

Research Article

Evaluation of Tourism Village Development Program: Comparative Study of Lebak Regency and Ende Regency Tourism Villages

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Abstract.

This research aims to evaluate tourism village development program in Lebak Regency and Ende Regency using a descriptive qualitative approach with a case study method. Data were collected using free guided interviews, observation, and reviewing documents, and were analyzed qualitatively. Tourism villages in Lebak Regency were formed to empower village communities and be direct actors in increasing readiness and awareness in addressing tourism potential and attraction. Each village compiles an event agenda that prioritizes local wisdom in their village. The Tourism Awareness Movement in all areas of Lebak Regency is realized through the existence of Tourism Awareness Groups (Pokdarwis) as actors driving tourism. Tourism attractions in Lebak Regency are grouped into three parts of natural, cultural, and artificial attractions. As for Ende Regency, the direction of the development of the tourism area uses a cluster system approach to explore, strengthen, and optimize potential and overcome specific problems. Thus, it is expected that the development of tourism areas can be more focused, specific, and still have a character in accordance with local values. Ende Regency has the advantage of tourism based on its natural resources with their authenticity and sustainability, local cultural resources, as well as the principle of maximum benefit for humanity, society, culture, and environment.

Keywords: tourism, program evaluation, tourism village

1. Introduction

In order to realize the goals of the Indonesian country as an autonomous, developed, and prosperous nation, tourism development is a necessary component of national development. According to Law No. 17/2007 on the National Long-Term Development Plan (RPJPN) 2005–2025 (1), the growth of the tourism industry is supposed to boost economic activity, enhance Indonesia's reputation, enhance the welfare of nearby people, and create more job possibilities. Utilizing the nation's diversity of natural beauty charms and its potential as the world's largest maritime tourism area in a prudent and sustainable manner are key components of tourism development, as is promoting business ventures associated with the advancement of the country's culture.

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Published: 17 July 2025

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Selection and Peer-review under
the responsibility of the
ICoGPASS 2024: Policy and
Development Conference
Committee.



Furthermore, cultural awareness fosters a favorable and peaceful environment that enables local wisdom values to respond to modernization in a way that is constructive and consistent with national values. This allows for the realization of national identity in accordance with the noble values of the nation's culture.

Concern and commitment, as well as the role of the government in efforts to empower communities in the field of tourism, have been regulated and contained in Law Number 10 of 2009 concerning Tourism (2) which states that the impact obtained from tourism development is in the form of improving community welfare, reducing poverty and unemployment and environmental sustainability. Another commitment is shown by the formulation of Government Regulation No. 50/2011 on the National Tourism Development Master Plan (RIPPARNAS) (3), which contains the vision, mission, goals, objectives, and direction of tourism development for 2010-2025.

However, it is exceedingly challenging to put the idea of sustainable tourism development into practice. The challenge is how the population around the tourist attraction can get greater benefits by utilizing the potential around the tourist attraction. This concept is not easy to do in the field because the population around the tourist attraction is less able to play a role in tourism activities. This happens because the population does not yet have the competencies necessary for the operation of tourism activities in tourism development. Tourism development can be done with the development of tourism that includes local communities (community based tourism) (4) in this case the development of tourism villages, where the community jointly builds and manages tourism by exploring the potential they have and also the potential of the village or region. This is also increasingly in demand with the development of tourism which has now experienced a shift, from mass tourism to special interest tourism. Tourists feel bored with conventional tourism that has been offered, so many have switched to special interest tourism.

The enactment of Law No. 6/2014 on Villages (5) has placed villages in a very important position for Indonesia's development. The village community is no longer the object of development, but the main actor. Villages are no longer just receiving programs from the government, but have become the creators, implementers, and enjoyers of these programs. The development of tourism villages has become one of the strategies to improve the local economy, introduce culture, and preserve the environment. In Indonesia, there are many areas that have the potential to be developed as tourist villages, including Lebak Regency in Banten and Ende Regency in East Nusa Tenggara.

The existence of tourism villages in Indonesia itself is currently experiencing a very rapid development. Through the PNPM (National Program for Independent Community Empowerment) program that has been developed since 2009 by the Ministry of Tourism and Creative Economy (KEMENPAREKRAF), in just three years the number of tourist villages has increased fivefold. According to data from the Ministry of Tourism and Creative Economy, there are currently 978 tourist villages in Indonesia. This number has increased sharply compared to 2009, when only 144 tourist villages were recorded. The old paradigm that assumes that local communities only get “leftovers” from tourism activities is now starting to shift.

Comparing Lebak Regency in Banten Province with Ende Regency in East Nusa Tenggara Province aims to explore an in-depth understanding of the different potentials, challenges and development strategies faced by the two regions, especially in the context of sustainable tourism development. This kind of research is important for several reasons:

1) Geographical and Ecological Diversity

Lebak Regency and Ende Regency are located in two very different geographical and ecological regions in Indonesia, providing diversity in terms of natural conditions, climate, and ecosystems. Lebak, with its topography that includes mountains, beaches, and forests, has different potential from Ende which is famous for its blue sandy beaches, volcanoes, and savannas. Comparing these two districts provides an opportunity to understand how geographical diversity affects resource management and regional development as a tourist destination.

2) Socio-Cultural Dynamics

Both regions are also rich in diverse cultural heritage and traditions, reflecting their unique social and historical backgrounds. Research comparing socio-cultural dynamics can reveal how communities in the two districts utilize their cultural heritage for sustainable tourism development, as well as how they face the challenges of modernization and globalization.

