

# Community Readiness in the Implementation of Local Tourism Village in Alas Sumur Bondowoso

Ahmad Fahri Huzain<sup>1</sup>, Windri Saifudin<sup>2</sup>, Namira Yunita Ahmad<sup>3</sup>

<sup>1</sup> Communication Department – Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

<sup>2</sup> Communication Department – Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

<sup>3</sup> Communication Department – Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

\*Corresponding author Email: <sup>1</sup>fahrzain@gmail.com

## ABSTRACT

Tourism in Indonesia is starting to change from what was originally mass tourism to thematic tourism which is more of a nature, culture, uniqueness, and local characteristic tourism. This is supported by the Ministry of Tourism and Creative Economy, in addition to preventing urbanization, tourist villages are also aimed at developing community businesses with local wisdom. However, in fact, the development of this tourism village program is often carried out without being accompanied by empowerment in the surrounding community regarding the readiness of the community to make their area a tourist village and make it a livelihood, resulting in suboptimal village management and not optimal use of facilities. This study aims to determine community acceptance of tourism villages and analyze how tourism is handled in the context of community readiness in managing local tourism villages, namely Alas Sumur Tourism Village, Bondowoso, East Java. The method used in this research is descriptive qualitative research by taking data in the form of direct interviews with the community. The findings in this study illustrate that public knowledge in Sapta Pesona Tourism is not implemented due to a lack of understanding, so that the development of tourist villages ultimately has an impact, namely that one community tends not to participate in optimizing the tourist village

**Keywords:** *Tourism Village, Tourism, Tourism Community, Local Tourism*

## 1. INTRODUCTION

Tourism is one of the sectors that influence the condition of a country. Because tourism makes various aspects involved in it, such as economic development, social mobility of the population in terms of interaction and knowledge of the community itself. One of them is in Indonesia.

In the Tourism Law Number 10 of 2009 Chapter II Article 4, it is said that the impact of tourism development in Indonesia is very broad, starting from the community economy, people's welfare, poverty to nature conservation. And also adding business opportunities for people who live around tourist attractions and absorb labor that can increase the income and welfare of its citizens [1].

One type of tourism, one of which is a tourist village. In the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 of 2015, the development of rural-based tourism (tourism villages) will drive tourism economic activity in rural areas which

will prevent the urbanization of rural communities to cities.

The purpose of a tourist village is described as a rural area in which it still has certain characteristics. The characteristics possessed by tourist villages are pristine natural resources, the uniqueness of the village, the traditions and culture of the local community.

The Ministry of Tourism and Creative Economy supports efforts to promote tourism villages, with the realization of the vision of "Indonesia as a World-Class Tourism Destination Country, Competitive, Sustainable, and Able to Encourage Regional Development and Welfare", one of which is through the tourism village program.

Tourism village is one of the alternative development trends. That is alternative tourism (alternative tourism) that prioritizes natural, cultural, unique, or local characteristics that exist in an area. Currently alternative tourism has become a trend for tourists in tourist villages.

This tourism village program, according to the Central Statistics Agency (BPS) noted that there were 1,734 tourist villages out of a total of 83,931 villages in Indonesia. One of them is the Tourism Village in Bondowoso, Pujen District, East Java, namely Alas Sumur Tourism Village.

Alas Sumur was designated as a tourist village on July 5, 2015. Alas Sumur village is said to be worthy of being a tourist village because it has fulfilled several tourism village requirements [2].

One of them is a tourism conscious concept, namely Sapta Pesona. With the participation of the community as hosts around the destination, as an effort to create a conducive environment and atmosphere, which is able to encourage the growth and development of the tourism industry through 7 (seven) elements, namely: Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memories.

The community as the host of the destination plays an important role in the potential for tourism development. In the process, it can also experience setbacks or stay in place. Due to the unpreparedness of the community itself in the context of a tourist village. Because in its use, it is carried out in mutual cooperation and is based on the context of tourism conscious knowledge, namely Sapta Pesona itself which is important for the sustainability of tourist villages.

Quoted in Hasanudin in Wardoyo, Sapta Pesona is an element of tourism that must be known and carried out by tourism actors and the community to bring in tourists and maintain tourist visits to tourist destinations or tourist villages [3].

