

## **Local Government Strategy in Empowering Tourism Villages**

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### **Abstract**

A tourism village is a rural area that has a special allure and is able to bring visits to tourists where more specifically a tourist village is bound by strong cultural values and traditional characteristics. When a village has been agreed upon, proclaimed as a "Tourist Village" the village should have the potential to be attractive with the characteristics of a non-urban village. These characteristics will be represented by traditional life and the uniqueness that surrounds it. The purpose of this writing is to find out the strategy of the Regional Government in empowering tourist villages. This is a form of village tourism empowerment carried out by the local government to improve the economy and maintain village wisdom. In this study, researchers used the library study method accompanied by an elaboration analysis of government regulations or policies regarding village tourism. Villages in the world of tourism certainly have their potential, including the natural wealth of the mountains or villages with the wealth of the sea, in terms of culture to history, all of which are present in the body of Bhinneka Tunggal Ika. This research uses a descriptive type with a qualitative approach. According to Moleong, qualitative methods include document observation, or literature search. The results of the study show that in the process of development or tourism village development, the village government is the main party responsible so that the community can be involved, through a regulatory strategy that has been prepared by the village government.

**Keywords:** Tourism Village, Village Tourism Empowerment, Local Government Strategy

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## **1. Introduction**

Tourism villages are one of the regional existences that have quite a high appeal in the current era, not only the problem of heterogeneity and cultural richness that Indonesia has but every village in Indonesia has its own unique characteristics or characteristics, so in the promotion process it will many foreigners feel curious and decide to visit in person, of course the question is about how the local government's strategy or business in promoting tourism to tourism village snacks in welcoming tourists for the progress of the village.

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villages with the wealth of the sea, in terms of culture to history, all of which are present in the body of Bhinneka Tunggal Ika.

Indirectly in village promotion, village communities and the government also promote Indonesia, the beautiful archipelago with its homeland, an important point in this research is to find out how the local government's strategy is in empowering tourist villages, because it is inevitable that in Indonesia there are still too many local governments do not pay attention to this opportunity, even though if you look at the regulations, since Law Number 6 of 2014 concerning villages was issued, the village as the lowest administrative unit has a very important role and is responsible for village development. The provisions governing the source of village funds so that they can carry out Village Development are regulated in Number 60 of 2014, the use of these funds is expected so that the village government is able to carry out development and empowerment in the village in this case including the tourism aspect (Suranny 2020).

### **1.1. Tourism Village Concept**

A tourist village is a rural area that has a special allure and is able to bring visits to tourists where more specifically a tourist village is bound by strong cultural values and traditional characteristics. Then according to the Regulations of the Ministry of Education and Culture (Ministry of Culture and Tourism), where a tourist village is an integrated form of attractions, accommodation, tourism supporting facilities and infrastructure presented in a local community life order that blends with existing traditions from generation to generation. So the elements in developing a tourism village is an understanding of the environment, nature, community culture, architecture, spatial structure, socio-economic, village history, skills and knowledge of local communities (Mahadewi and Sudana 2017).

When a village has been agreed upon, proclaimed as a "Tourist Village" the village should have the potential to be attractive with the characteristics of a non-urban village. These characteristics will be represented by traditional life and the uniqueness that surrounds it. The basic assessment for the development of a village or area to become a "Tourist Village" should pay attention to several things, including:

- a. Preserving the cultural heritage of the local community.

- b. Tourism development must be able to provide benefits to the local community.
- c. Providing pleasant, memorable experiences and memories to tourists.
- d. Packaging village potential as a salable tourism product.

The characteristics approach requires identification and assessment of various things inherent in the village that have specificities that can be stated, such as:

- a. Cultural characteristics Various things related to cultural life, traditions, customs, arts, ways of life that are inherited from generation to generation.
- b. Characteristics that are related to the livelihoods of the people in the area or village are the daily life of the local community for the livelihood patterns they carry out, for example: as farmers, craftsmen, working in the garden.
- c. Natural characteristics. Characteristics related to the natural environment, whether rivers, mountains, valleys, lakes that have characteristics that can be conveyed.
- d. Characteristics of physical buildings The attractiveness can be represented by the physical condition of traditional buildings, such as: residences, public facilities, places of worship, or other physical buildings that are second to none in other places or regions because of their uniqueness.

