Evaluating the Role of a University in the Development of a "Pedestrian Walk" In Palembang

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Palembang City is the capital of South Sumatra Province which has great potential for the development of tourism. Geographically Palembang City is divided by the Musi River into two parts, the crossing of Ilir in the north and the opposite of ulu in the south. There is Ampera Bridge which is the icon of Palembang City in the middle of these two regions. This paper was qualitative. The paper evaluated the role of Universitas PGRI Palembang as a stakeholder for the development of the "pedestrian walk" in Palembang and it was analysed through the dimensions of Context, Input, Process, and Product. The evaluation concluded that collaboration of Universitas PGRI Palembang with the government continues and public trust for the Universitas PGRI Palembang is increasing.

Key words: *Role Evaluation, Tourism, Stakeholders.*

Introduction

According to Yoeti (2008), Indonesia has tourism potential, both natural and cultural because Indonesia has a variety of tribes, customs, and cultures the geographical location of the country of Indonesia as a tropical country produces natural beauty and animals. The natural charm of Indonesia has a vast expanse of territory as well as beautiful features, especially water highlights. The river tourism sector is one of the sectors that can be relied on for people who live in coastal areas or river basins, where the tourist attraction can improve community welfare and national development.

According to Law No. 10 of 2009 concerning Tourism, as outlined in Chapter IV article 8, tourism is an integral part of national development that is carried out systematically, planned,

integrated, sustainable, and responsibly while still providing protection for religious values, a culture that lives in the community, environmental sustainability and quality, and national interests. Palembang City deserves to be regarded as one of the cities that have a high value for the tourism sector. Palembang is the capital of the South Sumatra Province. Geographically the city of Palembang is divided by the Musi River into two parts, namely across the Ilir in the north and across the Ulu in the south. There is Ampera Bridge which is the icon of Palembang City in the middle of these two regions. This provides many benefits for the city of Palembang, so the City Government is trying to maximise the potential of existing tourism to improve the welfare of the people of Palembang.

The tourism sector can be an unexpected economic power if managed properly. Packaging tourism to look attractive and different will highlight advantages and be elegantly branded. Evidenced by more foreign tourism, Indonesia has a very large number of very visible features due to large economic growth. Large economic turnover makes the community's economy grow rapidly. There are many tourists demanding that local governments be able to provide adequate facilities and infrastructure to support the development of tourism. To develop tourism in Indonesia, the government has made various concrete efforts, but the government still faces many obstacles. The main obstacles are infrastructure, connectivity, and transportation. In addition to these two things, another thing that can hamper tourism is the quality of Indonesian tourism products that are still undeveloped by market desires.

Stakeholders play a role to optimize the implementation of development including development in the field of tourism. One of the stakeholders who play a role in tourism development is the government. The government has limitations (Widodo, 2015: 37) namely: (1) financial limitations; (2) technical limitations and; (3) limited program affordability, thus stakeholders outside the government are also needed so tourism's development goals can be realized. One stakeholder from outside of the government is Higher Education.

Stakeholders who can take part in the development of tourism other than the government are the community as expressed by Muljadi (2012: 25). Muljadi states that Indonesian tourism is people-oriented, by the people and for the people, so that the core strength of Indonesian tourism is in the hands of the people or is called community-based tourism development (Community Based Tourism Development), this is under that mandated in Government Regulation No. 50 of 2011 concerning the National Tourism Master Development Plan for 2010-2025 that the development of tourism is carried out by increasing the capacity of community resources and raising awareness and the role of the community as well as Universities.

In line with this, the excerpt of the article entitled "The Role of Higher Education in Supporting Tourism Development" also outlines that "To create a positive development of

the tourism sector, synergy is needed from the five main tourism stakeholders called Penta helix, namely academics, business people, government, community, and media. The government itself has set a national target in 2019, namely the visit of 20 million foreign tourists with foreign exchange earnings of Rp. 280 trillion, the movement of 275 million domestic tourists, contribution to GDP by 8 percent, creating 13 million jobs, and Indonesia's tourism competitiveness ranked at -30 world. To achieve this target, the Ministry of Tourism established three main programs out of 10 priority programs, namely digital tourism, village tourism homestays, and air accessibility. Arief Yahya said that the role of academics was no less important to develop tourism human resources. The role of tourism education at this time is needed to become a government partner to follow up the ASEAN Mutual Recognition Agreement (MRA) as a joint agreement on the acceptance of qualification standards for tourism professionalism among ASEAN countries" (Tobari et al, 2018; Irmayani et al, 2018).

