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VILLAGE TOURISM : THE IMPLEMENTATION OF COMMUNITY- BASED TOURISM

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Abstract—*The purpose of this study is to (1). analyze the tourism potential of Banyuresmi Tourism Village, Jiput Pandeglang Regency based on supporting and inhibitors factors and (2). Analyze community-based tourism development strategies in Banyuresmi Tourism Village, Jiput Pandeglang Regency. Descriptive qualitative method was applied for analyzing the potential of the region as a tourism village based on Community Based Research..The implementation of the concept of the community-based tourism of Banyuresmi Tourism Village which is a pilot tourism village is included in the category of potential tourism villages whose people have high enthusiasm in managing the tourist attraction,even though there are still obstacles in its implementation. The concept of CBT that is applied to achieve sustainable tourism management is applied in the form of participation of local communities, the establishment of tourism village institutions, eco-friendly tourist destination and creative industry. Suggestions 1) Creating an integrated tour package to prepare homestays that are in accordance with standards, tourist attractions and other things that support the development of tourism villages; (2) Increase knowledge about Tourism Awareness (3) Utilizing technology as a promotion tools*

Keywords—*Community-based tourism, Tourism Villages, Sustainable Tourism Development*

I. INTRODUCTION

Community-based tourism (CBT) is increasingly considered as a more sustainable alternative, as it emphasizes the active involvement of the local community as catalyst in the tourism development (Marinovski, 2016). CBT is a concept of developing a tourist destination through empowering local communities, whereby the community contributes to planning, managing and delivering opinions (Goodwin and Santili, 2009). Community-Based Tourism (CBT) is tourism that takes into account environmental, social and cultural sustainability aspects and is a tool for

community development and environmental conservation or in other words CBT is a tool for sustainable tourism development (Suansri, 2003).

CBT has been applied in developed member economies, such as Canada, New Zealand and Australia, as well as in developing economies like Vietnam, Indonesia, China and Malaysia (Ashley and Garland, 1994; Bramwell and Sharman, 1999). Many of the CBT issues stem from internal problems such as weak business models that cannot support CBT activities. The economic fragility of CBT has prompted researchers to argue that, if CBT is to be profit-oriented, then it should be run as a business entity. This calls for a sophisticated approach to ensure its economic sustainability (Mitchell and Hall, 2005; Hamzah and Khalifah, 2009).

The representation of the development of Community-based Tourism is a Tourism Village, program that was rolled out by the government in rural tourism activities by developing tourist villages as a program able to accelerate economic, social, cultural and environmental growth in rural areas. Zebua (2016) said that tourism villages are a rural area that has special characteristics to become a tourist destination with physical uniqueness and social and the cultural life of the local community as an attraction. Previously Mbaiwa (2011) and Zhang (2012) stated that tourism village development is able to provide many benefits, including (1) enhancing the rural collective economy, (2) beautifying the rural appearance, (3) strengthening the rural civilization construction, (4) increasing the community incomes, (5) changing of community traditional livelihood activities and lifestyles, and (6) reducing the urban-rural gap and building a harmonious society. Tourism villages are formed to empower communities to act as direct actors in an effort to increase preparedness and care in addressing the potential of tourism in their community and have opportunities and readiness to get benefits that can be developed from tourism activities to improve economic welfare.

According to the Central Bureau of Statistics (Indonesia) in 2018 there were around 1,734 villages a

year having the potential to become tourism villages, increase from 1,302 tourism villages in 2014. The tourism villages are spread on each island, Java - Bali occupies the highest position with 857 tourist villages, followed by Sumatra with as many as 355 villages, Nusa Tenggara 189 villages, AND Kalimantan 117 villages. In addition, Sulawesi Island also recorded 119 tourist villages, WITH 74 villages in Papua, and Maluku as many as 23 villages.

One of the pilot tourism villages in Banten Province is Banyuresmi which is located in Jiput District, Pandeglang Regency. Banyuresmi Village has a lot of potential that can be explored to become a tourist attraction such as banana and manggo agro-tourism, bamboo village tourism, cuisine and the existence of several objects natural tourism just 6-7 Km from Banyuresmi Village, namely Citaman Pool, and Coconut Island. On the other hand, these potentials have not been well managed due to various constraints. Firstly, lack of understanding and awareness of the potential of the region and also a lack of knowledge of the community about how to manage, develop and promote tourism in order to improve the economy of the community. Secondly, the perception of community that the existence of tourism meant leaving the main livelihood then moving to the tourism sector. Thirdly, The Banyuresmi Village community have not been ready to cope ready with a large number of tourists. Finally, promotion is less attractive even though they already use social media applications

Banyuresmi Tourism Village is a Pandeglang District Government Development Priority Village According to the Decree of the Pandeglang Regent and also a Priority Development Village of the Ministry of Villages, Disadvantaged Regions and Transmigration (in Bahasa : Kementerian Desa, Pembangunan Daerah Tertinggal Dan Transmigrasi Republik Indonesia).

