



Model of Tourism Village Development in Karangasem Village, Bulu District, Sukoharjo Regency as Family Tourist Destinations Based on Local Wisdom

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Abstract. There is potential for development in the Karangasem Village, Bulu District, and Sukoharjo Regency areas. This community boasts remarkable natural features as well as a distinct social and cultural life. This potential has to be nurtured and developed in line with the sociocultural traits of the surrounding area. A deliberate strategy to strengthen the community is the creation of community-based tourism. With regard to the idea of criteria for tourism villages in Karangasem Village, the purpose of this study is to look at the growth of such villages based on local knowledge. A descriptive qualitative approach is used in this investigation. The methods utilized to get the data are interviews, observation, forum group discussions, and literature reviews. Ten people—including representatives of the local governments and tourism villages—serve as informants. The study's findings suggest that organizational principles incorporate the values of local knowledge in the development of tourism villages in Sukoharjo Regency. Attraction, accessibility, public and tourist amenities, community empowerment, and marketing or promotion are some of the prerequisites for village tourism. In Karangasem Village, only three of the five requirements for tourism villages have been operating optimally: accessibility, public amenities, and community empowerment. The other two criteria still require improvement.

Keywords: Development Model, Tourism Village, Family Tourist Destinations, Local Wisdom.

1 Introduction

1.1 A Subsection Sample

The development of rural tourism based on the natural, agricultural, social and local wisdom potentials can become the development of tourism-based community potential. Concerning the development of a tourism village, it is important to consider how the community be continuously encouraged and supported, so that the village and community's potential can be maximized. By continuously exploring the potential of villages and communities, the development of tourism villages may have the greatest influence on the welfare of the village communities.

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Tourism activities cannot be separated from culture or local community's life. Therefore, in tourism activities there will be cultural interaction between tourists and the local community. In this case, the tourist has the opportunity to learn about the culture that implemented by the community of the tourist destination.

In the development of tourism villages, local wisdom and cultural diversity are the important thing that must be maintained. By prioritizing the values of local wisdom, the development of tourism village is anticipated to be introduced. The concept of local wisdom and cultural diversity become shared guides and rules that must be implemented in all aspects of people's lives. Local wisdom is the accumulated body of local knowledge found in communities and people that is derived through community experiences [1].

Sukoharjo Regency is a district that has enormous tourism potential. This potential can be seen from the potential of natural resources and human resources. Administratively, Sukoharjo Regency consists of 12 districts, which have 17 sub-districts and 150 villages. One of the villages that has a great tourism potential is Karangasem Village which located in Bulu District. There are several tourist destinations in Karangasem Village, including Mount Pegat and Cuwono Land. Karangasem Village contains 114 acres of prospective land that might be utilized for agricultural enterprise, giant prawn and tilapia fish farming. The fact that Karangasem Village administration and the local community pay close attention to the development of the village is another advantage it has.

Researchs on the tourism village development based on local wisdom have been explored by the previous researchers. Osin and Purwaningsih investigated the roles of the millennial generation in the development of Nyambu and Baru Marga tourism villages in Tabanan Regency and their implications for local wisdom [2]. It showed that the form of millennial generation innovation related to the development of tourism villages is carried out by strengthening natural resources and the implication is that the millennial generation can commit to maintaining socio-cultural traditions.

Other researchers has also carried out the investigation of the process of developing a tourism village through local wisdom and community empowerment in Conto Village [3]. They discovered that the local wisdom in Conto Village in the form of traditional performing arts has become a tourist attraction in addition to the natural tourism offerings. They also suggested that community empowerment becomes an effort to improve the welfare of the local community.

Muliani and Krisnawati in their research entitled "Development Model Of Special Interest Tourism Packages Through The Exploration Of Local Wisdom In Desa Wisata Wates Jaya" suggested that potential cultural and gastronomic tourism attractions in the area can be developed into a choice of tour packages as an alternative tourist attraction in this village. The tourism activities offered can become more focused on providing experiences by engaging directly in local people's daily activities that are integrated with nature [4].

Based on the background described above, the researcher aims to analyze the model of tourism village development based on the local wisdom of the community in Karangasem Village, Bulu District, Sukoharjo Regency.

2 Methods

This study was conducted by applying qualitative descriptive approach. Qualitative research is a sort of study in which the findings are not derived through statistical or other mathematical techniques [5]. Moreover, in qualitative research, descriptive data are utilized to develop understanding and answer questions about the topic being investigated [6]. The data collection techniques employed in this study were documentation, interviews, and observations to obtain accurate and clear information. The location of the research was in Karangasem Village, Bulu District, Sukoharjo Regency, Central Java. Data collection techniques were carried out by conducting FGDs and in-depth interviews with two Sukoharjo tourism ambassadors, four tourism office staff, the head of Karangasem Village, and 33 members of the Tourism Awareness Group (*Pokdarwis*) Karangasem Village. This study was carried out at Karangasem Village for three months, from August 2022 to October 2022.

The data analysis technique in this study used an analytical model according to Miles et al., namely data condensation, data presentation, and drawing conclusions [7]. In this research, data condensation is utilized to select, simplify, or transform the acquired data for further analysis. Data presentation is used to display data. The data were examined based on the research topic. The following stage is to make conclusions. Conclusion-drawing is the last step of this investigation and is utilized to decide the final findings.

