

Community Empowerment Oeseli Tourism Village in Rote-Ndao District

*Ariance Ana Lasibey
Hospitality Program, Tourism Department
Polytechnic State Kupang
Kupang, Indonesia
rinlasibey@gmail.com

Boiris Milyardo
Hospitality Program, Tourism Department
Polytechnic State Kupang
Kupang, Indonesia
boiris.milyardo@gmail.com

Abstract— The purpose of this study is to analyzing how community empowerment in Oeseli Village in supporting the development of a tourist village. This study uses a qualitative method, which emphasizes more understanding of social problems. This qualitative approach is carried out descriptively, where the data analyzed and the results of the data analysis are in the form of the descriptive phenomenon, but not in the form of numbers or coefficients about the relationship between variables. The respondents are 5 in this study. The results showed that the analysis of community empowerment in Oeseli Village in supporting the development of tourist villages is respectable but still needs to be improved thoroughly training, how to weaving, manage homestays and marketing so that they have sufficient skills and knowledge for their management. Meanwhile, Oeseli Village Government has been supporting in addition to providing training in collaboration with Non-Governmental Organizations (NGOs) but also forming Village Owned Enterprises (BUMDes) and Family Welfare Development (PKK) to empower communities in Oeseli village related with their management of businesses

Keywords: *Community Empowerment, Tourism Village*

I. INTRODUCTION

The development of tourist villages is one of the alternative development tourism products that can encourage rural development towards better quality, welfare and increasing community income. A tourist village is a rural area that has several special characteristics to become a tourist destination. In this area, the people still have traditions and cultures that are relatively pristine.

In addition, several supporting factors such as typical food, agricultural systems and social systems also colour a tourist village area. Apart from these factors, pristine and preserved nature and environment are one of the most important factors of a tourist destination [16]. Oeseli village is one of the destinations in the Rote-Ndao district which is the southernmost island that is directly adjacent to Neighboring Australia which has unspoiled natural potential so that, the arrangement and development of tourist villages continue to be carried out by the Government to develop tourist villages as alternative tourist destinations. which is now considering the shift in tourist interest from mass tourism to eco-tourism. Accommodation as one of the main factors in the development of a tourist village also needs to be developed and managed properly. The type of accommodation applied in Oeseli village is a homestay, which is indeed suitable as accommodation in a tourist village. Homestays in Oeseli village are people's houses for rent with bedroom and bathroom facilities. This industry is expected to be a supporting factor in the development of Oeseli village into a tourist village. Of course, the industry is closely related to the role of human resources involving the local community. Until now, the product of Oeseli village has not become an icon of a tourism product in this area. If you do not interact with the local community, then tourists will not know the products produced from this area. In addition, industrial products such as home industries can be found in Oeseli Village itself, such as in markets and certain shops in Rote-Ndao Regency. Meanwhile, the homestay

business has not been able to increase the number of tourist visits also, because it is still not managed properly, such as inadequate service standards and incomplete facilities. The lack of tourists coming to Oeseli village has not become the main concern of the village government because it prioritizes the physical development of a tourism destination, resulting in the undeveloped potential of Oeseli village and the unsustainable development of cottage industries. Whereas, one of the factors in developing a tourist village is human resources who have knowledge and skills in advancing tourist villages, including in Oeseli village so that they make a positive contribution to the local community. The additional income for the local community is a little something that has not made the community serious in advancing tourist villages in this area so that they consider the industry around this village as a side and not the main one.