The strategic partnership between the Ministry of Tourism and tourism universities throughout Indonesia has long been fostered, among other relations in the form of higher education committed to the development of Indonesian tourism. Then, as one of the follow-up forms of the commitment is the Ministry of Tourism facilitating the formation of Professional Certification Institutions in all tourism colleges to achieve the target of certified tourism workers in Indonesia.

Anthony D. Cortese (2003) explained that the scope of the general practice of higher education includes education, research, university operations, and the external community, which is described in the following figure:

Figure 1.1. *General Practice of Higher Education,* Anthony D. Cortese (2003)
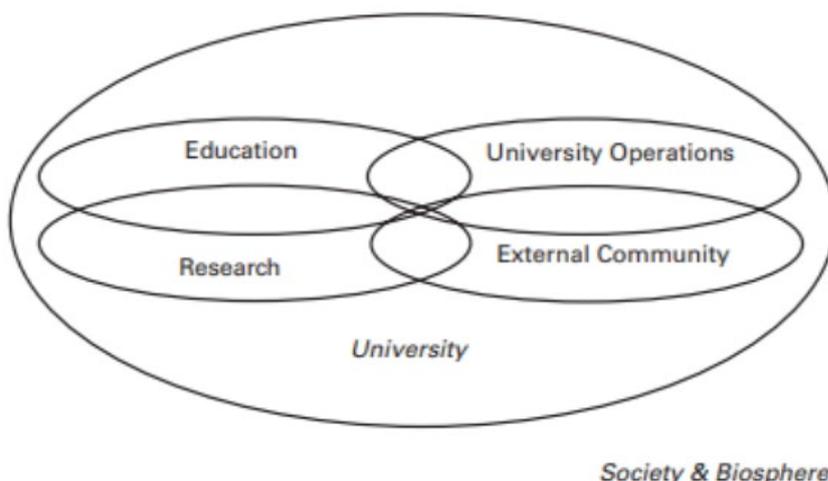
Thus, higher education institutions bear a great responsibility to contribute to managing affairs and solve various problems that exist within the community. This includes this research into the development of tourism in the city of Palembang. Education as an

integrative dimension is an effort that affects all components of society and the nation. Education aims to foster collective strength by laying a solid socio-cultural, economic and political foundation for the creation of a democratic civil society. In this dimension the process of educational development can be carried out based on the educated class community which is the main pillar so that it can also become one of the pillars of support for efforts to realize the development of civilization of people and nations by the desired goals (Khasanah et al 2019; Renata et al, 2018; Salwa et al, 2019).

It is recognized that Higher Education has several emerging priorities for individual investment and public investment (Risdianto et al, 2020; Risdianto et al, 2020). Higher education is considered an institution that can provide opportunities for individual progress and national economic progress. In this sense, higher education is considered an institution that can print and create high quality and professional human resources. Modernisation of Higher Education management should be able to meet the needs, desires and hopes of the nation (Lian et al, 2018; Andriani et al, 2018; Apriana et al, 2019; Sarina et al, 2019; Wandasari et al, 2019). Allegations which state that the results of higher education today only produce less useful graduates, must be answered with concrete steps for increasing their role by what is needed, desired and expected by the community. These goals include that universities must be able to offer students a chance to develop insight, appreciation and skills (Kristiawan et al, 2019; Fitria et al, 2019).

In the administration of education, especially in the role of Stakeholder Partners in the context of the Development of New Tourism Destinations, good management of education administration is needed to be able to provide services, and to better perform. Accuracy and speed for the presentation of data / information is one of the important factors in managing good administration.