3) Economic Development and Tourism

The districts of Lebak and Ende both seek to develop their tourism sectors as drivers of the local economy. By comparing tourism development strategies in the two regions, this research can identify best practices and challenges faced in optimizing tourism's contribution to local economic development.

4) Environmental Management Strategy

Natural resources and environmental management are key challenges in both districts, especially in the context of climate change and sustainability. Through comparison, this research can reveal the approaches taken by each district in managing the environment and natural resources, as well as how such efforts can be integrated into sustainable development strategies.

5) Policy Implications

Understanding the local government policies and implementation strategies in the two districts can provide insights into how policies can be designed and customized to support unique regional development. This includes policies in the areas of investment, infrastructure, education and health.

2. Theoretical Study

2.1. Concept of Tourism

In Law Number 10 of 2009 (2) and Government Regulation Number 50 of 2011 (3), the definition of tourism is: all activities related to tourism and are multidimensional and multidisciplinary in nature which arise as a form of the needs of every person and country as well as interactions between tourists, central government, local government and entrepreneurs. Herman V. Schulalard in Yoeti (6), provides a limitation of tourism, there is: "Tourism is the sum of operations, mainly of an economic nature, which is directly related to the entry, stay and movement of foreigners inside a certain country city or region", meaning that a number of activities, especially those related to the economy, are directly related to the entry, stay and movement of foreigners in and out of cities, regions or countries.

Concepts that are often used in tourism literature, namely destinations and sites. Destinations are physical and cultural boundaries across countries, also known as destinations. The term site overlaps significantly with destination but tends to center on a particular place bound by physical or cultural characteristics (7). The diversity of attractions (sites) can be a supporting factor for location specialization. Therefore, if there is an area that is unique and different from other areas, then the area can perform location specialization (8).

Stange and Brown (7) state that there are 6 components in tourism development, namely:

- a. Attraction. All tourism products begin with attraction.
- b. Access. A tourist attraction must have access, which refers to the ease of visitors to come, but sometimes a site becomes attractive because it is difficult to reach.
- c. Activity. Namely the activities chosen, in the form of experiencing directly, via the internet or from the terrace of a cozy mountain hut, as well as climbing activities to the top of death-defying icebergs.
- d. Services. Services can be in the form of permits to carry out activities (such as access provided by national parks), security, park ranger and forest officer services, food, housing, transportation, communication, souvenirs, etc.
- e. Qualified personnel, which includes people who are qualified to provide the service, which could be guides, chefs, drivers, transportation companies, park staff, police, or street jugglers, etc.
- f. Promotion. Although the design of tourism products is good, if no one knows about the product then everything is in vain. Therefore, a tourism product must also include promotion, even though the promotion is “only” by word of mouth.

Buhalis (9) states that the components of tourism development consist of 6A, namely:

- a. Attraction, is everything that can attract tourists to visit tourist areas. The existence of attractions can make tourists interested in visiting an area. Attractions can be in the form of natural resources that have natural physical characteristics, and the beauty of the area itself. In addition, culture can also be an attraction to attract tourists to come, such as historical things, religion, the way of life of the community, government procedures, and community traditions both in the past and in the present. Each destination needs to have special attractions that are not owned by other destinations.
- b. Accessibilities. Includes facilities and infrastructure needed by tourists to get to tourist destinations, such as vehicle rental and local transportation, travel routes or patterns (10). According to Marpaung (11) accessibility is the level of intensity with which a tourist destination or destination can be reached by tourists. Facilities in accessibility such as roads, railways, toll roads, terminals, train stations, and four-wheeled vehicles.
- c. Amenities (supporting facilities), are various supporting facilities needed by tourists in tourist destinations. Includes a variety of facilities to meet accommodation needs,

provision of food and beverage, entertainment venues, shopping (retailing), and other services such as banks, hospitals, security and insurance (12) (Cooper et al, 2000). According to Inskeep in Hadiwijoyo (13), facilities and other services in destinations can consist of travel agencies, restaurants, retail outlets of handi-crafts, souvenirs, uniqueness, security, banks, money changers, tourist information offices, hospitals, bars, beauty salons. Each destination has different facilities, but to serve the basic needs of tourists visiting the destination completes it according to the characteristics of the destination.

- d. Accommodation. Accommodation can be interpreted as lodging which of course differs from one destination to another. Commonly known accommodation is a hotel with various facilities in it. Accommodation in a tourist village is different from accommodation in other destinations. Accommodation in a tourist village consists of part of the residence of local residents or units that develop on the concept of resident residences or homestays. Accommodation to support the implementation of tourism activities in the destination can be located in the location of the tourist village or near the tourist village. The type of accommodation in a tourist village can be in the form of a campground, villa or a tourist lodge (13) (14).
- e. Activities, related to activities in the destination that will provide experiences for tourists. Each destination has different activities according to the characteristics of the tourist destination (Brown and Stange, 2015). Tourism activities in destinations are activities that attract tourists to come to destinations. Likewise with tourist villages, the types of activities carried out are related to the characteristics of the village. Activities that are generally carried out in tourist villages are following the daily life activities of tourist villages.
- f. Ancillary services. It is a support provided by organizations, local governments, groups or tourist destination managers to organize tourism activities (15) (Cooper et al., 2000). Wargenau and Deborah (16) mentioned that ancillary is the organization that manages tourist destinations. Government organizations, tourism associations, tour operators and others. In this case the organization can be in the form of policies and support provided by the government or organization for the implementation of tourism activities. The same thing with tourist villages, of course, the implementation of tourist villages is supported by government policies both regional and central for the implementation of tourism activities.

