

VILLAGE AS AN ALTERNATIVE TOURISM

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Rural areas consist of villages, which are supply chain sources and tourism ecosystems, so that villages need to strengthen their quality, capacity and empowerment so that they are more developed and have competitiveness. Apart from being a logistics producer, some of them can be used as Tourism Villages, because they are unique in terms of landscape, culture, traditions, etc., which can be offered for tourist purposes. The presence of a Tourism Village provides a breath of fresh air, promising new livelihoods for village communities that have a positive impact on the natural environment, culture and surrounding communities, but the arrival of tourists with different cultures can affect the existing local culture. Regulation of the Minister of Culture and Tourism No.PM.26/UM.001/MKP/2010 regulates the General Guidelines for the National Community Empowerment Program through Tourism Villages, which in essence is alleviating poverty through the tourism sector, namely with a strategy of developing service-related businesses tourism, and the construction of supporting infrastructure in physical form, as well as the preservation of local wisdom, cultural traditions, regional uniqueness and non-physical form of tourism management training. Based on the Guidebook for Tourism Villages Edition I (Kemenparekraf, 2019), the stages of developing Tourism Villages are Pilot Villages, Developing Villages, Advanced Villages and Independent Villages, whose standards refer to the Asean Community Based Tourism Standard which includes ownership and management; contribution on social welfare; environmental conservation and development; encourage local and guest community interaction; the quality of tour guide services; quality of food and beverage service; accommodation quality; and the performance of tour guides. Community Based Tourism is tourism that is owned and managed by the community, to protect socio-cultural values, natural and cultural heritage, which is coordinated at the community level to support the sustainability of people's lives. Critical issues of Tourism Villages are that they are vulnerable to duplication because the difference is easy to imitate, the lack of ability to explore local wisdom as reinforcement, the exploitation of excess resources that pay little attention to sustainability, and the potential for investors to enter into objects. while the main challenges of the Tourism Village are two, the first is the Covid-19 pandemic, the second is community readiness related to leadership and solidity as well as innovative tourism products and partnerships. With the Covid-19 pandemic, the whole world is facing the same thing, people are depressed and limited by health protocol rules, from Work From Home, PPKM, etc., which forces them to reduce their activities, makes them have excess energy, so many sports communities have emerged exercise to gain immunity and socialization among them. usually they wish to have an outdoor tour, this is an opportunity for a Tourism Village. For this reason, it is necessary to prepare health protocols related to cleanliness, health, safety, environmental sustainability (CHSE), and the implementation of the health protocol itself, so that it can protect tourists, tourism actors and the local community. Tourism villages at a conceptual level must be able to recognize existing potential, explore uniqueness to be used as strength, and create original products that are not easily duplicated elsewhere. besides that, it is used as a learning space for tourists, especially related to learning about local wisdom, village community activities and

the natural environment. Spots for interaction need to be created to provide experience, as long as they are in the Tourism Village. In the operationalization of Tourism Villages, it must be managed effectively, efficiently and transparently in relation to the selection of administrators, structured roles and responsibilities, operations according to legislation, referring to gender equality, socially inclusive principles, dignity, and financial aspects done fairly. In order to maintain consistency in its implementation, it is necessary to develop a standard operating procedure (SOP) related to the maintenance of culture, traditional values, the environment, and others. Human resources as business actors, must be able to provide excellent service to tourists, so that they feel at home and comfortable to stay. In this case, the capacity and quality of tourism products must be adjusted to international standards, for this it is necessary to conduct HR training related to hospitality, product and packaging strengthening, education, seminars, workshops, benchmarks, and others. It is necessary to develop story telling in accordance with the concept of a Tourism Village, this will be an amplifier, because the story will be easier for tourists to remember. making packages involving homestays, cultural activities such as dance practice, local farming activities, making souvenirs, and various other activities, will increase the length of stay of tourists. promotional materials, especially about the natural beauty of the village, local wisdom, interaction spots, and other interests. The existence of a Tourism Village can be used as an alternative added value, variety and distribution of tourists, as well as to stimulate the economy of the village community, according to the government's expectations. in the end Tourism Village is not only a supply chain, but is able to support, increase the length of stay of tourists, and stimulate the tourism industry.

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