

TOURISM VILLAGE: ECONOMIC ACTIVITY INCREASES?

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ABSTRACT

Tourism is a sector related to various dimensions of life such as social, political, cultural and economic. The approach in this study is a qualitative and the type of research used is phenomenology. The villages of Pujon Kidul Indonesia that was originally a village whose economic structure is dominated by farming and livestock activities only, now it formed into a tourism village with the number of visitors that always increasing. This research aims to determine the implications of the existence of the Pujon Kidul Tourism Village to increase economic activity. The results showed that the existence of tourism village of Pujon Kidul can increase the economic activity of local communities is 1) production activities in the form of the creation of new business units that produce goods and services. 2) Distribution of alternative products and services of production can be directly to tourists and 3) increased consumption for personal needs and also productive needs.

Keywords: Tourism, tourism village, economic activity.

INTRODUCTION

Tourism is a sector that provides many implications on various dimensions of life such as social, political, cultural and economic. Tourism has become an important development tool for many developing countries and is the backbone of the economy both from the national level to the village level (Pratt et al., 2016). Tourism can diversified economic opportunities such as research from several countries namely Dominica (Duffy et al., 2016), China (Ma et al., 2019), India (Das & Hussain, 2016) and South Africa (Snyman, 2014).

Indonesia is one of the countries with natural tourism destinations that are attracted by many visitors both domestic and foreign. Indonesia's natural wealth becomes the main attraction of tourism. One of the forms of tourism offered is through the tourism village. Tourism village is a tourism destination developed in the village life that is managed by the local community.

One of the tourism villages managed in Indonesia is Pujon Kidul Tourism Village. Pujon Kidul Tourism Village was originally a village whose economic structure is dominated by farming and livestock activities. However, it has now formed into a tourism village. The following is a table of the number of domestic and foreign visitors in Pujon Kidul Tourism village in 2017-2019

Table 1: Visitor numbers Pujon Kidul Tourism Village year 2017-2019

| Year | Number of Visitors |
|------|--------------------|
| 2016 | 26.133 |
| 2017 | 214.215 |
| 2018 | 490.994 |
| 2019 | 618.578 |

Source: Village-owned Enterprises Pujon Kidul Tourism Village

According to the table above, it shows the number of domestic and foreign visitors in Pujon Kidul Tourism Village. The number of visitors of Pujon Kidul Tourism Village has increased from year to year. Pujon Kidul Tourism Village has qualified natural potential to determine tourist destinations. Pujon Kidul Village has fulfilled the tourism component needed in the formation of a tourism village. The three components are location, amenity and easy.

The stages of the implementation of tourism village development have also been passed by the Pujon Kidul Tourism Village is a planning plan that has been prepared by the village government and the community, development planning owned by mutual cooperation is done jointly by the government and the village government as well as management and improvement plans. Thus, the study aims to determine the implications of the existence of the Pujon Kidul Tourism Village to increase economic activity.

METHOD

The Research Framework

The approach in this study is a qualitative approach. By conducting in-depth studies to analyse the increase in economic activity in Pujon Kidul Tourism Village. This type of research includes the type of phenomenology as this research identifies the fact of the experience of a number of research subjects by being directly involved in the field as well as specializing phenomena that seem to examine the existing reality.

The research site is located at Pujon Kidul Tourism Village, Pujon District, Malang Regency, East Java Province, Indonesia. The village of Pujon Kidul has 3 hamlets, namely Krajan, Hamlet Maron and Dusun Tulungrejo. The data source is divided into

primary data and secondary data. Primary data is obtained directly from the first data source, which is the result of in-depth interviews with informant. The informant election techniques in this study used purposive sampling. Researchers used purposive sampling technique because the procedure was assessed appropriately to select the informant criteria. The selected key informant are:

- 1) Head of Pujon Kidul Tourism Village
- 2) Main director of village owned enterprises
- 3) Employees of village owned enterprises
- 4) Local community of Pujon Kidul Tourism Village

Based on the above informant criteria, there are 10 informants in this research. Secondary data in this study is the data obtained from extracting information not directly by researchers, i.e. documentation obtained from research subjects and related parties as well as from the research site website, in the form of location maps, number of visitors and some village regulations (legal products). The data collection techniques conducted in this study were participatory observation, in-depth interviews, field records and documentation studies.

