

Community Empowerment Program as A Sustainable Economic Strategy in Pela Tourism Village

A Rinto Dwiatmojo^{1,2}, Khairul Hisyam Kamarudin^{3*}, Yusni Nyura⁴

¹ Razak Faculty of Technology and Informatics UTM Kuala Lumpur, Malaysia

² Departemen Of Tourism, Politeknik Negeri Samarinda, Indonesia

³ Faculty of Architecture & Surveying, Universiti Teknologi Malaysia, Johor Bahru, Johor Malaysia

⁴ Information Technology Department, Politeknik Negeri Samarinda, Samarinda, Indonesia

*Corresponding Author: khisyam.kl@utm.my

Received: 30 July 2023 | Accepted: 1 September 2023 | Published: 1 December 2023

DOI: <https://doi.org/10.55057/ijbtm.2023.5.S4.3>

Abstract: *The community empowerment program seeks to optimize a village's capacity to enhance the welfare of its residents. This study's aim was to determine different types of community empowerment initiatives. Data collecting methods for this study's qualitative methodology included observation, interviews, documentation, and literature review. Community empowerment is Practiced to bring about change for the residents of the Pela tourist village, particularly in improving knowledge. The study's findings showed that the Pela Tourism Village's development efforts were quite successful, with the leading indicator being the average increase in tourist visits, which was quite significant from year to year. Additionally, the local community's readiness regarding its education, knowledge, and involvement in the tourism village's development demonstrated that the community is adequately prepared to deal with various potential impacts. Local laws, particularly those limiting incoming foreign investment, influence local communities' rising ownership and control and their pride in working and doing business there. Tourist fees provide funding to the government. This is why it is essential to keep growing tourist villages responsibly while prioritizing local populations' needs. The empowerment of local communities must constantly be promoted in addition to physical development to establish a capable, economically self-sufficient tourist community prepared to maximize the economic prospects that result from village tourism operations.*

Keywords: Tourism village, community empowerment, sustainable economic, local community

1. Introduction

Given that Indonesia has a wealth of natural resources, the tourist sector has immense potential. Tourism contributes significantly to the national Gross Domestic Product (GDP) (Adamsah & Subakti, 2022; Righo, 2021). Meanwhile, according to (Adamsah & Subakti, 2022; Luturlean & Se, 2019; Situmorang et al., 2023), Tourism will create many new employment opportunities, improve community life, and increase regional products internationally. Meanwhile, currently, tourists are more interested in tourism that shows rural nature (Ohe, 2020; Zielinski et al., 2020).

One of the communities in the Kota Bangun sub-district is Pela Village. The Kutai Kartanegara Regency is distinctive because it is situated along the Mahakam River, which has the potential to be a beautiful natural tourism destination. Transportation available in Pela village uses a car because we do not find paved roads, but this village relies on boats. Along the riverbank village, there is a wooden bridge as a means of passage for community activities. One of the greatest potentials is the existence of Mahakam Pesut, which has excellent potential to be developed into an attraction; in addition to nature and rivers, which are also a way of life for the community in increasing attractiveness and tourist visits, the role of the community is needed (Adha, 2019).

Creating tourist attractions in this region is difficult due to the vast development potential available. Still, the community needs more capacity for planning and development to make significant contributions to the community (Damanik, 2019; Endah, 2020). Meanwhile, according to (Badaruddin et al., 2021; Istiyanti, 2020), The community empowerment approach aims to increase the community's capacity to recognize and identify issues on its own, additionally, potential and tourism requirements for creating and constructing vacation spots. It also aims to study the social, economic, and environmental impacts of developing tourist areas to draw tourists.

2. Review

A. Tourism concept

The neighbourhood, businesses, the government, and the local government offer a range of facilities and services supporting many tourist activities (Rudy & Mayasari, 2019). From an academic perspective, tourism is the study of human migration away from their natural habitat, including the enterprises that cater to those requirements. In addition, tourism is also a relationship between tourists and businesses that affect a region's socio-cultural, economic, and physical environment. (Aimin, 2013; Kiwang & Arif, 2020).

While in sociology (Apostolopoulos et al., 2013; Gde et al., 2005) said that tourism includes three main elements, namely:

- a) A Dynamics element, namely travel to a tourist destination.
- b) A static element, which is a stopover in the destination area.
- c) A consequential element, or the effect of the two things above (especially on local communities), includes the economic, socio-cultural, and physical impacts of contact with tourists.

B. Tourist Village Concept

The area or diverse local knowledge (customs, culture, potential) is connected to village tourism. It is run as a tourist destination following its capabilities, shown for the community's social and economic purposes. The local wisdom or knowledge system discussed here is a unique body of information specific to a particular community or culture. It has grown through time due to interactions between the populace and its environment (Ciolac et al., 2022; Moise et al., 2023; Parantika et al., 2020). According to (Aji, 2020; Arintoko et al., 2020), a region having local wisdom-based tourism attractions, such as traditions, culture, and natural resources that are genuine and distinctive in the form of a typical rural ambience, is called a tourist village. More than one or a mix of numerous tourist attractions, including agrotourism, cultural tourism, and ecotourism, are often present in rural regions maintained as tourist villages, such as the Tourism Village.

