

Tanjung Boleng Tourism Village Development as A Tourism Destination Based on Community Based Tourism in West Manggarai

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Abstract

One of the Super Priority Tourist Destinations is Labuan Bajo which has the Tanjung Boleng Tourism Village, which currently has problems regarding community participation. CBT-based tourism development in Tanjung Boleng Tourism Village needs to be implemented to increase local community participation in tourism development. This study aims to determine the development of Tanjung Boleng Tourism Village as a Community-Based Tourism Destination. This study uses qualitative data types with data collection techniques in the form of interviews, observation, documentation, and literature study. Determination of informants in this study using purposive sampling and accidental sampling. The informants in this study were the Head of the Tanjung Boleng Tourism Village Pokdarwis, the Tanjung Boleng Tourism Village Head, representatives from the West Manggarai Tourism and Culture Office, representatives from NGOs, and the Tanjung Boleng tourism village community. The results show that the development of Tanjung Boleng Tourism Village as a tourism destination based on Community Based Tourism currently needs to be improved from the economic, political, environmental, cultural, and social components by increasing human resources and managers. Tanjung Boleng Tourism Village also needs to hold key principles and elements in developing Community-Based Tourism.

Keywords: Community Based Tourism, Tourism Development, Tourism Village

A. Introduction

Tourism is one of the drivers of the community's economy, which is expected to run sustainably through community-based tourism development (Nalayani & Ayu, 2016). The Indonesian government has discussed the development of tourism in Indonesia to increase tourist visits so that it can compete with other countries. On July 15, 2019, the Indonesian government established a Super Priority Tourism Destination consisting of five areas, including Lake Toba, Borobudur, Mandalika, Likupang, and Labuan Bajo (Badan Pusat Statistik., 2021). Labuan Bajo is one of the areas that has great tourism potential in East Nusa Tenggara (Sugiarto & Mahagangga, 2020). The tourism potentials owned by Labuan Bajo include Bidadari Island, Gorontalo Beach, Warloka, and others (Sugiarto & Mahagangga, 2020). One of the areas in Labuan Bajo that has the potential for unique tourist attractions is Tanjung Boleng Tourism Village, West Manggarai Regency.

Tanjung Boleng Tourism Village has five hamlets: Rangko Hamlet, Boleng Darat Hamlet, Gerak Hamlet, Rareng Hamlet, and Kokor Hamlet. Tanjung Boleng Tourism Village has a variety of tourist attractions, including Muara Naga Lumu, Goa Intan, Taroh Mira, Pasir Timbul, Rangko Cave, Kalong Cave, and also Wae Bobok.

As a tourist village currently developing, the tourism component in Tanjung Boleng Tourism Village has problems that exist in this Tourism Village, especially related to the development of Tourism Villages. Tanjung Boleng Tourism Village's Issues are about attractions, amenities, accessibility, and tourism management. The manager of Tanjung Boleng Tourism Village is responsible for maintaining and developing the village's potential. One form of control can be applied to the concept of Community-Based Tourism (CBT). Sustainable tourism in a certain place can be measured using several perspectives, namely economic perspective, social culture, and environmental quality (Diana et al., 2020)

Tourism development in Tanjung Boleng Tourism Village needs to be researched to create a better and more structured tourism destination to provide benefits in the social and economic fields of the local community. Previous research on the Development Strategy of Rangko Cave as a Community-Based Natural Tourism Attraction in Boleng District, West Manggarai Regency, East Nusa Tenggara, which Parta carried out in 2020. Through this research, it is known that it is necessary to develop human resources and supporting facilities. Thus, tourism development needs to be carried out in Rangko Cave and is important to be carried out in Tanjung Boleng Tourism Village, which is part of Rangko Cave because this village has been designated as a tourist village.

Tanjung Boleng Tourism Village has an essential function in developing tourism in Labuan Bajo, one of the Super Priority Tourism Areas (DPSP).

