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The Role of the Community in Building a Tourist Village

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Abstract

The solutions of development with a bottom-up pattern can make villagers as the main pillars of regional development. The main key is to educate and make people aware as the main subject of development. This changes from the old paradigm of development which only places the community as an object. The presence of the Community Based Tourism concept is the right concept to use in accelerating regional development on a micro scale. Especially in the Tourism Village of Korong Wonorejo, Sangir District, South Solok Regency. The research problems encountered were the reduced number of volunteer tourism cadres, limited knowledge and skills, lack of ability to make proposals, low awareness of uniqueness, lack of hospitality, lack of infrastructure, and lack of publications and promotions. This research was conducted using a qualitative approach with a case study design. The results of the study indicate that the efforts made by the youth in developing a tourist village in their area are as follows: (1) training in the management of tourist villages; (2) training on organizing tourist villages; (3) hospitality training; (4) recruitment and cadre training; (5) outreach to the community about development participation; and (6) workshops with government elements.

Keywords

community based tourism; tourism; community development; education; sustainability

1 Introduction

Community empowerment is a combination of various values contained in the life of a community to build a new paradigm that is community-centered, and participatory-oriented (Adeyemo & Kayode, 2020; Horner, 2020; Tushar & Miushad, 2018). Community empowerment is made to help the community to plan and implement a program with existing resources. The goal is that community resources can be managed and utilized (Theodori, 2005) Community empowerment programs can be used as an alternative to increase community participation in development. That is, community empowerment and development are an integral part of the progress of the nation, moreover this is related to the skills of the community (Eimermann, Agnidakis, Åkerlund, & Woube, 2018).

Community empowerment is a model or strategy made by the government for community-oriented development with the aim of increasing the dignity of the community so that the community can avoid economic downturn (Meirinawati, Prabawati, & Pradana, 2018). Community empowerment must be balanced with high community participation to implement the program. Therefore, a community empowerment program requires someone who is an expert in guiding, directing and motivating the implementation of community development efforts (Wlokas, Westoby, & Soal, 2017).

One form of community empowerment-based development is tourism based on local resources. The natural and cultural potential of an area is an opportunity that may be utilized and developed by the community through tourism. This is because through the tourism program, it is possible for an area to get income as a result of the arrival of residents from outside the area to the area (Witchayakawin, Aziz, Mahomed, & Abdullah, 2020). However, there are several things that must be considered in tourism. First, tourism development must be oriented in the long term and comprehensively, so that tourism objects and attractions must be preserved in order to provide benefits for all. Second, tourism development must be in accordance with the character of the region, seen from the environmental conditions, as well as the local social and cultural context of the community. Third, tourism can create harmony between the needs of tourism and the needs of providers carried out by local communities, so that there is a reciprocal relationship and mutual respect for each other (Hulu, Baiquni, Fandeli, & Wirasanti, 2019).

Community-based tourism is a manifestation of an approach to community empowerment that can involve the community as direct figures or actors from the sustainable development paradigm. Community-based tourism is a way to be able to mobilize the potential and dynamics of the community. Community-based tourism is used as a medium so that people can work together to build more advanced regional tourism (Aref, Gill, & Aref, 2010; Singgalen, Sasongko, & Wiloso, 2019; Wang, Jiang, Xu, & Guo, 2021).

Basically, community-based tourism has the same meaning as the concept of community empowerment. To achieve the goal of community empowerment through tourism development, appropriate strategies or steps are needed (Aref et al., 2010). The strategies used in community empowerment through tourism development are as follows. First, community-based tourism can be seen from its rationality in seeing the distinctive features and characteristics of a social organization. Second, community tourism has a great opportunity so that it can develop from managed tourism objects. Third, involving local communities so that they can benefit from tourism development carried out through community empowerment.

As part of community empowerment, tourism development requires community participation to be involved in designing, planning, making decisions and implementing programs, so as to make the community more empowered and more independent. Community-based tourism is an empowerment approach that can involve and place the community as an important factor in the context of a new development paradigm, namely sustainable development. Community-based tourism is an opportunity to mobilize all the potential and dynamics of the community, in order to balance the role of large-scale tourism business actors (tourism industry).

