

Rising From the Downturn of the Covid-19 Pandemic: Tourism Village Development Strategies through a Community-Based Tourism Approach

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Abstract

Village resilience is one of the concerns in reviving the economy, social, and culture due to the Covid-19 pandemic. Tourism is an aspect that plays an important role in this resilience. The application of development using the concept of a tourist village requires community participation whose development can be done with Community-Based Tourism (CBT). One of the villages that applies the CBT concept is Ketapanrame Village located in Mojokerto Regency, East Java. The researcher used analytical qualitative methods during data collection, capturing the essence of the research objectives through sources. The purpose of this study is to identify the strategies carried out by tourist villages with the application of Community Based Tourism to rise from the downturn of the Covid-19 pandemic in Ketapanrame Village, Mojokerto Regency. The results of this study indicate positive changes in terms of economic, social and cultural aspects of tourism development and innovation carried out by tourism awareness groups.

Introduction

National development is a mandatory thing that must be done by the Indonesian people. As a nation based on justice, Indonesia must carry out its development evenly to the village realm. Problems that are often encountered in villages in their development (Onsardi, 2019) include: (1) sectoral inequality, (2) spatial inequality, and (3) income inequality and poverty, Poverty alleviation is not an easy job (Megawati et al., 2021). The presence of Law No. 6/2014 on Villages has shifted the paradigm of "village development" to "village development" (Kurniawan, 2015). The goal is to make villages the basis of community livelihoods in an independent and sustainable manner. The regulation states that village development involves all village communities by utilizing local wisdom and village natural resources, including in the realm of tourism with tourism villages. The hope is that through the development of tourism villages, it will make a positive contribution to the village community (Gautama, 2020).

The tourism potential owned and well-managed by Ketapanrame Village, Mojokerto Regency is one way to build from the village by utilizing the village's original potential which then provides economic benefits for the villagers. This success cannot be separated from the way to manage tourism villages by implementing the concept of CBT or Community Based Tourism, which is one of the concepts of building from below, namely the community as the main stakeholder. CBT uses a bottom-up approach where the main initiative comes from the local community (Pertiwi, 2021). In addition, the management and development of tourist villages are also carried out directly by the community, so that through community involvement it can generate the community's economy. The CBT concept pays attention to three principles, namely economic principles, social principles, cultural principles, and the environment. CBT-

based tourism development is in fact still very rare to succeed, therefore this approach is a special attraction for activists of local tourism potential development (Azni & Alfritri, 2020).

In accordance with Mojokerto District Regulation No. 8/2019 on the Master Plan for Tourism Development 2018-2033, village tourism is one of the focuses of the plan to be implemented. This is encouraged by the many tourist village developments that have emerged in recent years. However, the problems encountered in the development of tourist villages so far still use a conventional tourism approach that emphasizes the role of developers, large capital or investors. In addition, the Covid-19 pandemic has had an impact on the downturn of tourism. This was also experienced by tourism development in Ketapanrame Village. However, Ketapanrame Village managed to rise from the downturn caused by the Covid-19 pandemic, as evidenced by Ketapanrame Village becoming one of the villages that showed its tourism progress.

Ketapanrame Tourism Village became the top 75 ADWI 2023 as an effort to encourage economic revival and job creation. In addition, BUMDES Ketapanrame Village became the best in East Java in utilizing the potential including tourism. Reporting from Radarmojokerto, since 2022 the Ketapanrame Village Tourism Awareness Group of Mojokerto Regency has focused on developing Human Resources (HR). The hope is that all residents can have a sense of pride in the local wisdom that exists in Ketapanrame Village (Mendoza-Moheno, 2021). Therefore, the purpose of this research is to identify the strategies carried out and the factors that influence the development policy of tourist villages with the application of community-based tourism in Ketapanrame Village, Mojokerto Regency.

Methods

The type of research used in this study is descriptive with a qualitative approach (radarmojokerto.jawapos.com, 2022). The qualitative approach is used because it is able to explore more detailed information from informants, scientific papers, journals, research reports, regulations, and encyclopedias, both printed and electronic (Creswell & Creswell, 2018). The research focus in this study is the strategy of Ketapanrame tourism village in facing and rising due to the pandemic. This research was conducted in Ketapanrame Village, Mojokerto Regency in June-August 2023. This research is analytical at the time of data collection, capturing the essence of the research objectives through the sources collected (Megawati et al., 2022). The data collection techniques used were observation of the tourism object environment, tourism management policies and management, as well as facilities and infrastructure. In addition to observation, we also conducted interviews with village heads, tourism awareness groups, communities around tourism and tourism visitors. Data analysis uses qualitative analysis techniques, including data condensation, data presentation and conclusion drawing.

Results and Discussion

Explore Village Potential and Village Development Strategy

The Covid-19 pandemic has caused the village government and community to re-map the potential of the village to be a solution to the problems faced. Ketapanrame Village is a mountainous area located in Trawas Sub-district, Mojokerto Regency. According to the current village head, the land in Ketapanrame Village has the potential to be developed. There is still a lot of empty land, and Ketapanrame Village is supported by perfect geography to be used as a tourist destination. Based on observations, the potential of the village that has been mapped by the village government is springs, agricultural and plantation products, land availability, location and geographical conditions.

