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RURAL POTENTIAL ANALYSIS FOR THE DEVELOPMENT OF TOURISM VILLAGES IN INDONESIA

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ABSTRACT

This study investigates the potential of rural areas for the establishment and growth of tourist villages. This study was conducted using a descriptive-qualitative research design. The research was conducted in Gedung Wani village, Marga Tiga, East Lampung, Indonesia. The findings revealed that the village of Gedung Wani has natural, economic, and human resources that can be utilised to develop a tourism village. This village's distinctive feature is its natural agricultural tourism. It has local wisdom, which can be seen from the behaviour of the people who are members of the Gewanti Tourism Awareness Group. Despite the local government funds for infrastructural development in potential tourist destinations, the fund is still considered limited, which poses a challenge to the development of a tourist village. The novelty of the research is shown by empirical evidence on the importance of local wisdom values in community groups to support the rural tourism sector. This research is expected to provide policy recommendations for tourist villages in rural areas that have community-based potential. Thus, the development of the tourism sector can support the welfare of rural communities.

Keywords: Economic Development; Rural Potential, Tourism Villages, Tourism, Indonesia.

INTRODUCTION

The tourism sector and the global creative economy have revived after the Covid-19 pandemic (Varotsis, 2022; Liubarets et al., 2021). Several developed and developing countries are pushing for the concept of tourism towards sustainable tourism and a creative rural economy by exploring culture and digitalisation. The aim is to empower rural communities so that the socioeconomic viability of rural communities increases (Jayabaya et al., 2023; Townsend et al., 2017; Roberts & Townsend, 2016). In China, the economic disparity between rural and urban areas has brought the government's serious attention to alleviating poverty in rural areas through the effects of tourism (Zhang, 2023). Tourism development through tourist villages has an extraordinarily positive impact on society's natural, socio-cultural, health welfare, economic regeneration, and spiritual aspects (Sapta et al., 2020; Nagaraju & Chandrashekhara, 2014; Bojnec, 2010). The findings revealed various factors that are a big attraction for domestic and foreign tourist villages, such as clean and beautiful nature, local wisdom, and community culture (Alim et al., 2021).

The development of tourist villages in Indonesia is a forum for regional development carried out by local governments together with the empowerment of rural community groups. According to Law No. 6 of 2014 concerning villages, it is the responsibility of the village government to manage and optimise the potential of the village to become an asset for agro-tourism by involving the community as an active actor. This is an effort by the government to enhance competitiveness, absorb labour, and provide welfare (Parlindungan et al., 2021). The Indonesian government hopes that developing tourist villages will accelerate the community's economic development to become more prosperous. This is because the poverty rate in rural areas is higher than in big cities. However, in practice, it is not easy to implement strategies and policies to encourage the development of tourist villages (Kanbur et al., 2019). The literature explains the causes of poverty in the village such as access to resources, education, infrastructure, land-based investment, funding, and discrimination. Nevertheless, each rural area has different potentials, challenges, and obstacles (Li et al., 2021; Nanhthavong et al., 2020).

Initial observations indicate that the rural potential in Lampung Province is quite substantial. One of them is the East Lampung district village of Gedung Wani. Together with the local government, the community members work to develop their village. This research is based on the emergence of a new tourist village and an effort to expedite the development of community-based villages. Tourism villages have natural, cultural, and human potential on the local level. Unfortunately, prior research did not specifically address the advantages and disadvantages of village potential in rural areas. Soulard et al. (2023) identified village potential from the perspective of stakeholders such as public officials and tourism business actors. Another study investigated the development of a tourism village communication model and the local wisdom of rural communities (Tanjung et al., 2021; Komariah et al., 2018; Vitasurya, 2016). This research gap is important to investigate because research shows that the village's potential can support the development of a sustainable tourism village in the future. This study aims to determine the potential of the village and to conduct SWOT analysis to assess the feasibility of Gedung Wani, Marga Tiga, East Lampung to becoming a tourism village. The benefit of the research is to provide contributions and ideas for stakeholders in developing a tourist village in the Gedung Wani, Marga Tiga, East Lampung. Based on the description above, the problem formulation is to identify village potential and conduct SWOT analysis to assess the feasibility of Gedung Wani, Marga Tiga, East Lampung to becoming a tourist village.