The purpose of this study is to (1). analyze the tourism potential of Banyuresmi Tourism Village, Jiput Pandeglang Regency based on supporting and inhibitors factors and (2). analyze community-based tourism development strategies in Banyuresmi Tourism Village, Jiput Pandeglang Regency.

II. LITERATURE REVIEW

A. Community Based Tourism

Community-Based Tourism (CBT) is tourism planned, developed, owned and managed by the community for the community, guided by collective decision-making, responsibility, access, ownership and benefits" (Tasci et al., 2013). As implied in this definition, the involvement of and a benefits for all stakeholders approach – including the poor – is a critical component of CBT development and so it inherently reflects the poverty alleviation goal. CBT is similar to other sustainable tourism models in its sustainability goals; however, CBT is unique in prioritizing

involvement, participation, control and benefits for locals and in defining the development direction, with a bottom-up approach in planning and implementing plans (Goodwin and Santilli, 2009; Sebele, 2010). Hence, a basic premise of CBT is its foundation in "community development," – development by promoting community involvement and participation, improvement of the quality of life for communities, protecting the community and the environment and by employing social equity and environmental responsibility (Salazar, 2012).

CBT can be considered as a community development tool that strengthens the ability of rural communities to manage tourism resources while ensuring the local community's participation (Jamal and Getz, 1995). CBT can help the local community in generating income, diversifying the local economy, preserving culture, conserving the environment and providing educational opportunities

Sometimes, despite having a cooperative, CBT programs can still break up before or after they reach the growth stage due to various reasons, including the changing economic landscape of its community. After all, CBT operates on a voluntary basis and local people can decide on how and when they want to participate. Imminently, this scenario can jeopardize CBT operations. In some places however, when the villagers grow older and have stopped farming activities, they would stay home in their empty nests. At this point, some would return to and rekindle their passion for CBT for reasons such as loneliness, additional income or socio-cultural pursuits. However, such motivations to re-enter CBT may not be strong enough to sustain a cooperative. Economic and other tangible pursuits triggered by "internal awakening" have been found to be a strong push factor of profit-oriented projects, particularly in poorer communities (Kline and Gehee, 2018). The following picture illustrates stakeholders in community-based tourism (Sunaryo:2013).



Fig. 1. Stakeholders in community-based tourism (Source: Sunaryo, 2013)

Based on the above chart it can be concluded that the role of the community in the implementation of tourism is very large and needs to be balanced with the role of the government and the private sector. But in reality the community's role is still very small when compared to

the other two stakeholders. The reason is the lack of access they have to existing tourism resources and their low involvement in the decision-making process

B. Tourism Village

Tourism village is an alternative tourism that can be developed in this era. Tourism villages are relevant to the shifting model of tourism development which focuses on social, ecological, and community-based tourism aspects. Zebua (2016) said that tourism villages are a rural area that has special characteristics to become a tourist destination with physical uniqueness and the social and cultural life of the local community as an attraction.

The Ministry of Culture and Tourism (2018) said that a tourism village is a village that has a distinctive appeal (this can be in the form of physical uniqueness of the rural environment, as well as the socio-cultural life of its people) which is packaged naturally and attractively. Important components in tourist villages are; (1) Accommodation, providing accommodation in the form of residential buildings inhabited by the owner and partially used for rent by providing opportunities for tourists to interact in the daily life of the owner; (2) attractions are the daily lives of residents and the physical setting of village locations where tourists can actively participate such as dance, festival, competition, and other specific matters, (3) activities, such as learning something, climbing, diving (4) amenities such as institutions, souvenirs, cafes, restaurants, tour operators, souvenir shops, money changers, tourist information centers etc.; and (5) accessibility such as road access to the Tourism Village and availability of communication



Fig. 2. The Concept of Tourism Village Development (Source: Tourism Ministry, 2018)

C. The Tourism Awareness Group (In Indonesia: Pokdarwis)

The Tourism Awareness Group is a community association in every village that is formed in order to increase community participation as an important subject or actor in tourism development and can be synergized with relevant stakeholders in improving the quality of tourism development in the region. Through the existence of the Tourism Awareness Group, it is

expected to be able to explore, optimize the tourism potential in each region, so that the existence of Pokdarwis is a pioneer in the formation of a tourist area in the village. Apart from that, with Pokdarwis all things that can be explored from each region will be developed so that it becomes more valuable to the society.

