

Conference Paper

Analysis of the Development of Tourism Villages as Community-Based Tourism to Attract Foreign Tourists to Indonesia After the Covid-19 Pandemic

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ABSTRACT

Tourism is one of the main keys to Indonesia's economic development, especially after the Covid-19 pandemic. The Indonesian government through the Ministry of Tourism and Creative Economy (Kemenparekraf) was trying to develop sustainable tourism. One of these efforts is to develop the concept of a tourist village with the principle of community-based tourism. Community-based tourism can create a form of tourism that can provide opportunities for people to build their economy through tourism, in the long term. Several tourism villages have been developed and certified by the Kemenparekraf. These tourism villages that have been considered successful are then marketed to foreign countries, through international events such as exhibitions and tourism village competitions held by the UNWTO, ASEAN, and other international institutions.

Keywords: Tourism villages, community-based tourism, sustainable tourism, foreign tourists

Introduction

Tourism is one of Indonesia's pillars of the economy. Through tourism destinations, Indonesia adapts the tourism sector as an economic paradigm to achieve community empowerment, community welfare, and sustainable tourism as future wealth. (Kemenparekraf, 2022) Tourism is essential in supporting national development, primarily through the foreign exchange it generates, which can boost economic growth, reduce unemployment, and increase national productivity (Fitriyah et al., 2022).

Various programs have been carried out by the Indonesian government to develop the country's tourism sector. One of them is through the Tourism Village program. Since 2018, before the Covid-19 pandemic occurred, this program has been part of the tourism development strategy in Indonesia. Then, when the pandemic began to subside, the Tourism Village program became the main strategy to revive Indonesian tourism activities, especially to achieve global Sustainable Development Goals through sustainable tourism.

The Tourism Village Program seems to be considered successful in rebuilding tourism in Indonesia. UNWTO (United Nations World Tourism Organization) appreciates the Indonesian government for its ability to revive its tourism sector. They hope that by doing so, the Indonesian government can increase investment in the tourism sector to increase the income of the tourism sector and the creative economy (Kurniawan, 2022). UNWTO is the United Nations agency with the authority to promote responsible, sustainable, and universally accessible tourism. The international organization has 160 member states, six associate members, and two observers

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(Vatican and Palestine). UNWTO seeks to promote tourism as a driver of economic growth, inclusive development, and environmental sustainability and offers leadership and support in advancing tourism knowledge and policy worldwide. In carrying out its activities, it is divided into several organs, namely the General Assembly, Executive Council, Regional Commission, and Secretariat. The UNWTO General Assembly meets every two years. Meanwhile, the six Regional Commissions, Africa, America, East Asia and the Pacific, Europe, Middle East, and South Asia, meet at least once a year. In addition to the regular UNWTO sessions, World Tourism Day (WTD) has also been held on September 27 every year since 1980. This date was chosen to commemorate the adoption of the UNWTO Statutes in 1970. The official celebration of WTD is carried out in different countries each year by raising themes around tourism to raise awareness in the global community about the social, cultural, political, and economic values of tourism and the contribution that this sector can make in achieving the Sustainable Development Goals (SDGs) (Kementerian Luar Negeri, 2022).

Several important tourism locations are moving towards the revival of tourism and the creative economy. Tourism villages are one of the primary forms of tourism developed by the Indonesian government. UNWTO also appreciates the existence of tourism villages for developing the potential of rural tourism and becoming a new tourism sector (Kurniawan, 2022).

Material and Methods

The literature study used qualitative methods, secondary data sources from the media, and previous research. The collected data were analyzed using theories and concepts, including sustainable tourism, community-based tourism, and tourism village as promotion tools to attract foreign tourists.

Sustainable tourism

Sustainable tourism is a step to manage tourism that fulfills social and economic resources while still maintaining the preservation of culture, ecological systems, biodiversity, and other life-supporting elements. Sustainable tourism, according to UNWTO and UNEP, considers the present and future economic, social, and environmental impacts and meets the needs of industry visitors, the environment, and host communities, including taking steps to preserve the biodiversity and cultural heritage of the place. According to GSTC (2023), Sustainable tourism tries to facilitate the needs of tourists, at the same time, preserving and strengthening the environment, and social-economic values for the future (Page & Dowling, 2001).

