

Tourism and local economic development: Exploring potentials in East Java of Indonesia

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Abstract

Enhancing community welfare has been a concern for the government in various countries, and the tourism sector can potentially address this issue. This study explores the tourism potentials in Sidodadi village of Ngantang in East Java, Indonesia, as well as provides the framework for a development site in the tourism area. The data in this study were collected through in-depth interviews and focus group discussions on gaining a piece of deeper information for tourism development. The findings indicate that the Sidodadi village has excellent potential for a tourism site. There are several attractions in the area that has opportunities including, a waterfall, Edu-tourism of dairy cows, planting paddy and vegetables, flying fox, coffee shop, and souvenir center. This integrated model is expected to involve community participation and can enhance local economic development, as well as community welfare.

Keywords: *Village-based tourism, community development, tourism development model*

Introduction

The topic of tourism has gained attention among scholars as its role in enhancing the economic revenue of region and increasing the community welfare (Li et al., 2018; Utomo et al., 2020). Some scholars in believing that the existence of tourism site in can reduce employment and enhance the community participation (Jaafar et al., 2017; Dragouni & Fouseki, 2018). While other studies note that tourism sector has directly link with the local revenue of region or village (Tayibnapis & Sundari, 2020; Pandjaitan, 2021). Some work literature mention that tourism is new styles industry that provide rapid economic growth in terms of employment opportunities, income, standard of living and activate other production sectors of the tourist country (Supriyadi & Kausar, 2017; Manzoor et al., 2019).

The role of tourism has been raised by Indonesia as one of the important economic sectors in increasing state income (Mahadevan et al., 2017; Supriyadi & Kausar, 2017; Utomo et al., 2020). Tourism development aims to encourage equal distribution of business opportunities and gain benefits to face local, national, and global challenges (Goffi et al., 2019). Indonesia is well-known for its diverse tourism potential, ranging from beautiful beaches, green mountains and historical relics that are well-known and even worldwide (Hampton & Clifton, 2016). This is supported by the geology of Indonesia, which consists of an archipelago of both large islands and small islands around it. Indonesia also surrounded by the two largest oceans in the world: Indian Ocean and the Pacific Ocean which create a

stunning natural picture. In addition, Indonesia is also known for its various cultures, which have become the legacy of previous ancestors from generation to generation (Li, 1999).

To support economic development, the Indonesian government provides full authority to regions/districts to manage their respective regions in accordance with the potential and wealth of the region. The issuance of Law No. 22 of 1999 and Government Regulation No. 72 of 2005 concerning regional government implies that the government has given the village the freedom to manage its own household in accordance with local customs and cultural conditions. However, the autonomy possessed by the village is based on the origin of its customs instead of the delegation of authority from the government. The fundamental rationale is that village autonomy is the right, authority and obligation to regulate and manage government affairs and the interests of the community to grow and develop following the development of the village.

The development of the tourism sector that continues to be carried out by the government is not only to influence the increase in the country's foreign exchange but also to bring economic, social, and cultural changes to the surrounding community (Utomo et al., 2020). Development has a meaning in the form of advancing and improving something that already exists intending to develop quality, balanced and gradual products and services (Mensah, 2019). Furthermore, the fundamental concern of tourism development is the nature-based principle, which means that tourism development must be nature-based and therefore must be carried out by preserving the biological, physical, and cultural objects in it (Mandic, 2019). In recent years, tourism is the main livelihood of the community in several places in Malang municipality, including in Ngantang.

Sidodadi is a village located at Ngantang in Malang municipality of East Java, which has potential for waterfall tourism called "Sumber Songo." This village site nearby Selorejo tourism destination which has an attraction that can further be linked with the new tourism object. Another opportunity in Sidodadi is that the majority of the livelihoods are farmers and working in the informal sector, such as developing handicraft skills to support tourism. However, this village has not been explored and further can be potential to improve local economic development and community welfare. Therefore, this study, in particular, aims to propose the development model of tourism site that can potentially enhance community welfare.

Methodology

The data in this study were collected through field experience and focus group discussion within stakeholders, community, and village government. This is intended to gain a deep understanding of the complexity and relevant development of the tourism area. In detail, this program is intended to enhance the management of a tourist attraction that has an impact on improving the welfare and economy of the community and village government. This project was conducted in Malang municipality, considering that this area has a great potential to be developed primarily on Sidodadi village. The preparation for the implementation of activities is assisted by partners by determining and inviting training participants. Partners also assist in the preparation of equipment and supplies needed in the implementation of the training. The training was held at the Village Hall consisting of village officials, working groups, business groups incorporated in village tourism managers, village-owned enterprises, and the village supervisory board. The series of activities provided were presentations and questions and answers discussing the problems faced by the participants, periodic training and assistance tailored to the needs of the village, management practices, and evaluations. We also conducted an in-depth interview to obtain information need for tourism development during May and

June 2021. In particular, we gain information from the community and local government. After collecting data in the field, we further analyze and propose a suitable model for development.

Findings

According to the previous information through in-depth interviews and focus group discussion. We summarize several issues existing in the project area. First, the crucial issue is that the management faces a lack of management for tourism. Knowledge of the benefits of tourism management in Sidodadi village is insufficiently perceived by the administrators. Therefore, the majority of tourism has not involved village-owned enterprises, so there are still many things that are not in harmony with the village. The second issue is that the lack of training and assistance in the field of tourism management. There is still a lack of systematic use of local potential in rural communities, and it should be possible to socialize these management skills and training, later they can run and operate so that it will have an impact on increasing the economic welfare of rural communities. Additionally, the need for tourism management. With the village tourism management model, it will be able to provide convenience and additional skills for managers in Sidodadi village, Ngantang of Malang municipality. This will be a new breakthrough that can be utilized and developed by both the board and managers in general.

