

Principles of Community Participation in the Development of Tourist Destinations through the Tourism Awareness Group Program

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ABSTRACT. This study aims to determine the implementation of the principles of community participation in the development of tourist destinations. The research method used is a qualitative approach with descriptive research type to collect data obtained through observation, interview, and documentation techniques. The data analysis process includes data reduction, data presentation, and drawing conclusions. The results of research on the principles of participation, namely the scope of participation, equality and partnership, transparency, equality of authority, equal responsibility, empowerment, and cooperation show that there is a community participation approach taken by the government through the formation of Tourism Awareness Groups, the government places the community as partners to encourage regional tourism development by inviting community participation through tourism awareness groups. The role of the government is more directing as a facilitator and regulator in terms of increasing community human resources. The Tourism Awareness Group helps facilitate deliberations so that land disputes do not occur. Apart from that, the arrangement is also deliberated at the village community level. In addition, the responsibility of the Tourism Awareness Group (Pokdarwis) as a representation of community participation in tourism development is to foster community attitudes and support for tourism development. Through community participation, they can maximize their handicrafts such as Boyong which has become famous at low prices. The training provided receives assistance from WWF so that empowerment can be optimized because it opens up space for all parties to participate. The empowerment aspect can be carried out well by collaborating in synergy with various parties such as the government, the community through pokdarwis, and also NGOs.

Keywords: Community Participation, Tourism, Community Programs

INTRODUCTION

Tourism includes various kinds of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is currently a leading sector in increasing Indonesia's income in general and in several regions in particular (Gago et al., 2009).

In general, the tourism sector shows a series of activities carried out by humans both individually and in groups within the territory of other countries. These activities use facilities, services and other supporting factors provided by the government and / or society, in order to realize the desires of tourists (Rondinelli et al., 1983; Mihalič, 2000; Eagles et al., 2002). Tourism development that focuses on and focuses only on one main gate proves the many weaknesses of the need to diversify community activities in one tourism destination, so that it can become an alternative income (Lerner & Haber, 2001; Cernat & Gourdon, 2012).

Tourism development in Linggang Melapeh Village requires the support and involvement of all stakeholders in the tourism sector. The community is one of the important elements of stakeholders to work together with the Government and the business / private sector to work together to implement and support tourism development.

Within the framework of tourism development, one of the fundamental aspects for the success of tourism development is the creation of a conducive environment and atmosphere that encourages the growth and development of tourism activities in a certain place. The climate or conducive environment is mainly associated with the realization of Tourism Awareness and Sapta Pesona which are consistently developed among people living around tourism destinations.

Community support can be obtained through cultivating public awareness of the importance of tourism development. This requires a process and conditioning to create a tourism-conscious society. People who are aware of tourism will be able to understand and actualize the important values contained in Sapta Pesona. Seeing the superiority of tourist destinations in Linggang Melapeh Village, at the initiative of the community and the support of the West Kutai Regency government, a Tourism Awareness Group (Pokdarwis) was formed as a form of community participation in tourism development in Linggang Melapeh Village.

The Tourism Awareness Group (Pokdarwis) is an active component in the community that has an important role and contribution to develop tourism. The existence of this Pokdarwis needs to be continuously supported and fostered so that it can play a more effective role in mobilizing community participation to create an environment and atmosphere that is conducive to the growth and development of tourism activities around tourism destinations. This is interesting to research considering that the Tourism Awareness Group (Pokdarwis) was only recently formed, so the effectiveness of the formation of this group in tourism development in Linggang Melapeh Village is a question. The purpose of this study is to determine the principles of community participation in the development of tourist destinations.

METHODS

This research was conducted at the Tourism Office of East Kutai Regency and tourist destinations in Linggang Melapeh Village, Linggang Bigung District, West Kutai Regency. This research uses qualitative research. The type used in this research is descriptive research

type. The data sources of this research are interviews and documentation. Activities in data analysis, namely data reduction, display data, and conclusion drawing / verification.

RESULTS AND DISCUSSION

Research on community participation in the development of tourist destinations in Kampung Linggang Melapeh, Kutai Barat, is carried out systematically by referring to methodological rules such as observation, controlled interviews based on existing theories and reinforced by existing symptoms. To provide an in-depth explanation of the results of research on community participation in the development of tourist destinations in Linggang Melapeh Village, Kutai Barat, this study refers to indicators of the principles of community participation put forward by Sumampouw (2004) which include the scope of participation, equal partnerships, transparency, equality of authority, Equal Responsibilities, Empowerment and Cooperation.

Participation Coverage

Based on the results of the interview, it can be understood that government support from the center to the district to provide guidance to communities around tourist destinations is the responsibility and authority of the government, this can be seen from the formation of tourism awareness groups. In accordance with the mandate of Law Number 10 of 2009 concerning Tourism which is the umbrella for the Preparation of Guidelines for Tourism Awareness Groups by the Ministry of Tourism and Creative Economy. The formation of tourism awareness groups aims to improve the position and role of the community as important subjects or actors in tourism development, and can work together and partner with relevant stakeholders in improving the quality of tourism development in the region.

Based on the results of the interview above, it can be concluded that the scope of participation from the formation of the Tourism Awareness Group is all components of the community, starting from the RT / RW village head, traditional leaders, communities around tourist destinations, local entrepreneurs and youth in Linggang Melapeh Village who currently working together to support the development of tourism in Linggang Melapeh Village. The existence of this Pokdarwis formation is the result of the collaboration of a number of parties from the local government as facilitators and the community as a tourism development implementation group in Linggang Melapeh Village.

