



Identification Of Tourism Products Based On Fatumonas Village Community In Supporting The Development Of The Timau National

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Abstract—This study aims to identify community-based tourism products in Fatumonas Village to support the Dark-Timau Tourism Observatory in Amfoang Tengah District, Kupang Regency. The method used is a descriptive method with a qualitative approach. The results of research related to community-based tourism products in Fatumonas Village have not been maximally developed, meaning that this tourism potential is still new. So far, there have been tourists who have visited the tourism potential of the Dark-Timau Tourism Observatory, both local and foreign tourists. The selected. An understanding of market characteristics based on tourist visits can provide clear directions for planning and developing tourism products that support local community involvement. Tourism products are always related to tourists as consumers. From the point of view of tourists as recipients of services, tourism products are defined as tourist experiences from the time they leave home, travel, until they return home (Bowen and Clarke, 2002). So, from various previous opinions, it can be said that tourism products have various components ranging from attractions, travel arrangement services, transportation, accommodation, and souvenirs (Weaver and Lawton, 2010 in Ernawati 2018). The purpose of understanding tourism products is to meet customer satisfaction, namely tourists. Tourism products in the form of these services are related to the quality of services that will ensure tourist satisfaction. Tourist satisfaction with local community-based tourism products is related to the concept of tourist attraction factors. Tourist attraction factors are created by local people, who successfully manage tourism resources or the uniqueness of local communities, can be in the form of culture or the local environment.

Keywords: *Tourism Products, Observatory-Timau, Dark Sky Tourism*

I. INTRODUCTION (HEADING 1)

According to the National Institute of Aeronautics and Space (LAPAN), the Mount Timau area was chosen as the location for the observatory construction because it has 276 clear nights a year. This is necessary because the observatory area must be free of light so that it can maximally observe celestial objects to be able to help researchers in Astronomy studies. With the existence of the National Observatory in

Timau, the Kupang district has become a new tourist destination which certainly has a positive impact on the region and the local community. In previous studies, researchers have examined community participation in the development of Obnas Timau. The results showed that there was community participation by donating their land for development and opening access roads to the Timau Obnas location

This form of community participation is the main principle of the concept of Community Based Tourism (CBT), which means that the community is the main actor in tourism itself. Local communities in the concept of community-based tourism have the awareness to actively participate in tourism development in their area through cultural, social, and environmental sustainability (Prabawati: 2013).

Community Based Tourism is one type of tourism that supports the creation of sustainable tourism development, so that local communities can collectively and creatively create tourism products. Quality community-based tourism products are certainly through a planning process and active local community participation (Idziak et al., 2015). In principle, (Richardson and Fluker, 2004) explains that a tourism product is something that consists of goods and services purchased or consumed by tourists. (Lawton and Weaver, 2010:115) also added that tourism products are a combination of tourist attractions and elements of the tourism industry. Through this opinion, sometimes the components of tourism products cannot be classified separately and clearly (Ernawati, 2018).

The existence of cooperation with the village government related to the results of this product can be marketed to local and domestic tourists. So it is hoped that the community can have adequate skills in creating tourism product creations which end up being economically independent. The type of research used in this study uses qualitative research with a descriptive approach. This research is a research that uses qualitative research methods. In this case, the steps used are:

This implementation is a program socialization, namely by making direct observations directly to the research location to

observe actual conditions. After the team identified tourism products that have unique or genuine potential for the Amfoang community.

II. EASE OF USE

A. *Community Based Tourism Concept*

The term Community Based Tourism has emerged since the 1990s [5]. The Indonesian Ministry of Tourism introduced the term Community-Based Tourism to the public so that this term became increasingly popular until 2017, this type of tourism is claimed to be one of the catalysts for Indonesia's development. CBT community-based tourism should be viewed in the context of specific parameters and specific characteristics. The literature describes a variety of characteristics and challenges, such as the problems that CBT should be a customary endeavor, that it should be aimed at the well-being of individuals and communities, that communities often lack financial resources and capacity, and that CBT often experiences difficulties in marketing or market access [6]. It is important that the word "community" in CBT should be understood as people who are disadvantaged or marginalized members of the community [7].

