

Development Strategies to Improve the Ecotourism of Indigenous Villages

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Development Strategies to Improve the Ecotourism of Indigenous Villages

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ABSTRACT

Objective – The aim on which this study conducted is to identify the interaction of indigenous factors and external factors at a Tourism Village Nongkosawit and then to create right strategy to develop the tourist village.

Methodology/Technique – This descriptive quantitative research approach focuses on actual problems or phenomena of Nongkosawit which are described based on under-investigation facts and are then rationally and accurately interpreted. Data based on field surveys and questionnaires were evaluated with SWOT analysis (Strength, Weakness, Opportunity, Threat).

Findings – The obtained SWOT results shows that, total score of 3.26 in IFE matrix and 3.00 in the EFE matrix indicate that the appropriate strategy to development a Nongkosawit tourism village is turnaround strategy which means internal problems in this village must be minimized to seize the market opportunities. Then rehabilitating infrastructural facilities, including hotels, restaurants and local tourist guides, and taking advantage of diversity of the ecosystem.

Novelty – The study suggests that village tourism should make improvements on the internal side by performing management reconstruction and perform sharpening market segments. Stakeholders and communities must work together to support the development of rural tourism to raise the regional economy.

Type of Paper: Empirical

Keywords: Village; Tourism; Sustainable; Development; SWOT.

JEL Classification: L83, Q57.

1. Introduction

Gunungpati is established as agrotourism areas based on Semarang Layout Plan of 2011-2031. Since Gunungpati is classified as Semarang's green belt areas, tourism villages are established in order to sustainably conserve the natural resources and to increase the welfare of local villagers (Sayyed, 2013). Besides, the concept of tourism village development has become one community-based tourism (CBT) development concept aiming to improve community empowerment in villages. (Iraqi, 2011; Ganjali, Shayesteh, Ghasemi, & Mohammadi, 2014) and (Barkauskiene & Snieska, 2013) showed that ecotourism as one of the fastest growing types of tourism in the world. Ecotourism as a sustainable development tool provides long-term social, environmental and economic benefits and is given appropriate priority in the country's economic development.

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The main aspects of ecotourism are economic, ecological, social and cultural. Political aspect and marketing changes influence ecotourism development as well.

The development of Nongkosawit as a tourism village is completely supported by the Mayor Decree No. 556/407 on the establishment of Kandri and Nongkosawit Village of Gunungpati sub-district as well as the Wonolopo village of Mijen sub-district as Semarang Tourism Villages. The establishment of Nongkosawit as a tourism village is expected to provide new duties in developing a tourism village in order to attract more visitors to come. There are various indigenous potentials, such as agrotourism cultivation which develops a wide variety of fruits, livestock, arts and cultures, historical inheritance, and natural beauty in the form of terraced paddy fields spread widely similar to those in Bali, as well as the other 3 sites covering water attractions, pepper gardens, and horse riding places. In addition, home-stays, 5-hectare rice fields in which harvest frequently takes place, and various interesting culinary activities and sites complete those indigenous potentials.

However, even those have been established as tourism villages, the development of public welfare is still poor. One of the indicators is a condition of local people's houses. From 2013 to December 2016, the condition of people's houses has not changed much. There are only 12% of people's houses which are previously classified into Type C turn to be in the Type B category. It shows that approximately 26% of Nongkosawit people are still underprivileged. This condition is like the research results of (Coria & Calfucura, 2012) shown that eco-tourism has often failed to deliver the expected benefits to indigenous communities

Tourism village is one government program to empower communities by optimizing the indigenous potentials of each village to improve community businesses in fulfilling their economic needs. The operation of a tourism village highly requires cooperation, participation, and the entire support of all stakeholders to deal with the existing threats and opportunities. If one party does not work together, the sustainability of tourism village may be uneasy to realize. Thus, this study aims to identify interactions between Nongkosawit indigenous factors and external factors, as well as which best strategy may develop tourism village which is expected to enhance the indigenous communities' livelihood.

2. Method

This descriptive quantitative research approach focuses on actual problems or phenomena of Nongkosawit which are described based on under-investigation facts and are then rationally and accurately interpreted. The samples are collected using a purposive sampling technique on stakeholders of the Nongkosawit tourism village.

The SWOT analysis method is conducted to systematically analyze the data of Nongkosawit tourism village environments to formulate a strategy. The environmental analysis is required to identify various factors, including strengths, weaknesses, opportunities, and threats to develop the Nongkosawit tourism village. The analytical results may be used to conduct internal evaluations (Internal Factors Evaluation = IFE) and external evaluations (External Factors Evaluation = EFE) (Pujiati, Nihayah, & Setiyani, 2016). This logical-based analysis may possibly maximize strengths and opportunities as well as simultaneously minimize weaknesses and threats.

