

An Analysis of Amenity Standards Compliance in Meat Tourism Village Based on Regulation No. 3/2022

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Abstract

This study analyzes the compliance of tourism amenity development in Meat Tourism Village with the standards stipulated in Regulation Number 3 of 2022. Adopting a qualitative evaluative approach, data were collected through field observations, semi-structured interviews, and document analysis. A compliance matrix was developed to compare regulatory requirements with actual field conditions. The results indicate a moderate level of compliance, with 55% of assessed indicators categorized as compliant, 33% partially compliant, and 12% non-compliant. While core physical infrastructure such as parking areas, gazebos, public spaces, and pedestrian pathways has been established, gaps remain in maintenance systems, waste management, and informational support. These findings suggest that physical development alone does not ensure sustained regulatory adherence; effective governance, routine maintenance, and continuous monitoring are essential. This study contributes to tourism infrastructure governance evaluation by integrating regulatory compliance assessment with policy implementation perspectives, providing practical insights for improving amenity management in tourism villages.

Keywords : Amenity Standards; Governance, Regulatory; Compliance; Sustainable Tourism; Tourism Village

INTRODUCTION

Tourism development has increasingly emphasized quality improvement through infrastructure enhancement and regulatory standardization. Destination competitiveness is not only determined by attractions but also by supporting facilities that ensure visitor comfort and safety (Crouch & Ritchie, 1999). In line with this perspective, compliance with amenity standards becomes a strategic component in strengthening destination competitiveness., the Indonesian government has strengthened tourism infrastructure development in priority destinations, including the Lake Toba area, through fiscal instruments such as Special Allocation Funds (DAK) for physical tourism infrastructure. Destination competitiveness literature emphasizes that infrastructure quality and service standardization are critical determinants of long-term tourism sustainability (Dwyer & Kim, 2003). Capacity and stakeholder coordination further determine the effectiveness of regulatory implementation at the destination level (Baggio et al., 2010); (Timur & Getz, 2008). Tourism studies, amenities are defined as supporting facilities that complement attractions and accessibility, including sanitation facilities, parking areas, public spaces, information services, pedestrian pathways, and safety infrastructure (Middleton & Clarke, 2001). Although attractions serve as the primary motivator for travel, the adequacy of amenities significantly influences visitor satisfaction and overall destination experience (Pine & Gilmore,

1999). Consequently, standardized amenity development is essential to ensure service quality and sustainable tourism outcomes (United Nations World Tourism Organization, 2018).

To provide technical guidance for tourism infrastructure development funded through DAK, the government enacted Ministerial Regulation Number 3 of 2022. The regulation specifies minimum standards for tourism amenities in tourism villages and rural tourism areas, covering sanitation, accessibility, environmental management, disaster mitigation, and supporting public facilities. These standards aim to ensure that public investment generates measurable improvements in tourism quality and aligns with sustainable development principles.

Kabupaten Toba, as part of the Lake Toba tourism area, has received DAK allocations to strengthen tourism infrastructure. Desa Wisata Meat has undergone significant physical development to enhance its position as a leading tourism village. Several amenities such as toilets, parking areas, gazebos, pedestrian pathways, and public spaces have been constructed or improved. However, the presence of infrastructure does not necessarily indicate regulatory compliance. According to implementation theory, policy effectiveness depends on how regulations are translated into operational practice at the local level (Mazmanian & Sabatier, 1983); (Hill & Hupe, 2002). Discrepancies between regulatory standards and field implementation may indicate governance or capacity gaps.

Despite increasing fiscal allocations for tourism infrastructure, limited empirical studies examine the compliance level of amenity development with national regulatory standards. Existing research on tourism villages tends to focus on community empowerment or economic impact rather than regulatory conformity. This gap is important because compliance with technical standards determines the effectiveness of public spending and the sustainability of tourism development.

Therefore, this study aims to analyze the compliance of amenity standards in Meat Tourism Village under Regulation Number 3 of 2022. This research identifies conformity levels, examines implementation gaps, and explores factors influencing discrepancies between regulatory provisions and field conditions. By adopting a regulatory compliance and policy implementation perspective, this study contributes to tourism governance evaluation and provides policy recommendations for improving amenity development in tourism villages.

METHODS

This study employed a qualitative evaluative approach to examine the compliance of tourism amenity development in Meat Tourism Village with the standards stipulated in Regulation Number 3 of 2022. Qualitative research was considered appropriate because it enables in-depth understanding of policy implementation within specific contextual settings (Creswell, 2014). The analytical framework adopted a regulatory compliance perspective combined with policy implementation theory, which emphasizes the translation of formal regulatory standards into operational practices at the local level (Mazmanian & Sabatier, 1983).

The unit of analysis consisted of amenity indicators specified in the regulation, including sanitation facilities, parking areas, public spaces, pedestrian pathways, waste management facilities, disaster mitigation infrastructure, accessibility elements, and other supporting tourism facilities. These indicators were operationalized into observable assessment criteria to allow systematic comparison between regulatory requirements and field conditions.

