



The model of Community Empowerment Participation in Tourism Village Management to Support Sustainable Economy in the Post Covid-19 Era

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ABSTRACT

Tourism is one of the sectors that is expected to be able and contribute to boosting the economy after the Covid-19. One of the most potential in the Indonesian tourism industry is the development of tourism village-based tourism. In the management of tourism villages in Indonesia, the role of empowered community groups and empowerment models plays an important role. This study aims to see how the participation model of community empowerment in managing a tourist village by taking the object of one of the tourist villages tends to be consistent. The novelty in this research lies in the model that will be described in the research results, where the model shows a image of community participation in empowerment, especially in the Rammang-rammang Tourism Village, Maros Regency. This research also aims to assist in uncovering business potentials that can be developed by the community as an effort to support a sustainable economy, especially in the post-covid-19 era. This study uses a descriptive qualitative approach with a data analysis model using a simultaneous stage analysis model or the 6P model. The results of this study indicate that there is a good synergy between the surrounding community as tourism village managers, the government, the private sector and educational institutions in advancing the Rammang-rammang tourist village, while the empowerment model found is in the form of community empowerment through Kelompok Sadar Wisata (Pokdarwis) and the role of BUMDES is still need to be maximized in managing the existing business potential.

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INTRODUCTION

After going through approximately three years of adaptation to the COVID-19 pandemic, countries around the world are starting to reorganize themselves towards more stable conditions, especially in the sustainable economy aspect. One sector that is the focus of attention is tourism. The Tourism Trends book released by the Ministry of Tourism and Creative Economy shows a downward trend in the number of tourist visits since the pandemic hit Indonesia. During the COVID-19 pandemic, tourist arrivals decreased drastically by 58% to 78% or 847 million to 1139 million (Kemenparekraf RI, 2021). However, after entering the post-covid-19 era, tourism conditions slowly began to grow, this was the result of the Ministry of Tourism's acceleration process in generating the tourism sector and the creative economy, one of which was through tourist villages (Rahayu, 2021).

The management of tourist villages certainly requires qualified competence, especially in terms of Human Resources (HR), the community around the tourist village is the main key that is able to contribute to growing the trend of tourist villages, it's just that for now the community participation rate in tourist villages is still not optimal, especially in rural areas. One solution to overcome this is by empowering the community. The existence of active participation from the community is one of the keys to the realization of a sustainable level of economic growth that must be initiated by humans who have creative power. The intended initiative can be realized if humans have the opportunity and full emancipation to be able to participate in realizing change (Ginanjar, 1996). The existence of initiatives and emancipation born from the community can be the beginning of the birth of sustainable tourism and can contribute to economic development. The concept of community-based tourism is currently one of the concepts that is intensively used as a topic of discussion and used in tourism development (Kurniawan, 2020). Even in ACTORS theory it is emphasized that development should be directed at community empowerment as a solution to solving problems that occur in the main environment related to economic development (Maami, 2011).

The idea of community empowerment emerged as a response to the problems faced by humans, especially related to welfare, community empowerment became part of the process of developing lower-level communities to have control over their own lives. According to Chambers, community empowerment is a concept of economic development that encapsulates social values (Chambers, 1995). The creative economy sector and tourism, especially in Indonesia, are one of the important concepts that support community economic empowerment, while in the context of this research empowerment is meant to empower the community, especially in managing the surrounding tourism potential. The concept of a tourist village is to empower local communities, so that they can play a role in efforts to increase the potential or location of tourist attractions in their respective regions (Dewi, 2013; Sari et al., 2019)

Sustainable economy or sustainable economy is one of the concepts introduced as an effort to support sustainable development policies planned by the United Nations and is known as the sustainable development goals (SDG's) (Smith et al., 2018). The term sustainability (sustainable) has been started since the Malthus era in 1798 (Sunarta & Arida, 2017). A sustainable economy usually causes a lot of debate because people's economic activities have not or are considered to have met the criteria for sustainability. The concept of sustainable economics, especially in the management of tourist villages, is in fact very important because of the possibility of people exploring natural resources to meet their needs and this must be balanced by considering the impact or sustainability of each natural exploration process carried out. Having a socially just transition, planned and implemented over the long term, is the only way to build resilient societies with strong and sustainable economies.

Tourism village is a form of integration between action, accommodation and supporting facilities, presented in people's lives and integrated with prevailing traditions (Sudibya, 2018). According to Inskeep (1991) Village Tourism, where small groups of tourist stay in or near

traditional, often remote villages and learn about village life and the local environment, Inskeep explains that tourist villages are places for a small number of tourists to learn about rural life (Tavallaei et al., 2014). In the concept of a sustainable economy, the existence of a tourist village is a form of implementing community-based and sustainable tourism development. With the development of tourist villages, it is hoped that there will be equity in accordance with the concept of sustainable tourism development. The existence of a tourist village is very supportive of a sustainable economy because its existence makes tourism products more valuable in rural culture so that by developing them they provide cultural value without destroying them.