The Republic of Indonesia Teachers Association (PGRI) Palembang is a development of the Teachers and Education College of the Republic of Indonesia Teachers' Association (STKIP-PGRI) Palembang which is under the auspices of the PGRI University Higher Education Institution (YPLP-PT PGRI) Foundation. The development of this tertiary institution (both students and infrastructure) is quite good. In a short time, a quite magnificent campus building had been established in the Seberang Ulu area and other Campus branches in Palembang.

In this study, the organisation that will be the object of this research is Universitas PGRI Palembang, which is one of the private universities in Palembang. It has more than 2000 students (Active Students in PDPT at Universitas PGRI Palembang). From the results of the pre-research interview with the highest level of leadership of the PGRI Palembang University, namely the Rector of the Universitas PGRI Palembang, regarding efficiency and

effectiveness, it can be seen that the problems that have occurred for universities are the number of students who tend to fail. The organizational structure is too fat, the number of HR (employees) is too many, the condition of the administration system that is running is not very effective (not fully using the system) and is still dominant using the manual system. This is also evidenced by data on the number of admissions of PGRI Palembang University Students in the past five years.

Some breakthroughs and changes under the leadership of the new Chancellor saw PGRI University improve itself and make changes starting from its activities in fostering cooperation with stakeholders in the Educational Environment (Education Office, Schools) and Institutions and other institutions both in the Scope of South Sumatra Province and with Partners Domestic/Foreign Educational Institutions.

Referring to some of the descriptions above, most have raised the importance of the capacity of the world of education (Higher Education) in the development of tourism. However, more detailed research with a focus on the role of higher education institutions in the development of tourism in the city of Palembang. Moreover, the new "Pedestrian Walk" tourism destination has never been done. Thus the writing of this article would like to provide a study evaluating the role of the Universitas PGRI Palembang as an institution of higher education and the extent of the role that has been carried out in the development of tourism in the city of Palembang, especially the new tourist destination "Pedestrian Walk Sudirman", for interested parties. We have an interest especially in making decisions in determining the steps that will be taken in tourism development as well as encouraging further research with broader and deeper indicators.

Literature Review

A study by Martin Lusticky, Vladislav Bina, Martin Musil (2016) proposes a methodology for evaluating the quality of tourism development plans by regional stakeholders which is very important for tourism development. The evaluation results are used for benchmark selection from different regions including Czech, Slovak, and English with the TOPSIS fuzzy method. Benchmarks are analyzed to identify good practices that can be transferred. Furthermore, the quantification of the benchmark gap between the benchmarks and tourism development plan of the Vysocina Region was realized. Through benchmarking gap analysis, quality improvement opportunities are identified and good practices are used to eliminate negative comparison gaps.

The results of a study by Reski Amalyah, Djamhur Hamid, Luchman Hakim (2016) indicate that Samalona Island is an island that has maritime potential. The main activity undertaken by tourists is snorkeling. The development of Samalona Island involves tourism stakeholders

consisting of the government through Makassar City Disparekraf, tourism businesses, and the local community of Samalona Island. The role of stakeholders includes the development of Samalona Island in the form of providing infrastructure, fostering human resources, empowering local communities, promotion, and CSR (Corporate Social Responsibility). The supporting factor for the development of Samalona Island is the involvement of the local community in the management and support of the private sector. The inhibiting factors for the development of Samalona Island are the role of Disparekraf. This is not yet maximized. The local community as a tourist destination has not been developed in a professional way, and there has been a lack of coordination from various stakeholders.

Handayani and Warsono (2016) showed that the development of Karang Jahe tourism involved the Culture, Tourism and Sport Department, the local community, and entrepreneurs taking on roles. The roles carried out by each stakeholder included policymakers, coordinators, facilitators, implementers, and accelerators. The role of stakeholders in tourism development places more emphasis on the role of the facilitator in physical form. Factors that hamper the role of stakeholders in the development of tourism in Karang Jahe Beach are limited land, limited budget, limited human resources, fixed mindset, regulations, need for promotion activities, and cooperation among stakeholders. Efforts are being made to overcome the inhibiting factors. These include cooperation between managers of the Karang Jahe Beach and landowners, building tourism awareness through tourism awareness groups, empowering villagers to turn waste into commercial products, sanctions regulated in villages in terms of establishing a tourism business, improving Culture, Tourism and Sport Department website for promotional activities on Karang Jahe Beach, and the need to engage in binding cooperation between support stakeholders through a memorandum of the cooperation agreement.

