

ABSTRACT

Tourism is one sector that has high potential in terms of regional income. Indonesia is one country that has a diverse culture and natural beauty that is an attraction for foreign tourists for Indonesian tourists. The growth of the business opportunity sector for local communities, so as to increase the number of local entrepreneurs. This is to encourage economic activities of the community and can help opportunities to work. Tourism sustainability has three main keys, namely economy, environment and society. The tourism sector has implications that not only have economic value, but also the environment of society, local culture, ecosystems and others. However, resources have not been managed properly.

The purpose of this study is to discuss the role and involvement of the Bandung city government in the development of local tourism (tourism entrepreneurship), the role and involvement of stakeholders in the development of tourism entrepreneurship in the city of Bandung, and integrating the business environment in developing tourism entrepreneurship.

This study uses qualitative methods, using data collection techniques with observation and interviews. The interview process was carried out at the offices related to the Bandung Development and Research Planning Agency (BAPPELITBANG) and the Bandung Culture and Tourism Agency (DISBUDPAR).

Based on the results of data processing, it can be seen that government support variables affect the development of the city of Bandung, can be seen from the planning and priorities of the government towards the tourism industry, including tourism development programs, development, marketing activities to attract tourists, heritage tourism sites available, the Government has a development strategy local area and culture, resource development and service center tourism that helps tourists visiting Bandung even though it is not optimal. Variable stakeholder engagement is also related to the development of tourism entrepreneurship, in this variable related to stakeholders involved in tourism development Each stakeholder has a different role for industrial development in the city of Bandung, the existence of synergies between relevant stakeholders to develop tourism and the influence of resource empowerment carried out by stakeholders. In the Business Environment variable, the results of the study found that the influence of taxation and the level of market dominance influenced the development of the city of Bandung, while property and market development did not affect the development of tourism entrepreneurship in the city of Bandung.

Based on the results of the study, it can be concluded that the variables of government support, stakeholder involvement, and the environment are related to the development of tourism entrepreneurship in the city of Bandung.

Keywords: Tourism entrepreneurship, stakeholders, government support.