



The Role of Local Government in Tourism Village Development

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Abstract. The role of tourism in the development of a country continues to increase along with the development of various alternative tourist destinations and the use of information technology in its development strategy. Various tourism development concepts are presented, ranging from nature-based, artificial and digital. And one interesting concept to develop is the development of a tourist village. The development of tourist village can actually be categorized into four, namely based on socio-culture, natural potential, crafts and based on a combination of various potential resources. This study used a qualitative approach using observation, in-depth interviews and documentation as data collection methods. The research is located in Batu City, one of the regencies in East Java Province which has considerable tourism potential and continues to experience an increase in tourist visits. The research objective is to analyze the role of local government in the development of tourist villages. The results of the study showed that there are 3 roles played by local government, namely the role of stimulator, coordinator and facilitator. In carrying out its role, the local government collaborates with both the private sector and the community. There are several obstacles experienced in the development of tourist villages in Batu City, namely the limited quality of human resources, the lack of public interest and awareness, and the lack of product differentiation and packaging of tour packages.

Keywords: Local Government Role · Coordinator Role · Stabilisator Role · Fasilitator Role · Tourist Village · Tourism

1 Background

At this time tourism has developed, with the important role of tourism in economic development in various countries, tourism is often referred to as a passport to development, a new kind of sugar, a tool for regional development, invisible exports, non-polluting industry, and so on. The successful development of the tourism sector means that it will increase its role in regional income, in which tourism is the main component by taking into account the factors that influence it, such as: the number of tourism objects offered, the number of tourists visiting both domestic and international, hotel occupancy rates, and of course per capita income.

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The development of the tourism sector is one of the developments that are actively carried out by the government aimed at developing tourism as a leading sector so that it is able to become a foreign exchange earner, boost the economy, increase regional income, empower the people's economy, expand employment opportunities, and business opportunities and improve people's welfare by maintaining national identity, religious values and preserving the function and quality of the environment. One of the tourism principles contained in Law Number 10 of 2009 concerning tourism is empowering local communities where the community has the right to play a role in the tourism development process, is obliged to maintain the environmental sustainability of tourism destinations.

Various tourism development concepts are presented, ranging from nature-based, artificial and digital. And one interesting concept to develop is the development of a tourist village. A tourist village is an area with a certain area and has the unique potential of a unique tourist attraction with a community of people who are able to create a combination of various tourist attractions and their supporting facilities to attract tourist visits.

Indonesia as an archipelagic country is blessed with abundant natural wealth. This wealth is what is able to drive the progress of the Indonesian tourism sector and is able to contribute to development in Indonesia. The beauty of Indonesia's natural panorama has the potential to be developed in an effective, comprehensive synergy at the national level, involving all related parties. Based on Law Number 10 of 2009 concerning Tourism, it is explained that development is needed to encourage equal distribution of business opportunities, obtain benefits so that they are able to face the challenges of changing local, national and global life. Tourism development can optimally provide benefits and increase the number of tourist arrivals which can affect growth. Economy. Indirectly, the large number of tourists who come to visit the area's tourism objects and have an impact on tourist destinations and countries that are developing the tourism sector. One of the tourist areas in Indonesia that has enormous tourism potential is Batu City.

The geography of Batu City consists of hills and mountains, with an altitude of ± 800 m above sea level in the environment of Mount Panderman (2,010 m) and Mount Welirang or Kemukus (3,156 m). Oro-Oro Ombo village and Songgokerto sub-district, Batu sub-district, Tlekung village and Torongrejo village, Junrejo sub-district and almost all villages in Bumiaji sub-district are hilly areas. The villages of Bumiaji, Bulukerto, Gunungsari, Punten, Tulungrejo, Sumber Brantas, Sumbergondo, Pandanrejo, and Giripurno have steep relief. While other villages/kelurahan are relatively flat. These conditions make Batu City cool with air temperatures ranging from 17 – 25 °C.

