

# Identification of Raknamo Village Potential as a Community Based Tourism (CBT) Tourism Village in Kupang Regency

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**Abstract**— The development of CBT-based tourism villages today has become an alternative to local economic development that has been implemented in various regions. Villages that can be developed as CBT-based tourism villages are Raknamo Village, Amabi Oefeto District, Kupang Regency, which is one of the villages that has tourism potential with attractive local scenery and culture. Since the inauguration of the Raknamo dam on January 9 2018, Raknamo Village has become an object and alternative tourist attraction that is often visited by local tourists to other districts and even Kupang City. Based on this, this study aims to identify the potential for developing Raknamo Village as a CBT-based tourism village. From the results of the study, it was identified that from the aspect of natural and cultural potential it strongly supports the development of CBT-based tourism villages, but in terms of human resources and facilities are still minimal. (*Abstract*)

**Keywords**— *Tourism; Village; Community; Based; Tourism (key words)*

## I. INTRODUCTION

One of the alternative tourism development approaches is village tourism. This product is what makes tourists close to the atmosphere and local residents. The main ingredients of a tourist village are manifested in the lifestyle and quality of life of its people. Authenticity is also influenced by the economic, physical and social conditions of the rural area, for example space, cultural heritage, agricultural activities, landscapes, services, historical and cultural tourism, as well as unique and exotic regional experiences. For this reason, modeling of tourist villages must continue and creatively develop regional identities or characteristics [1]. Tourist villages are a form of integration between attractions,

accommodation and supporting facilities that are presented in a structure of community life. which blends with the prevailing procedures and traditions [2].

The development of community-based tourism villages (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.

Efforts to develop community-based tourism villages (CBT), namely by involving or participating in local communities, developing the quality of rural tourism products, fostering local business groups. In addition, several supporting factors such as typical food, agricultural systems and social systems also support a tourist village area. Apart from these factors, natural resources and the natural environment that are still pristine and preserved are one of the important factors of a tourist village area [3].

The East Nusa Tenggara government has designated the Raknamo dam in Raknamo Village, Amabi Oefeto District, Kupang Regency as a new leading tourist location in this archipelago-based province (Source: Governor of NTT). The Raknamo Dam which was inaugurated by President Joko Widodo on January 9, 2018 has become one of the artificial tourist attractions supported by beautiful natural scenery so that the Raknamo village where the Raknamo dam is located deserves to be a favorite tourist location for the people of NTT. Raknamo Dam is very suitable for the development of water tourism objects but needs to be supported by facilities such as accommodation and adequate transportation so that it becomes an attraction for tourists to come to visit. If

tourist destinations in Raknamo continue to develop, it can have an impact on accelerating the economic development of the community in Amabi Oefeto District. Raknamo's natural scenery is so beautiful that it deserves to be a leading tourist location in NTT. The NTT government will organize this area into a leading tourist area that is fun for tourists who come to travel on holidays (Source: Governor of NTT).

To become a CBT-based Tourism Village, Raknamo Village must maximize the existing potential to be packaged as tourist objects and attractions that are able to attract tourist visits such as the availability of attractions, accessibility, amenities and Ancillary Service. However, for Raknamo Village, Amabi Oefeto District, Kupang Regency, it has not been identified as a CBT-based Tourism Village, so a more in-depth study is needed. Therefore, this research is intended to be able to determine or identify a village as a tourist village.

The problems in this research are; What is the potential of Raknamo Village as an effort to develop a community based tourism (CBT) Tourism Village in Kupang Regency? Therefore, the purpose of this study is to identify the potential of Raknamo Village as an effort to develop a tourism village based on community based tourism (CBT) in Kupang Regency.

## II. LITERATURE REVIEW

### 2.1 *village*

Villages can be a driving force in development at the local government level. 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 [4]. 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. Village is considered a noble value that has characteristics such as mutual cooperation, deliberation, consensus, and kinship, giving rise to various slogans [5]. So, the village is a place that consists of a group of people in a unity of legal norms and also has the authority to autonomously regulate its government affairs, and has values that are in

accordance with the norms as a characteristic of a village.

