

Identification of Village Potential as a Basis for Development of Tourism Village in Tunua Village, North Mollo District South Central Timor Regency

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Abstract. The province of East Nusa Tenggara (NTT), has both natural and cultural tourist attractions that are very attractive to tourists. Some of the interesting tourist attractions in NTT are on Timor Island such as Boti village, Tamkesi traditional village, Oetune beach, Fatumnasi village, Fulan Fehan, Tunua village, and several natural and cultural tourist attractions that are not yet known by the general public. In addition, there are several community groups who continue to defend Timorese in terms of culture but do not have an understanding of the world and human resources. Tourism in Tunua village makes tourism development in this area constrained in its management and development. The purpose of this research is to find out what potential exists in Tunua Village. and how to promote this potential so that in the future it can develop into a tourist village. The data technique used is the analysis of village development support facilities, namely to find out what potential can support Tunua village to become a new tourist village in South Central Timor Regency as well as analysis of promotions and village development efforts where the government helps to develop and promote the village of Tunua.

Keywords— *Identification of potential, tourism village, development, Tourism*

I. INTRODUCTION

Tourism is a very macro and dynamic industry. Tourists as consumers of tourism are also very dynamic. They are starting to switch to tourism products that value religion, environment, nature, culture and attractions in particular. The tourism sector in the current era of regional autonomy is solely to increase PAD (Regional Original Income). The development of tourism has penetrated in various terms such as sustainable tourism development, village tourism, ecotourism. One of the alternative tourism development approaches is village tourism for sustainable rural development in the tourism sector.

In developing a sustainable tourism village, it is necessary to have the participation of the local community to introduce tourism products in the village. A tourist village is an area that has unique characteristics and is worth visiting for tourists. Some of the supporting factors for tourist villages are that the local population has traditions and culture that are still preserved in their authenticity, besides that other factors such as typical food, social systems, agricultural systems, natural resources and the environment are also determining factors in a tourist village area [1].

One of the tourism potentials that characterizes an area that distinguishes one place from another is a tourist village. In general, a tourist village can be defined as a form of integration between attractions,

accommodation and supporting facilities that are presented in a community life that is integrated with applicable procedures and traditions. Another definition explains that 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 distinctive architecture of buildings and village spatial structures, or unique and unique economic activities. attractive and has the potential to develop various components of tourism such as attractions, accommodation, food and drinks, souvenirs and other tourist needs.

Identification and analysis of village potential as an effort to develop a tourist village in an area is very necessary in order to find out the potential related to tourism and as a frame of reference in developing a tourist village. The development of village potential as the basis for creating a tourist village carried out in an area or region, in addition to developing the existing potential directly, especially in terms of the economy, which means increasing the standard of living of the community, as well as a source of regional income, also has an impact on increasing regional growth both in terms of located in the tourism area and the area around tourism [2].

The development of village potential as the basis for developing a tourist village must refer to the components of developing a tourist village. There are two main concepts in the development of tourist villages [3], namely accommodation and attractions. The concept of accommodation is part of the residence of local residents and/or units that develop on the concept of residential areas, while the concept of attraction is the entire daily life of local residents along with the physical setting of the village location that allows the integration of tourists as active participants such as dance, language and other courses. -other specific.

The province of East Nusa Tenggara (NTT), has both natural and cultural tourist attractions that are very attractive to tourists. Some interesting tourist destinations in NTT are located on Timor Island such as Boti village, Tamkesi traditional village, Oetune beach, Fatumnasi village, Fulan Fehan, Tunua village.

North Mollo District, South Central Timor Regency is one of 32 sub-districts which has a population of 24,772 people with 18 villages and an area of 208.22 Km².

Tunua Village has tourist attractions that are often visited by tourists such as marble, pine forests, Bikium hills, and several natural and cultural tourist attractions that are not yet known by the general public. In addition, there are several community groups who continue to maintain the original culture of the Timorese in terms of weaving, but the lack of understanding of the world of tourism and tourism human resources in the village of Tunua makes tourism development in this area constrained in its management and development.