Tanjung Boleng Tourism Village is a vital source of regional income in West Manggarai, namely through provincial levies on existing tourist attractions. In addition, Tanjung Boleng Tourism Village will be one of the stopping routes from West Manggarai to the northern route of Flores Island. However, the development of Tanjung Boleng Tourism Village has not been maximized. Therefore, tourism development in Tanjung Boleng Tourism Village needs to be researched to create a better and more structured tourism destination to benefit the local community's social and economic fields.

Based on the explanation above, the implementation of CBT-based tourism development in Tanjung Boleng Tourism Village needs to be carried out to increase the participation of local communities in tourism development. In addition, through this CBT-based development, Tanjung Boleng Tourism Village can become one of the tourist destinations that provide a good experience and service to tourists in terms of attractions, amenities, accessibility, and management.

B. Literature Review

Tourism Destinations

That tourism or tourism is the state of flora and fauna as a gift, as well as historical, artistic, and cultural relics owned by the Indonesian nation, which are resources and capital for tourism development as an increase in prosperity and also the welfare of the Indonesian people (Nurbaeti et al., 2021). Cooper explained that there are four tourism components owned by tourist attractions, the four components of which are (Cooper et al., 2000): (1) Attractions (attractions) are a form of cultural activities, natural beauty, and events that motivate tourists to visit; (2) Accessibility (access) is a provision of transportation facilities for easy reaching the destination; (3) Amenities include facilities and infrastructure provided for tourists in tourist destinations; (4) Ancillary service or additional services that include services both for tourists and tourism service providers through local tourism institutions/agencies.

Tourism Development

There are five essential aspects in tourism development: tourist objects and attractions, tourism infrastructure, tourism facilities, infrastructure, society, environment, and culture (Karnayanti & Mahagangga, 2019). Tourism development plans to improve existing objects and areas, build things, and market new tourism destinations to prospective tourists (Ratnaningtyas et al., 2022). Tourism development requires several efforts as tourism progress is carried out in a well-integrated manner (Qodriyatun et al., 2018), namely: (1) Promotions to introduce tourism areas; (2) Smooth transportation; (3) Ease of immigration or

bureaucracy; (4) Accommodation that guarantees a comfortable stay; (5) Capable tour guide; (6) Offering goods and services with quality and reasonable prices; (7) Time-filling with interesting attractions; (8) Environmental hygiene and health conditions.

Community-based tourism

Community-based tourism is considered one of the relevant approaches, especially in developing and optimizing potential local microscopes (Dangi & Jamal, 2016; Anandito & Setiawan, 2018). Community - Based Tourism (CBT) is a form of tourism that also takes into account and places the principles of sustainability, environment, society, and culture, which will be managed and owned by the community and the community (Purnomo & Djunaedi, 2019).

Community-based tourism is a form of realizing sustainable tourism. CBT is a tourism management model that involves the community in management, minimizing negative impacts on culture and the local environment, producing positive economic, environmental, and socio-cultural effects, to provide rural tourism products that satisfy tourists (Anggraeni & Rahmawati, 2021). Forward several principles that must be held in the implementation of community-based tourism; these principles include (Nurhidayati & Fandeli, 2012): (1) Recognize and support and develop community ownership in the tourism industry; (2) Include community members in starting every aspect; (3) Develop community pride; (4) Develop the quality of life of the community; (5) Ensuring environmental sustainability; (6) Maintaining the uniqueness of character and culture in the local area; (7) Assisting in the development of learning about cultural exchange in the community; (8) Respecting cultural differences and human dignity; (9) Distribute profits fairly to the community; (10) Plays a role in determining the percentage of income.