The majority of Ketapanrame villagers work in agriculture, animal husbandry and trade. The location of Ketapanrame Village is the most remote village in Mojokerto Regency, bordering Prigen Subdistrict, Pasuruan Regency. The distance from the village government center to Trawas Subdistrict is +0.5 km and to Mojokerto Regency is +45 km. Ketapanrame Village is divided into 3 hamlets, namely Ketapanrame Hamlet, Sukorame Hamlet, and Slepri Hamlet. The village area is approximately +345,460 Ha. It is known that the problems that often arise are that there is a lot of unproductive village-owned land, and the high unemployment rate. This is related to inadequate job opportunities and population growth. The thing that needs to be considered in village development is to make efforts to expand employment opportunities. One of them is to build Village Tourism or currently there is Sumber Gempong located in Ketapanrame village which is managed by the Tourism Awareness Group (Pokdarwis).

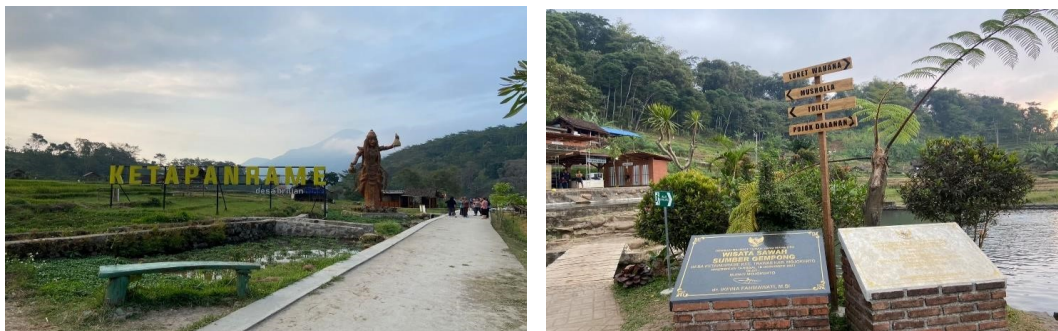


Figure 1. Wisata Sawah Sumber Gempong Area, research documentation (2023)

Based on the results of the researcher's initial observation, Sumber Gempong Rice Field Tourism is a tourism whose capital comes from the community. The village considers that if there are too many kiosks, the tourism site will turn into a market. Therefore, a community empowerment work program was created through community investment so that the village community could still participate in owning TKD even though it was not by selling. The beginning of the management of Sumber Gempong rice field tourism began with the formation of a tourism village manager. Second, the tourism village submitted to the district government to obtain a formal tourism village certificate. Third, the formation of the tourism village organizer, namely the tourism awareness group (pokdarwis), remains under the auspices of the management of the village-owned tourism village.

Challenges and Innovations Due to Covid-19 through CBT

Although included in the advanced category, the management of tourism villages with the CBT concept in Ketapanrame Village still has various obstacles. When the Covid-19 pandemic hit for approximately three years, traders who usually operate at tourist attractions could not sell because of the PPKM policy so that tourism had stopped operating. Including the Pokdarwis as the organizer of the tourist village, no visitors came so they did not get any income. Likewise, the Village-Owned Enterprises, which have no income, have an impact on village revenues that do not receive contributions from the tour. To rise from adversity for approximately three years, the managers and executors of the tourist village made many innovations and improved several facilities, so that it was hoped that after covid visitors could increase due to new spots. Some of the spots that have been improved are additional games, improvements to the bathing pool so that tourists come to the Wisata Sawah Sumber Gempong not only once but repeatedly to enjoy the facilities that have been repaired and developed.

Based on the results of observations, before being hit by the pandemic, there were complaints from visitors about parking services at Sumber Gempong Rice Field Tourism. The complaints indicate that there is a lack of parking areas and parking arrangements that are still not optimal,

causing congestion. This is due to the narrow access to the location, the lack of parking attendants on weekends, and the presence of parking attendants who lack capability in providing services at tourist attractions. According to observations, the village community is not yet fully aware of tourism. One of the causes is that the managers and implementers are all domiciled in Ketapanrame Village who have not been certified. The need for superior human resources in the management and implementation of tourism villages is also a major concern in the development of Tourism Villages.

The rise of Ketapanrame Tourism Village from the Covid-19 pandemic cannot be separated from the joint efforts made by the community. The concept of Community Based Tourism is realized in Ketapanrame village. Its management began with the initiative of the community who formed a

community called the tourism awareness group, which currently numbers 38 people. In its implementation, the distribution of tourism management results has been agreed upon. Tourism awareness groups get 15% profit sharing funds from tourist entrance tickets and 10% from vehicle partners. The changes felt after the formation of the tourism awareness group are the increase in visitor volume and village income. This is indeed the main task of the Pokdarwis in carrying out its duties. The innovations made by Pokdarwis cannot be separated from the use of technology. Through social media, Pokdarwis often shares content that attracts tourists to visit Ketapanrame Tourism Village.

