



Study Of Tourism Village Development In Bengkulu Province

Nour Farozi Agus ¹

¹ Sekolah Tinggi Ilmu Administrasi Bengkulu

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CORRESPONDENCE

Phone:

E-mail: nourfaroziagus@stia.ac.id

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A B S T R A C T

The existence of tourist villages in the course of tourism development in Bengkulu Province colors a more dynamic variety of tourist destinations which is shown through the spirit of 'tourism as an absorber of rural labour, as a generator of regional economic growth, and as a tool for poverty alleviation'. However, the development of tourism villages in this province can be categorized as pilot tourism villages. Thus, several strategic steps are still needed that must be proclaimed if you want villages that have tourism potential to be developed into independent tourist villages. From the description of the existing conditions of potential, hopes and problems related to the development of "Tourism Village" in Kepahiang, Lebong and Kaur districts, the problem that is the focus of this study is what kind of tourism development strategy can be used as a basis for developing selected villages (Batu Ampar, Air Sempiang, Tangsi Duren, Bukit Menyan, Sebelat Ulu, and Pangubaian) to become "Tourism Villages" that are independent, prospective and sustainable? The potential of six villages in Bengkulu Province was studied to see their development strategy by analyzing strengths, weaknesses from internal factors as well as opportunities and threats from external factors. In preparing this report, the SWOT analysis method was used. SWOT is an acronym for 114 Strengths, Weaknesses, Opportunities and Threats. SWOT can systematically assist in preparing a mature plan to achieve goals, both short term and long term goals. SWOT is a form of descriptive situation and condition analysis. Situation and condition analysis is an input, which is then grouped according to their respective contributions. a. Streght (strength) is a condition that is the strength of an area. something that an area already has and is doing well. b. Weakness is a situation that does not support (does not go well) or something that is needed but does not yet or does not have an area. c. Opportunity is a positive factor or



condition that arises from the environment and provides an opportunity for programs to utilize and develop it. This can be of potential value or something that can be added value compared to other regions. d. Threat (threat) is a threat factor that provides obstacles to the development of a program..

INTRODUCTION

Terminology such as sustainable tourism development, village tourism, eco-tourism, is an approach to tourism development that seeks to ensure that tourism can be carried out in non-urban tourist destinations. One alternative tourism development approach is "Village Tourism" which is oriented towards sustainable and participatory tourism development. An important aspect in efforts to develop a sustainable "Tourism Village" is the involvement or participation of the community. Participation is manifested in the lifestyle and quality of life of the community, specifically related to the behavior, integrity, friendliness and sincerity of the people who live and develop to belong to the village community concerned. Therefore, the "Tourism Village" modeling for sustainable rural development must continue to creatively develop new identities or characteristics for the village to meet the goals of solving problems related to improving the village economy, providing new jobs, environmental preservation, community social cohesion, and community welfare. Related to the tourism development model that needs to be emphasized is how to make tourist attractions advanced, good, perfect and useful (Suwantoro, 1997). According to some experts, there are several models of developing tourist areas, namely: cultural tourism, ecotourism, marine tourism, adventure tourism, agro-

tourism, village tourism, gastronomy (culinary tourism), spiritual tourism (spiritual tourism) and others (Swarbroke, 1998, McIntyre, 1993) .

Bengkulu Province is one of the provinces in the southern part of Sumatra which is rich in tourism resources, both marine tourism, historical tourism, traditional/cultural tourism, natural tourism and agro tourism. The Bengkulu provincial government has been determined to develop and manage tourism as an effort to catch up and increase economic growth based on people's industries. The tourism development policy has been outlined in the 2021-2026 RPJMD, in which the tourism sector is one of the priority and leading sectors in Bengkulu province's economic development. As with Bengkulu province, the surrounding districts/cities of Bengkulu province are also committed to developing tourism in terms of beaches, nature, agro, customs/culture and history through "Tourism Villages". While this research was being conducted, the Bengkulu Province Tourism Office was carrying out the "Tourism Village" competition agenda and each district responded positively by sending several villages that had the opportunity to become "Tourist Villages". The concept of "Tourism Village" is how villages that have tourism potential can be developed as an effort to preserve the environment and improve people's welfare independently by utilizing