Another fundamental issue of CBT is that disadvantaged members of society must be actors and beneficiaries: they control, own and manage the development of CBT. Thus CBT "is tourism that is understood, managed and supplied by local communities in a particular area" [8]. Again, CBT "is managed and run by the community itself, management decisions are made by the local community and the profits go directly to the community" [9].

The origins of CBT can be traced back to the alternative development approach of the 1970s [10]. Alternative development strategies and alternative forms of tourism development, such as CBT, are therefore correlated with alternative development concepts and issues, such as empowerment, self-reliance, and sustainability by negative critics of the impact of international mass tourism [11]. The concept of community-based tourism has been defined several times as a type of tourism that prioritizes local community control in the management and development of a destination (Denman 2001; in Putra 2015) [12]. Local communities in the concept of community-based tourism have the awareness to actively participate in tourism development in their area through cultural, social, and environmental sustainability [13].

B. *Community Based Tourism Products*

The participation of local communities in tourism development is a key requirement to ensure the sustainability of tourism development (Bramwell, 2010; Byrd et al., 2009; Zou et al., 2014) [14]. The participation of local communities

in tourism development is closely related to the topics discussed earlier in this book, namely social capital in local communities, local community empowerment, and local community participation. So far, local communities are seen as passive and reactive stakeholders (Daldeniz and Hampton, 2013; Idziak et al., 2015) [15]. Through tourism development, local communities are believed to be able to become proactive stakeholders. In accordance with its initial purpose, Community-Based Tourism is one type of tourism that supports the creation of sustainable tourism development, so that local communities can collectively and creatively create tourism products. Quality community-based tourism products certainly go through a planning process and active local community participation (Idziak et al., 2015) [16]. In principle, (Richardson and Fluker, 2004) [17].

Explained that a tourism product is something that consists of goods and services purchased or consumed by tourists. (Lawton and Weaver, 2010:115) [18] also added that tourism products are a combination of tourist attractions and elements of the tourism industry. Through this opinion sometimes, the components of tourism products cannot be classified separately and clearly (Ernawati, 2018) [19]. For example, in some attractions designated for commercial tourism, the attraction component is also part of the commercial tourism industry. Tourism products are always related to tourists as consumers. From the point of view of tourists as recipients of services, tourism products are defined as tourist experiences from the time they leave home, travel, until they return home (Bowen and Clarke, 2002) [20].

So, from various previous opinions, it can be said that tourism products have various components ranging from attractions, travel arrangement services, transportation, accommodation, and souvenirs (Weaver and Lawton, 2010) [21] in Ernawati 2001 explaining that tourism products are something that consists of goods and services that purchased or consumed by tourists (Lawton and Weaver, 2010:115) [22] also added that tourism products are a combination of tourist attractions and elements of the tourism industry. Through this opinion sometimes, the components of tourism products cannot be classified separately and clearly (Ernawati, 2018) [23]. For example, in some attractions designated for commercial tourism, the attraction component is also part of the commercial tourism industry. Tourism products are always related to tourists as consumers. From the point of view of tourists as service recipients, tourism products are defined as tourist experiences starting from the moment they left n home, travel, and return home (Bowen and Clarke, 2002) [24]. So, from various previous opinions, it can be said that tourism products have various components ranging from attractions, travel arrangement services, transportation, accommodation, and souvenirs (Weaver and Lawton, 2010 in Ernawati 2018) [25].

Tourism products as presented by (Smith, 2012) [26] is divided into two parts, namely from the angle demand and supply point of view. Product tourism from the demand approach is all kinds a product that creates demand in the

market either market potential and actual (Boniface et al., 2012) [27], demand can be used, consumed or acquired by the purpose of satisfying the needs of tourists while filling time spare. Elements included in tourism products in the perspective of demand, namely humans, physical objects, services, organizations, ideas, places and activities. Understanding in terms of demand provides an illustration that a tourism products are not only in the form of physical objects, but also also non-physical such as interactions, ideas, activities, and organization.

A tourist product is also known as a package activities, benefits and services that generate experience in tourism activities. This activity package consists of of five components, namely price, attraction, image, and facilities. According to Inskip (1997) [28] in Adikampana (2017) [29] the fifth These components are product development components tourist. Then from the supply side, tourism products a developed tourism activity within the scope of a destination based on the type of service and activities on offer. Type of tourism offer includes alternative tourism and conventional tourism .