Batu City has several potentials. First, the potential of the agricultural sector with fishery and livestock sub-systems is made one of the leading potentials for regional development in Batu City. Potential agricultural production includes vegetable crops, rice and secondary crops, fruit, semi-incentive aquaculture, dairy cattle and rabbit farming. One of the potentials in the agricultural sector that has made Batu City an Agropolitan City is the variety of horticultural crops, which include various types of vegetables, fruits, ornamental plants, and medicinal plants. Naturally and by itself Batu City has formed an image as an agropolitan city which is supported by the potential of fertile natural resources.

Second, is tourism potential, both in the agro-tourism sector or agricultural tourism, natural tourism and man-made tourism. Tourism is one of the potentials of Batu City apart from agriculture, the tourism industry is growing rapidly which is supported by the availability of lodging/hotel facilities and other accommodation facilities. The Batu City Government continues to strive to build and develop tourism potential because this area is well known regionally and nationally. In 2014, the government attempted to make effective the potential of 14 tourist attraction objects (ODTW) that have been owned to date, including: Selecta Baths; Kusuma Agro Tourism; East Java Park; Cangar Hot Springs; Songgoriti Baths; Batu Night Spectacular (BNS); Pick “Prosperous Immortal” Apples; “Dammadhipa Arama” Monastery; Animal Museum; Beji Outbound; Rafting Kaliwatu; Kampoeng Kidz; Banyu Brantas Rafting; and Tourism Village.

These various potential natural, social and human resources have become the basic capital for the success of Batu City in developing the tourism sector. Batu City has become a national tourist destination and is now starting to expand to the international level. With the support of road and bridge infrastructure, as well as accommodation facilities and infrastructure for more than 500 hotels of various classes, it has become a strong supporting force in developing a Tourism City. Even the City of Batu has issued Regional Regulation Number 1 of 2013 concerning Tourism, in which various tourism businesses are encouraged and given facilities to take care of legality in supporting the tourism mission of Batu City. As a result, in 2016, tourist visits to Batu City reached 2.02 million visits. The rapid development of this sector has become one of the triggers for accelerating the welfare of Batu City residents.

According to Musgrave and Musgrave [1] cited by Muluk [2], reveals that the role of government is divided into 3 government functions, namely: a. Allocation function, distribution function, and stabilization function. According to the theory of Pitana and Gayatri [3], that local governments have a role in developing tourism potential in their regions as: a) Motivator, in tourism development, the role of local government as a motivator is needed so that the tourism business continues to run. b) Facilitator, as a facilitator for the development of tourism potential, the government’s role is to provide all facilities that support all programs, both physical and non-physical. c) Dynamics, in the pillars of good governance, so that ideal development can take place, the government, the private sector and the community must be able to synergize well. The development of tourism essentially involves three interrelated stakeholders, namely the government, the private sector and the community [4]. Each stakeholder has different and complementary roles and functions.

2 Research Method

This study used qualitative approach. This research is located in Batu City, East Java Province, Indonesia and was conducted for approximately 6 months. The research objective is to describe and analyze collaboration between stakeholders in the development of a tourist village. Data collection was carried out by in-depth interviews, documentation and observation. The researcher made observations of the object under study and recorded it, so that a large and varied amount of data would be obtained. In this primary data, the results of interviews with various sources were typed, namely from the government, primary stakeholders and secondary stakeholders. While unstructured interviews

are flexible in their words, the composition of the questions and the wording of each question can be changed during the interview or adapted to the conditions during the interview. The interview technique used by researchers in this study aims to find out how the service process, management and problems in collaboration between stakeholders in the development of tourist villages. The data is then analyzed using the analytical method from Spreadly.

3 Result and Discussion

3.1 The Role of Local Government

Tourism in Batu City is a potential sector to improve the welfare of the Batu people and at the same time as a source of Regional Original Income (PAD). Batu City has at least 64 potential tourism objects (destinations), consisting of 18 natural tourism and 46 artificial tourism, which have been developed and become one of the main tourism destinations in the country. Types of tourism objects are very diverse, ranging from natural and artificial tourism (artificial). Meanwhile, the types of tourism are also very diverse, starting from conservation tourism such as Kusuma Agro, East Java Park and Eco Green Park, water tourism such as Cangar and Songgoriti natural baths, rafting and selecta, cultural tourism such as Tulungrejo tourist village and Songgoriti temple, and educational tours of Kidz Village. And transport museums, and many other types of tourist objects. The magnitude of this tourism potential is indicated by the increasing number of visits by domestic and foreign tourists.