Pradana's research (17) states that the aspects that are the focus of local government attention in developing tourism include attraction, accessibility, the convenience of traveling with complete facilities (Amenities and Facilities), and the existence of Tourism Institutions (Ancillary) (17).

- a. The aspect of attraction according to Gong and Hassink (17) is a tourist area that has its own uniqueness, uniqueness and attractiveness, both in the form of nature and society and culture.
- b. The aspect of accessibility according to Irfan (17) is intended so that domestic and foreign tourists can easily achieve their goals to tourist attractions
- c. Aspects of travel comfort with complete facilities (amenities and facilities) are intended that tourists can stay longer in the area (Gibson, Brennan-Horley and Laurenson et al 2012) (17)
- d. the existence of tourism institutions (ancillary) so that tourists are easy to visit and find the desired tourist location (Donald, M.S. and Tyler 2013) (17).

2.2. Tourism Development Approach

Page (18) mentions that there are at least 5 (five) approaches in tourism development, namely:

- a. Boostern approach. It is a simple approach that explains that tourism is a positive result for a place and its residents. However, this approach does not see any community involvement in the planning process and the carrying capacity of the region is not considered carefully.
- b. The economic industry approach. Emphasizes economic goals over social and environmental goals, and makes the experience of visitors and the level of visitor satisfaction the main target.
- c. The physical spatial approach. Refers to geographical land use with development strategies based on spatial principles. For example, the division of visitor groups to avoid conflicts between visitors.
- d. The community approach, which emphasizes maximum community involvement in the tourism development process.

- e. Sustainable approach. Tourism development by considering aspects of sustainability or future interests in resources and the impact of economic development on the environment.

2.3. Evaluation of the Tourism Village Program

Pearce in Arida (19) defines tourism village development as a process that emphasizes ways to develop or advance tourism villages. More specifically, the development of tourist villages is defined as efforts to complement and improve tourist facilities to meet the needs of tourists.

Gumelar (20) states that the objectives of developing a tourist village area are:

- a. Recognize the type of tourism that is appropriate and complements the preferred lifestyle of the local population
- b. Empowering local communities to be responsible for the planning and management of their environment
- c. Seek to enable local people to play an active role in decisions about the form of tourism that utilizes their environment, and to ensure that they receive a fair share of the revenue from tourism activities.
- d. Encourage entrepreneurship in local communities
- e. Develop village tourism products.

According to the Organization for Economic Co-operation and Development (OECD) (15) evaluation is a systematic and objective assessment of an activity (project/activity), program, or policy, including its ongoing design, implementation, and results. Its purpose is to determine the relevance and achievement of development goals, efficiency, effectiveness, impact and sustainability.

Program evaluation according to Payaman (21) can be designed to examine program effectiveness, program efficiency and program feasibility. Evaluation of program effectiveness measures program results or outputs compared to benchmarks of goals or objectives that should be achieved. Efficiency evaluation assesses the use of resources in all aspects and processes of production. Feasibility evaluation assesses the appropriateness of the results achieved compared to the resources used for it. The CIPP (Context, Input, Process, and Product) evaluation model developed by Daniel Stufflebeam et al (1967) at Ohio State University, can be used to conduct evaluations (22):

a. Context Evaluation

Stufflebeam in Wirawan (23) states that the main purpose of context evaluation is to find out the strengths and weaknesses of the evaluation. By knowing these strengths and weaknesses, the evaluator will be able to provide the necessary direction for improvement.

b. Input Evaluation

The second stage of the CIPP model is input evaluation. According to Widoyoko (8) states that input evaluation helps organize decisions, determine existing resources, what alternatives are taken, what plans and strategies to achieve goals, and how work procedures to achieve them. The components of input evaluation include: a) Human resources, b) Supporting facilities and infrastructure, c) Funds or budget, and d) Various procedures and rules required.

c. Process Evaluation

Worthen & Sanders in Widoyoko (24) explains that process evaluation emphasizes three objectives: a) do detect or predict in procedural design or its implementation during implementation stage, b) to provide information for programmed decision, and c) to maintain a record of the procedure as it occurs”:

a) Process evaluation is used to detect or predict procedural design or its implementation during the implementation stage,

b) to provide information for programmed decisions, and

c) to maintain a record of the procedure as it occurs.

Process evaluation includes the collection of assessment data that has been determined and applied in the practice of program implementation. Basically, process evaluation is to find out to what extent the plan has been implemented and what components need to be improved.

d. Product Evaluation (Output / Result Evaluation)

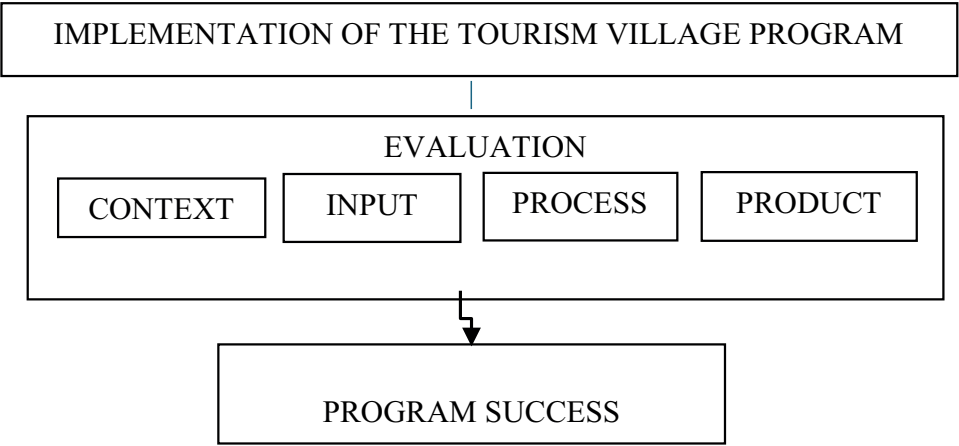
The definition of product / outcome evaluation according to Tayibnapi in Widoyoko (2008) (24) explains, product evaluation to help make further decisions, both regarding the results that have been achieved and what is done after the program runs.