RESULTS AND DISCUSSION

Pujon Kidul Tourism Village Anatomy

Pujon Kidul Village has fulfilled the tourism component needed in the formation of a tourism village. The three components of tourism are:

1) Attractions

Attractions or tourist attractions that are owned by the Pujon Kidul Tourism Village are available which include natural, cultural and man-made attractions. The main attractions that become icons of the Pujon Kidul Tourism Village is Cafe Sawah unit that complete with various tour packages offered such as village culinary, water rides, photo rides and agility rides. Artificial attractions in Cafe Sawah unit such as flower gardens, fish ponds, and other photo spots become artificial attractions formed by the community, especially managers of rice fields, which are built in stages.

The Cafe Sawah unit popularity can be seen from the number of tourist visits that have continued to increase from the moment it opened in 2016 to the present. Live in or stay in the Pujon Kidul Tourism Village is also a tourist attraction in the Pujon Kidul Tourism Village, which is a package to stay in the village by staying in the Pujon Kidul Tourism Village complete with feeling and being directly involved with various activities of the Pujon Kidul Tourism Village residents.

2) Amenity

Amenity or the availability of various tourism support facilities such as food, entertainment, worship, health, souvenirs and others are well available in the Pujon Kidul Tourism Village. The community has understood the needs of tourists to support every tourism activity.

3) Accessibility

Accessibility in the Pujon Kidul Tourism Village is fairly good. Access to tourist sites is easy for tourists to reach, as is access to information. Tourist sites can be reached by various modes of transportation including tourism buses. Although the road used towards the tourist location is a village road, the field coordination by the crew is very good, so it does not interfere with the activities of local villagers or even other villages that are traversed by the Pujon Kidul Tourism Village tourist path. Infrastructure development is also often done to support the convenience of tourists who want to visit tourist sites.

The stages of the implementation of the development of the tourism village have also been traversed by the Pujon Kidul Tourism Village, namely the planning stage that has been carefully prepared by the village government and the community, the implementation phase of the development carried out jointly by the residents and the village government as well as the management and evaluation stage .

The policy steps in the development of a tourist village have also been taken well as follows:

1) Human Resource Development (HR)

Seminars and training in the Pujon Kidul Tourism Village have been carried out continuously both in the field of tourism and non-tourism. This was done in order to develop human resource capabilities in the management of village tourism and improve other managerial capabilities. Other soft skills training is also routinely carried out either by the village government or by separate community groups, for example homestay training, batik making, MSME and so on.

2) Partnership

Pujon Kidul Tourism Village has also built a good partnership, especially with the Regional Tourism Office. Cooperation is carried out such as promotional activities and training. In addition, Pujon Kidul Tourism Village also partners with the Office of Cooperatives, the Office of Industry and Trade as well as the Directorate of Village Economic Business Development and so on.

3) Government Activities in the Village

Many activities carried out by the village in the context of developing tourist villages such as official meetings, exhibitions, training, tourist visits and so forth. Moreover, Pujon Kidul Tourism Village has a cultural park located in the rice field cafe area which is used as an exhibition or hall to conduct various activities, meetings or exhibitions.

4) Promotion

Various media are used by the Pujon Kidul Tourism Village to promote its tourism products, both through print and electronic media. Moreover, access to information is so fast and easy that tourism promotion can be done easily. Social media is an option for tourism promotions that can capture the interests of visitors.

5) Festival / Match

Pujon Kidul Tourism Village has often held festivals or competitions in order to develop existing village innovations and potential. One example is holding a competition between homestays in the Pujon Kidul Tourism Village, which started from the village scope until the homestay won the best traditional homestay award at the Southeast Asian level.

6) Fostering Citizens' Organizations

Pujon Kidul Tourism village government is very open to the development of organizations or groups in the village environment. Citizens' organizations that are formed are given the opportunity to develop their goals as long as they do not conflict with village regulations.

7) Collaboration with the University

Collaboration with universities has also been carried out by Pujon Kidul Tourism Village. For example through community service activities, real work lectures field work and practices. The cooperation that is built is expected to obtain positive feedback for the development of the tourism village concept that has been built.

Production activities

Economic activities that occur in the Pujon Kidul Tourism Village can not be separated from the role of the village owned enterprises that is useful to support the activities of the tourism village. Proprietary enterprises can increase community productivity. The following are business units that are specifically related to community production activities:

1) Clean Water Unit

Before the presence of clean water units, the water needs of the community is using an old system that is from the water tandon installed long pipes to the house of residents without the presence of the main pipe, then each-house installed a water pipe itself. It resulted in uneven water supply and unbalanced payments. Then, by village-owned enterprises. This unit was built with a higher water mark with more capacity and better pipe installation.

