

Supporting and inhibiting factors of community based tourism management: A case study of Setanggor Village

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Abstract: The development of community-based tourism has developed quite rapidly. Indonesia is one of the countries that have the potential to develop community based tourism by promoting local culture. Setanggor Village is a tourist village that uses the concept of community-based tourism. Thus, the author wants to know more about Community Based Tourism (CBT) management and the supporting and inhibiting factors of Community Based Tourism (CBT) management in the Setanggor tourist village. Using observation, interview, and documentation techniques, the authors found that the people of Setanggor Village are involved in controlling, managing, and developing tourism. In terms of supporting factors, the village government has quite a lot of development funding assistance. In addition, the village community is quite active in tourism development. However, the social status between communities and the bureaucracy of village organizations became the main problems found.

Keywords: supporting, inhibiting, community based tourism, tourism development, Setanggor

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Introduction

Tourism has grown into a multi-billion-dollar business that helps many countries. As a result, numerous countries have begun to consider its advantages. Tourism's broad and rapid growth has turned into a dynamic social and economic phenomenon that has impacted many countries and communities. This phenomenon has had various unanticipated economic, sociocultural, and environmental consequences for both the host community and visiting visitors (Etiosa & Omoregie, 2012). In today's macroeconomic environment, tourism has emerged as a substantial source of revenue for many countries.

The economic benefits of tourism, particularly in developing nations, are felt when the community can benefit from them. Tourism in developing countries can be viewed as an industry that can deliver much-needed economic benefits in rural and isolated places. People with limited knowledge and financial means can participate in tourism development without outside assistance (Yanes et al., 2019).

Furthermore, in the study of (Petrović et al., 2017), tourism can be used as a strategy for rural development in the long term. Because rural tourism is seen as a high-potential sector with a vertical institutional framework that supports its development, it is given particular importance in the national sustainable development policy. Rural tourism can be developed and implemented as a national development strategy, particularly in developing nations where the majority of the population lives in rural areas rich in natural, cultural, and indigenous life. Because it is strongly linked to local production methods, local citizens' lives, cultural festivities, history, and environment tourism in rural or suburban regions, sustainable tourism can enrich its entire identity (Petrović et al., 2017). Furthermore, this form of the tour is a very appealing option for various visitor groups, particularly those that prioritize tourism sustainability when organizing their vacations. Visitors can experience attractions in the area during their visit to the

location, with the prospect that pleasant experiences will impact the likelihood of return visits (Komppula, 2014). The popularity of community-based tourism (CBT) in developing countries, particularly for rural communities, is the most recent development in tourist research (Muganda et al., 2010).

In the section on sustainable tourism development strategy, the concept of community-based tourism village development becomes essential. The sustainability of tourism depends on the conservation and development of the resources used. Various studies were conducted to gain an understanding of sustainable tourism development. In rural areas, community-based tourism (CBT) and other sub-branches of community-centered sustainable tourism have been widely used as vehicles for rural development. It all started in the 1980s when community-based tourism was seen as a viable option for rural communities in poverty reduction, environmental conservation, and rural economic growth (Weaver, 2010). Many community based tourism efforts have evolved into community development programs in developing nations as a result of these advantages (Yanes et al., 2019)

Many initiatives fail to deliver on their promises, despite tourism's ability to provide prosperity for communities and long-term social, economic, and cultural advantages (Khalid et al., 2019). A combination of unfavorable variables outlined in the literature contributed to the failure of many of these projects. Although these conditions can be found in both developing and developed countries, analysts believe that they do not react differently due to differences in economic, legislative, and political institutions (Tosun, 2000)

Community-Based Tourism is concerned with indigenous or local development, which is defined as the process of economic growth and structural change directed by the community and its active engagement to meet their own needs (Lee & Chang, 2008). It's worth noting that some tourism activities grew out of indigenous local initiatives based on community initiatives in the early twenty-first century. This is supported by the National Tourism Regionalization Program's recommendations, which encourage collaboration between local actors and public/private management institutions to promote more sustainable tourism (Bartholo et al., 2008).