Coordination. Batu City is one of the districts in Indonesia which has enormous tourism potential. In the 2017–2022 Batu City Regional Medium-Term Development Plan Document, it is emphasized that Tourism affairs are a priority in the 4th mission, namely “Creating a Democratic, Just and Professional Government supported by a Stable Institutional System and Apparatus who are qualified and competent based on Knowledge Development Knowledge and Technology”. The achievement of this mission is carried out through the establishment of 4 strategic objectives, namely (1) Realization of Batu City as an international tourist destination “Batu Destination” based on local culture and agro-tourism; (2) Realization of strengthening the image of the Batu City tourism industry in the international tourism industry; (3) Dissemination of the promotion of the advantages and comfort of Batu City tourism and (4) The realization of tourism human resources with international standards.

Local governments can act as coordinators to set policies or propose strategies for development in their area. Planning for regional tourism development or regional economic development planning that has been prepared in certain areas reflects the possibility of an approach in which a plan is drawn up as a joint agreement between the government, entrepreneurs and other community groups.

The tourism village is part of the integration of regional development which is carried out in a systematic, planned, integrated, sustainable and responsible manner by maintaining and protecting religious values, culture and natural conditions with an insight

into national interests, fulfillment of human rights and based on village authority. Government in the development of Batu City Regional Regulation No. 1 of 2021 concerning Tourism Villages.

The Batu City Government has established 3 strategic areas (clusters) of tourism destinations with different themes for each destination:

- Cluster I (bumiaji sub-district), namely Experiencing The Spirit of Batu with the natural tourism concept of the city of Batu.
- Cluster II (Batu sub-district), namely Enjoying the City of Light with the concept of artificial tourism.
- Cluster III (junrejo district), namely Exploring the Historical Culture with the concept of historical and cultural tourism.

Based on the research results, there are 24 villages in Batu City which are all being developed into tourist villages namely Pandanrejo Tourism Village, Tulungrejo, Bumiaji, Beji, Giripurno, Gunungsari, Mojorejo, Pendem, Pesanggrahan, Oro-oro Ombo, Puntan, Sidomulyo, Sumbergondo, and Telekung and two sub-districts, namely Sisir and Ngaglik. There are seven assessment categories in ADWI 2022 that can be prioritized by tourist villages, namely tourist attractions, homestays, digital and creative content, souvenirs, toilets, CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) and village institutions. In 2022, the assessment category will be added, namely the tourism village institution. During ADWI 2022, the number of villages from Batu City that participated in the event was far more than the previous year. In 2021, there are seven villages from Batu City where two villages namely Pandanrejo and Tulungrejo are included in the top 300. The opportunity for tourism villages in the Batu City area to achieve achievements at the annual event is quite large. This is due to the many advantages possessed by each village in the region. One of the requirements to become the best tourist village is to be able to improve quality such as management and institutions apart from having attractive tourist destinations. In this regard, tourism village institutions must really pay attention, because they are a new assessment point in ADWI 2022. Apart from that, the coordinator's role is also carried out through conveying information about the development of tourist villages, as well as providing directions to the people of Batu City to participate in village development.

Facilitation. Facilitator role in the development of this wista village can be done by accelerating development through improving the behavioral environment in the area. This role can include streamlining the development process, improving planning procedures and setting regulations, establishing good cooperation and relations between the Tourism Office and the community and Travel Parties as well as supervising the implementation.