II. LITERATURE REVIEW

2.1 The Factors Supporting Tourism

The International Union of Official Travel Organization (IUOTO) mentions eight factors in tourism development [11] as follows:

1. Tourism as a triggering factor for National and International economic development
2. Trigger prosperity through the development of communication, transportation, accommodation and other services.
3. Special attention to the preservation of cultural, social values so that they have economic value.
4. Even distribution of welfare is caused by the consumption of tourists at a destination.
5. Foreign exchange earner
6. Triggers for international trade
7. Triggers the growth and development of tourism professional educational institutions and institutions that especially form reliable and courteous hospitality spirits
8. Market share for local products so that the variety of products continues to grow, in line with the socio-economic dynamics of a destination area

2.2 Community-Based Tourism (CBT)

Community-based tourism is increasingly popular today, especially in

developing countries because it is considered the most appropriate approach that can bring benefits to the community, also maintain traditions and culture as well as environmental resources [10]. According to [4], CBT is included in Sustainable Tourism, which arises because of the fear of overconsumption of natural resources and deteriorating environmental conditions, and to ensure that current human needs will not affect the needs of future generations and must focus on nature conservation. CBT can be described as a condition in which poor and economically disadvantaged local communities, living in rural areas, open themselves and their homes to visitors seeking cultural experiences, education or simply recreation.[7]. In essence, tourism development cannot be separated from the resources and uniqueness of the local community, both tradition and culture, which are the main drivers of tourism activities. [14]. The main objective of CBT is to encourage local community involvement, participation and benefit from tourism, as well as to educate and encourage local communities to be involved in the development of sustainable tourism. [9]. So it can be seen that in CBT the role of local communities is very important. The involvement of local communities in sustainable tourism is a 'take and give', that is, they are involved in protecting nature and the surrounding environment but must also be able to benefit from these tourism activities. But in addition to the role of local communities, the visitor factor is also an important factor in the development of natural tourism. In general, visitors who come to a natural tourist destination have limited knowledge and responsibility in preserving nature and the environment. resulting in pollution of the environment caused by visitors [5].

2.3 Tourism Village

According to [6], rural tourism is when a group of tourists live in or near traditional areas, often in rural areas and during their stay, the tourists learn about rural life and the surrounding environment. There are two main concepts in the tourism village component, namely accommodation, where visitors or tourists generally live in homestays and attractions, namely the daily life of local people

[17]. Meanwhile, according to [8], 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-cultural, customs, daily life, has a typical building architecture and village 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, souvenirs, and other tourist needs. An area is said to be a tourist village if it pays attention to the following factors as follow [3]

1. 1. Scarcity factor is the nature of tourist attractions that cannot be found or are rare in other places.
2. 2. The natural factor is the nature of tourist attractions that have never been changed due to human intervention.
3. 3. Uniqueness, namely the nature of tourist attractions that have comparative advantages compared to other tourist objects.
4. 4. Community empowerment factors that can urge the community to participate and be empowered in the management of tourism objects in their area.
5. 5. There are two main components in a Tourism Village, namely Accommodation and Attractions. Accommodation is a building where tourists stay while visiting a place. The accommodation that is suitable for a Tourism Village is a form of homestay.
6. 6. Homestay is a building that is used or rented by tourists visiting an area, where this building has facilities like an ordinary house, namely bathrooms, beds, air conditioners, refrigerators, kitchens, televisions and so on.
7. Attractions include all the daily activities of the local community, where tourists can interact directly with the local community through various activities such as dance courses, language courses, local food. Regional food can be in the form of daily meals and snacks.

2.4 Community Empowerment

The word "empowerment" is a translation from English, namely "empowerment", which means to make something empowered or have power. According to [7] "empowerment" has two meanings, namely:

- a. To give ability or enable to :to give power for
- b. To give power or authority to: giving power or

delegating power for

Human resources is one of the main supporting factors for the creation of a tourist village, and this supporting factor is obtained by involving the local community. Community empowerment aims to make the local community into an independent and capable community in developing villages, where village development will favor especially the poor and give results to the local community themselves. In addition, the purpose of community empowerment is also to increase the capacity and quality of human resources in the village. The approach taken in empowering rural communities is a participatory approach by making rural communities the subject of development by utilizing the resources and local wisdom of the village community. According to [1] community empowerment must be carried out in three ways, namely:

1. Creating an atmosphere or advertisement that allows the community's potential to develop.
2. Strengthening the potential or power possessed by the community by implementing concrete steps, accommodating various inputs, providing both physical infrastructure (roads, electricity) as well as education and economic resources such as capital, markets and information technology.
3. Empowering the community in terms of protecting and defending the interests of the community.