Data were collected through direct observation, semi-structured interviews, and document analysis. Field observation was conducted to assess the physical condition, functionality, accessibility, and maintenance of tourism amenities. Semi-structured interviews were carried out with tourism village managers and local stakeholders to obtain information regarding planning processes, funding sources, operational management, and implementation

challenges. Documentary analysis involved reviewing relevant planning documents and regulatory provisions to ensure consistency between standards and implementation practices. Data analysis was conducted in three stages. First, data reduction was performed by categorizing findings according to the amenity indicators outlined in the regulation. Second, a compliance matrix was developed to systematically compare regulatory standards with observed field conditions. Compliance status was classified into three categories: compliant, partially compliant, and non-compliant. Third, gap analysis was applied to identify discrepancies between regulatory requirements and actual implementation, as well as to explore factors contributing to these gaps, including institutional capacity, maintenance management, funding allocation, and governance coordination.

To enhance the credibility of findings, triangulation was applied by cross-verifying observational data with interview responses and documentary evidence (Creswell, 2014). This approach ensured that the compliance assessment was not limited to the physical presence of infrastructure but also considered functionality and sustainability aspects of amenity management.

RESULTS AND DISCUSSIONS

Results

The compliance assessment was conducted by comparing existing amenity conditions in Meat Tourism Village with the standards stipulated in Regulation Number 3 of 2022. Nine amenity indicators were evaluated, covering sanitation facilities, parking areas, public spaces, pedestrian pathways, waste management facilities, disaster mitigation infrastructure, signage systems, and supporting service facilities. The results of the compliance analysis are presented in Table 1.

Table 1. Amenity Compliance Matrix in Meat Tourism Village

| NO | Amenity Indicator (Regulation) | Field Condition | Compliance Statu | Gap Description |
|----|---|---|---------------------|---|
| 1 | Public Toilet (including disability access) | Available and functional, limited maintenance | Partially Compliant | No structured maintenance system |
| 2 | Parking Area | Available with adequate capacity | Compliant | Meets spatial requirement |
| 3 | Waste Management Facility | Trash bins available but limited | Partially Compliant | No waste segregation and limited capacity |
| 4 | Public Space / Plaza | Available and utilized | Compliant | Operational |
| 5 | Gazebo / Rest Area | Available | Compliant | Functioning properly |
| 6 | Pedestrian Pathway / Boardwalk | Available | Compliant | Supports visitor mobility |
| 7 | Disaster Mitigation Point | Available and multifunctional | Compliant | Identified evacuation area |
| 8 | Signage / Information System | Limited directional signage | Partially Compliant | Insufficient tourism information system |

| | | | | |
|---|------------------|-----------------------------------|---------------|---------------------------------|
| 9 | Place of Worship | Not available within tourism zone | Non-Compliant | Not provided in designated area |
|---|------------------|-----------------------------------|---------------|---------------------------------|

From the nine assessed indicators, five were categorized as compliant (55%), three as partially compliant (33%), and one as non-compliant (12%). These findings indicate that most primary physical amenities have been constructed. However, several indicators related to maintenance systems, environmental management, and informational support remain only partially aligned with regulatory standards.

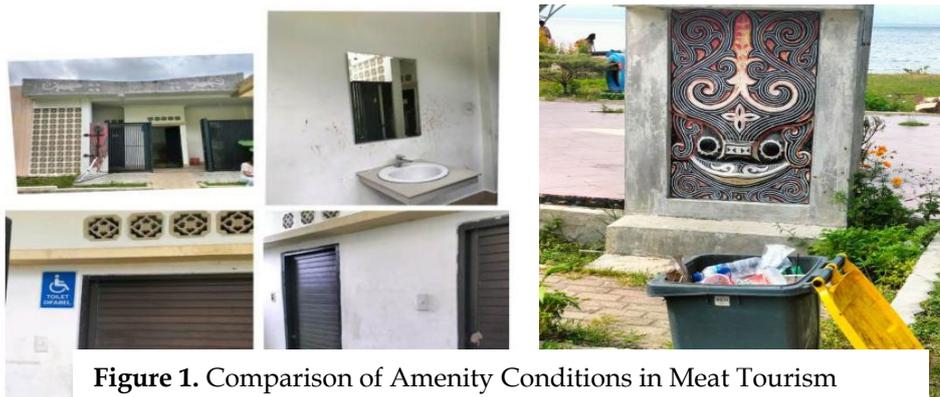


Figure 1. Comparison of Amenity Conditions in Meat Tourism Village: (a) Public Toilet Facility; (b) Waste Disposal Site with Limited Segregation. (Source: Personal Documentation, 2026)

The findings indicate that while most primary physical amenities have been constructed, several indicators related to maintenance systems and environmental management remain only partially aligned with regulatory standards. **The actual conditions of these facilities, specifically the public toilets and the limited waste segregation bins, are documented in Figure 1.**"

Compliance Level Analysis

The compliance assessment of amenity standards in Meat Tourism Village under Regulation Number 3 of 2022 indicates a moderate level of adherence. From the nine amenity indicators, five were categorized as compliant (55%), three as partially compliant (33%), and one as non-compliant (12%). While the physical infrastructure—such as parking areas, gazebos, public spaces, pedestrian pathways, and disaster mitigation points—has been effectively established and utilized, certain operational aspects remain underdeveloped.