- *Tourist*

Tourism can be interpreted as an activity carried out by tourists to travel to a tourist destination outside of their daily life and environment to make a temporary stopover from their place of residence, which is driven by several needs without for the purpose of making a living, but based on getting pleasure, accompanied by enjoying various entertainments that can relieve fatigue and produce a travel experience and hospitality service [6]. The current development of the tourism industry can also be a support for regional income which can be used as a catalyst or acceleration of improving people's welfare.

### 2.2 *Concept of Tourist Village*

A rural area certainly has something interesting to serve as a tourist attraction. 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 building architecture and village spatial structure, or unique and interesting economic activities and has unique characteristics. the potential for the development of various components of tourism, such as attractions, accommodation, food and beverages and other tourist needs [7]. 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. 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 [8]. So the development of tourist villages can be done by involving the community, namely by implementing Community Based Tourism (CBT).

### 2.3 *Community Based Tourism*

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 [9]. Community based tourism generally is a small scale tourist activity and involves the interaction between visitors and the local community, particularly suited for rural areas. CBT is understood to be managed and owned by the community, for the community. It is a form of 'local' tourism, supporting local service providers and suppliers and focused on interpreting and communicating the local culture and environment [10]. The definition of community based tourism is

tourism that prioritizes environmental sustainability, social and cultural rights in the account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and the local way of life [11]. While different opinion that "community based tourism is tourism which realize continuity of cultural, social and environmental. This form of tourism is managed and owned by the community in order to help tourists raise their awareness and learn about the way of life of local communities. It has a different concept of mass tourism. It is a model of tourism development which assumes that tourism must start from the awareness of values the needs of society in an effort to build tourism which is more beneficial to the needs, initiatives and opportunities for local communities [12]. It is based on the active participation from local communities this makes the creation of a community can support this type of tourism. While at the same time it can also create a relationship between the local community and visitors [13].

#### *2.4 Community Based Tourism (CBT) Tourism Village Development*

Community-based tourism village development is a village development activity that fully involves local communities as stakeholders. Formally, the development of community-based tourism is an official government policy as implied in the Indonesian tourism principles formulated by the Ministry of Culture and Tourism which include the following principles; 1) Society as a basic force; 2) Tourism: of the people, by the people, for the people; as well as; 3) Tourism is an activity of all levels of society, while the government is only a facilitator of tourism activities [14].

### III. METHOD

This research is a type of qualitative research, where this qualitative research is a type of research whose findings are not obtained through statistical procedures and aims to reveal the symptoms in a holistic contextual way through collecting data from natural settings by using the researcher as a key instrument [15]. The data collection techniques are mostly on observation, in-depth interviews (in depth interviews) and documentation [16]. The location of the research to be carried out is Raknamo Village, Amabi Oelfeto District, Kupang Regency, NTT Province. The targets in this research are the village head of Raknamo, community leaders, traditional leaders. The presence of the researcher in this study acts as a data collector and then the data is analyzed. Researchers were present in order to collect data, researchers met directly with parties who could provide information or data about the potentials of CBT-based tourism villages in Raknamo Village,

Amabi Oelfeto District, Kupang Regency. There are three kinds of qualitative data collection, namely; 1) direct observation at the location in order to get a real picture of the CBT-based tourism village in Raknamo Village, Amabi Oelfeto District, Kupang Regency, NTT Province. 2) in-depth interviews with predetermined informants, namely the head of Raknamo Village, community leaders, traditional leaders. 3) Documentation, namely data in the form of photos related to this research. 4) Literature study, namely data on things or variables in the form of transcripts, books, theses, theses, newspapers, inscriptions, letter minutes and others related to this research. The data analysis model used in this study is data analysis carried out during data collection in the field and after all data is collected using interactive model analysis techniques, which are described as follows: 1) Data reduction namely the data obtained are written in the form of reports or detailed data, then reduced, summarized, selected important things. 2) Data presentation, namely the presentation of data according to the subject matter and made in the form of a matrix so that it is easier for researchers to see patterns of relationships between one data and other data. 3) Conclusion and verification, namely the third important analysis activity, namely the follow-up of data reduction and presentation activities. 4) The final conclusion obtained is based on the temporary conclusions that have been verified. This final conclusion is expected to be obtained after data collection is complete [17].

### IV. RESULTS AND DISCUSSION

#### *4.1 Tourism Potential of Raknamo Village*

Tourism potential is all things and events that are arranged and provided so that they can be used to develop tourism in the form of atmosphere, events, objects, and services [18]. Based on direct observations and in-depth interviews with informants, there are three potentials that are the main factors in the development of the tourist village of Raknamo Village, Oemabi Oelfeto District, Kupang Regency.