Dunn (2000: 61), in general terms the notion of evaluation can be equated with the estimation, giving a number and assessment which states an attempt to analyses the results of the policy in the sense of a unit of value. Evaluation plays several key functions in policy analysis. First and foremost, evaluation provides reliable information about policy performance. In this case, the evaluation reveals how far certain goals and targets have been achieved, both evaluations also contribute to the classification and criticism of the values that underlie the goals or targets and third evaluation contributes to the application of other policy analysis methods, including the formulation of the problem and recommendations for improving policies.

Based on these understandings, then in the evaluation, there are a series of activities aimed at assessing the course of activity and also as an effort to assess the benefits of a policy. Siagian (2013: 4) argues "evaluation is the administrative organic function of management, which is the last process of expenditure and comparison of the results of work that are achieved with

the results that should have been achieved". Furthermore, Parayudi Atmosudirjo, as quoted by Iskandar (2002: 8), said that evaluation is supervision carried out by measuring the overall implementation, especially after completion". The Joint Committee argues that evaluation is a systematic or orderly study of the benefits or uses of an object (Tayibnapis, 2008: 4).

Based on the three definitions, it can be concluded that evaluation is an attempt to measure and give an objective value to result in the implementation of an activity that has been previously planned. Evaluation can also be used to see whether the implementation of an activity is following what was planned before or not. If the plan is not achieved, evaluation shows where the weaknesses of the activity are, and later the plan can be altered or even stopped altogether.

In line with these conclusions, Iskandar (2002: 165) argues that: "An evaluation is needed to see whether there is a failure in achieving the implementation of activities, besides of course seeing the extent to which success can be achieved or to know whether an activity has been carried out to achieve the impact expected". The CIPP evaluation model was developed by Daniel Stuffleabem, et al (in Tayibnapis, 2008: 9) at Ohio State University. This evaluation model is more widely used by evaluators because this evaluation model is more comprehensive than other evaluation models. CIPP stands for, context evaluation, input evaluation, process evaluation, and product evaluation. The four abbreviations of the CIPP are the evaluation components. The CIPP model is oriented towards a decision (a decision-oriented evaluation approach structured). The aim is to assist administrators (Budgeting Implementers) in making decisions. According to Stufflebeam (in Widoyoko, 2010: 118) "the CIPP approach is based on the view that the most important purpose of the evaluation is not to prove but improve". The concept is offered by Stufflebeam with the view that the important purpose of the evaluation is not to *prove* but to *improve*.

The following will discuss the components or dimensions of the CIPP model which includes context, input, process, and product. Context Evaluation, Stufflebeam in Hamid Hasan (1983: 128) said, is the purpose of evaluating the main context and finding out the strengths and weaknesses that evaluation has. By knowing these strengths and weaknesses, the evaluator will be able to provide the direction of improvement needed. Suharsimi Arikunto and Cepi Safrudin explained that context evaluation is an attempt to describe and detail the environment of unmet needs, populations and samples served, and project objectives. Input Evaluation, the second stage of the CIPP model is input evaluation or input evaluation. According to Widoyoko (2010), evaluation of input helps to manage decisions, determine available sources, what alternatives are taken, what plans and strategies to achieve goals, and how to work procedures to achieve them. The input evaluation component includes: 1) Human resources, 2) Supporting facilities and equipment, 3) Funds or budget, and 4) Various procedures and rules needed. Stufflebeam, as quoted by Suharsimi Arikunto, revealed that the