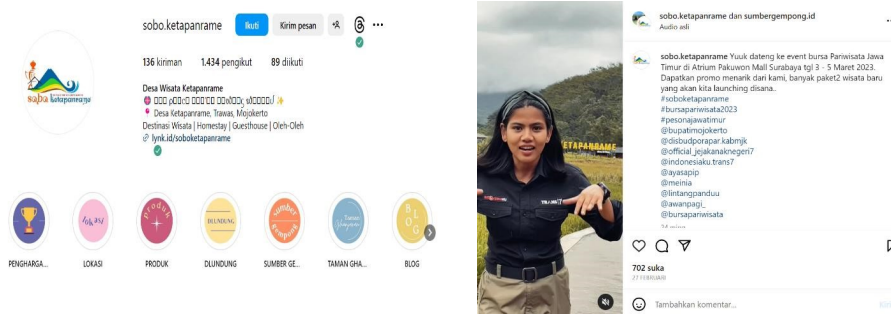


Figure 2. Tourism marketing of Ketapanrame Village through social media, research documentation from Pokdarwis's Instagram

Based on interviews and observations, the implementation of the tourism village carried out by the Pokdarwis has a positive impact on tourism in Ketapanrame Village, namely opening new jobs, increasing PAD and community income, increasing the benefits of village assets, and creating creativity and innovation in the village community. The positive impact for the community is not only in terms of social but also in terms of cultural improvement. In its implementation, the pokdarwis also includes this tour not only natural tourism, not only artificial tourism, but also includes several cultures that are displayed to tourist visitors, such as artistic attractions, be it gamelan, pencak silat, acoustic music, and keroncong music.

The World Tourism Organization (WTO) proposed the concept of Sustainable Tourism Development in 1993 (Michael Hall, 2011). The sustainable development model has gradually occupied a dominant position in the tourism industry (Castellani & Sala, 2010). Sustainable tourism development continues to be enriched, from an initial focus on environmental issues, to a focus on overall balanced community, environmental, and economic development (Torres-Delgado & López Palomeque, 2012) but tourism in developing countries does not always follow the principles of sustainable tourism development. It does not significantly consider the local sociocultural, economic, environmental needs as a natural ecosystem. Environmental issues are a shared responsibility, concern for ecosystem stability, and environmental

productivity (Megawati et al., 2022). Growing tourism development is considered less beneficial to local communities. Good tourism development should provide economic, social and cultural benefits to communities around the destination (Jefri Naldi, 2019). As a result, the development of tourism SMEs, and socio-economic benefits, namely entrepreneurship, job creation, and improving the quality of life of residents (Russell, 2021).

Tourism constraints faced in developing countries, as well as those that occur in Ketapanrame Village: 1). The low quality of tourism services; 2). The low number and value of investments; 3). Inadequate tourism infrastructure and facilities; 4). Environmental and security issues; 5). The participation of business actors is still not optimal; 6). The budget for promotional activities provided is inadequate; 7). The role of the community is still felt to be lacking; 8). There is still weak coordination among stakeholders; 9). Competition among tourism destination countries, both regional and international levels (Warman, 2014).

Strengthening Regulations

The development of tourism villages is the realization of the implementation of Law No. 22/1999 on Regional Autonomy. In its implementation, what is mandated in the law has not been fully enjoyed by the wider community but only by a group of people. In addition, Law No. 6/2014 on Villages in article 81 states that village development involves the entire village community by utilizing local wisdom and village natural resources. One way to utilize the local wisdom of the village can be through tourism. Tourism according to Law Number 10 of 2009 concerning Tourism is a variety of tourist activities supported by facilities and services provided by the community, entrepreneurs, government, and local governments. Data on the number of domestic tourist trips in Indonesia has decreased due to the co-19 pandemic, which initially was 772.16 million in 2019 decreasing to 518.59 million in 2020 (Central Bureau of Statistics, 2021).

The development of a tourism village is one alternative that is considered very strategic to answer a number of global and national issues related to tourism such as environmental conservation and forest conservation based on local wisdom (Megawati & Mahdiannur, 2021), sustainable tourism, community-based tourism, community, and local culture. Based on observations and interviews, tourism is a priority RPJMDes program in Ketapanrame Village. Every period that serves as Head of Ketapanrame Village must have a vision and mission that is raised in the RPJMDes. In the RPJMDes there are several priority scales, including the development of tourism in Ketapanrame village because we have the potential to develop tourism.

Conclusion

The Tourism Awareness Group in Ketapanrame Village can manage well and utilize the village potential they have. This article shows the strategies undertaken by Ketapanrame Village in facing and rising from the downturn caused by the Covid-19 pandemic. First, they were able to analyze the main challenges for the tourism sector during the pandemic. Second, from these challenges they were able to explore the potential of the village and innovate to develop tourist attractions during the pandemic and also market through social media. This innovation is strengthened by the existence of supporting regulations and is also successfully implemented so that the policy can be adopted by adjusting the conditions of each region.

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