DEVELOPING TOURIST VILLAGE AS AN ALTERNATIVE TOURIST DESTINATION

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Background: The increasing volume of tourists coming to Indonesia raises rural motivation to make economic improvements through the tourism village program. All villages can develop this tourist village to create alternative tourist destinations. However, the development of alternative tourist destinations is not an easy thing. Therefore, researchers want to find out more about the development of tourist villages as alternative tourist destinations. Aim: This study aims to find out how to open alternative tourist destinations by conducting an in-depth analysis to minimize the failure of developing alternative tourist destinations. Method: The method used in the research is descriptive qualitative and literature study. Data collection techniques using interviews, observation, and documentation then the data obtained will be analyzed in depth and delivered in easy-to-understand sentences. Findings: The results show that the development of tourist villages to create alternative tourist destinations cannot be separated from 3 principles: open and voluntary membership, democratic organizational management, and village independence. In addition, it must also refer to several things, namely: the attractiveness of a tourist attraction or its uniqueness, accessibility for visitors, the availability of various facilities that support tourists, community empowerment that is carried out on an ongoing basis, as well as marketing and promotion on an ongoing basis.

KEYWORDS development, tourism village, tourism destinations

INTRODUCTION

Indonesia is a country rich in natural resources. Hence, many local and foreign tourists come to Indonesia to enjoy a variety of existing panoramas. Tourism is one of the factors driving the community's economy because if there is a tourist location in an area, the surrounding community will also get a better income by trading, leasing services, and so on (Masitah, 2019).

Tourism development can provide various benefits. Tourism is one of the main sectors in improving the Indonesian economy (Purwanto et al., 2022). The community's welfare will also increase with the increase in the economy. As Law No. 10 of 2009 Chapter II, Article 4 states that the impact of tourism development in Indonesia is quite broad, including one of them being the community's economic development. Many locations in Indonesia are in the spotlight of tourism, such as Bali and Yogyakarta. Unfortunately, not all regions have received the same share in increasing the volume of tourism visitors. It is because several locations find it difficult to develop tourism (Richards, 2020). Many villages are excellent in Indonesia with all their uniqueness.
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The village is a government party that has an essential role in the country's economy. Many people live in the village, so the economy in the village is quite strong, as well as the determination for their independence (Suranny, 2020). Moreover, a village fund can currently be used for developing and empowering rural communities as per Government Regulation 60 of 2014 concerning Village Funds.

Villages can be developed into tourist villages, for example, with their natural potential, culture, human resources, or other things owned by the managed village (Sara et al., 2021). Unfortunately, the awareness of building tourist villages has not improved. Even though the government has committed to developing the village through the village funds it provides, each village is also allowed to form POKDARWIS (Kelompok Sadar Wisata, Association of Tourguiders), which aims to develop tourism in the managed village (Samiarta & Mahagangga, 2016). Therefore, the synchronization between village managers and residents is vital to realizing a tourist village as one of the alternative tourist destinations many tourists visit.

The development of tourist villages certainly has advantages for each of its residents, significantly since the index of tourist visits to Indonesia is increasing. The tourism competitiveness index in 2022 has risen from 12 to 32 out of 117 countries (Halidi, 2022). With this, the potential of a tourism village is quite tempting through its various wealth. For example, Central Java has a variety of cultural assets, such as dances and other uniqueness, that can be used as branding objects in tourist locations (Chaerunissa & Yuniningsih, 2020). In addition to Central Java, villages in other provinces are also developing themselves through various potentials. Currently, there are also not a few tourist villages that collaborate with other parties, such as tea plantations, so that they can create tourist destinations based on local wisdom (Komariah et al., 2018).

However, developing tourism villages is problematic because it requires various things such as quality human resources, willingness to cooperate between village managers and local communities, and so on. If this cooperation is not harmonious, it will not create a tourist village as desired (Pantiyasa & Urbanus, 2016). In addition, it also requires spatial management to balance tourism needs (Ardiansah & Oktapani, 2006) because opening tourist sites also requires various aspects as a factor of tourist attraction. If spatial management is not good, it will impact the proliferation of tourist villages that have been built.

Alternative tourist destinations that want to be made in a tourist village must be done with good management and special thoughts so that the funds spent are not in vain (Dwyer et al., 2010). A tourist destination is a geographical area located in one or more regions that administratively have a tourist attraction. In addition to tourist attractions, there are also public facilities, tourism facilities, accessibility, and the community that participates in completing the realization of the tourism environment (Miswan, 2019).