Community-based tourism is also applied in the development of these communities. The application of CBT is divided into five components (Nurhidayati & Fandeli, 2012): (1) Economics includes an increased income for community development, creating jobs in the field of tourism, and increased revenue in local communities; (2) Politics includes participation for local communities, increase the strength of the local community compared to the outside, and ensuring natural resource management rights; (3) Environment includes learn about capacity in a region, regulating waste disposal, and building awareness related to conservation; (4) Culture includes encourage respect for cultural differences, rapid cultural change, instilling the development of local culture; (5) Social includes cultivating the quality of life, promoting the pride of society, dividing responsibilities fairly between women and men, young people and adults, and building community organization management.

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Community-based tourism has principles in tourism management that involve society and able to provide profit for society well still competent to maintain environmental sustainability and cultural and social and paying attention to the impacts that arise due to tourism (Dianasari, 2017)

Tourism Village

An alternative to tourism activities based on nature conservation and empowerment of local communities, one form is tourism villages, where the process of tourism development is based on extracting the potential resources in the village along with the empowerment of local communities; tourism villages are a typology in itself where villages are divided into characters based on the potential and pattern of tourism development, namely indigenous or cultural tourism villages, natural tourism villages, or nature conservation and creative economy tourism villages (Herdiana, 2019).

Tourism Human Resources

Human resources include tourists, tourists (tourists), or workers (employment). Human resources are one of the factors that play an essential role in advancing the tourism sector. Human Resource Management (MSDM) is helpful as human empowerment in doing a job to achieve the maximum level of effectiveness and efficiency in realizing the goals to be performed in the company, as an employee, and also the community (Susan, 2019).

C. Research Methods

This research is research with a qualitative approach. This study used qualitative data types. Qualitative data, according to (Sugiyono, 2021) The data is in the form of sentences, words, or images. This study's object is tourism development in Tanjung Boleng Tourism Village. This study's location is in Tanjung Boleng Tourism Village, in Boleng District, West Manggarai Regency. Data collection in the study used two data sources, namely primary data and secondary data.

In qualitative research, informants are divided into three categories: key, primary, and supporting. The informant collection technique in this study used the purposive sampling technique. In this study, there were five information items, including the head of POKDARWIS, the director of Tanjung Boleng Tourism Village, representatives from the West Manggarai Tourism and Culture Office, representatives of NGOs in Tanjung Boleng Tourism Village, and also community representatives. This study used several data collection methods, including interviews, observations, and documentation.

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The instrument used as a tool to assist in this interview process uses an interview guide. The device used for data collection through the observation method is a checklist. This research continues to use the form of collecting data by documentation to support existing methods, such as interviews and observations, to strengthen evidence related to actual conditions in the field. Literature studies in this research will be taken from journals, websites, and books supporting this research.

This research on tourism development in Tanjung Boleng Village uses qualitative descriptive analysis techniques. Qualitative data analysis is inductive data, which means that an analysis is based on the data obtained, three flows that coincide, namely, the data reduction flow (data reduction), data presentation (data display), and also concluding (Hardani et al., 2020).

D. Result

Based on the results of interviews and also observations in Tanjung Boleng Tourism Village related to the development of Tanjung Boleng Tourism Village based on community-Based Tourism, it is known that Tanjung Boleng tourism village already has five components of CBT, namely in terms of economy, politics, environment, culture and also social which can be seen from the table below:

Table 1. Research Result

Component	Result
Economic	Funding which focus on facilities development. Community that works on tourism sector has increased income.
Politic	Two from five hamlet who active in tourism activities, regulation about tourism not specified
Environment	Community know about the important of protecting the environment
Culture	Tolerant community but there is no regeneration of cultural managers
Social	Community quality live enchancement not evently distributed

Source: Researcher (2021)

Based on the results of secondary data, data related to tourism development in Tanjung Boleng Tourism Village were also found in the economic, political, environmental, cultural, and social sectors. From the economic side, it has increased due to tourism activities, namely through the livelihood of the community, which is also increasing in the fishermen sector.