There are three main elements in sustainable tourism, namely ecological continuity, economic continuity, and sociocultural continuity. Sustainable tourism can be achieved if the development of those elements can suffice present needs without endangering future generations meeting their needs. In short, sustainable tourism combines environmental preservation, economic improvement, and community empowerment in a harmonious and balanced way so that tourism can benefit the community without reducing resources and equal opportunities for future generations.

This tourism is alternative tourism as a solution in its development into sustainable tourism, responsible tourism, eco-friendly tourism (eco-tourism), and pro-low-income tourism. Responsible tourism considers and reduces the negative impact of its activities on the surrounding natural and cultural environment. Eco-tourism (eco-tourism) is responsible for traveling to wild places that preserve the environment and look after local people's well-being. Tourism for small people is tourism that generates profits for people who live in poverty (Amalia, 2018).

According to Yaman and Mohd (2004), the success of developing sustainable tourism is marked by four conditions: community participation, education, habitat quality, and investment (Yaman & Mohd, 2004). Community participation means that community members must participate in the tourism planning and development process. Education here means instruction

must be given to the public, industry players, and tourists. Habitat quality, including wildlife, energy use, and microclimate, must be understood and supported. Investment, in this case, can be in the form of alternative transportation. The community must also be involved in tourism destination development activities to create sustainable tourism. One of the concepts that can be used to develop sustainable tourism is community-based tourism.

Community-based tourism

Community-Based Tourism (CBT) is an approach to developing tourism. They assume that tourism's sustainability requires the active participation of the communities who live around the tourist destinations (Mair, 2022). Community-based tourism approach arises from concerns about the negative impact of tourism activities on the socio-economic and cultural environment of the community around tourist attractions. The community becomes the main actor in tourism activities to obtain benefits for the community's welfare. Tourism activists use the concept of community-based tourism to mobilize the community to be willing to actively participate in tourism development. The success of community empowerment will have an impact on the socio-economic conditions of the community and can provide added value to tourism.

Tourism development in this way can provide a great opportunity for the community to be directly involved in the decision-making process and in obtaining the largest share of revenue directly from the presence of tourists. They will be able to create jobs, reduce poverty, as well as be able to preserve the environment and village culture. And in the end, it is hoped that it can foster identity and a sense of pride in the local population which has grown as a result of increased tourism activities. Furthermore, the concept of community-based tourism can also strengthen solidarity between village communities, and increase the ability of rural community organizations to manage their respective resources. One form of tourist destination that uses this concept is a tourism village.

Village tourism as a promotion tool to attract foreign tourists

A village is often considered a place where the people live traditionally, such as farming, fishing, and many more. But over time, the village community also began to develop and found a new business: tourism. Tourism is in the form of a tourism village (Cleave, 2014). The tourism village is important to serve as the allure of a country or region because it can provide a contrasting color between urban areas and suburban areas. The main attraction of this tourist village comes from a combination of physical attributes that describe village life with character so that tourists will be able to experience a way of life that is different from their own.

A tourism village is a form of village area development that does not change the primary conditions and functions of the town but instead develops the potential of the city to become an appropriate alternative for mass tourism Prakoso (2022). Tourism development is an alternative that is highlighted for increasing the income of rural communities and for developing the village economy using approaches to sociocultural characteristics, geography, agricultural business linkages, village institutions, and the characteristics of the insights of their settlements. Developing a tourist village means trying to make the town a tourist destination by combining the village's natural and cultural tourist attractions with general tourism services and adequate accessibility. The main principle in building a tourism village is community-based or community-based tourism. Village development focuses on community-based empowerment to build tourism villages independently, increasing productive businesses in the tourism sector through local potential and resources.

