

The Role of Local Communities on the Development of Community-Based Tourism Village in Uitiuhtuan Village, Semau Selatan District

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Abstract— The title of this research is the role of local communities in the development of community-based tourism villages in Uitiuhtuan Village, South Semau District, Kupang Regency. The purposes of this study are 1) To find out the extent of the involvement or role of local communities in the development of community-based tourism villages in Uitiuhtuan tourist villages, 2) How to increase the role of local communities in developing community-based tourism villages in Uitiuhtuan tourist villages, 3) What are the impacts development of a tourist village for the Uitiuhtuan village community. The research method used in this research is descriptive qualitative with one of the data collection techniques is in-depth interview. The results of this study indicate that the community of Pantai Liman tourism village has not been fully involved in every process related to community-based tourism (CBT). This is due to the lack of cooperation between managers, village officials and community leaders. The role of the manager is still very dominant. Therefore, the village government, in this case the village head and his staff, is collaborating with the Liman beach manager and also the provincial government intends to establish a Village-Owned Enterprise (Bumdes) and also a Tourism Awareness Group (Pokdarwis) so that the community is more involved in activities and training in the field of tourism. tourism to improve

the human resources of the local community in the tourist village of Uitiuhtuan. The impact of developing a tourist village for local communities has not yet been felt by the community because of the lack of human resources, therefore village officials hope that the establishment of village-owned enterprises (Bumdes) and tourism awareness groups (pokdarwis) can increase the role of local communities and indirectly can realize community-based tourism with symbols of and for the community.

Keywords: *role, local community, tourism village development*

I. INTRODUCTION

The tourism sector is one of the most important sources of foreign exchange for the country and is able to make a sizeable contribution to the national economy. Tourist satisfaction as tourism actors does not only rely on the natural beauty and completeness of tourist facilities but also on the flexibility and intensity of interaction with the environment and local communities. Tourism development is based on the mandate of Law No. 10 of 2009 concerning Tourism which states that the government and institutions related to tourism organize tourism to support tourism development (article 11 of Law No. 10 of 2009) Community Based Tourism (CBT) is a tourism

development model that prioritizes community participation in tourism development. CBT places the community as the main actor through community empowerment in various tourism activities, so that the benefits of tourism are fully allocated to local communities. Tourism village is one form of implementing sustainable community-based tourism development.

According to Priasukamana and Mulyadi (Priasukamana and Mulyadi; 2001) a tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic life, socio-culture, customs, daily life, has a typical village architecture and spatial structure, or economic activities that are unique and interesting and have the potential to develop various components of tourism, such as attractions, accommodation, food and beverages, and other tourism needs. More specifically, it can be interpreted as efforts to complete and improve tourist facilities to meet the needs of tourists. Local communities play an important role in the development of tourist villages because the resources and unique traditions and culture inherent in the community are the main drivers of tourism village activities. Utiuhuan Village is one of the villages located on Semau Island, especially in the South Semau sub-district. Referring to the decision of the Regent of Kupang Regency, Utiuhuan village was used as a tourism model village or tourism village. This is not without reason because this village has several very interesting tourist attractions. One of the main attractions is Liman Beach. Liman Beach has a stretch of clean white sand along the 1000 meters. The stretch of sand is wide, there is a hill located right on the shoreline called Bukit Liman, so the local community gave the name Liman Beach. Across the coast there is also an island called Tabui Island. Even though it already has an interesting tourist attraction, the reality on the ground shows that the development of a tourist village has not fully sided with the Utiuhuan village community. For example, resorts or inns around the coast are tourism assets that can support the needs and satisfaction of tourists. However, the development of tourist villages is not in favor of the local community, because so far the community is still a spectator while investors from outside, such as the private sector, benefit from this tourism activity. In fact, the local community is also one of the factors causing the development of tourism in this Utiuhuan tourist village. This problem is essentially a form of lack of understanding of the development of tourist villages that accommodate the role of the community to be directly involved in the total development process and have the right to receive benefits from the tourism village development policy.

Furthermore, the importance of this research is as a reference for the village community as well as the Utiuhuan village government to better understand their respective roles in developing tourist villages. Because essentially the important factor in the development of tourist villages is "from the community, by the community and for the community" meaning the local community as the main figure in the development of the tourist village and of course the local community must also enjoy the benefits of the development of the tourist village, especially from an economic perspective to improve their standard of living. local community.

Based on the above background, this research aims to:

1. Knowing the extent of the involvement or role of local communities in the development of community-based tourism villages in the Utiuhuan tourist village
2. How are efforts to increase the role of local communities in the development of community-based tourism villages in Utiuhuan tourism villages?
3. What is the impact of developing a tourist village for the Utiuhuan village community?

