

The impact of tourism village on the community's economy of Setanggor village in Lombok Island, Indonesia*

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ABSTRACT

received:
Jan-24, 2022

Purpose — *To ascertain the development strategy used to establish tourism communities and the economic impact on the community.*

accepted:
Mar-20, 2022

Research method — *This study employs a qualitative approach with interview as the data collection method which is sourced from the head of the tourism awareness group (POKDARWIS) and tourism business actors, including songket artisans, guiders, small traders, breeders, employees of tourist attractions, lodging services, art studios, travel services, compass fertilizer businesses, village heads, and the community.*

published:
Jun-01, 2022

Result — *The study's findings include the development model that was used to develop Setanggor Tourism Village, namely the Community Based Tourism development model which entails three components: community participation in decision-making, community involvement in businesses and profit generation, and resource empowerment and profit distribution. The growth of this tourism village has a significant impact on people's income, employment possibilities, prices, community ownership and control, and tourism objects.*

Keywords: *community-based tourism, lombok, tourism village*

*) This article is part of undergraduate thesis authored by Tutik Sukmalasari Putri from Islamic tourism study program of Faculty of Islamic Economics and Business, Universitas Islam Negeri Mataram, Indonesia.



BACKGROUND

Tourism can be characterized as a dynamic activity that engages a large number of people, both individually and collectively, and revitalizes a variety of commercial sectors. Because each tourist's vacation destination has unique goals and interests, the services and amenities given at each destination or tourist attraction must likewise be unique. Tourism is an integral element of a society's culture or habits, whether they are related to the way of life, how free time is used, or the community's desire to meet recreational requirements through travel (Isdarmanto, 2017).

Tourism development may be defined as an effort to improve or progress items so that they are better and more attractive in terms of the places and objects contained inside them in order to attract tourists. The primary rationale for expanding tourism in a tourist destination, both locally and regionally or nationally within a country, is that it is inextricably linked to the country's regional economic development. Tourism development in a tourist area will always be weighed against the advantages and costs to the community (Barreto et al., 2017).

According to the IUOTO (International Union Official Travel Organization), every country should grow tourism for eight primary reasons, including the following: (1) tourism as a catalyst for national and international economic development, (2) the catalyst for prosperity by advancing communication, transportation, housing, and other services, (3) special emphasis is placed on the maintenance of cultural and social values in order to ensure their economic viability, (4) equitable distribution of welfare as a result of visitor consumption at a destination, (5) currency earner, (6) international trade catalysts, (7) the catalyst for the expansion of tourism-related professional educational institutions, as well as institutions dedicated to the development of a trustworthy and courteous hospitality spirit, (8) market share for indigenous products, in order to ensure that the range of products continues to increase in lockstep with the socioeconomic dynamics of the destination area. Thus, tourism can become an integral element of a region's growth and can be integrated into the framework of economic development and community welfare (Oloidi, 2014).

Lombok Island is a part of West Nusa Tenggara and was chosen for its human resource readiness, community culture, regional tourism products, and tourist accommodation. From 2009 to 2019, the following statistics represents visits by domestic and international tourists to tourism attractions in Central Lombok.

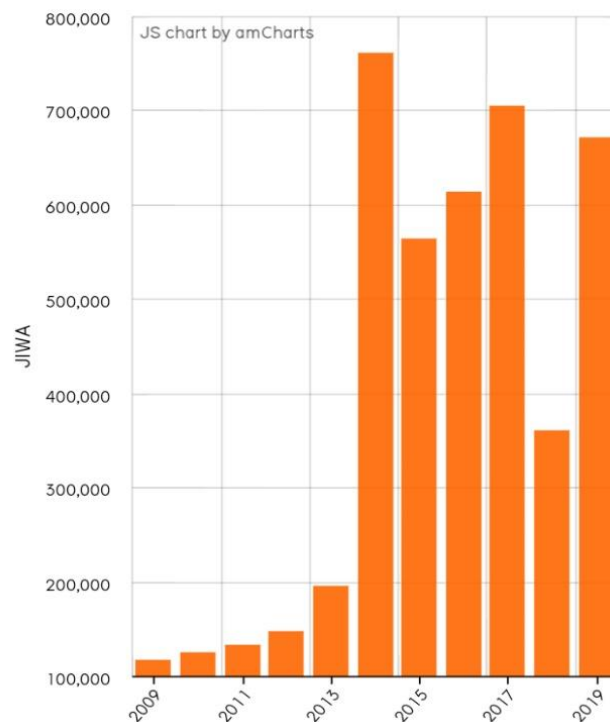


Figure 1. The number of visits by domestic and foreign tourists to Central Lombok
source: One Central Lombok Data (2019)

The statistics above indicates that the number of visits by domestic and foreign tourists to Central Lombok has climbed, nearly reaching 800,000 people in 2016 before declining to 400,000 people in 2018. However, it had another surge of almost 600,000 inhabitants in 2019. It has been demonstrated that tourist destinations, particularly those in Central Lombok, have the ability to attract both domestic and international tourists, resulting in a positive influence on the economy and social welfare of the community.

