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By Moh Usman Kurniawan

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The community empowerment program based on local potential through tourism village

M U Kurniawan*, A E Cahyono

Institute Teacher Training and Education of PGRI Jember, Java street No. 10,
Jember, East Java, Indonesia

*usmankurniawan.muk@gmail.com

Abstract: This research aims to develop a model of local potential community empowerment through a village tourism program. This research method uses literature studies from various scientific sources. This community empowerment model is a development model that provides the greatest opportunity for rural communities to participate in tourism development by maximizing local potential. The local potential in Indonesia is very large, based on the results of local potential research conducted by BPS in 2018 showing that there were 83,931 government administrative areas at the village level consisting of 75,436 villages, 8,444 villages, and 51 UPT / SPT. Local potential also records 7,232 sub-districts and 514 districts / cities. The active role of the community is needed in the development of sustainable tourism villages and the preservation of natural resources in the tourist village. By finding and recognizing the character and abilities of the community, the types and levels of community empowerment can be determined to be appropriate and effective. Besides that, it is also to find and recognize the level of willingness of the community to accept tourism activities to be developed in the region as a form of community participation. The benefits of maximizing local potential are: able to improve the economy of the community, stimulate the existence of small and medium industries, promote local products, and preserve local culture.

1. Introduction

Indonesia is an archipelago known for its abundant natural resources. Because it consists of thousands of islands, Indonesia is also inhabited by a variety of different races, ethnicities, ethnicities and customs. Each of these regions has its own advantages including its natural potential. This certainly can be beneficial in the field of tourism, because with so much natural potential it has can be a tourist destination that will attract many tourists both local and foreign tourists if the management is done well [1]. However, the diversity of this potential is not maximally utilized by the community.

The development of rural tourism can be an option coupled with support from the government in developing tourism in Indonesia. In addition, the existence of a Tourism Village will allow for the protection of nature because one that is offered from the existence of a Tourism Village is the beauty of an area. Therefore, the development of this tourism village will benefit economically with a new source of income that can provide income and change the community's economy [2]. In addition, the next benefit is in terms of the environment, where the existence of a Tourism Village will make the community always protect the environment from damage that might occur, because it prioritizes aspects of environmental beauty as a tourist action offered [3]. Besides that, the development of this tourism village also arises due to the saturation of modern forms of tourism and the desire to re-experience life in the rural nature and interact with the community and its cultural social activities.

The Tourism Village will allow for the preservation of nature because one that is offered from the Tourism Village is the beauty of an area [1]. Therefore, the development of this tourism village will benefit economically with a new source of income that can provide income and change the community's economy. In addition, the next benefit is in terms of the environment, where the existence of a Tourism Village will make the community always protect the environment from damage that might occur, because it prioritizes aspects of environmental beauty as a tourist action offered [4].



Besides that, tourism has a great opportunity to become an applicable and effective media to tackle poverty. The community-based tourism approach can open the way for wider groups of the poor to enjoy the opportunities and results of tourism development [5]. The main characteristic of local economic development lies in its central point which leads to endogenous development policies using the potential of local human, institutional and physical resources [6]. This orientation leads to focus in the development process to create new jobs and stimulate the growth of economic activities.

Based on Law No. 22 of 1999 concerning Regional Government which states that in facing developments in the situation, both inside and outside the country, as well as the challenges of global competition, it is deemed necessary to hold regional autonomy by giving broad, real and accountable authority to the regions proportionally, which realized by regulating, sharing and utilizing national resources, as well as financial considerations of the Regional Center, in accordance with the principles of democracy, community participation, equity and justice, as well as regional potential and diversity, which are carried out within the framework of the Republic of Indonesia. This means that the government gives full authority to the regions / regencies to manage their respective regions in accordance with the potential and wealth possessed by the region. In addition, based on the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 of 2015 namely Development of rural-based tourism (rural tourism) will drive the economic activities of tourism in the countryside which will prevent urbanization of rural communities to the city. The development of rural tourism will encourage the preservation of nature (landscapes, rice fields, rivers, lakes) which in turn will reduce global warming. The village tourism program is expected to be able to make a positive contribution to community development [3].

Empowerment is an important element in community development so that it can carry out development and also develop its capabilities so that everything is in accordance with the capacity of development [7]. However, the form of policy adopted, the development of community empowerment based on local potential is one orientation, namely: increasing the number and variety of job opportunities available to local residents. In achieving this, local governments and community groups are required to take the initiative and not just play a passive role [8]. Every public and business sector policy and decision, as well as community decisions and actions, must be in accordance with the orientation of local economic development, or synchronous and support regional economic development policies that have been mutually agreed [9]. This research combines the empowerment model and sustainable development with three dimensions (economic dimension, socio-cultural dimension, and ecological dimension) so that the results of this research can create a comprehensive empowerment model. In addition, the results of this research are expected to provide insights in the context of developing the Tourism Village and the community can make maximum use of local potential.