The evaluation of the tourism village program discussed is a series of activities carried out to see the success of the tourism village program, which includes the following 4 aspects:

- 1. The context aspect is seen from the purpose of developing a tourist village, by analyzing the factors that become strengths and weaknesses in the development of tourist villages;
- 2. The input aspect, which is seen from: human resources, both the number of human resources and the ability of human resources involved in the development of tourism villages; availability of supporting organizations; budget allocation in the implementation of tourism village development; facilities and infrastructure in the implementation of tourism village development.
- 3. The process aspect is seen from the things that have been implemented in the development of tourist villages, the form of promotion and marketing in the development of tourist villages, as well as the parties involved in monitoring the development of tourist villages.
- 4. The product aspects seen from the results of program implementation include: the level of community participation, the level of tourist visits, the perception of tourists towards the development of tourist villages.

2.4. Framework

Based on the concepts that have been described, the framework in this study is as shown below:



3. Methods

This research uses a descriptive qualitative research approach, with case study method. The data used in this study are primary data and secondary data. The methods used to obtain primary data are observation that carried out directly to the location of tourist villages, and in-depth interviews with 12 key informants, including the Head of Lebak Tourism Destination Development Division, Head of Ende Regency *Tourism Office*, Head of Ende Tourism Destination Development, Lebak Regency Tourism Village Visitors, Ende Regency Tourism Village Visitors. The schedule of data collection is carried out on 23-30 April, 2024 in Lebak and Ende regency.

Through descriptive qualitative research methods, it is intended to get a description or description systematically, factually and accurately about empirical facts in finding the truth of the alleged answer to a problem. The qualitative approach emphasizes more on the participatory direct observation side of the author, so that it can reveal the phenomena that occur and the things behind the problem. This research does not recognize the term population or sample, but only contains an explanation of how the instrument was used and also explain the sources of supporting data (books, websites, key information and other literature).

In this research, the data collection techniques are:

a. Interview

According to Nazir (25) interview is the process of obtaining information for research purposes by means of question and answer while meeting face to face between the interviewer and the answerer or respondent using a tool called an interview guide. The interviews that will be conducted by the author use free guided interviews. Sugiyono (2010) says that the types of interviews include free interviews, guided interviews and guided free interviews. Free interview, where the interviewer is free to ask anything, but also reminds of what data is being collected. Guided interviews, namely interviews conducted by interviewers with a complete and detailed set of questions. Guided free interview, which is a combination of free interviews and guided interviews. In this research, information will be obtained from various parties who are deliberately selected (*purposive*) because they are believed to have relevance to the research topic and are considered capable of providing information about the evaluation of tourism village development programs in Lebak Regency. The sources of information in this research are:

TABLE 1: Number of Key Informants.

No.	Key Informant	Total
1.	Head of Lebak Regency <i>Tourism Office</i>	1
2.	Head of Ende Regency <i>Tourism Office</i>	1
3.	Head of Lebak Tourism Destination Development Division	1
4.	Head of Ende Tourism Destination Development	1
5.	Lebak Regency Tourism Village Manager	1
6.	Ende Regency Tourism Village Manager	1
7.	Lebak Regency Tourism Village Visitors	3
8.	Ende Regency Tourism Village Visitors	3
Total		12

b. Observation

Data collection by observation according to Nazir (2011) is “a way of collecting data by using the eye without the help of other standard tools for this purpose. By making observations, research records what is seen to provide a complete picture of the object under study “.

c. Document Review

Arikunto (26) documentation is a method used in researching by means of researchers investigating written objects such as books, magazines, documents, regulations, meeting minutes, diaries and so on.

The technique of collecting data through interviews, observations and document reviews was chosen so that the data obtained could provide a direct description of everything that happened in the field, so that the data obtained was the data that actually existed in the field. Furthermore, the data is coded to make it easier to categorize the data collected. After the data from interviews, observations and documents have been obtained, the research uses triangulation techniques as a technique to check the validity of the data. Where in its understanding triangulation is a data validity checking technique that utilizes something else in developing the results of interviews with research objects (Moleong, 2010). (27). This triangulation is not only used to check the truth of the data but also to enrich the data. According to Nasution (28)In addition, triangulation can also be useful for investigating the validity of the researcher’s interpretation of the data.

The data obtained through the answers of informants in this study are not presented in the form of tables but are presented in the form of an overview of interviews, while

the data obtained from observations will be processed and described (presented) as they are. The data will be combined and analyzed qualitatively. Qualitative data analysis uses the method of Bogdan and Biklen (in Moleong, 2010) (27) Qualitative data analysis uses the method of Bogdan and Biklen (in Moleong, 2010) (27), which is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, finding what is important and what is learned and deciding what data is told to others.

4. Results and Discussions

4.1. Results

4.1.1. Context Aspect

The evaluation of tourism village development from the context aspect was conducted by comparing the context of tourism village development implemented in Lebak Regency and Ende Regency, which involves the interaction between the environment based on the geographical, cultural, economic, and policy perspectives.