LITERATURE REVIEW

Rural Potential

The potential of rural areas in Indonesia is motivated by natural resources, culture, the emergence of village community working groups, and the guidance and strengthening of groups by local governments. This potential made inaugurated the tourism village by the central government to be managed by the village community and the local government (Thorbecke & Van Der Pluijm, 1993). The rural potential is a combination of all-natural and human resources owned by a village as the basic capital that must be managed and developed for the survival and growth of the village. All assets are owned or used by the village, including residents, land, institutions, and infrastructure and facilities to promote rapid social welfare progress. Village potential is also a short- and long-term economic tool that can positively impact the development of the rural environment (MacDonald & Jolliffe, 2003). There are two types of rural potential, namely physical potential and non-physical potential. The potential in the form of physical can be seen from the potential of abundant natural resources and culture. Non-physical potential can be in the form of cooperation, philosophy of life, and spirituality of the village community (Susilowati et al., 2020). The rural potential is vital to realize the independence of rural communities, so that the community has high competitiveness and productivity, which can improve the welfare of life and the surrounding environment (Harsani, 2020). Many ways can be done to develop village potential. For example, improving self-quality, managing the potential of existing resources, adopting new technologies, carrying out innovations, and providing adequate infrastructure and investment in existing village potential (Zhu et al., 2017).

The younger generation is a valuable tool for rural development. They must be supported by intellectual creativity, innovation, and the capacity to adapt to changes in their environment. The younger generation has a great opportunity to develop rural areas according to their potential (Wahyuningsih, 2021). Bhattacharyya and Ponnusamy (2017) revealed that the agricultural sector is one of the village potentials that has extraordinary benefits. A good agricultural sector can ensure food security. Government and non-government institutions must ensure efforts to build village potential by adopting technology for maximum agricultural output. Another study explained that to improve the socio-economic community, it is necessary to do the mapping. Mapping village potential from the agricultural sector also needs to be supported by the availability of factors of production, infrastructure, and the ability of villages to obtain financial support for sustainable village development (Harahap et al., 2020).

Tourism Villages

The beginning of the emergence of tourism villages in Indonesia is the existence of a vast and beautiful expanse of rural areas. These rural areas are then transformed into a tourism village. For example, Wae Rebo village has been named a cultural heritage conservation village by UNESCO (Beeh, 2017). Managing all tourist attractions in Indonesia is expected to empower the village itself. Therefore, the Indonesian government requires tourism villages to prioritise the principle of village development. In this case, the Regent has the authority to determine the village as a tourist village, which is regulated by Regent Regulation (Nugroho et al., 2018).

Village tourism refers to the exploration and engagement with rural areas that possess distinct and diverse attributes, which are contingent upon the specific geographical location, also a part of rural tourism. Tourism villages have transportation, telecommunication, health, and lodging facilities which are assets that must be owned by a tourist village area. Tourism villages offer a choice of places to stay

such as homestays, so that tourists can enjoy a clean and serene village atmosphere (Lane, 1994). There are many types of rural tourism— for example, agricultural tourism, cultural tourism, adventure tourism, nature tourism, and ecotourism. The pressure of urban lifestyle and counter-urbanisation is one of the factors for the rise of rural tourism (Nagaraju & Chandrashekara, 2014). Local government was found to be the main factor in providing policies and facilities for managing tourism villages (Nawawi et al., 2020). Studies revealed that village tourism is a rural community economic development strategy due to the ability of the tourism sector to increase employment, increase entrepreneurial opportunities, and support retail businesses. There are at least ten factors that influence the development of a tourist village, namely tour packages, village community leadership, the role of local government, adequate funding, strategic planning, coordination and cooperation between tourism actors and local government, cooperation between tourism business actors, technical assistance and promotion, bureaus conventions, and rural community support (Wilson et al., 2001). Village tourism development relies on using village potential as the main basis of its strategy. However, in its development, the benefit-based model can be an alternative means of promoting rural tourism (Habibi et al., 2022; Basrowi et al., 2020; Fauzi et al., 2020; Gartner, 2004).

METHODOLOGY

Design

The descriptive-quantitative research design guided this research. Descriptive research is a theory-based research design that accurately describes the identified themes' current status (Miles et al., 1994). The research was conducted in the village of Gedung Wani, Marga Tiga, East Lampung. Gedung Wani East Village consists of five hamlets, namely Hamlet I Kauman, Hamlet II Sukajadi, Hamlet III Mulyosari, Hamlet IV Sidorejo, and Hamlet V Kampung Baru. Of the entire hamlet area, Gedung Wani East Village has 19 RTs and five hamlets. This research was conducted over four months, from December 2022 to March 2023. The research location was chosen in Gedung Wani Village, Marga Tiga, East Lampung, considering the village's potential and tourist attraction, which, if expanded, can become a tourist destination.

