

CHAPTER II

GENERAL REVIEW

2.1 History of Department of Tourism and Creative Economy

At the first time, the Department of Tourism and Creative Economy was called as Department of Tourism and Culture. The Department of Tourism and Culture of the Special Region of Jakarta is one of the government departments in the capital city of Jakarta. The job of this department and is responsible for anything related to tourism and culture in Jakarta and Pulau Seribu (Thousand Island).

In the 1990s, tourism was a directorate general within the Department of Tourism, Posts and Telecommunications (*Departemen Pariwisata, Pos dan Telekomunikasi*) which concerned with administration of postal and telecommunication as well, not a standalone department/ministry yet.

Before the Department of Tourism and Culture of the Special Region of Jakarta was established, the Government established the Department of Development of the Special Region of Jakarta on February 7, 1967 as a manifestation of the Ampera Cabinet Presidium No. 103 / 4TAP / 2/66. The Jakarta Special Development Department is a pioneer of the Ministry of Tourism and Culture in Indonesia.

Since 2019 the Department of Tourism and Culture of East Jakarta has now been officially separated into two departments; Department of Tourism and Creative Economy of East Jakarta and Department of Culture of East Jakarta. This change occurred as the suggestion of Mr. Anies Baswedan, the Governor of Special Region of Jakarta. It is refers to the Ministry of Home Affairs Regulation Number 99 / 2018 and Regional Medium-Term Development Plan (RPJMD) 2018-2022. There are several reasons underlying the separation of this department:

1. To improve the quality of social life in a plural society through strengthening and developing cultural and family values in the midst of community life.
2. The Department of Culture is proposed to stand on its own to support the acceleration of achieving the target of RPJMD 2018-2022.
3. The tourism office has changed into Department of Tourism and Creative Economy to enhance the creative entrepreneurship and productivity, develop sustainable tourism and creative economy as a facility for creative economic agents and support the realization of the Pulau Seribu and Kota Tua as a National Tourism Strategic Area.

Department of Culture was formed based on Governor Regulation number 149/2019, meanwhile the Department of Tourism and Creative Economy was formed based on Governor Regulation number 151/2019.

2.2 Vision and Mission of Department of Tourism and Creative Economy

The vision of Department of Tourism and Creative Economy of Special Region Jakarta is:

“Jakarta as the Destination of Tourism and Culture with International Standard”

This vision is based on the strong will of the Jakarta government, specifically the Department of Tourism and Creative Economy, to harmonize Jakarta with major cities in the world as a famous tourist and cultural destination.

The missions of Department of Tourism and Creative Economy Special Region of Jakarta are:

1. Building tourism and cultural resources and products.
2. Encouraging the empowerment of people, community, or any tourism and cultural organizations.
3. Developing the infrastructure of tourism and culture.

2.3 Legal Basis Department of Tourism and Culture of East Jakarta

Considering:

1. That tourism development rests on diversity, uniqueness and distinctiveness of culture and nature by not ignoring future needs, so that it is expected to encourage economic growth that brings benefits to people's welfare.
2. That tourism destination development needs to be carried out in an integrated, sustainable and responsible manner so that the criteria for sustainable tourism destinations are needed.
3. That based on the considerations as referred to in letters a and b, it is necessary to stipulate a Minister of Tourism Regulation concerning Guidelines for Sustainable Tourism Destinations.
4. Law Number 10 of 2009 concerning Tourism (State Gazette of the Republic of Indonesia 2009 Number 11, Supplement to the State Gazette of the Republic of Indonesia Number 4966); DRAFT 24 AGT 2016
5. Law Number 32 of 2009 concerning Protection and Management of the Environment (State Gazette of the Republic of Indonesia 2009 Number 140, Supplement to the State Gazette of the Republic of Indonesia Number 5059).
6. Law Number 11 of 2010 concerning Cultural Heritage (State Gazette of the Republic of Indonesia 2010 Number 130, Supplement to the State Gazette of the Republic of Indonesia Number 5168).
7. Presidential Regulation Number 63 of 2014 concerning Tourism Supervision and Control (State Gazette of the Republic of Indonesia 2014 Number 140).
8. Presidential Regulation Number 19 2015 concerning the Ministry of Tourism (State Gazette of the Republic of Indonesia of 2015 Number 20).

