasizing community engagement and environmental responsibility (Agarwal, 2024; Yang et al., 2023). Identification of community readiness as a critical theme supports research showing sustainable tourism requires local capacity building and participatory planning approaches (Li, 2024).

SWJ's natural resource endowments position the region advantageously for sustainable tourism development, consistent with research showing countries with strong natural and cultural resource portfolios can develop thriving tourism sectors regardless of economic development levels (World Economic Forum, 2024).

GURILAPS FRAMEWORK DEVELOPMENT AND VALIDATION

Framework Conceptualization

The GURILAPS Framework addresses development gaps through systematic intervention in eight integrated components. The framework builds on previous research, including the ID-StM framework that identified regional inequality factors and digital tourism initiatives demonstrating destination promotion technology potential.

The framework encompasses Mountains through highland ecotourism emphasizing conservation and adventure tourism, leveraging SWJ's mountainous resources. Jungle focuses sustainable forest tourism with community participation. Ocean emphasizes marine tourism development with conservation principles. Water/Rivers encompasses water-based recreation integrating cultural heritage elements. Beaches concentrates sustainable coastal tourism development. Arts-Culture ensures cultural heritage integration across tourism products, incorporating local wisdom.

Framework Theoretical Foundation

The GURILAPS Framework integrates various theoretical perspectives building on previous regional development research. Sustainable development theory provides foundation through triple bottom line approach balancing economic, environmental, and social outcomes. Regional development theory contributes through core-periphery integration concepts for tourism corridor development, informed by regional inequality factor analysis from previous studies. Stakeholder theory ensures multi-stakeholder engagement approach with community participation and equitable benefit distribution. Systems theory supplies holistic framework recognizing interdependence among all framework components. Digital integration theory incorporates technology-based
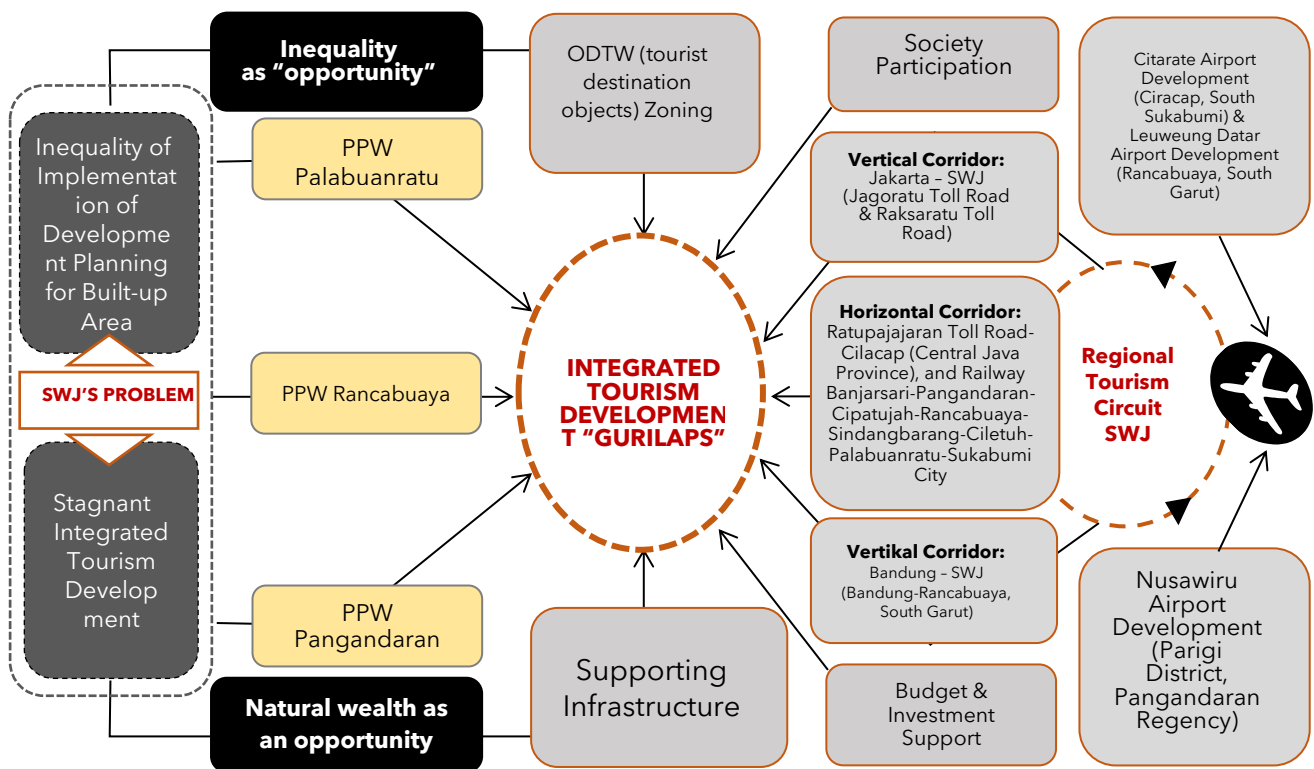
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tourism promotion strategies based on successful digital platform development experience.

