

ANALYSIS OF TOURISM VILLAGES DEVELOPMENT IN INDONESIA: CASE STUDIES: THREE TOURISM VILLAGES

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Abstract. Potential tourist resources that attract many visitors are in the countryside, where natural resource potential is the main attraction. This has encouraged a number of countries to start upgrading villages to support tourism. Although physical investment is seen as accelerating tourism development, tourism sustainability in an area is not going well without the participation of the local community. This paper discusses the development of rural tourism in Indonesia. There are three tourism villages representing the Indonesian Tourism Village, namely Kampung Naga in Tasikmalaya Regency, Sinarresmi Traditional Village in Sukabumi Regency (Ciletuh Geopark area), and Sade Village in Central Lombok Regency. The background includes the tourism component (attractions, facilities, and accessibility) and community resilience and tourism market segmentation to changes in regional functions. The methodology includes a literature review and observation. The findings of this study indicate that the development of sustainable tourism in rural areas is strongly influenced by community acceptance and resilience in tourism development. As in Kampung Naga and Kampung Sinarresmi consider the village is not a tourist attraction, the visit that comes not as an opportunity, but their reception as hosts and tourists as guests. Meanwhile, in Sade Village consider their area as a tourist attraction, so that tourist visits are seen as opportunities for economic growth, by commercializing traditional dances.

Keywords: *Sustainable Development; Community Resilience; Tourism Village.*

1. INTRODUCTION

The growth of tourism has caused a shift in patterns of life throughout the world. Indonesia is no exception, which began implementing rural tourism as the empowerment of the middle and lower classes. However, this development is so impromptu that some tourist destinations are not ready for change due to tourism. According to previous research (Calgaro *et al*, 2008; Landau, Mittal & Wieling, 2008; Tobin & Whiteford, 2002; Twigg, 2007; Walsh, 2007), community resilience is always associated with the disaster, while the concept of community resilience refers to the capacity of individuals or communities to deal with stress, overcome difficulties, or adapt positively to change. The ability to rise from negative experiences can reflect an individual's mental quality, and how individuals can learn from that experience.

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This research is motivated by the emergence of community-based tourism in villages in Indonesia. Ethnic diversity in Indonesia and some of them still maintain their traditions, attracting tourists to learn the culture. What's more, Indonesia still has the outer, deepest and most marginalized regions, giving rise to the potential of diverse tourism villages. This poses challenges both internal and external. Internal challenges are largely spearheaded by the private industry which monopolizes the majority of the tourism industry in the village, one factor being the lack of people who are able to play the role of local champions (local proponents) in developing community-based tourism. While the challenge from the external side is the gap between people's income and other communities to cause social jealousy. In addition, it is clear that the income gap between the community and the private sector is clear. Departing from these two challenges, a community resilience system in community-based tourism is needed. And one way is to apply the concept of sustainable tourism. This is in line with the accelerated homestay and village tourism development program launched by the Indonesian Ministry of Tourism. The purpose of this study is to provide an overview of the tourism villages that occur in Indonesia in terms of functional change and resilience of local communities in the face of changes in this function. This is expected to help tourism-based rural communities to improve and protect tourism activities and their incomes from unexpected social or environmental changes. Therefore, rural tourism communities are most vulnerable to economic shocks and environmental hazards that can disrupt people's livelihoods and welfare.

2. LITERATURE REVIEW

2.1 Community-Based Tourism

Community-based tourism contributes to achieving the government's agenda for building employment and eliminating the poverty of the people involved. In addition, it can be seen as a way to help generate income for the community (Pusiran & Xiao, 2013). The main idea is for the community to create projects that present sustainable development and promote relationships between local communities and visitors. To develop this tourism product, its main characteristics are combining attraction management, hotel management, restaurant management, and other facility management. Do not miss other subsystems such as infrastructure, health, education, and the environment (Ciaoe, Bona & Ribeiro, 2007).

