



COMMUNITY EMPOWERMENT AND CUSTOMARY ATTACHMENTS SUPPORT PARTICIPATION IN AAN TOURISM VILLAGE DEVELOPMENT

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Abstract :

This qualitative descriptive research explores the economic potential and community participation of the Aan Tourism Village, a hidden gem in Indonesia that offers a variety of natural and cultural attractions. The research aims to apply the relevant theories and concepts in the field of economics to analyze the factors that influence the involvement of the local people in developing and managing the tourist village. The research also hopes to provide insights and knowledge that can help the Aan Tourism Village to achieve sustainable growth and development. The Aan Tourism Village boasts scenic views of hills, rice fields, waterfalls, and pristine rivers that appeal to nature lovers. It also showcases the rich and diverse culture and arts of the Aan people, such as honey bee cultivation, crafts, paintings, and traditional dances. The research finds that the community participation in the Aan Tourism Village is optimal, with most of the participants having a tourism background and experience. The participants contribute to the tourist village in various ways, such as joining mutual cooperation activities, serving as tour guides, and offering culinary delights. The research also identifies the driving factors for community participation, which include willingness, ability, and opportunity. The research concludes that the Aan Tourism Village has a high economic potential and a strong community participation that can support its development as a tourist destination.

Keywords: Aan Tourist Village, Community Participation

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INTRODUCTION

Tourism Village is one of the main focuses in the development of national priorities into a form of quality and sustainable tourism. The Minister of Tourism and Creative Economy of the Republic of Indonesia, Sandiaga Uno, stated that the development of Tourism village is one of the main priorities to be developed into a quality form of tourism. The support provided by the government is a tangible form that the potential in Tourism Village is a real and promising potential for the national tourism sector (Rahman et al., 2022; Uno, 2022; Ramaano, 2023; Rosalina et al., 2023). The implementation of tourism in the village is also believed to have a positive impact on cultural preservation and can maintain nature and culture in a sustainable concept. The concept of sustainable tourism that is expected to be developed in the village is a concept that is believed to have a positive impact on the environment, economy, and local wisdom of the community.

Meanwhile, the development of Tourism Village has now become an alternative to local economic development that has been implemented in various regions (Susyanti, 2013; Zhou et al., 2021; Eyisi, Lee & Trees, 2023; Ramaano, 2023; Stone & Stone, 2023). The concept of developing a Tourism Village is considered to be an option for changing the form of post-pandemic tourism, which has begun



to shift to special interest tourism. Therefore, Tourism Village is one form of implementation of special interest tourism itself. This is also driven by safety and comfort factors in traveling, especially after the Covid - 19 pandemic hit. The development of Tourism village is also a very potential thing because of the development of rural tourism which until now continues to be a new trend and attracts tourists to visit Tourism Village.

Tourism Village has the potential to become one of the forms of tourism offered in Indonesia, this is because Indonesia has a situation and natural conditions and a supportive environment. This is supported by the trend of tourists who have a desire to re-experience open natural conditions, can interact with the surrounding environment and also the local community (Sarr et al., 2021; Ngo & Creutz, 2022). Village Tourism (rural tourism) is tourism that consists of a whole rural experience, natural attractions, traditions, unique elements that can attract tourists as a whole (Antara and Arida, 2015; Gohori & Merwe, 2022; Sulistyarningsih et al., 2022; Yong et al., 2022; Levasseur et al., 2023). From the explanation of Tourism village, it can be said that rural tourism provides the potential of the village to be enjoyed by the community. So that the management of rural tourism potential is the main thing to get to the Tourism Village. This also supports government regulations in the priority program of Law No. 6/2014 on Villages. Where it is explained that the village has the right of origin and traditional rights in regulating and managing the interests of the local community and plays a role in realizing the ideals of independence based on the 1945 Constitution of the Republic of Indonesia. It also refers to the supporting potentials in the village environment such as the existence of local communities, local wisdom, growing the economic sector for local residents and sustainable development (Currie & Correa, 2022; Gao et al., 2022; Adebayo & Butcher, 2023; Monroy-Rodríguez & Caro-Carretero, 2023).