Lebak Regency located in Banten Province, Indonesia, with its capital in Rangkasbitung, is the most extensive regency in Banten. The population of Lebak Regency in mid-2023 was 1,402,324 people. Lebak Regency by the local community is usually called Rangkasbitung only because it represents the regency capital which is the main line of the Commuter Line integrated into Jabodetabek and the Jakarta-Merak railway line. The topography of Lebak Regency consists of beaches, lowlands and mountains. Lebak Regency has rich natural and cultural potential, so it has the potential to be developed as a tourist destination.

One of the strengths in the development of tourism in Lebak Regency is the support of the Regent as stated in the vision of the Lebak Regent: making Lebak a leading tourist destination based on local wisdom. To realize the Regent's vision, various community parties identified tourism potential in their area. Tourism potential is based on: the attractiveness of a spot to be used as tourism potential, which has the uniqueness and uniqueness of the village, both in the form of nature and the community and culture that develops in the community. The emphasis is on the authenticity of the local village, an atmosphere that reflects rural authenticity, both from socio-economic life, socio-culture, daily customs, building architecture and typical village spatial structure



Figure 1: Map of Lebak Regency.

or unique and interesting economic activities and has the potential to develop various tourism components, namely, attractions, accommodation, and supporting facilities.

Tourism villages in Lebak Regency were formed to empower village communities to play a role as direct actors in an effort to increase readiness and awareness in addressing tourism potential or tourist attraction locations in the area of each village in Lebak Regency. Each village compiles an event agenda that prioritizes local wisdom in their village. In addition, there are also events that are national in scope, including: Serentaun Kasepuhan Cisungsang, SABA Baduy and Multatuli Art Festival.

The second locus is Ende Regency, which is a regency on Flores Island, East Nusa Tenggara Province, Indonesia, geographically known for its natural beauty and cultural heritage, including lakes and historical sites. Ende Regency has significant tourism potential, especially in the KSPN Ende-Kelimutu area. Although some areas are already developed, there are still many areas that have not been optimally utilized. The area of the regency is 2,067.75 km² and has a population of 270,763 people (2020). The center of government or regency capital is in Ende City. Ende Regency consists of 21 sub-districts, 23 urban villages and 23 villages.

The direction of the development of the tourism area of Ende Regency uses a cluster system approach to explore, strengthen, and optimize potential and overcome specific

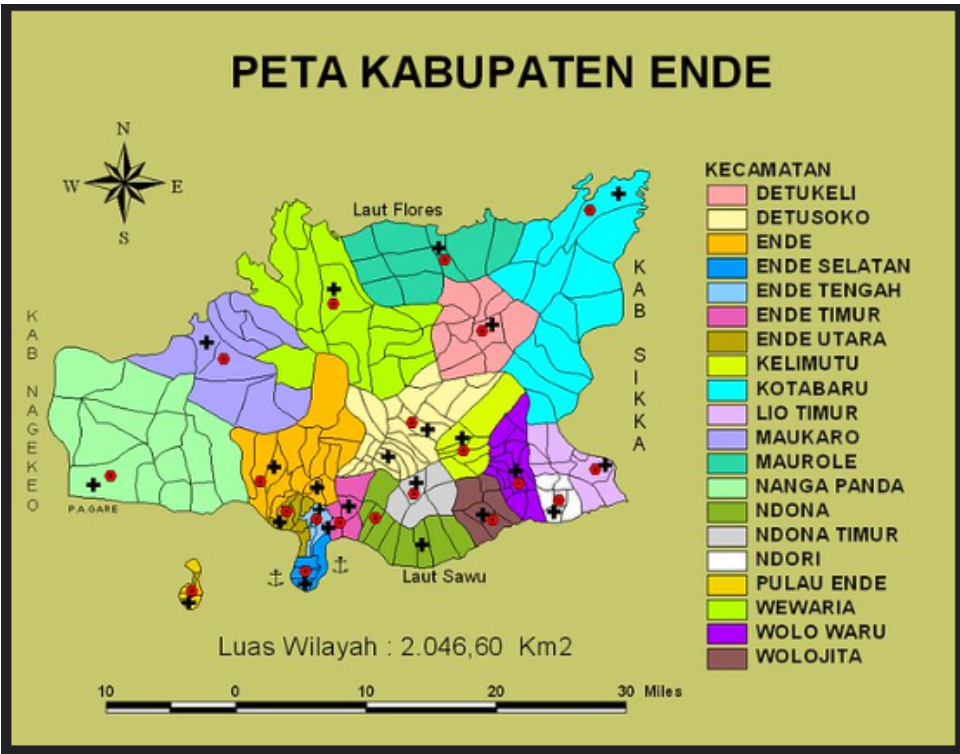


Figure 2: Regional Map of Ende Regency.

problems. Thus, it is expected that the development of tourism areas can be more focused, specific, and still have a character in accordance with local values.

The development of tourism areas in Ende Regency includes 5 (five) areas, namely:

- a. National Tourism Strategic Area (KSPN) Ende- Kelimutu and its Surroundings
- b. Maurole - Wewaria - Detukeli Tourism Area
- c. Kotabaru Tourism Area - Lepembusu Kelisoke
- d. East Lio Tourism Area - Ndori
- e. Ende Tourism Area - Nangapanda - Ende Island - Maukaro.

