

Optimization of Village Sustainable Development Goals with Creative Tourism in Selumbung Village, Manggis, Karangasem

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ABSTRAK

Salah satu sektor yang menjadi tumpuan peningkatan perekonomian nasional adalah pariwisata. Kurangnya inovasi dan kreativitas menyebabkan banyak destinasi wisata yang tidak memiliki perbedaan dan keunikan dengan destinasi wisata lainnya. Namun demikian, banyak peluang dari desa-desa yang dapat dikembangkan dan kemudian diintegrasikan satu sama lain untuk mendukung keunikan suatu daerah. Jenis penelitian ini adalah deskriptif kualitatif. Metode penelitian yang digunakan adalah observasi, wawancara, dokumentasi dan akses internet. Tujuan dari penelitian ini adalah untuk mengembangkan partisipasi masyarakat agar pembangunan kepariwisataan lebih efektif dan efisien karena masyarakat akan lebih bertanggung jawab terhadap keberlangsungan kepariwisataan. Sehingga Kolaborasi Penta helix sangat dibutuhkan dalam mewujudkan pemberdayaan desa secara holistik. Sehingga terwujud inovasi wisata kreatif untuk meningkatkan pendapatan desa.

ABSTRACT

One sector which is the foundation for improving the national economy is tourism. Lack of innovation and creativity causes many tourist destinations to have not differences and uniqueness with other tourist destinations. However, there were many opportunities from villages that can be developed and then integrated with each other in order to support the uniqueness of an area. The types of this research is descriptive qualitative. The research methods used are observation, interview, documentation and internet access. The purpose of this research is to develop community participation so that tourism development will be more effective and efficient because the community will be more responsible for the sustainability of tourism. So the Penta helix Collaboration is needed in realizing village empowerment holistically. So that creative tourism innovation is realized to increase village income.

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1. Introduction

One sector which is the foundation for improving the national economy is tourism. The tourism sector has a strategic position in advancing national development. In this case, the government pays special attention to supporting tourism so as to support the national economy. This is because tourism can have a significant impact on state revenues and support community welfare. The existing tourism potentials can also attract other potentials to develop and create equity and open job opportunities for the community.

Based on UU No 10 Year 2009, there is concerning the development of the tourism strategic areas. The tourism strategic area in question is an area that has the main function of tourism or has the potential for tourism development that has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity, and defense and security. Lack of innovation and creativity causes many tourist destinations to have no differences and uniqueness with other tourist destinations. However, there are many opportunities from villages that can be developed and then integrated with each other in order to support the uniqueness of an area. The same thing happened to Selumbang Village.

Selumbang Village has several natural tourist attractions such as rice fields, plantations, forests, rivers, and waterfalls. In this village there is also a waterfall that is still natural and has become a village icon, namely Yeh Labuh Waterfall. This waterfall is a multilevel waterfall, the first place (bottom) is Tibu Kresak Waterfall and the next level is called Tibu Tengah Waterfall. These two waterfalls are called Yeh Labuh Waterfall. Apart from being a tourist attraction, this waterfall is also used as a source of water by the surrounding community. The water is distributed through pipes that are connected to each public bath and several residents' houses. Other attractions are Selumbang hill and Dulkaso Hill. Meanwhile, cultural attractions also have a relationship with the religious life of the community. Such as Gambuh, Rejang Dance and Seraman Dance where, elements of sound art, drama and dance, visual arts, literary arts, and others. Selumbang Village also has a special food, namely pepes made from stone bananas. This pepes uses the basic ingredients of meat (chicken/pork) cooked with local Balinese spices or herbs and mixed with stone bananas. Other tourism activities available in this village include trekking around plantations and rice fields owned by the local community, cooking classes by "Koeboe Doeloe homestay", harvesting honey, harvesting palm wine, weaving, etc. In addition, sheath is also rich in plantation products such as vegetables and flowers. There are also tourist accommodations such as homestays, tracking, camping, villas and coffee shops.

Although Selumbang Village has potential resources there are in agriculture, tourism, and agricultural products but the output produced in this business is not optimal due to problems in marketing. The problem experienced by the people of Selumbang Village is the lack of quality human resources in managing marketing so that they can reach a wider target market. It should be realized that the existence of the accommodation business becomes a carrying capacity for the tourism sector. Meanwhile, the accommodation business as a carrying capacity is also faced with various challenges, namely business competition. For this reason, every business actor is required to always understand and understand what is happening in the market and what consumers want, as well as various changes in the business environment, so that they can compete with others (Weerawardena, 2013). Tourism business actors are expected to be able to minimize their weaknesses and maximize their strengths. Thus, tourism business actors are required to choose and determine strategies that can be used to face competition (Enny, 2021:34).

