

Sustainable Tourism Village Development Award-winning Indonesian Tourism Village 2021 (Studies Case in Sumberbulu Tourism Village)

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Abstract

Village Tour Sourcefeather which is at in Village pendem Subdistrict Mojogedang Regency Karanganyar, Central Java Province, won 1st Place in the Best Tourism Village in the Souvenir Category in Indonesia Tourism Village Award Program 2021. With this achievement, Tourism Village Sumberbulu is one of the references for other regions that will develop destinations tour. So that souvenirs as wrong one characteristic special need developed by sustainable. Empress (2019) adds that development tourist sustainable that is development tourism that balances 3 aspects, namely economy, environment, and society. Type The research used is a qualitative research type, with the Grounded Theory method, and level explanation study descriptive. Technique collection data which used that is observation, Interview, document, and triangulation. Tool collector data in study this that is researcher that alone. Data processing procedures using the Miles and Model Huberman consisting of data reduction, data presentation, and data verification. Sumberbulu Tourism Village is included in the stage's village tour develop which on moment this currently strive for development village tour sustainable so that it becomes an advanced tourist village, so it is necessary to provide assistance education and training for the local community. A tourism village development strategy that conducted consist from 3A, high school, and BASS. Attractions which offered that is attractions natural, culture, and artificial. Accessibility going to village tour already conducted repair with existence sign pointer direction and availability amenities which complete. On high school about HR and Public that is, training has been carried out for community groups with various kinds Skills. At BAS, tour packages have been prepared and marketing has been carried out by method follow various activity tourist. For increase system promotion which conducted namely by including various activities of the Sumberbulu Tourism Village into the agenda activity Tourist Province Java Middle so that could easier be known by traveler.

Keywords

village tour; sustainable;
ADWI; sumberfur;
Karanganyar



I. Introduction

Sumberbulu Tourism Village is located in Pendem Village, Mojogedang District, Maluku Regency Karanganyar, Central Java. It is ±13 km from the district city center. Area with area about 41 ha consists of 2 hamlets, 2 RW, and 4 RT. Located at an altitude of ± 400 meters above sea level, area Village Tour Sourcefeather carry draft tour based wisdom local

which lean on sustainability natural and tradition culture agrarian, which packed to in package - package

tour with carry principle - principle tour friendly as well as guided by on community based tourism . Breezy wind, gurgling water, expanse valley green, riches flora and fauna typical rural areas, as well as the thick nuances of tradition wrapped in the cultural style of an agrarian society charm which Becomes Sumber Bulu's power confirm herself as village tour.

Tourism village according to Inskip (1991) is a form of tourism, which is a small group of people tourists live in or near traditional life or in remote villages and learn about village life and the local environment. Antara and Arida (2015) stated that village tour is something form integration Among attractions, accommodation, and facility support that is presented in a structure of community life that is integrated with the method and tradition which apply. Thing this also supported by expression Joshi (2012) which put forward that village tour (rural tourism) is tourist which consist from overall rural experience, natural attractions, traditions, unique elements that whole can attract tourists.

The Ministry of Tourism and Creative Economy of the Republic of Indonesia held the Anugerah Program Indonesia Tourism Village 2021, in order to give appreciation to the driving community tourism sector in an effort to accelerate village development, encourage social transformation, culture, and economy village. Presence Program Award Village Tour Indonesia 2021 this is expected to provide enthusiasm and harmonization between the central government, the government area, government and Public village, as well as activist tourist. Activity this aim make Indonesian tourist villages a world-class and competitive tourism destination tall. Award Village Tour Indonesia 2021 lift theme "Indonesia rise" which expected could push spirit perpetrator tourist and economy creative in village tour for bounce back after the Covid-19 pandemic. Rating category for the Indonesian Tourism Village Award 2021 cover homestay , toilet, souvenirs , village digital, CHSE, content creative, and power pull tour. Through activity this Minister Tourist and Economy Creative Republic Indonesia want to Indonesian people are increasingly aware of the great potential of tourist villages. This event at once be the right moment to boost the people's economy nationally. Besides that, The 2021 Indonesian Tourism Village Award is also in line with the Ministry of Tourism's big target and the Creative Economy / Tourism and Creative Economy Agency listed in the 2020 RPJMN - 2024, about target 244 village tour Up, independent, and certified village tour sustainable on 2024 (Anugerah, Kemenparekraf , 7 May 2021).



Figure 1. *Titin Riyadiningsih as manager Village Tour Sourcefeather reach Champion 1 Village Tour Best Category Souvenir on Program Award Village Tour Indonesia 2021*

On Program Award Village Tour Indonesia 2021, Titin Riyadiningsih as The manager of the Sumberbulu Tourism Village revealed that the Sumberbulu Tourism Village won 1st Place for Best Tourism Village in the Souvenir Category . So get a tourist village certification sustainable which apply During 3 year start 4 December 2021 until 4 December 2024, and then there will be assistance from the central government for the development of tourist villages sustainable (Village, jateng.tribunnews.com, 9 December 2021).