For this reason, we want to know about the acceptance of local natural tourism villages, one of which is Alas Sumur Tourism Village, Pujer District, Bondowoso Regency, East Java. How do people in the tourist area of Alas Well understand the concept of a tourist village in its application with Sapta Pesona by its citizens.

## 2. LITERATURE REVIEW

### 2.1. *Tourism and Application of Tourism Village*

According to the Republic of Indonesia Law number 10 of 2009 concerning tourism, it is explained that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions that are visited temporarily.

Tourism Village is one of the programs of the Government of the Republic of Indonesia which is expected to accelerate the revival of tourism and trigger economic growth.

According to Muljadi states that: Tourism village as a tourism product that involves members of the village community with all the equipment they have. Tourism villages not only affect the economy, but also can preserve the natural environment and social culture of the community, especially those related to the values of togetherness, kinship, mutual cooperation, and others [4].

In principle, in developing a tourist village the following aspects apply: 1) Developing small-scale tourism facilities and services in or around the village. The development of small-scale facilities in terms of capital will be more accessible to the local village community, and the services provided are directly provided in the village. 2) The facilities and services provided to tourists must be owned and operated by the villagers themselves, both in cooperation between villagers and by individual villagers. 3) The development of a tourist village is based on one of the "nature" of traditional culture that is close to nature with the development of the village as a service center for tourists visiting the show. [5].

Understanding of tourist villages is quite diverse, such as saying that a tourist village is a form of residential environment that has special characteristics both natural and cultural in accordance with the demands of tourists, namely they can enjoy, know, appreciate and learn about the uniqueness of the village and its attractions. However, in practice, tourists often live in or close to the atmosphere traditional and learn about village life and the local environment as well as just enjoying the natural surroundings, which are already managed by the community. so that there are those who apply the learning process from the community (hosts) to tourists, so that guests are able to give appreciation to local values and some have not experienced this in the application of tourist villages between the community and tourists.[6]

### 2.2. *The Concept of Awareness of Tourism and Sapta Pesona*

Tourism awareness is a deep understanding of a person, person or group of people that is manifested in thoughts, attitudes and behaviors that support tourism development. Which has a goal, increasing the level of public understanding of the role of tourism itself.

Rafi et al in Hamzah & Utomo mention that Sapta Pesona is a condition that is realized in order to attract tourists to visit a certain region or area in Indonesia including elements including safe, orderly, clean, cool, beautiful, friendly, and memories [7]. It is explained in the Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the Master Plan of National Tourism Development in 2010 - 2025 that Sapta Pesona is 7 (seven) elements of charm that must be realized for the creation of an ideal and conducive environment for the development of tourism activities in

a place that will encourage the growing interest of tourists to visit the place, among others [8]:

1) Safe, is a situation where there is a calm and peaceful atmosphere for visiting tourists. Safe means free from harassment, threats and acts of violence or crime. Including the use of facilities and infrastructure as well as facilities, both from technical and other problems.

2) Orderliness is a condition that reflects an orderly and disciplined atmosphere and is also orderly in all the lives of the surrounding community. The order meant in this case that must be shown to tourists is more directed to order in terms of rules, quality time and information. Tourists must get high-quality service quality. One of them is to easily get accurate information and in understandable language.

3) Clean is a condition that must always be reflected in the environment and tourism facilities. The use of equipment must always be well maintained, clean and free from bacteria or viruses that can cause disease. From an environmental point of view, it must also be considered. The environment of tourist attractions must be clean and free from garbage and waste.

4) Cool is an environmental condition that presents a fresh and comfortable atmosphere. Such environmental conditions can be realized from efforts to create an atmosphere of environmental arrangement, landscaping, reforestation on the tourist route. In the form of parks in open places, greenery along the road, the environment etc.

5) Beautiful is a condition that reflects the aesthetics of an orderly, harmonious and harmonious arrangement, so that it radiates a beauty. This can be seen from the point of view of the use of a harmonious color scheme, in harmony with the surrounding environment, both interior and exterior. The appearance of all elements that are directly related to tourism, such as the appearance of the face of the city, front yards of hotels and historical buildings, tourist routes, environmental attractions and other tourism products.

6) Sociability is a trait and behavior of people who are familiar in association, polite in communicating, smiling, always greeting, happy in providing services, and willing to help selflessly, whether given by government or business elements. tourism that directly serves tourists.