village funds and community participation. Several villages in the districts of Kepahiang, Lebong and Kaur which are located in the hills and coast of Bengkulu have tourism potential and are expected to become "Tourist Villages" as an economic source for poverty alleviation and job creation in the area. These villages are villages that have been determined by the local government to be developed into "Tourism Villages" including the villages of Batu Ampar, Air Sempiang, Tangsi Duren and Bukit Menyan which are in the Kepahiang district. Furthermore, there is Sebelat Ulu village in Lebong district and Pangubayan village in Kaur district. A village can be categorized as a "Tourist Village" if the village fulfills the requirements concerning aspects of natural potential, socio-culture, which are attractions for tourists (attraction aspects), have easy access for tourists (accessibility aspects), public facilities that support the needs of tourists (amenities aspects), and 6 tourist convenience services (ancillary aspects). A community-based "Tourism Village" of course requires a careful and creative touch so as not to trigger social problems which actually have a negative impact on nature and the social cohesion of society. So far, there has not been a comprehensive identification of data and information on the conditions of each village related to the requirements that must be met as a "Tourist Village". Therefore knowing the real conditions of the aspects of the "Tourism Village" from each village that is recommended to be developed into a "Tourism Village" is something that absolutely must be done and analyzed so that appropriate strategies can be developed to develop these villages. become independent, prospective and

sustainable "Tourism Villages" in their respective districts.

Definition of Tourism

The definition of tourism is very diverse according to experts. One expert has a different concept from another expert because of the different emphasis and perspective. Etymologically, the word "tourism" is identified with the word "travel" in English which means a trip that is made many times from one place to another. On this basis, by looking at the current situation and conditions, tourism can be interpreted as a planned trip carried out individually or in groups from one place to another with the aim of getting satisfaction and pleasure (Yoeti, 2010). In addition, there are various other understandings of tourism, namely McIntosh (1972) states that tourism is: "A composite of activities, services and industries that delivers a travel experience, transportation, activity and other hospitality services available for individuals or groups that are away from home ". From this definition it states that tourism is a series of activities carried out by tourists both individually and in groups by enjoying the services and tourism industry, transportation, accommodation, restaurants, entertainment and so on. Hunziker and Kraft (Yoeti, 2001) put forward the following definition of tourism: "Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, so far as they do not lead to permanent residence and are not connected with any earning activity" (tourism is a combination of symptoms and relationships that arise from travel and temporary stay of people who are not local residents, as long as they do



not show a desire to stay and as far as they are not related to activities that generate money). Meanwhile, Wahab in Yoeti (2001) formulates the notion of tourism as follows: "A Proseful human activity that serves as a link between people either within one some country or beyond the geographical limits of the states. It involves the temporary displacement of people to another region, country or continent for the satisfaction of varied needs other than exercising a remunerated function" abroad, covering the temporary residence of people from other regions looking for various and different satisfactions from what they experience, where they get a permanent job). Law number 10 of 2009 concerning tourism, states that the meaning of tourism is various kinds of tourism activities and are supported by various facilities provided by the community, businessmen, government and local governments.

Aspects of the Tourism Offer

The essence of tourism products is tourist destinations and this is the main attraction for the development of the tourism industry. Destinations are related to a place or region that has advantages and characteristics, both geographically and culturally, so that it can attract tourists to visit and enjoy it. All products related to travel before, during and after visiting a destination are products that support the tourism industry. These products unite and cannot be separated to create a "satisfying" experience for tourists. If one product makes tourists disappointed, then overall tourists will be disappointed with that destination. To make a superior tourist destination, according to Cooper (1993) in a book entitled *Tourism: Principles and Practice*, states that before a destination is