##### 5 Natural Tourism Potential.

Raknamo village has beautiful natural scenery, which surrounds the Rakanamo dam. The teak forest that becomes a beautiful fence along the road to the Rakanamo dam is a stunning natural attraction. The beautiful natural scenery is what makes the Raknamo dam one of the leading tourist attractions in Raknamo Village. Not only the natural scenery, but there is also a small Oelpuah dam which is one of the lakes used by the community to be used as a place for bathing, washing and relaxing. Based on the data obtained, Oelpuah lake will be used as a natural tourist attraction which will be developed by the village government in collaboration with the Kupang Regency Tourism Office.

## 6 Cultural Tourism Potential

Raknamo Dam is located in the village area of Raknamo. The road to the Raknamo dam from the village road is about 3 kilometers. Along the 3 kilometers, there are 11 houses of residents, and the rest lead to the dam lined with teak trees that cool the sauna in the Raknamo dam area. Raknamo village has ethnic diversity, namely ethnic Timor, ethnic Rote, and ethnic Timor Leste. This cultural diversity, if properly packaged and disorganized, can become a tourist attraction that attracts tourists.

## 7 Artificial Tourism Potential

Since its construction, Raknamo Dam has become a magnet for residents of Kupang regency/city and even NTT to visit Raknamo Village. Raknamo Dam has become a tourist icon in Raknamo Village and has a positive impact on the people of Raknamo Village.

### 4.2 Supporting and Inhibiting Factors

There are several inhibiting and supporting factors for the establishment and development of CBT-based tourism villages in Raknamo Village, including:

#### 5 Supporting factors

##### 1) Agriculture and Livestock

The people of Raknamo village who live around the Raknamo dam make a living by farming and raising livestock. Traditional farming, gardening, and animal husbandry activities have the potential to be developed and packaged into tourist attractions or activities, for example cultivating paddy fields, or cultivating garden crops; papaya, tomato, eggplant, chili and so on which are done with traditional equipment. Likewise, with raising cows, goats, and even pigs. Because the village of Raknamo is an area of fertile land that is abundant with springs. Because basically, traditional farming is one of the activities that can be packaged as a tourism activity in the Tourism Village which involves the local community. Tourist village objects that have the potential to be developed for the sustainability of the tourist village cannot be separated from community involvement as a form of participation as the main actor [19]. Tourism village activities that require community involvement and interaction with tourists in the development of tourism villages are activities related to 1) traditional agricultural activities, such as rice plows and rice planting, yam and papaya picking; 2) animal husbandry activities, for example introduction of honey bee cultivation and goat milk production; 3) handicraft center activities, for example, making miniature of Borobudur Temple and handicraft souvenirs; 4) home industry food activities such as the process of making tofu, vermicelli noodles, and cassava flakes; 5) traditional arts activities; 6) art performances and community traditions at preserving local wisdom which can be packaged to attract

tourists; 7) management of homestays originating from residents that allows interaction between tourists and local residents to get to know and learn about the lives and ways of everyday life of people that are not found in the place of origin of tourists.

##### 2) Infrastructure

Another factor that supports the development of community-based tourism village in Raknamo village is wide hot mix road infrastructure resulting from the development project and improvement of roads leading to Raknamo dam that facilitates access to tourist villages as well carried out by the government.

## 6 Obstacle factor

### 1) Human Resources (HR)

A factor that can be the main factor of obstacle is related to awareness, attitudes, mentality, and quality of human resources. Community's skills and knowledge are important sources for both tourism development and community development [20]. However, human resources in Raknamo village who understand the importance of tourism in improving the welfare of rural communities are still very minimal. The tourism skills of local residents of Rakanamo village are minimal. This condition has hampered the development of a tourism village concept. If seen, Raknamo Village has natural and cultural potential as well as infrastructure that is able to become a capital for tourism development, especially community-based tourism-based tourism villages. It has been about 4 years since the Raknamo dam was inaugurated and is open to visitors, and there have been many visitors to the Raknamo dam, but the local residents of Raknamo village could not seize this opportunity. Because the development of tourist villages provide the perceived economic benefits directly or indirectly by local people. Therefore, the development of a tourist village needs to involve the participation of local communities. The readiness of the community received strong commitment towards activities and tourism will create interaction between local communities as hosts with travelers as a guest so that fosters mutual respect and further provide the benefits of a lucrative form of community welfare local and local communities will simultaneously while maintaining sustainability culture [21].