Dulkaso and other tourist attractions have not been maximized as well; this can be seen by the low number of tourist visits. The main problem in the tourism sector in the development of the Selumbang tourist village is the lack of innovation and creativity in exploring the potential of Selumbang village. Marketing is still conventional which results in the low number of tourist visits. Another problem is the lack of use of technology in terms of marketing. So that mentoring and empowerment by tertiary institutions that are carried out holistically are expected to be able to unravel the problem of weak optimization of local village potential, as well as provide brain storming for students. Assistance by elements of this university aims to help change people's mindsets in terms of marketing in particular and also the creation of digital platforms in the future. Another goal is to realize the existence of tourism business actors with a dual role as a provider center and destination in a series of related tourism packages. In the end, this collaboration is expected to be able to bring the Selumbang Village community to the income generating phase.

2. Literature Review

Implementation of Tourism Development in East Belitung in increasing village income by Januar Dwi Baskoro (2018). In the development of tourism, accessibility of facilities and infrastructure is needed. In

this case the tourism office increases facilities such as buses to make it easier for tourists to go to tourist attractions. In addition, in the development of service facilities, the tourism office has carried out developments such as building an information center to support these tourism objects. Another research that is aligned is research by Bambang Pamulardi (2019) entitled "Community Empowerment in the Development of Tingkir Salatiga Tourism Village". Where Tingkir Lor Village has the potential to be built and developed into a better Tingkir Tourism Village in the future. So that implementation efforts in developing ecotourism-based tourism villages are expected to be able to accommodate the opportunities and challenges of implementing smart villages as well as recommendations to relevant stakeholders.

The emphasis on community-based tourism is not primarily on attractiveness, but on ownership, management, involvement (Singh, 2012). This emphasis provides opportunities for local community members to participate in the planning, management and operation of tourism for individual and collective benefit (Bhuiyan et. al., 2014). Community-based tourism also provides unique authentic experiences for emerging alternative markets and engages directly with local communities and their environment (Fiorello and Bo, 2012). Much research has been done on related topics, mostly on planning and approaches. The study by Sirakaya (2015) assessed that it was in line with the research conducted by Utama and Suyasa (2018), namely assessing the availability of regulations in Selumbung Village both in the form of rules and related decisions in the management of tourist villages and also for the actualization of the system in Selumbung Village. This shows that community participation in the management of the Selumbung tourist village is still very minimal. The fact is, the investment in Selumbung Village shows that the local community has less opportunity to develop their business. Likewise, tourism village policies related to local government in Selumbung Village are still very minimal. The Mutual Agreement between the Regional Government of Karangasem Regency and Selumbung Village is only about the distribution of visitor income every year. However, with the distribution of income based on the Collective Agreement, at least the local community no longer needs to pay mandatory fees during religious ceremonies so that it can reduce costs for religious ceremonies (Windari, 2016).

3. Method

Based on the focus and objectives of the research, this research is an in-depth study in order to obtain complete and detailed data with a qualitative descriptive approach, Iskandar (2010:11). In this study, the primary data source is the source of data obtained and collected directly from informants such as the number of accommodations, types of attractions, the number of tourist visits, etc. The secondary data for this research was taken from a book that contains tourism development that supports the observational data and is related to the research focus. The selection of informants in this study was carried out by means of snowball sampling, Bungin (2017:34). For the author, this is also useful for the validity of the data presented by the informants. The object of this research is Selumbung Village. Meanwhile, the subjects of this study are tourism actors in Selumbung Village. The informants in this study are people who were directly involved in community empowerment and tourism managers in Selumbung Village including *pebekel* (headman), villagers and of course tourism actors such as managers, owners and workers.

In this study, the observation technique was used to strengthen the data that had been obtained. So that, the results of this observation at the same time confirming the data that has been collected through interviews. In addition, documentation and online search techniques are also carried out to support the research process, where not everything can be known only by observation and interviews.

In testing the validity of the data, the researcher uses a triangulation technique, namely checking the validity of the data that uses something other than the data for checking purposes or as a comparison of the data. The most widely used triangulation technique is checking through other sources. Triangulation is done through interviews, direct observation and indirect observation. Indirect observations in the form of observations of several behaviors and events which then from the results of these observations a common thread is drawn that connects the two. The data collection techniques used will complement in obtaining primary and secondary data, observation, and interviews.