According to Briedenhann and Wickens (2004), community-based tourism is how the whole community participates in the development of tourist areas. This is because tourism planning will affect the whole community. For example, tourism awareness is based on the attitudes and evaluations of local communities on the environment, infrastructure, and events, and the level of involvement of local communities has a strong influence on the tourist experience.

In Indonesia, developing community-based tourism a few years before the term was popular. For example, in Tana Toraja Regency, South Sulawesi since the 1980s it has become a symbol of Indonesian tourism, besides Bali. Tana Toraja South Sulawesi is used for tourism development and anthropological studies, which until now the regional economy has relied on community-based tourism, namely funeral rituals, traditional *tongkonan* houses, and wood carvings.

2.2 The Concept of Community Resilience

In the context of this research, community resilience can be referred to as the community's ability to improve and maintain business. It is time and vital for people to start exploring ways to protect and spread what is valuable and important for their survival. On the scale of a village in the rural tourism system, people can switch from an unstable economy to a stable economy. This can be built in rural businesses or tourism. Also note that natural leadership in society is encouraged, with professionals taking on a consultative role. Family and community members with a variety of skills, talents, and ages can contribute in various ways for community resilience. Parents bring memories and lessons to overcome past difficulties, and young people renew their play capacity and creativity. This approach can be very effective in generating long-term expectations and long-term survival in society.

This is also felt by Tana Toraja, who since the 1990s, Tana Toraja people have experienced a cultural transformation, from a traditional belief society (animism), then to an agrarian society with geographical superiority over its territory, to a majority Christian area and relying on the tourism sector. This globally recognized tourism sector encourages public awareness to maintain their culture in accordance with the concept of community resilience. The presence of Dutch missionaries in the Tana Toraja highlands gave rise to Tana Toraja ethnic awareness so that the tribes in South Sulawesi were divided into four, Makassar, Bugis, Mandar, and Toraja. Likewise, what was done by the Sinarresmi Indigenous Village which prioritized rice as a superior sector and had traditional traditions in determining the harvest and start farming.

2.3 Concept of Sustainable Tourism

Sustainable development is the main conceptual framework for community and social development and this usually includes a long-term perspective on resource exploitation. The general definition of sustainable development that is widely used for tourism-based communities is the so-called "triple-bottom-line", where policies and actions seek to balance social, economic and environmental costs and benefits (Hall & Lew, 2009). This is because tourism is often seen as the first economic activity, although it can also conflict with the goal of environmental preservation and a culture of community sustainability. The development of hardiness (Edwards, 2009).

The assumption is that sustainable communities are more resilient than communities that have not adopted significant sustainable development policies (Folke *et al.*, 2002). However, the relationship between resilience and sustainable development remains an area of speculation and ongoing studies. While sustainability is the main focus in tourism research, the concept of community resilience is hardly discussed in the tourism development literature.

The concept of sustainable development is also the main focus of infrastructure programs in Indonesia, especially tourism. As in Lombok which was originally included as an underdeveloped and isolated area, but because of tourism, it began to build several infrastructures such as road access, as well as the provision of adequate social and public facilities. However, the exploitation of natural resource-based tourism makes governments, organizations, and communities think about sustainable tourism in the province of West Nusa Tenggara.

Quoted on the website www.wwf.or.id (2018) writes that in the spatial and regional planning of the province of Nusa Tenggara Barat, two approaches have been agreed, namely Lombok as an Eco-Friendly City Island (LECI) and Sumbawa Environmental Zone (SuEZ) for sustainable use of resources the island's natural resources (green spatial planning) by integrating various sectoral plans, components of terrestrial and marine ecosystems, and also the socio-economic aspects of the local community.

