

The Tourism Village Development on Community Economic Growth in Enrekang Regency

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ABSTRACT

This study aims to determine the potential of tourist villages in increasing the Regional Original Income of the Enrekang Regency. The population of Enrekang Regency is 225,172 people with 112 villages spread over 12 sub-districts. The potential of tourism villages in 112 villages supports economic growth and increases local revenue through the tourism sector. Economic growth in the Enrekang Regency since the fourth quarter of 2020 is very weak because it only moves at 1.25%. The achievement of the original revenue target of Enrekang Regency in 2020 amounted to IDR 118.95 billion and decreased to IDR 83 billion. Revenue for 2020 was only realized about 43% after being reduced from the achievement of the previous target.

Keywords: Community Role, Village Tourism, Economic Improvement.

Introduction

The tourism sector directly touches and involves the community and has a positive impact on the community in Enrekang Regency. The tourism sector has an extraordinary energy trigger, which makes the local community undergo a metamorphosis in various aspects. The purpose of tourism development can penetrate into various dimensions of village community life, such as sustainable development, village tourism, ecotourism, which is a tourism development approach that seeks to ensure that tourism can be carried out in rural areas (Nugroho *et al*, 2018).

One of the alternative tourism development approaches is village tourism for sustainable regional development (Karim *et al*, 2021). The tourism village is realized as the implementation of the community to create a space for economic activity. The authenticity of the tourist village can be seen in the economic, physical, and social conditions of the countryside. Tourism destinations must be continued creatively to develop an identity as a regional characteristic.

Enrekang Regency in general has a more dominant area of hills, mountains, valleys, and rivers with an altitude of 47 – 3,293 meters above sea level and does not have a coastal area. 84.96

percent of the area is in the form of hills/mountains, only 15.04 percent is flat, and 0 percent of the sea is in Enrekang Regency (Karim *et al*, 2020). Of the 12 sub-districts, the largest is the Maiwa Sub-district, which is 392.87 KM² or 22 percent of the area of Enrekang Regency, while the sub-district with the smallest area is Alla Sub-district, which is 34.66 KM² or 1.94 percent of the Enrekang Regency area.

The framework for sustainable regional development based on geographical type, Enrekang Regency is divided into two regions, namely the West Enrekang Region and the East Enrekang Region in supporting economic growth, through a regional segregation strategy. The western area of Enrekang includes Alla Sub-district, Anggeraja Sub-district, Enrekang Sub-district, and Cendana Sub-district, while the East Enrekang Regency includes Curio Sub-district, Malua Sub-district, Baraka Sub-district, Bungin Sub-district, and Maiwa Sub-district. The area of the West Enrekang area is approximately 659.03 KM² or 36.90% of the Enrekang Regency area while the East Enrekang area is approximately 1,126.98 KM² or 63.10% of the total area of Enrekang Regency, (Maddatuang *et al*, 2021).

Rural-based tourism is a form of empowerment and participation by involving and placing the community as the main object in the context of a new paradigm of national sustainable development. The development of community-based village tourism is a tourism development model that prioritizes community participation in the development of village tourism (Indriati & Munir, 2016). Tourism that grows in an area will not only have implications for increasing the

Literature Review

Tourism with the natural charm of the countryside is currently an alternative choice for many tourists to look at during the Covid-19 Pandemic, both local and foreign tourists. Tourists prefer to travel to villages because villages provide other nuances that have not been found in modern tourism (Lubis *et al*, 2020). Tourism to the village then gave birth to a concept called a tourist village. A tourist village is an area related to the area or various local wisdom (customs, culture, potential, which are managed as tourist attractions according to their abilities, which are intended for the social and economic interests of the community) (Martini, 2020). The development of a tourist village will be successful if all the potential of the village such as human resources and natural potential that is owned can be synergized optimally.

The main principles in the development of tourism villages as alternative tourism products that can encourage sustainable village development and have management principles include (1) utilization of local community facilities and infrastructure, (2) opening communication and economic space for local communities, (3) opening up life opportunities for micro-scale businesses, (4) active and participatory community involvement, (5) developing tourism products on a regular basis that involves the potential of local communities (Oetomo *et al*, 2020).