2) "Cafe Sawah" Unit

The Cafe Sawah Unit is the main iconic tourist destination. In the first Cafe Sawah are just a stretch of rice terraces that stretches with the scenery surrounded by mountains. Cafe Sawah was built in 2016, and stood on a land area of 6.3972 m². Development is done gradually. The concept of dining in the middle of rice fields is the main attraction of this tourist destination. The number of employees of Cafe Sawah is as many as 104 people who are indigenous people of Pujon Kidul Tourism Village. Many of the employees were children dropouts.

3) Live in Unit (village stay)

The live in Unit offers a tour package in the form of living in the village, by staying together in the house of citizens and doing activities of villagers in general such as farming and livestock. The live in program is offered in a family, school, institution, company or group that wants to enjoy a holiday together in the village of Pujon Kidul tourism. Activities undertaken such as planting rice, picking fruits and vegetables, milking cows to make various crafts and processed food. The cooking activities with the residents are also always done to get the original rustic nuance. Values such as caring, simple and lightweight hands will be set up in this program. Packages are offered from agricultural appeals study packages, farms and dairy processing.

The existence of this live package also increases the community's production activities. Not only produce goods, but with live in, production activities in the form of services also increase such as homestay business. Homestay is a new business opportunity for people of Pujon Kidul Tourism Village.

4) Parking and Voucher Unit.

Parking units and vouchers are closely related to the rice Cafe Sawah unit. Initially, every visitor who came to Cafe Sawah will charged parking only. The workers of this unit are divided into ticketing and voucher and on the parking area. The increasing number of visitors during holidays makes parking lot less, so the village then add another parking lot in a location that is slightly further away from the location of Cafe Sawah, but when visitors feel too far when reaching the location, can use the facility of tourist driver.

5) Integrated Waste Management Unit

Since the year 2016 Tourism Village of Pujon Kidul has built an integrated waste management Unit equipped by garbage crushing machines and garbage disposal carts. The activities are collecting, sorting and processing waste. Garbage sorting is done by separating wet, dry, organic and non organic garbage. Garbage pesticide agriculture is also made to be done processing in particular. Inorganic waste is resold, while organic waste is processed to become compost. Compost fertilizer produced next is utilized by the community, whether for plants that exist in the Cafe Sawah fields or by farmers in the village tourism Pujon Kidul.

6) Paving and Brick Unit

Paving and brick unit is a unit of business owned by the Pujon Kidul Tourism Village. Paving and Brick Unit is located next to the Integrated Waste Management unit. Raw materials used such as stone ash, sand and cement then adapted next to be inserted into the mixer and printed. Each day produces paving and brick. Paving and Brick units are used for village community empowerment. This unit does the making of paving brick and culverts. In a day can produce up to 1500 pieces of paving. The results of production can be used by the community. There are 4 people working in this unit that work every day.

Distribution Activities

The existence Pujon Kidul Tourism Village has brought a different distribution flow than before. If the agricultural products were previously sold directly to the market or to the middling, farmers now have other alternatives in their marketing. Tourist visitors can buy directly to farmers.

Production in tourism village Pujon Kidul was initially still constrained by marketing or distribution problems, limited quota and competitiveness outside so strong. Therefore, Pujon Kidul Tourism Village has the initiative to change the distribution pattern that should be produced by the village, but converted into tourists who are imported into the village to buy the product.

Now the marketing of agricultural products and farms is done in various forms, one of which is through live in. In addition, in the village of Pujon Kidul, cow milk will be deposited to the dairy cooperative.

However, the results of cow milk is often rejected cooperatives because it is less fulfilling the standard eg because milk from cows that have just spawned will be rejected by the cooperative because it contains high colostrum. Later, tourism village of Pujon Kidul produces a variety of cow's milk processed and the condition becomes transformed. Milk that is rejected by cooperatives due to lack of standards or contains high colostrum can be accommodated and purchased for various kinds of processed. So that the community becomes assisted to reduce the loss of output cow milk that is not acceptable for cooperatives.

Promotion of tourism services and tourism products in Pujon Kidul Tourism Village is now easier to do with the help of social media, also promotion on the travel agencies that often come to Pujon Kidul Tourism Village. The information also makes distribution activities in Pujon Kidul tourism village increasing.

Consumption Activities

Before being formed a tourism village in the Pujon Kidul village, people must go to another village just to fulfill the daily needs of society. The consumption of goods and services is also limited because the needs of the community is not too varied. However, once the tourism village formed community consumption level also increased, both in the effort to fulfill the needs of the individual or the needs of their families and for business activities it has such as for the needs of the homestay and the need to sell. So the purchasing power of society increases.

