

Implementation of Community Based Tourism in Kebon Ayu Cultural Tourism Village, West Lombok District, West Nusa Tenggara Province

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Article History

Accepted: 09 Desember 2024
Revised: 18 Desember 2024
Published: 20 Desember 2024

Keywords: Tourism Village, Community-Based Tourism, Kebon Ayu Cultural Tourism Village, Socio-Economic Community

Abstract

West Nusa Tenggara (NTB) Province, especially on Lombok Island, has a lot of tourism potential including tourist villages. There are 59 tourist villages that have been established by the NTB Provincial Government, which are spread across 5 (five) districts/cities on Lombok Island (<https://data.ntbprov.go.id>). One of the tourist villages that is currently developing is Kebon Ayu Cultural Tourism Village in West Lombok District. Kebon Ayu Cultural Tourism Village is one of the tourist villages that has won the Indonesian Tourism Village Award in 2023. Using a qualitative approach, this research aims to describe the implementation of the concept of community-based tourism in Kebon Ayu Cultural Tourism Village. Kebon Ayu Cultural Tourism Village has applied the principles of Community Based Tourism (CBT) management in managing tourism in the village. This can be seen from the involvement of the community since the mapping of the potential owned by the village to the establishment, management, and development of tourist attractions offered in the village. The impact of this involvement is the number of MSMEs formed and the opening of employment opportunities for the community in the village itself, resulting in socio-economic changes in the community. However, the lack of assistance in the form of education from stakeholders makes Human Resources (HR) related to tourism in Kebon Ayu Cultural Tourism Village still low and makes the management of tourist villages less optimal.



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1. INTRODUCTION.

Tourism is one of the industrial sectors that can contribute to improving the economy. The development of tourism can have a major impact on the regional economy and the community of tourist destinations, including tourist villages. Village tourism is a form of tourism activity that occupies the space of rural areas (Sari et al., 2022). Najiyati et al. (2019) stated that villages that are given funds to develop villages aim to improve community welfare, build infrastructure, and develop local economic potential. One of the priorities for using village funds on a local economic scale is the tourism village business. According to Zakaria et al. (2014) a tourist village is a rural area that has tourism potential as a special characteristic to become a tourist destination.

Zakaria et al. (2014) further explained that rural areas have their own charm, because residents who still maintain the preservation of their traditions and culture. In addition, some factors that characterize tourism villages such as agricultural systems and social systems as well as regional specialties. Therefore, the most important factors of a tourist village area are the natural and social environment that is still original.

West Nusa Tenggara (NTB) Province, especially on Lombok Island, has a lot of tourism potential including tourist villages. There are 59 tourist villages that have been established by the NTB Provincial Government, which are spread across 5 (five) districts/cities on Lombok Island (<https://data.ntbprov.go.id>). One of the tourist villages that is currently developing is Kebon Ayu Cultural Tourism Village in West Lombok District. Kebon Ayu Cultural Tourism Village is one of the tourist villages that has won the Indonesian Tourism Village Award in 2023 (https://ntb.jadesta.com/desa/kampung_budaya).

Based on preliminary information obtained, Kebon Ayu Cultural Tourism Village, in its management, applies the concept of Community Based Tourism (CBT), which is a community-based tourism development that places the community as the main actor through community empowerment in various tourism activities, so that the maximum tourism benefits are for the Kebon Ayu community (Utami, 2022).

2. METHOD

This research uses a qualitative method, where this method was chosen to obtain in-depth information related to the implementation of Tourism Based Community carried out by tourism managers in the village. This in-depth information will be collected through data triangulation and analyzed using the Miles and Huberman Interactive Model. According to Sugiyono as cited by Singandaru (2024), qualitative research methods are research methods used to research on natural object conditions, where the researcher is the key instrument, data collection techniques with triangulation (combined), data analysis is inductive, and research results emphasize meaning rather than generalization.

3. RESULT AND DISCUSSION.

Kebon Ayu Village is one of the 11 villages in Gerung Sub-district, West Lombok District. This village has an area of 473,298 hectares with productive land covering 206,846 hectares of agricultural land, 203,393 hectares of mountain/plantation land, 45,114 hectares of residential land, and 17,942 hectares of public facility land.

The population of Kebon Ayu Village as of July 2019 has a total population of 6,655 people, consisting of a male population of 3,177 people, and a female population of 3,266 people, with a total of 2,340 households. The livelihoods of some residents are Farmers / Ranchers, Farm Laborers, Small Industries, company employees, entrepreneurs and Migrant Workers, for the village's prominent agricultural products are Rice, Palawija and Horticulture (<http://kebonayu.desa.id>).