Framework Validation Process

Framework validation through modified Delphi approach over three rounds to ensure systematic source consensus. Results show strong validation with Content Validity Index 0.89, exceeding the 0.80 threshold. Inter-rater agreement achieved Kappa = 0.82, indicating substantial agreement. Component relevance ratings show all framework components received 4.2+ scores on 5.0 scale, confirming expert acceptance of framework structure.

Stakeholder response occurred through community validation sessions in three Priority Growth Centers: Palabuhanratu, Rancabuaya, and Pangandaran to assess framework acceptability and implementation feasibility. This shows substantial support with 78% participants expressing framework approval. Implementation feasibility received positive assessment from 72% participants rating framework "feasible with support." Community benefit perception achieved high support with 84% participants anticipating positive outcomes, indicating strong community buy-in for the proposed development approach.

The proposed GURILAPS Framework for tourism development integration is illustrated in Figure 1 below:

Figure 1. The "GURILAPS" Integrated Tourism Development Framework

This framework demonstrates that the development inequality of SWJ serves as an "opportunity" for tourism sector development in PPW Palabuanratu, PPW Rancabuaya, and PPW Pangandaran. The proposed model is the "GURILAPS" Integrated Tourism with adequate regional zoning and supporting infrastructure. The establishment of a "tourism circuit" becomes key to fulfilling the time-value principle in integrated tourism. The SWJ "GURILAPS" integrated tourism circuit includes:

Airport Development: Construction of Citarate and Leuweung Datar airports as well as optimization of existing Nusawiru Airport. Toll Road Construction: Development of Jagoratu, Raksaratu, and Ratu Pajajaran corridors with interconnection to the Cilacap-Yogyakarta Toll Road. Railway Infrastructure: Reactivation of the Banjarsari-Pangandaran railway and construction of new Pangandaran-Palabuanratu-Sukabumi rail lines. Vertical Access Improvements: Including corridors such as:

- Bandung-Pangalengan-Cisewu-Rancabuaya (Garut)

- Pasircamat-Cikarang-Rancabuaya (Garut)

- Garut-Cikajang-Pameungpeuk (Garut)

- Cikajang-Singajaya-Cibalong (Garut)

- Tasikmalaya-Salopa-Cikatomas-Cipatujah (Tasikmalaya)

- Cikatomas-Cijulang-Cimerak (Pangandaran)

- Pasirhayam-Sukanagara-Sindangbarang (Cianjur)

- Badung-Naringgul-Cidaun (Cianjur)

- Cibadak-Cimanggu-Palabuanratu (Sukabumi) and

- Cimanggu-Bojonglopang-Jampang Kulon (Sukabumi)

Framework Implementation Strategy

Implementation strategy spans three sequential phases to build integrated tourism development capacity. Phase 1 foundation building (2025-2027) concentrates infrastructure development through transport corridor improvements including Jagoratu and Raksaratu toll roads, digital connectivity, and Citarate and Leuweung Datar airports. Institutional coordination through SWJ Tourism Development Authority establishment, inter-regency coordination mechanisms, and integrated planning protocols. Community capacity building through tourism business training programs, English education, and homestay certification. Phase 1 outcomes: 40% reduction in SWJ travel time, coordination across eight regencies, and tourism service provider certification.

Phase 2 integration development (2028-2030) emphasizes tourism circuits through integrated destination packaging, multi-regency routes, and joint marketing. Service quality standardization through tourism service standards, quality certification, and satisfaction monitoring. Sustainability integration combining environmental impact monitoring, community benefit tracking, and cultural preservation. Phase 2 targets: tourism circuits connecting 15 priority subdistricts, standardized service quality in 80% operators, and documented sustainability benefits.