2.3 Position, Task and Function

2.3.1 Position, Task and Function of Sub-Department of Tourism and Creative Economy East Jakarta.

Position:

1. City Sub-Department has the task of helping Department to perform government matters in tourism, tourist destinations, marketing, development of Creative Economy, by utilizing Intellectual Property protection, development of Tourism and Creative Economy resources within the range of city.
2. To perform the task referred in clause (1), City Sub-Department implements functions:
 - 1) Strategic Planning, Work Plan and Department Funding in accordance to each task and function.
 - 2) Implementing of Document of Department Funding in accordance to each task and function.
 - 3) Policy regulation, business process, standard and procedure City Sub-Department.
 - 4) Implementing management, development and guiding of tourism destination, tourism marketing, development of creative economy by utilizing Intellectual Property Rights, and creative economy that became City Sub-department's authority.
 - 5) Monitoring and evaluating tourism destination, tourism marketing, and development of creative economy by utilizing Intellectual Property Rights, development of tourism resources that became City Sub-Department's authority.
 - 6) Secretarial of City Sub-Department.
 - 7) Coordinating, Monitoring, Evaluating, Reporting and liability of Department task and function in accordance within their task and function.
 - 8) Implementing department-related task and function as ordered by Head Department.

2.3.2 Tourism Industry Division Position.

Position:

1. Tourism Industry Division is positioned and responsible under Head of City Sub-Department.
2. Tourism Industry Division is led by Head Division.

Task and Function:

- 1) To arrange Strategic Planning, Work Plan, Work Plan and Department Funding in accordance to their task.
- 2) To implement Document of Department Funding in accordance to their task.
- 3) To implement policy, business process, standard and procedure Department in accordance to their task and function.
- 4) To manage and guide tourism industry which becomes City SubDepartment authority.
- 5) To monitor and control Department permission in accordance to their task and function.
- 6) To manage data and Department information in accordance to their task.
- 7) To implement coordination, monitoring, evaluation, report and liability of task and function of City Sub-Department in accordance to their task.
- 8) To implement other department-related task under the command of Head of City Sub-Department.

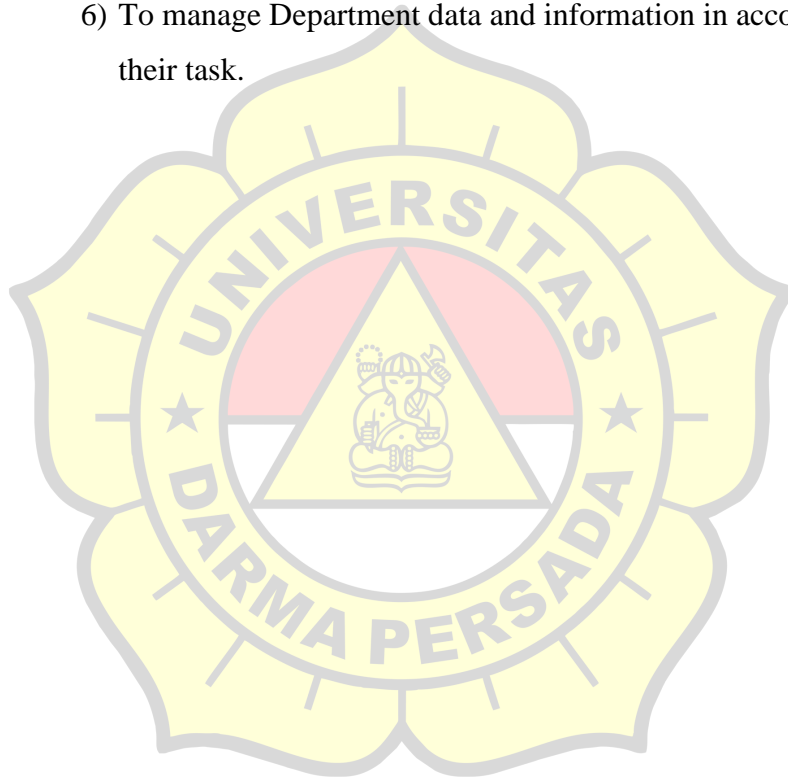
2.3.3 Marketing and Attraction Division Position, Task and Function.

