



## Importance performance analysis on tourism development in Liang Ndara tourism village, West Manggarai

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### ABSTRACT

Tourism development is highly directed at alternative tourism with a sustainable concept. Therefore, the tourism potential of Liang Ndara Village needs to be developed sustainably with the community as the leading actor. Based on this premise, this research aims to analyze the top priorities for tourism development in the Liang Ndara Tourism Village with a variable approach to tourism potential, community participation, and human resources. The research method used interviews, literature study, observation, and questionnaires. The research sample was taken by purposive sampling, with the stakeholders of Liang Ndara Village as the sample. This analysis uses the importance performance analysis method. There are nine indicators of these results: land access; accessibility of information and communication in the form of internet or wifi; accessibility for the elderly and disabled; The existence of management institutions in the village; Management quality (professionalism, transparency, safety assurance, etc.); involvement of local human resources in village management; management support facilities; management guidelines and tourist behavior, as well as crisis and disaster management systems. From these results, the development of the Liang Ndara Tourism Village needs to maximize the indicators that are on top priority.

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## INTRODUCTION

The ideal development of the tourism sector is characterized by tourism development that is in line with the bottom-up planning model, namely the community-based resource management model or community-based tourism (Korten, 1986; Bixler, 2014:). One of the community-based tourism developments is the development of tourist villages (Amerta, 2017). The community-based tourism paradigm has long been an alternative paradigm to conventional tourism. The tendency of conventional tourism has weaknesses as a result of physical development that pays little attention to the socio-cultural problems of the community (Archer, 1998; Sharpley, 2010). Through alternative tourism, villages that have their own uniqueness and characteristics are starting to be considered as tourist villages or village tourism by the government and tourism actors.

Rural tourism is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside, both from socio-economic life, socio-culture, daily customs, building architecture and spatial structures typical of the village or economic activities that are unique and interesting and have their own charm (Sharpley, & Roberts 2004; Saxena, et al 2007; Wahid, & Destriy, 2021). Potential to develop various types of tourism components (attractions, accommodation, food, drinks, etc.). The characteristics of a tourist village are authenticity, uniqueness, local taste, and regional pride, as well as the quality of life of its people (Nasikum, 1997; Fagence, 1997 in Antara & Arida, 2015).

In the last decade, many developing countries have paid special attention to the tourism industry as one of the driving sectors of the economy through the development of alternative tourism. The development of tourist villages as alternative tourism emerges from the concept of sustainable tourism development, which is expected to be able to preserve nature, environment, culture, and all other resources (Weaver, 2007; Lansing, & Vries, 2007). The success of developing a tourist village is based on the role of stakeholders, especially the community, supported by the government, private sector, media and academics. The collaboration and elaboration of these stakeholders has implications for the development of a sustainable tourism village with the community as the main subject (Amrial, et al 2017; Novianti, 2020).

One of the tourist villages whose management and development has received support from the community is Liang Ndara Tourism Village. Liang Ndara Tourism Village is one of the villages in West Manggarai Regency, East Nusa Tenggara with physical potential and natural landscapes. This village is located in the hilly area of Mount Mbeliling, thus creating a beautiful impression. The existence of endemic bird species (seridit flores, kehicap & kadak flores), Liang Kantor Waterfall, hill roads with stretches of sugar palm, coffee and durian trees as superior agricultural commodities shows the potential diversification in Liang Ndara Tourism Village. In addition to natural potential, the Liang Ndara Tourism Village has a variety of community cultural traditions that are still original and not necessarily owned by the village or even other regions, such as the art of "Caci Dance". Another cultural potential is the drinking tradition of "Reis Sopi", "eating bobo" which characterizes the culture of the former people of East Nusa Tenggara.

Opportunities for the people of Liang Ndara Tourism Village are still wide open to play an active role in a series of tourism product developments that have existed so far, because current tourism activities are not considered optimal for the size of a complete tour package, but only represent aspects of something to do and something see. Meanwhile, the implementation of the existing tracking tour package packaging has not been able to provide information regarding potential, local wisdom and the attractions being traversed (something to learn), and there is no something to buy for tourists so that it reflects a variant of activities that seem monotonous. Through this basis, it is very necessary to develop a tourist village by looking at tourism potential, community participation and the ability of human resources to take advantage of these tourism potential opportunities.