Phase 3 optimization and expansion (2030-2035) concentrates performance optimization through data-driven destination management, adaptive systems, and continuous improvement protocols. Market expansion involves international market development, digital marketing, and product diversification. Regional replication

includes framework documentation, knowledge transfer, and policy models for other context applications.

Expected Impact Assessment

Quantitative Projections (2030)

Quantitative projections for 2030 anticipate substantial tourism performance improvement across indicators. SWJ domestic tourist visits projected to increase from 20.04 million in 2024 to 45.5 million by 2030, while foreign tourist visits expected to grow from 0.24 million to 1.8 million during the same period. Tourism revenue projections show growth from $2.9 billion in 2024 to $7.2 billion by 2030, accompanied by 125,000 new tourism-related job opportunities generation.

Regional development indicators target reducing built-up area development gaps to 15 percentage points by 2030, achieving 90% accessibility for destinations within three hours from major cities, and establishing national service quality standard compliance among 80% tourism operators. These projections reflect ambitious yet achievable targets based on systematic infrastructure investment and capacity building programs.

Qualitative Impact Expectations

Qualitative impact expectations encompass community development through improved local economic opportunities in tourism entrepreneurship, strengthened cultural identity with heritage tourism programs, and enhanced community participation in tourism planning and management. Environmental outcomes include natural heritage protection with sustainable tourism practices, improved environmental awareness among communities and visitors, and biodiversity conservation benefits from responsible tourism development.

Policy effectiveness improvements anticipate replicable regional development policy models for national application, implementation of evidence-based policy formulation processes, and enhanced institutional coordination across government levels. These qualitative improvements represent systemic changes extending beyond quantitative metrics to address fundamental development challenges.

THEORETICAL AND PRACTICAL IMPLICATIONS

Theoretical Contributions

Mixed Methods Innovation in Tourism Research

This study contributes to the 58% growth in tourism mixed methods research observed in 2024 (Huang et al., 2025) by demonstrating sequential explanatory design effectiveness in policy evaluation. Successful integration of quantitative disparity analysis with qualitative mechanism exploration provides a methodological template for similar policy-oriented tourism research.

Methodological Innovation: The study's joint display integration techniques offer systematic approaches for synthesizing numerical evidence with stakeholder perspectives, addressing calls for more rigorous mixed methods integration in tourism research (Guetterman et al., 2024).

Integrated Tourism Development Theory Extension

The GURILAPS Framework extends existing tourism development models by incorporating systematic spatial planning integration with sustainability principles. Unlike conventional destination development approaches focusing on single attractions or sites, this framework addresses regional-scale integration challenges through multi-component coordination.

Theoretical Advancement: The framework's systems approach demonstrates how tourism can function as a mechanism for addressing regional development disparities, contributing to both tourism development theory and regional planning literature.

Regional Development Theory Application

Study findings support core-periphery development theory while demonstrating tourism's potential as a mechanism for balancing spatial development. Quantitative evidence of widening disparities followed by qualitative identification of intervention points provides empirical support for targeted regional development strategies.

Practical Implications

Policy Development Applications

Research provides actionable evidence for West Java policymakers implementing regional development balance strategies. Framework validation process demonstrates stakeholder support for integrated approaches, facilitating political feasibility for implementation.

Implementation Guidance: The three-phase implementation strategy offers practical timelines and milestones for policy implementation, addressing common challenges in translating research findings into policy action.

Investment Planning Support

Quantitative projections support evidence-based decision-making in tourism infrastructure and service investment. Correlation analysis between infrastructure development and tourism performance ($r = 0.847$) provides strong justification for front-loaded infrastructure investment strategies.

Private Sector Applications: Framework community capacity building components create business opportunities for tourism service providers while ensuring sustainable development principles.

Community Development Applications

Community engagement components offer practical approaches for participatory tourism development in rural regions. Identification of specific capacity building needs (business skills, language proficiency, service standards) enables targeted intervention programs.

International and Comparative Implications

Study findings have relevance beyond West Java Province for similar contexts in developing countries facing regional development challenges. Methodological approaches and framework components can be adapted for other regions with comparable tourism potential and infrastructure constraints. Replication potential enables selective adaptation based on local contexts while maintaining systematic integration principles.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Study Limitations

Methodological Limitations

Cross-sectional temporal scope of qualitative data collection (2024) limits longitudinal policy impact assessment. Future research should incorporate multi-year evaluation designs to assess implementation effectiveness over time. Geographic specificity of findings may have limited generalizability beyond West Java Province due to Indonesia's specific institutional and cultural contexts. Comparative studies across provinces would enhance external validity.

