



ANALYSIS OF COLLABORATION BETWEEN GOVERNMENT, PRIVATE SECTOR, AND COMMUNITY IN THE IMPLEMENTATION OF TOURISM EVENTS IN LAMPUNG PROVINCE

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Abstract :

The research method used is descriptive qualitative research. This method is used to describe the analysis of collaboration between government, private sector, and community in marketing tourism events in Lampung Province. All data was obtained directly from informants in the field using interviews and document studies. The results of the study indicate that, in the Analysis of Collaboration Between Government, Private Sector, and Community in Marketing Tourism Events in Lampung Province, collaboration between the government, private sector, and community in implementing tourism events in Lampung Province has, in principle, been ongoing, but is not yet optimal. This collaboration still faces various structural and functional obstacles, particularly in unifying the vision between actors, increasing local capacity, and ensuring the economic and social sustainability of events. Differing interests, limited community capacity, and the short-term orientation of events mean that the impacts of tourism have not been felt evenly and sustainably by local communities.

Keywords : Collaboration, Government, Private Sector, Marketing

INTRODUCTION

The governance model, which emphasizes the importance of shared roles in decision-making processes, program implementation, and public policy monitoring, is manifested through collaboration among multiple actors. The government acts as a regulator and facilitator, the private sector contributes resources, technology, and innovation, while the community provides social legitimacy, local knowledge, and participatory support for development policies and programs.

Synergy among these three actors is expected to create effectiveness and efficiency in addressing various public issues such as poverty alleviation, environmental management, local economic development, and equitable public service delivery. However, in practice, collaboration often encounters challenges including differences in interests, weak coordination, power imbalances, and low levels of trust among stakeholders. These conditions result in collaborative outcomes that are not always optimal.

In addition to being a conceptual demand of the governance paradigm, cross-sector collaboration is also an adaptive strategy in responding to rapid



social, economic, and technological changes. Governments at various levels face limitations in budget, human resources, and institutional capacity. Conversely, the private sector possesses strong financial and innovative capabilities, while communities have close engagement with local realities and a deep understanding of local needs. When these actors collaborate effectively, significant value creation can be achieved.

Nevertheless, collaboration in practice often remains formalistic and has yet to achieve ideal synergy. Many collaborative programs fail to operate effectively due to the dominance of a single actor, weak cross-sector communication, differing orientations and interests, and the absence of clear coordination mechanisms. As a result, development outcomes have not provided optimal benefits for communities.

Therefore, a deeper understanding is needed regarding how collaboration can be effectively developed and managed, including how trust, collaborative leadership, communication, and shared commitment influence its success. Examining collaboration among government, private sector, and community is crucial to assess how each actor complements one another in achieving shared objectives and to identify obstacles in the implementation process.

Tourism, as a strategic industry, enables increased community income, regional economic growth, and environmental and cultural preservation. Lampung Province has significant tourism potential due to its natural beauty, vibrant local culture, and strategic location as the gateway to Sumatra Island. Destinations such as Pahawang Island, Mutun Beach, Way Kambas, Kiluan Bay, and the Krakatau Festival represent Lampung at national and international levels.

The collaborative governance model aligns with interactions among these actors, including within the tourism sector. In the context of tourism event implementation, collaboration is a key factor in building destination branding, enhancing regional competitiveness, and expanding tourism markets. Events such as the Krakatau Festival, Lampung Fair, and Sekala Bekhak Festival demonstrate how effective collaboration among local government, businesses, and communities can generate substantial social and economic impacts.

However, in reality, these partnerships are not yet fully integrated and often remain formal. Differences in interests, poor communication, and limited understanding of respective roles frequently hinder coordination. Moreover, local communities are often treated as objects rather than subjects of development, despite their potential role as primary tourism promoters. Consequently, the true potential of collaboration has not been fully realized.

To support tourism event implementation in Lampung Province, it is essential to conduct an in-depth examination of the forms, processes, and dynamics of collaboration among government, business sector, and community. This study aims to provide a comprehensive understanding of factors that support or hinder collaboration and to offer strategic recommendations for strengthening collaborative governance in tourism development and

promotion.

Based on these conditions, several key issues are identified:

Insufficient collaboration among community organizations, business actors, and local government in organizing and implementing tourism activities in Lampung Province, Implementation strategies are often carried out separately due to weak institutional synergy and coordination, The role of the private sector remains limited to sponsorship and funding, with minimal involvement in integrated implementation strategies, Local community involvement is still suboptimal, despite their potential role as key promoters and actors in tourism development, Limited innovation in tourism event marketing strategies, particularly in the use of digital media, social media, and technology-based tourism promotion platforms, The absence of a collaborative ecosystem that supports the branding of Lampung Province as a leading tourism destination.