## RESEARCH METHOD

### Development of Rural Tourism

According to Pitana (2005), a tourist village is a village area with an atmosphere that as a whole reflects the authenticity of the village atmosphere in the spatial structure, building architecture, and the socio-cultural life of the community, and is able to provide components of basic needs such as accommodation, food and drink, souvenirs, and tourism. tourist attraction for tourists. According to Pearce (1995) in Aliyah, et al. (2020), stated that the development of a tourist village is interpreted as an effort to complement and improve tourism facilities to meet the needs of tourists.

### Participation Public

A quality tourism model emphasizes the importance of community-based development,

bottom-up development and locality, which is based on the motivation to develop and encourage community structures to strengthen empowerment, local level development, and integrate with local culture (Manyara, & Jones, 2007; Dodds, & Galaski, 2018). Development policies must be able to create harmony between society and the environment which has long been integrated with ecological values (Roseland, 2000; Husted, et al 2007). In this context, society becomes the subject of development while maintaining rooted values, social structure and community cultural traditions (Peredo, et al 2006).

Participatory development emphasizes broad participation, accessibility, community representation in planning and decision-making processes that affect their fate, while development emphasizes meeting basic needs and human rights emphasizing development to meet the three basic needs of society, namely: welfare, freedom and identity (Johan Galtung, 1980 in Muriawan, et al, 2022)

According to Murphy (1988), community empowerment in tourism development sees that the development of tourism activities is a community-based activity, where physical and non-physical elements (tradition and culture) are always attached to the community which are the main driving elements. from the tourism activity itself. The principles of community empowerment, namely: 1) Enabling: creating an atmosphere or climate that allows the community's potential to develop; 2) Empowerment: strengthening the potential or power possessed by the community; and 3) Protect: preventing unequal competition and strong exploitation of the weak.

### **Community Empowerment Concept**

Draftcommunity empowerment refers to how the local community has great influence both socially and socially so that it is able to influence the community's environment (Perkins, et al 2002; Bhattacharyya, 2004; Coy, et al (2021). The environment includes a combination of the use of natural resources and social capital that exists with the activities carried out by the community regarding the use of these resources. The use of these resources is sustainable (Roxas, 2021; Pillai, et al 2021).

Community empowerment is influenced by community participation. Participation here includes the participation of key stakeholders in the process of planning and producing information or consultations to active participation such as joining in decision making and joining community empowerment management (Sudana, 2013).

Woodly (1993) in Suarmana et al, (2017) firmly stated that "Local people participation is a prerequisite for sustainable tourism". In the concept of empowerment, there are three components that must exist, namely: (1) Enabling setting, namely strengthening the situation local becomes good, so that local people can be creative; (2) Empowering local communities. After there is a good stage for dancing, the local community must improve their dancing skills. This means that after the local setting is prepared, local people must improve their knowledge and skills, so that they are able to make good use of the setting; (3) Socio-political support. If the stage is good, local people can dance, then other supporting devices are needed, such as equipment, spectators in the form of social support, political support.

### **Methodology**

This study uses a quantitative descriptive method. Sampling was carried out by means of non-probability sampling, which was carried out randomly, where sampling did not provide an opportunity for each selected respondent. The sampling method was taken by academics, community leaders, village officials and academics. The number of samples taken in this study was by purposive sampling, namely the Liang Ndara Tourism Village community of 50 samples. Research data collection was carried out by means of interviews, literature study, observation and questionnaires. The analysis used is the importance performance analysis (IPA). IPA analysis is gaining popularity in tourism research. Some tourism research, for example on travel and tourism (Evans & Chon, 1989; Go & Zhang, 1997),

The IPA method is still used by some researchers with the aim of researching the development of tourist villages. The proof is research on mobile marketing strategies in Taiwan using importance performance analysis (Chang, 2017). Then there is, importance performance analysis as a strategic tool in knowing the image of destinations in Taiwan (Jeng et al, 2019). Here's also a tourism marketing strategy for Mount Papandayan as an Instagrammable photo spot in Indonesia (Alamda et al, 2021).

