

# The Effect of Location on the Marketing of Sustainable Community-Based Tourism Destinations in the Pela Tourism Village

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**Abstract** - Research with the title influenced location on the marketing Destinations Tourism Community-Based Sustainable In Tourism Village Pela District of Kota Bangun Kutai regency is expected to be used by the people who are in the territory of tourism Tourism Village Pela know how big the location factors influencing the existence of their villages and how is their competitiveness as a sustainable tourism village in East Kalimantan. With the results of this research, the community is expected to play a role, especially in marketing the existence of the tourist village so that it will develop and become more famous for the next generation to participate in enjoying the results from generation to generation as well as maintaining local traditions on an ongoing basis, especially in the strength of Human Resources, maintaining local and sustainable wisdom. Community involvement, it will increase the role and standard of living of the community through recognition and the social status of the surrounding community will be raised. In this study, the authors use research methods by taking samples from all walks of life, especially the productive actors involved in the Village Party, Tourism Awareness Groups and local community leaders, face-to-face activities, direct visits to locations that are considered as examples of significant developments in the field of tourism. positive influence on society. From the results of research conducted that the distance from the location of the tourist village which is quite far from the city center does not discourage tourists from visiting the tourist village of Pela, even those who have visited want to visit again at another time.

**Keywords:** CBT, Tourism Village, Role, Marketing, Destinations

## I. INTRODUCTION

Indonesia relies on tourism as a promising source of state revenue. (Mirza Adityaiswara, 2017) to support this, tourism development in Indonesia includes 4 development pillars which include destinations, marketing, industry, and institutions. It is hoped that unity among the four can support each other for the advancement of tourism. With the four pillars above, tourism development is expected to be able to realize a sustainable destination, improve its position. According to the Law of the Republic of Indonesia no. 10 of 2009, it is explained in article 1 paragraph 3 that "Tourism is a variety of tourism activities supported by various facilities and services provided by the community, businessmen, government and local governments". From the verse, it is explained that tourism activities are diverse and supported by various facilities and services provided by the government, entrepreneurs, and the community. Furthermore, paragraph 5 explains "Tourism is all activities related to tourism and is multidimensional and multidisciplinary which appears as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, Government, Regional Government, and Entrepreneurs". explains the entire activity as a manifestation of the needs of all aspects involved, one of which is the owner of the destination, or the surrounding community. While Article 4 clearly states that there are several objectives of organizing tourism in Indonesia, namely; increasing the economic growth of the community both around and around tourism locations. ; improve people's welfare; eradicate poverty; overcome unemployment; preserve nature, the environment, and natural and human resources; promote national culture; elevate the image of the nation in the international world; foster love for the motherland for the community at

and pride in tourism; strengthen national identity and unity and strengthen the friendship between nations. From the law, it is very clear that tourism is carried out not only to establish a relationship between tourists and tourism recipients, but tourism has become a tool to strengthen national identity through tourism to be able to improve people's lives through empowerment in the tourism sector.

In the modern era, the quality of sustainable tourism is influenced by many determining factors such as; Environmental perspective, which explains that the tourism development process must pay attention to efforts to protect the natural and cultural environment as well as maintain the ecological balance and quality of the local environment. Tourism development must be socially and culturally acceptable to the local community. Development must be carried out with socio-cultural values and local wisdom in the area without destroying order in the destination area. Tourism development must be economically feasible which can provide economic benefits and improve the welfare of the people in the region regularly.

The quality of the local community, which includes the involvement of the local community, the social impact of the community, and the sustainability of the economic life of the community around the tourism area concerned. Sustainable tourism is an absolute thing that must and must be improved in the present. The development of local community-based tourism is expected to be a solution for the sustainability of a tourist attraction. Tourism development is not just exploitation but can be enjoyed by tourists without damaging the environment and bringing benefits to residents. Community-Based Tourism Management (CBT) is a solution in answering various negative problems related to the management of the tourism industry, both natural resources and local culture. The concept of community-based tourism has been able to provide economic benefits for local communities and remains beneficial for the preservation of local culture and the community environment to remain sustainable. People are starting to realize the importance of cleanliness, beauty, and preservation of natural and cultural resources as part of the presentation of tourist attractions. The concept of community-based tourism offers the concept of ownership, management, and control of resources substantially to local communities through local customary communities/institutions. So that local people are no longer spectators but have become tourism actors and enjoy the results of the tourism industry itself (I Wayan Wiwin, 2018)

