

Research Article

Effect of Community Participation Levels on Tourism Village Development

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Abstract.

Tourism is a catalyst for community economic development in cities and villages. In Indonesia, the central government encourages village governments and their communities to turn their villages into tourist villages. This is an effort to improve the village's economy. Lamajang Village is one of the tourist villages in Bandung Regency and is categorized as a pioneer tourism village even though it has been designated as a tourist village for more than 10 years. Previous studies have stated that the success of developing a tourist village depends on the level of acceptance and support of the local community. This study aims to identify forms of community empowerment and measure the level of community participation in the development of tourism villages. The study approach uses the Arstein ladder of participation theory which suggests eight levels of participation and case study. The analysis uses a quantitative approach and is equipped with a qualitative approach to deepen the social phenomena. Data collection were done using in-depth interviews and questionnaires. The method of analysis used content analysis and scoring. This study found that the level of community participation in the development of tourism villages is 86.2% or at a moderate level. Particularly, the level of participation is very high for the form of participation on consultation and placement, and very low on citizen control. These results indicate that high community participation is not the only factor that can determine the success of developing a tourist village.

Keywords: participation, community, village tourism, development

1. INTRODUCTION

Tourism plays a role as a catalyst for community economic development both in cities and villages. In Indonesia, many villages develop their own tourist village in almost all regions to increase local economy. In 2021, there are 1.836 tourist villages in Indonesia. In this regard, the Ministry of Tourism and Creative Economy of the Republic of Indonesia targets that 244 tourist villages have been certified by 2025. Previous studies stated that the success of developing tourist villages depends on the level of acceptance and

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support of local communities [1]. Wingnyo [2] emphasized that community participation is the most important component in efforts to grow independence and the empowerment process. The neglect of local community participation in the development of tourist villages is the beginning of the failure of the goals of developing tourist villages. Community participation influences the value of tourist attraction and resource sustainability in tourism development [3]–[5]. According to Timothy [6], there are two perspectives in viewing community participation in tourism. The two perspectives are (1) the participation of local communities in the decision-making process, and (2) related to the benefits received by the community from tourism development.

In literatures, elements of tourist villages have similarities which emphasize elements of community support or involvement both as part of institutions and individuals. Which is the extent of the community participation in the development of tourist villages? we categorize participation level using the ladder of citizen participation by Arnstein [7]. In general, in this model there are three degrees of community participation: (1) non participation (citizen has no power); (2) pseudo-degrees (degrees of tokenism) and highest level is degrees of citizen powers. The local community determines the success of developing a tourist village because without the support of the community the government cannot run alone. Local communities have the same important position as the government and the private sector as stakeholders in tourism development. How about the failed tourist village? Does this failure also indicate a low level of community participation?. This study is located in the Lamajang's tourist village, Bandung Regency.

Bandung Regency is one of the regencies in West Java which since 2011 has determined ten tourist villages that will be and have been developed. Bandung Regency itself is an area that has advantages in the tourism sector. Starting from natural tourist attractions, cultural tourism and man-made tourism supported by natural environmental conditions, socio-cultural environment, availability of facilities and accessibility that can support tourism activities in Bandung Regency. One of the tourist villages that has diverse tourism potential in Bandung Regency is Lamajang Village, which is located in Pangalengan District. Lamajang Tourism Village is located in Lamajang Village, Pangalengan District, Bandung Regency. Lamajang Tourism Village has quite a variety of attractions compared to 9 other tourist villages, namely the Cikondang Traditional House Site, Batu Eon Site, Rafting on the Cisangkuy River, Ceret Waterfall, Cimalawindu Waterfall, Grandmother Dalem Lamajang's Tomb and Mount Tilu Campground. Bandung Regency consists of 270 villages and 10 villages are stipulated in the Decree of the Regent of Bandung number 556.42/kop.71-DISOPAR/2011 concerning the Designation of Tourism Villages in the Bandung Regency Region, one of which is Lamajang Village.

However, until now, Lamajang Village is still categorized as a pioneer tourism village even though it has been more than 10 years since its establishment.

A tourist village is a rural area that has a unique and distinctive appeal (both in the form of physical attractiveness/uniqueness of the rural natural environment and social and cultural life of the community), which is managed and packaged naturally and attractively with the development of tourism support facilities in an environmentally friendly environment. Harmonious and well-planned management so that the attractiveness of the countryside is able to drive tourist visits to the village, as well as grow tourism economic activities that improve the welfare and empowerment of local communities. Community participation is important in a democratic country to understand the people in a country through ideas and ideas to create appropriate and fair policies. Democracy has principles that are in accordance with the Quran, such as the principle of shura, equality, independence, equality of human rights and justice [8]. Thus, this study aims to measure community participation level and its influence on improvement level of tourism village development. This study takes a case study of a tourist village which indicates a failure in its development.