Ende Regency has a developed area, namely in the Ende - Kelimutu National Tourism Strategic Area (KSPN) and its surroundings which are regularly visited by foreign and domestic tourists both by air, land and sea. Tourism in this area has developed significantly, especially in Ende City and the Moni Kelimutu Area. In the Moni area, lodging service businesses, tourism information service businesses (TIC), food and beverage service businesses, and tourist transportation service businesses have also developed. Other tourism areas have not yet developed, but have the potential for natural, cultural and artificial tourism attractions, and are supported by accessibility.

The clustering of development planning areas is intended to divide the Ende Regency area as a unified planning unit into planning subunits. Clustering this planning area is an approach in strengthening the structure of tourism aspects while clarifying the differentiation of each cluster as a comparative advantage and at the same time a competitive advantage (competitiveness) of Ende Regency tourism. The criteria used to divide the planning unit into tourism development clusters include the following aspects:

- a. Destination characteristics include tourist attractions, environmental carrying capacity, accessibility network support and supporting infrastructure for the movement of tourism activities.
- b. The level of development of the tourism industry includes the exploitation of tourist attractions, the provision of tourism services and facilities.
- c. The institutional/spatial planning policy aspect is the direction of the regional spatial structure plan.

One of the strengths of tourist destinations in Ende Regency is the potential for beautiful and diverse nature, including Lake Kelimutu. In addition, the development of transportation infrastructure, both air, land and sea. Furthermore, the emerging economic center in Ende City also supports the growth of the tourism industry.

However, there are several weaknesses in the development of tourism villages in Ende Regency, including: other tourism areas have not been maximally developed and limitations in the management and promotion of tourism potential.

4.1.2. Input Aspect

The input aspect is seen from the point of view of human resources, funding, tourism infrastructure in Lebak Regency and Ende Regency.

In Lebak Regency, the development of tourism villages has been carried out, including the existence of the Tourism Awareness Movement. The Tourism Awareness Movement is a concept of participation of various parties in encouraging a conducive climate for tourism development. The Tourism Awareness Movement in all areas of Lebak Regency is realized through the existence of the Tourism Awareness Group (Pokdarwis) as the driving actor of tourism. The existence of Pokdarwis as a local institution consists of tourism actors who have concerns and responsibilities to develop tourist villages in Lebak Regency. Pokdarwis conducts tourism development based on local potential

and creativity and operates independently. In various tourist villages in Lebak Regency, Pokdarwis is very instrumental in improving the quality of village attraction programs and creating a 'sense of ownership' of the local community in advancing tourism in tourist villages. In addition, the Lebak Regency Government through the Culture and Tourism Office has also conducted training for the community in tourism management.

In terms of funding for the development of tourism villages, support from the government and the private sector has been obtained, but it is still limited. The budget allocated to develop tourism villages in Lebak Regency comes from the APBD, DAK of the Ministry of Culture and Tourism, and community self-help. The available budget is allocated for the arrangement, construction and maintenance of facilities, overall tourism infrastructure and community empowerment that is concerned with tourism development. Table 2 shows the budget and realization of the Culture and Tourism Office in 2023.

TABLE 2: Budget and Realization of the Culture and Tourism Office in 2023 (in rupiah).

Program Description	Budget	Realization
Cultural Development	250.000.000	155.380.000
Traditional Arts Development	264.000.000	37.540.000
History Coaching	25.000.000	9.870.000
Preservation and Management of Cultural Heritage	360.273.700	169.931.080
Museum Management	899.995.850	369.193.230
Increased Attractiveness of Tourism Destinations	3.524.142.000	2.343.185.280
Tourism Marketing	1.675.072.000	1.138.298.498
Development of Tourism Resources and Creative Economy	2.390.246.550	1.655.340.055
Total	9.388.730.100	5.878.738.143

Source: Culture and Tourism Office

Furthermore, the construction of facilities and infrastructure in tourist destinations is carried out in accordance with the budget capabilities of the Lebak Regency Government. The facilities built include: Tourism Information Center (TIC), toilets, markets, internal connecting roads, gazebos, and landscapes. In addition, there was also the construction of pedestrian paths in all tourist destinations in Lebak Regency. The number of lodging facilities, in the form of hotels, villas, guesthouses, and lodging in the form of residents' houses also makes tourist destinations more attractive to the community because they can stay comfortably in the place they choose.

For the locus of Ende Regency, the development of tourism in a systematic and holistic manner is basically directed, aimed, and targeted to make Ende Regency, Flores with the Ende - Kelimutu Area and its surroundings and with its various natural, human, community, and cultural resources, an important destination after Bali, Lombok, and Komodo Island from the west. In the coming period, Ende Regency with the “dynamics” of the Lake Triwarna Leading Area and the Kelimutu National Park Preservation was developed into a tourist destination, no longer limited to a short periodic stopover destination. With quality and quantity that develop: cumulative, length of stay, quality of visit, quality of service, and level of tourist satisfaction are fulfilled.

All of these are very important and decisive parameters, as well as parameters that deserve to be fulfilled and obeyed. In addition to this, Ende Regency also has heritage resources in the form of traditions that have been passed down from generation to generation related to: the dynamics of community life, social capital - traditions based on Ende's local culture as a national pillar, the maintenance of socio-cultural order based on heritage and traditions, ownership and use of customary lands that are full of socio-cultural meaning, local cultural centers based on Sa'o Ria Tenda Bewa 'Customary Houses', and a natural environment that is maintained and maintained. All of these are some of the resources that are the requirements, basis, and objectives of tourism development in Ende Regency. It can be concluded that Ende Regency has advantages, namely:

- a) based on natural resources with authenticity and sustainability,
- b) Local cultural resources of the people of Ende,
- c) the principle of maximum benefit for humanity, society, culture, and environmental sustainability in Ende Regency

This is the most important and most important bet on a very fundamental foundation as well. “Tourism for Ende”, which is interpreted as an ideology for the development and development of tourism, means that the depth of meaning, richness of value, breadth of scope of contact, and impact.