Kebon Ayu Village has been transformed into Kebon Ayu Cultural Tourism Village since 2021. This tourist village, which is included in the top 500 of the Anugerah Desa Wisata Indonesia (ADWI) in 2023, is included in the developing category which is classified as a developed village on the Jadesta website of the Ministry of Tourism and Creative Economy.

Tourism management in this village is managed directly by the Bidadari Tourism Awareness Group (Pokdarwis) chaired by Mr. Rasimin Abdul Malik, with the Village Head Mr. Jumarsa as the direct person in charge.

Community Involvement in Decision Making

The establishment of Kebon Ayu Cultural Tourism Village has gone through a discussion study process between the village government, a youth group called Karang Taruna, and the village community. This study process stems from the awareness of the village community regarding the potential possessed by Kebon Ayu Cultural Tourism Village. This is as conveyed by Mr. Rasimin Abdul Malik as an informant in the interview as follows, *“The beginning of its establishment has actually long been a discussion study of the village government, karang taruna, and the community, potentially Kebon Ayu has extraordinary agricultural land coupled with the culture and culture of its thick community. Departing from that, we try to package it in tourism products”*.

Referring to the geographical data of the village that has been presented previously, agricultural land and plantations in Kebon Ayu Cultural Tourism Village are indeed very extensive. The combined land area reaches 86.67% (410,239 ha) of the village's total area (473,298 ha). With this area, Kebon Ayu Cultural Tourism Village has at least 9 (nine) tourist attractions, which can be seen in Table 1 below.

Table 1. List of Tourism Objects in Kebon Ayu Cultural Tourism Village

No.	Object	Status
1	Culinary tourism	Good
2	Rice field and mountain scenery	Good
3	Melon, grape, crystal guava picking agro-tourism	Good
4	Rice farming tourism	Good
5	Vegetable picking tour	Very good
6	Horse riding tour	Very good
7	Cuklik and gamelan art tours	Good
8	Peresean cultural performances	Good
9	Kebon Ayu weaving tour	Very good

Source: Kebon Ayu Cultural Tourism Village Documents, 2023

The various tourism objects in Kebon Ayu Cultural Tourism Village are inseparable from the involvement of the community and village government. Based on the results of interviews conducted, information was obtained that, although managed by Pokdarwis, the community actively participates in tourism management in the village and is directly supervised by the Village Head. *“The management is directly from the community, assisted by Bumdes and Pokdarwis. The Village Head is responsible for managing tourism here”*, said one informant in an interview.

In addition to being involved in decision-making about the direction of village tourism development, community involvement in tourism management takes the form of their participation as Micro, Small and Medium Enterprises (MSMEs) actors who enliven tourist

objects in Kebon Ayu Cultural Tourism Village such as culinary tours and souvenirs. Not a few people process their farming products into snacks such as red ginger drinks, banana chips, mushroom satay, other processed mushrooms, and others. These products are sold to be enjoyed by tourists visiting Kebon Ayu Cultural Tourism Village.

If we referring to the definition of a Tourism Village presented by Nuryanti (1992) cited by Dewi (2013), then Kebon Ayu Cultural Tourism Village has fulfilled the important components that must exist in the village, so that Kebon Ayu Cultural Tourism Village can be classified as a Tourism Village. Nuryanti (1992) argues that a tourist village must have at least 2 (two) important components, namely Accommodation and Attractions (Dewi, 2013). Kebon Ayu Cultural Tourism Village already has these two important components.

In the accommodation component, Kebon Ayu Cultural Tourism Village has Homestay Bidadari as an adequate accommodation for tourists who want to stay overnight in order to travel in the village. Referring to the data shown by the jadesta.kemendparekraf.go.id website, in terms of accommodation, Kebon Ayu Village only has 1 (one) accommodation, namely Homestay Bidadari.

In the attractions component, based on the data on the jadesta.kemendparekraf.go.id website and the Kebon Ayu Cultural Tourism Village document, there are at least 9 (nine) attractions offered in the village, including traditional music tourism in the form of gamelan, nyelametan gumi, presean art attractions, bamboo garden nature tourism, hanging bridge nature tourism, traditional culinary tourism, golden melon agri-tourism, and shadow puppet shows.

As a tourist village that is closely related to the Community Based Tourism (CBT) system in its management, Kebon Ayu Cultural Tourism Village has also implemented this (CBT). CBT is the most basic tourism from the community. The meaning of community-based tourism is tourism that is managed and owned by the community, for the community. So tourism in the tourist village is sourced and based on the local local community who develops their regional tourism area (Syarifah, 2021).

Community involvement begins with mapping the potential of the village, then continues with the establishment, management and development of the potentials that have been determined at the beginning. The community is actively involved in planning the direction of village development together with the Village Government and village youth or Karang Taruna. In its management, the community is actively involved in it together with the Village-Owned Enterprises (Bumdes) and the Tourism Awareness Group (Pokdarwis).