3 Results and Discussion

The establishment of tourism village is the first step to grow the community's economy that is based on the efforts of the community. Through the spirit of togetherness and kinship, the people of Karangasem village are trying to build a community's economy by developing agriculture and utilizing natural resources as shared capital. Through the development of agricultural and natural resources, Karangasem Village has developed into a tourism area. The development of the Karangasem Village area into a tourism village began in 2019.

The development of the tourism village in Karangasem can be seen from the institutions and organizations that already exist in the tourism village such as BUMDes (Village-owned Enterprise) Sekar Mandiri Karangasem Village and Tourism Awareness Group (*Pokdarwis*) Karangasem Village. The duties and functions of *Pokdarwis* are fully responsible for managing the tourism village.

To maintain the preservation of local wisdom in tourism area, the community participation must be involved through community-based tourism activities. Community involvement in this group is a concrete form of community action that cares about tourist areas as well as other potential natural resources. Through a community the preservation of nature can be realized. Local wisdom in the form of management of natural resources and the environment is a form of community preservation.

Tourism Awareness Group (*Pokdarwis*) Karangasem Village is the tourism village organizer in Karangasem Village, Bulu District, Sukoharjo Regency. The group in running its organization has clear and firm principles. In developing the tourism village, it has main principles of organization which are open and voluntary membership, democratic management of the organization, and independence.

The first principle is that membership is open and voluntary, this shows that membership in the the group is not limited either in the number or nature of membership. Anyone can become a member of a farmer group regardless of being a farmer, rancher, or not a farmer or breeder. In this case, anybody can become members of the group as long as they have a spirit of togetherness in developing the tourism village.

Through the principle of open and voluntary membership, a stronger membership commitment is built and tourists. To build a community that has an open attitude towards tourists, it is necessary to have strong motivation from the local community. In this case the community must have the motivation to maintain the character of local wisdom that develops in the community.

The second principle is that the organizational management is carried out in a democratic manner. The *Pokdarwis* prioritizes togetherness in achieving its goals. As for what is implemented in the organization is all the result of a joint agreement. All of this has become an agreement that there is a manager as the representative of all members, so the manager must carry out what has been agreed upon by the members.

The third principle is independence. This principle encourages the community to build confidence in managing what potentials that the environment has. Through this principle, the community is required to be able to explore all the potential that exists to be developed into the main capital in improving the community economy as a support for the village. The manager motivate and support the community to continue to develop in their respective business sectors.

In managing the development of a tourist village, there are some important criteria that need to be considered to support the development of a tourism village that benefits the community. They are attraction, accessibility, public facilities and tourist facilities, community empowerment, and marketing or promotion [8].

Tourist destinations and attractions are the main assets that must be owned by a tourism development area. The existence of natural resources and other supporting resources has made Karangasem village try to develop the area into a tourism village. The main attraction in Karangasem village is the natural scenery, coming from Mount Pegat. Therefore, the main attraction is the diversity of natural resources. However, any attractions in Karangasem Village other than Mount Pegat, such as *embung* (an artificial reservoir), camping ground, and the potential of home-made culinary products have not been managed properly.

Accessibility means the availability of transportation that enable both local and international tourists to conveniently get to the destinations and visit tourist attractions [9]. The aspect of accessibility in the tourism village of Karangasem is quite good. Although the location of the village away from the main city of Sukoharjo Regency, it turns out that tourists still have the desire to visit, due to the fact that Karangasem Village offers a magnificent scenery destination of Mount Pegat. There is a sign board that

show how to get to the destination, which helps the tourists to make sure they are on the right way.

The process of developing tourism facilities must be developed in line with the development of tourism villages. The availability of both primary and secondary amenities at a destination, such as accommodation, dining options, gift shops, and other facilities is necessary for conducting tourist activities there. The existing facilities in Karangasem Village such as food culinary stalls, prayer's room and trash cans are found in the tourist destinations.

One of the important elements in the development of a tourist village is community involvement in every aspect of tourism [8]. This community involvement can be in the form of managing and providing tourism services. This community empowerment is expected to have a positive impact both economically, socially and culturally on society. The process of community empowerment that occurred in Karangasem Village can be seen from the establishment of a tourism village driven by members of the *Pokdarwis* group and supported by the governments.

Promotional activities are extensive actions taken to increase the appeal of tourism-related goods to potential tourists. Currently, only the tourist village's accommodations and attractions that are being used in the promotion's execution. All parties involved in the marketing of tourism villages must carry out this promotion. The community of Karangasem's promotional efforts have not properly organized or planned. This occurred because the *Pokdarwis* group had not yet made the promotional efforts as part of its daily operations. Traditional media promotions such as pamphlets and word-of-mouth advertising have been used to promote tourist villages. In this case, tourism village managers can take advantage of digital technology as a form of promotion. Promotion of tourism with digital media can be done through dissemination on social media such as Facebook, Instagram, YouTube, TikTok, etc. Tourism promotion strategies through social media can attract a lot of potential tourists from various regions and even foreign tourists.

4 Conclusion

Based on the findings described above, the results showed that the development of the tourism village based on local wisdom was able to have positive implications for the community in Karangasem Village, Bulu District, Sukoharjo Regency in improving the economic, social, cultural and environmental aspects. The community has strong and fundamental principles in managing their organization. All actors in the community help and support each other for the development of the tourism village. Among the criteria in developing the tourism village, only three that have been running optimally, namely accessibility, public facilities, and community empowerment. Meanwhile, the other two criteria, which are attraction and marketing promotion, still need to be improved.

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