These issues highlight the importance of cross-sector collaboration in organizing effective tourism events. Therefore, this study examines the forms, effectiveness, and limitations of collaboration between the public and private sectors in promoting tourism events in Lampung Province.

The research questions are formulated as follows: What forms of collaboration exist among the government, private sector, and community in the implementation of tourism events in Lampung Province? What factors support and hinder collaboration among the government, private sector, and community in the implementation of tourism events in Lampung Province?

Literature Review

1. Concept of Collaboration

The paradigm shift from a closed bureaucratic model to an inclusive, participatory, and collaborative governance model is essential for contemporary governance. Governments are now required to collaborate with multiple stakeholders including corporations, community organizations, academics, and media in designing, implementing, and evaluating public policies.

Government, corporate sector, and communities increasingly collaborate in development efforts, particularly in the tourism industry. The private sector contributes through investment, innovation, and promotion; the government acts as regulator and facilitator; and local communities safeguard cultural values while serving as frontline providers of tourism services and experiences. When integrated effectively, these roles create value and enhance destination competitiveness.

In practice, however, collaboration often remains suboptimal due to weak coordination, conflicting interests, lack of trust, and institutional capacity limitations. As a result, jointly designed programs and events frequently fail to achieve maximum outcomes. Therefore, understanding collaboration both theoretically and practically is crucial for developing governance strategies, particularly in tourism event implementation in Lampung Province.

Effective collaboration enables each actor to contribute according to their role: the government provides regulations and infrastructure, the private sector

strengthens promotion and innovation, and the community ensures socio-cultural sustainability. Strong collaboration enhances regional competitiveness and ensures equitable distribution of economic and social benefits.

Cross-sector collaboration has become a structural necessity in addressing complex public challenges. Local governments, including those in Lampung Province, face constraints in budget, human resources, and service innovation demands. Conversely, the private sector offers economic strength and innovation capacity, while communities contribute local knowledge and social legitimacy.

In tourism event implementation, multi-actor collaboration is essential for promotional effectiveness, funding efficiency, and sustainability. Successful tourism events are measured not only by visitor numbers but also by their contribution to cultural identity, local income growth, and partnership expansion.

Such collaboration also supports the achievement of Sustainable Development Goals (SDGs), particularly Goal 17: Partnerships for the Goals. Beyond economic growth, cross-sector collaboration promotes local capacity building, socio-cultural empowerment, and sustainable tourism environmental management.

Tourism governance based on collaborative principles differs from traditional government-centered approaches. Collaboration positions all actors as equal partners contributing according to their respective capacities to create sustainable public value.

Given tourism's multisectoral nature, effective collaboration is essential. The private sector provides innovation and investment, the government offers guidance and regulation, and communities preserve cultural values and provide authentic experiences. These actors must be integrated within a collaborative ecosystem to fully realize tourism potential.

This study therefore analyzes the forms, trends, and effectiveness of collaboration among public, commercial, and community sectors in tourism event implementation in Lampung Province, highlighting challenges and development areas for future policymaking.

With strong collaboration, tourism events in Lampung can become more innovative and adaptive, leveraging digital technology, expanding promotional networks, and strengthening Lampung's image as a leading tourism destination. Ultimately, sustainable collaboration will increase tourist arrivals, empower local communities, and support inclusive tourism development.

2. Collaboration Between Government, Private Sector, and Community in Tourism Event Implementation

Tourism plays a vital role in national economic growth by increasing regional income, creating employment, and strengthening cultural identity. In the era of globalization and the creative economy, tourism also serves as a tool for cultural diplomacy, investment promotion, and regional branding. Achieving these objectives requires innovative, participatory, and collaborative implementation strategies involving government, private sector, and

community actors.

Tourism implementation can no longer be conducted conventionally or sectorally. Increasingly complex tourist demands, digital technological advances, and intense destination competition necessitate cross-actor synergy. Governments act as regulators, facilitators, and coordinators; the private sector excels in creativity, financial resources, and promotion networks; and communities preserve cultural authenticity and provide local attractions.