questions relating to input lead to solving problems that encourage the implementation of the program concerned. Process Evaluation, Worthen & Sanders (in Widoyoko, 2010) explained is a process evaluation that emphasizes three objectives: "1) do detect or predict in the procedural design or its implementation during the implementation stage, 2) to provide information for programmed decisions, and 3) to maintain a record of the procedure as it occurs". Process evaluation is used to detect or predict procedure designs or implementation plans during the implementation phase provide information for program decisions and as a record or archive of procedures that have taken place. Process evaluation includes the collection of assessment data that has been determined and applied in program implementation practices. The evaluation process is to find out to what extent the plan has been implemented and what components need to be improved. Meanwhile, according to Suharsimi Arikunto, the evaluation of the process in the CIPP model refers to "what" activities are carried out in the program. "Who" (who) the person designated as the program manager, and "when" the activities will be completed. In the CIPP model, the process evaluation is directed at how far the activities carried out in the program have been carried out according to plan. Product Evaluation, Sax (in Widoyoko, 2010) asserts, gives an understanding of product/outcome evaluation which is "to allow project director (or teacher) to decide on the program". The process evaluation is expected to help the project leader or teacher to make decisions regarding the continuation, end, and modification of the program. While according to Tayibnapis (2008: 14), product evaluation helps make further decisions, both regarding the results that have been achieved and what was done after the program runs.

From the above opinion, it can be concluded that product evaluation is an assessment carried out to see the achievement of a program in achieving predetermined goals. According to Widoyoko (2010), the CIPP evaluation model is more comprehensive among other evaluation models, because the object of evaluation is not only based on results but also includes context, input, process, and results. In addition to these advantages, on the one hand, this evaluation model has limitations, including the application of this model in the field of Evaluation of the Role of the Universitas PGRI Palembang as stakeholder partners in the framework of developing new tourism destinations in Palembang, which has a lesser chance of success if there is no modification. The uniqueness of this model is that each type of evaluation is related to the decision-making device (decision) which involves planning and operating a program. The advantages of the CIPP model provide a comprehensive evaluation format at each stage.

Etymologically the word "tourism" comes from the Sanskrit language which consists of two syllables namely *Pari* which means many, many times, circling, tourism means going continuously, wandering. In this context, tourism means to travel or traveling that is done many times. According to McIntosh in Muljadi (2012: 7), tourism is "a composite of activities, services, and industries that deliver a travel experience: transportation,

accommodation, eating and drinking establishment, shops, entertainment, activities, and other hospitality services available for individuals or groups that are away from home."

According to the Big Indonesian Dictionary (KBBI), *Potential* is the ability, ability, strength, power that can be developed. The tourism potential is everything that can be found in a tourist destination and is where an attraction for people to come to visit the place emanates from (Yoeti, 1996: 172). Law No. 10 of 2009 concerning Tourism defines tourism as a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government. According to Professor Hunziker and Prof. Kraff from Switzerland, "tourism is the total relationship and phenomenon linked to the stay of a foreigner at a locality, provided that they don't settle there to exercise a major, permanent or temporary remunerated activity". This means tourism is a total relationship and phenomenon related to foreigners who live in an area, provided they do not stay there for paid, permanent or temporary activities. Based on Law No. 10 of 2009, the notion of tourist attraction is anything that has a uniqueness, beauty and value in the form of the diversity of natural wealth, culture and man-made products that are the target or destination of tourist visits.

Broadly speaking, tourist attractions are classified into three classifications (Marpaung, in Mulyo, 2005). The attraction of nature tourism, sourced from existing natural conditions such as beach tourism, marine, mountainous nature, remote wild areas, parks, and conservation areas. Cultural appeal is to have objects that are sourced from the socio-cultural conditions of the community, or relics such as conditions of community customs, social conditions of the community and traditional events. Human-made appeal is the attraction that develops something that is sourced from human-made materials or is included as a special attraction such as a people's amusement park, music festivals, annual festivals or the location of a race (boat, motorbike crosses, etc.).

Stakeholders are individuals or groups who are actively involved in activities or who are affected both positively and negatively from the results of the implementation of activities. Broadly speaking, based on the opinion expressed by Crosby (1992) – that stakeholders are classified based on three groups: Main stakeholders who receive positive or negative impacts (beyond voluntary) from an activity, supporting stakeholders, and those who become intermediaries in assisting the process of delivering activities. They can be classified as funders, implementers, supervisors and advocacy organizations such as NGOs, government organizations and the private sector. In some activities, stakeholders can be individuals or key groups that have both formal and informal interests, and key stakeholders – those who have strong and important influence on problems, needs and attention to the smooth running of activities. Stakeholders also play an important role in the policy-making process.