Setanggor village is a village with a population of 76,624 inhabitants located in West Praya district, Central Lombok. Setanggor village was designated as an art and cultural tourism village with the construction of the Sanggar building, Gong drama arts, and Gendang Belek Mertak Mie, as a location for training and performing dance arts, as well as the art of reading lontar manuscripts (Tulis Tekeppan) for tourists. All of these activities, both domestic and international, are presented as ceremonial performance attractions.

Besides the Art and Culture Studio building, there is also the Village Economic Center building, as a means of central point for village tourism activities by displaying the superior products of the village community, such as the results of weaving crafts (Inkra) and the creative skills of other Setanggor village communities.

Setanggor tourism village is one of the tourist villages with the concept of a tourist village that not only offers its natural beauty, but also as a place of

recreation and education through art and culture which is still very original. There are three types of tourism objects in this tourism village, namely:

1. Art and Culture Tourism

Art and Culture Tourism is located in Mertaq Seni and East Setanggor Hamlets. This art tourism is one of the attractions that is highly favored by tourists. The targets for arts and cultural tourism are: Dance Arts, Dramatic Gong and Gendang Belek Arts, Lontar Manuscript Reading Arts, Visits and Pilgrimages and Weaving Crafts Group (Inkra).

2. Agricultural Tourism

Agricultural Tourism is a tourist destination located in the Dusun Setanggor Timur 1. The tourism programs offered by this agricultural tourism are farming activities, farming for tourists and there are also photo spots that are the main attraction.

3. Farm Tourism

Farm tourism can be found in Pondok Rejeng Hamlet, where there is a Cattle Farmer Group, which is the destination of Tunas Maju Cattle Group with processing activities for making biogas, bioorin and managing organic fertilizer as non-chemical natural fertilizer. This agricultural tourism can be categorized as an educational tour.

A tourism location requires a tourist facility that capable of meeting the needs of travelers. The Setanggor tourism village features the following amenities: public restrooms, a 28-room homestay located in the Setanggor Timur 3 hamlet, and local guides ([Setanggor village profile, 2021](#)).

Setanggor village was born with a different concept from other tourist destinations. By building and developing tourist destinations with the concept of a tourist village that not only offers the natural beauty of the countryside, but also the culture of the community which is still traditional and maintained its beauty. The uniqueness of this tourist village is different from other destinations where the Setanggor tourist village offers a variety of attractions that can be enjoyed by tourists, both local and foreign tourists. The attractions offered include art and cultural tourism featuring traditional Lombok music, agribusiness, culinary, religious tourism and natural panoramas of rice fields located in the middle of a village that gives the impression of a natural tourist attraction.

The management of the Setanggor tourist village makes numerous attempts or advancements to develop the village in order for the community to reap the maximum benefits of its development. The primary concern in tourist development is the favorable economic impact of tourism activities on local communities. Thus, development is often characterized as an endeavor motivated by a desire to establish a tourist attraction that gives the finest service to tourists and, of course, has a positive impact on the community, most notably on the local economy.

LITERATURE REVIEW

Tourism development aims to provide benefits for tourists and tourism actors. With the development of tourism, it is expected to be able to improve the standard of living of the community through the economic benefits it brings to the area. In other words, tourism development through the provision of infrastructure facilities, tourists and local resident benefit from each other (Pitana & Diarta, 2009). There are several components that support tourism development, namely:

- a. Tourist attraction. Tourist attraction is something that attracts tourists and encourages them to visit or travel. These tourist attractions can be natural wonders such as the sea, hills, waterfalls, mountains, lakes, forests, and rice paddies; attractions created by humans, such as parks and resorts; attractions cultural in nature include festivals, plays, museums, and galleries. Social attractions are possibilities to interact with local residents and to share a way of life with them. These attractions must be built in order to be established as tourist attractions. Because tourism would not survive without tourist attractions.
- b. Promotion and marketing. Promotion is a technique for introducing a tourist destination and establishing it as a tourist attraction.
- c. Transportation. Transportation plays a significant role in determining the volume and geographic location of tourism development. What is meant by accessibility is a method by which travelers may easily reach tourist locations.