In tourism event implementation, collaboration among these actors is a key success factor. Tourism events function not only as entertainment or cultural activities but also as effective promotional media for regional potential and competitiveness. However, event success depends on the effectiveness, mutual benefit, and sustainability of collaboration.

Despite this, challenges remain, including weak coordination, low trust, limited human and financial resources, and the absence of permanent collaborative mechanisms. Consequently, many tourism events remain ceremonial with limited economic and social impact.

This condition is evident in Lampung Province, which has strong tourism potential. While events such as the Krakatau Festival, Lampung Fair, and Sekala Bekhak Festival exist, their promotional effectiveness and economic impact remain limited due to insufficient collaboration integration.

Stronger collaboration would enable mutual benefits: improved policy effectiveness for government, expanded business opportunities for the private sector, and economic empowerment and cultural preservation for communities. Collaborative approaches also foster innovation through digital media, influencer marketing, and community-based promotion.

Therefore, this study examines how collaboration among government, private sector, and community can be strengthened to support sustainable tourism event implementation and regional tourism competitiveness.

According to Dredge (2016), collaboration in tourism is a strategic approach for managing diverse interests among government, businesses, and communities. In tourism event implementation, collaboration functions to: Align visions among actors, Enhance local capacity, Ensure economic and social sustainability of events

Dredge emphasizes that collaboration is not merely technical but also political and social, involving negotiation processes and power-sharing among stakeholders.

RESEARCH METHOD

This study employs a descriptive qualitative research design. The approach is used to comprehensively understand social phenomena, particularly how communities, the corporate sector, and government collaborate in marketing tourism events in Lampung Province.

The descriptive design systematically, factually, and accurately explains the characteristics and relationships among partnership components. Rather than testing theory, the study explores the significance, strategies, and

limitations of cross-sector collaboration in regional tourism implementation.

FINDINGS AND DISCUSSION

Aligning Vision Among Actors

Tourism has become a strategic sector in regional development in Lampung Province. Various tourism events such as the Krakatau Festival, Sekala Brak Festival, and Lampung Fair have been developed to enhance destination appeal and regional branding. However, the success of tourism event marketing depends not only on event quality but also on effective collaboration among government, businesses, and communities.

Interviews with officials from the Lampung Provincial Tourism and Creative Economy Office indicate that the government acts as a coordinator in aligning visions through coordination meetings and cross-sector forums. However, differences in interests and priorities prevent full vision alignment (Interview, December 2025).

The provincial government prioritizes regional development and tourist arrivals, while the private sector focuses on profit opportunities, and communities emphasize cultural preservation and social benefits. These differing orientations can result in unsynchronized marketing programs if not harmonized through a shared vision.

Private sector representatives stated that their involvement is often limited to implementation stages, resulting in misaligned visions from the outset (Interview, December 2025).

Vision alignment is therefore crucial, requiring communication mechanisms, coordination, and participatory spaces where actors can align perceptions and jointly design branding, target markets, and integrated promotional strategies.

Enhancing Local Capacity

Tourism event development depends not only on attractive destinations but also on adequate local capacity to support planning, implementation, and marketing. Local capacity includes community skills, organizational ability, and networking capabilities.

Government efforts include training programs, MSME mentoring, and tourism awareness group empowerment. However, limited budgets hinder sustainable and equitable capacity building (Interview, December 2025).

Private sector involvement in capacity building remains limited, despite its potential contribution to digital marketing, sponsorship management, and tourism experience design. Without sufficient capacity building, communities remain passive, and promotional burdens fall disproportionately on government and large businesses.

Ensuring Economic and Social Sustainability

Tourism events in Lampung Province have strong potential to support economic growth and cultural identity. However, many events remain short-term, limiting sustainable economic and social benefits.

Government efforts include involving local businesses and communities,

yet impacts remain temporary due to limited continuity and post-event evaluation (Interview, December 2025).

Sustainability requires coordinated commitment among actors, integrated marketing strategies, and long-term event calendars. Without these, tourism events lose strategic value as development instruments.

CONCLUSION

Collaboration among government, private sector, and community in tourism event implementation in Lampung Province has been established but remains suboptimal. Structural and functional challenges persist, particularly in aligning visions, enhancing local capacity, and ensuring economic and social sustainability. Differences in interests, limited community capacity, and short-term event orientation result in uneven and unsustainable tourism impacts.

Key inhibiting factors include weak cross-actor communication and coordination, limited local human resource capacity, insufficient access to capital and facilities, short-term event planning, and lack of post-event evaluation.

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