The Batu City Tourism Village Forum (Fordewi) was formed as one of the steps taken by the Batu City Tourism Office (Disparta) in developing the potential of tourism villages and tourism villages in Batu City. Fordewi's presence makes it easier for tourism managers to obtain supporting information and education, to develop village tourism, tourist villages or tourism villages in Batu City. Fordewi's concept is to hold an open dialogue related to tourism, by involving 24 village tours, tourism villages and tourism sub-districts in Batu City to share information related to the development of tourism

potential management, the 8th meeting was held at Bring Rahardjo village tourism, Junrejo Village. Some of the trainings that have been held to improve and develop tourism villages are the Village Tourism Potential Introduction Training in 2009 in the village of Tulungrejo and Training on the roles and main tasks and functions of Pokdarwis held in 2011, and Expansion of product market share.

The Batu City Tourism Office, such as implementing tourism promotion for the archipelago at home and abroad by holding exhibitions and cultural arts performances, namely Apeksi in Tarakan, Majapahit Travel Fair, and tourism promotion activities at TMII Jakarta. Then the Batu City tourism promotion program in the form of receiving guests for promotional activities and tourism information, printing promotional media in the form of booklets/leaflets & tourism profile books as well as making souvenirs/souvenirs, tourism promotion publications through electronic and online media, video documentation of Batu City tourism profile, work development in the framework of tourism promotion. Then promote tourism on the annual agenda by organizing tourism promotion activities in the form of annual events, namely the Batu Street Food Festival 2018, the Batu International Tourism Paragliding Festival 2018, Gebyar Ketupat, Batu Rally Wisata, Batu Smart Tourism, Batu Street Food Festival, Batu Video and Photographic Tourism Competition, Gebyar Ketupat, Holds Archipelago Tourism and Culture 2019.

Making tourism a pillar of the regional economy which is the mainstay of Batu City's economy, now and in the future in order to improve the economic welfare of the community. Based on the results of an interview with Mrs. Puspa, one of the staff at the Batu City Tourism Office and field observations, there were several efforts made by the Batu City Tourism Office, namely:

- Socialization of tourism entrepreneurs.
- Training of tourism entrepreneurs.
- Monitoring, Assessment, Development of tourism products.
- Develop tourism products.
- Integrated tourism HR socialization and training.
- Doing competition between tourism actors.
- Conduct field evaluations and reviews.
- Pokdarwis training and coaching in the context of implementing professional and accountable tourism village management.
- Socialization and training for the Tourism Village community based on the potential that exists in the village.
- Improving tourism village facilities.
- Establish cooperation with regional, national and international tourism stakeholders.
- Participate in regional, national and international events.
- Using various promotional media.
- Hold an annual event.
- Packaging local events so that they are suitable for consumption by the international community.
- Utilizing local potential in the framework of promotion.

In accordance with the vision and mission of the Batu City Tourism and Culture Office, in 2022 development will be directed at improving the quality of tourism human

resources through various kinds of tourism outreach and training. Apart from that, it also empowers cultural potential and is packaged attractively to attract tourists. This will indirectly increase income for arts and culture actors. To increase business opportunities for rural communities in the tourism sector, the Batu City Tourism Village will be equipped with various supporting facilities. And training is needed to explore the potential that exists in the Tourism Village.

Stimulation. In general, the tourist objects in Batu City can be divided into 2 parts, namely natural attractions and artificial attractions. If analyzed according to Mill and Morrison's system theory, the physical condition of objects is strongly influenced by the natural environment. With a minimum temperature of 24 - 18°C and a maximum temperature of 32 - 28 °C, humidity around 75 - 98% and an average rainfall of 875 - 3000 mm per year and surrounded by Mount Panderman, Mount Banyak, Mount Welirang and Mount Bokong make this city a Batu has a cool climate and is comfortable as a tourist spot.

However, the large number of tourists who come without considering the carrying capacity of the environment more or less affects the condition of the surrounding environment. At the end of the week, tourist attractions are usually less comfortable due to heavy traffic (jams), motorized vehicle pollution in several mainstay objects such as Jatim Park, Agrowisata, Songgoriti, and Selektta, as well as the high number of visitors. Another condition of concern is environmental damage around the object caused by deforestation in the Welirang and Panderman mountains. Some tourist objects also appear to be less well-maintained due to sub-optimal management. Some tourist facilities such as seats, walls, children's play facilities, gates look shabby and faded in color. As seen in the Songgoriti tourist attraction.