The components of tourism growth outlined above indicate that attractiveness is what generates motivation and desire among travelers. Tourists needs facilities and infrastructure to complete their journey, and of course, amenities such as: lodging, food and beverage services, information centers, and retail centers. Product quality, marketing communications, price strategies, and distribution channels generally contribute to the development of a tourism image (Arjana, 2016). There are three models of tourism development, namely (Asri & Ideal, 2021):

- a. The Community Based Tourism (CBT) model is a tourism development and development model that provides maximum opportunities for the community to participate in tourism development
- b. The Green Tourism model is the most ideal model for a sustainable tourism development in creating a new economic order. The green tourism model is a method of tourism development that focuses on fostering learning experiences and appreciation in a sustainable manner in order to manage and improve the natural, cultural, and social environments, as well as destination resources, and to promote high-quality tourism objects
- c. The pentahelix model is a reference in developing synergies between related agencies to support optimally so as to achieve goals and objectives

Tourism activities will have a direct impact on and involve the community in terms of both economic growth and tourism development. Tourism activities will have a direct impact on and involve the community in terms of both economic

growth and tourism development. Tourism activities will have a direct impact on and involve the community in terms of both economic growth and tourism development. With the existence of these tourism activities, tourism players next proceed to supply the goods and services that tourists require (Muljadi, 2010). The impacts of tourism development on the economy include impact on local people's income, job opportunities, prices, ownership and control by local communities, and tourist attractions.

RESEARCH METHOD

This study employs descriptive qualitative method with research location in Setanggor village, one of the tourist villages located in Lombok Island. Data in this study were obtained from interview process with respondents, namely: the head of the tourism awareness group (POKDARWIS) and tourism business actors which include songket craftsmen, guiders, small traders, breeders, tourist attraction employees, lodging services, art studios, travel services, fertilizer businesses, and the community.

RESULT AND DISCUSSION

Setanggor tourism village development model

Essentially, tourism development is a process that begins with an exploration of an area's potential, followed by an understanding of the character and capabilities of locally owned elements that are then attractively arranged in accordance with agreed-upon principles to become a tourist attraction, thereby increasing the tourism community's economy. As a result, a tourism development model is required to accomplish the objectives of tourism.

The development model used is the development or approach known as Community Based Tourism (CBT), which in principle, it fully involves the community as the main actors both from planning, management, and supervision to empower the community in every tourism activity. So that the benefits of tourism can be felt directly and are intended for the welfare of the people of Setanggor village. This development model has two important indicators, namely:

a. Involving the community in decision making

The main actors in the development of this CBT are the community and stakeholders. The role of the community in managing the sustainability of tourism development in a sustainable manner starting from the most basic stage of planning to the stage of development. Based on the results of interviews with the manager of the Setanggor tourism village, it was built and managed by people belonging to the tourism awareness group (POKDARWIS Sekarteje). The initial formation of this tourism village was in 2016 but a decree or regulation was issued in 2017, where the initial funds came from POKDARWIS members. There are three types of tourist attractions in the three hamlets, namely art and cultural tourism in Mertaq Seni hamlet,

plantation tourism in Setanggor Timur 1 hamlet, and livestock tourism in Pondok Rejeng hamlet.

b. Community involvement in business and profit

In essence, Community Based Tourism (CBT) involves all elements of society in the hope of becoming sustainable tourism. It means that tourism industry does not belong to only one group or community, but also to all villagers. According to the findings of the researchers' interviews with informants, the primary beneficiaries are those involved in the business of tourism products or services, such as: homestays, trips, art performances, and compost fertilizer education services, all of which are included in the attraction package provided. In addition, Setanggor tourism village benefits the songket fabric craftsmen, who manufactured a variety of different sorts of traditional clothes. There are also numerous small enterprises such as roadside dealers, shops, and food stalls that will be benefited by tourist activities.

c. Resource empowerment and profit distribution

Good and quality human resources are needed in the tourism sector. As for the relationship with the empowerment of human resources in Setanggor tourism village, it can empower the abilities and potential of the resources owned in accordance with the capacities and talents of the community. First, empowerment through art and culture is to preserve and revive the culture, customs that are owned by Setanggor tourism village, such as Gendang Beleq, weaving craftsmen, traditional drama, kile and lontar reading. Second, community empowerment through compost with the aim of saving the environment and income. Third, empowerment based on capacity building such as trainings or discussion forums. As for the profit-sharing system, 70% of the income is allocated for operations such as the construction of public facilities around tourist attractions to create comfort and satisfaction for guests, and 30% is allocated to POKDARWIS. The role of the government in providing budgets and funds can be felt in the process of tourism development in Setanggor tourism village. The following is a Community Based Tourism (CBT) framework.