People also usually buy food in the tourist destinations in the village. Likewise, with some production in the Pujon Kidul Tourism Village also consumed by the local people. Such consumption includes food and non-food needs.

DISCUSSION

A previous study conducted by (Holik, 2016) showed that with the opening of a tourist attraction, an economic activity would develop. For example, lodging, tour guide, hotel, restaurant, supermarket, souvenir shop, also parking attendant and porters. But the results of the study have not grouped in any economic activity that shows improvement of previous conditions. The research is trying to complement the grouping of economic activity in the form of production activities, distribution and consumption of local communities.

This study showed that there was an increase in the economic activity of local communities that occurred as a result of the village. The

economic activities of society are becoming increasingly diverse, both in tourism and non-tourism sectors. Community production activity increased from the creation of new business units that existed with the output of goods and also services.

The development of tourism villages has a significant role in economic, social and environmental aspects. It is also seen in this research, namely Pujon Kidul village which was originally a lesser known village with the livelihood of residents as farmers and ranchers today has successfully developed the concept of tourism village in his village. Pujon Kidul Tourism Village becomes a village that can bring many changes in people's lives. Community role in the development of Pujon Kidul Tourism Village is so great. The community serves as the perpetrator, owner and manager of the activities in the Pujon Kidul Tourism Village.

In line with the presented by (Zaei & Zaei, 2013) that the double effect of tourism was seen from sales, output, income and occupation, the existence of tourism village Pujon Kidul also showed an increase in some of the things that are increasing the productivity of the community. Village governments also support the emergence of both individual and group citizens' efforts. Various processed products typical of Pujon Kidul tourism Village can be produced and marketed to tourists and outside the village of Pujon Kidul tourism.

The Cafe Sawah Unit also absorbs much of the original workforce of Pujon Kidul Tourism village. It is in line delivered by Liu & Wu (2019) that the tourist destination is to increase tourism productivity. Productivity is a key concept in economics. In

particular, increased productivity can lead to increased output and growth without additional input. Non-productive villagers who do not have land-directed or are no longer productive can now be more productive.

Through the business units in Pujon Kidul Tourism Village, various goods and services can be produced by village community such as paving, brick, organic fertilizer, processed products and so forth. The coming of tourists to Pujon Kidul Tourism Village is able to boost the selling price of agricultural products. The price sold on the tourists can be higher than the price on the market. Visitors can buy agricultural products directly to the merchant and can also go through the activities of agricultural education and livestock. So that the loss of crops resulting from low selling price in the market can be reduced. So that the sale of agricultural and community farms can increase.

The existence of the tourism village of Pujon Kidul is also able to open new employment for the community both in tourism and non-tourism business. Farmers and ranchers have a side business. Non productive people can be employed such as becoming a tourist motorcycle taxi. In this study, not only increased production activities, but also increased the distribus activities. If the agricultural products were previously sold directly to the market or to the middling, farmers now have other alternatives in their marketing. Tourist visitors can buy directly to farmers. It is also supported by the opening of information that further supports the marketing of goods and services that exist in the Village of tourism Pujon Kidul better.

The level of public consumption also increased, both in the effort to fulfill the needs of individuals or the needs of their families and for their business activities. The existence of tourism village of Pujon Kidul also made the community consumption rate increased. The purchasing power of society is increasing, not only for consumptive needs but also productive needs. The needs of people can be fulfilled in Pujon Kidul Tourism Village, unlike before that should go out of the village if needed anything. This is also due to the increasing income that makes the community lifestyle also changed supported by the development of technology that has entered into Pujon Kidul Tourism Village with easier information access.

Poverty rate that also fell in the tourism village of Pujon Kidul, according to the one that was targeted by Zaei & Zaei (2013) that tourism activities can reduce poverty through increased national income, job creation; Foreign currency revenues, regional development, promotion of local handicrafts and much more. The role of tourism in the decline of poverty figures is in line with those presented by (Yergeau, 2020) that tourism is often viewed in literature as a mechanism in helping to improve local welfare and reduce poverty in developing countries

CONCLUSION

The existence of the tourism village of Pujon Kidul is also able to open new employment for the community both in tourism and non-tourism business. The existence Pujon Kidul Tourism Village can increase the economic activity of local communities are 1) production activities in the form of the creation of new business units that produce goods and services. 2) distribution of alternative goods and services delivery products directly to tourists and 3) increased consumption for personal needs and also productive needs. So that good management skills are needed to improve the economy and also maintain economic stability so as to improve welfare for the local population, especially the country's residents in general.

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