2. METHODS

This study uses Arnstein [7] level of participation theory approach which suggests eight ladders or levels of participation including: community supervision, delegation of power, partnership, reassurance, consultation, notification of information, therapy, and manipulation. Then, Arnstein [7] explains that community participation is based on the power of the community to determine a final product, each ladder is distinguished based on corresponding to the extent of citizen's power in determining the plan and/or program. In general, in this model there are three degrees of community participation: (1) non participation (non participation); (2) pseudo-degrees (degrees of tokenism) and community power (degrees of citizen powers). This study uses a case study approach to explore and understand deeply the uniqueness of social phenomena [9], [10]. This study was conducted for the case of the Lamajang village. Lamajang village is one of the villages designated as a tourist village in Bandung Regency with the advantages of natural, agricultural and cultural tourism since 2011. This year, the status of Lamajang village as a pilot village indicates a unsuccessful development where is this village has been designated as a tourist village in Bandung Regency since 2011. However, in 2018, this village was awarded as the best tourist village in Bandung Regency. In 2019 - 2021, tourist activities will temporarily stop. then in mid-2022, tourism activities began

to be encouraged or active again. Analysis was using scoring methods and support by qualitative descriptive analysis mehods.

Data collection using a questionnaire with the number of respondents as many as 100 determined using the Slovin formula and selected using cluster random sampling with regional administration criteria. In the questionnaire, there are 23 statements that represent the level of participation in tourism development. Then, the respondent gives an assessment of 1 to 5, where the greater the value given indicates agreement with the statement. The score of each statement is multiplied by the number of respondents, then the value is compared with the ideal score to produce the level of participation. Then, the classification of participation levels is divided into 5 classes, namely very low, low, moderate, high, very high. In addition, the results of the questionnaire have been tested for normality. Qualitative descriptive analysis uses interview data and analyzes the pattern of answers from informants after data selection and data categorization are based on the level of participation variable. In this study, there are 6 (six) key informants, including village officials, tourism managers, and community representatives

3. RESULT AND DISCUSSIONS

3.1. The Lamajang Tourism Village Development

Tourism attraction is a major activity offered to tourists. Tourist attractions are defined as covering natural, cultural, and artificial/artificial attractions, such as events or special interests [11]. The Lamajang Tourism Village is different from other tourist attractions around the Pangalengan Tourism Area, what distinguishes it is the existence of cultural tourism in the Cikondang traditional village and culinary tourism where visitors can try the typical food, and nature and agriculture attractions as can be seen in Table 1 and Figure 1.

TABLE 1: Tourism Attractions in Lamajang Village.

No.	Types of Tourist Attractions	Attractions
1.	Nature and Agriculture Attractions	Agricultural/plantation object visit Paddy plow/paddy planting attractions Tracking, hiking, adventure Outbound
2.	Cultural attractions	Welcoming/traditional ceremony Learn gamelan, traditional dance Culinary attraction package Traditional and histourical house

In organizing tourism, the ease of transportation is important. Tourism accessibility is a means that makes it easy for tourists to reach tourist destinations [11]. The following

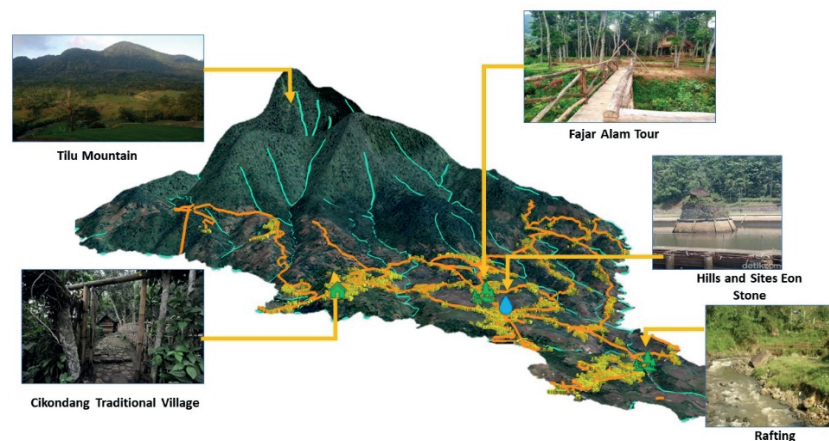


Figure 1: Lamajang Village Attraction.

are some of the accessibility findings in tourist destinations. In order to reach tourist attractions, adequate routes and road access are needed so that they can launch tourist trips. The means of transportation that can be used to get to tourist destinations in Lamajang Village is by using private vehicles. Ancillary services are tourism organizations needed for tourist services such as tourism marketing management organizations [12]. The accommodation business in Lamajang Tourism Village has intervention with the Government in the form of education or training in the form of counseling to owners and this activity is carried out once every 10 months. Traditional houses offered as accommodation for tourists are uncertain, because almost all of the residents' houses are prepared to be rented out and the distribution is determined by the head of neighborhood unit.