III. PREPARE YOUR PAPER BEFORE STYLING

1. Characteristics of the Tourism Market.

The tourism potential of the Timau National Observatory built in Kupang, East Nusa Tenggara (NTT) will pave the way for Indonesia to participate in the search for exoplanets or planets outside the solar system for the first time. According to the astronomer Prof. Dr. Thomas Djamaluddin, MSc, Mount Timau National Observatory will be home to the 3.8 meter telescope, the largest telescope in Southeast Asia and this is the second production of a Kyoto University design in Japan. With this large telescope, the opportunity to observe celestial objects, faint objects around our galaxy, and outside our galaxy is possible. Observations and search for exoplanets can also be done with this telescope later, but that is only one of the many things that Indonesian researchers and astronomers can do using this sophisticated tool. Therefore, astronomers at the Bandung Institute of Technology (ITB) searched for various locations in Indonesia, and finally the location was chosen in NTT. There are three reasons that make researchers determined to make choices in NTT, precisely in Mount Timau. "First, NTT is an area that has a longer dry season than other regions. The dry season is the earliest, and the rainy season arrives at the end so that the average sunny day is longer than other regions," said the figure who previously served as Head of the Aeronautics and Space Institute. "The second reason is that Mount Timau is still far from light pollution, it is still very dark, so it is hoped that dim objects can be recorded properly without being disturbed by city light pollution," Djamal said. Easy access from the city was the last reason for choosing this location. However, astronomers who work there must have access to their daily needs so they need a place that is still relatively accessible from the city. "So to find the location of the observatory, the three conditions are the most important: in terms of weather, it is expected that the sunny weather is the longest in one year, far from light pollution, and is still relatively easy to access so that astronomers can comfortably

work there," he concluded, meaning tourism potential This is new and under development. So far, there have been tourists who have visited the tourism potential of the Timau Observatory, both local and foreign tourists. Based on the results of field research and

In collecting data on tourists who have visited so far, it can be seen some market characteristics of the Timau National Observatory Tourism (OBNAS) area in Fatumonas village

2. The basis of attraction

The basis of attraction is the pull factors tourists to visit the Timau National Observatory Tourism Potential. In accordance with the survey results it is known that tourists are interested in visiting this tourism potential is caused by various factors factors, namely a special interest in the culture of the local community, on artificial attractions created by local people, and tranquility, agro-tourism and tourism adventure. Based on the results the survey, the main pull factors that became The main feature of Fatumonas Village is the artificial tourism potential in the form of the Timau National Observatory unique nature, and community-made tours. The basis of this attraction is closely related to market characteristics that have visited potential Obnas Timau tourism. Moreover, other pull factors that emerged based on the results of surveys and analysis in community-based tourism product development is a typical woven fabric of the Amfoang community which is the result of the work of women from the Obnas Timau area, natural beauty and tranquility, agro-tourism, and adventure tourism that can be make tourists come back to this destination again.

IV. RESULTS AND DISCUSSION

Demand point of view(all kinds a product that creates demand in the market either market potential or actual) (Boniface et al., 2012) request can be used, consumed or acquired by the purpose of satisfying the needs of tourists Offer point of view (demands i.e. humans, physical objects, services, organizations, ideas, places and activities)

The results of tourism products are seen from the point of view of demand in the form of ikat which are still maintained by the village community, namely the existence of a community of ikat weaving craftsmen from mothers and youth of the village community who continue to preserve weaving activities with various motifs in the form of typical characteristics of the fatumonas area, and honey which is a part of the tourism industry. one type of food/drink typical of the Central Amfoang area which is very original because it is directly taken from the Ampupu tree, the area is famous for its many honey-producing trees, so it can help the community as a source of livelihood to meet their daily needs.

The results of tourism products are seen from the point of view of offerings in the form of physical objects, services, organizations, ideas, places and activities. The point of view of offerings related to tourism products is the existence of a physical object in the form of the Timau National Observatory, which is currently under construction for

approximately 80% of the work, this object has also received visits from local tourists amounting to 70% and foreign tourists with a visit percentage of 30%.

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