Compliance extends beyond the mere presence of infrastructure. Partially compliant indicators, including public toilets, signage systems, and waste management facilities, reflect limitations in maintenance systems, environmental management, and informational support, which are essential for the sustained quality of services (Mazmanian & Sabatier, 1983). This finding aligns with implementation theory, which emphasizes that regulatory standards must be effectively translated into operational practice to achieve policy objectives (Tsani et al., 2021).

"Partially compliant indicators, including public toilets and waste management facilities, reflect limitations in maintenance systems and environmental management which are essential for sustained service quality (see Figure 1a and 1b). This gap underscores that infrastructure delivery must be followed by robust operational governance to meet regulatory objectives (Nugraheni et al., n.d.).

Implementation Gaps and Governance Implications

The analysis highlights a gap between infrastructure delivery and sustainable compliance. Interviews with village managers revealed that although construction was completed, structured maintenance planning, routine budget allocation, and systematic monitoring are limited. This gap underscores the need for stronger institutional mechanisms to support post-construction governance (Baggio et al., 2010); (Garrod & Fyall, n.d.; Julianti, 2025).

Additionally, the absence of a designated place of worship within the tourism zone illustrates that compliance is not solely a physical issue but also a matter of comprehensive planning and alignment with regulatory provisions (Crouch & Ritchie, 1999). From a destination competitiveness perspective, partial compliance may weaken the village's position in the regional tourism system, as visitor satisfaction is strongly influenced by the quality and completeness of supporting amenities (Buhalis, 2000); (Pine & Gilmore, 1999).

Policy Implementation and Sustainability Perspective

The findings suggest that infrastructure-focused development alone does not guarantee sustained compliance. Effective implementation requires integration of technical standards with institutional capacity, financial continuity, and monitoring systems (Middleton & Clarke, 2001); (Murniati et al., 2024). To ensure long-term regulatory conformity, tourism governance in Meat Tourism Village should prioritize:

1. Structured maintenance management systems for all physical amenities.
2. Improved waste management mechanisms, including waste segregation and proper disposal facilities.
3. Enhanced informational and signage services to support visitor navigation and experience.

Such interventions align with sustainable tourism principles, emphasizing that public investment in infrastructure must be complemented by governance mechanisms that maintain service quality over time (UNWTO, 2020); (Hall, 2011). Strengthening these areas not only improves compliance but also enhances visitor satisfaction and destination competitiveness.

Implications for Future Research

This study highlights the importance of integrating regulatory compliance assessment with policy implementation perspectives in tourism governance. Future research may adopt a comparative approach across multiple tourism villages to examine the consistency of amenity standard implementation, assess the effectiveness of governance mechanisms, and identify best practices for sustainable tourism infrastructure management (Halawa & Listyorini, 2025); (Haniek Listyorini, n.d.); (Wulandari & Agustina, 2022).

CONCLUSION

This study examined the compliance of tourism amenity development in Meat Tourism Village with the standards stipulated in Regulation Number 3 of 2022 (Ministry of Tourism and Creative Economy, 2022). The findings indicate a **moderate level of regulatory alignment**, with 55% of assessed indicators categorized as compliant, 33% partially compliant, and 12% non-compliant. While core physical infrastructure, such as parking areas, gazebos, public spaces, and pedestrian pathways, has been established, several operational components – particularly maintenance systems, waste management, and informational services – require further improvement (Mazmanian & Sabatier, 1983); (Hill & Hupe, 2002).

The results demonstrate that **infrastructure provision through DAK-funded programs contributes significantly** to physical amenity development. However, **sustainable compliance depends on post-construction governance**, including routine maintenance

planning, institutional capacity strengthening, systematic monitoring mechanisms, and integration of environmental and informational management (Rajaratnam et al., 2015) ; (Hall, 2011) Without such reinforcement, the long-term effectiveness of public investment in tourism infrastructure and overall destination competitiveness may be compromised (Buhalis, 2000); (Pine & Gilmore, 1999).

This study contributes to the evaluation of tourism infrastructure governance by integrating **regulatory compliance assessment with policy implementation perspectives**. Future research may expand the assessment framework to comparative studies across multiple tourism villages to examine consistency in amenity standard implementation and identify best practices for sustainable tourism management (Halawa & Listyorini, 2025); (Wulandari & Agustina, 2022).

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