Research Methods

This research is a qualitative descriptive study, which aims to describe and analyses the role of the University's Teachers Association of the Republic of Indonesia (PGRI) as stakeholder partners in the context of the development of a new tourism destination in the City of Palembang. Moleong (2014: 6) describes qualitative research as research that aims to understand phenomena about what is experienced by research subjects such as perceptions, motivations, actions, behaviors, etc. wholly by describing words and languages in a context which utilizes various natural methods. Qualitative research is open. The research problem presented is flexible and subject to change, as the work processes that occur in the field so that the focus of the research changes to adjust to the changing research problem. Moleong defines qualitative methodology as a research procedure that produces descriptive data in the form of written or oral data from people and observed behavior.

The focus of this research is to evaluate the role of the Universitas PGRI Palembang as stakeholder partners in the context of the development of a new tourism destination in Palembang City. Evaluations included: Context Evaluation, Input Evaluation, Process Evaluation, and Product Evaluation. Informants in this study are determined based on their capabilities, namely, how the parties understand the issues rose in this study. The informants in this study will include Chancellor of the University, lecturers, students, and the people of Palembang City. Data collection is done by in-depth interviews, observations and relevant literature studies. The data analysis technique used is an interactive model that includes four components of analysis: Data collection, data condensation, data display and conclusion (Miles and Huberman, 2014).

Results and Discussion

The activities that have been carried out include the socialization of PMB, art performances in the form of dance and music performances, drama, scientific orations and various competitions related to tourism development. Resources involved in supporting the successful role of the Universitas PGRI Palembang as Stakeholder Partners in the context of the Development of New Tourism Destinations in the City of Palembang, include the entire academic community, the provision of operational vehicles, sound system equipment, tents, tables, chairs, and other supporting equipment. In this case, the availability of resources at the Universitas PGRI Palembang is very sufficient and ready to support and realize the development of new tourist destinations such as the "Pedestrian Walk". This support started from the leadership of institutions, employees, lecturers, and students who are all involved.

Based on the Process Evaluation dimension, the strategy used for the success of the Universitas PGRI Palembang as a partner, to realize the development of new tourist

destinations "Pedestrian Walk", among others, was to display various performances in the arts, music, and branches as well as sports. This was due to the many achievements at the local and national levels that have been obtained through the arts, music, sports and other fields. The process of implementing the role of cooperation data carried out by the Universitas PGRI Palembang as a partner to realize the development of a new tourist destination, "Pedestrian Walk", in the city of Palembang, among others involved having an Memorandum of Understanding with Palembang City Government, having permission from the Palembang City Tourism Office, registering as a member of the Sudirman "Pedestrian Walk" Circle under the auspices of the Palembang City Tourism Office, reporting art performances to be performed on Sudirman "Pedestrian Walk" to the management of the association, if permitted, the Universitas PGRI Palembang will provide a venue/location for the performances, when appearing the Universitas PGRI Palembang complies with the provisions set by the Sudirman "Pedestrian Walk" Circle of Friends. The data regarding the number of tourist visiting both from local and international in 2013-2015 can be seen in Table 1.

Table 1: Number of Tourist Visits of Palembang City in 2013 – 2015

Years	Number of Tourist Visits
2013	1.660.871
2014	1.828.207
2015	1.732.303
Total	5.227.627

Source: Marketing Division of Palembang City Tourism Office in 2016.

Based on the data it is known that the city of Palembang is the city with the largest number of visits in South Sumatra in the period 2013-2015. The following are the total number of local and foreign tourist arrivals in South Sumatra Province in 2013-2015.

Table 2: Number of Tourist Visits in South Sumatra Province in 2013-2015

Year	Number of Tourist Visits
2013	3.274.721
2014	3.438.750
2015	5.753.280
Total	12.466.751

Source: Tourism Sector, Culture and Tourism Office of South Sumatera Province in 2016.