Figure 2. Titis Sri Jawoto as Head of the Youth and Sports Tourism Office (Kadisparpora) Karanganyar together Titin Riyadiningsih as manager Village Tour Sourcefeather on Evening Award Village Tour Indonesia 2021

Titis Sri Jawoto as Head of the Youth and Sports Tourism Office (Disparpora) Karanganyar revealed that with this achievement, the region that will be If you want to learn about the management of a tourist village, you can do a comparative study at the Sumberbulu Tourism Village . By because that souvenirs as wrong one characteristic special need developed by sustainable (Village, jateng.tribunnews.com, 7 December 2021).

The development of tourist villages based on Maharani's opinion (2019:7-10) is divided into 2 namely at the stage of developing a tourist village and a tourism village development strategy. Stages The development of tourist villages consists of pilot tourism villages, developing tourist villages, tourist villages Up and village tour independent. Stages this describe position village tour for could seen program which could held in accordance the stages. Whereas on strategy development village tour consist 3A (attractions, accessibility, amenities) , high school (HR, Public, and industry), and BASS (branding , advertising , and selling). Maharani (2019:4-5) added that the development of sustainable tourism, namely tourism development that balances 3 (three) aspects, that is economy, environment, and Public. Development tourist sustainable this have The main objectives are improving the quality of life, strengthening cultural and community values and give added value to the community's economy.

II. Research Method

The type of research used is the type of qualitative research. The research method used that is Method Theory grounded. Based on level the explanation study this including to in study descriptive because study this only one variable.

The data collection techniques used are observation, interviews, documents, and data collection triangulation. Observations were made, namely the observation of participating in the type of active participation because: Researchers also feel how to be a visitor so that they come to the place. The interview was conducted with Titis Jawato as the Head of the Youth

Tourism Office and exercise body (Disparpora) Karanganyar and Titin Riyadiningsih as manager Village Tour Sumberfur. Documents that are carried out are by collecting information that is theoretically, so that at first the researchers already had insight from various sources type theory which put forward by para expert about development village tour sustainable. The triangulation carried out is technical triangulation and source triangulation consists of participatory observation, in-depth interviews, and documentation to the informants. Tool collector data in study this that is researcher that alone so that researcher must have will have broad theory and insight so as to be able to ask questions, analyze, photograph, and construct situation social which researched Becomes clearer and meaning. Procedure processing the data used is using the Miles and Model Huberman consisting of 3 (three) Step that is reduction data, presentation data, and verification data. Reduction data is process election raw and raw data that continues throughout the research through the stages of making summaries, coding, tracing themes and compiling summaries. Presentation of data is to deliver information based on the data owned and arranged coherently and well in narrative form, so that it is easy to understand. Data verification is compared data - data with proof - proof which support on Step collection data next.

III. Discussion

3.1 Development Village Tour Sourcefeather Based on Stages

Based on data from the Tourism Village Network of the Ministry of Tourism and Creative Economy RI on website (www.jadesta.kemenparekraf.go.id) could is known that Village Tour Sumberbulu is included in the stage of developing tourism village because it is a tourist village which there are already visits from tourists who come from outside the area. This finding support Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Nasution, 2021). The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donna for foreign exchange earners (Hakim, 2021). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021). Infrastructure and facilities have also developed, so that jobs are created for local residents, like manager amazing camp; live in; outbound and training, craftsman souvenirs (painting shirt and tote bags), dancer traditional on adventure ethnic, maker Herb and food traditional, trainer cooking class and biogas. In addition, it is also supported by public awareness of the potential tourism is growing. Sustainable tourism village development needs to balance 3 (three) aspects, namely economy, environment, society. Therefore, at this time the village was strived to become an advanced tourist village in order to improve the community's economy around. An advanced tourism village is a tourist village whose people are aware of the potential for tourism is in the area.

In addition, many tourists visit both domestic and foreign. So that Public capable manage effort tourist through group aware tour (pokdarwis) and local working groups. Therefore, developed tourism villages can be categorized as: as village tour which capable utilise fund village for development village tour. If the Sumberbulu Tourism Village is already at the Advanced Tourism Village stage, what are the next steps? next is stages Village Tour Independent that is village which have innovation in development of village potential into independent entrepreneurial units. So that the village is a lot known to foreign tourists and able to apply the concept of sustainability (sustainability) recognized by the world. Facilities and infrastructure apply international standards, as well as their management by collaborative pentahelix that is with method collaborate together businessman, government, community, academia, and the media. Therefore, independent tourism villages

take advantage of village funds Becomes part in innovation tour. Besides that, digitization Becomes form promotion independent in promote tour in village.