4. Result And Discussion

To realize a holistic tourism development, it is necessary for every development program to get full support from the community, starting from data collection, assessment, project work, utilization to maintenance. By developing community participation, tourism development will be more effective and efficient because the community will be more responsible for the sustainability of tourism. They feel they have ownership of every result of smart village development. There were to support the implementation of the development of tourism potential towards empowered villages. Referring to the analysis carried out.

There is still a gap between theoretical studies and the implementation of tourism development in Selumbung Village. Where in theory explain that "participatory conceptual model" from Academic, business, community, government and media is the main key to the development of an empowered Tourism Village. Meanwhile, in terms of implementation, not all components are fully involved and several factors become obstacles to these components. Variable Penta Helix can run optimally if done with good synergy. The Penta Helix collaboration, which is a collaborative activity between lines/fields of Academic, Business, Community, Government, and Media, or known as ABCGM is known to accelerate the development of considerable potential in rural areas. By still analyze the aspects of tourism development to realize the desired tourism development model.

Covid-19 pandemic has changed the order of life and directly affected the sustainability of the tourism sector. The team realizes that the tourism sector requires important attention because it is actually this sector that contributes quite a lot to the country's Gross Domestic Product (GDP). This can be evidenced by the contribution of the tourism sector to GDP in 2019 of 4.7%, decreasing its contribution to 4.1% in 2020 due to the COVID-19 pandemic. Through the Holistic Village Development and Empowerment Program, it seeks to present the concept of creative tourism that is able to integrate the local potential of villages to foster interest in traveling in the era of the COVID-19 pandemic and to realize sustainable development that starts from the village and increases global competitiveness.

Another result is the education of tourism actors in the process of branding and marketing their respective tourism products. This result is expected to be able to increase the competitiveness of rural communities. Because the ability of a region to increase its economic competitiveness will depend on the region's ability to determine the factors that can be used as a measure of regional competitiveness and regional capabilities and establish policies for other regions, Enni (2021:16) Another implication is the participation of tourism actors and the surrounding community in maintaining the cleanliness and beauty of the environment. This is so that tourists can get to know the charm of the beauty of Selumbung Village with the charm of beautiful and clean waterfalls and valleys. In addition, tourists are also expected to be comfortable with the aspect of professionalism and cleanliness. In addition, the development of spots and attractions in sustainable tourist accommodation is expected to be able to increase the attractiveness of tourists to visit Selumbung Village. This existence will later become a distinctive feature for existing tourist objects. In addition, this tourism innovation is also expected to be able to attract tourists, not only local but also foreign tourists.

The district government has the authority in terms of legal basis and tourism policy and on the other hand community support is a very large capital and foothold for Selumbung Village institutions to carry out tourism village development, based on important aspects of tourist villages. The steps that need to be done are to analyze the inhibiting factors. Furthermore, strategies and efforts are prepared to overcome the existing obstacles. The inhibiting factors that can become obstacles in realizing business capital, tourism industry waste management, environmental pollution, lack of investors and integrated training for tourism business actors. Constraints faced include, among others, there are still people who think conventionally and do not take part in tourism development, lack of innovation, and there are still incompetent Human Resources. This is due to unsustainable coaching, monitoring that has not been maximized and evaluations that have not been maximized. The limited means of integrated information technology have resulted in all business actors not being technology literate and taking advantage of the role of the media itself. What should be obstacles or obstacles can be immediately overcome with comprehensive efforts for the realization of Selumbung Village as the main tourist village in Karangasem district.

5. Conclusion

The conclusions of this study are The Holistic Village Development and Empowerment Program still have to be improved because this program is based on creativity. So that the purpose of this program is to make creative tourism innovations in order to increase income generating villages to be realized. The people of Selumbung Village, especially tourism managers, can increase their skills in an effort to increase tourists who come to Selumbung Village, along with creative tourism innovations from the ideas of the Selumbung village community. Obstacles in realizing Selumbung Village as a smart village destination include: unsustainable studies, business capital/budget, lack of investors, there are still incompetent human resources, unsustainable coaching, and limited integrated information technology facilities, internet access from all providers has not available, and so on. The model that is suitable to be applied is the Participatory Conceptual Model, namely the collaboration of all aspects, namely Smart Institution, Smart Business, Smart Community, E-Government and Smart technology.

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