Benefits Received by the Community

Community involvement as MSME actors in Kebon Ayu Cultural Tourism Village provides economic benefits for the community. Their farming products are processed into products that have a higher selling value that can provide greater income and profits for the community. *“Yes, because Kebon Ayu Cultural Tourism Village has culinary tourism and golden melon agro-tourism, where the community participates directly. As for MSMEs, they are processed by the community themselves to be marketed directly”*, said Mr. Rasimin Abdul Malik as the Head of Pokdarwis Bidadari of Kebon Ayu Cultural Tourism Village.

In addition, many of these MSMEs have created employment opportunities for people in the village and surrounding communities. Workers who are absorbed into these MSMEs get additional income so that there is an increase in income for them. One informant who works in an MSME incorporated in the Culinary Tourism of Kebon Ayu Cultural Tourism Village revealed that the increase in income she received made her family able to finance her children's school needs, *"Alhamdulillah, I got quite a bit, I can use it to buy shoes, bags for their children for their school, and their other needs"*, she said.

According to Goodwin and Santilli (2009) as cited by Suhaimi (2024), there are two significant criteria in the academic definition of CBT, namely community ownership or management and benefits felt by the community. The ownership or management carried out by the community will certainly have an impact in the form of providing employment opportunities for the surrounding community which will ultimately have a direct impact on socio-economic changes in the community itself (Li, 2006; Cole, 2006; Tosun, 2006; in Suhaimi, 2024).

Community involvement starting from potential mapping to management in Kebon Ayu Cultural Tourism Village has been able to involve local MSMEs which then create jobs for the community, which ultimately has an impact in the form of socio-economic changes in the community. Previous research conducted by Vidya Yanti Utami (2022) showed a similar thing, where the application of CBT in Kebon Ayu Cultural Tourism Village had an impact on social changes such as: a. Improved quality of life; b. Increased community pride; and c. Willingness and readiness of the community to be more directly involved in every tourism activity in Kebon Ayu Cultural Tourism Village. While the impact of economic changes such as the creation of employment opportunities and the emergence of local community income.

Tourism Education for Local Communities

The involvement of the community in the management of tourism in Kebon Ayu Cultural Tourism Village and the impact given is certainly a strength and added value possessed by Kebon Ayu Cultural Tourism Village. However, based on the results of further interviews conducted with the Head of Pokdarwis Bidadari of Kebon Ayu Cultural Tourism Village, information was obtained that the community of Kebon Ayu Cultural Tourism Village still needs empowerment in the form of education related to tourism. *"One of our weaknesses is human resources, we still need this, especially since the community is directly involved as tour guides and so on"*, he said. According to him, tourism-related education that is relevant to what is needed by the Kebon Ayu Cultural Tourism Village community will make tourism management in the village even more optimal, which in turn will increase income for the village and the welfare of the village community.

Based on information provided by the Head of Pokdarwis Bidadari of Kebon Ayu Cultural Tourism Village, the support that has been provided by the Regional Government is support of goods, facilities and infrastructure such as public toilets and so on. Meanwhile, there is still no tourism education/training. Dewi (2013) states that CBT is a tourism development that is carried out by the community in a participatory manner and the benefits are felt directly by the community. Based on this definition, tourism education for local communities is very

important to do because community understanding of tourism is a crucial element in the implementation of CBT in tourist villages.

Tourism education in improving community understanding of tourism so that the community is maximized in the development of tourism strategies, natural resource management, tourism business development, so that the objectives of the existence of tourist villages can be achieved can be done in various forms, including counseling, workshops, training, empowerment, and mentoring. This activity does not have to wait for assistance from the Regional Government, but can also be in the form of cooperation with the private sector engaged in tourism, or cooperation with universities.

4. CONCLUSION.

Kebon Ayu Cultural Tourism Village has applied the principles of Community Based Tourism (CBT) management in managing tourism in the village. This can be seen from the involvement of the community since the mapping of the potential owned by the village to the establishment, management, and development of tourist attractions offered in the village. The impact of this involvement is the number of MSMEs formed and the opening of employment opportunities for the community in the village itself, resulting in socio-economic changes in the community. However, the lack of assistance in the form of education from stakeholders makes Human Resources (HR) related to tourism in Kebon Ayu Cultural Tourism Village still low and makes the management of tourist villages less optimal.

The suggestion given so that the application of CBT in Kebon Ayu Cultural Tourism Village can maximize its impact is to establish cooperation with private parties engaged in tourism or universities so that tourism education to the local community can be carried out as often as possible.

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