4.1.3. Process Aspects

Efforts made to realize the development of tourist villages in Lebak Regency can be seen from the existence of various attractions that are routinely carried out and involve

the community. Tourism attractions are grouped into three parts, namely natural tourism attractions, cultural tourism attractions, and artificial tourism attractions. Some Tourism Villages have beautiful natural scenery, rafting locations, ancient architecture and dance studios as well as handicrafts from the local village community. Some other Tourist Villages have natural attractions in the form of natural forests inhabited by monkeys and trekking trails. The arrangement of the entrance to the tourist attraction is now better, so that the main traffic to the object is smooth. Dance, music, carving/sculpture, and weaving are cultural attractions, while artificial attractions in the village include culinary tours and fishing. There are several tourist villages known for rafting, trekking and cycling tours as well as unique cultural attractions.

For accommodation that is used as a place to stay for tourists in a tourist village, many utilize the residences of local local communities and spaces developed in the area around the tourist village. Meanwhile, the attraction of a tourist village is the daily life of local residents along with typical rural environmental conditions that allow tourists to actively participate in local community activities. In addition to accommodation and attractions, the components of a tourist village are seen from the uniqueness and authenticity of the tourist village, its location adjacent to extraordinary natural conditions, has a unique culture that can attract visitors, and has the potential to be developed both from facilities and infrastructure. Tourist villages must have tourism potential, local arts and customs, the village area is included in the scope of the tourism development area or at least in the tour package travel route that has been sold, the availability of managers, trainers, and artists who can support the sustainability of the tourist village, accessibility that can support the tourist village program and ensure security, order and cleanliness (Putra, 2014). The supporting facilities needed by tourists in tourist destinations include various facilities to meet accommodation needs, provision of food and beverage, entertainment venues, shopping venues, banks, hospitals, security and insurance. The real and sustainable steps to develop a Tourism Village includes: Mapping the potential of the village, developing tourism products, structuring potential destinations, forming institutions, increasing human resources (HR), conducting active marketing, building strategic partnerships, measurable and periodic evaluations.

Ende Regency. Efforts made to realize the development of tourism villages in Ende Regency can be seen from the development of the Kelimutu tourism area as follows: development of the quantity and improvement of the quality of tourist attractions, increasing the carrying capacity of the environment through improved movement services, sanitation, quantity and quality of tourism industry businesses, conservation of

rice fields and traditional farming, and development of rural tourism and ecotourism. The main characteristics of the Ende-Kelimutu destination aspect and its surroundings are tourism areas that rely on natural and cultural values, especially the leading tourist attractions of Lake Tiga Warna in Kelimutu National Park, trekking to Lake Kelimutu, traditional villages, tourist villages, agro-tourism around Kelimutu, hot springs, waterfalls, and ikat weaving.

In accordance with the administrative area at the sub-district level, geographical location, socio-cultural values (kinship and customary territory) and the characteristics of tourist attractions in the area, the Regional Development in Kelimutu and its surroundings can be called the Kelimutu Sub-district Cluster which includes the villages: Nduaria, Nuamuri, Nuamuri Barat, Wolokelo, Koanara, Woloara, Pemo, Detuena, and Waturaka. Functions that can be developed in this area include: natural tourism attractions, colored crater lakes, waterfalls, hot springs, cultural tourism attractions: traditional villages, art studios, dances, traditional music, traditional ceremonies; artificial tourism attractions: traditional markets, agro-tourism, local culinary, trekking, fishing ponds, traditional ikat weaving processes, souvenir crafts; low-density home stay accommodation; trade and services supporting tourist attractions; conservation of rice fields and traditional farming; and ecotourism.

4.1.4. Product Aspect

In Lebak Regency, tourism development is characterized by the emergence of several tourism villages, but with variations in quality and management. Lebak Regency has many unique and interesting tourist destinations to visit. This is supported by its natural beauty and cultural uniqueness. The landscape of Lebak Regency in the form of mountains, valleys, rivers to the sea coast, makes tourist attractions in Lebak more varied. From the results of interviews conducted to one of the resource persons from the Lebak Regency Culture and Tourism Office, there are several tourist destinations in Lebak Regency that can be used as references for tourist destinations including:

- 1) Sawarna White Sand Beach, located in Sawarna, Bayah District
- 2) Cihara Beach, located in Ciparahu Village, Cihara District
- 3) Karang Bokor Beach, Bayah District
- 4) Citorek Tourism Village located in Citorek Village, Cibeber District

- 5) Ciberang River Rafting Tour, located in Muhara village, Ciladeun village, Lebak Gedong District
- 6) Curug Munding, located in Cicaringan village, Gunung Kencana sub-district
- 7) Tanjung Layar Beach, located in Sawarna village, Bayah District
- 8) Bagedur Beach, located in Malingping Subdistrict
- 9) Baduy Village Tourism, located in Leuwidamar
- 10) Multatuli Museum, located in Rangkasbitung.

The development of this tourism village has had a good impact on the economy, in the form of an increase in local income, although not yet very significant.

Ende Regency. Tourism development policies cover several aspects, such as destination, industry, marketing, and institutions. Based on the results of interviews and FGDs from all stakeholders, it can be concluded that Ende Regency's tourism development products and development policy directions are arranged based on four aspects of tourism development, namely: Tourism Development based on tourist destinations, Tourism Development based on the tourism industry, Tourism Development based on tourism marketing and Tourism Development based on tourism institutions. The policy direction is elaborated in a development strategy that is implemented through a sustainable tourism development program.