Tourism villages can be a promotional tool to attract foreign tourists if managed according to the principles of sustainable tourism. To attract tourists, a tourist attraction must meet three criteria, including something to see, something to do, and something to buy. Something to see means that a tourist object has something that can be seen by tourist visitors and has a unique attraction that can attract tourists to come to visit. Something to do means that tourist objects

provide facilities for activities that offer a pleasant tourist experience. Facilities that need to be held include a playground, food court, recreation arena, and more. Something to buy is a facility for shopping tourists that provides souvenirs that describe the uniqueness of the tourism village.

Results and Discussion

Tourism Village is one type of alternative tourism in great demand by domestic and foreign tourists. Sandiaga Uno, Minister of Tourism and Creative Economy and Head of the Tourism and Creative Economy Agency stated that rural tourism is becoming a trend today. Tourism villages provide a more unique and new holiday experience for tourists. Tourism villages are also one of the government's efforts to develop sustainable tourism. This tourism village program is included in the 2020-2024 National Medium-Term Development Plan (RPJMN), created to accelerate tourism revival and national economic growth (Kompas, 2020).

In collaboration with local governments, Kemenparekraf manages tourist villages to become tourist villages that attract tourists, especially foreign tourists. Regarding village infrastructure development to support the creation of tourism villages, the Kemenparekraf is collaborating with the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDTT). Kemenparekraf helps direct the development of the tourism village to become an independent tourism village through sustainable tourism village certification. This certificate was given to 16 tourist villages in 2021. This certification implements quality tourism amid COVID-19 conditions by implementing Cleanliness, Health, Safety, and Environmental Sustainability (Prakoso, 2021).

Table 1. The 16 tourism villages that have received sustainable tourism village certification in 2021 (Prakoso, 2021)

| No | Tourism Village | Region |
|----|-----------------|------------------------|
| 1 | Batulayang | Bogor Regency |
| 2 | Kandri | Semarang City |
| 3 | Lerep | Semarang Regency |
| 4 | Nglanggeran | Gunung Kidul Regency |
| 5 | Pentingsari | Sleman Regency |
| 6 | Candirejo | Magelang Regency |
| 7 | Karangrejo | Magelang Regency |
| 8 | Jatimulyo | Kulonprogo Regency |
| 9 | Pujon Kidul | Malang Regency |
| 10 | Osing Kemiren | Banyuwangi Regency |
| 11 | Penglipuran | Bangli Regency |
| 12 | Pemuteran | Buleleng Regency |
| 13 | Sesaot | West Lombok Regency |
| 14 | Kembang kuning | East Lombok Regency |
| 15 | Bilebante | Central Lombok Regency |
| 16 | Liang Ndara | West Manggarai Regency |

The development of this tourism village is carried out because it has the potential to contribute to state income. In other parts of the world, for example, Europe, sustainable tourism villages provide 15% of the total tourism amenity capacity. Tourism villages also contribute to employment by 12% in the UK (Kuswaraharja, 2021). Based on data from the Kemenparekraf, since the beginning of 2022, there have been 1,831 tourism villages formed throughout Indonesia from Aceh to Papua (Ramadhian, 2021). This figure has increased by 30-35% from the number in 2021. Of this number, the government is targeting as many as 244 tourism villages to be certified as Sustainable Tourism Villages in 2024.

Sandiago Uno stated that Indonesia is developing community-based tourism villages to meet international challenges for sustainable tourism development. Collaboration is also the essence of

a tourist village that can develop into an independent tourism village. Significant progress in developing tourism villages must be linked to the roles of various communities in it. Communities that are very active in the field of tourism and Indonesia's creative economy include GenPI (Indonesian Charm Generation) and GenWI (Wonderful Indonesia Generation). Both communities consist of Indonesian people who are interested in tourism and are willing to help in branding Indonesian tourism. This non-profit community has members from various groups who are almost spread all over Indonesia and abroad. Generally, members of GenPI and GenWI are creative young people who are active on social media. In developing tourism villages in Indonesia, GenPI and GenWI are making visits and promoting tourism villages through social media by creating popular articles that are published on the GenPI and GenWI websites. (Kemenparekraf, 2021). Tourism Awareness Group (Pokdarwis) is an informal community organization engaged in tourism, which manages tourism potential in an area. The Pokdarwis consist of village youths who are driving village tourism.