### 2) Facilities

The developed tourism village should refer to careful consideration related to various aspects. The community has a good understanding of the tourism village and the existence of local potential that can be developed for tourism activities. In general, a tourism village is a rural area that has some special characteristics that are worthy of being a tourist destination, namely: 1) The population still has relatively original traditions and culture, has special food, agricultural systems and social systems, natural resources and the environment which is still original

and maintained, has various facilities to support it as a tourist destination; and 2) These various facilities will make it easier for visitors to the tourism village in conducting tourism activities. The facilities that should be included are transportation facilities, telecommunications, health, and accommodation. Specifically for accommodation facilities, tourism villages can provide lodging facilities in the form of tourist lodges (homestays), so that visitors can feel the atmosphere of a pristine countryside [22]. However, in Raknamo village the inhibiting factors are more dominated by the problem of inadequate means of transportation and accommodation. There is no internet network that supports tourism development in Raknamo Village, Kupang Regency. The internet network in the digital era is very important, where all information can be easily accessed by local communities in order to increase human resources that support tourism development in Raknamo Village, Kupang Regency. The lack of promotion of tourist villages in Raknamo Village, Kupang Regency is also an obstacle to the development of CBT-based tourism villages. This is evidenced by the absence of digital promotions in the form of websites or other social media.

The existence of a good road to the tourist village from the results of government projects has not been supported by adequate transportation facilities. Means of transportation are still limited to those provided by tour package providers. So transportation is still incidental if there are tour packages to the destination village. As the next weakness factor that the availability of accommodation in the form of a place or room where tourists can rest, stay, sleep, shower, eat and drink, and enjoy the services and entertainment available is not yet available adequately.

#### *4.3 Strategy for the Establishment of Tourism Villages in Raknamo Village*

One strategy that can be implemented for the establishment and development of tourist villages as a leading tourist attraction in Raknamo Village, Kupang Regency, is by activating the role of village communities, through the concept of Community Based Tourism (CBT). Community empowerment is a concept of economic development that encapsulates community values to build a new paradigm in people-centered and participatory development [23]. Empowerment of village communities in the formation and development of tourist villages through the CBT concept essentially relies on three indicators including:

##### 5 Ecological sustainability

Ecological sustainability in Raknamo Village is supported by natural resources in the form of forests, hills, and lakes (called Oelpuah) around the Raknamo

Dam. Ecological sustainability in Raknamo Village is going well. The environment, humans and animals complement each other to maintain the ecological balance in Raknamo Village.

##### 6 Continuity of social life

The social conditions of the Raknamo Village community have the nuances of togetherness, mutual cooperation which has been well maintained until now. Family values are still upheld, so that every problem that arises is always resolved by family means and through deliberation, consensus. In addition, strong kinship and linkages encourage people to help each other.

##### 7 Economic viability

Since the existence of the Raknamo Dam, the economic life of the people of Raknamo Village has begun to improve. With the presence of visitors or tourists at the Raknamo Dam tourist attraction, people are motivated to open food and drink stalls, and participate in managing parking lots. Although it has not been fully utilized by the local community, there is clear evidence that with the Raknamo dam and tourist visits, it can increase their economic income, the people of Raknamo Village, Amabi Oefeto District, Kupang Regency.

## V. CONCLUSION

From the results of research conducted by researchers and from the data obtained and analyzed in previous chapters, the following conclusions can be drawn:

1. The inhibiting factor in the formation of a tourist village in Raknamo Village, Amabi Oefeto District, Kupang Regency, which is due to the lack of human resources in rural areas who are competent in developing tourist villages, and the lack of supporting infrastructure such as internet networks.
2. Supporting factors for the realization of a tourist village in Raknamo Village, Amabi Oefeto District, Kupang Regency, namely the many economic potentials that come from the wealth of natural and cultural resources in rural areas and the existence of social capital as one part of accelerating the formation of tourist villages. In addition, the values of local wisdom as a source of culture are still sustainable today.

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