Community-based tourism is a collaboration of various parties, both from the government, the community and entrepreneurs. Communities play an important role in making decisions that can have an impact and benefit on their lives and environment. Community empowerment can be started from how the community creates conditions that allow the potential of the community to develop. In achieving empowerment goals, various efforts can be made through various strategies. One way to empower the community is to develop community-based tourism.

The adequate facilities and infrastructure, managers are also easier to provide enabling to the community. The point is that the existence of facilities and infrastructure can increase motivation and arouse the community to be involved in existing empowerment programs. For example, if the community is provided with facilities and infrastructure such as a shop to sell accessories or local handicrafts, then the community will be motivated and motivated to make various kinds of handicrafts that can be sold.

The level of regional accessibility can also be measured based on several variables, namely the availability of the road network, the number of means of transportation, the width of the road, and the quality of the road. Accessibility is closely related to basic needs which are directly related to aspects of social welfare and economic aspects. Accessibility can be defined as the community's ability to reach production sources (capital, information, production facilities, and markets). With the increasing development of transportation and increasing accessibility, it will be able to contribute to economic improvement in rural areas.

One area that has attractive tourism potential is in South Solok Regency in West Sumatra Province, Indonesia. South Solok Regency is located at the foot of Mount Kerinci and the Bukit Barisan trail. Astronomically, this district is located at 010 17' 13"-010 46 45" south latitude and 1000 53' 24"-1010 26' 27" east longitude with an area of 3,346.20 km², directly adjacent to Solok Regency, Pesisir Selatan Regency, and Dharmasraya Regency, as well as Jambi Province. Its astronomical and geographical location makes South Solok Regency beautiful and has great potential to have an economic impact, if managed properly (Yulistriani, Yaherwandi, & Paloma, 2019).

One of the areas in South Solok Regency that has natural beauty is Korong Wonorejo which is located in Jorong Sungai Lambai Barat, Nagari Lubuak Gadang Selatan, Sangir District. Korong has a variety of interesting tourist destinations, such as nature tourism and agro tourism. Nature tourism and agro tourism found in Korong Wonerjo are included as tourist destinations developed by the Government of South Solok Regency as stated in the 2012-2032 South Solok Regency Spatial Plan (Pemerintah Kabupaten Solok Selatan, 2012).

The development of villages into tourism objects is a new style of community involvement strategy in regional development. This effort includes not only infrastructure development in the village, but also changes in the perspective of the village community. The development of community-based tourism villages is not a new thing (López-Guzmán, Sánchez-Cañizares, & Pavón, 2011). Some areas that have succeeded in empowering their village communities are like those in Bali (Rahmawati & Wijana, 2019) and DI Yogyakarta, and Malang in East Java (Mustangin, Kusniawati, Islami, Setyaningrum, & Prasetyawati, 2017)

Community empowerment in this scope has a developmental approach. This means that there is active community participation in developing their area. The potential of the village is not only seen from the physical aspect, but also the human aspect as the main resource (Trisnawati, Wahyono, & Wardoyo, 2018). Development solutions with this kind of bottom-up pattern can make villagers as the main pillars of regional development. The main key is to educate and make people aware as the main subject of development. This changes from the old paradigm of development which only places the community as an object (Nurhidayati, 1987). The presence of the concept of Community Based Tourism is the right concept to be used in accelerating regional development on a micro scale (The ASEAN Secretariat, 2016).

2 Methods

This study uses a qualitative approach to describe naturally the object being observed, namely the development of a tourist village. The design used in this research is a case study. Data collection was done by interview, observation, and documentation. In this study, the main data source is the tourism village managers who are members of the tourism village development community. This study also obtained data and information sourced from volunteers and the community who were directly involved in the development of tourism in the region. The results of the research findings were then analyzed by reducing the data on each data and information obtained. Meanwhile, to ensure that the data and information obtained are correct, triangulation of sources and methods is carried out. This research was conducted for approximately six months by observing and analyzing matters related to the development of tourist villages, to be further concluded and reported. The results of this research are useful information for the birth of a training program aimed at the community and tourism volunteers in the area.