III. METHODS

Descriptive qualitative method which focuses on case study was applied for analyzing the potential of the region as a tourism village based on Community Based Research. The formulation of the problem studied by researchers is: (1). the tourism potential of Banyuresmi Tourism Village, Jiput Pandeglang Regency based on supporting and inhibitors factors and (2). community-based tourism development strategies in Banyuresmi Tourism Village, Jiput Pandeglang Regency. The location of this study is the tourist village of Banyuresmi, Jiput, Pandeglang Regency.

Data were collected using two techniques, which are: (a) primary data collection through field observations and interviewing the local community, (b) secondary data collection through literature studies and institutional survey. Data collections were made for the involvement of community in tourism activities, the benefits of tourism village development to the residential neighborhood, and the opportunity for citizens to obtain fixed income.

IV. RESULTS AND DISCUSSION

A. Overview of Banyuresmi Village

Banyuresmi Village is in the District of Jiput, Pandeglang Regency, Banten Province. The area of Banyuresmi Village is 1.73 km the percentage of the total area of Jiput is 3.73%. It has an altitude of 90 m above sea level. According to the Central Statistics Agency (2018) the population in Banyuresmi Village is 2892, of which 461 are male and 1431 are female. The livelihoods of the people of Banyuresmi Village are dominated by agriculture, plantations and fisheries, while other residents are in the fields of industry and crafts, as well as trade and hospitality

Regarding development of tourism Banyuresmi Village is one of 11 villages in Pandeglang District which is a development priority to become a tourist village. Banyuresmi Village began to be developed into a tourist village in 2018. Banyuresmi Village is still categorized as a pilot village so it still needs assistance from the Tourism Department. Under the assistance of the Tourism Department, a Tourism Awareness Group (Pokdarwis) has been established named Surya Mandiri Sejahtera. The purpose of this Pokdarwis is to make people aware of the importance of community participation in building tourism villages.

B. Identification of the potential of Banyuresmi Village as a Tourism Village

This identification will be classified into the 5A aspects: (1) Accommodation, In this study, we found that there is only one homestay which has lack of cleanliness and o the other facilities; (2) Attractions, Banyuresmi Tourism Village has various attractions such as agro tourism (bananas, mushrooms), bamboo villages such, culinary attractions such as mina wisata (carp and catfish), and emping (Indonesian chips) and cultural tourism such as the art of debus, as well as the existence of several natural attractions just 6-7 km from Banyuresmi Village, namely Citaman pool, and Coconut Island; (3). Activities, such as learning how to paddle, plant bananas and fishing, all adapted to local wisdom; (4) Amenity, Banyuresmi Village. already has several institutions as supporting tourism villages, such as Surya Mandiri Sejahtera Tourism Awareness Group (in Bahasa: Pokdawis) and Mina Agro Wisata Village Owned Enterprise (In Bahasa: Bumdes) (5). Accessibility, Banyuresmi Village has a fairly good infrastructure, because since 2002 the Banyuresmi Tourism Village is a government development priority through the Ministry of Village, Development of Disadvantaged Areas and Transmigration of the Republic of Indonesia (In Bahasa: Kementerian Desa, Pembangunan Daerah Tertinggal dan Transmigrasi Republik Indonesia. Banyuresmi Village can be accessed by four-wheeled vehicles but there is a lack of road signs so that tourists who come have trouble finding a location. There is also lack of Internet access and information technology.

C. Development of Tourism-Based Empowerment of Local Communities

On August 7, 2018, the young people together with community leaders of Banyuresmi Village formed a small committee related to the excavation of tourism potential and found a prominent potential, namely bamboo. This small committee finally agreed to form a village-level tourism activist group by forming a Tourism Awareness Group (In Bahasa: Pokdarwis) called "Surya Mandiri Sejahtera". This Pokdarwis also pioneered the birth of a tourist village called "Bamboo Village". On September 10, 2018, the youth joined in the Pokdarwis and filed an inauguration with the Banyuresmi village head and received a positive response with the issuance of the Decree on September 12, 2018. The Local Communities component of the Banyuresmi tourism village was involved and achieved the following.