introduced and sold, it must first examine the four main aspects (4A) that must be possessed, namely attractions, accessibility, amenity and ancillary. 1) Attraction Attraction is the main product of a destination. Attractions are related to what can be seen (what to see), what can be done (what to do), what can be bought (what to buy) at a tourist destination so that it can become an element of attraction and magnetism for tourist arrivals at a location. tour. These attractions can be in the form of natural objects, the gift of God Almighty, such as the beauty of natural panoramas and the uniqueness of nature, besides that they can be in the form of human roots such as art and culture of the local community, historical building relics, as well as artificial attractions such as games and entertainment facilities. To enjoy these tourist attractions, there are things that do not need to be prepared in advance, such as enjoying the natural scenery, the atmosphere of the beach, lakes, buildings and so on, besides that there are things that need to be prepared beforehand and presented as a show such as regional cultural arts, sports competitions. and others. 2) Accessibility Accessibility is the means and infrastructure to get to tourist destinations. Road access and the availability of good transportation facilities are important aspects for a tourist destination. There are so many areas in Indonesia that have natural and cultural beauty worthy of being sold to tourists, but do not have good accessibility, so that when they were introduced and sold, not many tourists were interested in visiting them. It should also be noted that good road access alone is not enough without the availability of transportation facilities. For individual tourists, public transportation is



very important because most of them arrange their own trips without the help of travel agents, so they are very dependent on public facilities and amenities available to tourist sites. 3) Amenities Amenities are all supporting facilities that can meet the needs and desires of tourists while in the destination. Amenities related to the availability of accommodation facilities for overnight stays as well as restaurants or stalls for eating and drinking and other supporting facilities that tourists may also want and need, such as public toilets, rest areas, parking lots, health clinics, and places of worship. Of course these facilities also need to see and assess the situation and conditions of the destination itself and the needs of tourists. Not all amenities have to be close together and located in the main area of the destination, for example for natural destinations and historical heritage it is better to be somewhat far from commercial amenities, such as hotels, restaurants, rest areas and so on. 17 4) Ancillary Ancillary relates to the availability of an organization or people who take care of the destination. This is important because even though a destination already has good attractions, accessibility and amenities, if no one regulates and takes care of it, the destination will be neglected and unable to provide selling points for tourists. The organization can be a company or a community organization which will carry out its duties like a company. This organization manages destinations so that they can provide benefits to related parties such as the government, local communities, tourists, the environment and other stakeholders.

Definition of Tourism Village

A tourist village is a village with a prioritized tourism product theme such as industrial villages, craft villages, creative villages, pottery villages and others. According to Nuryanti (1993) in (Antara & Arida, 2015) a tourist village is a form of integration between accommodation, attractions, and supporting facilities that are presented in a structure of community life that integrates with prevailing procedures and traditions. The increasing interest in tourism activities has led to the expansion of tourism to village locations as places for the development of various customs and cultures. Villages have opportunities in tourism development (Nugroho, 2018). Rural areas have the following characteristics: [1] a large ratio of land to people (man-land ratio); [2] agricultural employment; [3] close resident relations; and [4] according to tradition (Antara & Arida, 2015). Tourism villages are one of the alternative tourism trends with the concept of nature-based tourist destinations and local communities which are expected to trigger economic growth and revival in the village (Kemenparekraf/Baparekraf RI, 2021) so that the development of 18 tourism villages is important to the institutional capacity of tourism village managers who can carried out with a spectrum of varied concepts and approaches. In the tourism sector, the bottom-up planning development model is in accordance with the tourism paradigm which is characterized by populist characteristics, and gives rise to various designations, namely: core people's tourism, community tourism, resource community base management or community management (Korten, 1986 in Antara & Arida, 2015). The populist tourism paradigm is an alternative



paradigm to the failure of the modernization model applied in developing countries. Rural tourism is a rural area that offers an overall atmosphere that reflects the uniqueness of the countryside, both from socio-economic life, socio-culture, daily customs, building architecture and spatial structures of a typical village or economic activities that are unique and interesting and have the potential to be developed. various tourism components. A village is said to be worthy of being a tourist destination if it has at least three main components that are interrelated. These components are attractions, tour packages, and facilities. The attractiveness of a tourist village is the first component and becomes the foundation of a tourist village. Perceptions about tourism usually prevent village tourism managers from determining the potential attractiveness of their village. Most village governments or village managers still believe that tourist attractions are beautiful things and must have complete facilities. The perception of modern tourist objects hinders the idea of developing a tourist village. Usually this perception forms a big, tall and sturdy wall called 'the difficulty of finding funds to develop the potential of a tourism village.