3.2. The Form of Community Participation

Based on the results of interviews, there are several forms of community participation, that is manage tourist destinations, do an evaluation, involved in promotion, give suggestions/idea, open a business related to tourism, provide homestay, survey activities/collect data, and as tour guide. The form of community participation in tourism is the community collects data and maps tourism potential in their village and maintains tourism itself, especially cultural tourism. The results of the interview with the village head of Lamajang. *"The development of the Lamajang Tourism Village started with cultural tourism which was guarded by the community so that it could become an attraction. I have always prioritized the tourism sector in Lamajang Village in addition to my focus on village community health and education"* (Village Head, 2022). The Lamajang Village Government has a working group in the tourism sector whose role is to

accommodate ideas to be used as work programs. In this stage, the community actively contributes such as managing destinations, providing homestays and participating in promoting tourist destinations in Lamajang Village.

In addition, there is support from institutions such as the family welfare empowerment organization. *“The organization itself has a special program to help support the development of Tourism Villages. The organization itself is one of the institutions that move women here to support all village activities”* (Chairman of the Family Welfare Empowerment Organization, 2022). The development of the Lamajang Tourism Village is strongly supported by the people of Lamajang Village with enthusiasm in every series of tourism development activities, however, the village government has not been able to provide concrete support in the form of funding. *“People’s enthusiasm is sometimes hampered because of the lack of concrete support from the village government. Since village funds may not be used for the tourism sector”* (Managers of Lamajang Tourism Village, 2022). The development activities of the Lamajang Tourism Village still rely on funds from the community where they set aside some of their funds for the development of tourist destinations. The form of participation shows the level of participation on the Arnstein ladder see [7], namely consultation, placation, and delegated power. Furthermore, even though the community has participated in program formulation, placing the community as a driving force for tourism development, downstream in the form of a partnership between the community and the village government to realize tourism development programs is almost non-existent. These conditions affect the effectiveness of village development based on community participation.

3.3. The Level of Community Participation

In Arnstein’s concept explaining community participation which is based on the power of the community to determine a final product, each ladder is distinguished based on corresponding to the extent of citizen’s power in determining the plan and/or program. The approach taken in this analysis is qualitative by integrating public opinion, findings and the steps of Arnstein’s participation [7]. Arnstein’s findings and theory are the level of community participation in Lamajang Village, which is at the level of community delegation. The community manages and develops tourism potential in Lamajang Village, as excerpts from the interview with the following. *“We are tourism managers and the community participates in planning activities such as surveys and discussions about tourism”* (tourist village manager, 2022). This shows the existence of reciprocity or mutually beneficial conditions between the community, the manager

and the village government. Related to that, reciprocity and mutual benefits enhance long-term relationships and effective and sustainable cooperation [13].

TABLE 2: The Community Participation Levels in Lamajang Village Tourism Development.

Forms of Participation	Level (%)	Level
People give opinions/suggestions	92.2	Very high
Community participates in survey activities	94.8	Very high
The community provides homestay	97.2	Very high
People open a food/beverage business	83.4	Moderate
Communities actively manage tourist destinations	85.6	High
Community as Tour Guide	77.6	Very Low
Community provides information and carries out promotions	82.6	Low
Community evaluates the implementation of tourism activities	79,9	Very Low
Level of Community Participation	86,2	Moderate

The level of community participation in the development of tourism villages is 86.2 percent or at a moderate level as can be seen in Table 2. However, if viewed more deeply, the level of community participation is very high for the form of participation at the second level of the Arnstein ladder, namely consultation and placement, while very low on the third level ladder or citizen control. This is shown from the role of the community as a giver of ideas, critics, providers and managers of accommodation, tour guides, conduct promotions, and evaluate the progress of activities. These results indicate that the stagnation of tourism development in Lamajang Village is not influenced by factors of community participation or involvement. In addition, high community participation is not the only factor that can determine the success of developing a tourist village.

4. CONCLUSION

Community participation is important in the development of tourist villages as stated on related previous study. Referring to Arnstein's theory regarding the level of community participation, the results of this study show that community participation is at the level of community delegation. This level shows that the community is given the space and power to manage and make decisions on tourism activities in the village. Community participation in the development of the Lamajang tourism village is high. This is shown from the role of the community as a giver of ideas, critics, providers and managers of accommodation, tour guides, conduct promotions, and evaluate the progress of activities. The findings of this study indicate that community participation has a positive effect on the improvement or success of development, but it is not significant.

These results indicate that high community power and community participation are not the only factors that can determine the success of developing a tourist village. This study conclude that the stagnation of tourism development in Lamajang Village is not influenced by factors of community participation. Even though the community has participated in the formulation of the program (consultation) and as a driving force for tourism development, downstream in the form of a partnership between the community and the village government to implement tourism development programs is urgently needed. These conditions affect the effectiveness of village development based on community participation. In the context of rural tourism development, governance and the forms of partnerships that can be built between the village government and the community need to be further investigated. moreover, now the village administration has substantial financial resources to be able to develop the village independently.

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