Table 2. Community Jobs

Jobs	2018	2019	2020
Fisherman	270	370	400
Seaweed Farmers	0	0	10
Fish Farmers	1	7	7
Fisherwoman	0	0	0

Based on the table above, it can be seen that the increase in the number of daily subjects due to tourism activities has increased from 370 people in 2019 to 400 people in 2020. In the political component, there is also data that the West Manggarai government, especially the West Manggarai Tourism and Culture Office, has socialized to Tanjung Boleng Tourism Village in 2019 and 2020 related to the socialization of *sapta pesona* actions. Based on the environmental component, there are changes due to tourism activities. The change occurred from infrastructure improvements such as adding road signs and tourist attractions, toilets, and parking facilities. Based on the cultural component, there is unrest in the community because they feel uncomfortable with the arrival of tourists using clothes that are not polite. Hence, the community is nervous because it is bad for children to see.

Based on the social component, as a result of tourism, people have pride in their area; this can be seen from posts on social media related to Tanjung Boleng Tourism Village. *Pokdarwis* also carry out responsibilities, such as a clear organizational structure.

E. Discussion

Based on the economic component, Tanjung Boleng Tourism Village, which has received funding from the government in the future, can do self-help so that tourism activities can be more independent and not depend on funding from the government. People in Tanjung Boleng Tourism Village can also make tourism a source of side income. So that people do not leave their main jobs and switch to tourism as a new industry in Tanjung Boleng Tourism Village. The community can carry out tourism activities, such as opening food stalls in locations around tourist attractions. In addition, people who make a living as fishermen and farmers can offer their daily livelihood activities as one of the tourism activities for tourists. Another service that can be done by *pokdarwis* in Tanjung Boleng Tourism Village to improve the community's economy in the tourism sector is to be a guide. The Tanjung Boleng Tourism Village Government needs to equalize tourism activities in five hamlets so that Rangko hamlet and Rarang hamlet carry out tourism activities and the other three hamlets. The three

hamlets can support tourism activities in the other two hamlets. The supporting activity is the supplier of coffee commodities, which are needed for tourism. Pokdarwis, together with the people of Tanjung Boleng Tourism Village, can make special tour packages for tourists who want to get around in Tanjung Boleng Tourism Village so that the community gets a positive impact from the existence of tourism activities in Tanjung Boleng Tourism Village.

The development based on the political component of Tanjung Boleng Tourism Village has so far involved the participation of the surrounding community. However, only some people are involved in making decisions. Therefore, in the development of tourism in Tanjung Boleng Tourism Village, there needs to be an increase in community participation activities, as evidenced by the division of responsibilities of each community group. In addition, increasing community participation can be done by involving mothers in Tanjung Boleng Tourism Village. The division of roles of the community also needs to be emphasized by conducting a joint meeting in Tanjung Boleng Tourism Village so that the community knows its roles and responsibilities as a community in the Tourism Village. The role of the existing government can be increased so that it can focus on Tanjung Boleng Tourism Village, where the government, especially the West Manggarai Tourism and Culture Office, has focused on the Tourism Attraction of Rangko Cave. If the government can focus on Tanjung Boleng Tourism Village, it can positively impact the community. Pokdarwis, a tourism manager at Tanjung Boleng Tourism Village, can evaluate related tourism regulations in Tanjung Boleng Tourism Village. In addition, pokdarwis can direct the community to participate in tourism activities so that the community gets an impact from tourism development in Tanjung Boleng Tourism Village.

The environmental components of Tanjung Boleng Tourism Village can be developed based on Community-Based Tourism on environmental components. The waste management system in Tanjung Boleng Tourism Village can be added to the development. The waste management system carried out independently can increase community awareness related to waste management in the village. Pokdarwis as a tourism manager in Tanjung Boleng Tourism Village, can collaborate with Non-Governmental Organizations (NGOs) engaged in the environment to cooperate and help the community, especially related to environmental sustainability in Tanjung Boleng Tourism Village. Development based on environmental components for Tanjung Boleng Tourism Village can be improved through environmental awareness activities such as planting trees, appealing not to cut down forests, utilizing non-timber forest products in the MoEF forest area, planting mangroves, and caring for the environment.

