

**THE CONCEPT OF RURAL TOURISM VILLAGES AND THE POSITION OF VILLAGE GOVERNMENT IN THE DEVELOPMENT OF TOURISM VILLAGES**

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**Abstract**

Research entitled Concept of Rural Tourism Village and Position of Village Government In managing this Tourism Village, it is hoped that the community in the tourism area of Pela Tourism Village will play a role, especially in terms of marketing their tourism village in a sustainable manner so that the current community and future generations can enjoy the results from generation to generation. as well as maintaining regional traditions in a sustainable manner, especially in the fields of culture, preserving rare animals. Marketing strategy is one of the basics for preparing plans for developing the progress of a tourist village and making guidelines for carrying out activities in tourist villages, as well as anticipating increasingly tough competition in the future. front. The aim of this research is to understand the concept of village management to increase competitiveness and good cooperation with local village managers. In this research the author used research methods with documentation, interviews and observation

**Keywords:**

Sustainable, Tourism Village, Rural, Village Government, Management

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**I INTRODUCTION**

Tourism is a source of foreign exchange for Indonesia. Currently tourism is the second largest foreign exchange earner. In fact, in the next five years, tourism is expected to become the core economy and is expected to become the largest foreign exchange contributor for Indonesia. (Anggit 2019) Tourism is currently in a slump again with the current conditions. This condition is a global condition that occurs in all aspects and aspects of the economy, not only in the tourism industry. The Covid-19 pandemic has paralyzed all sectors and is facing tough challenges to try again. The traffic jam in the tourism sector due to Covid 19 resulted in thousands of workers being laid off directly due to the quiet conditions. Not only that, sectors that are not in direct contact are also affected. In official data from the Central Statistics Agency (BPS) as of June 1 2020, it is explained that there are 3 Tourism Sector Workers who are most affected by the Covid 19 Pandemic. From the data released by Accommodation and Food and Beverage Providers, these are the sectors most affected, followed by Wholesale Trade and Retail, including car and motorbike repair shops. The last to be affected were Transportation and Warehousing. There are many tourism sectors ranging from urban to rural, from natural, cultural to artificial tourism. Everything has a global impact. Even so, the government through the Ministry of Tourism has prepared various important steps so that the tourism sector can revive. (Pusparisa 2020) The President through the Chief of Presidential Staff Dr. Moeldoko estimates that in 2022 there will be a boom in the tourism sector so it is hoped that the tourism industry and creative economy will be ready to meet it. It was

further explained that the government has three important steps that the government is taking as an effort to restore the tourism sector. First, the social protection program for workers in the tourism and creative economy sectors is right on target. Second, the Ministry of Tourism and Creative Economy's budget reallocation is directed at labor-intensive programs for workers in the tourism and creative economy sectors. Third, prepare an economic stimulus for business actors in the tourism and creative economy sectors. This program is carried out in stages.

The Tourism Village is one that seems to be affected by the 19th Covid Pandemic. Pampang Tourism Village, which has unique cultural characteristics, relies on Dayak culture which has become an icon to bring guests to the area. With the current conditions and the reopening of tourism with the New Normal Condition, like it or not, the Pampang Cultural Tourism Manager, in this case the community, must coordinate with the regional government, especially the Tourism Office, to reopen normal tourism, whether it is providing tourist attractions, tours, receptionist, and other facilities, as well as health protocols for all involved. What is more important is how the main community is involved so that tourists are expected to come again and stretch again. The aim of this research is to determine the readiness of tourist destinations to welcome guests after the Covid-19 pandemic and assistance from the authorized Tourism Department. This research covers the role of the community in government regulations which are expected to have similarities in terms of implementing the opening of tourism after the Covid-19 pandemic with support from their respective village governments.

## II. LITERATURE REVIEW

### 1. Sustainable Development

The concept of sustainable development was first put forward at a conference held in Stockholm in 1972. In a conference known as the "Stockholm Conference on Human and Environment". This is explained briefly in the definition of sustainable development, namely "Sustainable development is defined as a process of meeting the present needs without compromising the ability of the future generations to meet their own needs" (WCED, 1987: 8, article Subadra, I Nengah 10 March 2007). From the quoted statement above, it can be explained that sustainable development is a development process that seeks to meet needs (everything we need and enjoy) now and then pass it on to future generations. So with a sustainable development pattern, current and future generations have the same rights and opportunities to enjoy nature and its contents.

### 2. Role

Sociologically, roles are defined as dynamic functions of social status. Status is a set of rights and obligations that are determined by social processes in society. Therefore, in tourism development, the role of the community is determined by how far the rights and obligations (members) of the community are fulfilled. Whatever rights and obligations of society are born and determined by the process of dialogue and often debate between forces in society. In this case, participation as a medium for actualizing roles also has dimensions of rights and obligations.