MATERIALS AND METHODS

Approach in Tourism Village Development The development of tourism village potential must be planned carefully so that the impacts that arise can be controlled. Based on the results of studies from the UNDP/WTO and several Indonesian consultants, two approaches were achieved in compiling a work framework/concept from developing a

village into a tourist village, namely through the market approach and the physical approach. In the market approach, there are three types of interactions, namely: 1) Indirect interaction. The development model is approached in a way that the village benefits without direct interaction with tourists. Forms of activities that occur include writing books about developing villages, village life, local art and culture, traditional architecture, historical background, making postcards and so on. 2) Semi-direct interaction. This approach is approached in the form of one day trips undertaken by tourists. Activities include eating and doing activities with residents and then tourists can return to their accommodation. The principle of this type of model is that tourists only stop by and do not live with residents. 3) Direct interaction, it is possible for tourists to stay/overnight in accommodation owned by the village. The impacts that occur can be controlled with various considerations, namely the carrying capacity and potential of the local community. Another alternative to this model is the combination of the first and second models. Meanwhile, this approach is a general solution in developing a village through the tourism sector by using 62 specific ways of controlling development and implementing conservation activities. 1) Conserving a number of houses that have high cultural and architectural values and changing the function of the residence into a village museum to generate costs for the maintenance of the house. 2) To conserve



the entire village and provide new land to accommodate the development of the villagers and at the same time develop the land as a tourism area with tourist facilities. 3) Developing forms of accommodation within the village area which are operated by villagers as small-scale industries.

Study Approach

This tourism village development study uses a descriptive-qualitative approach. This approach is intended to describe in depth the object under study in the form of a natural setting narrative. Qualitative research is conducted to build knowledge through understanding and discovery. Qualitative research approach is a process of research and understanding based on methods that investigate a social phenomenon and human problems. In this study the researcher made a complex picture, examined words, detailed reports of respondents' views and conducted studies in natural situations.

Method of collecting data

The main data collection techniques in this study are: 1) Observation This technique is used to observe the object of study concerning social phenomena, the physical condition of the village, and the behavior of the village community. 2) In-depth interviews are used to obtain information about various aspects related to the development of tourist villages in the study locations. This technique is considered very important because it will

involve the issue of aspirations and expectations of informants about their village. 3) Documentation This technique is used to obtain information that is not obtained through the two techniques. The documents needed are in the form of secondary data, various photos of activities and physical photos of the village to be analyzed according to research needs. 4) Questionnaire This technique is used to collect data related to selected indicators of tourism villages through the interview survey method.

Data analysis method

Data analysis is used through several stages, namely: 1) Data reduction (Data Reduction) This technique is used to summarize, select the main things, focus on important things, and look for themes and patterns. In other words, the data and information obtained from the study objectives are then organized and grouped into several components or aspects studied. Thus, there is some data and information that must be reduced because it is not in accordance with the themes of the study to minimize errors in drawing conclusions. 2) Data Display (Data Display) Data presentation is carried out after the data reduction stage has been successfully carried out. Presentation of data is described in the form of narratives, charts, relationships between categories and so on using narrative analysis. 3) Drawing conclusions (Conclusion drawing) The final stage in data analysis is drawing conclusions based on data reduction and



presentation. Conclusions are formulated in accordance with the problems and objectives of the studies conducted. This stage can also be in the form of field data verification in accordance with the framework and concepts that have been formulated previously.