Participants

The 10 participants selected consisted of village heads and village officials (4 people), community leaders (2 people), tourism awareness groups (2 people), and villagers (2 people).

Data Collection Technique

Three types of data collection were used, namely observation, questionnaire, and documentation. Direct observation was carried out through observation, research, and data or information retrieval activities on aspects related directly or indirectly to the development of tourist villages. Direct interviews and discussions focusing on local government, community leaders, communities, and residents were then conducted. The collection of documentation studies was conducted in accordance with the research theme, focusing on the development of tourist villages. The documentation included notebooks from the Tourism Awareness Group, official data provided by the local government on the development of tourist villages, scientific articles, and various reports. This study employs the focus group discussion methodology to enhance the depth of information and uncover diverse facets of the tourist village phenomenon, drawing on the respondents' varied social experiences.

Data Analysis Technique

The study employed a SWOT analysis approach to examine the quantitative data collected. The data that has been collected has been compiled in relation to the topic of discussion. Upon completion of the compilation of an inventory pertaining to the strategic aspects that encompass the elements assessed during the development of the tourism village area in the East Wani Building, a SWOT matrix is formulated by utilising the scoring and weighting outcomes. Each factor is assigned a score ranging from 4 (very good) to 1 (poor). Each component of the SWOT analysis is assessed individually. Subsequently, the constituent elements are amalgamated in order to generate a variety of alternatives.

RESULTS

The findings reveal the strengths, opportunities, weaknesses, and threats of the development of the Gedung Wani tourist village. The strength rather than the potential of this village is the presentation of natural tourism, especially land and agricultural products. Gedung Wani Village expands to an area of 945 hectares, or around 5.08% of the total area of the Marga Tiga sub-district made up of 13.5 hectares of rainfed rice fields, 291 hectares of dry land/swidden fields, 213.5 hectares of people's land, 67.6 hectares of settlements, 13.5 hectares of swamps, and others. Thus, the agricultural sector is the most vital potential for the East Wani Building tourist village. Therefore, the potential of this tourist village must be supported by government agencies and technology for maximum agricultural yields. A well-developed agricultural potential will contribute to national resilience (Bhattacharyya & Ponnusamy, 2017). Other studies explained that mapping agricultural potential is also needed to improve people's standard of living. Of course, it is supported by the availability of factors of production, infrastructure, and the village's ability to obtain financial support for village development (Harahap et al., 2020).

In addition, there is the local wisdom of the people of Lampung, known as the Piil Pesenggiri philosophy of life (values and norms governing social life), and the culture of Muakhi or Muwaghei (brotherhood in neighbourly relations). Opportunities for the development of tourist villages in this region are supported by the existence of a strong community that is formed among rural communities. This community consists of the Women Farmers Group, the Association of Farmers Groups, the Gewanti Tourism Awareness Group (Pokdarwis Gewanti), mosque takmir (someone who receives the mandate from his congregation to lead and manage the mosque properly), farmer organisations, Posyandu ((integrated service post), taklim (teach) assemblies, community organisations (Nadhatul Ulama, Muhammadiyah), youth organisations, and arts organisations. Routine activities in the village require legitimacy, which comes from elders, community leaders, or religious authorities.

The results of the interviews and observations show that "Gedung Wani East Village has its characteristics where one of them is community ownership in planting dragon fruit trees, which almost all residents have either planted in their yards or in the fields. The diversity of other agricultural products, especially gardens in this village, includes the production of black pepper, cocoa, coconut, and papaya. In the livestock sector, there are already members of the community who raise goats, laying hens, and cows. This rural area already has a Farmers Group Association (Gapoktan) called Gapoktan Gewanti. Gapoktan consists of farmer(s) and livestock groups in each hamlet, totalling 23 groups. The village also has a Tourism Awareness Group formed, which is an initiative of community members, namely the Gewanti Tourism Awareness Group (Pokdarwis). Pokdarwis views tourism villages as very important to support economic development in villages." Thus it can be understood that Gedung Wani

East Village has potential natural resources in the form of agricultural land and plantations, which can be used as a means of developing a tourist village.