The direct involvement of the Tunua Village community in tourism destination management activities is still very far from expectations. One example of the development of facilities in tourist attractions is only carried out by youth in Tunua Village and the obstacle is that there is no tourism awareness group in this village so that the community does not understand about tourism awareness. Even though the potential in the village of Tunua is very promising to be developed, because besides being a tourist attraction, the village of Tunua has highly superior agricultural products such as tangerines, apples and horticultural agricultural products such as carrots, potatoes, sweet potatoes and others. The introduction and development of tourism must be carried out to the community with a community-based tourism pattern and it is necessary to identify again what tourism potentials in Tunua Village are not yet known by local communities and tourists.

1.1 Formulation Of The Problem

How to identify the potential of village tourism as the basis for developing a tourist village in Tunua Village, North Mollo District, South Central Timor Regency.

1.2 Research Purposes

To find out what tourism potential exists in Tunua Village and find out efforts to develop and promote tourism potential to the people of Tunua Village.

1.1 Research Benefits

The province of East Nusa Tenggara (NTT) has many beautiful and amazing tourist attractions. These tourist attractions have invited many tourists, both domestic tourists and foreign tourists. Having 2,954 villages in NTT Province is an opportunity to develop rural tourism. So

with this opportunity, it is hoped that research can contribute to the South Central Timor Regency (TTS) government in developing tourism village-based tourism with an approach to the community as the main actor and also in identifying the potentials that exist in the village. It is hoped that the development of tourist villages can increase job opportunities for the community and reduce the amount of poverty in TTS Regency.

II. LITERATURE REVIEW

2.1 Definition of Village

The state of village development, both formally and informally, and the reality in the field, is still a lot left behind in terms of aspects of community welfare, aspects of public services and even village competitiveness. However, the village is currently a driving force in development at the local government level. This is evidenced by the issuance of Law Number 6 of 2014 concerning Villages. In Law Number 6 of 2014 Article 1 paragraph (1) states, a village is a village and customary village or what is called by another name, hereinafter referred to as a village, is a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, the interests of the local community based on community initiatives, origin rights, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia.

Based on this indirectly, the village is prepared and must be able to become an independent village. In addition, historically the village is the forerunner of the formation of a political society and government in Indonesia long before this state or nation was formed. Social structures such as villages, indigenous peoples and so on have become social institutions that have a very important position. The village is an autonomous institution with its own customs and legal traditions and is relatively independent. In addition, the village is also not free from various problems.

One of the problems in the village is marked by a rural crisis. [4] Rural crisis, namely a crisis marked by a decrease in the capacity of rural socio-economic and ecological systems to provide food, water, energy, livelihood and social protection for its citizens. In addition to these problems, rural communities face ecological problems marked by a decrease in the

carrying capacity of nature as a result of exploitative consumptive practices. Therefore, the function of the village must be returned as a balance between meeting the needs of the community economically and the ecological condition that is maintained.

2.2 Tourism Village

The development of the tourism sector is expected to minimize pockets of poverty, especially in areas that have the potential to be used as tourist areas. People should feel the effects of tourism in their daily lives and realize that tourism is not only owned by a few people. The research stated that tourism villages basically have two basic components, namely accommodation and attractions. In this concept, accommodation is defined as a resident's residence that is rented out to tourists and then attractions are a manifestation of the daily life of the villagers as well as the unique physical setting of the village. A 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.

A rural area certainly has something interesting to serve as a tourist attraction. According to states 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 unique and interesting economic activities and has the potential to develop various components of tourism, such as attractions, accommodation, food and beverages and other tourism needs [5].

Based on this, there are characteristics of a village that can be used as a tourist village. According to the requirements of a tourist village, it consists of: (a) uniqueness and authenticity; (b) location and accessibility; (c) culture which includes local customs and actors as well as local norms; (d) supporting facilities and infrastructure; (e) nature; (f) local community participation; and (g) ensuring security, order and cleanliness. In line with this, according to stated that tourist villages have several components of tourism products that support the activities in them, which are often referred to as 4A (Attractions, Activities, Accessibility, and Accommodation) [6]. The existence of this component is the main factor in making an area can be designated as a tourist village

because it is a complement to a tourist village in carrying out tourism activities that are owned.

As for enriching tourism objects and attractions in a tourist village, several facilities and activities can be built starting from: (a) Eco-lodge; (b) Eco-recreation; (c) Eco-education; (d) Eco-research; (e) Eco-energy; (f) Ecodevelopment; and (g) Eco-promotion (Priyanto and Dyah. S, 2015). So in the development of tourist villages, it can be done by involving the community, namely by implementing Community Based Tourism (CBT).