The basic data used is Likert scale data. Respondents were asked to rank from a 5-level Likert scale questionnaire, both on the existing factors on performance and importance. Based on the category given, where 1 (one) for the lowest score and 5 (five) for the highest score. Then later the respondent's answer will be given a limit in the form of an interval range with the following formula:

$$\text{class intervals} = \frac{\text{Highest score} - \text{lowest score}}{\text{Total Inveral}} = \frac{5 - 1}{5} = 0.8 \quad (1)$$

**Table 1.** Likert scale data

Response Criteria	Score	Category
Very important/ Very good	5	4.21 – 5.00
Important/good	4	3.41 – 4.20
Important enough / Good enough	3	2.61 – 3.40
Less important/Not good	2	1.81 – 2.60
Not important/ Not good	1	1.00 – 1.80

Next, the calculation of the level of suitability, level of suitability and performance of the variables measured can be seen by the percentage value of the comparison between the level of quality and level of performance. The calculation of the suitability level for each variable is as follows:

$$\text{TKi} = \frac{\sum \text{Xi}}{\sum \text{Yi}} \times 100\% \quad (2)$$

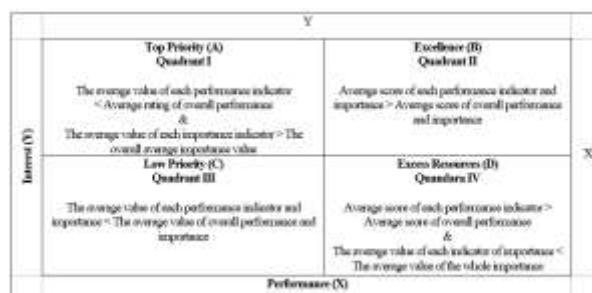
Where:

Tki : The level of suitability or satisfaction of the i-variable

Xi : Assessment score of the level of performance or quality of the i-variable

Yi : Assessment score of the level of importance of the i-variable

The level of suitability for each indicator is described and divided into four parts or quadrants in the Cartesian diagram and there are two variables represented by the letters X and Y. From the comparison of these two factors, the level of conformity of the respondents can be obtained. For more details, it can be seen from the Cartesian diagram of the attributes that affect the level of priority scale as shown in Figure 1 below:

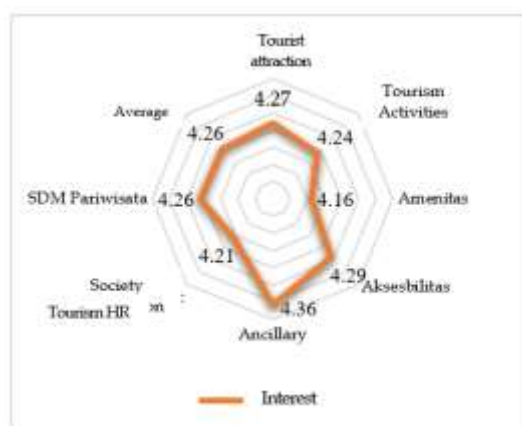


**Figure 1.** Cartesian diagram

## RESULTS AND DISCUSSIONS

### Analysis of the Level of Interest in Liang Ndara Tourism Village

Liang Ndara Tourism Village is one of the tourist villages whose existence is well known in West Manggarai Regency. This tourist village, which is known for its Caci Dance, also has various other tourism potentials which are also quite famous, such as hills, slopes and Mount Mbeliling. Interestingly, the mountain is one of the sources of springs which is also used for water needs in Labuan Bajo.



**Figure 2.** Level of interest in Liang Ndara tourism village  
Source: Data Processing Results, 2022

Geographically, the existence of the Liang Ndara Tourism Village is very strategic, which is about 20 km from Labuan Bajo and only takes 20-30 minutes to arrive at this tourist village. As a tourist village located in the highlands, from the Liang Ndara Tourism Village it is possible to see views of the surrounding islands in Labuan Bajo such as Rinca Island, Komodo Island and Padar Island. Comments on the advantages of the Liang Ndara Tourism Village are very possible, if the development of a tourism village as one of the potential drivers of the community's economy is developed in West Manggarai Regency.

The average result of the importance level is 4.26. These results can also be said that the response of these stakeholders (village officials, community leaders, tourism actors, and academics) regarding the level of interest is categorized as very important. The highest average result is the level of importance, namely tourist attraction (4.27; very important). Indeed, the diversity of tourist attractions is the main attraction for tourists to visit a tourist destination. This is what tourists also want to visit the Liang Ndara Tourism Village (Tien et al 2021; Abdukhamidov et al 2022).