2. Methods

The method used in this research is descriptive qualitative research with a conceptual approach. This research is focused on concepts that explain the problem or phenomenon being studied. The data used in this study came from several literatures which included books, government regulations, and similar research journals regarding empowerment of rural communities based on local excellence. The data analysis stage in this research includes: First, conducting a literature study, studying, and collecting data on empowerment of rural communities based on local excellence. Second, Perform data processing, in this stage also includes the process of comparing each literature, this aims to simplify the data that has been collected. Third, arrange research results based on available data. The development steps undertaken in this research are: 1. Conducting preliminary research and gathering information on data needed for the development of the model; 2. Doing planning; 3. Develop product forms; 4. Review (Expert Team) 4. revision of final product results; 5. Disseminate the model

3. Results and Discussion

3.1 Development Policy and Analysis of Local, Traditional / Cultural Tourism Potential

Tourism Village development policies are needed to equalize the perceptions of stakeholders in determining cross-sectoral programs that suit their needs [10], [11]. In addition, the government also needs

to have the same understanding of the development of Tourism Villages so that the formulation of policies related to the development of Tourism Villages can focus more on basic matters, such as integration of government programs [12]. Thus the resulting policy can be directed to development based on cohesiveness.

Based on the explanation above, the Tourism Village Development Policy must meet the basic principles:

- a. Involve and benefit the local community;
- b. Implement rural tourism product development based on conservation;
- c. Utilizing local resources based on conservation;
- d. Small scale to facilitate mutual relations with the local community;
- e. Utilize local community facilities and infrastructure;
- f. Encourage officers and linkages between tourism businesses and supporting businesses. other; and
- g. Encouraging networking between regions.

Based on the above principles, the development of a Tourism Village is determined based on:

- a. Appreciation for the local wisdom of the village community;
- b. Authenticity and uniqueness that is influenced by local economic and socio-cultural conditions and development, for example the value of space, history and culture, agriculture, natural landscape, services, and unique and exotic experiences unique to the region;
- c. Can continue and creatively develop their rural identity or characteristics;
- d. Full support from all levels of village communities for the development of Tourism Villages, and
- e. Mutually beneficial cooperation between business actors and minimizing the existence of negative competition between villages which can weaken the existing business climate.

To do this, several considerations are needed as follows:

- a. Strong commitment from all stakeholders to consistently develop Tourism Villages, especially from the central and regional governments;
- b. Encourage local people as the main actors in development;
- c. The parties always provide technical assistance and guidance to increase the capacity of human resources; and
- d. Linking planned activities with central and regional policies.

Implementation of the stages and achievements of the empowerment above is obtained by applying the empowerment approach [13], namely: 1) Improvement: creating an atmosphere or climate that results in the potential of the community being able to develop optimally. Empowerment must be able to release society from cultural and structural constraints that can hinder, 2) Strengthening: strengthening the ability and knowledge of the community when faced with a problem and meeting its needs. Empowerment must grow and develop all the confidence and potential of the community to support their independence [14], 3) Protection: protect the community, especially minority groups, from being oppressed from stronger groups, in order to avoid unbalanced competition (especially unhealthy) among the weak and strong, and avoid the exploitation of strong groups to weak groups. Empowerment must be directed at the elimination of all types of discrimination and domination that do not benefit the small people, 4) Supporting: providing guidance and support so that the community is able to carry out their roles and tasks in life. Empowerment must be able to support the community so as not to fall into increasingly weak and marginalized conditions and positions [15], 5) Maintenance: maintain conditions conducive to keep the balance of power distribution between various groups in society. Empowerment must be able to guarantee harmony and balance that allows everyone to get the opportunity to try [16].

There are several things that must be considered in developing a tourist village, viz:

1. Society participation

The first thing to understand in developing a tourist village is the participation of the village community. No matter how big the project value, its many potentials, good access, if it is not supported

by good community participation / involvement, then building a tourism village will be difficult [17]. The approach to rural tourism development must be designed through consensus from the smallest group, the village community.

2. Social Capital

Social capital here is the nature of the village community itself. As we know, the villagers are very strong with their local mutual cooperation. As is the case in Central Java, still know the tradition of helping neighbors in carrying out the intentions [4].

3. Local values and culture

Village tourism is made for tourists who want to feel, enjoy, and do various activities in the village. The principle of a tourist village is to Sell a Village, Without Losing the Village [18]. What will be bought and felt by tourists when traveling to the tourist village is the nuances and life in the village. One consequence of the entry of tourists into the tourist village is a cultural change. Therefore, people in the tourism village must be able to uphold their local wisdom. Similarly, tourists who come to the village tourism. Those involved in the interaction must respect each other's local culture.