Furthermore, in Yemen and Mohd in the writings of Aep Dadan Suganda (2018) said there are several local-based tourism approaches, namely; the existence of multi-institutional government support

for success and sustainability. The approach here is oriented towards increasing resources and strengthening institutions; participation of policymakers in economic and social development, especially the entrepreneurial spirit, distribution of benefits, either directly or indirectly; sustainable use of local resources by increasing awareness of the area itself; strengthening local institutions by establishing institutions in various forms such as forums or committees; have linkages between the regional and national levels. It is necessary to get used to making networks at all levels so that they can directly act as agents and actors of tourism activities.

In the current era of digitalization, it turns out that tourism promotion does not require manual promotional materials like before, but rather towards digital content. Digital content will facilitate and speed up the delivery of all information to tourists. In delivering this message, it is necessary to have a communicative call or invitation to gently invite tourists to visit a destination. Interesting digital content will go directly to the source that will be the object of promotion. Completely displayed content materials such as facilities, management will make it more attractive, content packaging so that it can produce digital media content displayed by the public so that people and tourists will be interested (Ahmad Zaenudin, et al, 2020)

In addition to creating resources in the digital field, tourism development must also have a strategy of strengthening the competitiveness of the creative industry that prioritizes the creative tourism industry that has the value of local wisdom. Etty Indriani (2020), explains the factors that influence the strategy to strengthen the competitiveness of the creative tourism industry that has local wisdom, including The variables that describe the input dimension are resource capabilities and capabilities. This policy is market-oriented and entrepreneurial which is influenced by the capabilities and capabilities of resources. In the strategy of strengthening competitiveness, competence and entrepreneurship must be supported by the availability of raw materials, intensification of Human Resources, skills, capital, and technology. The policy taken here is to create customer satisfaction, product and service quality with unique and local traditional characteristics by creating innovative products or services, technological improvements. and marketing with various marketing concepts. The third variable is external support, namely the role of stakeholders and the government in supporting the achievement of the strategy, namely as a predictor in the competition for market-oriented creative competencies and entrepreneurship. The last variable is a variable that describes the output dimension, namely performance that has the value of local tourism wisdom.

Apart from the various factors above, another factor that is also positive and negative is the location of the tourist area. A tourist destination is often quiet because of its very remote location. Tourists will consider access to the tours visited. The traffic traversed and environmental conditions become the basis for a tourist to determine his choice of visiting (Indayati, et al, 2016).

In another article, it is explained that the concept of a competitive and sustainable tourism industry must be continued. The implementation of the tourism industry will be sustainable, this must be followed by a good management system in the destination. To achieve the desired process and model, it is necessary to have assistance from various parties so that it is possible to achieve the desired competitiveness in the future (Luis Segui-Amortegui, 2019). There are already many destinations that are based on sustainability and one another. Because in addition to bringing in foreign exchange, the tourism sector can be a driving force for various economic activities, both formal and informal, tourism also improves the welfare of citizens. This condition is due to the increasing role of tourism development in each country. Various matters related to the environmental conditions of society in each country continue to improve. Although there was a threat of terrorism and detrimental to the tourism industry, in recent years foreign tourist visits have not decreased. The interest of visitors is still great and especially the ASEAN region is still interesting to visit. Second, land clearing for tourism objects that do not only rely on natural phenomena but rely on creativity and continuous innovation. Third, the increase in the tourism sector needs to be balanced with the synergy of various economic sectors. Fourth, increasing capital and government investment must play an active role. Fifth, tourism development needs to prioritize elements of local culture and the active participation of local communities. And the sixth is the need for increased stability and comfort for visitors. (Abdul Holik 2016). The location of a tourist destination is indirectly related to adequate supporting facilities and infrastructure so that it will facilitate and help access tourist visits to an area. Inadequate access to the location and condition of the highway will make tourist visits have a significant effect on the destination in question. This condition indirectly makes tourist visits decrease. Therefore, it is necessary to improve and improve facilities and infrastructure to increase tourist visits (Gys Domingos Joshua Nendissa, 2018). In other words, the easier it is to reach a location, indirectly, the greater the chances of tourists deciding to visit a destination. Location factors have a positive and significant impact on tourists' decisions to visit (Uswatul Khotimah, 2019)

