



# Rural tourism : Strategic village Golo Pua to supports Labuan Bajo as Premium Tourism Destination

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**Abstract**— This study aims to identify and analyse the potential of Golo Pua Village as a rural tourism destination. Several criteria are used to identify the potential for rural tourism, such as; 1) rural physical conditions, 2) socio-cultural, natural and historical attributes, 3) local wisdom of the people in the village. The SWOT analysis becomes a tool for analyzing the tourism potency of village. The result shows that Golo Pua village has some tourist potential than can be initiated as tourist attraction. Some of them are attractive landscape, unique handmade souvenirs, and also they have unique traditions like sugar making process called Tewa Raping and rice cultivation process which use buffalo power called Kalek.

**Keywords**— Rural, tourism, Golo Pua, Labuan Bajo

## I. INTRODUCTION

Village development as one of the tourism potentials is an alternative or new tourism trend that involves potentially benefiting the community (Damanik 2005, Baiquni 2010, Fandeli 2013). In many places, tourist villages are adopted as a new economic strategy. Not only as a pioneer in producing profits, tourism in rural areas also provides benefits such as cultural and environmental preservation [1][2].

The development of tourist villages is also stated in the mandate of the President of the Republic of Indonesia, namely the development of rural tourism and urban tourism. 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 building architecture and spatial structure, or unique economic activities.

In addition to tourist villages, the tourism potential in the village can also be used as a type of village tourism or commonly referred to as rural tourism. In the concept of rural tourism, the community has a great opportunity to manage their own tourism potential, so that it is prolonged.

Meeting the needs of tourism village development is also generally the same as other tourism developments. Law Number 10 of 2009 concerning tourism states that destinations (tourist object) consist of elements of tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complete the realization of tourism. Golo Pua Village is one of the villages in West Manggarai which is located in same regency with Labuan Bajo City which is now

predicted to be one of the premium tourist destinations by the Government of the Republic of Indonesia. This strategic location has the potential to become a tourist village that supports premium tourism in Labuan Bajo. Tourists who pass through it can make one of the alternative spots or as a good transit point.

According to [4], pure rural tourism is defined as a tourism type located in rural areas. Rural tourism has a different scale, character and function [5]. If one wants to describe a holiday as rural tourism, the following characteristics should be contained in the holiday. It should: (1) be located in the rural areas, (2) be based on rural tourism's features, (3) have buildings and settlements on a small scale, (4) be connected with local people and their families, (5) be based on villages and small towns, (6) represent complex economic, environmental and historical patterns.

Rural tourism also can be the tourism wich is planned use concept includes rural custom and folklore, local people's traditions, values, beliefs and common heritage [6]. Refers to a distinct rural community with its own traditions, heritage, arts, lifestyles, places, and values as preserved between generations [7].

## II. METHODOLOGY

This research is qualitative research. [8] defines qualitative research as "...an inquiry process of understanding a social or human problem based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting". Researcher also use swot to identify the plus and minus tourism elements in the object.

## III. RESULT AND DISCUSSION

TABLE I. TOURIST ELEMENTS

Tourist Elements	
Attractions	Strengths Unique traditions, lanscape, culture, hospitality
	Weaknesses There is no tourist event, lack of human resource,

<b>Accessibility</b>	<b>Strengths</b> Alternative road from Ruteng to Labuan Bajo, Natural landscape, adventure <b>Weaknesses</b> poor access and infrastructure, less of traffic sign, lack of information
<b>Amenities</b>	<b>Strengths</b> Strong internet network, electricity supported, guest house available <b>Weaknesses</b> There is no ancillary services such as: ATM machine

#### A. Attraction

Golo Pua village is located far enough from the both city, Ruteng and Labuan Bajo. The location is quite remote and far way from crowd. This can be the one indicator to be rural tourist destination. Moreover there are several kind of local wisdom found in Golo Pua village. Some said that traditions, culture, and prespektif of rural community can be the attraction of rural tourism.

These local wisdom is very unique such as: *Roto, Tewa rapping, Kalek, and Gola*. *Roto* usually used by local people to carry thing. Its fuction is similar as bag, which designed use bamboo skin as its basic matrial. *Roto* is one of important thing for local people who live as farmer, it helps carrying farm tools and food for work. Golo Pua people and Manggarai in general use bamboo for a lot of things in their life. Beside skin, its flash are used to build house, and also used as tools to help them in life.