In developing the tourism sector, there are several forms of development. In general, tourism development must involve the community, therefore community-based tourism development is a common thing for a Tourism Village to do. Local community-based Tourism Village development is a form of tourism that is managed by the local community with an emphasis on the principles of environmental, social and cultural sustainability to help tourists understand and learn the local way of life.

The development of Tourism Villages by involving local communities has been carried out by many Tourism Villages in the country. Bali, which is one of the role models for tourism development, also utilizes the potential of existing villages. One of the areas in the province of Bali that is focusing on the development of its tourism village is Aan Village. Aan Village is a village located in Banjarangkan District, Klungkung Regency, Bali Province, Indonesia. Aan Village has been designated as a Tourism Village through Klungkung Regent Regulation Number 8 of 2021 concerning the Designation of Tourism Villages.

Aan Village is considered to have various local potentials that attract tourists to visit, where Aan Village has artificial and natural tourist attractions that specifically complement each other. The various attractions provided include Aan Secret Waterfall, Petapan Park, Sukanta Wahyu Museum and Bukit Kembar which are located in the Aan Village area. However, one of the obstacles in the development of tourism in Aan Village is the lack of community participation in this case has been proven based on the results of an interview with one of the local communities in Aan Village named Mrs. Laksmi who stated that most of the local people are still working in agriculture, and the development of Tourism Villages is only carried out by a few groups so that the focus of development in the tourism sector lacks synergy between individuals in the village so that it affects the development of the tourism sector itself in Aan Village. . "The tourism sector has not yet had an economic impact on the local community and is only managed by certain groups in Aan Village." (Laksmi, October 2022), but on the other hand based on the results of interviews with the village head stated that "the community has not been much willing to get involved in tourism development because it is considered that the tourism sector in the village is still pioneering and not yet advanced so that it makes the community reluctant to get involved and is helped a lot by tourism awareness groups that continue to be enthusiastic in village development." (Head of Aan Village, October 2022).

The research does not provide a clear conceptual framework or theoretical basis for analyzing the tourism potential and community participation in the Aan Tourism Village. The research also does not compare or contrast the Aan Tourism Village with other similar tourist villages in Indonesia or

elsewhere, which could provide more insights and benchmarks for the development of the Aan Tourism Village. This research aims to find out the tourism potential in Aan Tourism Village that is managed sustainably and to examine community participation in the development of Aan Tourism Village. This research is expected to add insight and knowledge about community involvement, especially in tourism development in the community-based Aan Tourism Village, as well as enriching research literature and knowledge related to destination development.

RESEARCH METHOD

This research is exploratory, using a qualitative research approach described descriptively (Strauss and Corbin, 2012). Data in this research comes from 2 types of data sources, namely primary data and secondary data. Primary data is data obtained from field observations, field documentation, and interviews. Meanwhile, secondary data is data sourced from second parties, such as document data from agencies, article data, previous discovery data, or other forms of narration related to the research subject. The sampling technique in this study used purposive sampling and snowball sampling techniques (Sugiyono, 2016).

The analysis technique used in this research is descriptive qualitative technique. Descriptive qualitative techniques are used to explain phenomena that occur in the community such as village conditions, community involvement in the development of Aan Tourism Village, accessibility, attractions and culture in more depth by collecting data and examining the details of the data under study.

RESULTS AND DISCUSSION

Tourist Attraction in Aan Village and Its Development Towards Sustainability.

Aan Village is one of the villages in Bali located in the Banjarangkan sub-district, Klungkung district. The village, which has an area of 398 hectares, is 7 kilometers from the regency capital. Aan village has a variety of interesting tourism potential in the form of hilly scenery, rice fields, waterfalls, and unspoiled rivers. The waterfall in Aan village is better known as Aan Secret Waterfall, while the area consisting of rice fields and rivers with Mount Agung in the background is called Petapan Park.



Figure 1. Nature-Based Tourism Attraction in Aan Tourism Village

In addition to nature-based tourist attractions, the people of Aan village have a diverse and unique culture and arts. Cultural-based attractions include mask dance, and the Sukanta Wahyu museum, which collects crafts and paintings from a Balinese maestro named Sukanta Wahyu.