2.4 Tourism Components

Middleton (2001) revealed there are three main components of tourism products, explained as follows: *First, Tourist attraction:* Attractions in a destination are elements contained in a destination and its environment that individually or in combination plays an important role in motivating tourists to visit the destination. The elements in a tourist attraction that broadly determine consumer choice and influence the motivation of prospective buyers. *Second, Amenity:* Amenity or also called facilities are services that support the convenience of tourists in traveling such as information centers, telecommunications, drinking water, toilets, trash bins, nameplates, park benches, and so on. Destinations that provide attractions but do not have facilities tend not to be able to maximize the economic benefits of tourists, whereas destinations that develop facilities without attractions will also be in vain due to a lack of visitors. *Third, Accessibility:* Mill stated “the accessibility of tourist destinations”, because all that can facilitate tourists to come to visit tourist destinations. Cavlek also states that accessibility requirements consist of access to information where facilities must be easily found and easily accessible, must have access to road conditions that can be traversed and reached tourist attractions and there must be an end to travel (Cavlek, 2002). These elements are those that affect the cost, subtlety, and comfort of a tourist who will take attraction. These elements are: *First;* Superstructures (which provide particularly for tourism purpose), *second;* Infrastructure, provide commonly for the public, such as Roads, airports, railway lines, ports, marinas, *third;* Equipment, including size, speed, range of public transportation. *Forth;* Operational factors such as operating routes/routes, service frequency, and the price charged, and *finally;* Government regulations which include oversight of the implementation of transportation regulations.

3. RESEARCH METHODOLOGY

Research methods include (i) literature review on sustainable tourism with the definition of rural tourism, community resilience, and material related to the subject matter and (ii) field visits to three selected villages to observe the current situation and available facilities. Among them, Naga Village in Tasikmalaya Regency, Sinaresmi traditional village in Sukabumi Regency, Sade Village in Central Lombok Regency. These three villages were chosen based on the variability of the observed characteristics, both from variations in lifestyle, culture, activities and social facilities and public facilities representing regions in Indonesia.

4. ANALYSIS RESULTS

4.1 Literature Results

The observations focus on three important factors in the rural tourism community. These factors include: (i) the lifestyle and cultural values of rural tourism operators and family

members who motivate their participation in the tourism industry; (ii) relations with the authorities; and (iii) community flexibility.

First, it is not a genetic problem for someone to have a sense of uniqueness or sense of belonging to the land or lifestyle, but a cultural problem, something that is captured or learned. According to Rogers and Rosenberg (1981), who think that men and women, collectively or individually, belong to social realities that are supported by their inner and inner culture. Differences only arise when there is a cultural exchange with others if humans 'distinguish entities'. The same thing happened in Indonesia, a neighboring country that raised the brand "Wonderful Indonesia" which means the charm of Indonesia (Detik.com,2018). As such, Indonesians will feel proud of an Indonesian citizen entity that has extraordinary natural and cultural resources.

Second, a collaboration between the local community and the government is going well. Some assistance has been provided by the government to support the development and growth of rural tourism programs, such as providing village funds aimed at improving village infrastructure. It also functions as a support for village tourism. The Indonesian government has formed a team to accelerate the development of a tourist village homestay. This has become a forum for the community to play an active role in regional development. The indirect effect is community friendliness as a promotional tool for rural tourism. In addition, by utilizing natural resources, cultural wealth and heritage in the community, people can develop tourism products without spending a lot of money to change the existing infrastructure. Finally, rural tourism programs help fulfill the government's agenda to eradicate poverty and create jobs (Surya, 2015).

Third, community resilience depends on the flexibility of people or their ability to recover and reorganize in the face of challenges to change tourism trends, cultural exchange or erosion of natural resources. Mutuality is achieved if community members have clear feelings about themselves, both within and outside the community context. Local people can adapt to knowledge in the environment, but only to realize opportunities and resources from external programs / financial assistance (Mowforth & Munt, 2016).