II. LITERATURE REVIEW

Role according to Wulansari (2009) is defined as a concept of what individuals in society should do. From this understanding, the role is essentially a person's actions carried out by being in a social structure. Associated with society, the role of the community has the meaning of actions taken by a group of people that reflect the similarity of behavior as a communal entity related to certain social structures. In the context of developing a tourism village, the role of the community means the existence of a common mindset and pattern of action from rural communities regarding the tourism potential in their village, for then the community will jointly take an action in an effort to realize the goals of tourism development as a dimension that able to have a positive impact on them, and be able to reflect their identity as a community unit that has a distinctive or unique social structure.

Furthermore, regarding the form of the community's role in tourism development, it can be divided into at least 5 forms, namely: First, the role of the community as the initiator in which the community is the first to discover and explore tourism potential. Second, the role of the community as executor where the community is the party initiating the implementation and development of tourism until the realization of a tourist attraction. Third, the role of the community as a participant in which the community participates in the tourism development

process, but not as a party that has the authority in tourism development, but also participates as one of the actors or actors in tourism development. Fourth, the role of the community as observers in which the community is not the party that develops tourism, but supervises the process and impact of tourism development. Fifth, the community acts as a beneficiary where the community is not involved in tourism development, but receives benefits from tourism development. The various roles of the community are essentially intended to support tourism development, but with different intensities and interests.

Tourism villages. rural tourism development is the impact of a change in tourist interest in various tourist destinations. Rural tourism objects are the state of a village that has facilities or objects that support tourism activities and has great potential in the tourism sector, making it suitable to be used as a tourist village. According to Chafid Fandeli, more comprehensively describes a tourist village as a rural area that offers an overall atmosphere that reflects the authenticity of the village, both in terms of socio-cultural life, customs, daily activities, building architecture, and village spatial structures, as well as the potential that can be developed as a tourism object. Tourist attractions, for example: attractions, food and drinks, souvenirs, lodging, and other tourist needs (Chafid Fandeli, 2002)

The tourist village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions (Nuryanti, Wiendu: 1993). There are two main concepts in the tourism village component as follows: (1) Accommodation: part of the residences of the local residents and/or units that develop on the concept of residential areas. (2). Attractions: all the daily lives of local residents along with the physical setting of the village location that allows the integration of tourists as a form of active participation.

In addition to having several concepts, tourist villages are also known to have several important elements that need to be considered. One of the village elements is the characteristics of a tourist attraction. There are 3 main characteristics that need to be considered in an effort to develop a particular tourist attraction so that it attracts and is visited by many tourists. These characteristics include: a). The area must have what is known as "something to see". This means that in that place there must be a tourist attraction and tourist attraction that is different from what is owned by other regions. In other words, the area must have a special and unique appeal. b) The area must have what is called "something to do". This means that in addition to many witnesses, recreational

or amusement facilities must be provided which can make tourists feel at home in that place longer. c). In the area there must be what is called "something to buy". This means that in that place there must be facilities for shopping, especially souvenir items and folk crafts as souvenirs to take home.

Tourism development that is oriented towards community empowerment has become an issue of the current tourism development strategy (Sunaryo, 2013: 138). This strategy is known as community based tourism (CBT). Murphy in Sunaryo (2013: 139) states that essentially tourism development cannot be separated from the resources and uniqueness of the local community, both in the form of physical and non-physical elements (tradition and culture) which are the main driving elements of tourism activities themselves. Tourism should be viewed as a community-based activity. The definition of community-based tourism is as follows: 1) The form of tourism governance that provides opportunities for local communities to control and be actively involved in the management and development of existing tourism, 2) The form of tourism governance that can provide opportunities for people who are directly involved in the business. -Tourism businesses can also benefit from existing tourism, 3) A form of tourism that demands systematic and democratic empowerment and a fair distribution of benefits to disadvantaged communities in the destination.

III. RESEARCH METHODS

This study uses a qualitative descriptive research method, where the researcher must involve himself as an instrument, following the data. According to Bogdan and Taylor as quoted by Lexy J Moleong (2011; 9) defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. So qualitative research is research that will produce conclusions in the form of data that describes something in detail, not produce data in the form of numbers. In this research, the location is Uitihtuan Tourism Village, South Sema District, Kupang Regency. The source of data in this study is the subject from which the data can be obtained. The sources of data excavated in this study consisted of primary data sources in the form of words and actions, as well as secondary data sources in the form of documents. Primary data sources are obtained directly from the field or research sites. The sampling technique in this study is a purposive sampling technique, which is a sampling technique in the form of data with certain considerations. This particular consideration is the person who knows best about the situation or background in the Uitihtuan tourist village and has the initiative to develop the potential that exists in the Uitihtuan tourist village. Therefore,

the authors took 4 informants, namely the Uitiuhtuan Village Head, Community Leaders, Resort Managers (homestays) on Liman Beach and the community (1 person). To collect the data needed for discussion and analysis, the writer uses observation, interview, and documentation techniques. The researcher in this case will conduct interviews with the management of the liman beach, the village head and the relevant government in the village. The interview technique used by the researcher is an in-depth interview. In-depth interviews in general are the process of obtaining information for research purposes by means of face-to-face questions and answers between the interviewer and the informant or the person being interviewed, with or without the use of interview guidelines. The process of data analysis is carried out in a stimulant manner with data collection, meaning that researchers in collecting data also analyze data obtained in the field. Activities in data analysis are data reduction (data reduction), data presentation (data display), and data verification and conclusion (conclusion drawing/verification).