### Analysis of the Performance Level of Liang Ndara Tourism Village

Reviews have been discussed regarding the factors that are considered important in the development of the Liang Ndara Tourism Village. The next section will explain the performance level of the Liang Ndara Tourism Village. This result is a description of the study regarding the quality of performance which is commonly referred to as the level of performance. Measurement of the level of performance of tourism villages can be measured through performance results that are close to the expectations of the parties. Generally, the better it can realize the value of the level of importance, the better the performance of the tourism village will be (Zhou, et al 2021). Community expectations are certainly a target for tourist satisfaction, which is closely related to the performance results carried out by a tourist village.



**Figure 3.** Quality Level of Liang Ndara tourism village  
Source: Data Processing Results, 2022

In general, it was found that the average performance of the Liang Ndara Tourism Village was in the good category (3.42). This figure is lower than the results of the importance level of the Liang Ndara Tourism Village. In general, different average values are found for each factor, but when interpreted it is still in the good and good enough categories. As for the results of the 7 factors used to measure performance results, it turns out that there is an average value of tourist attraction (3.77; good), tourism activity (3.50; good), amenities (3.09; good enough), accessibility (3.34; quite good), community participation (3.45; good), and tourism human resources (3.74; good).

Based on the data presented above, the Performance factors that score above the overall average, namely tourist attraction, tourism activity, community participation, and tourism human resources. Furthermore, there are three factors that receive ratings that are still below the overall average, including amenities, accessibility, and ancillary. In addition, there are data results that can be analyzed from these findings, it turns out that there are no stakeholders who give very good responses to the 7 factors tested. This gives input, that the performance of tourist villages still needs to be improved. It is hoped that the results of a fairly good response are directed at good quality, and good performance is directed at being very good.

### Analysis of Tourism Attractiveness of Liang Ndara

#### Analysis of Conformance Level in DTW Liang Ndara

The next analysis is to carry out an IPA (Importance Performance Analysis) analysis in analyzing the Liang Ndara Tourism Village which is also equipped with an analysis of the level of suitability (TKI). Conformity level is calculated based on a comparison between the level of importance (expectation) and performance (performance). The higher the comparison percentage, the higher the quality level of the tourist village. The results of Tki are needed to determine the priority percentage in planning the development of a quality tourism village.

The results of the analysis of the level of conformity obtained from the comparison of the results of the average performance level of the Liang Ndara Tourism Village are included in the good category (3.42) and the average score of the importance level which is included in the very important category (4.26). From the calculation by comparing the level of performance and the level of importance, it is obtained that the percentage value of the suitability level for the above average is 87.6%. This percentage can be interpreted that the level of suitability for the quality of the Liang Ndara Tourism Village is in the good category (see table below). This achievement certainly proves that the level of compatibility between interests and performance is good.

Other findings that can be put forward from the results of the questionnaire analysis filled out by tourism stakeholders regarding Liang Ndara Tourism Village, are the 5 highest percentage variables of the 41 variables tested, namely (1) The beauty of tourist attractions in Liang Ndara Village, (2) Diversity tourist attraction in Liang Ndara Tourism Village, (3) Responsiveness (responsiveness) of Tourism HR, (4) Politeness of Tourism HR, and (5) Gender equality of Tourism HR.