Creating alternative tourist destinations requires the right strategy (Sumantri, 2019), not arbitrarily, so that tourism can be desired and have an extraordinary tourist attraction. Tourism studies need to be conducted in depth to determine the characteristics or uniqueness that will be raised in building a tourist destination. For example, based on folklore or the stories around it, the story is worthy of exploration (Amanat, 2019) or by looking for other uniqueness. Nevertheless, few villages are afraid to develop alternative tourist destinations because they are haunted by conflict problems, lack of innovation, or concepts that are stopped in the formulation alone (Hermawan, 2017). The development of Peruvian tourism villages has the
determination and integrity of intentions so that they are quickly formed and not delayed by time or personal interests.

Therefore, the development of tourist villages needs to be taken seriously by knowing the various urgency of forming alternative tourist destinations. Based on the absorption above, the researcher wants to learn more about "Developing Tourist Village as an Alternative Tourist Destination." This study aims to find out how to open alternative tourist destinations by conducting an in-depth analysis to minimize the failure to create alternative tourist destinations.

METHOD

The type of research used is descriptive qualitative. Descriptive qualitative is a type of research that will look at the whole object carefully and thoroughly and then report using easy-to-understand sentences. In addition, it also uses literature studies by examining various literature based on previous research on the development of tourist villages as alternative tourist destinations. The development was carried out anywhere to meet the principles of opening tourist destinations.

In addition to collecting a variety of previous literacy, data collection techniques are also carried out by interviews, observations, and documentation to tourist destination managers. The data obtained will be analyzed in depth and delivered in sentences that are easy to understand by all readers.

RESULTS AND DISCUSSION

Tourism villages can be developed by anyone and anywhere as per government regulations that each village can use village funds for village development, including building tourist villages. Currently, there are not a few village funds allocated to create tourist destinations, such as Kepis tourism village (Komariah et al., 2018), Wonolopo tourist village, Semarang City (Chaerunissa & Yuniningsih, 2020), and so on.

The development of tourist destinations must be carried out continuously, not only once. If the management of tourist destinations is not good, they cannot become alternative tourist destinations. The built destinations will go out of business. As the saying goes, "Life is reluctant to die unwillingly." Therefore, managing tourist destinations to build tourist villages must be done correctly.

Tourist destinations that maintain their uniqueness and authenticity have an extraordinary attractions for tourists. Unfortunately, not all tourist destinations can retain them. It is due to changes in the community's social structure so that it undergoes changes or additions to products per the development of the tourism business. Tourist products can sometimes damage the noble values that have long developed in the village. Special thoughts and steps are needed to develop tourist destinations and maintain local wisdom.

In maintaining local wisdom in society, the manager of the tourist destination must cooperate with the community. For example, before opening a tourism department, do socialization first so that the community knows the direction and purpose of the manager. In addition, it can also develop community capabilities through various pieces of training so that the community can prepare themselves to maintain and preserve the culture and existing tourist destinations.
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Based on the observations in one of the villages of Central Java, the village government and the community jointly opened up tourist sites by utilizing existing land. For example, *bengkok* land (Village’s land) or government land such as pine forests to open natural tourist destinations. This collaboration can also be seen with the large number of people who participate in selling around it. It is like an interview conducted with TR that before this destination opened, the government had carried out careful socialization and planning to realize tourist products. However, it was initially challenging to develop tourist villages due to cost constraints or other things.

Thus, there are several principles in the development of tourist villages as alternative tourist destinations, namely:

1) The membership is open and voluntary. This principle invites the wider community to cooperate in becoming a member of tourism development so that the village community feels that tourist destinations are common property and must be managed together. If this attitude does not exist, then the development of tourist villages will be hampered. Therefore, community openness is defined as accepting the development of tourist villages that must be fulfilled in the principle of developing tourist villages as alternative tourist destinations. As stated by CS as a government employee, the principle of membership and openness is the first step to opening and developing the dreamed alternative tourist destination.

2) Organizational management is carried out democratically, where the management of tourist destinations is not to please one party but all parties who cooperate in building tourist destinations. With this, the common goals that have been formulated will be achieved effectively and efficiently.

3) Independence. This principle encourages people to have confidence in their potential and the environment to know their various potentials as one of the capital to develop their economy. An independent society is highly motivated to continue developing and developing into better people. Based on the observations in one of the villages of Central Java, it is known that the government always motivates through various training for the community so that they have special and unique abilities to be responsible for their lives.