4. Strengthening local products

Local products will help improve the image (brand) of tourist villages. In addition, with local products that continue to live and have a market (buyers), the village will not lose its livelihood if there are no tour activities. The same thing is also directed by the government on the concept of One Village-One Product, one village one product [2].

3.2 Tourism Village Environmental Management

Management of a tourism village requires a solid partnership between three main elements, namely the government, the private sector, and the community called "The golden triangle". The golden triangle can only be successfully implemented if the partnership initiator understands the things that trigger cooperation.

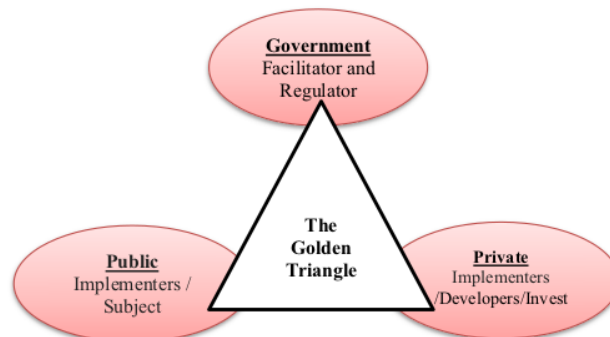


Figure 1. The Golden Triangle in the Tourism Village Environment Management

Each must realize, understand and carry out their respective roles and authority, so that the implementation of tourism village development is successful with this concept. The Role and Authority of the Government, namely (1) fostering the quality of products and packaging of handicrafts and culinary specialties of the village as an element of tourist memories; (2) structuring and conserving the area of the environment that is characteristic of the tourist village; (3) improving / procuring solid waste and sanitation

infrastructure; (4) carrying out community movements to realize *sapta charm*; (5) making information and tourism facilities; (6) improving / improving the quality of public space, pedestrian and village / environment landscape to support *sapta charm*; and (7) support for empowerment of tourism conscious groups in the preservation of the tourism environment (Forest area, and rice fields).

The role and authority of the private sector, namely (1) conducting an integrated promotion between attractions managers to drive tourist visits between attractions; (2) manufacturing and marketing competitive tourism packages that are affordable to the public; (3) entrepreneurship training, individual skills training related to business in tourism (English training, hospitality training, training in getting to know the culture and characteristics of domestic and foreign tourists); (4) developing joint community business groups; and (5) running a hotel, restaurant, souvenir and other business.

The role of the local community, namely (1) providing most of the attractions while determining the quality of tourism products. Traditional management of agricultural land, traditional ceremonies, handicrafts and cleanliness are some examples of roles that provide an attraction for tourism [15]; (2) cultural actors, for example, art which is one of the tourist attractions; and (3) providers of accommodation and tour guide services, labor supply, special food products, local crafts, local arts, and so on.

There is an element that contributes not to be involved in *triangel*, which is the management body. The Role and Authority of the Management Agency, namely (1) the management body as the main manager and director in the protection, care, preservation in order to maintain its function as a tourist village (cultural and natural heritage); (2) making the necessary arrangements for the development of the Village; (3) provide and operate all facilities to support business activities [19]; (4) grant and revoke placement permits, determine conditions, and determine and collect all commercial businesses in the village; (5) determine and collect fees / levies and other levies on the utilization of available facilities and the results are entirely income of the management body; (6) planning in the area of developing attractions / tourism products, developing tourist facilities; (7) organizing in the field of institutional strengthening and development; (8) directing to increase the competency of the tourism object management in accordance with the objectives of developing a sustainable tourism village; and (9) evaluating and supervising tourism activities in order to achieve the goal of developing a sustainable tourism village.

3.3 *Impact of Tourism Villages on Economic, Socio-Cultural and Ecological Dimensions*

3.3.1 *Impact of Tourism Villages on the Ecological Dimension*

The development of Tourism Villages must be carried out with caution and careful management, not trapped or tempted by short-term economic benefits, but must be guided by sustainable development [20], [21]. That is, the current generation can reap the benefits, but without forgetting that the next generation also has the right to receive the same natural resources. Therefore, policies in relation to ecotourism are based on the ecological dimension viz:

1. Determination and consistency in the carrying capacity of the environment.
2. Waste management and reduction in the use of energy-efficient raw materials
3. Priority development of products and services based on the environment.
4. Increasing environmental awareness with conservation needs.

The development of tourism villages can have a positive impact in the form of increased efforts to reserve natural resources, the development of national parks, coastal protection, and marine parks [4]. But on the other hand, inappropriate management of tourism village activities can cause negative impacts in the form of pollution, physical environmental damage, over-utilization, construction of facilities without regard to environmental conditions, and damage to mangrove forests.