**Table 1.** Of Conformity Level Analysis in Liang Ndara Tourism Village

	Indicator	Interest	Performance	Tki	Descipt.	
Tourist Attraction (DTW)	DTW1	Unique tourist attraction	4.50	4.00	88.9%	Well
	DTW2	The beauty of the tourist attraction	4.63	4.13	89.2%	Well
	DTW3	The diversity of tourist attractions	4.13	3.81	92.4%	Well
	DTW4	Quality of tourist attraction	4.13	3.63	87.9%	Well
	DTW5	Popularity of tourist attraction	4.31	3.63	84.1%	Well
	DTW6	Tourist attraction protection system	3.94	3.44	87.3%	Well
		DTW Average	4.27	3.77	88.3%	Well
Tourism Activities	AW1	Convenience of tourist activities	4.19	3.50	83.6%	Well
	AW2	Tourism activity safety	4.19	3.56	85.1%	Well
	AW3	Tourism activity safety	4.31	3.56	82.6%	Well
	AW4	The uniqueness of tourist activity	4.31	3.56	82.6%	Well
	AW5	Diversity of tourist activities	4.19	3.31	79.1%	Pretty good
		Average Tourist Activity	4.24	3.50	82.6%	Well
Amenities	AM1	Availability of accommodation	4.25	3.31	77.9%	Pretty good
	AM2	Restaurant availability	4.13	2.94	71.2%	Pretty good
	AM3	Availability of places to shop	4.06	3.06	75.4%	Pretty good
	AM4	Availability of Travel Bureau (BPW)	4.19	2.94	70.1%	Pretty good
	AM5	Availability of tourism support facilities (Tourist Information, ATMs, etc.)	4.19	3.19	76.1%	Pretty good
			Average Amenity	4.16	3.09	74.2%
Accessibility	AKS1	Land access to Liang Ndara	4.44	3.31	74.6%	Pretty good
	AKS2	Road infrastructure in the Liang Ndara area	4.38	3.56	81.4%	Well
	AKS3	Public transportation services in the Liang Ndara area	4.25	3.69	86.8%	Well
	AKS4	The diversity of modes of transportation in the Liang Ndara region	4.00	3.38	84.4%	Well
	AKS5	Information and communication accessibility (Internet, Wifi)	4.38	3.31	75.7%	Pretty good
	AKS6	Accessibility for the elderly and disabled	4.31	2.81	65.2%	Pretty good
Ancillary		Accessibility Average	4.29	3.34	77.9%	Pretty good
	ANC1	The existence of management institutions in Liang Ndara	4.31	3.13	72.5%	Pretty good

	Indicator	Interest	Performance	Tki	Descipt.	
	ANC2	Management quality of Liang Ndara (professionalism, transparency, safety assurance, etc.)	4.44	3.13	70.4%	Pretty good
	ANC3	Local HR involvement in the management of Liang Ndara	4.31	3.13	72.5%	Pretty good
	ANC4	Management support facilities in Liang Ndara	4.38	3.25	74.3%	Pretty good
	ANC5	Management guide and tourist behavior	4.44	3.06	69.0%	Pretty good
	ANC6	Crisis and disaster management system	4.38	2.81	64.3%	Pretty good
	ANC7	The role of tourism associations	4.25	3.06	72.1%	Pretty good
		Average	4.36	3.08	70.7%	Pretty good
	PAMA1	Local community participation as tourism workers	4.13	3.56	86.4%	Well
	PAMA2	Participation of the local community as entrepreneurs and the informal tourism sector	4.25	3.31	77.9%	Pretty good
Society participation	PAMA3	Utilization of local community production in tourism	4.38	3.56	81.4%	Well
	PAMA4	Economic benefits received by the local community	4.19	3.31	79.1%	Pretty good
	PAMA5	Tourism CSR for the local community	4.19	3.56	85.1%	Well
	PAMA6	The amount of tourist expenditure	4.13	3.38	81.8%	Well
		Average	4.21	3.45	81.9%	Well
	SDM1	Friendliness of Tourism HR	4.25	3.75	88.2%	Well
	SMD2	Tourism HR Competence	4.19	3.38	80.6%	Well
Tourism HR	HR2	<i>Responsiveness</i> (responsiveness) Tourism HR	4.13	3.69	89.4%	Well
	SMD3	Honesty of Tourism HR	4.31	3.81	88.4%	Well
	SDM3	Politeness of Tourism HR	4.31	3.88	89.9%	Well
	SMD4	Tourism HR gender equality	4.38	3.94	90.0%	Well
		Average	4.26	3.74	87.8%	Well

Note: Results of Data Processing (2022)

### Gap Analysis in DTW Liang Ndara

Referring to the results of the average gap in Liang Ndara Tourism Village, it was found that there were 2 factors whose average IPA score was close to and some were even higher than the average value of performance and importance. These two factors are tourist attractiveness and tourism human resources. Simply put, all of these quality tourism factors can be said to be factors that get the highest score when compared to other factors. The findings can also be explained in more

detail regarding the gap between performance and interests in the Liang Ndara Tourism Village. Based on the calculation results, it turns out that the overall average value of the importance level is categorized as very important (4.26) and the performance level is categorized as good (3.42).