Developing the attractiveness of a village without taking into account the characteristics above will be the same as forcing the will of a village to become a Tourism Village, in addition to access and amenities and the role of the community (Amalia, Jihan Oktaviani. Putri 2019)

## **1.2. Benefits of Tourism Village**

The benefits of developing a tourist village from natural aspects, socio-cultural aspects, spiritual aspects, and economic aspects are as follows:

- a. Natural Aspects: reducing land conversion, maintaining conservation areas, protecting water sources, increasing concern for nature, maintaining environmental quality, reducing pollution levels, and public awareness in disposing of waste;
- b. Socio-Cultural Aspects: respecting traditions and culture, efforts to maintain traditions and culture, introduction of traditions and culture, improvement of traditional and cultural activities, regeneration of traditional and cultural actors, traditional and cultural performances, and improvement of kinship and mutual cooperation;
- c. Spiritual aspects: preservation of sacred places, maintenance of sacred places, maintenance of Pelaba Pura, reinforcement of rules of sacred places, maintenance of mythical existences, ceremonies held regularly, and increase of religious beliefs;
- d. Economic Aspects: creating jobs, maintaining livelihoods, increasing entrepreneurship, increasing people's income, growing MSMEs, increasing product branding, and reducing poverty.

## **2. Method**

This research uses a descriptive type with a qualitative approach. In this study the author will describe the strategy of the Regional Government in empowering tourist villages. According to Moleong, qualitative methods include document observation, or literature search. The data collection technique used in this study used bibliographical/qualitative analysis where data was obtained from several journals, news, the internet, and others related to the research to be carried out. Qualitative research is a distinctive research process, which examines the phenomena of human and societal problems (Harisma et al. 2018)

## **3. Findings and Discussion**

### **3.1. Tourism Village Development and Development Strategy**

Rural Area is an area that has main agricultural activities, including management of natural resources with an arrangement of area functions as a rural settlement, government services, social services, and economic activities, in the process of village development regulated by village regulations. Village Regulations are statutory regulations stipulated by the Village Head after being discussed and agreed with the Village Consultative Body, (<https://www.dpr.go.id>)

According to Law Number 6 of 2014 concerning Villages in Chapter 1 General Provisions Article (1) point 8 and point 12 regarding Village Development and Empowerment of Village Communities; (8) Village Development is an effort to improve the quality of life and life for the welfare of the village community as much as possible; (12) Empowerment of rural communities is an effort to develop self-sufficiency and welfare of the community by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing resources through establishing policies, programs, activities, and assistance that are in accordance with the essence of the problem and priority needs of the community village.

Law Number 6 of 2014 Article (4) regarding the Purpose of Village Arrangements, Village Arrangements aim to a) provide recognition and respect for existing Villages with their diversity before and after the formation of the Unitary State of the Republic of Indonesia, b) provide clarity of status and legal certainty over the Village in the constitutional system of the Republic of Indonesia in order to realize justice for all Indonesian people, c) preserve and promote the customs, traditions and culture of the Village community, d) encourage Initiatives,

Movements, and participation of the Village community to develop the potential and Village community and Village Assets for welfare Together; e) form a village government that is professional, efficient and effective, open and responsible, f) improve public services for villagers in order to accelerate the realization of general welfare, g) increase the socio-cultural resilience of the village community in order to create a village community that is able to maintain social unity as part of social resilience, h) advancing the village community's economy and overcoming national development gaps and, i) strengthening village communities as subjects of development.

Based on the regulatory explanation above, the Tourism Village is one of the regulatory representations of Law Number 6 of 2014 Article 4, Tourism Villages are expected to be able to provide welfare for the Village community and provide progress to the Village both in terms of customs, culture, traditions and other aspects that still convectional.(Nugroho 2019)

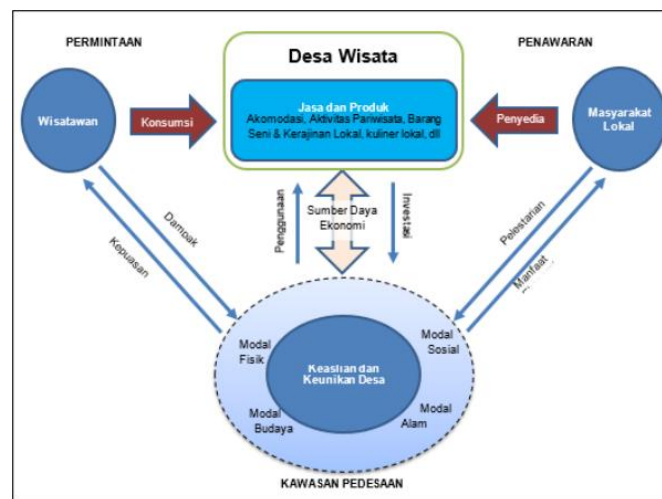
### **3.2. Example of a Tourism Village**

One example of a tourism village in West Java is Cilember tourism village, Bogor. One of the potentials that makes the Cilember Tourism Village a tourist village is the existence of a community of wood flower craftsmen. In the Batu City village, almost 75% of the people are craftsmen. The raw material for making these crafts is wood waste and the results are sold at Taman Wisata Matahari. Not to be missed are the tourist attractions that make Cilember Village an attraction, namely ecotourism activities starting from overtime saba, an activity where village tourists are invited to go around the village and walk along the rice fields and rivers, plowing fields, planting rice, raising livestock, gardening, arranging wooden flowers, martial arts , jaipong, ngaliwet and many more. (Latianingsih et al. n.d.)