3 Results and Discussion

3.1 Problems faced

Based on research findings, it is known that problems can be interpreted as community needs. The needs or problems of the community in the area are related to the management and development of tourism which can be explained as follows. First, the reduced number of people who are interested in becoming cadres (volunteers) in tourism development in the region. The limited number of new cadres from Korong Wonorejo who are directly involved in the development of the Korong Wonorejo Tourism Village. In this case, the tourism community found it difficult to mobilize other youths in Korong Wonorejo to join the volunteer movement.

Second, limited knowledge and skills. The limited insight and technical skills of the tourism village development volunteers regarding tourism services and management, in connection with the development of the tourism village potential they have. Third, the lack of volunteer skills in making proposals that can be submitted to potential partners. In this case, the volunteers did not understand the procedure for submitting proposals to obtain assistance from the government or the private sector. This is important for development because, until recently, managers felt the lack of support from local governments and interested parties.

Fourth, the low awareness of the community about the uniqueness of the natural and cultural potential of the village. This is due to the tendency of tourist village managers to adopt and imitate the concept of tourist destinations in other areas, so that in the end they have difficulty in finding the uniqueness (characteristic) of the potential of the Korong Wonorejo Tourism Village. Fifth, lack of hospitality (hospitality) from the volunteer village tourism developers. The reduced awareness of the Korong Wonorejo community towards tourists, so it does not give an impression to the tourists who come to visit. In fact, in addition to natural beauty, the hospitality of the local population is also a tourist attraction.

Sixth, the lack of infrastructure. This is a necessity for tourists who will visit the Korong Wonorejo Tourism Village. The main thing is the main and supporting facilities to the tourist sites. Seventh, the lack of publication and promotion of village tourism potential. There are hardly any publications or

promotions about this destination made officially by the local government. This promotion is needed to attract tourists to come to Korong Wonorejo.

3.2 The Efforts made

Another finding from this research is related to the efforts made by the community/youth in Korong Wonorejo. This area actually has an attractiveness when viewed from the diversity of the population. Korong Wonorejo is inhabited by indigenous Minangkabau ethnic people and people of Javanese ethnic descent who have lived in the area since the Dutch East Indies period in 1928. The Javanese immigrants were brought to Wonorejo as tea pickers on plantations belonging to the Dutch East Indies government at that time. The blend of cultures is also an interesting potential for cultural tourism that can be lifted from Wonorejo Village (Pradana, 2018). The attractiveness of Korong Wonorejo makes this area ideal to serve as a tourist village. Some of the tourism potentials owned by Korong Wonorejo, Sangir District, South Solok Regency are: (1) Kupitan Waterfall; (2) Sungai Lambai Waterfall; (3) Coffee plantation and processing; (4) orange bridge; (5) House of Knowledge; (6) Liki tea garden; (7) Baskom waterfall; and (8) Mirror Waterfall.

This study succeeded in finding a flow of the process of developing a tourism village which is described as follows. On June 24, 2017, at the initiative of a young man named Handriva Fauzi, a community called "Gadabak!" was established. on Jalan Protocol No. 116, Padang Aro Sangir District, South Solok Regency. This community aims to be a tool to fulfill organizational needs for young people who have an interest in education, arts and culture, tourism and the environment. After that, on 6-9 February 2018, the "Gadabak!" Community together with the people of Korong Wonorejo took the first action in the context of developing tourism potential in the area. Efforts were made, namely: (1) mutual cooperation in cleaning the location and path to the tourist location point; (2) organizing events around tourist sites; and (3) conduct tourism campaigns through social media. However, this first attempt did not get the desired result.

It doesn't end there, the "Gadabak!" Community instead planning a second course of action. In the second action, the "Gadabak!" Community open themselves to networking more broadly, namely by holding a Focus Group Discussion involving various youth groups that are not limited to only those from Sangir District. The result of the FGD was the invitation of the "Ketjil Bergerak" Community from Yogyakarta (Komunitas Indonesia, 2021) to attend Korong Wonorejo on April 4, 2018. The aim is to attract sympathy and expand the tourism development network and introduce Korong Wonorejo potential to a wide audience outside South Solok Regency.