A detailed review of the seven factors, namely the Tourist Attraction Factor, shows that the value of the importance level is in the very important category (4.27), and the performance level is in the good category (3.77); Tourism activity factors get very important categories (4.24) at the level of importance, and good categories (3.50) at the level of performance; The accessibility factor gets a very important category (4.29) at the level of importance, and the category is quite good (3.34); amenity factors get important category (4.16) and good enough category (3.34); Furthermore, the ancillary gets a very important rating (4.85) and good rating (3.76); The community participation factor received an important rating (4.21) and a good rating (3.45); and Tourism HR factors received very important (4.26) and good (3.74) responses. The interpretation that can be drawn from these findings shows that the level of importance which is the development expectation desired by stakeholders in an effort to realize the development of a quality tourism village, is in accordance with the level of performance which is the current reality. For more details can be seen in the following figure:

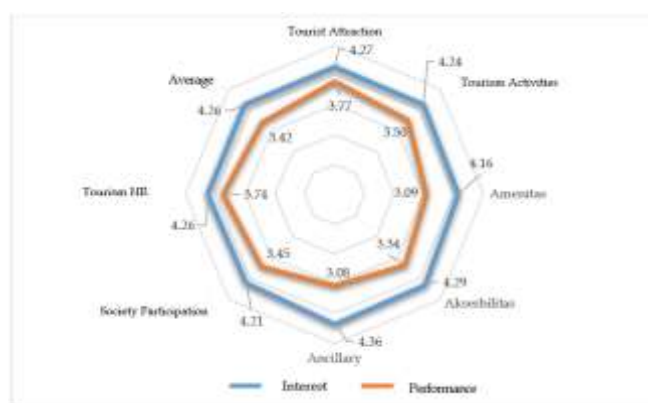


Figure 4. Gap Analysis on Liang Ndara's tourist attraction  
Source: Data Processing Results, 2022

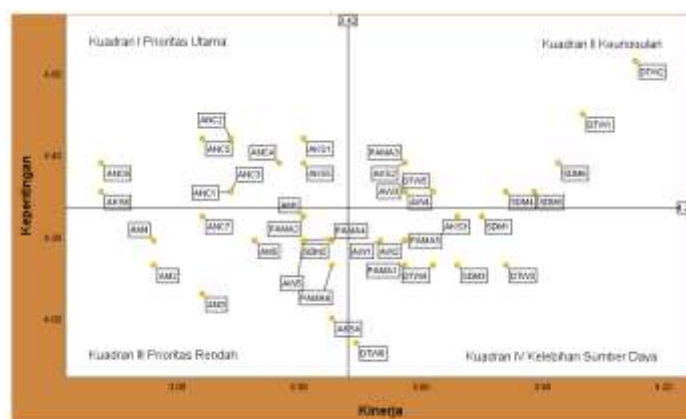
### Analysis of Natural Science in Liang Ndara Tourism Village

The next analysis regarding will be explained related to the results of the IPA (Importance Performance Analysis) analysis. IPA analysis is used to determine the suitability between interests and performance which aims to analyze how much the expectations have been met and how much performance to meet these expectations has been implemented. Related to tourism in Liang Ndara Tourism Village, this topic identifies 41 variables into a Cartesian diagram. In the Cartesian diagram it is divided into four quadrants (A/I), (B/II), (C/III), and (D/IV). Each quadrant has a different meaning. Quadrant A is the top priority, quadrant B is superior, quadrant C is low priority, and quadrant D is excess resources.

The results of grouping all variables found an average level of importance of 4.26 (very important) on the Y axis and an average level of performance of 3.41 (good) on the X axis. The grouping also found the position of each variable in each quadrant. In quadrant A which is the top priority there are 9 variables, quadrant B as superior there are 10 variables, quadrant C is a low priority there are 12 variables, and quadrant D as the excess resources quadrant has 10 variables. The explanation of each quadrant for all variable groupings is in Figure 5.