Tourism Area Development

Alternative forms of tourism activities need to be an important concern in the development of tourist attractions in Sidodadi, Malang municipality, especially related to cultural diversity and natural uniqueness. In line with this thought, the development of tourist villages as tourism assets is an alternative that is considered very strategic to answer a number of agendas in tourism development. One form of alternative tourism that directly touches the community and can significantly reduce the tendency of the urbanization phenomenon of people from villages to cities in the development of rural tourism based on the utilization of village potential with all community, natural and cultural entities in it as an attractive force. In detail, tourism development can be seen in Figure 1 and Figure 2.

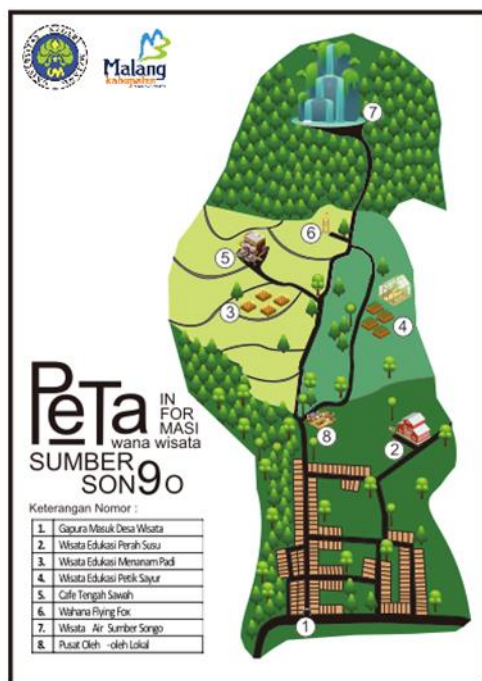


Figure 1a. Village-based tourism map



Figure 1b. Edu-tourism of dairy cows



Figure 1c. Gate for Sidodadi village

In general, Figure 1 explains the grand development for Sidodadi village tourism. In detail, Figure 1a provides information about the framework of development based on the previous information. The detail for development including the brand for the village, which provided a great gate for entrance in the village-based tourism (see Figure 1c). In addition, the development of the Sidodadi tourism area also provided the edu-tourism for dairy cows that has been illustrated in Figure 1b.

Accommodation and supporting infrastructure for creative tourism development. Tourism activities are not only limited to the fulfillment of attractions in tourist destinations but also include the fulfillment of the need for services as long as tourists are in tourist destinations. The tourism facilities provided in Sidodadi village is edu-tourism for planting paddy and vegetables (see Figure 2a and 2b). Furthermore, the Sidodadi village-based tourism also offers a cafe (figure 1c) and souvenir center (figure 1f) to facilitate the tourists visiting the area. It will expect to accommodate what the tourists need and want. Lastly, this project enables tourists to enjoy flying fox (figure 1d) and “Sumber Songo” waterfall (figure 1f).



Figure 2a. Edu-tourism of planting paddy



Figure 2b. Edu-tourism of vegetables



Figure 2c. Cafe



Figure 2d. Flying fox



Figure 2e. Sumber songo waterfall



Figure 2f. Souvenir center

Discussion and Conclusion

Alternative forms of tourism activities need to be an important concern in the development of tourist attractions in Sidodadi, Malang Regency, especially related to cultural diversity and natural uniqueness. In line with this thought, the development of tourist villages as tourism assets is an

alternative that is considered very strategic to answer a number of agendas in tourism development. Through the development of rural tourism or tourist villages, a tourism destination will have a diversity of product diversification that will open up opportunities for repeat visits for tourists who have visited the area or destination. The development of rural tourism or village tourism is also considered to be able to minimize the potential for the urbanization of people from rural to urban areas because it is able to create economic activities in rural areas based on tourism activities. The productive power of local potential, including the potentials of rural areas, will be encouraged to grow and develop by utilizing the resources owned by the village so that it will become an effective instrument in encouraging the development of the socio-cultural and economic fields of rural communities. Furthermore, various efforts will be encouraged to preserve and empower the unique potential in the form of local culture, and local wisdom values that exist in communities that tend to experience the threat of extinction due to the very intense flow of globalization and has entered rural areas. This integrated model for the village-development model can maximally provide a better service for tourists. With this village-based tourism that has been provided, it is forecasted can invite participation for the community and can enhance their economic welfare. This project is forecasted not only to invite tourists, both local and international, to enjoy the site area but also educate them on what or how to plant paddy and other species. This is in agreement with some preliminary studies that mentioned that Edu-tourism could gain attention among tourists (Kamdi et al., 2018; Alipour et al., 2020). The findings indicate that the Sidodadi village has great potential for a tourism site. There are several attractions in the area that has opportunities including, a waterfall, Edu-tourism of dairy cows, planting paddy and vegetables, flying fox, coffee shop, and souvenir center.

Suggestions

This study provides implications as the model that can be supported by the Indonesian government, and other relevant areas can replicate this model. Further studies can elaborate model in the quantitative model such as using a RAP-tourism to gain different perspectives.

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