This second action was able to inspire the "Gadabak!" Community. and youth in Korong Wonorejo, although quantitatively there is no increase in the number of tourist visits. The average number of visitors per month is 300 local tourists from South Solok Regency, only an increase of about 20-50 people per month until the end of 2018. However, in 2018, the Tourism Awareness Group (Pokdarwis) Wonorejo Tourism Village, District Sangir, South Solok Regency, was selected as the Indonesian delegate in the ASEAN Youth Farmers Meeting in 2018.

Furthermore, in September 2019, it was designed to carry out the third action, namely by sending a delegation from the "Gadabak!" Community. in the 2020 RK Mentee (Rhenald Kasali Mentee) event in Jakarta. A program that recruits renewal ideas from young talents in Indonesia initiated by the House of Changes. In this event, the Community Leader "Gadabak!" successfully entered as a finalist and presented the Tourism Potential of Korong Wonorejo in front of the participants and Prof. Rhenald Kasali, Ph.D as Initiator. Until the third action was carried out in early 2020, and the entry of the COVID-19 Pandemic status period in various regions in West Sumatra Province including South Solok Regency, the "Gadabak!" has shown its seriousness in efforts to develop tourism in Korong Wonorejo, Sangir District, South Solok Regency.

3.3 The Government Support

The role is a form of device in the form of behavior that can be owned by someone who has a position or position in society (Martiskainen, 2016). There are three roles of government in developing tourism potential in an area (Martiskainen, 2016; Pamungkas, 2017; Rami, Abdullah, & Simin, 2017). First, the role of the government as a motivator. In the development of tourism, a motivator from the government is needed so that the tourism business can continue. The government needs to provide motivation to the community, investors and entrepreneurs engaged in tourism, it is intended that the tourism business can run smoothly and well.

Investors, communities and entrepreneurs are closely related to tourism development. In the development of tourism, investors are needed to invest as well as owners of capital in tourism development, while entrepreneurs in the tourism sector are used to develop businesses that are created and managed (Handayani & Pamungkas, 2020). And in the end the community will benefit from the existing tourism development. With the existence of tourism, it can lead to an increase in the income of the people who live around the tourism object. The government can motivate local entrepreneurs so that they can develop their businesses, so that they can support tourism development in an area.

Second, the government has a role as a facilitator. The task of the government as a facilitator is to provide all supporting facilities in the development of tourism objects. Facilities can be physical or non-physical. There are several facilities that can be used by the government to develop tourist destinations, such as: (1) the government provides facilities and infrastructure for tourism objects; and (2) the government can provide facilities that are of course community-based, such as: providing information about tourism objects and their economic potential as well as promoting existing tourism objects in an area.

Third, the government's role as a dynamist. In the development of tourism, there must be a good relationship between the government, the community and entrepreneurs. The government has a dynamic role to create good relations so that it can benefit from various parties in the development and development of tourism objects. To be able to establish a good relationship between the government, the community and entrepreneurs is a bit difficult. This requires the participation of all parties in tourism development. The role of the government as a facilitator requires good cooperation between entrepreneurs, government and the community. There are several efforts made by the government as a dynamist in tourism development, namely: (1) conducting discussions between the government, the community and entrepreneurs to promote their business in tourism development; (2) conduct joint socialization and carry out training aimed at the community in tourism development; and (3) implementing cooperation between the local government and the public works department, it is intended that the supporting facilities and infrastructure needed can be overcome by tourism development.

4 Conclusions

There are six main problems faced by the community in managing tourist villages, namely (1) the lack of people who are interested in becoming cadres (volunteers) in tourism development in the region; (2) limited knowledge and skills of the community; (3) the lack of volunteer capability in making proposals that can be submitted to potential partners; (4) low public awareness about the uniqueness of the natural and cultural potential of the village; and (5) the lack of hospitality (hospitality) from the volunteer village tourism developers; and (6) the lack of useful infrastructure as support for the development of tourist villages. To overcome these obstacles, the tourism village management community has tried to carry out a series of activities aimed at increasing public awareness through non-formal education activities and promotions to various national and international events. In addition, three forms of the role of government support are obtained by the community in developing tourist villages, namely the government as a motivator, facilitator, and the government as a dynamist in the realization of a tourism village as a form of community-based sustainable development.

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