A tourism awareness group (Pokdarwis) has been formed in Hamlet 5, Kampung Baru, a pilot area for tourism villages in the region. This can be distinguished from the potential of the village to be developed into a tourist destination and the efforts made by residents to manage this potential. Currently, the residents of Hamlet 5, Kampung Baru, Gedung Wani East Village, are protecting their environment by prioritising the potential of their crops so that they can be accepted for visits by people outside the hamlet. To support the existing natural potential and adequate infrastructure, available communication networks, infrastructure, and with the support of the majority of Muslim residents, halal tourism packages can also be developed. As a tourist village destination, it is expected to increase economic growth, improve people's welfare, reduce poverty, reduce unemployment, and preserve nature, the environment, and resources. In addition, people can efficiently market their agricultural production and processed products.

The vision of Gedung Wani Timur Village is to realise a Gedung Wani Timur Village that is Prosperous, Safe, Comfortable, Orderly, Religious, and Innovative. The missions to be achieved are 1) Increasing faith and devotion to God; 2) Realising professionalism and structuring effective and efficient village governance; 3) Improving supporting facilities and infrastructure in community life; 4) Improving the quality of community resources in the fields of health, economy, education, and sports; 5) Realising cleanliness, security, and public order; 6) Increasing public awareness in developing villages through all community institutions; and 7) Preserving customs and cultural arts.

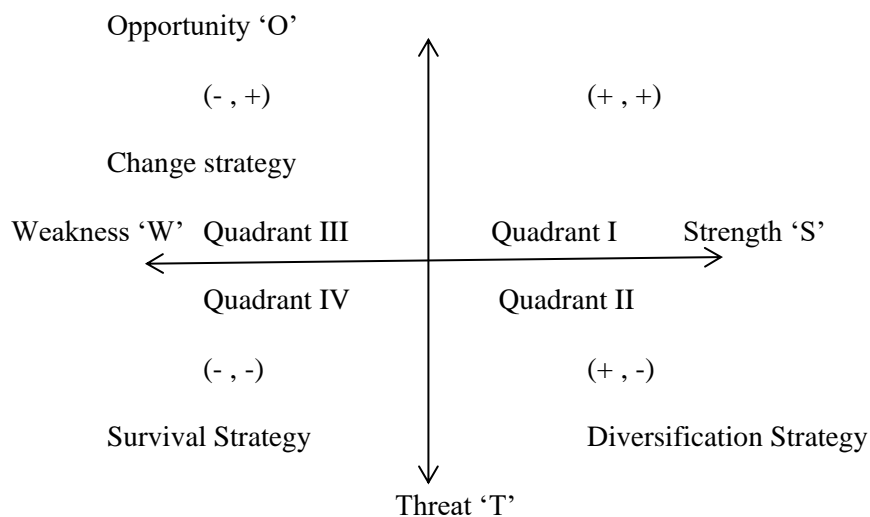


Figure 1. SWOT Analysis Quadrant Matrix

Based on Figure 1, the total score for the internal factor strength is 3.00 and weakness is 2.60, so the total score for the internal factor is strength (+) + weakness (-) = 3.00 + (-) 2.60 = 0.40. The total score for external factors is Opportunity (opportunity) of 3.10 and threat (threat) of 3.00, so the total score of external factors is an opportunity (+) + threat (-) = 3.10 + (-) 3.00 = 0.10. Based on the calculation above, the internal factor is 0.40, and the external factor is 0.10, so it is in quadrant 1. Because it is in quadrant 1, the suitable strategy is offensive. This strategy means that activities are carried out aggressively, especially from community participation through Pokdarwis Gewanti and increasing

cooperation with other parties, including universities. It is very important to organise training or workshops to improve the quality of human resources so that they can provide good service to visitors. Tour guides are one of the guards in good service to visitors, so it will impact promotions and other potential visitors to come to destinations. The SWOT analysis matrix can be described as follows:

Table 1

Internal Factors Based on S-O (Strength-Opportunity) Strategy

Strength-S	Weight	Rate	Score
The community has the desire to develop a tourist village	0.20	4	0.80
A Gewanti Tourism Awareness Group has been formed(,) which is ready to become the manager of a tourist village	0.15	3	0.45
Tourist destinations have a natural and unique appeal to become a village icon, namely dragon fruit	0.15	3	0.45
Participation of local community members who are members of the community	0.15	3	0.45
Community hospitality that is open to visitors	0.15	3	0.45
Easily accessible from surrounding villages	0.10	2	0.20
Cellular phone network and internet facilities are available	0.10	2	0.20
TOTAL	1.00	20	3.00