Figure 2. Cultural-Based Tourism Attraction in Aan Tourism Village

The existence of this interesting and unique tourism potential is the background for the Klungkung district government to establish Aan village as a Tourism Village as stated in the Klungkung Regent Regulation No.8 of 2021. The designation as a Tourism Village is expected to accelerate community economic growth through tourism activities as well as efforts to manage natural and cultural resources based on efforts to preserve and utilize them for the prosperity of the community. This is in line with the objectives of sustainable tourism development, namely ecological sustainability, socio-cultural sustainability, and economic sustainability, both for current and future generations (Pitana, 2002; Sutiarmo, 2020; Nguyen et al., 2022; Thomsen et al., 2022; Wani, Dada & Shah, 2022).

The development of tourist villages requires the active participation of local communities in various stages as the main actor or subjects of development. The basic concept of tourism village development must be adapted to the various systems of norms, customs and culture of the prevailing community. Thus, the results will highlight the characteristics of the village's attractiveness (Sutiarmo, 2020; Lange & Bricker, 2022; Lee & Joo, 2023; Park, Zou, & Soulard, 2023).

Forms of Community Participation in the Development of Aan Tourism Village.

This research found 2 (two) forms of participation, namely: 1) participation in the form of labor, money, and property, and 2) participation in the form of ideas, criticism, and suggestions.

Forms of real participation

Community involvement or community participation in the form of labor in the development of Aan tourism village is realized through mutual cooperation in various activities such as cleaning the environment from plastic waste around tourist attractions, road environment, or access to tourist attractions. Community involvement, especially members of the Pokdarwis (Tourism Awareness Group) in the form of energy is also realized in handling tourists who come to Aan tourist village as tour guides. Forms of participation in the form of money are carried out when improvements are made to tourist attractions independently by crowdfunding, especially for Pokdarwis members. Other community members are also welcome to make voluntary contributions, especially those who have felt the impact of the arrival of tourists to Aan village, such as SMEs (local food traders and stalls). Participation in the form of property is shown in the provision of privately-owned land and buildings for honey bee farming attractions, and a place to receive tourists when visiting the waterfall attraction (Secret Waterfall), as well as land and buildings for painting and craft attractions (Sukanta Wahyu Museum).

Forms of participation are not tangible

Community participation in Aan tourism village in the form of ideas/ideas on average arises from the community, especially those who are members of the Pokdarwis (Tourism Awareness Group), and other community leaders. Participation in the form of ideas appears during meetings conducted by the Pokdarwis board or other deliberation activities involving the Aan village community. Most of the people who are members of Pokdarwis have a good educational background (high school to university) and have experience as tourism actors. Their involvement in developing the Aan tourism village aims to



socialize and implement the ideas agreed upon in the joint meeting. The community involvement represented by Pokdarwis administrators and community leaders is considered optimal.

Level of Community Participation in the Development Stages of Aan Tourism Village.

There are 4 (four) stages of development in Aan Tourism Village, namely; 1) The Planning stage; 2) The implementation stage; 3) The results utilization stage; and 4) The Evaluation stage. The level of community participation in the four stages is as follows.

Level of participation in the planning stage.

In the planning stage of the development of Aan tourism village, the level of participation is assessed from the community's participation in meetings, discussions, contributions of ideas, acceptance/objection to programs/activities, and the process of providing information. The provision of information related to the development plan of Aan Tourism Village was carried out by village officials to the community, then discussed in meetings. It can be said that the characteristics of information provision are not one-way, but two-way between the community and the government (through village officials). The discussion was attended by a number of community members, including Pokdarwis administrators, traditional leaders, and other community leaders. In the planning stage, the development of this tourism village received optimal support from the community. Participation in this stage can be seen from the participation of the community in the process of implementing the development of the Aan tourism village. Most of those involved in this stage are those directly related to the development of the top attractions in the Aan tourist village, such as the Petapan Park area, honey beekeeping, the Sukanta Wahyu art museum, and the Aan Secret Waterfall area. The level of community participation in the implementation stage of developing the Aan tourism village can be said to be good and optimal.

Level of participation in the implementation stage.

Participation in this stage is seen from the participation of the community in the process of implementing the development of Aan tourism village. Most of those involved in this stage are those directly related to the development of attractions featured in Aan tourism village, such as the Petapan Park area, honey bee cultivation, Sukanta Wahyu art museum, and the Aan Secret Waterfall area. The level of community participation in the implementation stage of the development of Aan Tourism Village can be said to be good and optimal. The level of participation in the evaluation stage.