3. Result

3 The environmental analysis of the Nongkosawit tourism village of the Semarang municipality includes internal factors (strengths and weaknesses) and external factors (opportunities and threats). IFE matrix is used to figure out the internal factors of the Nongkosawit tourism village of the Semarang municipality related to strengths and weaknesses which are considered important.

Table 1. Internal Factors Evaluation (IFE)

No.	Internal Factors	Rating	Weight	Score
	Strength			
1.	The natural view	2.67	0.06	0.16
2.	Preservation of natural resources are still awake	3.17	0.07	0.23
3.	Environmental conditions are cool	3.33	0.06	0.18
4.	Various types of local community business	3.17	0.07	0.22
5.	The location is adjacent to the well known tourist place	3.67	0.06	0.22
6.	There are access to tourist sites and facilities	3.17	0.06	0.20
7.	There is community groups of 'sadar wisata'	3.17	0.08	0.24
	Mean		0.45	1.45
	Weakness			
1.	The lack of community role to develop ecotourism village	3.33	0.08	0.27
2.	Inadequate financial support to build supporting facilities	3.00	0.08	0.24
3.	Facilities and infrastructure are insufficient	3.00	0.07	0.21
4.	Management and institutional of tourist villages have not been optimally managed	3.67	0.09	0.31
5.	There has been no special handling for promotion	3.67	0.08	0.28
6.	Waste management is not organized	3.00	0.07	0.21
7.	There has been no economic benefits felt by the community	3.50	0.08	0.29
	Mean		0.55	1.81
	Total IFE		1	3.26

Source: Primary data, 2016

Table 1 shows that in Nongkosawit tourism the value of weakness (1.81) is higher than the strength. The greatest strength lies in their tourism-conscious communities with the score of 0.24. This factor is important as tourism-conscious groups may become the driving force for tourism village development and directly become community connectors that people's ideas, feedback, complaints may immediately be well delivered and accommodated.

One of the biggest weaknesses in the developing Nongkosawit tourism village deals with tourism village management and institutional matters which have not been optimally organized (0.31). The main problem faced by Nongkosawit as a tourism village is due to institutional system irregularities as members are changing each year that results in less optimal tourism village performance. Based on internal factor analysis, it shows that cooperation between managers and communities is highly required by the tourism village in order to minimize the existing weaknesses by optimizing the strengths owned. Cooperation has been greatly essential for sustainable tourism development integrates environment with the development which is based on the sustainable ecological, economic, social, and institutional pillars (Sayyed et al., 2013).

Table 2. External Factors Evaluation (EFE)

No.	External Factors	Rating	Weight	Score
Opportunities				
1.	Travelers are likely to increase over time	2.5	0.09	0.23
2.	The concept of natural tourist development is becoming a trend	3.2	0.09	0.28
3.	Agricultural land used as object and an educational tourist	3.2	0.09	0.29
4.	People still uphold local culture	3.3	0.09	0.31
5.	Participation in events of travel market place	2.7	0.09	0.23
6.	Create new job opportunities	3.2	0.09	0.28
Mean			0.54	1.61
Threats				
1.	Competition with other tourist village	2.2	0.06	0.14
2.	The mindset and behavior of society is still stiff	3.0	0.10	0.29
3.	Public awareness is still low	3.2	0.10	0.32
4.	Government evaluation to the tourist village is not optimal	3.0	0.10	0.30
5.	Lack of entrepreneurship within the communities	3.3	0.11	0.35
Mean			0.47	1.39
Total EFE			1.00	3.00

Source: Primary data, 2016

Table 2 shows that the Nongkosawit tourism village has enormous opportunities to develop. It may be seen from the chances of probability (1.61) which are greater than those threats. The biggest factor of chances owned is local communities who still respect local cultures with a total score of 0.31. Nongkosawit tourism village not only sells natural educational tourism but also its indigenous cultures. Visitors understand its cultural values. Accordingly, Nongkosawit tourism village may continuously encourage visitors to keep coming and visit Nongkosawit tourism village, especially the cultural events, such as Carnival (Kirab) and Nyadran. Religious tourism is also developed in Nongkosawit as there are four pillars of Wali mosque and Sheikh Hasan Munadi inherited remains located in this area. This Nongkosawit's Islamic Figure is also known as the discoverer of water sources in Nyatnyono village located at the feet of Mount Ungaran.

The greatest threat faced by Nongkosawit is communities' poor entrepreneurial spirit (0.35). Nongkosawit tourism village's local communities tend to work as a farm and factory workers in the city. Nongkosawit monographic data show that of 4991 inhabitants, only 24.1% are interested in working in this sector. In facts, to develop a tourism village, the entrepreneurial spirit is greatly required to use the opportunities and to become creative. People with poor entrepreneurial spirit may find it difficult to turn opportunities into economic-valued businesses.