By implementing these three principles properly, the community will enjoy various benefits such as increased welfare in life, increased socioeconomics, higher quality human resources, and the running of the context democratically in the organization (Chaerunissa & Yuniningsih, 2020; Komariah et al., 2018).

After the principles in management are formed, the next step is to develop tourist destinations. If the tourist destination is not developed, the business carried out will only last for a while, then the destination will be absent from the world of tourism. Several ways can be done in the development of tourist villages to create alternative tourist destinations, namely:

1) Attraction. The attraction of tourist attraction is essential as a promotional value issued by the manager to all prospective tourists so that they flock to come and visit the village. According to CR, looking for tourist attractions in a mediocre village is tricky. Hence, people have to pry more deeply into the village's specifics to find its uniqueness compared to other villages. It is because the attraction of tourist attractions is essential.
For example, utilizing natural charm is also equipped with product charm as a characteristic.

2) Accessibility. Accessibility is the ease of transportation for visitors (Chaerunissa & Yuniningsih, 2020). The comfort of tourists getting to the tourist location is essential, so the site of the tourist area must be adequately considered so that tourists do not have difficulty accessing the village. As a result of observations, it is known that tourist destinations that are easily accessible using transportation tend to be more crowded than those that are difficult to pass or find transportation equipment.

3) Availability of public facilities and tourist facilities. Facilities are essential in developing tourist destinations. Tourism support facilities such as transportation, accommodation such as homestays, public service facilities, arts, and so on must be developed in conjunction with the development of tourist villages. It is because if public and tourist facilities are available, it will increase the sense of security and comfort for tourists. The thing that should not be forgotten in building a tourist site is the existence of clean bathrooms and comfortable places of worship.

4) Community empowerment, namely community involvement in managing every aspect of tourism (Chaerunissa & Yuniningsih, 2020). Community empowerment can be interpreted as the role of a tourist village that will provide benefits for the local community so that the community must have the ability to increase creativity and enthusiasm to continue to develop tourist destinations in their village. As a result of an interview with TR, a village employee in one of the village staú located in Central Java stated that trainings are often carried out in collaboration with various parties to provide motivation and hone their potential to develop tourism villages.

5) Marketing and promotion. Promotional activities are essential for every business. If advertising and marketing are not carried out, no one knows that alternative tourist destinations have been opened (Chaerunissa & Yuniningsih, 2020). Therefore, promotion and marketing must be done by utilizing the uniqueness of the tourist village and various social media such as Instagram, Twitter, Facebook, WhatsApp, etc. Therefore, the wider community knows the tourist villages that have been opened and have a sense of wanting to visit. Marketing and promotion must be carried out simultaneously to increase the volume of visitors to alternative tourist destinations that have been opened. Based on the observations, it is known that not a few alternative tourist destinations have carried out various promotions using interesting photos even though the destinations have not yet been completed to increase village income to continue developing tourist destinations.

Some of the above must be done by the managers and developers of tourism villages in creating alternative tourist destinations so that tourism continues to develop and is not eroded by the times. In addition, managers must also be active and innovative in looking for a variety of renewable information to increase the volume of visitors to tourist sites that have been built. Suppose the various principles and development methods above are carried out on an ongoing basis. In that case, efforts to open alternative tourist destinations will be unquestionable and benefit the local community and its managers.
CONCLUSION

Every village has access to its development and empowerment. One is using village funds to create a tourist village or as an alternative tourist destination. Unfortunately, making a tourist destination is not as easy as turning the palm. Thus, it must stick to several principles: open and voluntary membership, democratic management of the organization, and increasing the village's independence.

In addition, people must also consider various other things to develop alternative tourist destinations. They are the attractiveness of tourist attractions or their uniqueness, accessibility for visitors, the availability of multiple facilities that support tourists, community empowerment carried out on an ongoing basis, and marketing and promotion to increase the volume of visitors. If these things are done well, many people can realize alternative tourist destinations as dreams and desires, with their loyalty to the community in improving the village economy.

Researchers want to advise all tourism managers to continue to move and develop in innovating alternative tourist destinations that are made so that they do not stall or mushroom in vain and can provide benefits for others. This research can also be used as a reference source for research or to contribute thoughts to tourist destination managers.

REFERENCES


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