3.3.2. *Impact of Tourism Villages on Socio-Cultural Dimensions*

Village tourism as a tourism industry is part of a cultural industry that involves the entire community. Even though only a part of the community is involved, wider social influences such as social inequality occur. The influence of tourism on the community including changes in social processes in which there is cooperation and competition between tourism actors [22]. Social processes are reciprocal relationships

between individuals, individuals and groups, and between groups, based on the potential or strengths of each.

The social process is a dynamic aspect of people's lives where there is a process of human relations in the form of social interactions that occur in human life continuously [23]. The formation of social interaction when social contact and social communication occur. Social processes can occur in various forms, namely, cooperation, competition, dissension / conflict, and accommodation.

3.3.3. Impact of Tourism Villages on the Economic Dimension

Ecotourism activities that attract many tourists have contributed foreign exchange to the country and also have opened employment opportunities for the surrounding community [24]. The people not only get jobs and increase in income, but also can create a new job field that supports tourism activities [5].

The standard of living quoted from BPS data for 2018 is the poverty variable which is the floor area of residential buildings, types of residential building floors, defecation facilities, household lighting sources, drinking water sources, cooking fuel, meat / chicken / milk consumption / week, purchase of new clothes for each household member every year, frequency of meals in a day, ability to pay for treatment at a health center or doctor, employment of household heads, the highest education of household heads and ownership of movable or immovable assets. Living standard is the level of ability to meet their needs [25].

Based on the above, it can be presented about the general concept of community empowerment model based on local potential through the development of a tourism village as follows:

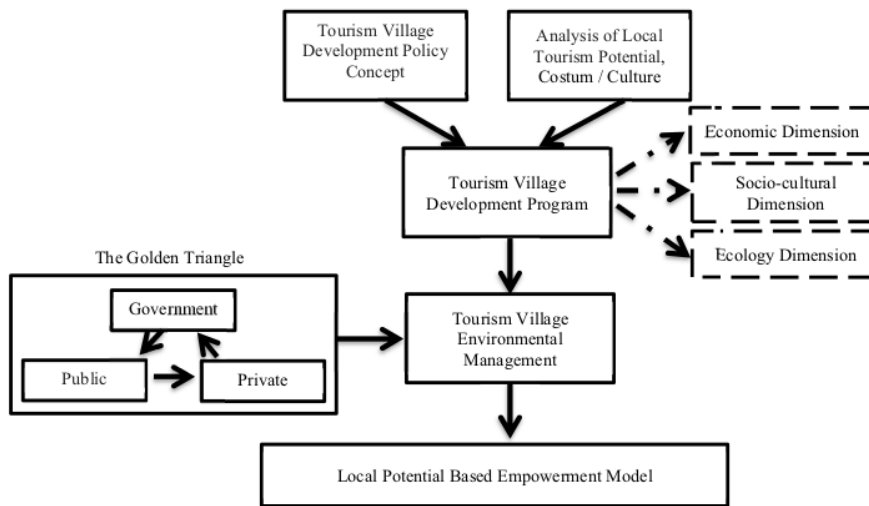


Figure 2. The Community Empowerment Program Based on Local Potential Through Tourism Village

The Empowerment Model Research above there are several limitations, limiting research to the scope of the model, strategy, factors, and community empowerment policies.

4. Conclusion

Indonesia is an archipelago known for its abundant natural resources. Because it consists of thousands of islands, Indonesia is also inhabited by a variety of different races, ethnicities, ethnicities and customs. Each of these regions has its own advantages including its natural potential. This certainly can be beneficial in the field of tourism, because with so much natural potential it has can be a tourist destination that will attract many tourists both local and foreign tourists if the management is done well. However, the diversity of this potential is not maximally utilized by the community. Based on these facts, the government is involved in maximizing the potential to become excellence by making a policy of developing tourist villages. Tourism Village development policies are needed to equalize the perceptions of stakeholders in determining cross-sectoral programs that suit their needs. In addition, in the process of village tourism management activities, there needs to be a solid partnership between the three main elements, namely the government, the private sector, and the community. Each must realize, understand and carry out their respective roles and authorities, so that the implementation of the development of a tourism village is successful. The Community Empowerment model is a development of the previous model which only focuses on empowering the community by diversifying superior products [18]. This research combines the empowerment model and sustainable development with three dimensions (economic dimension, socio-cultural dimension, and ecological dimension) so that the results of this research can create a comprehensive empowerment model. In addition, the results of this research are expected to provide insights in the context of developing the Tourism Village and the community can make maximum use of local potential. For further researchers, it is advisable to conduct research on the impact of the development of tourism villages on the community in terms of economic dimensions, socio-cultural dimensions, and ecological dimensions.

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