Meanwhile, the planning principles that need to be included in the "preliminary, planning" are (1) even though they are in a tourism area, not all

economy of the area but will also have implications for the socio-cultural and surrounding environment (Titi & Sri, 2020). Tourism is a tourist activity as a human need that is manifested in the linkage of activities carried out by tourists with facilities and services from the community, government, and private sector (Maddatuang *et al*, 2021).

places and environmental zones must become a tourist attraction and (2) the potential of a tourist village also depends on the willingness of the local community to act creatively, innovative, and cooperative. Not all tourism activities carried out in the village are truly tourist villages, therefore in order to become the center of attention of visitors, the village must essentially have important things, (Dane, 2020) including (1) Uniqueness, authenticity, distinctiveness. (2) It is located adjacent to an extraordinary natural area. (3) Relating to cultural groups or communities that essentially attract visitors. (4) Have the opportunity to develop both in terms of basic infrastructure and other facilities (Sahabuddin & Thaha, 2018).

The importance of a sustainable tourism village area that is managed in a more focused manner is to conduct training for the people who are directly involved. Education is important in tourism management because the tourism sector is strongly influenced by the quality of human resources (Astawa *et al*, 2018). Another important element that is closely related is the formation of micro and macro business groups originating from local potential, local business development can shape functions and benefits that can be directly felt by the local community (Musa & Hasan, 2018).

Benefits can be obtained by promoting and displaying local products such as handicrafts, specialty foods, beverages, and other products. This concept gives regional characteristics to each tourist, can also be used as a medium for promotion and socialization of these characteristics to tourists (Sesotyanyngtyas &

Manaf, 2015). These are products that local tourism businesses themselves can leverage, thereby furthering their own local characteristics and returning more money to the local economy. The grouping of village community entrepreneurs also strengthens small entrepreneurs to collaborate in national economic recovery during Covid-19 (Desi, 2021).

Authenticity provides benefits for tourism products, including tourist villages. The main authenticity is quality, originality, originality, uniqueness, regional specialties, and regional pride. The character and lifestyle of rural people always show conformity with what is happening. The quality of life of the village community in particular always prioritizes the behavior of integrity, friendliness, and sincerity based on the cultural values that they uphold (Musa *et al.*, 2019). The authenticity of the village community is influenced by the paradigm of the village community related to economic, physical, and social activities in the rural area as a whole. Village communities still adhere to the principles of cultural heritage, agriculture, landscapes, services, history, and regional culture in the Enrekang Regency.

The village tourism modeling planning process cannot be separated from community participation and empowerment (Wijaya, 2021). Community empowerment emerged in a participatory manner as an alternative to the centralized and bottom-up approach to development. The emergence of the participation process in the context of community empowerment is based on two perspectives (Amerta, 2017).

Methods

This research uses the descriptive analysis method, where this research is quantitative research. Problem solving procedures investigated by describing the state of the subject/object of research (tourism village). The populations used in this study were residents of Enrekang Regency who had knowledge of the location and potential of tourist villages. The sampling from this study used a purposive sampling method where the informant or respondent was selected based on

their knowledge and experience about tourism in economic improvement (Halim, 2018). The group is people who understand the knowledge about importance of utilizing tourism potential which is taken proportionally spread over all sub-districts in Enrekang Regency who have knowledge about the utilization of tourism village potential.

The inclusion criteria in this study are:

1. The respondent must be a member of the community in the Enrekang Regency.
2. Respondents must be between 17 years old and 50 years old.
3. Respondents must have a high school education level up to Strata Three (S3).
4. Knowing the potential of tourism objects in Enrekang Regency.
5. Have visited a tourist attraction in Enrekang Regency.

The exclusion criteria in this study are:

1. Not the people of Enrekang Regency.
2. Children under 17 years old and seniors over 50 years old.
3. Did not complete high school education/equivalent.
4. Do not know the potential of tourism objects in Enrekang Regency.
5. Never visited a tourist attraction in Enrekang Regency.