Methods for Determining Tourism Villages Determining a village has the potential to be developed into a tourist village, the following steps must be taken: 1) Do a village mapping of the potential tourist villages. This mapping was carried out to be able to identify villages that have the potential to be developed as tourist villages, then carry out a qualitative descriptive analysis and document review. 2) Identification of candidate tourism villages Candidates for tourism villages are selected based on predetermined criteria, namely agro-tourism-based tourism villages, marine tourism-based tourism villages, and conservation-based tourism villages. The process of selecting the villages to be the target of the study was the result of discussions with the district government, in particular with the Bappeda and the Tourism Office. This is intended to avoid mistakes in taking research locus. 3) Analysis of characteristics and measures of success in the development of community-based tourism villages from prospective tourism villages. This analysis was carried out to determine the characteristics of community-based tourism that apply in the development of the tourism village. This community-based

tourism has a very important role in the development of tourist villages. The analysis used includes: 1) Analysis of the benefits of developing a tourism village if it requires financial assistance from the government. This analysis was conducted to determine the benefits derived from the assistance. The aspects discussed are the benefits to the tourism community, tourism villages, tourism awareness groups, and travel agencies supplying tourists. This analysis uses descriptive qualitative analysis and field observations (documentation); 2) Formulate the development pattern of the tourism village to be built. The formulation of this development pattern is a collection or findings from the previous analysis which are formulated in the form of a pattern that describes the pattern of development that occurs in tourist villages. 3) Analysis of tourism systems and elements from prospective tourist villages. This analysis is carried out to find out which integrated systems and elements are owned by prospective tourism villages that are likely to be successful in their development. This analysis includes tourist attractions, accommodation, infrastructure, promotion, tourist interest and the public. This analysis uses descriptive qualitative analysis and field observations (documentation).

RESULTS AND DISCUSSION

Pengubaiian Tourism Village Development Strategy Recommendations.



Alternative strategies as a sequence of priorities for the development of Pengubaiian tourism villages: 1. Form a tourism awareness group (Pokdarwis) as the spearhead in the development of a tourism village. This group is expected to be able to increase tourism awareness for the community in general as well as for tourism business actors in Pengubaiian Village. 2. Conduct village meetings which contain stakeholders who have an interest in the development of a tourist village. These groups may include private beach managers, community groups, traders, land owners, and village governments. This is done to avoid conflicts of interest in managing tourism potential in the village. This synergy product is in the form of an agreement document between stakeholders in the management of tourism potential in Pengubaiian Village. 3. Developing the Pengubaiian village area as a sustainable coastal tourism village with the principles of sustainable coastal tourism. Principles of Sustainable Coastal Tourism in the form of [1] Principle of Balance. Tourism management must be based on a commitment to a balance pattern between economic development, socio-culture and conservation. [2] Community Participation Principle. Involve the community in the management of tourism businesses. [3] Principles of Conservation. Have concern, responsibility and commitment to environmental preservation (nature and culture). Development must be carried out in a responsible manner following ecological principles as well as being sensitive to and respecting the socio-cultural values and religious traditions of the local community. [4] Principle of Integration. Management pays attention to ecosystem conditions and is synergized

with the development of various sectors. [5] Law Enforcement Principles. Tourism management must be developed in accordance with existing regulations, and implemented with law enforcement and applicable regulations to ensure legal certainty in tourism management. 4. Increasing the synergy between the government, private sector, tourism business actors, associations, and the community in managing coastal area resources 5. Developing and creating jobs according to coastal potentials that are able to provide sustainable and sustainable income. 6. Creating management of fishery resources without damaging or endangering the ecosystem 7. Increasing public awareness in preserving the coastal environment and preserving the customary values/traditions of coastal communities such as the typical fishing life 8. Helping increase community knowledge and skills such as training to empower communities in use of coastal tourism. Based on the strategy formulated above, the appropriate target and segmentation of the tourism market are as follows. 1. Family tourists whose roaming is packaged with the concept of sustainable coastal tourism. 2. Foreign tourists who wish to conduct studies/studies on nature, culture and events, especially surfing. 3. A community of nature lovers with special interests. 4. Educated people (scientists/ students/ humanists) and business/business people who want to be close to nature and also want to add new knowledge about Pengubaiian Village life. 5. The general public who are interested in surfing training and education .