Both districts, Lebak and Ende, have great potential in the development of tourism villages based on their natural and cultural wealth. Community involvement is a key factor in this development, with each district showing unique ways of empowering local communities. While Lebak district has focused on development through cultural events and local mobilizers, Ende district needs to address challenges in management and promotion to maximize its potential. This approach of integrating strengths and addressing weaknesses will support the successful development of tourism villages in both districts.

4.2. Discussions

4.2.1. Development Challenges

Despite their great potential, both regions face different challenges in developing tourism villages. In Lebak Regency, inadequate infrastructure and lack of promotion

are the main obstacles. Meanwhile, in Ende Regency, accessibility issues and lack of support from the local government may hinder the growth of the tourism sector. Despite progress in the development of recognized tourism areas, challenges remain, especially in developing other areas that have similar potential. Collaboration between the government, community, and private sector is needed to optimize the development of tourism villages.

4.2.2. Community Engagement

The involvement of local communities in the development of tourism villages is very important. In Lebak District, the community tends to be more active in developing tourism-based businesses, but they still need training and mentoring. In Ende District, although there is great potential, community participation in tourism village management still needs to be increased so that they can benefit directly.

4.2.3. Economic and Social Impacts

The development of tourism villages in both districts is expected to have a positive impact on the local economy. However, there is a risk that without good planning, this development could lead to social and environmental problems, such as commercialization of culture and environmental damage. Recommendation:

- a) Improve the promotion and marketing of existing tourist destinations, in order to attract more tourists.
- b) Build the capacity of local communities in the management and development of tourism enterprises, so that they can actively participate in the process.
- c) Integrate environmental sustainability in every aspect of development, to maintain the authenticity and preservation of natural and cultural resources.

5. Conclusion and Recommendation

5.1. Conclusion

Village tourism development in Lebak and Ende regions has shown significant potential for promoting local economies and preserving cultural heritage. By leveraging their

unique strengths and collaborating on shared objectives, both regions can further enhance their position as attractive destinations for domestic and international tourists.

5.1.1. Lebak Regency

- a. Tourism villages in Lebak Regency were formed to empower village communities to play a role as direct actors in an effort to increase readiness and awareness in addressing tourism potential or tourist attraction locations in the area of each village in Lebak Regency. Each village compiles an event agenda that prioritizes local wisdom in their village. In addition, there are also national scope events, such as: Serentaun Kasepuhan Cisungsang, SABA Baduy, Multatuli Art Festival.
- b. The Tourism Awareness Movement in all areas of Lebak Regency is realized through the existence of the Tourism Awareness Group (Pokdarwis) as the driving actor of tourism. The existence of Pokdarwis as a local institution consists of tourism actors who have concerns and responsibilities to develop tourist villages in Lebak Regency.
- c. Efforts made to realize the development of tourist villages in Lebak Regency can be seen from the existence of various attractions that are routinely carried out. Tourism attractions in Lebak Regency are grouped into three parts, namely natural tourism attractions, cultural tourism attractions, and artificial tourism attractions.
- d. Lebak Regency has many unique and interesting tourist destinations to visit. This is supported by the beauty of nature and the uniqueness of its culture. The landscape of Lebak Regency is in the form of mountains, valleys, rivers to the sea coast, making tourist attractions in Lebak more varied.

5.1.2. Ende District

- a. The direction of the development of the tourism area of Ende Regency uses a cluster system approach to explore, strengthen, and optimize potential and overcome specific problems. Thus, it is expected that the development of tourism areas can be more focused, specific, and still have a character in accordance with local values.
- b. Ende Regency has the advantage of tourism based on natural resources with their authenticity and sustainability, local cultural resources of the Ende community, and

the principle of maximum benefit for humanity, society, culture, and environmental sustainability in Ende Regency.

- c. Development of tourist villages based on regional clusters, consisting of: Kelimutu District Cluster which includes the villages of: Nduaria, Nuamuri, Nuamuri Barat, Wolokelo, Koanara, Woloara, Pemo, Detuena, and Waturaka. Functions that can be developed in this area include: (1) natural tourism attractions, colored crater lakes, waterfalls, hot springs, (2) cultural tourism attractions: traditional villages, art studios, dances, traditional music, traditional ceremonies; (3) artificial tourism attractions: traditional markets, agro-tourism, local culinary, trekking, fishing ponds, traditional ikat weaving process, souvenir crafts; (4) low-density home stay accommodation; (5) trade and services supporting tourist attractions; (6) conservation of rice fields and traditional farming; and (7) ecotourism.
- d. Ende Regency Tourism Development and the direction of development policies are structured based on four aspects of tourism development, namely (1) Tourism Development based on tourist destinations, (2) Tourism Development based on the tourism industry, (3) Tourism Development based on tourism marketing and (4) Tourism Development based on tourism institutions.

5.2. Recommendation

Recommended suggestions for further development of the tourism village potential include:

- a. Exploration of more diverse tourism potential so that the tourism village development program is more diverse.
- b. Tourism Development in the form of development policy directions that are prepared based on four aspects of tourism development, namely:
 - 1) Tourism development based on tourist destinations,
 - 2) Tourism Development based on the tourism industry,
 - 3) Tourism Development based on tourism marketing and
 - 4) Tourism development based on tourism institutions.
- 5)- Should be followed up immediately by making short-term and long-term plans for tourism development.

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