Equal Partnership

Based on the results of the interview, it can be understood that the government places the community as partners to encourage regional tourism development by inviting community participation through tourism awareness groups. The role of the government is more directing as a facilitator and regulator in terms of increasing the human resources of the community involved in tourism awareness groups.

Based on the results of the interview above, it can be seen that the position of the community as the manager of tourism assets, which is evident from the management of tourism, is the formation of a tourism awareness group consisting of community components even though the private sector has involvement in tourism management, but in Linggang

Melapeh Village the government and the community still dominate the management. tourism in Linggang Melapeh Village.

Transparency

Based on the results of the interview, it can be seen that the Tourism Awareness Group helps facilitate deliberations so that land disputes do not occur. Besides that, the arrangement is also discussed at the village community level in Linggang Melapeh Village.

Based on the results of the interview above, it can be understood that transparency is realized by conducting deliberations involving various stakeholders in Linggang Melapeh Village, deliberations carried out by the Tourism Awareness Group can be an input for the government to increase tourism development in Linggang Melapeh Village besides that deliberation also has a function. prevent conflicts that can occur due to land disputes and physical development at tourist destination locations, such as building kiosks and utilizing parking lots. Institutional-based tourism management opens up space for transparency for each stakeholder involved in tourism development in Linggang Melapeh Village.

Equality of authority

Based on the results of the interview above, it can be seen that there is a wider provision of authority to the community to encourage local community initiatives in order to contribute to the development of tourism in Linggang Melapeh Village, Kutai Barat, starting from entrepreneurial efforts and designing tourist attractions to make them more attractive to tourists.

Based on the results of the interview, it can be seen that the government's dominance of tourism development arrangements has been reduced by the involvement of the community in tourism development in various tourist objects or tourist destinations, but the government's authority lies in the authority to facilitate and provide guidance to the community in order to improve the quality of community human resources at the location. tourist destination.

Based on the results of the interview above, it can be seen that there are objections from the community regarding the ticket fees managed by the Tourism Office not to provide management to the community. Therefore, this finding can be a good input for the tourism awareness group as a forum for the community involved in tourism development in Linggang Melapeh Village, West Kutai to accommodate and discuss this situation.

Sharing Responsibility

Based on the results of the interview, it can be understood that there is a government responsibility in facilitating the interests of tourism development, including those of a technical nature such as periodically visiting or monitoring officers at Lake Aco.

Based on the results of the interview, it can be seen that the government's responsibility in terms of developing infrastructure access in Linggang Melapeh Village, West Kutai, such as the availability of asphalt roads, parking lots, roads down to the lake, some facilities have a gasebo and meetings are a big contribution to tourism development in terms of aspects. infrastructure besides that, the government's responsibility is to increase the capacity of human

resources, both officers and the community involved in tourism development in Linggang Melapeh Village, Kutai Barat.

Empowerment

Based on the results of the interview, it can be seen that the empowerment carried out is related to aspects of entrepreneurial training and also capital for community businesses such as handicrafts which aim to help people increase their productive capacity in order to increase economic income.

Based on the results of the interview, it can be seen that the real form of the functioning of institutional-based tourism development is the formation of community groups that can be part of community empowerment by carrying out debriefing in the form of training in community groups such as the PKK group engaged in culinary and art clothes making, homestay groups, medicinal plant group, handicraft group, and tour guide group.

Cooperation

Based on the results of the interview, it can be seen that there are non-governmental organizations, in this case WWF, who participate in providing assistance to the community in the Linggang Melapeh Village Tourism Destination Location.

Based on the results of the interview, it can be understood that the cooperation built is related to the efforts of the government as a facilitator and regulator while the community is the subject of tourism development, which means that resources are fostered and assisted and accommodated through institutions or community groups so that they can make progress for tourism development in Kampung Linggang Tourism. Melapeh, not only the government sector, NGOs that work with the community but the private sector can also contribute in the form of coaching assistance even though the current conditions in Linggang Melapeh Village, the private sector has not been too prominent in their involvement in community development or empowerment in the tourism destination area of Kampung Linggang Melapeh. Community participation is one of the jargon that has emerged when good governance. Thus the government process that is carried out on the basis of community participation has one of the characteristics of good governance (Hosnan, 2007; Syahrial & Badollahi, 2020).

The concept of participatory development planning, planning with a participatory approach or commonly referred to as participatory planning, if linked to Friedman (2006) 's opinion, is actually a political process to obtain mutual agreement through negotiation activities between all development actors in the framework of determining development programs.

In participatory planning, the community is considered a partner in planning who participates actively in both the formulation and implementation of the plan, because after all the community is the biggest stakeholder in the preparation of a product plan (Čiegis, R., & Gineitiene, 2008; Negara, 2020) .

Tourism development needs to involve all levels of society, from the top to the bottom, both government, private and ordinary people. All are expected to help and support tourism development efforts. Communities are motivated to participate when they know what they need to help and why they should help.

CONCLUSION

Overall the implementation of these principles has been actualized well. This is observed by looking at the community participation approach carried out by the government through the formation of Tourism Awareness Groups, the government placing the community as partners to encourage regional tourism development by inviting community participation through tourism awareness groups. As for the output of the empowerment carried out in Linggang Melapeh Village, besides encouraging independence through fostering tourism entrepreneurship, it also encourages local people and youth to promote tourist objects in Linggang Melapeh Village. The empowerment aspect can be carried out well by collaborating in synergy with various parties such as the government, the community through pokdarwis, and also NGOs. The aspect of equality of authority, there are objections from the community regarding ticket fees managed by the Tourism Office not to provide management of these fees to the community.

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