1. Establishment of the Banyuresmi Tourism Village Tourism Group named Surya Mandiri Sejahtera which was inaugurated on September 12, 2018, and has carried out its duties based on good corporate governance However, under the implementation not all members of the organization play an active role in tourism and organizational ownership. So

that the occurrence of internal conflicts that hinder the development of tourism in the Banyuresmi Village. Currently the community is starting to build attractions both kite festivals, fishing competitions which are the media for promotion of Banyuresmi Tourism Village,

2. An eco-friendly tourist destination, with the Bamboo Village and Agromina tourism paying attention to ecological balance
3. A creative industry based on local superior commodities, such as bamboo products, agriculture, fisheries and plantations, as the results of synergy between Tourism Awareness Groups and Village Owned Enterprises. With the increasing number of business products that can be raised, it provides many alternative choices for tourists to enjoy a tourism village product. In addition, with the increasing number of products appearing, more people are involved in enjoying the economic benefits of tourism activities in Banyuresmi

D. The Role of Stakeholders in the Development of Tourism-Based Empowerment of Local Communities

1) The Role of Community in Tourism Village Development

Society has a big role in conducting village tourism as a pioneer and manager of tourist attractions in Banyuresmi Tourism Village. At the planning stage (master plan), the implementation and evaluation of the community are always involved according to their duties and proportions. The involvement of society hasn't succeeded yet, because not all communities are aware and understand that tourism can improve their economy. So, the role of Banyuresmi Village Awareness Tourism Group is needed as an inspirator in increasing tourism awareness.

2) The Role of Governments in Tourism Village Development

In increasing the competency of human resources , the Pandeglang District Tourism Department provides counseling and training for rural communities, such as tourism awareness training, creative industry, homestay and tour guide . The Tourism Department has also invited several communities, especially from members of the group, to conduct comparative studies in tourist villages that has ben developed. In addition, the community was also encouraged to take part in the Awareness Tourism Group Competition of Banten Province. The Training Program for Tourism Awareness Groups should be sustainable and can be disseminated to the local community in order to enhance sustainable tourism awareness

Banyuresmi Village is a Government Priority Village through the Ministry of Disadvantaged Villages and Transmigration (Ministry of Ministry) to develop

the tourism sector by allocating 900 million rupiah that will be realized in the development of tourism facilities.

3) *The Role of Academics in Tourism Village Development*

Universities generally have community service programs that are generally carried out in the villages. So, the Ministry of Tourism sees an opportunity to collaborate with universities in providing assistance in developing tourism villages. Sultan Ageng Tirtayasa University provides assistance to Banyuresmi Village in enhancing human resources competency that supports tourism management. training in increasing tourism awareness, homestay, public Speaking, creative industries, and digital marketing will be conducted in collaboration with the Ministry of Tourism and Central Bank of Banten Province.

E. *Private role in increasing Tourism Village Development*

The collaboration of the private sector has never previously been done, so it is expected that in the future relationships with the private sector can be built in terms of Corporate Social Responsibilities. Because there are so many potentials that can be explored in Banyuresmi Village as a sector of economic improvement of the community The role of the private sector in macro aspects can create a climate of tourism in Banyuresmi Tourism Village which can be applied as a stimulus for tourist attraction management to run effectively, but it must be accompanied by the support and readiness of the local community.

V. CONCLUSION

The implementation of the concept of the community-based tourism of Banyuresmi Tourism Village which is a pilot tourism village is included in the category of potential tourism villages whose people have high enthusiasm in managing the tourist attraction, even though there are still obstacles in its implementation. The concept of CBT that is applied to achieve sustainable tourism management is applied in the form of participation of local communities, the establishment of tourism village institutions, eco-friendly tourist destination and creative industry.

Suggestions given in the development of Banyuresmi Tourism Village are: (1) Creating an integrated tour package and preparing homestays that are in accordance with standards, tourist attractions and other things that support the development of tourism villages; (2) Increase knowledge about homestay management; (3) Build management structures of Tourism Awareness Groups so that it becomes more efficient and effective; (4) Increase the optimization of bamboo-based products that have competitive advantages; (5) Building a community mindset, that the existence of tourism villages can increase community income; (6) Increase the effectiveness and efficiency of technological resources to support various needs for

developing rural tourism for example by optimizing social media such as Facebook, Instagram, You Tube and also websites; (7) Adding an element of education in tourist attractions so that tourists not only enjoy their natural beauty but also gain a new knowledge when visiting Banyuresmi Tourism Village, and (8) The government and academics should conduct sustainability training program in order to increase the competency of the local community.

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