The concept of community empowerment in managing tourist villages is not only growing rapidly in Indonesia, even some countries have already started it. One of the effective paths in carrying out the village revitalization process is by increasing the community participation rate (Gao & Wu, 2017). However, studies related to community participation in managing empowerment-based tourism villages are still very much needed, especially in the new post-covid-19 era. The right model of community empowerment participation can boost the quality of human resources as well as directly impact the quality and sustainability of managed tourist villages.

This study aims to see how the participation model of community empowerment in managing tourist villages, in this study will reveal a new paradigm of development that is people centered (human-centered), participatory (participatory), empowering (empowering) and sustainable (Habib, 2021). The novelty in this research lies in the model that will be described in the research results, where the model shows a picture of community participation in empowerment, especially in the Batu Rammang-rammang Forest Tourism Village, Maros Regency. In addition, this research will assist in revealing the business potential that can be developed by the community as an effort to support a sustainable economy, especially in the post-covid-19 era.

RESEARCH METHOD

This study uses a descriptive qualitative approach, where the research results are in the form of a description of the description of the findings in the field. The purpose of observation and documentation is to obtain data from the point of view of researchers and to increase the credibility of the results of interviews through the documents concerned. In-depth interviews are the main technique that is expected to be the key to obtaining in-depth data or information related to the themes raised in the study.

The objects of this research are those who are involved in the management of the Batu Rammang-rammang forest tourism village, Maros Regency. However, to further narrow the scope of the object, it is divided into two where they will act as key informants and supporters in the research. The key informants of this research are representatives from the District Tourism Office, Maros, local village government and community members. The supporting informants will be taken from community representatives and visitors to the tourist village. They were chosen as informants because they are considered able to understand and can answer what is the main focus of the research.

The data analysis model used in this research is the simultaneous stage analysis model or the 6P model [8]. The models in question are as follows:

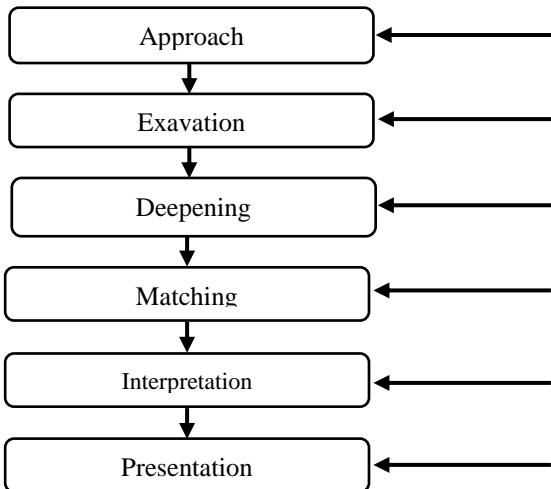


Figure 1: Components of Simultaneous Staged Analysis (6P)

Source: (Jannah et al., 2021)

Data analysis in this study began when the researchers conducted an approach study to the community of the Batu Rammang-rammang forest tourism village, then continued with extracting information, deepening and matching data from observations, in-depth interviews and documentation obtained in the field. Data obtained from interviews, observations and documentation can be in the form of notes, transcripts, interview recordings, which are then studied and interpreted.

The data used in the research is primary which is obtained directly from the results of observations and in-depth interviews while secondary data is obtained from documents that are considered to be able to support the research. In addition, to check the validity of the data, then triangulation of data will be carried out in the form of triangulation of sources and techniques.

RESULTS AND DISCUSSIONS

Based on the results of interviews with several parties, it was found that in managing the Batu Rammang-Rammang forest tourism village, starting with the Tourism Awareness Group Empowerment model (Pokdarwis), the existence of this group became a pioneer in driving the advancement of tourism in the area. The existence of Pokdarwis is not a taboo subject, especially in the management of tourist villages in Indonesia, Pokdarwis is here to help realize the management of tourist villages using a CBT-based development system (community based tourism). In its role, Pokdarwis must pay attention to the main aspects in developing CBT-based tourism villages, starting from the economic, cultural, social, environmental and political dimensions (Riannada, 2021).

The concept of CBT-based empowerment at least gives hope for alternative development that cannot be separated from elements of democratic values, gender equality, equality between generations and the realization of adequate and sustainable economic growth (sustainability economy). As Sen in (Maami, 2011) emphasizes the sustainability of the economy which is translated as a process of increasing the degree of human freedom in making their own choices so that support from human resources who have initiative and creative power is needed. As in the management of the Batu Rammang-rammang forest tourism village, which involves local

communities in initiating the formation of a Tourism Awareness Group (Pokdarwis) and creative power that has succeeded in turning their village into an ecotourism-based tourism village which is expected to contribute to economic development and the concept of sustainable tourism.