Development based on cultural components, the development of Tanjung Boleng Tourism Village based on cultural components can be improved by

extracting information about the culture in Tanjung Boleng Tourism Village, so that information about the culture in Tanjung Boleng Tourism Village can begin to be mapped and implemented to the younger generations in Tanjung Boleng Tourism Village. The community and pokdarwis in Tanjung Boleng Tourism Village can practice cultural performances such as caci dance and pancake silat dance to prepare themselves for cultural performance activities in Tanjung Boleng Tourism Village. In addition, the tourism activities in Tanjung Boleng Tourism Village can be done with the original cultural performance of Tanjung Boleng Tourism Village, which can be packaged into a tourist attraction where this culture is a culture to be displayed religious culture. Tourism activities in Tanjung Boleng Tourism Village can be added with cultural performances and traditional events in Tanjung Boleng Tourism Village so that the local culture in Tanjung Boleng Tourism Village can be maintained and preserved.

Development based on social components the development of Tanjung Boleng Tourism Village based on social components can be explained by sharing responsibilities clearly with the community in Tanjung Boleng Tourism Village. Therefore, through a clear division of responsibilities, the people in the village contribute to each other's development. Tourism managers in Tanjung Boleng Tourism Village can provide direction to the community to increase tourism promotion activities related to Tanjung Boleng Tourism Village. In addition, the community can actively participate in tourism activities, such as being a guide for tourists who come. The community can also become a local travel agent for tourists who want to carry out tourism activities, especially around Tanjung Boleng Tourism Village. Tanjung Boleng Tourism Village can also be developed in the form of structured pokdarwis management and focuses on the entire village so that hamlets have tourism activities and other hamlets that support it are also managed by existing pokdarwis. This can be done using mapping activities for tourism potential in five hamlets, deliberations that are carried out regularly, and evaluation of activities that have been carried out before.

E. Conclusion

Development in tourist destinations in the economic component of funding derived from the agency is used to construct facilities. Furthermore, the political component of society is given space for deliberation, but not all communities are involved. In the environmental component of the community, directions are given to collect waste and protect the environment. Then on the cultural component, people live with each other through cultural tolerance. In the social component, the community feels proud that Tanjung Boleng Tourism Village has a tourist attraction visited by tourists. The development of Tanjung Boleng Tourism Village based on the Community Based Tourism component can

apply the ten principles of CBT development and five components of development through key elements for implementing Community Based Tourism in Tanjung Boleng Tourism Village. In the economic component, the community can carry out self-help tourism activities; the community can open food stalls to increase the income of tourism. In the political component, it is necessary to increase the participation of local communities in decision-making related to tourism activities by involving the community in deliberative activities.

Furthermore, the environmental component can be added to the existing waste management system in Tanjung Boleng Tourism Village. In the cultural component, information on cultural histories in Tanjung Boleng Tourism Village can be extracted and show local culture to tourists. In the social component, a more structured form of pokdarwis management can be improved to cover the entire hamlet in Tanjung Boleng Tourism Village.

It is hoped that the government will pay more attention to activities involving the village community and review and evaluation for Tanjung Boleng Tourism Village as a tourism destination that has the potential to be visited by tourists. It is hoped that Tanjung Boleng Tourism Village management will be paid more attention so that tourism activities in Tanjung Boleng Tourism Village can be divided evenly and sailing support so that Tanjung Boleng Tourism Village can be more optimal in the development of existing tourism. It is hoped that the community will cooperate and be more aware of Tanjung Boleng Tourism Village tourism. The community is also expected to be able to contribute to the management and activities of tourism in Tanjung Boleng Tourism Village.

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