The main element of the success of rural tourism is the environment. they realize that someone must pay attention and pay attention to the environment. Just like maintaining authenticity and diversity, preserving nature must be as unique as possible. Toughness adds a different perspective. It focuses on current vulnerabilities and direct threats to social and environmental welfare norms such as global climate change which results in an increasing population (Lianos, 2011).

4.2 Observation Results

The findings show that the sustainability of tourism development in rural areas helps ensure community resilience. The need for a holistic approach to managing the rural tourism base will be better understood and communicated by theorists through managers and operators by conceptualizing the concept of sustainability of the rural tourism community. Tourism

practitioners are not often aware of the fact that contribution can be made directly or indirectly. Because of investment in rural areas are not just an operational increase. After realizing the potential of the tourism industry as a major contributor to Indonesia's foreign exchange in 2019 with the target of bringing in 20 million foreign tourists and the domestic tourist movement of 275 million trips, the government has mapped out a program for the Ministry of Tourism and Culture through various initiatives to encourage sustainable development for this industry.

Since the end of 2017, the Ministry of Tourism and the Ministry of Rural, Disadvantaged Regions and Transmigration have worked together in developing tourist villages (Editorial, 2017). This shows the role of the local community as a tourist attraction that counts. Observations show that there are differences in terms of attractions, facilities, accessibility, and public acceptance of tourist visits as detailed in the following table:

Table 1 Observation Results of Kampung Naga, Sinarresmi Traditional Village, and Sade Village Based on Attraction, Facilities, Accessibility, and Public Acceptance of Tourists In 2017

	Naga Village in Tasikmalaya Regency	Sinarresmi Tradisional Village in Sukabumi Regency	Sade Village in Central Lombok Regency
Attraction	Village life that still maintains primitive culture such as without electricity, the number of houses there is no increase or decrease, and tourists are only served by the host food.	Traditional ceremony related to the rice harvest. Because rice is considered a staple food from God, rice is not traded and the harvest follows the customary cycle.	The uniqueness of the traditional earthquake-resistant house, and the traditional dance of the Sade Tribe
Amenity	- Tourist accommodation in a resident's home. - Public facilities also blend in with the residents	- Tourist inn in a resident's home - There is a restaurant - Public facilities mingle with residents	- There have been hotels as alternatives - There is already a restaurant - Facilities are generally in good condition
Accessibility	Located on the edge of the city and the road is in good condition	Ciletuh Geopark area but the road is still rocky	Access is quite easy
Public Acceptance of Tourists	The community feels they are required to serve tourists. In fact, some people still feel disturbed by the crowd. They do not consider the village as a tourist attraction even though the visit is dominant from foreign countries	The surrounding community is friendly to tourists, even they consider tourists not guests but relatives. They consider the village is a traditional village not a tourist attraction. However,	The community considers there are business opportunities with many tourist visits and considers the village as one of the tourist attractions.

		tourist visits solely education on rice planting.	
Market segment	Foreign tourists	Academic tourist	Domestic and foreign tourists

Source: Analysis Results, 2018.

5. CONCLUSION

The development of rural tourism towards rural tourism has become important in tourism development. However, to maintain that culture is very dependent on how tolerant the community is towards tourist visits. From the literature review it was found that three factors of community resilience, namely, *First*, it is not a genetic problem for someone to have a sense of uniqueness or sense of ownership of land or lifestyle, but a cultural problem, something that is captured or learned, *Second*, rural communities have established good relations with the authorities, and *Third*, community resilience depends on community flexibility. The observations show differences in public tolerance for tourism will determine the amenities and friendliness of tourists. This is illustrated in Naga Village and Sinarresmi Traditional Village which have not been touched by tourism. However, their daily lifestyle is the main attraction. While Sade Village, which has been equipped with more tourism awareness, sees visitors as an opportunity for their economic growth. This phenomenon has led to differences in facilities and accessibility in the three villages. Likewise with different tourism market segments according to the attractiveness of the tourist village. This encourages the development of tourism and public facilities in these three places.

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