Recommendations for the Development Strategy of the Batu Ampar Tourism Village

Alternative strategies as a priority order for the development of the Batu Ampar tourism village: 1. Developing tour routes and packages to increase tourist interest 2. Making culinary products and cultural arts as tourist destinations. 3. Strengthening tourism awareness group collaboration with village officials in disseminating route information and tour packages 4. Establish tourism regulations/rules in the Bukit Kaba Natural Tourism Forest (TWA) area and other natural tourism in Batu Ampar Village 5. Establish an organizational structure for tourism village management 6. Create events in the form of cultural tourism products that preserve local culture 7. Create public transportation managed by the local community in facilitating tourism activities in Batu Ampar village 8. Strengthening community capacity by counseling and training on management of tourist destinations 9. Improving tourism supporting facilities and infrastructure such as lodging facilities, food stalls based on local community management 10. Formulate rules of conduct for tourists 11. Improve and maintain existing tourist attractions 12. Conduct training for community groups on improving the economy Based on the strategy formulated above, the appropriate target and market segmentation are as follows. 1. Family tourists whose roaming is packaged with the concept of Cultural Ecotourism towards the preservation of culture, nature and the environment of Batu Ampar village. 2. Foreign tourists who wish to conduct studies/studies on nature, culture, and events 3. A community

of nature lovers with special interests. 4. Educated people (scientists/ students/ culturalists) and business/business people who want to be close to nature and also want to add new knowledge about the life of Batu Ampar Village.

Recommendations for the Development Strategy of Sempiang Air Tourism Village

Alternative strategies as a priority order for the development of the Air Sempiang tourism village: 1. Mapping the potential of the village in village spatial planning in detail to develop the village as an ecotourism Agro concept area 2. Making routes for natural tourist attractions and using local transportation by empowering the people of Air Sempiang Village so that they can widening employment opportunities 3. Increasing the capacity of Pokdarwis in managing tourist destinations 4. Increasing public and tourist awareness by implementing several regulations regarding the preservation of the tourism environment 5. Making honey bee breeding from tea flower extract a tourist attraction as well as a typical village product 6. Forming an organizational structure management of tourist villages 7. Strengthening the capacity of community groups with counseling and training related to the management of tourist destinations. 8. increasing tourism promotion using IT technology 9. Improving tourism facilities and infrastructure 10. Improving n and maintaining existing tourist attractions 11. Conducting training to community groups on the importance of IT for the development of tourist villages that have an impact on improving the economy



Based on the strategy formulated above, the target market and appropriate segmentation are as follows. 1. Family tourists whose roaming is packaged with the concept of Agro-ecotourism towards preserving culture, nature and the environment of Air Sempiang village. 2. Foreign tourists who wish to conduct studies/studies on nature, culture, and events 3. A community of nature lovers with special interests. 4. Educated people (scientists/ students/ humanists) and business/business people who want to be close to nature and also want to add new knowledge about the life of Air Sempiang Village

Recommendations for the Development Strategy of the Tangsi Duren Tourism Village

Alternative strategies as a sequence of priorities for the development of the Tangsi Duren tourism village: 1. Mapping the potential of the village in the development of village spatial planning as a tourism village with the concept of Agro-tourism 2. Making tour packages (natural agricultural tourism, farming culture, and natural tourism) with natural tourist attraction routes with the concept Agrotourism by packaging tourist village packages and products that are attractive and different from tourist villages in Kepahiang Regency 3. Improving facilities and infrastructure to be able to compete with tourist villages in Kepahiang Regency 4. Increasing public awareness for preserving local wisdom so that foreign culture enters through patterns of tourist activities and tourist visits can be well controlled. 5. Form policies for the development and management of tourist villages with an active community participation system so as to reduce

unemployment 6. Create local transportation by mobilizing unemployed people 7. Develop cattle farms individuals and groups are opportunities for tourist attractions in the concept of agro-tourism as well as increasing community capacity in managing livestock products 8. Conducting training to community groups on the importance of IT for promoting the development of tourist villages that have an impact on improving the economy 9. Improving and maintaining existing tourist attractions Based on the strategy that has been formulated above, while the target market and the appropriate segmentation are as follows. 1. Family tourists whose roaming is packed with the concept of agro-tourism towards preserving the culture and nature of agriculture in the village of Tangsi Duren. 2. Foreign tourists who wish to conduct studies/studies on nature, culture, and events 3. Educated people (scientists/ students/ culturalists) and business/business people who want to be close to nature and also want to gain new knowledge about the life of Tangsi Duren Village .