7) Memories in this case include in terms of comfortable accommodation such as a clean and tidy inn so that it creates a good impression when you return home, then the performances or cultural attractions that are displayed must have their own characteristics and uniqueness and are different from other areas, then the food or delicious regional specialties where tourists can remember the place through something they drink or eat in the area and also unique souvenirs or souvenirs to take

home by tourists to use for themselves or as gifts for relatives at home.

### 3. METHODOLOGY

This research uses qualitative research with a case study approach, because this research has a purpose, namely to understand, reveal and explain various descriptions of events or phenomena that occur in the field which are then summarized into descriptive conclusions based on research data that has been obtained by researchers.

Case study is a series of scientific activities carried out intensively, in detail and in depth about a program, event, and activity, either at the individual level, a group of people, institutions, or organizations to gain in-depth knowledge about the event.

The data collection technique used in this study was to conduct interviews with the participants involved. The interview itself is a face-to-face situation between the respondent and the interviewer to obtain the expected information, and aims to obtain data about the respondent with minimum bias and maximum efficiency [9].

In this study, the researchers chose informants, namely the surrounding community in the hamlet of Alas Sumur Bondowoso. The data analysis technique in this research is to reduce the data by choosing things that are focused on related themes.

### 4. RESULT & DISCUSSION

#### 4.1. Alas Sumur Tourism Village Development Potential

In developing the potential of one of the tourist villages, namely Alas Sumur Village, Pujer District in Bondowoso Regency. In its stipulation, Alas Sumur Village has been designated as a tourist village on July 5, 2015.

Alas Sumur Village deserves to be a tourist village, because it has fulfilled several necessary conditions, including: good accessibility, interesting objects in the form of nature, water sources and cultural heritage, community support and village officials, guaranteed security in the village, available accommodation, telecommunications, and adequate labor and a cool or cold climate[10].

Rawa Indah's Tourism Potential harbors the potential to be developed as a trigger for the development of the local area from the economic, educational and cultural fields. Social engineering and a touch of technology are very feasible at this tourist location. If it is related to business thinking, then (1) Rawa Indah is the core business; (2) the potential of agro-tourism as a complementary business and (3) mina padi as a supporting business.

So from this, the potential for the formation of a tourist village is a complex thing for the people there. Starting from the famous main tourism, namely Almour or often called the Rawa Indah community, which was originally a nature tourism created by the creativity of local village youth. With them working together, turning the swamps into attractive tourist destinations. The tourism location "Almour" belongs to the government of Alas Sumur Village which is managed by Pokdarwis whose position is under BUMDes.

#### 4.2. Attitudes and Acceptance of the Alas Sumur Village Community.

Readiness is the overall condition of a person or individual that makes him ready to respond or answer in a certain way to a situation and condition at hand. So thus a readiness is a basic foundation for a community or government in following up related to activities that will be carried out in the future, not least for tourism-based industrial activities.

Based on the Guidelines for the Tourism Awareness Group, tourism awareness is described as a form of community awareness to play an active role as a host (host). One form of institution that plays a role in realizing and developing tourism awareness is the Tourism Awareness Group (Pokdarwis) [11].

Pokdarwis aims to improve the role of the community as actors in tourism development so that they can become good hosts to support the finesse process Alas Sumur as an area designated as a tourist village. Of course, efforts are needed in applying the elements of Sapta Pesona to the community, so that people better understand and understand how later, Sapta Pesona makes a tour a benchmark more than tourists.

"People here are happy when guests come, so they can add friends and sometimes talk too, it also adds experience for me by meeting new people because I've never been anywhere, they have experience" – (B, 35)

"Yes, it's not just the garden hamlet, mas, the residents of the hamlet of Krajan, Alas well, south of the main village, one village is involved in managing it, the people who are appointed by the village head are the people who take part in managing it" - (W, 49)

The attitude and acceptance of the people of Alas Sumur Village, they say they are ready with this tourist village, they are happy to meet many tourists if there are visitors. In the results of researcher interviews, researchers also found that there are several shops or small stalls that are open around homestays and tourist attractions, to make it easier for visitors. Regarding the attitude and acceptance of the community to accept the development of tourist villages in their area.