#### Roles and participation as obligations

The definition created by classical situations places roles primarily in relation to obligations. In this case, whether or not (members) of the community carry out their obligations and not whether (members) of the community obtain their rights or not. This is only natural because the developmentalism ideology that has been the basis of tourism development activities so far, the role of (members) of society is defined as doing whatever the state wants, no matter how much it goes against their wishes. In tourism development, the role and therefore community participation (Citizen Participation, CP) is often attached to the discourse of power.

There are 7 important areas in integrating community participation in tourism planning (Lankford, 1997), including:

- Problem identification, everyone, including planners, design makers, decision makers and the community, is involved together in group discussions, brain storming to identify issues, opportunities and obstacles. The results of this forum help to generate work plans and processes
- Planning process, the information collected can be used to build plans and strategies. Communities can determine areas where they are interested in being involved in the next process. Process is often

very important, therefore schemes that are open and provide opportunities for change are often seen as better.

- Projections, by using survey research, interviews and public meetings (hearings), planners can collect information to make projections both with and without development. The resulting conclusions help to identify potential benefits and costs generated by the development plan.
  - Assessment, this stage is used to further understand the significant impacts on society. Group discussions and comparative studies and elaborating on key groups are possible ways of involving the community.
  - Evaluation, planners analyze the "debate" by making trade offs. Who has to pay, who is affected and who benefits from the alternative are important issues that emerge at this stage. Community involvement by forming advisory teams and discussion forums can be used to determine options.
  - Mitigation, meetings and community groups can once again be involved in measuring and reducing the negative impacts of tourism development.
  - Monitoring, a stage that requires policy adjustments to be made based on the latest information, also allows for community involvement. Through surveys and several other techniques, the public can provide relevant information all the time. (<http://pusparintek.tripod.com/hendri.htm>)
- Furthermore, according to Drs. Ahmad Zacky Siradj as Secretary General of the Indonesian Tourism Society (MPI) in the Facilitation Meeting for the Management and Development of Public Interest Areas of the Directorate General of General Government of the Ministry of Home Affairs on June 11 2009 explained that developing or raising tourism awareness among the community is not an easy thing. Even though it is sociologically existing.

Indonesian society has actually become a special attraction for tourism, both with its rich customs, artistic creations in various aspects of life as well as its environmental and historical treasures which are relatively rich and are the pride of the world.

The difficulties in developing creativity include:

First, there is still a stigma of the view that tourism can affect life in a bad way or will have a bad influence on the process of forming people's morals. As we know, through tourism there is a real cultural acculturation process behind it, especially foreign tourists (foreign tourists), both from a security and health perspective. So excessive vigilance could result in less conducive conditions for tourists when they visit a tourist attraction. Third, the community's attitude towards protecting and providing services to tourists has not yet developed, at least by congratulating them and giving a smile, so that incidents of insecurity still occur in various areas that are tourist attractions. Fourth, attitudes and perspectives have not yet been formed that tourism, as has been proven in many countries, also promises to create a prosperous society.

These four things can actually be reduced, if not completely eliminated, by the existence of a synergy process between the government, the private sector and the community, for example by showing a strong commitment from the government to seriously develop tourism, then spontaneous community participation will also emerge. From here, tourism creation will naturally emerge and develop as a form of community participation, which is also a form of commitment. Especially if then the community has developed a view that tourism is an economic sector that can bring in foreign exchange, increase regional income and community income. So tourism can be seen as a sector capable of realizing community welfare. To take steps in this direction, people can start from their homes and yards. How the house is neatly arranged, starting from the living room and all parts are ready to welcome and receive guests who come so they feel comfortable and at home. Likewise, the yard of the house is made so beautiful that it is pleasing to the eye. This illustration of the house and yard is our beloved country, the nation's people are the hosts. Indeed, there are several areas that are ready to do this, but the majority of communities must continue to be nurtured and developed. Of course, so that guests (read foreign tourists or foreign tourists) can stay longer and feel at home, they need to be treated to a variety of delicious and typical food, as well as to make it enjoyable, they need to be presented with unique but enjoyable entertainment, likewise, in order to stay longer, they need to see various collections of treasures. which exists. Of course, these things may be different to a certain extent from those in the tourists' own country.

For this reason, everything is clearly determined by the creativity and creative power of the community which can not only maintain existing ones, but can also create various new creations so that various types of tourism ranging from cultural tourism, shopping, nature, sports, research and so on, can develop. varied and sustainable. All of this depends on the role of the community in advancing tourism. Because if the people are passive, especially without creativity, tourism activities will be completely silent. That is why the role of the community in advancing national tourism is not only important but also strategic.