3.2 Strategy Development Village Tour Sourcefeather

Sumberbulu Tourism Village is included in the Stages of Developing Tourism Village, by because that strategy development village tour which conducted consist from 3A (attractions, accessibility, amenities), high school (HR and Public, industry) and BASS (branding, advertising, and selling).

In 3A regarding attractions in a sustainable manner, namely the implementation of development plans the potential and characteristics of the village to become a tourist attraction, namely carrying the concept of tourism based on local wisdom that relies on the preservation of nature and agrarian cultural traditions arrange package tour which carry principle - principal tour friendly environment as well as guided by on community-based tourism. Attractions which offered by Village Tour Sumber Bulu are natural, cultural, and artificial attractions. Natural attractions are amazing camp, attractions culture is the source of feathers adventure ethnic (the arts of mortar, dance, and reog), artificial attractions consist of from live in, outbound and training, sourcefeather experience (making Herb traditional, painting shirt and tote bag), and education (cooking class and biogas). Culinary tours provided are toya wening and traditional herbal medicine. Infrastructure facilities to support tourism, namely: provide parking area, meeting hall, jungle tracking, souvenir kiosk, culinary, prayer room, outbound, selfie area, photo spots, food places, and wi-fi. Photos of various activities attractions and tour culinary which there is in Village Tour Sumberfur, that is as follows:



Figure 3. Attractions Natural that is Amazing Camp



Figure 4. Attractions Culture that is Sourcefeather Adventure Ethnic (Art Mortar, Dance, and Reog)



Figure 5. Artificial attractions consist of live in, outbound and training, sources of fur experience (herb making traditional, painting shirt and tote bags), and education (cooking class and biogas)



Figure 6. Tour culinary which provided that is toya wening and Herb traditional

In 3A regarding sustainable accessibility, namely environmental road access to Sumberbulu Tourism Village has been repaired with signposts. On 3A regarding sustainable amenities, namely the availability of a village tourism information center in meeting hall, the existence of a tourist task force, the existence of kiosks as a place to sell souvenirs, the availability of traditional food and drinks at Toya Wening, and accommodation in the form of homestay belonging to the local community.

On high school about HR and Public that is Bead Jawato as Head Service Youth and Sports Tourism (Disparpora) Karanganyar revealed that already implementation of training for community groups with various skills in accordance with character village. Souvenir typical Village Tour Sourcefeather on at first only cup from bamboo which inside steinles, and Paint. However now already more develop with the addition of a string art (unique art made of nail and thread arrangement for form a pattern of pictures or writing on a wooden board), tote bag painting and t-shirts painting. On high school about industry that is not yet optimal implementation training about more modern institutions and management, but a communication forum has been established tourist village in the area. Communities who are members of institutions in the village hold workshop strings art with flyer as follows:



Figure 7. Flyer about Workshop Strings Art

In BAS, tour packages have been prepared and promotion and marketing have been carried out by participating in various tourism activities, one of which is the Solo Art Market on June 26, 2022 in Keprabon Village and Ngarsopuro Pedestrian Line, Solo - Java Middle. Various activity which held on Solo Art Market that is as following:



Figure 8. Activity which held on Solo Art Market

System promotion and marketing which conducted that is with existence contact person tourism village manager, e - mail, website, facebook, instagram, and twitter about Tourism Village Sumberbulu so that potential visitors can get all the information that they can finally get interesting tourist interest to visit.

IV. Conclusion

Village Tour Sourcefeather including to in stages village tour develop, on moment this Efforts are being made to develop a sustainable tourism village so that it becomes an advanced tourist village that is village tour which people aware will potency tour which there is in the area and capable utilise fund village for development village tour. For Becomes village tour Up need did accompaniment education and training for Public around about Program Development Village Tour from tourism academics and practitioners' tourist.

The tourism village development strategy carried out consists of 3A (attractions, accessibility, amenities), high school (HR and Public, industry) and BASS (branding, advertising, and selling).

The attractions offered by the Sumberbulu Tourism Village are natural, cultural, and artificial attractions. Natural attractions are amazing camp, a cultural attraction that is a source of fur adventure ethnic, attraction artificial consist from live in, outbound and training, sourcefeather experience (making Herb traditional, t-shirt and tote painting bag), and education (cooking class and biogas). Culinary tourism provided that is toya wening and Herb traditional. Accessibility going to Village Tour Sourcefeather already conducted repair with existence sign pointer direction. And already in full amenities which provided. On high school about HR and Public that is already implementation training to community groups with various skills according to the character of the village. On moment this not yet optimal implementation training about institutional and management which more modern, however already formation forum communication village tour in area. On BASS that is tour packages have been prepared and carry out promotions and marketing by following various activity tourist. System promotion and marketing which conducted that is with existence contact person manager village tour, e- mail, websites, facebook, instagram, and twitter about Sumberbulu Tourism Village. To improve the promotion system carried out, namely by: include various activity Village Tour Sourcefeather to in agenda activity Tourist Province Java Middle so that get easier to recognize by traveler.

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