Position:

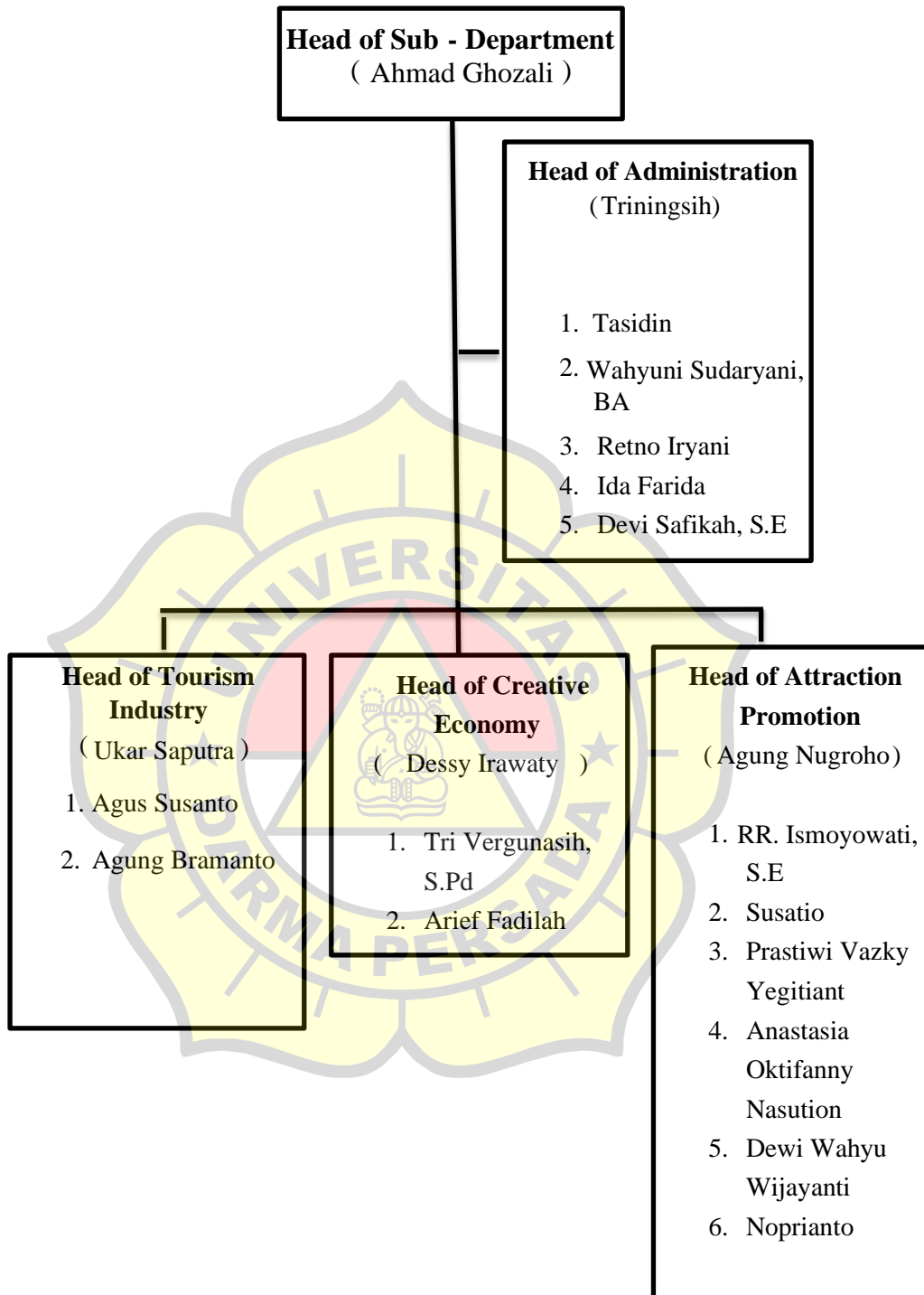
- A. Marketing and Attraction Division is positioned and responsible under the Head of City Sub-Department.
- B. Marketing and Attraction Division is led by a Head Division.

Task and Function:

- 1) Create a creative video with the theme of tourism.
- 2) To implement coordination, monitoring, evaluation, report and liability of task and function of City Sub-Department in accordance to their task.
- 3) To arrange Strategic Planning, Work Plan, Work Plan and Department Funding in accordance to their task.
- 4) To compose policy, business process, Department procedure and standard in accordance to their task.
- 5) To develop tourism destination on a city administration scale.
- 6) To manage Department data and information in accordance to their task.



2.4 Organization Chart Sub-Department of Tourism and Creative Economy



Picture 2.1 Organization Structure