CBT is defined as a situation where local communities have sufficient control over the development and management of their resources (Bartholo et al., 2008). CBT is a type of organization formed by the community to independently manage existing natural and cultural resources (Palacios, 2016). According to (Palacios, 2016), this is useful to provide maximum benefit to local communities.

Community engagement, empowerment, transparency, justice, equality, and equity, according to (UNEP, 2005), must be incorporated into national development policies and strategies. The bulk of people in developing countries live in rural areas. As a result, a sustainable tourism development strategy based on these notions is more directed toward rural areas, focusing on rural tourism through village development programs. To empower people through tourist development, the Indonesian Government must have designed regulations and laws to encourage the villagers to play a critical role in defining their advantages from tourism. Village development and community socioeconomic improvement are inextricably linked, which can be attained through rural tourist development.

According to (Kazimoto, 2013)), village development initiatives are an essential driver of socio-economic development. Starting with the initial planning, implementation, monitoring, and assessment, local communities can be involved in creating tourist villages. According to (Khalid et al., 2019), community participation is the most crucial factor in achieving independence and empowerment. The failure of building tourist villages begins with the lack of local community engagement in the creation of tourist villages (Arismayanti et al., 2019). The community's role or participation, according to (Usadolo & Caldwell, 2016) can be evident in the stages of planning, implementation, management or utilization, monitoring, enjoyment of the outcomes, and evaluation. The terms "community empowerment" and "community enablement" are interchangeable. According to Sufianto (2020), the essence of empowerment is an endeavor to awaken all existing community capabilities to achieve goals. Goals are achieved by increasing motivation, initiative, and innovation to progress the economy and bring wealth to the community. Then, through village-owned enterprises (BUMDes), which have been successfully

founded, this attempt to empower villagers is realized. The goal and ambition with the development of tourist villages are for the community to become self-sufficient and enhance the economic situation of the surrounding population.

When it comes to rural tourism development, Indonesia would be a fascinating case study. According to Law No. 10 of 2009 on Tourism, tourism is an essential part of national development that must be carried out systematically, planned, integrated, sustainable, and responsible while also protecting religious values, societal culture, environmental sustainability, and quality and national interests. Tourism should be promoted as a development leader since it can generate export revenues, jobs, and business and infrastructural development. As a result, tourist growth is required to promote equitable development for all Indonesians.

Lombok, being one of Indonesia's special economic zones, has enormous tourism potential if adequately developed. In 2019, the Government of West Nusa Tenggara had built 99 tourist friendly villages. Setanggor Village is one of the tourist villages on the island of Lombok that has become a pilot project (Busaini et al., 2020). West Praya District, Central Lombok Regency, West Nusa Tenggara Province is home to Setanggor Village. This community, which covers 676 hectares, is rich in natural resources, including a lovely 483 hectares of rice fields. However, when the dry season begins, this village is classed as a village that frequently faces drought. Because most of Setanggor Village's rice fields cannot be planted, the village's yield has reduced, and most of the male population is only unemployed during the dry season.

Setanggor has a population of roughly 4,065 people. Because up to 80% of the female population can weave a songket, this village has developed into a producer of Sasak-style songket in Lombok. However, they could not incorporate for a long time due to a lack of buyers (Wahyuni et al., 2021). Gamelan groups, traditional dance, and drama are among the cultural arts found in Setanggor Village. As cultural heritage, there are historical artifacts such as old gongs that are hundreds of years old. However, because they are rarely used, the arts and culture possessed are in danger of fading. In addition, this village is a tourist destination with distinctive Islamic values. The tour operators display halal tourist attractions following the potential benefits of the island of Lombok. This attraction attracts Muslim tourists from the Middle East and various countries, including Malaysia and Brunei Darussalam. Overall, this village has a particular potential and appeal that distinguishes it from other villages in general, but it is threatened by scourging times.