### 3. Tourist Village

Various experts have put forward various village typologies based on their respective scientific perspectives, such as village typologies based on economic growth, village typologies based on community livelihoods, village typologies based on the environment or also village typologies based on spatial proximity to urban areas.

Tourist villages are a separate typology where villages are divided into characters based on their potential and tourism development patterns. Based on tourist villages in Indonesia, at least the typology of tourist villages can be classified into three forms, namely: First, traditional or cultural tourist villages where the basis for tourism potential and development is culture or customs. The form of custom or culture that is developed can be a belief system (religion), art system, social system, traditional architecture or others that are related to culture and customs.

Second, natural tourism/nature conservation villages, where the basis for tourism potential and development is natural beauty such as natural mountains, waterfalls and so on. Nature conservation is traced to Law no. 5 of 1990 concerning Conservation

### III. RESEARCH METHODS

In this research, what is used is a type of survey research that uses descriptive qualitative research methods, where this research uses more qualitative data and also qualitative analysis, namely describing (describing) a specific thing from a particular situation (problem/subject) and assisted by by related parties

The location of this research is located in the Pela Tourism Village Area, Kota Bangun District, Kutai Karta Negara Regency, East Kalimantan Province

Based on the source of the data in this study, it is grouped into 2; Primary data sources are data obtained or collected from the first source or directly obtained at the research site in the Cultural Village area, either verbally or in writing from respondents and informants. This data includes data from observations or observations, in-depth interviews with informants (community leaders, women leaders and also tourism business actors).

Secondary data sources, data obtained not from the first party but from certain parties related to this research, data sources in the form of related documentation, village profiles obtained from government institutions, previous research, literature studies or other references, places and existing events and related archives.

Data collection methods/techniques

To collect data used in identifying problems, researchers used the following data collection methods:

Field Research. With Observation (observation) is a systematic description of events and behavior in a social setting, which are chosen to be studied directly. And in-depth interviews, namely data collection techniques based on conversation or asking questions in an incentive manner, with the aim of helping the parties concerned to assist and complete data collection in completing research. Interviews were conducted directly from informants consisting of tourism actors, community and sub-district figures, related agencies and other parties involved. Third Field Documentation,

Documentation is used to make it easier to make observations in the field, make it easier to study subsequent data and obtain an overview of the atmosphere in the field. To document conditions in the Pela Village Area

b. Literature review, Documents are sources of written data using data collection techniques from related agencies. The data is data regarding the Pela Cultural Village tourist area, data on the number of visitors and data related to research.

Literature studies were carried out to obtain relevant theories and literature to support related research. The sampling technique used in this research is purposive sampling, namely selecting a group of subjects based on previously known characteristics or properties of the population. For this reason, informants were selected who were considered knowledgeable and trustworthy as sources of relevant data and who knew the problems being studied in depth. Data analysis is the process of simplifying data into a form that is easier to read and implement. Data analysis is carried out with the aim that the information collected will be clear and relevant. In accordance with the research objectives, the data analysis technique used to analyze the data in this research is qualitative descriptive analysis, with the research method used is the descriptive method, which is a data search technique used to get an overall picture of the object, which is researched by in-depth observation and interviews.

#### IV. RESULTS AND DISCUSSION

Pela Village is a tourist destination located in the Kota Bangun sub-district, Kutai Kartanegara Regency, East Kalimantan province. This village which is located on the banks of the river is one of the most visited destinations by tourists from various regions from the East Kalimantan region and all parts of Indonesia. Apart from being a tourist destination, Pela village, which borders Muhuran in the north, Sangkuliman in the south, Liang Ulu in the east, and Semayang in the West, is also often used as a research area for both river biota and the river area itself. Pela Village has several potentials, including other potential Water and water resources such as rivers, lakes, springs, and dams which are often used for various purposes such as household water, transportation facilities, and community fishery cultivation. Another potential it has is the potential for lake and river tourist attractions such as water tourism, mangrove forest tourism, ancient sites, and dolphin attractions. Pela village has 511 heads of families with a population of 539 people, the majority of whom are fishermen and entrepreneurs. tourism since it was first opened .and also listed in the ministry of tourism as one of the 244 potential tourist villages in Indonesia.

To support the existence of the Pela tourist village, several facilities are available and will be improved in the future such as ferry dock facilities, river crossing facilities, and their accessories, electricity facilities, the availability of 8 homestays and will develop as needed. from the city center did not have a significant effect on the level of tourist visits. The average number of tourist visits is increasing day by day, especially on weekends. This is marked by the full availability of Home Stay prepared by the Pela tourist village. Even with the intended location using river transportation facilities, the tourists are even more enthusiastic because when guests who come are invited to cross the river with a tour guide who accompanies providing explanations during the trip. Even if tourists come in the middle of the day, tourists are invited to go around the lake around the Pela village area to see where the appearance of freshwater dolphins (Ikan Pesut Mahakam), and if lucky, they will find a group of Mahakam dolphins appearing on the surface of the water while enjoying the sunset at the same time. twilight. With various attractions needed, although the location is not far enough, it does not discourage tourists from coming to Pela Village.