Recommendations for the Development Strategy of Bukit Menyan Tourism Village

Alternative strategies as a priority order for the development of the Bukit Menyan tourism village: 1. Mapping village potential in village spatial planning in detail to develop the village as an Ecotourism concept area 2. Creating natural tourist attraction routes and using local transportation by empowering the Air Sempiang Village community so that it can expand employment 3. Increasing community capacity in managing tourist



destinations 4. Increasing public and tourist awareness by implementing several regulations regarding the preservation of the tourism environment 5. Establishing an organizational structure for tourism village management 6. Increasing the number of provider towers and utilizing strong provider signals to compete in promoting Bukit Menyan village tourism 7. Creating local public transportation that is managed by the local community in facilitating tourism activities in the Bukit Menyan village 161 8. Strengthening the capacity of community groups by counseling and training regarding governance manage tourist destinations 9. Increase tourism promotion using information technology. 10. Improving tourism facilities and infrastructure 11. Conducting training to community groups on the importance of information technology for the development of tourist villages that have an impact on improving the economy Based on the strategy formulated above, the target market and appropriate segmentation are as follows. 1. Family tourists whose excursions are packaged with the concept of ecotourism towards preserving culture, nature and the environment of Bukit Menyan village. 2. Foreign tourists who wish to conduct studies/studies on nature, culture, and events 3. A community of nature lovers with special interests. 4. Educated people (scientists/students/culturalists) and business/business people who want to be close to nature and also want to add new knowledge about the life of Bukit Menyan Village. Based on market targets and tourist segmentation, they usually have characteristics that demand natural, original, tourism products. authentic from the potential of the village of Bukit

Menyan. The purpose of tourists traveling is to seek new things/experiences that are different from their original environment, learn new things, gain new relationships.

Recommendations for Sebelat Ulu Village Development Strategy

Alternative strategies as a priority order for the development of the Sebelat Ulu tourism village: 1. Developing tour routes and packages to increase the interest of family tourists and special interests with the concept of Special Interest Tourism 2. Making social culture a tourist destination 3. Strengthening community group cooperation with village officials in disseminate route information and tour packages 4. Establish regulations/rules for travel within the TNKS area and other natural attractions in Sebelat Ulu Village 5. Establish an organizational structure for tourism village management 6. Create events in the form of social cultural tourism products that preserve local culture 7. Create transportation managed by the local community in facilitating tourism activities in Sebelat Ulu village 8. Strengthening community capacity by counseling and training on management of tourist destinations 170 9. Improving tourism supporting facilities and infrastructure such as lodging facilities, experience-based food stalls local community management 10. Formulate rules of conduct for tourists 11. Improve and maintain existing tourist attractions 12. Conduct training to community groups about improving the economy Based on the strategy that has been formulated above, the target market and appropriate segmentation are as follows. 1) Family tourists whose excursions are packed with the concept of



Special Interest Tourism for the nature and environment of Sebelat Ulu village. 2) Foreign tourists who wish to conduct studies/studies on nature, culture and events 3) A community of nature lovers with special interests. 4) Educated people (scientists/ students/ cultural observers) and business/business people who want to be close to nature and also want to add new knowledge about the life of Sebelat Ulu Village. Based on market targets and tourist segmentation, they usually have characteristics that demand natural, original, authentic from the potential of the village. The purpose of tourists traveling is to find new things/experiences that are different from their original environment, learn new things, and gain new relationships .

CONCLUSION

Community Strengthening and Tourism Development From the matrix and mapping of the observed conditions according to the aspects required by the "Tourism Village", namely the aspects of Attraction, Accessibility, Amenity, and Ancillary it can be explained that the recommended villages are made "Tourism Villages" in each districts are only limited to having natural potential that can be developed as tourist attractions that have not fulfilled the maximum in accordance with the required aspects . These potentials are very promising and have good prospects if planned and managed properly and professionally in accordance with the standards set out in the Minister of Culture and Tourism Regulation concerning Guidelines for the National Program for Community Empowerment Independent Tourism.

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