As a way to survive, the people of Setanggor Village have developed a community based tourism model in which local community participation is at the forefront of activities. Unfortunately, few scientists and researchers have looked at this town further. Several research on tourist settlements in Lombok have been conducted in the past. (Suprihatin & Hailuddin, 2016) researched Sade Village's potential development as a tourism village in Central Lombok, and (Hasanah, 2019) analyzed local wisdom of Sade village tourist attractions. Many studies have so far concentrated on well-known tourism destinations. As a result, research on many other tourist communities is limited. Therefore, the authors aim to learn more about the management of village tourism with the concept of community-based tourism and the potential and problems to add to the literature on Setanggor Village.

Methodology

To produce appropriate research, the authors conducted qualitative research with a phenomenological approach to determine certain events that occurred and were directly related to people in certain situations. The research location was shown in Setanggor Village, West Praya District, Central Lombok Regency. The reason for researching this location is that Setanggor Village has the potential for natural tourism (rice fields), culture (traditional arts and local culture), and artificial attraction to become a unique attraction for visitors. Thus, researchers are very interested in researching this village, where tourism is managed in a participatory and active manner by the local community.

The researcher believes that five samples are sufficient because sampling aims to provide the highest data depth relevant to the research objectives. Furthermore, the number of people engaging in tourism activities is relatively small. The researcher received the respondent's permission to conduct the interview or record the talk before discussing. The researcher will

stop seeking respondents once the data is saturated. One of the triangulation methods has been to conduct focus groups with local village councils and visitors. We can compare and cross-check results while lowering the danger of systemic bias by combining multiple data sources, methods, or approaches (Hartarto et al., 2021).

In this study, the authors used observation and interview techniques obtained from the Sekarteje Tourism Awareness Group (Pokdarwis), community leaders, village heads, village secretaries, visitors, and the community. To get valid data, the authors used triangulation with village administrators. The authors utilized open-ended questions to design a semi-structured qualitative interview with respondents, similar to the method employed by (Hartarto et al., 2021). The authors selected the semi-structured interview strategy for data gathering due to time restrictions and to ensure optimal data creation for the study. Respondents were told that the information they supplied would be kept confidential and that their full names would not be revealed. The interviewees were told that they could end it at any point. Only people who have provided their permission were included in this study. The interviews were conducted entirely in Indonesian. Feedback is recorded as audio to provide the highest level of reliability.

Results and Discussions

The authors discovered various things in the form of interview transcripts of several stakeholders based on the findings of observations and interviews.

Tourism Management in Setanggor Village

The Setanggor tourist village has been entirely maintained by Sekarteje Tourism Awareness Group members (Pokdarwis). Respondent 1 claims to be the head of Pokdarwis Sekarteje.

"Overall, Pokdarwis Sekarteje is in charge of managing existing tourist attractions. Following the goal of founding this organization, which is to discover and sell the village's potential. Village youth, on the other hand, are not directly involved in the organization's administration"¹

In terms of tourist attractions, Setanggor Village has several things.

"We have a variety of attractions, including cultural arts, plantations, animals, and traditional songket craftsmen, all of which are displayed at the Gallery"³

To confirm the statement given by the tourism village manager, the author interviewed one of the visitors.

"I'm here for the first time. The people are nice, the culture is rich, and the environment is quite clean. I'm hoping that huge events will be held in this village to help it become even more well-known"⁵

Essentially, the village community develops tourism with help from the local Government. Community-based tourism should involve most of its activities in local communities. The activities in question include ranging from managers to tourism actors

"When we first started Pokdarwis, we asked for a contribution of \$100,000 from all members and administrators, which totaled 30 persons at the time. The monies raised will construct all of the necessary needs and infrastructure to sustain the tourist attraction. Aid gradually arrived, totaling Rp. 350,000,000. In addition, the Central Lombok Tourism Office and the Village Minister provided us with tourism development assistance"¹

"We use the Government's help and support to empower the community in terms of tourism training. We use the revenues we make from tourism to build tourist attraction support amenities like restrooms"¹

Pokdarwis' activeness is critical in managing the funds received and ensuring that they are used efficiently. There are several options for administering the money received by the village.

*"The compost fertilizer processing program is one of the programs created using the funding obtained. As a result, we saw an increase in revenue. In our village, even tiny traders may gain from tourism. Woven fabric traders, on the other hand, have been unaffected by the economic developments"*²

The chairman of the Pokdarwis also clarified the positive impact of these tourism activities.