Table 1 and Table 2 show that weaknesses are more dominant than strengths and those have greater opportunities than threats. The results are then put into Grand Strategy Matrix to determine which strategy best develops a tourist village based on indigenous factors owned by the village. In this matrix, the position of Nongkosawit tourism village is located in the third quadrant that turnaround strategy is considered the best one (Figure 1).

Opportunities

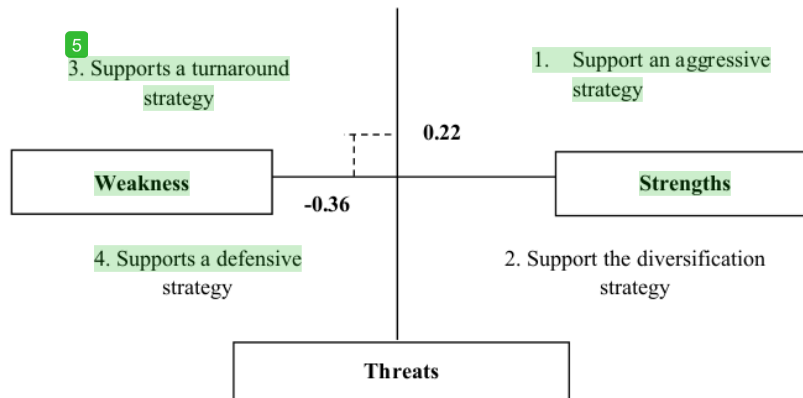


Figure 1. Matrix of grand strategy in the Nongkosawit Tourism Village

Turnaround is a strategy used to improve the ill conditions with various obstacles, but still, have enough time and resources to gain solutions. Strategies which may be offered due to the development of Nongkosawit tourism village is by minimizing its internal problems that better market opportunities may be obtained or by innovating and creating new products to optimize indigenous resources or factors. A tourism village has to work twice harder due to turnaround problems that the first thing to do is to stabilize conditions and then the second is to achieve growth (Panicker & Manimala, 2015).

4. Discussion

After conducting a SWOT analysis, each strategy may be then described and results in various development programs which support the development of the Nongkosawit tourism village through turn-around strategy aiming to minimize its internal problems. The first is SO strategy which develops tourism attraction quality by improving its packaging and appearance to be more attractive without prejudice to local cultural values, boosting sales by routinely joining tourism market events either through social media or internet, offering new products, such as tracking package development in creating new road maps and routes as well as plus eat-in fishing packages. Managers may also offer educational tourism facilities for participants in the form of certificates as the rewarding forms as they have successfully learned to farm in Nongkosawit tourism village that the visitors may have special memories about Nongkosawit. These certificates are such attractive facilities for tourists as tourism village appreciation forms and strategies may increase revenue through price adjustments and market segments sharpening.

ST strategy includes creating different icons for its potentials in order to have competitiveness, such as making agenda of tourism activities as a part of tourism package, providing sites or kiosks to sell handicrafts and products of local communities as souvenirs to visitors. Meanwhile, government supports are also highly required in order to improve the tourism village development. Gannon in (Giannakis, 2014) mentions that a tourism village is a form of group activities, services, and facilities provided by farmers and villagers to present tourism performances in order to increase revenues obtained from their various businesses. Thus, it is expected that this strategy may provide economic influences for communities.

WO strategy includes institutional establishments to handle problems on funding or capitals, arts or cultures, and tourism awareness socialization, supporting facilities and infrastructures improvement made either by self-supporting communities or in cooperation with investors, to conduct tourism village management reconstruction to be more professional in utilizing more qualified human resources based on their fields of knowledge. Lack of qualified professionals may also influence a number of visitors and success of tourism

sectors. Thus, the government is expected to widen the employment opportunities and provide directional policies to place employees based on their competencies (Nihayah, Putri, & Karsinah, 2016). WT strategy includes restructuring areas and managing tourism village that managerial competencies are also greatly required to be systematically guided and mentored to create qualified managers. In addition, concrete efforts are necessary to make such as; sharpening market segments to schools as Nongkosawit tourism village in based on educational tourism, restructuring tourism village, and creating new icons to attract more visitors to come.

5. Conclusion

The Nongkosawit tourism village is developed as a Community-Based Tourism (CBT) which relies on its indigenous factors. The best strategy to develop Nongkosawit tourism village is through turnaround strategy. This strategy can be applied to tourism villages that the weakness factor is more dominant than the strength and opportunity factor is greater than the threat. Turnaround conditions should be made as tourism village management has not been optimal organized and local communities still have poor entrepreneurial spirit. Thus, village tourism management, training, and mentoring reconstructions are greatly required to improve employees' competencies and skills in tourism sectors that it is expected to positively influence the welfare of local communities.

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