Table 1 explains the S-O (Strength-Opportunity) Strategy. Three main points are important in the S-O strategy. First, community participation in developing a tourism village through planning to monitor and evaluate where Gewanti Tourism Awareness Group (Pokdarwis) has been formed in the Gedung Wani village. Tourist sites are owned by the community, so this potential must be managed jointly. For example, in location A, the dragon fruit is not yet suitable for picking; it can be transferred to another location where the dragon fruit is ready to be picked or harvested. Previous findings explained that the key to prosperity lies in community participation. It is just that it needs to be supported by the availability of appropriate regional infrastructure and accessibility (Batista et al., 2022).

Agriculture and tourism are two aspects that are closely related to each other in supporting the development of the rural ecological environment (Wang et al., 2022). Second, developing tourist villages through the existing potential in collaboration with local governments. Nawawi et al. (2020) revealed that cooperation with local governments is needed because not everything can be done by the community alone, for instance, the repair of damaged road infrastructure falls under the purview of governmental responsibility. This serves to enhance the ease of travel for individuals visiting various tourist destinations. Thirdly, the implementation of community-based tourism village promotion can be enhanced through the consistent utilisation of information technology. The implementation of promotional strategies is imperative for the purpose of introducing tourist attractions in the village of East Wani Building. Previous studies stated that many rural tourism marketing media can be used, including YouTube, Instagram, Facebook, TikTok, WhatsApp, websites, and other media (Schuhbauer & Hausmann, 2022). Promotion and cooperation must be carried out regularly and at special events such as fruit harvests, community activities, and so on.

Table 2

Internal Factors Based on S-T (Strength-Threat) Strategy

Weakness-W	Weight	Rate	Score
The role of the village community is still passive	0.15	3	0.45
The quality of human resources is still relatively low regarding tourism	0.15	3	0.45
No one is doing village promotion	0.15	3	0.45
Capital fund management is limited	0.15	3	0.45
Some of the roads leading to the village have not been paved	0.10	2	0.20
Facilities and infrastructure are still limited	0.10	2	0.20
There are no attractions displayed yet	0.10	2	0.20
Many young workers migrate out of the village	0.10	2	0.20
TOTAL	1.00	20	2.60

Table 2 describes the S-T (Strength-Threat) Strategy. There are two important elements in the S-T strategy. First, increasing the role of Pokdarwis Gewanti and the government so that it can realise the formation of a tourist village. Previous findings explained the importance of improving the quality of human resources to support rural tourism development policies (Darsana & Sudjana, 2020). Therefore, the quality of human resources in Gedung Wani East village must be improved with knowledge and skills related to the management of a tourism village. The hope is that if there are visitors, especially Pokdarwis, they are ready to provide services. Second, improving the quality of service to tourist destinations so that it can compete with other existing tourist destinations. The findings show that the quality of service received by tourists greatly influences their decision to visit again. Good service quality shows good commitment and social responsibility, consequently positively impacting the development of tourism villages (He et al., 2022). If visitors to a tourist destination are provided with excellent service, they will typically upload photos and videos of the destination on their social media platforms without being asked. This benefits the promotion of tourist destinations and will usually invite other potential visitors.

Table 3

Internal Factors Based on W-O (Weakness-Opportunity) Strategy

Opportunity-O	Weight	Rate	Score
Cooperation with universities	0.20	4	0.80
Information technology that can be utilized for village promotion	0.20	4	0.80
There is support from the village government in the development of tourist villages	0.15	3	0.45
Easy accessibility from surrounding villages	0.10	2	0.20
Local potential varies for both livestock and agriculture	0.10	2	0.20
Changes in the trend of tourism to the Village	0.10	2	0.20
There are MSME businesses that process local raw materials	0.15	3	0.45
TOTAL	1.00	20	3.10