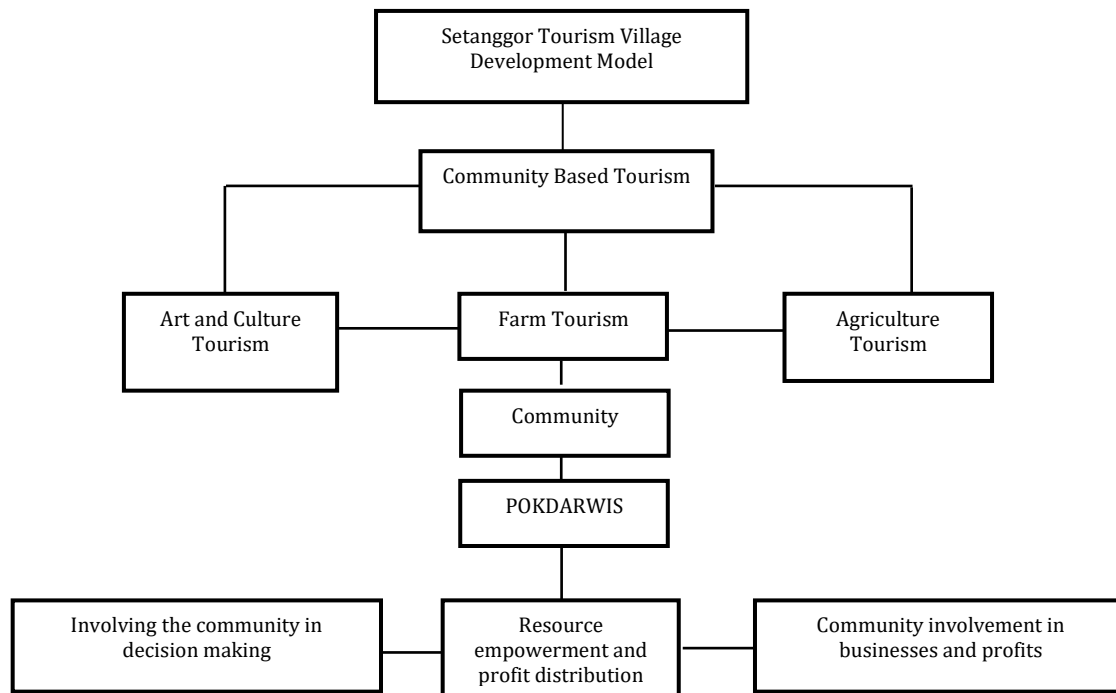


Figure 2. Community Based Tourism (CBT) model in Setanggor village
source: author (2021)

The economic impact of the development of Setanggor tourism village

Based on the findings of researchers' interviews with informants, including tourism managers (POKDARWIS), tourism business actors in the field of products or services, and public who perceive the economic impact of the growth of Setanggor tourist village. The impacts of the development of the Setanggor tourist village on the community's economy include:

- a. Local people's income
The development of Setanggor tourism village has a positive impact and contribution in increasing people's income where income before the development of the Setanggor tourist village only came from agriculture and livestock, while the tourism industry currently contributes to increasing the income of rural communities.
- b. Job opportunities
After the development of Setanggor tourist village, job opportunities and business opportunities emerged, both in the field of services, products, or business in general.
- c. Price of goods
The price of souvenirs and traditional goods increased after the development of the tourist village of Setanggor.
- d. Tourist objects
The development of tourist villages certainly has an impact on tourism objects. Because without a tourist attraction, it is impossible for Setanggor village to become a destination that is in great demand by tourists. With the

existence of art and cultural tourism, it has an effect on strengthening community culture through the introduction of traditional music and arts. Through natural and human resources synergizing with each other will certainly make this Setanggor tourist village better and able to compete with other destinations.

CONCLUSION

According to the findings of the researchers, the development model used in the development of Setanggor tourism village is Community Based Tourism, which is based on two principles: involving the community in decision-making, which is managed by the community members of the tourism awareness group (POKDARWIS), and community involvement in businesses and profit generation. The development of Setanggor tourism village has an impact on the economy of Setanggor village community. The significant impact felt by tourism managers and the community in general is the increase in community income, opening up employment opportunities, increasing price needs, and impact on tourism objects.

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