According to CBT is tourism that focuses on environmental sustainability, socio-culture into one package. Thus the tourist village as a place for recreation that has certain characteristics and can be displayed to tourists[4].

III. RESEARCH METHOD

This research is a type of qualitative descriptive research, namely research that describes the phenomena in the field in accordance with current conditions. Data collection will be carried out through sharing and Focus Group Discussions (FGD) with the village head, village officials, the community and local cultural shops, and researchers equipped with a combination of note-taking methods, observation, interviews and open questionnaires. Techniques Data analysis was carried out with qualitative descriptive, which was combined with analysis techniques for the potential of Tourism Village Development Supporting Facilities and analysis of Promotions and efforts to develop tourism villages. as a tourist village. The facilities in question are not only limited to the facilities in the village where the potential is located, but also how the government supports in this case are there programs that lead to efforts to develop tourist villages.

3.1 Location Determination

This research was conducted in Tunua Village, North Mollo District. Tunua Village was chosen as the research location due to several factors including: a) Tunua Village has very diverse tourism potential in almost every region. b) The tourism sector, in this case village tourism, is a leading sector that can be maximally developed as an effort to preserve local culture, especially village tourism, which is currently quite developed in South Central Timor Regency.

3.2 Data collection technique

The data collection techniques in this study are as follows: a) Field research, namely research that is directly carried out in the field by the researchers themselves as an effort to obtain primary data in the form of: 1. Field observations with a check-list instrument by looking directly at the research location to add insights and as the primary data source. This observation covers all tourism potentials in Tunua Village. 2. Interview with a questionnaire instrument to the village community, government agencies related to efforts to support the development of tourism village potential. b) The literature review is carried out on secondary data supporting research which includes library research, documentation for secondary data which includes textbooks, field reports, research reports, maps.

3.3 Data Analysis Techniques Analysis of Potential Supporting Facilities for Tourism Village Development

Technical analysis to determine tourism potential can be known by conducting field observations, then a qualitative analysis is carried out for each existing potential by referring to existing variables and based on criteria regarding existing village tourism potential. Similar to the analysis of village potential which can be used as the basis for developing a tourist village, for the analysis of supporting facilities for the development of a tourist village, qualitative analysis techniques are also carried out based on existing variables. The function of this analysis is to find out how much influence the existing facilities have on the development of the village's potential to be designated as a tourist village. The facilities in question are not only limited to the facilities in the village where the potential is located, but also how the government supports in this case are there programs that lead to efforts to develop tourist villages.

3.4 Analysis of Tourism Village Promotion and Development Efforts

As has been described in the problems and objectives, that in addition to determining the potential and facilities, it is necessary to conduct an analysis of what promotion efforts as well as the introduction and development of each tourism potential exist in Tunua Village. This is important as a form of support from the government in developing

the existing potential so that it is known by the wider community.

IV. RESULTS AND DISCUSSION

4.1 Batu Tunua

Batu Tunua is located in hamlet 10, precisely in the center of the village of Tunua, this stone is the historical origin of the name of the village of Tunua until now. The people of the village of Tunua were inspired by the two stones to give the name Tu-Nua which means (Tunaf Nua “two stoves” in Timorese). Batu Naetapan is one of the two stone furnaces found in the Tunua village area.



Figure 1: (Tunua Stone)

This stone is a symbol of strength and a fortress for the community against enemy attacks from various directions. Naetapan is a gatekeeper to provide a sense of comfort for the community. While the other top stone called Tunua is a place where people perform rituals of religious worship and where they offer burnt sacrifices.

This rock has the potential to be used as a rock climbing tour in Tunua Village because the rock has a height of \pm 30 meters. And what's interesting about this stone is that there are still animals like Monkeys that live on these two stones until now.

4.2 Village Potential 10

In Dusun 10, which is famous for its agricultural products, horticultural agricultural products in Dusun 10 vary from carrots, beans, cabbage, tomatoes and other vegetables. Several types of tubers are also a mainstay in Tunua Village such as sweet potatoes, potatoes and coffee. Some of the agricultural products that are the prima donna of the village of Tunua are Apples and Oranges and usually become one of the largest incomes of the people in the village of Tunua.



Figure 2: Some examples of agricultural products from Dusun 10

Apart from agricultural products in hamlet 10, which are advantages in this area, this area also has several community works that can be seen, namely ikat weaving made by women in hamlet 10, the only obstacle is this weaving system from the group of mothers is only still in the form of individuals and is done in their respective homes.