From Table 3, it shows that the W-O (Weakness-Opportunity) strategy consists of 2 main points. First, increasing promotion effectively so that other local communities can recognise the East Wani Building village. An effective promotion will increase the number of visitors. This promotion strategy must be anticipated by tourist destination managers. The more the number of visitors, the more the need for public facilities and infrastructure increases. This directly increases people's income when visitors come to shop. Furthermore, E-marketing strategies can support more efficient promotions (Ramadhani et al., 2021). Socio-economic and financial feasibility is also an effort that must be made. Therefore, it is necessary to involve rural communities as the subject of tourism village development (Sesotyningtyas & Manaf, 2015). Second, element is the a need for assistance to the community in improving the quality of human resources, especially in agriculture and livestock through training. Previous studies revealed that the development of sustainable tourism villages requires assistance and good service training. Its success is also supported by institutions, leadership, innovation, cooperation, and good governance of the village's potential (Purnomo et al., 2020). The role of assistants from outside the village is to improve human resource capabilities regarding the role of each resident in the distribution of tasks for managing destinations.

Table 4

External Factors Based on W-T (Weakness-Threat) Strategy

Threat-T	Weight	Rating	Score
Many new tourist destinations have emerged with their uniqueness	0.25	3	0.75
Assistance from the government in developing village tourism is still minimal	0.25	3	0.75
Coordination between government and community is limited	0.25	3	0.75
The potential for sociocultural change in society	0.25	3	0.75
TOTAL	1.00	12	3.00

Table 4 explains the W-T (Weakness-Threat) Strategy, where damaged road access can be repaired by coordinating with the local government. Several sections of the road leading to the village of Gedung Wani Timur, particularly from the village of Bumi Mulyo, are not paved. When it rains, the precipitation becomes a separate obstacle that makes it difficult for small cars to pass. Infrastructure is an important factor in the development of a tourist village. Infrastructure can affect the satisfaction of visiting tourists (Sunandar et al., 2022). The availability of adequate infrastructure is a strategy for finding governance that is truly in line with efforts to develop the potential of tourism villages (Irfan & Suryani, 2017).

Visible natural resource potentials include agricultural and plantation land, vacant land that has not been utilised, rivers flowing through the village, infrastructure facilities and infrastructure, and accessibility of village areas to sub-districts, districts, and provinces. Potential human resources that can be seen include village government managers, village-owned enterprises, farmer groups or Gapoktan, local entrepreneurs, and community tourism awareness groups. The potential for economic and socio-cultural resources includes the availability of raw materials from agricultural products, micro, small, and medium enterprises, livestock, local arts, and other businesses.

DISCUSSION AND CONCLUSION

The potential of natural resources, human resources, and economic and sociocultural resources is the main foundation in developing the village to become a tourist village. The establishment of tourist villages pertains to the enactment of regional autonomy legislation that prioritises the transformation of rural regions into tourist hubs. The possession of transportation, telecommunications, health, and lodging facilities is imperative for a tourist village area. Touristic destinations provide a variety of accommodation options, particularly in the form of homestays, to cater to the preferences of tourists seeking a pristine rural ambiance. Prior research has demonstrated the significance of establishing a tourist village by implementing a communication model specific to tourism villages, incorporating technological advancements, and leveraging the indigenous knowledge of rural communities (Tanjung et al., 2021; Komariah et al., 2018; Zhu et al., 2017; Vitasurya, 2016). In contrast to previous findings, this study found that rural potential for tourism village development is more than about developing a sustainability model. The main focus of this finding is the role of the community and local government through the community or community groups who care about efforts to manage the strengths and opportunities of the village's potential. The hope is that effective cooperation between the Gedung Wani village community group and the regional government will overcome obstacles and challenges and increase the welfare of rural communities.

Based on the findings and discussion, it was revealed that the potential of Gedung Wani village consisted of natural tourism, agricultural products, and local wisdom. Village development is supported by the Gewanti Tourism Awareness Group (Pokdarwis) and the local government in terms of infrastructure for potential tourist destinations. On the other hand, the main obstacle to village development is limited funds. However, this obstacle was attempted by carrying out the planning prepared by the Pokdarwis. Therefore, it can be concluded that Gedung Wani Village is feasible to be developed into a tourism village. The expected implications are that Pokarwis Gewanti must have a plan and work programme to determine priority scales, including improving human resources quality, improving tourist destinations, and cooperating with related parties. In addition, support from the village government is needed, especially in making tourism village regulations and supporting the acceleration of infrastructure development. In the future, training on knowledge of tourism village management in collaboration with universities and local governments, especially agencies in charge of tourism should be carried out.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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