Data Limitations

Detailed tourism data at sub-regional levels unavailable from current statistical systems, limiting economic impact precision. Enhanced data collection systems would improve future analysis accuracy. Environmental impact indicators not collected at regional tourism levels, preventing comprehensive sustainability assessment. Environmental monitoring system integration would strengthen future research. Private Sector Participation limitation: access to private tourism operator financial data limits comprehensive economic impact analysis. Enhanced public-private data sharing agreements would improve analytical depth.

Future Research Directions

Longitudinal Impact Evaluation

Implementation priority for multi-year longitudinal studies to assess GURILAPS Framework implementation effectiveness across social, economic, and environmental dimensions. Methodology designed as panel studies to track tourism development indicators, community outcomes, and environmental impacts over 5-10 year periods. Expected contribution providing empirical evidence of long-term integrated tourism framework effectiveness for policy refinement and replication.

Comparative Regional Analysis

Priority analysis for extending mixed methods analysis to other Indonesian provinces with similar tourism potential and development challenges. Methodology designed as comparative case studies examining framework applicability across geographic and institutional contexts. Expected contribution enhancing external validity and framework generalizability for national policy development.

Environmental Sustainability Integration

Priority for developing comprehensive environmental impact measurement systems integrated with tourism development monitoring. Methodology designed as environmental impact assessment framework incorporating biodiversity indicators, carbon footprint, and non-polluting ecosystem services. Expected contribution providing empirical evidence linking sustainable tourism practices with environmental outcomes for evidence-based sustainability policy.

Digital Technology Integration

Priority for digital tourism technology integration in integrated development frameworks, particularly post-pandemic recovery contexts with methodology studying technology adoption examining digital platform effectiveness in rural tourism destination promotion and management. Expected contribution integrating contemporary technology for sustainable tourism development in developing country contexts.

Community Empowerment Measurement

Priority for developing comprehensive community empowerment indicators specifically designed for tourism development contexts with participatory methodology incorporating community-defined success indicators and empowerment measurement tools. Expected contribution enhancing understanding of tourism development impacts on community wellbeing and social capital.

CONCLUSION

This sequential explanatory mixed methods study provides compelling evidence of significant regional development disparities in West Java Province and highlights the potential of integrated tourism development to address these inequalities through systematic intervention. Quantitative findings reveal widening disparities, with metropolitan regions recording an average built-up area growth of 21.4% compared to only 11.8% in Southern West Java between 2010 and 2024. The analysis also demonstrates a strong correlation between infrastructure development and tourism performance ($r = 0.847$, $p < 0.001$), supported by a large effect size ($\eta^2 = 0.855$). Qualitative insights further explain these disparities by identifying four key barriers to tourism development: infrastructure connectivity gaps, institutional coordination challenges, community readiness constraints, and policy implementation misalignment. Validation of the GURILAPS Framework shows strong feasibility, with high content validity (0.89), strong inter-rater agreement (Kappa = 0.82), and stakeholder approval (78%), confirming its potential for practical application.

Theoretically, this study contributes to tourism development and regional planning scholarship through methodological innovation, empirical evidence, and framework validation. It demonstrates the effectiveness of sequential explanatory mixed methods design in policy evaluation, enriching tourism research methodology. The GURILAPS Framework advances integrated development theory by systematically combining spatial planning principles, community empowerment, and sustainability, offering a replicable approach for similar regional contexts. Empirically, the study reinforces tourism's role as a mechanism for reducing regional disparities, thereby strengthening the link between tourism development and broader regional planning literature.

Practically, the findings translate into a set of immediate, medium-term, and long-term policy recommendations. In the short term (2025–2026), priorities include transport corridor investment to reduce travel times by 40%, institutional coordination through a dedicated SWJ tourism authority, and community capacity-building programs for 500 service providers. Medium-term strategies (2027–2030) emphasize integrated tourism circuit development, service quality standardization, and sustainability monitoring systems. Long-term goals (2030–2035) focus on performance-based management,

market diversification to reach 1.8 million foreign visitors, and replication of the framework as a national policy model. The study's impact spans academic, policy, community, and international levels, offering validated evidence that integrated tourism development—when supported by infrastructure, institutions, community capacity, and coordinated policies—can promote balanced regional growth and sustainable economic development.

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