Tourism in East Kalimantan, especially Kutai Kartanegara district, is currently experiencing development. Apart from the Mahakam River as an attraction, Pela Village also has cultural and historical heritage. Arts from various regions as well as several culinary tours are quite well known not only to local people but also to tourists outside the region. The tourist village has very good potential as a destination that is worthy of being a tourist attraction. Infrastructure and infrastructure facilities are also adequate, starting from the parking location between small and large vehicle parking which is located separately. Facilities for guest needs, public facilities such as toilets and other supporting facilities are quite comfortable. As support for the existence of the tourist village, there is also a souvenir shop equipped with guest souvenir needs. From the aspect of attractiveness, there are several attractions that can be seen at this location, Traditional Architecture, as This traditional house made of ironwood is one of the unique typical buildings. The largest building, called the traditional house, is dominated by black, white and yellow and is equipped with decorative carvings typical of the Banjar tribe. This place is a multi-functional residence, from receiving guests to resting. There is another resident's house which is used as a place to stay which functions as a venue for traditional arts performances.

Cultural Stage , This cultural performance activity is carried out every time a guest is received. Various kinds of typical Banjar dances are often performed in every activity

The Role of Village Government, In general, the development of Pela Village is quite good. From physical to non-physical development, almost everything has been carried out. The physical development of Pela Village is more emphasized on village development programs and environmental management such as river normalization, drainage construction, waste management, and access to tourist villages via river routes. Meanwhile, non-physical development places more emphasis on cultural preservation and social activities, crafts and fish processing.

The world of tourism is also affected based on the role of government with the development conditions. Development in Pela village can be seen as an organization where all elements have their respective roles, starting from the smallest element of the village, namely the community, to the structural elements, namely the village government, which has its own role in developing the village as a organization. Like the stages in public policy, in development itself there are also 3 (three) main stages, namely planning, implementation and evaluation. So in analyzing this data, the role of government-society will be explained into three parts starting from planning, implementation and development evaluation.

The government coordinates with the community to determine the scale of development priorities through village level meetings, namely Musrenbangdes (Village Development Planning Conference). In the coordination process, the government acts as a representative and spokesperson for organizations in Pela village. As a representative and spokesperson for the village, the government is required to convey development messages clearly to avoid misunderstandings. For this reason, village governments must also act as effective communicators. So that development runs parallel, including tourism. During these deliberations, the public has the freedom to express opinions. that in community development it can play a role in contributing ideas. One of them is the view of the development message conveyed by the village government in the tourism sector. With the support of the village government, the community feels well cared for so that the government does not have difficulty integrating all existing programs in Pela village

Obstacles encountered. However, in opening a new chapter in tourist destinations, the government faces many obstacles in synergizing with the community in implementing living habits with different programs. . The problems faced come in various forms and shapes, Human Resources Factors In terms of resource factors, this has been an obstacle is that not all communities are able to fully implement this pattern both in theory and in practice. With many people still not understanding and scientifically understanding what tourism actually is, the role of village government in this matter is very important and effective in supporting and pumping up community enthusiasm.

The second factor is the economic factor. Many people who are involved in tourism activities actually still have jobs in other places. This happens because their work and role so far from an economic perspective, their income has not been economically reliable and cannot be used as a basis for their life. So their role has been is part time in the world of tourism and the rest or you could say that being involved in the world of tourism is only a backup and not as a main job. Moreover, in this new life you are required to provide equipment which of course requires money.

## V. CONCLUSION

In this research, results were obtained which can be concluded, including:

It is necessary to support the role of the village government for the tourism community in the Pela Village tourist destination in understanding the meaning and meaning of tourism by providing good support. There are still areas that need assistance in implementing the world of tourism, especially additional support needed to support the implementation of activities in tourist destinations. Tourism actors or the community will be very enthusiastic if there will be training and understanding of the ins and outs of the development of tourist villages in their area.

The suggestions in this research is It is necessary to carry out activities more intensively with the support of the village government, There is a need for training in the tourism sector to make tourism actors in particular better understand the importance of everything needed for village government support. Business actors are expected to communicate frequently to find out more about tourism

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conditions in the destination area and coordinate with the village government that owns the destination. If necessary, the government must collaborate with related institutions through the village government to socialize and equalize understanding of tourism in destination areas, especially during the pandemic.

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