The participation of the community who are members of Pokdarwis is one of the results of the community empowerment process in the village. The commitment they show and the desire to develop the tourist village of Rammang-Rammang seems to be an entry point for various parties to be able to contribute as partners in realizing a sustainable tourism village in the area. Communities who are members of Pokdarwis so far are still empowered to support the fulfillment of adequate human resources in the management of tourist villages, while the parties involved in empowering start from the government, non-government, educational institutions or non-governmental organizations engaged in tourism and the environment (Rohim et al., 2021). The following is a description of the participation model for community empowerment in the Batu Rammang-rammang forest tourism village if it is made in the form of a framework;

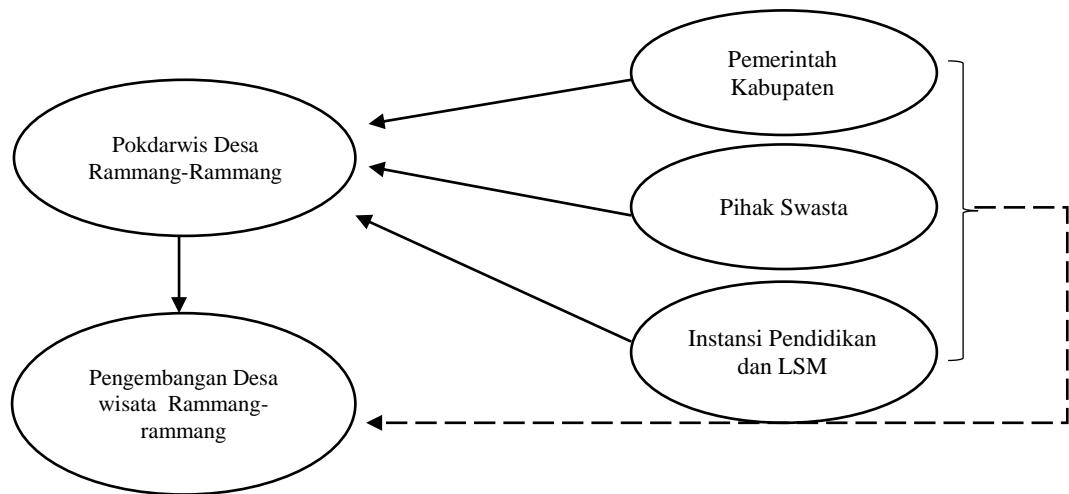


Figure 3. Framework of the Rammang-rammang Village Community Empowerment Model
Source: Primary Data, 2022

The framework above shows the role of the government, private sector, educational institutions and other institutions contributing indirectly to the development of the Rammang-Rammang Batu Forest tourism village, the parties who have mentioned their contribution to the development of tourist villages do not directly manage the development of the Rammang-Rammang tourist village. rammang but through empowerment programs carried out on local communities who are members of Pokdarwis. Based on the findings in the field, every party who wants to contribute to the development of tourist villages and the fulfillment of the lack of supporting facilities and infrastructure is fully managed by Pokdarwis so that the entry point for communication is through Pokdarwis.

Based on the community participation model in the form of Empowerment of Kelompok Sadar Wisata (Pokdarwis) in the Batu Rammang-rammang forest tourism village, it can also be concluded that in realizing the concept of sustainable or sustainable both in terms of its contribution to the community's economy or to the sustainability of tourism management, it has formed a new paradigm for sustainable development. starting with people centered or human-centered, as findings in the field that the community plays an important role in building this tourist village because they are the main actors who realize the birth of a tourist village in the Batu Rammang-rammang forest area, they have shown active participation from the beginning when it was declared a village. tourism until now they have shown a commitment to actively participate in

its development. The participation they show is also inseparable from the concept of empowerment that started the birth of Pokdarwis, a community that has been successfully empowered so that it becomes the key to the birth of quality human resources to realize the concept of sustainable tourism. This is in line with the opinion of Habib that there is a new paradigm in community empowerment-based development where the paradigm in question has the nature of people centered, participatory, empowering and sustainable (Habib, 2021).

CONCLUSION

In the development of tourism, especially those based on tourist villages, of course, it requires active participation from the local village community as potential human resources to manage it. One of the efforts to realize the concept of sustainable tourism, one of which can adopt the application of Community Based Tourism (CBT), which is the concept of community-based tourism development, the application of CBT in the management of the Batu Rammang-Rammang forest tourism village has been realized in a community empowerment model in the form of a Tourism Awareness Group (CBT). Pokdarwis, in addition to the role of Pokdarwis in managing tourist villages, there is a good synergy between government, non-government or private parties and other institutions is needed to realize the development of a sustainable tourism concept. The researcher strongly acknowledges the many limitations both in conducting research and in writing the content of the results of this study, it is hoped that future researchers can conduct a more in-depth study of the content identical to this research and conduct research on different objects in order to further enrich their knowledge, especially on the model of empowerment that can be applied to different objects.

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