IV. RESULTS AND DISCUSSION

Semau Island is one of the islands located in East Nusa Tenggara which has many beautiful beach attractions. One of them that is well known is Liman Beach which is located in Uitiuhtuan Village, South Semau, Kupang Regency, NTT. Besides having a beautiful blue beach, a cluster of hills can also be the main attraction at Liman Beach. Uitiuhtuan Village is one of the tourist villages based on the decision of the Governor of NTT which made Liman Beach as one of the leading destinations of the 7 leading destinations in East Nusa Tenggara. Liman Beach, which is one of the seven new leading destinations built with a community-based approach (tourism estate) through the support of the provincial budget. On the edge of Liman beach, several resorts have been built so that tourists who come can stay while enjoying the beauty of Liman beach. As a tourist village, of course, the role of local communities is very important. This is of course the target of the development of community-based tourism (CBT). The community must be involved in the development of tourist villages from the start, the community is made the main actor in every community-based tourism development process. The community needs to be involved because the community is an internal part of the village, so that various forms of development policies that exist in the village must be known by the community from the start. This is where the role of the community as the initiator (1) is seen. In the development of the Liman beach tourism object, the role of the community as the initiator in this case, especially the landlord as the manager of the Liman beach, has been seen even

though in exploring the tourism potential is still not optimal. This can be seen from the lack of community participation in their roles as implementers (2) and participants (3). The community is less involved in the tourism development process. The lack of human resources, the lack of a good administrative system due to the lack of cooperation between village officials and Liman beach managers are the biggest obstacles in developing community-based tourism. The community is only involved in mutual cooperation activities to clean beaches and resorts. Whereas culturally, the community has an active participation in development, in this case as a reviewer (4) so that the development of a tourist village by involving the community from the start will encourage the acceleration and success of the implementation of a tourist village.

The community has the right to receive benefits (5) from the development of a tourist village from the start. However, this is still not visible in the identification of tourism village development in Uitiuhtuan village. The community should be directly involved to identify the potential that exists in their village, this is very important because the community is the owner of the potential that exists in the village. The impact of the development of tourist villages so far has not been enjoyed by the community. Economically there is still very little opportunity. Around the resort there are only 2 people selling local food and food and drinks for tourists. Indirectly, the impact of developing a tourist village for local communities has not yet been seen, especially from an economic perspective. Broadly speaking, the author sees that the role of local communities is still very minimal. In this regard, the village officials, in this case the Village Head, community leaders and also the landlord as the manager of Liman beach, plan to sit down together and then formulate a clearer, more organized and organized form of administration. The formation of Bumdes and Pokdarwis is certainly highly expected so that the goals of developing community-based tourism villages can be realized properly. Because when viewed in terms of attractions, amenities and accessibility, it is very good but not yet supported by human resources or the role of the community as the main character in the development of tourist villages. This is of course a separate PR for village officials. With the unification of Liman Beach managers, village officials, community leaders in the form of directed collaboration, it can indirectly realize community-based tourism with symbols from and for the community. In connection with the research objectives associated with the theory used, so far the community has not been actively involved in the development of tourist villages. This is in accordance with the information the author got from the community

around the Liman beach. Their involvement is only limited to mutual cooperation activities. Therefore, the village government, in this case the village head and his staff, is collaborating with the Liman beach manager and also the provincial government intends to establish a Village-Owned Enterprise (BUMDES) and also a Tourism Awareness Group (POKDAWIS) so that the community is more involved in activities and training in the field of tourism to improve the human resources of the local community in the tourist village of Utiuhuan. Based on the results of research, the impact of developing a tourist village has not been fully felt by the local community. Maybe only for some people who get economic benefits from selling around the Liman beach location. But the broad impact has not been felt by the local community of Utiuhuan village.

V. CONCLUSION

The development of community-based tourism villages (CBT) is an approach that offers more roles for the community to be involved in the whole process of developing a tourist village. The development of community-based tourism villages also recognizes the existence of the community as an integral part of the village, so that the process carried out is fully aimed at empowering the community and providing the greatest benefit to the community.

This research broadly aims to see the extent of the role of local communities in Utiuhuan village in the development of community-based tourism. There are several factors behind this, but the most important is the lack of good cooperation between managers and village officials. This greatly affects the process of developing tourism villages in the future. Especially for the local community. The people who should be the beneficiaries have not received anything. Local people only become spectators of every potential that exists. Looking at some of the facts, the writer can conclude that good cooperation between all parties involved is very important. Potential that has high selling value is nothing without good cooperation from tourism actors and of course the involvement of local communities as the main actors of community-based tourism.

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