Furthermore, beside *roto*, there is unique food or can be said as their own sugar called *gola* or in Indonesian called *gula*. This kind of sugar has unique making process. Generally, in Indonesia, sugar is made from cane, but some of them is made from *nira*. *Nira* is sweet liquid extracted from *enau* tree or *aren* tree (palm tree). This extracting proses is called *tewa rapping*. The farmer use a short wood to squeeze the palm till get the liquid little by little.

Another entertaing thing is the way they use buffalo to help them plant the rice, which is called *Kalek*. There are some steps to grow rice. Generally countries in Asia has same process in growing rice, but nowadays some upgrade the tools with the modern one, only little are stay with traditional ways.

In planting rice farmer start with prepare the ground to make sure the rice will grow perfectly. This process in bahasa called *penggemburan*. They use tools like hoe and *alat bajak sawah* to hit the ground so the planting proses is esear. In Golo Pua village, this part they utilise buffalo power. They initiate the buffalo walking trough the ground using rope in its neck, and this is called *kalek*.

#### B. Accessibility

One of the most important parts in supporting tourism is accessibility. Accessibility means how the tourist can reach the tourist attraction well. This part of tourism elements plays an important role. World Tourism Organization considered accessibility as an important role to make visitors feel welcomed. These statements can be caunted as reasons for us to considere tourism access play important role ini tourism industry. Devides access in to three categories, they are; physical, sensory and communication. This means tourism accessibility became more complex. Tourism markets is various, this can be seen by the destination concept whis is designed in every place. These concepet is designed on purpose to fulfill tourist demand. Some can be arranged based on the typology of visitors conducted by Plog (1972). Plog devided types of tourists in to Allocentric to describes a new tourist, and Psychocentric to describes the old one. When we talk about tourism accessibility, this theory can be used. This can be seen in Wae Rebo, which is one of the tourist objects that has poor access. However, this conditions exactly become one of the its character. The tourist who visits Wae Rebo is required to tracking for at least theree hours before get the destination. These reviews drive researcher to conclude that accessibility is very important to support attraction (in this case Golo Pua Village) and the condition of the track is bacome one other strength point to attract new types of tourists.

#### C. Amenities

In generally tourism development in the third world nations is lack of capital, however it becomes the most popular industry to gain money [9]. Most are initiated by the group of community to create more income beside agriculture and fishery, or combine them all into to good business [10][11]. In other words, tourism community in third world natiaons realize that these lack of financial supporting is one of their issue. Nevertheless, this is the bisggst deal in developing tourism projects. One brilliant idea that was found is community based tourism whisch is adopted by these kind of countries. They utilized everything they have got to provide good services for the visitors. In Indonesia, these tourism community set up houses to be guest house. The member of community will get their turn to be a host. This tradition then became a good alternative to handle this “poor” situation. Golo Pua Village also has the same situation and these can be applicated well.

TABLE II. AMENITIES

Opportunities	Strategy S-O	Strategy W-O
<ul style="list-style-type: none"> <li>• Labuan Bajo was declared as premium Indonesian tourism destination</li> <li>• Tourism development supported by the government</li> </ul>	<ul style="list-style-type: none"> <li>• Developing community traditions to be tourism</li> <li>• packages for tourist</li> <li>• utilizing internet to learn and improvement</li> </ul>	<ul style="list-style-type: none"> <li>• packaging these atractions to be a tourism even concept</li> <li>• Creating <i>pokdarwis</i> as tourism organization</li> </ul>

THREATS	Strategy S-T	Strategy W-T
<ul style="list-style-type: none"> <li>• There are some villages has the same concept of tourism and already been populer such as Wae Rebo</li> <li>• Lack of knowledge about rural tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Design an original attraction based on the village character</li> <li>• Utilizing some houses as guest house</li> <li>• Arranging focus grup discussion</li> </ul>	<ul style="list-style-type: none"> <li>• These events adn atractions should be based on the character dan potencies of Golo Puan</li> <li>• Providing easy access for tourist</li> </ul>

#### IV. CONCLUSION

Golo Pua village has beautiful lanscape and unique people who live on it. The community has a lot of story and unique activities to be shown to the world. People should know this kind of story they made in remote area in Manggarai, East of Nusa Tenggara. Trough tourism, all of these things will be informed well. The rural tourism is a perfect concept to be applied there. As long as the character value of the community is maintained, because there are some villages has the same concept of tourism development

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