Pela tourism village is one of the tourist villages registered with the Ministry of Tourism and Creative Economy along with 3 other tourist villages in East Kalimantan Province. Pela tourist village which is in the advanced category is located in remote and outskirts of the Mahakam river which has a unique mainstay attraction, namely Pesut Mahakam (Freshwater Dolphins). However, the geographical location of Pela Tourism Village which is far from urban areas requires real steps and hard work to market this unique tourist attraction to all corners, not only in Indonesia but also the world. With geographical conditions that are very far, it is necessary whether tourists will visit the tourist village of Pela. How about the marketing strategy of the tourism village manager of Pela Tourism Village to make tourists not affected by the geographical location.

## II. LITERATURE REVIEW

Influence has various meanings. The various definitions depend on how people define influence as a complex concept and the various dimensions that exist. No one definition needs to represent various understandings of influence. This is due to the understanding of each author.

The influence, especially in marketing practice, is looking for profits from online users who can influence consumers, attitudes, and decision-making processes, whether it's the idea or the brand in question. This method of marketing practice has almost entered into all joints and sectors including Tourism and travel. In the tourism sector. The influence of individual marketing can also attract more tourists to an area, both with the perception and destination of tourists, the influence of tourism organizations, or social media. (Francisco Femenia Serra and Ulrike Gretzel, 2020) The influence of promotion from social media, especially the internet, will require honesty of the news that is conveyed. displayed, sustainable, and have a well-known brand that can influence potential customers. (Abidin C, 2018)

Tourism marketing strategy is influenced by tourism choices and to visit attraction locations, tourists will not visit a tourist attraction and other events in the destination area if it is not equipped with inadequate promotions and there are no attractions at the destination. The distance traveled and bad road conditions will affect the decision of tourists who will visit. In addition, other factors are not following the flight schedule, the safety factor at tourist sites (Anim O Ajake, 2015)

Location Effect, according to Fandy Tjiptono (Wulandari, 2019) in choosing a location requires

several considerations that require accuracy and precision on several factors, including:

- a. Access factors, such as the location of the attraction is easy to reach easily and conveniently
- b. Visibility, which is a location that can be seen clearly in normal view.
- c. Traffic has considerations such as 1) The number of people passing through strategic locations creates planning opportunities, and/or without going through special efforts. b) Congested, crowded, or even congested traffic can have an impact on services, for example.
- d. A place that can be said to be wide enough to accommodate two-wheeled and four-wheeled vehicles comfortably and of course also very safe from all disturbances.
- e. Expansion, namely the possibility to expand the place of business if at any time the area can be expanded if the space is available with sufficient space.
- f. Environment, which is a surrounding area that provides support and services.

Location influence is very important in determining purchasing decisions for a product or service. Location selection greatly affects consumer interest in determining their goals and making choices. The better the tourist location, the more visitors will visit or choose the place (Alexander R, 2019).

The location has a very positive effect on a person's decision to make his choice. A strategic location will adjust to the prices that will be issued by consumers. With a strategic location, consumers will be willing to pay the appropriate price at that location. ( Ria Mariska Antari, Kadek, Dunia.Ketut, Luh Indrayani, 2014)

On the other hand, in the writings of Suratmiyati and Yudhi Anggoro, 2020, it is explained that the location of a tourist spot significantly influences consumer purchasing decisions. A strategic, good, and affordable location will be chosen by tourists. However, on the other hand, it is inversely proportional to the writings of Ria Mariska et al. In this case, price is not a factor in consumer purchasing decisions.

The location has a positive and significant influence on purchasing decisions by consumers. The location is easy to reach by private vehicle, public transportation, and other transportation access, and a large and safe parking area is available. This location factor is very supportive of the continuation of a business that will be run (Akhmad Husen, Seno Sumowo, Akhmad Fahrur Rozi 2018)

Other Factors Affecting Location Attractiveness (Alkusani and Rida Ilmafa`ati 2021) It is explained that what makes a certain location has a certain attractiveness, Observing location advantages, accessibility, and location advantages are:

#### 1. Accessibility,

Convenient location for consumers to come or enter and leave in a location There are two stages of analysis of the location, namely:

##### a. Macro analysis

This macro analysis covers the main trading areas, locations at the macro retail level as well as evaluating several factors such as roads, road conditions, and existing obstacles.