At this stage, a preliminary study is carried out, including the introduction of the research area, approaches to the community or informants at the research site, as well as initial observations by digging information to informants about knowledge of potential tourism objects and the willingness of informants to become resource persons. The purpose of this preliminary study is to determine the sampling technique. The technique used in this research is the purposive sampling technique. Purposive sampling is a sampling technique selected based on certain considerations with the aim of obtaining samples with the desired characteristics.

The instruments used in this research are interview guide tools (questionnaires), as well as documentation facilities (cameras) and stationery

used when the informants convey information related to this research. The technique is carried out by means of semi-structured interviews with open-ended question types. The first stage is to dig up information about knowledge about

tourism objects in their area to informants, and then specific information is then obtained using structured interviews with the help of interview guide media (questionnaires).

Result

The sampling technique was structured interviews and used a questionnaire. The list of questions on the questionnaire was tested for validity to determine the level of understanding/acceptance. In the questionnaire validity test, as many as 31 respondents used the data. The results of the validity have been calculated using the SPSS method compared to the r-table (table 2).

According to (Halim, 2018) the questionnaire statement items are declared valid if the r-count is greater than the r-table.

Based on the calculation results, it is concluded that the list of questions on the questionnaire is valid or possible to be used in this study.

Table 1. Validity Test

Item Number	r-count	r-table 5%(31)	Criteria
1	0.573	0.355	Valid
2	0.595	0.355	Valid
3	0.603	0.355	Valid
4	0.626	0.355	Valid
5	0.524	0.355	Valid
6	0.496	0.355	Valid
7	0.535	0.355	Valid
8	0.636	0.355	Valid
9	0.809	0.355	Valid
10	0.813	0.355	Valid
11	0.819	0.355	Valid
12	0.749	0.355	Valid
13	0.755	0.355	Valid
14	0.808	0.355	Valid
15	0.706	0.355	Valid
16	0.856	0.355	Valid
17	0.786	0.355	Valid

Source: Author's findings

Based on the respondent's address based on the origin of the sub-district from all sub-districts in Enrekang Regency from 184 respondents. So the most from Baraka Sub-district, as many as 47 people (25%), Enrekang Sub-district as many as 22 people (12%), Anggeraja Sub-district as many as 24 people (13%), Buntu Batu as many as 17 people (9%), Alla Sub-district as many as 16 people (9%), Maiwa Sub-district 14 people (8%), Curio Sub-district 14 people (8%), Baroko Sub-district 10 people (5%), Malua Sub-district 6 people (3%), Bungin Sub-district 6 people (3%),

Masalle Sub-district as many as 5 people (3%), and at least 3 people from Cendana Sub-district (2%).

Based on the level of education based on 184 respondents. So the majority of respondents with education are at the level of Diploma One (D1) - Strata One (S1) as many as 86 people (47%). High school education level/equivalent as many as 81 people (44%). While the smallest number of respondents is at the level of education for Strata Two (S2) and Strata Three (S3) as many as 17

people (9%). Based on the respondent's occupation, the most are student's as many as 89 people (49%). Laborers / Farmers as many as 17 people (9%), Entrepreneurs as many as 17 people (9%), Teachers / Lecturers as many as 15 people (8%), Professionals as many as 15 people (8%), State Civil Apparatus as many as 13 people (7%), and 18 people (10%). The number of male respondents was 116 people (63%), while female respondents were 68 people (37%).

Based on respondents' answers to the number of tourism potentials that can be developed in the

region/village. 184 respondents gave the following answers. 0 – 2 tourism objects as many as 94 people (51.1%), 3 - 4 tourism objects as many as 71 people (38.6%). Respondents who answered the number of 5 - 7 tourism objects were 12 people (6.5%), and those who gave answers about tourism potential objects > 8 were 7 people (3.8%). The following tabulates the results of respondents' answers about the potential for village tourism to support economic growth in Enrekang Regency, as follows:

Table 2. Tabulation of Respondents' Responses about the Potential of Tourist Villages to Support Economic Growth in Enrekang Regency