It's not just ikat weaving that is handmade by the people in this hamlet, but there are other products such as making banana wine by farmer groups in hamlet 10, and the type of banana used is kapok banana. For the banana wine itself, it has only started to be managed in the last 5 years.

4.3 Village Potential 12

Village 12 is the center of tourist visits for tourists who come to the village of Tunua and also several nearby tourist attractions such as Fatumnasi Tourism Village, Gunung Mutis Tourism. Village 12 has tourist attractions such as marble stones and beautiful pine forests. If we are on top of this marble mountain, we can see the whole village of Tunua because this marble stone has a height of \pm 50 meters. One of the spots to be able to see the sunset and sunrise in the village of tunua can be seen from the top of this marble stone, besides that this place is also a photo spot for tourists who want to see the fog when it covers the village of Tunua.

In addition to the marble mountain in hamlet 12, there is also a pine forest that is no less interesting to make tourists visit this place. This pine forest is on the main route to the tourist attraction of Fatumnasi

village and Mount Mutis, therefore this place is usually one of the best photo spots for tourists and the main attraction is because the pine trees in this place are lined up very neatly and in a straight line.



Figure 3: Marble stone view

4.4 Village Potential 13

Village 13 is one of the places that offers a tourist attraction in the beautiful savanna in the village of Tunua. The advantage of Dusun 13 is that it is the only route to the Fatumnasi Village tourist attraction and Mutis mountain tourist attraction. Dusun 13 has 2 interesting tourist attractions that can be enjoyed, namely Bikium Hill and Fatukolen Hill, in Bikium Hill the community has collaborated with the forestry service to develop their area by building a hundred stairs to the top of the Bikium and has added several supporting facilities in this place as well as toilets. for visitors. And from the top of Bikium hill, tourists can also enjoy the beautiful sunset and sunrise from this place.



Figure 4: The state of Fatukolen and the hill of Bikium

In addition to Bikium Hill there is also a fatukolen, one of the interesting objects to visit is the fatukolen in Dusun 13, what is interesting from this place besides the beautiful view of the savanna in the middle of this on 1 rocky mountain that is so large and usually one of the photo spot for everyone who passes through this area.

4.5 Promotion and Development Promotion

A tourism potential cannot develop on its own if the manager does not make an effort to introduce or promote it to outsiders. As for promotional efforts that can be done by word of mouth or structured information through promotional media and advertising media.

Actually, there have been efforts to promote it, namely by building supporting facilities and efforts to maintain local culture.

Technological developments in the current era are very helpful in terms of promoting tourism or tourist objects in each region. Villages or communities can create webs and blogs by entering a description of each object or potential that exists. In addition to blogs and web sites, villages and communities can take advantage of social media which is now growing very rapidly such as Facebook, Instagram, Tiktok and so on, it is certain that information about tourism potential in the area can develop quickly.

4.6 Development

For the development of the potential of Tunua village as the basis for developing a tourist village, including the formation of Pokdarwis with the aim that the community is more structured in developing and promoting existing tourism potential. In addition, so that the community better understands the direction of the village tourism builder.

Some other efforts that can be made by the village government are by building additional facilities in each existing object and making stands at each object and every community stand and selling all their agricultural products in raw form or already in the form of snacks.

V. CONCLUSION

- 1) Basically the village of Tunua has promising tourism potential to be developed and the tourism potential of the village of tunua can be developed into nature tourism and education where the

village of tunua has a culture that is still firmly held by the village community until now, this was conveyed by the head of the village of Tunua who holding a village birthday event in 2022 by reintroducing existing cultures and cultures that have begun to disappear due to the times.

- 2) Actually there have been efforts from the village government together with the community to promote the existing potential and develop it, but the problem faced so far is the lack of tourism human resources in the village of Tunua to support the community and the government to continue what has been planned.
- 3) The village government should carry out priority programs in developing the existing tourism potential, starting from 1 hamlet to develop the existing potential and adding facilities in the object and after the hamlet has developed, move on to the next hamlet. The aim is to motivate other hamlets in maintaining their respective tourism potentials.
- 4) The village government needs to conduct training activities for Pokdarwis and also the local community to better understand the benefits of tourism development. And there needs to be a better understanding of the village youth to maintain the objects and culture that exist in the village today so they don't become extinct.

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