### **3.3. Tourism Strategic Area Development Planning Approach**

The tourism strategic area development planning approach is a structured dynamic approach, which is sustainable, incremental, and flexible, as well as systemic, comprehensive, integrated, environmentally sound. (Lohia and Muna 2018). his approach is to transform the actual conditions of tourism areas into the expected conditions, taking into account all aspects of development planning. According to Law No. 10 of 2009, tourism development includes tourism destinations, the tourism industry, tourism marketing and tourism institutions. These

aspects of tourism development are also spelled out in the concept of developing a tourism village in realizing system integration in tourism development.(Damanik, Damanik, and Iskandar 2019). The process of realizing the tourism village development concept can be seen in the image below:



**Figure 1. Conceptual Diagram for Tourism Village Development**

In general, the concept of sustainable tourism is defined as a process of tourism development that is oriented towards the preservation of the resources needed for development purposes in the future, concerning the environment (ecology), the economy and the culture of the local community which are important elements in the process of developing a tourist village. In the concept of a tourist village as community-based tourism, it contains a concept of community empowerment.(Syah 2017)

### **3.4. Tourism Village Empowerment**

Tourism Villages can operate with the participation of all parties in the management process, either directly or indirectly. Stakeholders who have roles in the village are very influential on the impact of the tourism activity management system in the village. Because the policies taken for village tourism development will affect the success of sustainable tourism development. These stakeholders include the Community/society who act as the driving force for all tourism activities(Talib 2021). The Village Government as the government representative closest to the Village community and is part of the community as a support

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system and driving force for efforts to develop and develop tourist villages, The private sector plays a role in the Corporate Societal Responsibilities program, Academics who are involved in conducting research, community service to the community, and development in the management of tourist villages as well as other empowerment activities to improve the standard of living of the village community, and finally the role of the media is to publish news for the sake of village promotion.(Azzaki et al. 2021).

There are 3 basic things in community empowerment in the development of Tourism Villages, namely as follows:

- a. Awareness (conscientization), which is a process to build understanding aimed at influencing awareness about the tourism potential of a village to build a tourism village that is managed by the local community
- b. Community organizing is an effort to empower the community to understand and be aware of their vulnerabilities and capacities as well as their environmental conditions and mobilize the community in responding to problems and fulfilling their needs by optimizing existing resources, so that the role of the community in developing tourism villages is very important and important for sustainable tourism village development.
- c. Intermediary Human Resources (resource delivery), namely providing understanding and direction to the community regarding tourism potential that can be developed so as to be able to determine the capacity that needs to be increased through training or education so that they are able to manage the tourism potential to be developed.(Wisata 2021)

The development of the tourism industry aspect also aims to encourage the growth and development of tourism businesses managed by the community or community groups under the tourism village management unit: 1) Encouraging and facilitating the application of increased standardization of tourism business certification through the preparation of its supporting components, 2) Improving the packaging of tourism products and the diversity of tourism product packages, 3) Opening investment opportunities for investors to provide easy access to capital for micro-enterprises with broad market potential sources so as to encourage expansion of market access. Can be seen in the following chart image:

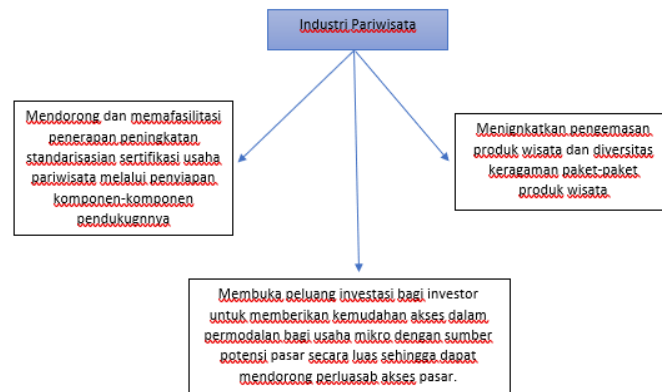


Figure 2. Travel Industry Destinations Chart

#### 4. Conclusion

The management of tourism villages can be carried out well if the village government and village communities or all stakeholders can work together well and actively, the availability of facilities and infrastructure must be able to facilitate tourists, besides that the collaboration of the private sector can help village tourism programs, what is very important is the management optimal tourism village in terms of village government specific policies which include rules that start from planning to implementation.

#### 5. Suggestion

Increased Human Resources that can be realized through training on the management of tourist villages, training can be carried out with a program of cooperation with the local government or with academics, the government as stakeholders must provide as much space as freely as possible for the community to be creative, support provided by the community in villages must be sustainable and continuous, the community is led to be more proactive in order to appreciate themselves in order to get out of poverty and harassment through real work in their own village environment.

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