No.	Question Indicator	Respondent's response									
		Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
		a		b		c		d		e	
		F	%	F	%	F	%	F	%	F	%
1	Do you think that tourism objects can provide economic benefits to the local community?	103	56.0	68	37.0	10	5.0	2	1.0	1	1.0
2	Can tourism objects in your village be developed to increase the economic income of the local community?	90	49.0	77	42.0	11	6.0	4	2.0	2	1.0
3	Promotion of tourism objects can be included in the flagship program of the Enrekang Regency Government to support regional economic improvement?	102	55.4	70	38.1	6	3.2	2	1.1	4	2.2
4	How would you respond if the tourism object in the village was managed by the village community themselves and still received guidance from the Regency Government or a credible institution?	97	53.0	72	39.0	7	4.0	2	1.0	6	3.0
5	Tourist objects as well as a medium to introduce the region and the local community?	131	71.0	50	27.0	0	0	1	0.9	2	1.1
6	Local people, who should be a tourist guide at every tourist attraction?	106	57.6	73	39.6	3	1.7	0	0.0	2	1.1
7	How would you respond if the Village Fund was allocated 25% annually to improve tourism facilities and infrastructure in each potential village to be developed?	69	37.5	90	48.9	17	9.3	5	2.7	3	1.6

Source: Author's findings

The results of respondents' answers to the questions given can be seen in Table 3 below. The following is a tabulation of the results of

respondents' answers regarding the potential economic income of the community from the tourism sector, as follows:

Table 3. Tabulation of Respondents' Responses on the Potential for Community Economic Income through Tourism

No.	Question indicator	Respondent's response									
		Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
		a		b		c		d		e	
		F	%	F	%	F	%	F	%	F	%
1	Do tourist objects increase the income/income of the surrounding community?	75	40.7	88	47.8	16	8.8	3	1.6	2	1.1
2	Tourism objects open up job opportunities for the local community?	79	43.0	85	46.2	14	7.6	3	1.6	3	1.6
3	Can tourism objects increase local revenue in Enrekang Regency?	91	49.0	74	40.0	12	7.0	3	2.0	4	2.0
4	Tourist objects open up opportunities for local people to trade?	94	51.0	80	43.0	7	4.0	1	1.0	2	1.1
5	The existence of a tourist attraction creates jobs in the manufacture of souvenirs or souvenirs?	86	46.7	89	48.4	5	2.7	2	1.1	2	1.1
6	The existence of tourism objects can drive a local-based economy?	81	44.1	91	49.5	8	4.3	0	0.0	4	2.1
7	The existence of tourism objects can attract investors to build hotels/inns and restaurants?	59	32.1	84	45.6	24	13.1	6	3.2	11	6.0
8	The existence of a tourist attraction can attract tourists so that buying and selling activities run in the area/location?	82	44.6	89	48.4	10	5.4	1	0.5	2	1.1
9	Can tourism objects increase the village's original income?	88	47.8	78	42.4	13	7.1	2	1.1	3	1.6

Source: Author's findings

Discussions

The development of tourist villages in increasing the income of rural communities in Enrekang Regency is a very, very effective step during the Covid-19 Pandemic. Economic growth is the most important thing in implementing every policy of the Central and Regional Governments. National concept of National Economic Improvement, in increasing local revenue which has an impact on increasing income and welfare of rural communities. It is a very academic concept based on mapping the tourism potential of each village.

A tourist village is a rural area that shows an atmosphere and beauty, authenticity, and local wisdom, both from the dimensions of socio-economic life, culture, customs, daily life which are developed as tourist objects. In line with this, village tourism has the potential for uniqueness and tourist attraction because it is unique and distinctive, which is managed in an attractive and natural way with the development of tourism support facilities based on the cultural values of the people of each village. There are other reasons why tourism villages need to be developed with a community participatory approach, namely:

Table 4. The Role of the Community in the Development of Tourism Villages

No.	Orientation	Participatory Model
1	Villagers	The main target of village development, so that all activities contained in rural areas must be oriented and aimed at improving the welfare of the community.
2	The role of society	The community is an integral part of the village itself, so it is not possible to have village development policies, including tourism development without community involvement.
3	Community status	The community is a group of owners of village history so that the community is far more aware of the weaknesses and potentials of the village than outsiders. The process of developing a tourist village is a contribution of community experience and knowledge in the development of a tourist village on a regular basis.