*"It's not just the tourism industry; it's also traditional cloth crafters and homestays. Small traders, on the other hand, may benefit. Because it is usual for local and international visitors to shop at the stalls"*¹

Another comment, this time from the proprietor of an agricultural tourism attraction.

*"In terms of directing tours, serving, and traveling, many students who graduated from tourism universities assisted us in developing this town"*⁴

The author can see the good influence of the community's engagement in tourism development from the previous assertions. A CBT management system with debriefing to assist the community's potential to establish tourism villages empowers human resources through tourism awareness groups.

Supporting Factors

In the process of developing a tourist village, there needs to be intervention from various parties. The activities of tourism awareness groups (Pokdarwis) are critical for advancing and developing Setanggor village's potential. Local government financing support is also very likely to boost community economic activity, particularly in the tourism sector.

*"The Pokdarwis' position in the tourist hamlet impacts its progress, but the group's activeness is the most significant factor. We arrived at the current state of Setanggor after many conversations and discussions with many people, particularly the coach, who is now the Head of the Regional Tourism Promotion Board (BPPD) of West Nusa Tenggara"*¹

*Gradually, aid came for tourism activities with a total of Rp. 350,000,000. We also received assistance for tourism development from the Central Lombok Dispar and the Village Minister. The Central Lombok Tourism Office some time ago brought us three trash cans.*¹

In terms of promotion, Setanggor Village is also assisted by the West Nusa Tenggara Regional Tourism Promotion Board (BPPD).

*So far, Setanggor Village has often held discussions with the West Nusa Tenggara Regional Tourism Promotion Board (BPPD). As a result, Setanggor Village began to be known by tourists.*¹

Because there are many active communities, new ideas can arise. As a result, the village's competitiveness will rise in tandem with the innovations developed. Tourism growth requires much creativity. The potential of each person is used to generate creativity.

*"There are some members who work in the travel industry or as woven cloth craftsmen. People like them are required to keep the tourist machine turning"*¹

Inhibiting Factors

According to the author's observations, CBT management in the Setanggor tourist village faces difficulty in the polarization of the tourism awareness group members, primarily made up

of village officials. The management system suffers as a result of the lack of democracy. As a result, it is critical to involve the community and young people to improve the institution's democratic performance. Another issue identified by the author is the lack of awareness among Pokdarwis members about the importance of working together to enhance village tourism. As a consequence, village tourism will be controlled by the same people for the foreseeable future. This is less successful because tourism activities necessitate much creative thinking.

Conclusions

Tourism activities can have a good impact on various things if the community and local Government properly manage them. Furthermore, if tourism managers can overcome their obstacles by utilizing current opportunities. Setanggor Village, as one of West Nusa Tenggara's tourism settlements, receives little attention from academics. As a result, the author is eager to learn more about the village, particularly science. To acquire reliable data, the author conducted in-depth interviews with a variety of stakeholders.

As a result, the *Sekarteje* Tourism Awareness Group now fully manages the administration of tourism objects in Setanggor Village (*Pokdarwis*). To put it another way, tourism items are ordered by the notion of community-based tourism. Second, *Pokdarwis* members are very active and inventive in handling all of Setanggor village's tourist attractions. Furthermore, the Government actively participates in the provision of aid in the form of development funding. Third, certain persons are only allowed to join *Pokdarwis Sekarteje*. Furthermore, *Pokdarwis* members have been unable to collaborate.

The author also makes a few recommendations that the village community and other stakeholders could find valuable. First and foremost, the village authority must actively encourage the local community, particularly the youth, to participate in the management of *Pokdarwis*. Second, academics are expected to help Setanggor Village expand its tourism industry.

Note

1. Respondent, FGD, Chairman of Pokdarwis Sekarteje.
2. Respondent, FGD, Member of Pokdarwis Sekarteje.
3. Respondent, Interview, Head of Setanggor Village.
4. Respondent, Interview, Village's Secretary
5. Respondent, Interview, Visitor

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