Apart from prioritizing local wisdom, tourist villages also display tourist attractions according to their respective regions to attract foreign tourists. Through the Kemenparekraf, the Indonesian government is promoting tourism villages through digital promotion strategies and international events. On January 30-February 28, 2021, the government is holding a virtual tour of the tourism village. This virtual tour is carried out in collaboration with other creative industries, namely Traval.co, and Caventer. The term entitled "Hidden Heaven" displays 10 charms of tourism villages in Indonesia that are spread across various islands (Kemenparekraf, 2021).

One of the promotions through international events was participation in the Best Tourism Village competition organized by UNWTO in 2021. The tourism villages chosen to take part in the event were Nglanggeran Tourism Village, Gunung Kidul Regency, and Yogyakarta. This selection was based on the various uniqueness of the village, including the Ancient Volcano, the embung, to "Kampung Pitu" or an area inhabited by only seven heads of households (IDNTimes, 2021). The Nglanggeran Village area is the most complete village as tourism village because it has a cocoa plantation, from planting, and processing, to marketing carried out by residents. In addition, there are also natural resources, iconic culture, and agriculture which can be of economic value to improve the welfare of the people. Previously, Nglanggeran Village had also received many national and international awards, including as one of the Kemenparekraf sustainable tourism villages and included as a site in the Mount Sewu Global Geopark, a geological nature reserve, and a geological heritage.



Figure 1. Nglanggeran tourism village, Gunung Kidul, Yogyakarta (IDNTimes, 2021)

Other tourism villages that are also taking part in the Best Tourism Village 2021 competition are Tetebatu Village, East Lombok, West Nusa Tenggara, and Wae Rebo Village, Manggarai, East Nusa Tenggara (Alatas, 2021). Tetebatu Tourism Village is in Sikur District, East Lombok Regency, West Nusa Tenggara (NTB). This village is close to the Ulem-Ulem forest in the Mount Rinjani National Park area which is its main attraction (Kompas, 2021).



Figure 2. Tetebatu Tourism Village, Lombok Timur, Nusa Tenggara Barat (Lombok Post, 2021)

The Wae Rebo Tourism Village did not win the Best Tourism Village 2021 event organized by UNWTO. However, the tourism village of Wae Rebo won an award in the ASEAN Award category at the 2023 ASEAN Tourism Forum (Solo Pos, 2023). This village is located at an altitude of 1,200 m above sea level. There are seven main houses or what is known as Mbaru Niang. Wae Rebo Village offers cultural and natural tourism that is very beautiful and unique. Its location which is above the height makes visitors get the experience as if living in a country above the clouds.



Figure 3. Wae Rebo Tourism Village, Manggarai, Nusa Tenggara Timur (Indonesian Komodo Tours, 2012)

The participation of those three tourism villages in an international event has created a sense of pride for the Indonesian people. In addition, the event can be a means of promoting Indonesian tourism in the global market. Indonesia also managed to host World Tourism Day 2022. World Tourism Day 2022 was held in Bali on September 27th, 2022. This event was used as a trigger for the rise of Indonesian tourism and is expected to restore Indonesia's economy after the Covid-19 pandemic and create a Golden Indonesia 2045, where the Indonesian economy is ranked fifth in the world. World Tourism Day 2022 was attended by around 200 countries with the theme "Re-thinking Tourism," which discussed the direction of tourism after the Covid-19 pandemic. (Sutrisno, 2022).

Conclusion

Developing tourism villages as alternative tourism is an essential step for the Indonesian government toward sustainable tourism. Many of these tourism villages began to be established after the Covid-19 pandemic using the principle of community-based tourism. Not only for domestic tourists, the target market scope for this tourist village also includes foreign tourists. Therefore, through the Kemenparekraf, the Indonesian government held an international promotion through a tourism village competition held by UNWTO and ASEAN.

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