A pattern is a form or model that can be used to make or to produce something or part of something. [7], a pattern can be interpreted structurally Community empowerment patterns are forms or models used to provide power or strength for the community to have the ability and strength to develop themselves and improve their skills.

III. RESEARCH METHOD

This study used a qualitative approach, which places more emphasis on understanding social problems [13]. This qualitative approach is carried out descriptively, namely the data that is analyzed and the results of the analysis are in the form of descriptive phenomena, but not in the form of numbers or coefficients about the relationship between variables. The research process includes making research questions and procedures that are still temporary, collecting

data on the respondents, namely the people who live in Oeseli village, analyzing the data inductively, building partial data into themes, and then making interpretations of the data. The data used in this study are primary data and secondary data. Data analysis was carried out after all the necessary data had been collected, then the data was sorted into patterns, categories and basic units of description so that the themes and studies of this research were found. The validity of the data is carried out from the beginning of data collection. The data validity testing technique used in this research is Data Triangulation and Using Reference Materials. The triangulation technique is used to check the correctness of the data by comparing the data obtained with data from other sources. Reference material is used as a comparison against the data that has been obtained, and to sharpen data analysis.

IV. RESEARCH FINDINGS

4.1 Research Product Description

TABLE I. DATA OF PRODUCT INDUSTRY IN OESELI VILLAGE

Total	DATA OF PRODUCT INDUSTRY IN OESELI VILLAGE			
	<i>Woven</i>	<i>Lontar Fiber Crafts</i>	<i>Soap</i>	<i>Homestay</i>
15	3	2	3	6

^a Source : Result Interview with The Village Head of Oeseli : 2021)

4.1.1 Home Industry

The home industry in Oeseli village has several types of businesses, but what is routinely carried out and always produced is traditional woven . The typical food/snack business is still not running.Home industries that produce woven fabrics have contributed to the economy for the surrounding community, although not optimally. In addition, this woven fabric product has begun to gain the trust of customers.

A. Traditional Woven

There are 3 productions of woven traditional as below:

1. Selimut for IDR 500,000/sheet
2. Selempang for IDR 200,000/sheet
- 3.Sarung for IDR 1.200.000/sheet

4.1.2 Palm Fabric Crafts

In addition to woven fabrics, the people of Oeseli village also produce Palm Fiber Crafts : hats and bags.As for the price of palm hats

worth IDR 300.000,- and the price of palm bags is IDR 200,000,-

4.1.3 Soap

In line with the production of woven and woven fabrics, the people of Oeseli village also produce soap made from coconut oil (*mina'no*) with other additional ingredients in the form of mangroves and Moringa leaves plus a variant of vanilla, sandalwood, seaweed and strawberry flavoured perfumes. The price for one soap is IDR. 6000,until IDR. 8.000, with a weight of 60 grams.

4.1.4 Homestay

One of the supporting factors for a tourist village is the provision of accommodation. The provision of rooms in people's homes known as homestays is a form of accommodation available in the village of Oeseli. However, the provision of accommodation is only limited to providing a bedroom, bathroom and living room, while meals (morning, afternoon, evening) have been provided by the homestay. All of them provide one room for rent.

The room rental price is still relatively not fixed, but from what has been running it is IDR 250,000 per night per one stay.

4.1.5 The Description Oeseli Vilaage

The total of women in the village of Oeseli is 116 persons (43.77%) while men are 149 persons (56.23) out of a total population of 265 persons.. Judging from the level of education, only a small proportion of students received education up to a bachelor's degree. This can be seen based on the interviews conducted. People who received education up to a bachelor's degree on average worked as employees such as Oeseli village hall employees, teachers, midwives and school principals. Meanwhile, people whose education level is up to high school (SMA) open a woven fabric traditional business to get additional income because the income level of employees who work in offices is greater than those who work in home industries. People who make home-based industries such as woven fabrics are usually hereditary businesses or family businesses that have been running for a long time.