#### 4.3. Efforts in the element of Sapta Pesona in Alas Sumur Tourism Village

Sapta Pesona is a must condition created to attract tourists visit an area so that starting from head of state to the community at the RT or level the village can be a good host with maintain security, cleanliness, order, coolness, beauty, hospitality and give memorable memories to traveler. Sapta Pesona socialization through Sadar Wisata is a challenge for travellers by the whole community is involved or not direct [12]

In understanding Sapta Pesona, there are two things that happen in the context of the Alas Sumur community:

##### 1. Don't know the magic spell

The community does not understand the designation or any components in building a tourist village.

##### 2. Live the points of the sapta charms

Even though the community doesn't know it, some of the points in Sapta Pesona have been carried out by several individuals in the Alas Well community with both momentum and routine participation. Several interviews, through the use of tourist attraction with the community regarding the points of applying Sapta Pesona:

*"It's safe, bro, there's never been a loss, it's guaranteed to be safe, if it's clean in the almour area, it's because someone always cleans the almour team" - (W, 40)*

*"Sometimes someone will say, "Sir, why isn't this cleaned? Right, the tour is good, but how come it's dirty "but he came during the corona time, so it's rare that the staff who clean the staff also don't get paid right now, so no one wants to clean it" - (K, 50)*

*"There, it's clean, there's a trash can. There has never been another incident, the condition is safe too, very safe" – (R, 39)*

In the results of interviews with local residents. When asked how they responded to the arrival of newcomers to the tourist village, they were very happy and participated in the activities of the local residents. However, they do not understand some aspects of tourism awareness, such as Sapta Pesona, which is an effort to ensure the long-term sustainability of tourist villages.

Efforts that have currently been made, several local community groups take part in several trainings provided by community service groups or groups of institutions placed in Alas Sumur Village, here are some that were found in researcher interviews: (a). Training in activities with stakeholders or newcomers, (b). Clean Momentual Village, (c). Art activities (incidental), (d). Patrol activities. Other efforts during the pandemic period were also carried out, such as the almour manager imposing health protocols on tourists. At the entrance, tourists will

be checked for body temperature and required to wash their hands first. Tourists are required to wear masks while at the location and maintain a distance from other visitors during the COVID-19 pandemic [13].

While other efforts, there is still a lot that needs to be done, especially regarding education about cleanliness. Based on observations and the results of interviews conducted, a lot of garbage is dumped around the road area in front of the village alley or on the side of the road. Then some are left and some are burned again at night or in the morning. lack of available trash cans.

The available trash cans are provided around Almour tourism only, but in the village area, the trash cans provided are arguably very lacking. Efforts to maintain and rejuvenate the place after cleaning it also need to provide its own operational standards, because some time after cleaning, local tourist attractions, gradually get dirty again, giving the impression that they are not being taken care of, even though there have been parties who have managed and arranged for local cleanliness.

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In the interview process, the researcher also found that people there often carry out village activities based on orders or directions from people who are trusted by the community, such as people who have high positions or trusted people. So in this finding, the researcher also has assumptions related to the active participation of the community based on the important role of opinion leaders in local residents. So that optimal sustainable tourism development can occur in the Alas Sumur tourist village later.

## 5. CONCLUSION

In managing the sustainability of the local community in Alas Sumur village, the community tends to have the willingness to be invited to actively participate, willing to be invited to build a village, because residents are happy and accept the existence of a tourist village in their area with many migrants and village development. And the program that has started running until now, there are still some obstacles in terms of tourism awareness which will have an effect on the long-term sustainability of local tourism, namely Sapta Pesona which is understood by the community.

Because there are some shortcomings in the management of Sapta Pesona due to ignorance in the points of developing Sapta Pesona in the management of the local tourist village. Efforts to improve the tourism village are still said to be not optimal, such as the

cleanliness factor which is momentum, which will affect the newcomers.

The findings by researchers increasingly support that citizen participation requires direction from parties or people who are considered influential, to jointly carry out village support activities. Such an influential person who has a high level of trust by the local community.

## AUTHORS' CONTRIBUTIONS

AHMAD FAHRI HUZAIN is a student of Communication Science Dept on UPN "Veteran" Jawa Timur, Surabaya, Indonesia.

WINDRI SAIFUDIN is a lecturer of Communication Science Dept on UPN "Veteran" Jawa Timur, Surabaya, Indonesia.

NAMIRA YUNITA AHMAD is a student of Communication Science Dept on UPN "Veteran" Jawa Timur, Surabaya, Indonesia.

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