Source: Author's findings

A village in its development process into a tourist village requires support from various parties, both the village government, the community, and the private sector, in this case, investors must synergize with each other. The three parties must have the same preferences regarding the development of the village's potential. The village

government as the party that has the authority in implementing development at the village level, must not only be able to synergize various development policies with existing tourism development, but also must be able to accommodate the development of tourist villages.

Table 5. Differences between Non-Tourist Villages and Tourist Villages

Aspect	Non-Tourist Village	Tourist Village
Potency	Does not have prominent characteristics, cultures, customs, community characteristics, and has not yet optimized the potential of existing villages that will attract tourists.	It has a uniqueness that attracts tourists, both in the form of potential natural beauty, customs, and characteristics of the people.
Community character	Closed to immigrants/tourists.	Open to immigrants/ tourists.
Public perception of tourism	View and act that tourism is not a sector that is able to improve the community's economy and is able to increase village development.	Support and encourage tourism activities that are able to improve the community's economy and are able to improve village development.

Livelihood	Homogeneous / depending on the management of natural resources, such as agriculture, plantations, and so on.	Heterogeneous, not only to the management of natural resources but also to other livelihoods, such as the service sector (lodging, transportation/tourism).
Village development orientation	Tourism is not part of the village development plan, so the existing development programs are not intended to support tourism development activities.	Tourism is part of the village development plan so that development programs such as infrastructure are shown to support tourism development.

Source: Author's findings

The practice of classifying tourist villages not only provides differences in tourism potential and development but also has various differences

between one another in many aspects as can be explained in table 6.

Table 6. Differences in the Classification of Tourist Villages

Aspect	Tourist Village Custom/Culture	Nature Tourism Village/ Nature Conservation	Creative Economy Tourism Village
Attractiveness	Values of customs, culture, or community traditions.	The beauty of nature, mountains, rice fields, and plantations.	Craft products/community creative economy products.
Tourism development goals	Preservation of customs, culture, or community traditions.	Nature or environment conservation	Community economic development.
Travel resource	Blending with the local community	Integrate or separate from the community environment.	Integrate or separate from the community environment.
Tourist destination	Knowing and understanding the customs, culture, or traditions of the community.	Enjoy the beauty of nature, mountains, rice fields, and plantations.	Having handicraft products and community creative economy products.
The process of interaction with local communities	Local community interaction is an integral part of tourism.	Local community interaction becomes an external part of tourism.	Local community interaction can be an internal or external part of tourism.

Source: Author's findings

Community involvement in the development of tourist villages can be seen in the following plot:

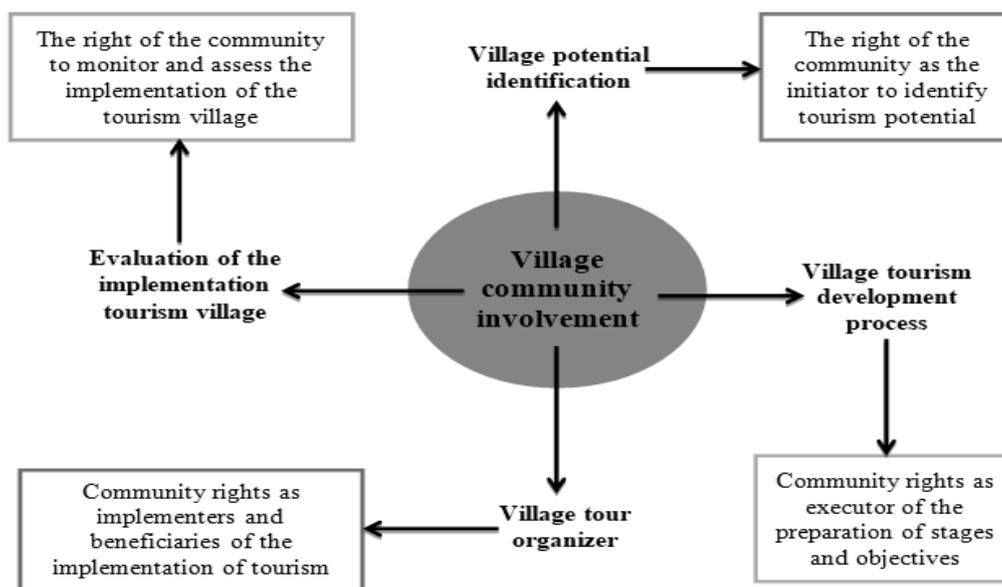


Figure 1. The Flow of the Community Involvement Process in the Development of Tourism Villages

The process of identifying the development of a tourist village is a correct excavation of the things that are considered capable of being developed into a tourist attraction. In this process, the community is directly involved to identify the potential that exists in their village. It is important because the community is the owner of the potential that exists in the village. The process of empowering rural communities in Enrekang Regency has a significant effect on community empowerment. This empowerment process is marked by the community's ability to make problem analysis, planning, implementation, and evaluation of a village community empowerment

program. During the current Global Crisis Pandemic, people must be able and dare to make decisions to make new businesses for the future. This is very possible through the tourism village program which was developed massively in Enrekang Regency covering 112 existing villages.

Increasing community empowerment requires a coherent package of changes in physical capital that is built based on the strength of educational facilities and infrastructure in developing human resources and the ability of empowerment actors in developing community empowerment. This can be seen in Figure 2, below:

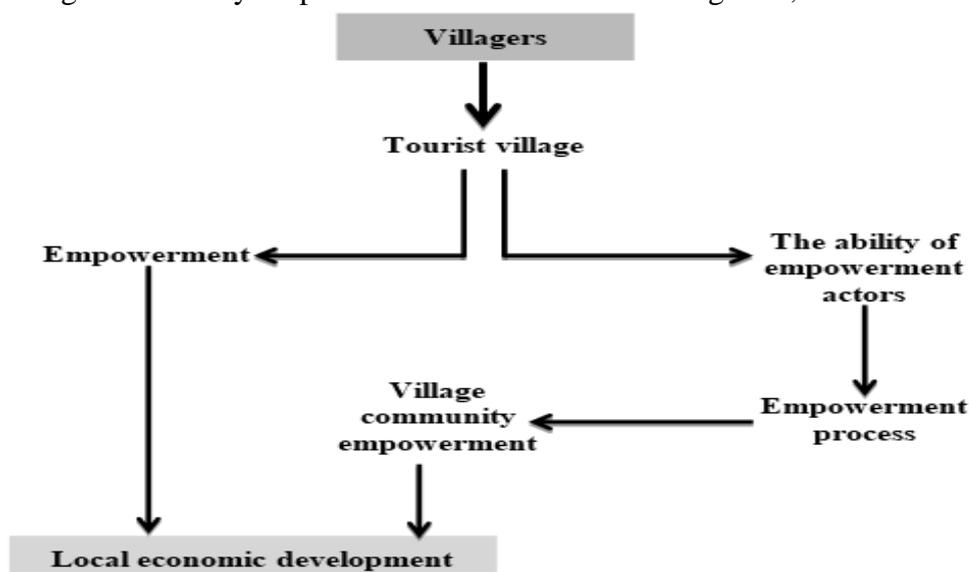


Figure 2. The Pattern of the Tourism-Based Village Community Empowerment Process

One approach that can be used to address this problem is local economic development. Local Economic Development (LED) seeks to make efforts to utilize existing resources, namely physical, human and institutional resources. In other terms, local economic Development is the use of local internal factors for Local Economic Development (LED). With this approach, it is hoped that there will be a synergy between comprehensive rural development and able to

increase village competitiveness. The synergy of Local Economic Development (LED) and Rural Development (RD) policies as an effort to reduce poverty can be illustrated as shown in Figure 3 below. In this case, it is necessary to establish institutional engineering that is in line with the two main strategies of Local Economic Development (LED) policies, namely economic clusters and partnership forums.