V. CONCLUSION

The people of Oeseli village have been working on their home industry for a long time

in the form of woven fabrics traditional and homestays. However, it still needs to be improved in the form of good training on how to weave, the standards of cleanliness of the homestay and the waiters regarding the facilities which by the tourism office and local government results in a lack of knowledge and skills for workers or homestay managers. Home industry businesses or homestays in Oeseli village have been around for the last few years, although not many, the strong intention and desire of managers/workers to add/improve facilities indicate that they are serious about managing the home industry or homestay business. This is an important signal or positive trend for efforts to empower community skills as workers/managers in home industries or homestays so that they can have knowledge and skills in developing and managing home industry businesses or homestays.

There is enthusiasm from the surrounding community to improve skills and knowledge aimed at increasing their potential. The lack of maximum support from the Oeseli Village Government in supporting human resources, especially those who work in home industries or homestays, has resulted in no increase in self-confidence in meeting the necessities of life. For homestay businesses, the lack of tourists visiting Oeseli village has not become a major concern for the local village government even though accommodation is one of the important components in the tourism industry. Promotion efforts are considered less than optimal because most tourists who come to Oeseli Village only carry out activities but do not stay at the homestays that have been provided. The support from the Oeseli Village Government is very important for the home industry and homestay workers. This support can be provided on an ongoing basis in the form of training to the surrounding community who are involved in the home industry and homestay businesses. The Village Owned Enterprise Organization (BUMDes) has been established several years ago but until now it has not functioned properly even though BUMDes can be one way to help

empower the community in Oeseli village by becoming a community companion as an independent business actor.

REFERENCES

- [1] A.M.W. Panarka and Vidyandika Moeljarto, "The Concept Of The Policy Empowerment And Implementatio," CSIS Jakarta, 1996. (*references*)
- [2] Arida Nyoman Sukma. "Eco-Tourism" .Unpublishe.
- [3] A.A.Prakoso, " The Development Of Community Based Tourism Model In Jogjakarta" *Tourism Journal* 2009 Vol .3 PP. 129-137, 2009.
- [4] Hatton Michael J. " Community Based Tourism In Asia-Pacific". 1999, in press
- [5] Horner, S, and Swarbrooke, Jang S and Wu, C.E. " Tourism and Sustainable Development : A Local Authority Prespective". 2006 Commision Consumer Press
- [6] Inskeep, Edward " Tourism Planning : An Integrated And Sustainable Development Approach , 1991, New York , U.S.A : Van Nosttrand Reinhold Press
- [7] O'Neil, " The Definition Of Gender Role" 2008, *Conflict Social And Behavioral Science Journal* Vol.3 PP.132-137
- [8] Priaukmana, Soetarso and R.Mohamad Mulyadin, " Tourism Village Development : Implementatio Of The Regional Autonomy Law" *Social and Economic Journal* , Vol.2 PP 34-37
- [9] Pookaiyadoms Gulapish, " The Integrated Of Community Based Tourism In Thailand " 2013, Chulalongkom University Press
- [10] Scheyyens, Regina, "Tourism For Development Empowering Communities " 2002 ,Prentice Hall, Business and Economic pp. 273
- [11] Sipillane, James, "Economy Of Tourism ; The History And Prospect" 1993, pp . 35 Kanisius Press; Jogjakarta
- [12] Suansri, Potjana, "Community Based Tourism", 2003 Handbook; Thailand, Rest Press
- [13] Sugiyono, "Descriptive Qualitative Method" 2015, Bnadung: Alfabeta Press
- [14] Sunaryo, Bambang " Policy Of Development Tourism Destination: Concept And Application In Indonesia", 2013, Gajah Media Press.
- [15] Suharto, Edi, " Building of Community Empowerment' 2005, Bandung, Refika Aditama
- [16] Yoeti, Oka, " The Introduction Of Tourism ", 1996; Angkasa Bandung Press
- [17] . Nuryanti, Wiendu, " The Concept , Prespective Challenges " 1993, International Confrence of Tourism Culture, Gajah Mada University Press