Based on the data in the two tables above, it is known that Palembang City contributed 42% of the number of visits to South Sumatra in the 2013-2015 periods, the most from other cities and regencies in South Sumatra Province. To increase tourist visits, the Mayor of Palembang asked the Palembang Regional Organization to diligently coordinate with the Ministry and

related parties so that the planned program could be realized quickly. The Mayor of Palembang also invited several Departments and encouraged them to actively communicate with the central government, not only by relying on the Regional Budget but had to pick up the ball so that development in Palembang City was not hampered.

Indicators of achieving the success of the role of the Universitas PGRI Palembang as a stakeholder partner to realize the development of the new tourist destination "Pedestrian Walk" in Palembang, among others, were the high participation of institutions in supporting the implementation of the Program, the high level of involvement of HR in implementing the Program, the high level of interest from the audience/audience/visitors who were present at every performance from Universitas PGRI Palembang; and an increase in public confidence studying at the Universitas PGRI Palembang. Here are pictures of the appearance of the Universitas PGRI Palembang at the Pedestrian Walk-in Palembang (Figure 1).

Figure 1. Art performance of the Universitas PGRI Palembang at the Pedestrian Walk of Palembang City

The enthusiasm of the people of Palembang and surrounding areas is very good at witnessing various performances presented by students of the Universitas PGRI Palembang who display various attractions, namely Dance, Karate, Pop Songs, and Dangdut. 12 Study Programs in FKIP Universitas PGRI Palembang actively participated in these activities. This event aims to bring Universitas PGRI Palembang closer to the hearts of Palembang and surrounding communities. The event at Pedestrian Walk was very positive in developing students'

creativity in developing their interests and talents in the arts and sports. Universitas PGRI Palembang has icons that must be raised and introduced to the public as a means of promotion of Universitas PGRI Palembang. The students who appeared were not only students of tennis and sports, but also all study programs at the Universitas PGRI Palembang. Students at PGRI Palembang University are given the freedom to develop their interests and talents in the arts and sports.

However, there were various obstacles faced in the implementation of the role of the Universitas PGRI Palembang as a stakeholder partner, to realize the development of a new tourist destination "Pedestrian Walk" in the city of Palembang, related to the weather especially when it rains which impedes the implementation of the show. There is difficulty preparing material for the show/performance to play out with continuity, in a crowded venue, when rain disrupts the appearance. Also, the implementation schedule for night-time. This increases the workload of officers because they have to work at night and travel home in the night. Efforts to overcome this include setting up tents for art performances and preparing special transportation for pick-up and delivery for officers.

Based on the dimensions of Product Evaluation, supporting factors the role of the Universitas PGRI Palembang as a stakeholder partner realized the development of a new "Pedestrian Walk" tourist destination in the city of Palembang, among other things that support the full implementation of the Program, adequate campus facilities and the loyalty of employees, lecturers and students who high in supporting cooperation programs. The impact achieved by the role of the Universitas PGRI Palembang as a stakeholder partner to realize the development of new tourist destinations "Pedestrian Walk" in the city of Palembang, among others, every appearance of the Team of the Universitas PGRI Palembang is always awaited by the people present at Pedestrian Walk, the collaboration of the Universitas PGRI Palembang with the government continues and public trust in the Universitas PGRI Palembang is increasing.

Conclusion

We evaluated the role of Universitas PGRI Palembang as partner stakeholder for the development of the "pedestrian walk". This was analyzed through the dimensions of Context, Input, Process, Product Evaluation. We found that the goals and objectives related to the Universitas PGRI Palembang as a Stakeholder partner, in the context of developing the New Pedestrian Walk Tourism in the City of Palembang, promoted PGRI Palembang University to the public. Based on the Input Evaluation dimension, the policy actors involved in the Development of the New Tourism Destinations in the City of Palembang include the highest leadership, in this case, the Chancellor of the Universitas PGRI Palembang along with their staff, and the Dean and his staff. Resources involved in supporting the successful role of the

Universitas PGRI Palembang as Stakeholder Partners. Using the dimensions of Product Evaluation, the collaboration of the Universitas PGRI Palembang with the government continues and public trust for the Universitas PGRI Palembang is increasing.

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