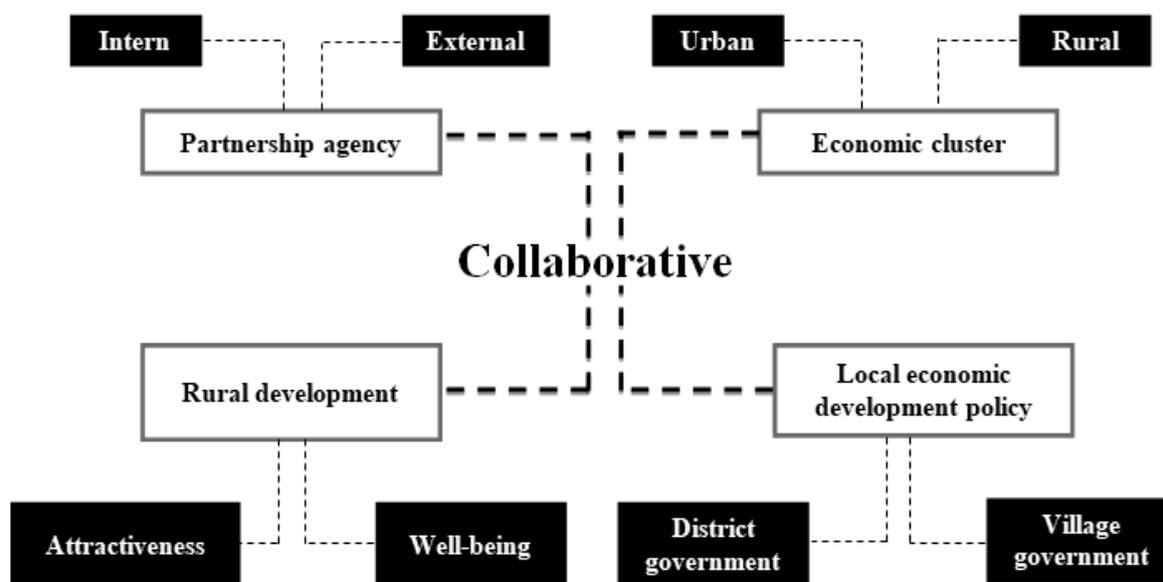


Figure 3. The Synergy of LED Policy and Rural Development in Increasing Competitiveness

Based on this description, economic clusters and partnership institutions are the two main keys in Local Economic Development (LED) policies. Concretely, Local Economic Development (LED) is implemented in several steps with the objectives and targets/targets of activities to be achieved. Broadly speaking, the steps for Local Economic

Development (LED) activities start from the process of socialization, facilitation, to institutional engineering. The aim is to build awareness among stakeholders, mobilize resources in partnership discourse, to develop long-term effective institutions.

Conclusion

Villages have a very urgent role in determining the success of development at the district level. The implementation of various village government programs in the Enrekang Regency is very dependent on the preparation of plans based on data and information compiled by the village in a systematic, complete, accurate, and integrated manner. The number of villages in Enrekang Regency is 112 villages; almost all of them have various potentials in developing tourist villages.

Based on the respondents' answers, we have provided questions for this research activity. Through information and technology facilities, not only infrastructure-based development can be published but also related to the promotion of village potential that can be carried out in real-time.

The development of communication and information technology, especially the internet, is currently bringing very rapid progress in various fields of life. Websites help many parties from

individuals, organizations, governments, and even the private sector to be able to present the latest information through digital media. A Smart village is a concept and its system through a smart system platform. The smart system platform understands the needs of the village and sees what needs are needed in the village, then the village needs are integrated into the smart village concept, namely the smart economy. To get to a smart village, the village government can observe

how smart villages can be reached. By looking at the potential of each village in Enrekang Regency. Rural tourism destinations are opportunities that can be maximized in economic growth through village original income. The implications of these efforts can also open up space for increasing local revenue. Then obtained some suggestions related to the development of tourist villages.

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