##### b. Microanalysis

This analysis includes things that are around the area, such as clear visibility, smooth traffic flow, spacious parking, crowded places, and entrances or exits to tourist attractions.

#### 2. Location advantage is in the center of the Destination

After the accessibility to the center of the destination is evaluated, the next analysis must evaluate the locations within the Destination. This is because a better location will make the price more expensive, retailers must consider their interests. Another consideration is how to find stores that appeal to the target market share that are positioned close to each other. Because basically, the point is, consumers who come want to shop at a place they find complete with various merchandise and affordable prices.

### III. RESEARCH METHODS

In this study, the method used is a qualitative descriptive method, which focuses on the Longitudinal concept, the author makes a direct visit to the Pela Village area, namely collecting data from the past to the present. This research data was taken directly at the research location of Pela Tourism Village. The instruments or research tools used were in-depth interviews with the authorities in Pela Village such as the Chair of the Kelompok Sadar Wisata (POKDARWIS), Village Heads, institutional leaders, business actors, and community leaders. To support primary data, secondary data is also collected that supports research such as documentation, profiles, literature, data owned by Pela village, and the existence of literature from outside Pela village that can support it. there is. The data obtained were then analyzed using a descriptive method, namely explaining the data obtained describing conditions in the field, as well as certain situations (problems/subjects) and assisted by related parties in Pela Village.

### IV. RESULTS AND DISCUSSION

Pela Village is a tourist destination located in the Kota Bangun sub-district, Kutai Kartanegara Regency, East Kalimantan province. This village which is located on the banks of the river is one of the most visited destinations by tourists from various

regions from the East Kalimantan region and all parts of Indonesia. Apart from being a tourist destination, Pela village, which borders Muhuran in the north, Sangkuliman in the south, Liang Ulu in the east, and Semayang in the West, is also often used as a research area for both river biota and the river area itself. Pela Village has several potentials, including other potential Water and water resources such as rivers, lakes, springs, and dams which are often used for various purposes such as household water, transportation facilities, and community fishery cultivation. Another potential it has is the potential for lake and river tourist attractions such as water tourism, mangrove forest tourism, ancient sites, and dolphin attractions. Pela village has 511 heads of families with a population of 539 people, the majority of whom are fishermen and entrepreneurs. tourism since it was first opened .and also listed in the ministry of tourism as one of the 244 potential tourist villages in Indonesia.

To support the existence of the Pela tourist village, several facilities are available and will be improved in the future such as ferry dock facilities, river crossing facilities, and their accessories, electricity facilities, the availability of 8 homestays and will develop as needed. from the city center did not have a significant effect on the level of tourist visits. The average number of tourist visits is increasing day by day, especially on weekends. This is marked by the full availability of Home Stay prepared by the Pela tourist village. Even with the intended location using river transportation facilities, the tourists are even more enthusiastic because when guests who come are invited to cross the river with a tour guide who accompanies providing explanations during the trip. Even if tourists come in the middle of the day, tourists are invited to go around the lake around the Pela village area to see where the appearance of freshwater dolphins (Ikan Pesut Mahakam), and if lucky, they will find a group of Mahakam dolphins appearing on the surface of the water while enjoying the sunset at the same time. twilight. With various attractions needed, although the location is not far enough, it does not discourage tourists from coming to Pela Village.

In introducing the potential of its tourism village, Pela Village uses several methods in marketing such as through brochures which are distributed to various potential places in various regions, including related agencies, communities, institutions, and the general public. In addition, the existing communities also introduce the potential that exists in Pela village through their social media. This marketing activity is also carried out by all groups of village officials, tourism awareness groups, and related components so that tourist villages can develop properly.

## V. CONCLUSION

Pela tourist village, although its location is far from the city center area, it does not affect the interest of tourists to visit Pela tourist village. Marketing methods carried out by various methods have proven to be effective in bringing tourists to Pela tourist village. However, several things need to be improved so that tourists who come will feel more comfortable visiting, such as improving Home stay services, adding tourist facilities and infrastructure, and the availability of clean water for tourists.

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