### Main priority

The variables that are the top priority for improvement in an effort to improve quality tourism villages depend on the number of variables in the group. So what should be prioritized in this quadrant are (1) land access to Liang Ndara, (2) accessibility of information and communication (Internet, Wifi); (3) accessibility for the elderly and disabled; (4) The existence of management institutions in Liang Ndara, (5) quality of management of Liang Ndara (professionalism, transparency, safety assurance, etc.), (7) involvement of local human resources in the management of Liang Ndara, (6) management support facilities in Liang Ndara, (8) management guidelines and tourist behavior, and (9) crisis and disaster management systems.



**Figure 5.** Analysis of IPA in Liang Ndara's tourist attraction  
Source: Data Processing Results, 2022

### Superiority

All variables in this quadrant should be maintained for the sake of creating continuity of quality tourism in the Liang Ndara Tourism Village. Because in this quadrant is an achievement that has been achieved and needs to be maintained in an effort to provide the best service to tourists later. As for the quality tourism variables in the superiority quadrant through the results of the IPA calculation, namely (1) The uniqueness of tourist attractions, (2) The beauty of tourist attractions, (3) The popularity of tourist attractions, (4) The safety of tourist activities, (5) The uniqueness of activities tourism, (6) Road infrastructure in the Liang Ndara region, (7) Utilization of local community production in tourism, (8) Honesty of Tourism HR, (9) Politeness of Tourism HR, and (10) Gender equality of Tourism HR.

### Low Priority

The low priority quadrant is quadrant III. In this quadrant, respondents consider that the variables of quality tourism are considered less important and their performance is also given less attention. Or in other words, the quality of the Liang Ndara Tourism Village's performance is low and the aspect of interest for respondents is also low. This low priority quadrant shows that the average value of each variable of interest is lower than the overall factor value of the level of importance. Then the average value of each performance variable is also lower than the average value of the overall factor level of importance.

Based on the results of the Cartesian diagram analysis, of the 41 tourism village variables tested, there are 12 variables that are classified as low priority. The twelve variables are (1) Diversity of tourist activities, (2) Availability of accommodation, (3) Availability of restaurants, (4) Availability of shopping places, (5) Availability of Travel Bureaus (BPW), (6) Availability of tourist support facilities (Tourist) Information, ATMs, etc.), (7) Diversity of modes of transportation in the Liang Ndara region, (8) The role of tourism associations, (9) Participation of local communities as

entrepreneurs and the informal tourism sector, (10) Economic benefits received by local communities, (11) The amount of tourist spending, (12) Tourism HR Competence. Furthermore, if all of these variables are identified, the factor with the most variables is the amenity factor.

### Excess Resources

The excess resource quadrant is quadrant D (IV). Quadrant D is considered less important by respondents. But the resulting performance is very good or very satisfying. Therefore, the expectations are small and the service is very good, so this quadrant is considered a group of variables that are excessive in terms of resources. This resource excess quadrant shows that the average value of each variable of interest is lower than the overall factor value of the level of importance. Then the average value of each performance variable is higher than the average value of the overall level of performance factors.

The results of the Cartesian diagram analysis above, in the excess resource quadrant consist of 10 variables. Furthermore, if all of these variables are identified, namely the diversity of tourist attractions, the quality of tourist attractions, the system for protecting tourist attractions, the convenience of tourist activities, the security of tourist activities, public transportation services in the Liang Ndara region, local community participation as tourism workers, tourism CSR for the local community, the hospitality of Tourism HR, and the responsiveness of Tourism HR.

## CONCLUSION

Referring to the discussion regarding village tourism development in Wisat Liang Ndara Village, it can be concluded that quantitatively the stakeholders perceive that tourism potential with the 4A approach, community participation and tourism human resources are considered very important in developing village potential. But in the performance aspect, namely the implementation of the three variables, it is still in the pretty good category. For this reason, indicators in the main priority quadrants need to be improved by maximizing land access to Liang Ndara; accessibility of information and communication in the form of internet or wifi; accessibility for the elderly and disabled; The existence of management institutions in Liang Ndara; Management quality of Liang Ndara (professionalism, transparency, safety assurance, etc.); involvement of local human resources in the management of Liang Ndara; management support facilities in Liang Ndara; management guidelines and tourist behavior, as well as crisis and disaster management systems. The hope is on priority factors that need to be prioritized so that they become advantages.

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