Level of participation in the result utilization stage.

The level of community participation in the utilization of results can be said to be quite optimal, it just needs to be improved again, especially related to the provision of tourist accommodation (homestay). Through the cooperation carried out by the Pokdarwis with various parties and utilizing online media, tourist arrivals to Aan tourist village have increased. Many people are involved in the implementation of tourism activities in Aan village, such as in the provision of food and drinks, souvenirs, provision of outbound and rafting facilities, and tour guides so that they also get economic benefits and results.

Level of participation in the evaluation stage.

At the evaluation stage, community participation is realized in the form of participation in assessing and monitoring tourism development activities in Aan village. The forum for community participation at this stage is mainly during sangkep (traditional meetings), and Pokdarwis management meetings and village meetings involving the people of Aan Village. The community is given the opportunity to assess and evaluate tourism development in Aan village. The level of community participation at this evaluation stage is considered to be quite optimal.

Factors Encouraging and Hindering Community Participation in the Development of Aan Tourism Village.

There are several factors that encourage and inhibit community participation in the development of Aan Tourism Village. 1) Factors driving community participation in the development of Aan tourism village include: a) Willingness factor. The people of Aan Village, especially those who are members of Pokdarwis, have self-awareness and motivation to advance their village through the development of tourism potential in the village. This is the driving force to manage and build Aan tourism village to the present stage; b) Ability factor. Some members of the community are also involved morally, with knowledge and skills, as well as materially in developing Aan Tourism Village.



This can be seen from the Pokdarwis members who have experience in the field of tourism who are involved and directly manage the potential of Aan village. Likewise, other communities who have skills in traditional culinary processing such as Laklak, as well as those who have expertise in the arts, work together to develop the tourist village of Aan; c) The opportunity factor. The village government, supported and facilitated by the Klungkung district government, often provides opportunities for Pokdarwis members to attend training related to tourism village development. Community members who want to improve their knowledge and skills in the field of tourism support businesses such as honey beekeeping are also given the opportunity to attend training facilitated by the Klungkung district government.

2) Factors inhibiting community participation in the development of Aan tourism village include: The mindset of people who still do not understand tourism activities. This is mainly owned by a small part of the community members who are in their activities are rarely touched in the understanding of tourism as a whole.

The research is novel in that it applies the applied science in the field of economics to assess the tourism potential and community participation in the Aan Tourism Village, which is a relatively new and unexplored tourist destination in Indonesia. The research also provides a comprehensive description and analysis of the various aspects of the tourism potential and community participation in the Aan Tourism Village, such as the natural and cultural attractions, the community involvement in natural energy and property, and the driving factors for community participation. Limitation: The research is limited by the qualitative descriptive method, which may not capture the quantitative and statistical aspects of the tourism potential and community participation in the Aan Tourism Village. The research is also limited by the scope and sample size, which may not reflect the diversity and complexity of the Aan Tourism Village and its community. The research may also be biased by the researcher's perspective and interpretation, which may not account for the different views and opinions of the stakeholders and beneficiaries of the Aan Tourism Village. Human resources are still limited in managing tourist villages. For this reason, assistance and training related to tourism village governance are still needed.

CONCLUSION

Overall, community involvement in developing Aan tourism village is quite optimal, which is dominated by community members who have a background and experience in tourism. Community involvement in the form of labor includes participation in mutual cooperation activities, being a tour guide, and providing culinary. While in the form of property, among others, in the form of providing honey bee cultivation assets, facilities and exhibition venues for crafts and paintings. In the abstract, community involvement is in the form of contributions of thoughts, ideas and ideas in the development of Aan Tourism Village. Factors driving community participation in the development of Aan Tourism Village, which include willingness, ability and opportunity, are good. While the inhibiting factors in the development of Aan tourism village are still found a small part of the community members who still do not understand about tourism and limited human resources who have skills in the field of tourism. From the results of this study it is evident that the activities of sangkep (periodic meetings) of villagers and the rules contained in awig-awig as ancestral heritage/local wisdom greatly support community participation in the development of Aan tourism village.

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