Most of the objects in Batu City are the primary tourist destinations and are popular objects among local tourists who come from cities around Batu (Malang, Surabaya, Gresik, Sidoarjo). From the regional aspect, tourism objects in Batu City interact with tourism objects in other areas, such as the Pacet hot spring tourist attraction, Mojokerto Regency which is located to the north, Safari Park, Prigen, Pasuruhan Regency, and tourism objects around Malang Regency.

In carrying out the stimulator role, local governments can stimulate business creation and development through special actions that will influence companies to enter the area and keep existing companies in the area. Various kinds of facilities can be provided to attract entrepreneurs, in the field of tourism local governments can promote special themes or activities at certain tourist objects. This includes the ability or knowledge possessed by tourism office employees in developing tourist villages and the presence of tourism office employees who understand their main duties and functions in the community. Based on research data, in carrying out this stimulator role, the Batu City Tourism Office carries out a series of programs and activities including:

- Promote the introduction of tourist villages through festivals, carry out government activities in the village, and through social media,

- Innovation in the development of tourist destinations. And providing information about village tourist destinations as a promotion by utilizing places frequently visited by the community, such as Batu Mall, Batu City Square and other strategic places.

Activities at the Batu City Tourism Office for the 2017–2022 period are focused on improving the economy of rural communities through Tourism Villages. The role of the Batu City Tourism Office is as a coach. Among them is through increasing the capacity of community human resources by holding technical guidance and training for the community and business actors, forming a tourism-aware community, forming a creative economy community, and the Sapta Pesona campaign. In addition, the Batu City Tourism Office facilitates the formation of Tourism Villages by building supporting infrastructure, facilitating collaboration with the business world by utilizing CSR funds, compiling village tourism guidelines so that the development of Tourism Villages synergizes with the utilization of the City area and does not set aside environmental preservation (Tourism Office 2017).

Based on the results of an interview with Ms. Ice, head of the Tourism Destinations sector, in 2022 several training activities have also been carried out to develop the capabilities of implementing tourism village development which include:

- Business Management in the Development of Competitive Tourist Attractions and Tourism Destinations.
- Governance of Tourism Destinations in the Context of Ensuring the Safety of Managers and Tourists.
- Implementation of Governance of Tourism Destinations through the Attorney Cares for Tourism Platform.
- Marketing of Tourism Destinations.

Several strategies are outlined in several programs/activities as follows:

1. Cultural Value Development Program
 - Preservation and Actualization of Regional Cultural Customs Activities
2. Cultural Property Management Program
 - Facilitating Community Participation in Cultural Property Management
3. Cultural Diversity Management Program
 - Regional Arts and Culture Development Activities
 - Facilitation Activities for Organizing Regional Cultural Festivals
 - Activities of Preservation and Actualization of Cultural Heritage Objects
 - Community Participation Facilitation Activities for Car Free Day activities
 - Activities for Organizing Cultural Festival Facilities in the Region
 - Cultural Wealth Management Cooperation Development Program
 - Building partnerships in the management of Inter-Regional Culture

So in general the development of tourism villages based on potential and community is carried out through building good cooperative relations with tourism stakeholders both at the regional, national and international levels.

4 Conclusion

The government's role in the development of tourist villages can be carried out through the role of facilitator, stimulator and coordinator. The role of the Facilitator is carried out by accelerating development through improving the behavioral environment in the area. This role may include streamlining the development process, improving planning procedures and establishing regulations. The stimulatory role of local government can be carried out by stimulating business creation and development through special actions that will influence companies to enter the area and keep existing companies in the area. Various kinds of facilities can be provided to attract entrepreneurs to invest in tourism, and local governments can continuously promote special themes or activities at certain tourist objects. In the development of tourist villages is strongly influenced by a. the ability or knowledge possessed by tourism office employees in developing tourist villages, b. There are tourism office employees who understand their main duties and functions in the midst of the community as well as the awareness and participation of the community itself.

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