C. Concept of tourism village development

The community will be immediately impacted by and involved in the growth of the tourism industry, which will have good and bad effects. The growth of tourism inside the community offers enormous potential advantages for the sociocultural fabric, the environment, and the economy. However, poor tourist growth may also result in substantial losses for the local economy (Aji, 2020). Different managers show ineffective control of tourists and will cause losses, whereas if management is carried out effectively, it will help increase community income.

Research on economic effects is seen as crucial as an evaluation phase and a preventive step in selecting the next development step since creating tourist communities is a multisectoral endeavour. The implementation of tourist development must be designed holistically, paying close attention to the sociocultural and economic components of the local population. At each stage of development, the negative consequences on the local community's socioeconomic development should be as minimal as possible for stakeholders in the tourist industry. (Assa & Wibisono, 2022; Sukmana et al., 2018)

D. Concept of Tourism Economic Impact

According to (Adnyana, 2020) Visitors who stay there for a certain amount of time utilize its amenities. Typically, people will spend money on certain items before leaving and returning home. "If many tourists come to a destination, it will impact the area's economic life directly and indirectly. The economic impact can be positive or negative." (Arismayanti et al., 2019; Gde et al., 2005; Pitana, 2019) recommended that the following eight categories may be used to classify how tourism affects economic situations:

- i. Impact on foreign exchange earnings
- ii. Impact on community income
- iii. Impact on employment opportunities
- iv. Impact on benefit or profit distribution
- v. Affects on communal ownership and (economic) control.
- vi. Impact on development in general
- vii. Impact on government revenue

Given that the study's scope is only at the village level and its use of limited research instruments and techniques, Cohen's eight impact categories are not the only ones that may be included in its analysis of economic effects. This study did not study the impact on foreign exchange earnings and benefit distribution.

3. Research Methods

The author's study is qualitative descriptive research that focuses on how the expansion of the Pella tourist destination has affected the local community's economy. Pella Village's administrative area's population is the community in question. The data search method used interviews, focused discussions, and distributing questionnaires to respondents with samples taken from the local community of Pella Village. To obtain data on demographics, the author used the documentation method. Meanwhile, the field observation method was used to obtain an overview of non-verbal data. The analysis method generally refers to the rules of qualitative methodologies, such as reduction, data presentation, verification, and data triangulation (Ragin & Amoroso, 2011)

4. Results and Discussions

A. General description of the object of research

The Kutai Kartanegara government continued the Kutai government before the province's division in 1999. The Kutai government includes Balikpapan, Bontang, and Samarinda, previously the territory of the Sultan of Kutai Kartanegara in Martadipura. The Kutai Swapraja area was transformed into a special Kutai area which is an extraordinary district/region with self-government. Based on Law No. 27 of 1959, this region was partitioned into 3 (three) local level II, namely: Balikpapan Regency with Balikpapan as its capital, Samarinda Regency with Samarinda as its capital, Kutai Kartanegara Government with Tenggarong as its capital. With the end of the Kutai Extraordinary Region, the government of the Ruler of Kutai Kartanegara in Martadipura also ended. In the Extraordinary Meeting of Kutai Regency Council on January 21, 1960, the Ruler of Kutai Kartanegara, A.M. Muhammad, was the leader of Balikpapan city hall. In 1999, the Kutai region was isolated into 4 independent regions depending on Law No. 8 of 2002 on the Distinction of Kutai Government with Kutai Kartanegara Government which was a proposal from the leader of the Republic of Indonesia Abdurrahman Wahid when opening the General Meeting of All Indonesian Governments (APKASI) in Tenggarong in 2000.

With a size of 27,263.10 km², Kutai Kartanegara Rule may be found between 115°26' and 117°36' East Longitude, as well as between 1°28' and 1°08' North and South Scope. The Kutai Kartanegara Rules are isolated into 18 sub-regions with the turn of events and local developments. The 18 sub-regions are Samboja, Muara Jawa, Loa Kulu, Loa Janan, Muara Muntai, Muara Wis, Tenggarong, Sebulu, Kota Bangun, Tenggarong Seberang, Anggana, Muara Badak, Muara Kaman, Sanga-Sanga, Marang Kayu, Kenohan, Rambut Wajah Kembang and Tabang. Kutai Kartanegara Rules has many waterways spread in almost all sub-regions and is the basic method for transportation other than land transportation, with the longest stream being the Mahakam Waterway, with a length of about 920 km. The Kutai Kartanegara region has boundaries with the Bulungan Regime, East Kutai Regency, Bontang City, Makassar Waters, North Penajam Pasir Government, Balikpapan City, and West Kutai Government.

The economy of the Kutai Kartanegara Government is still highly dependent on the mining area, most of which is shipped to the world market. Therefore, the global economy significantly impacts the Kutai Kartanegara Government's economy. Following the monetary recovery process around the world. Mining in Kutai Kartanegara Regime includes oil and gas and non-oil and gas mining. Of these mines, oil and gas are the mining goods that affect the economy of Kutai Kartanegara Regency and East Kalimantan Region in general, considering that until now, these mining goods have become mainstay goods.

In the Kota Bangun sub-district, Pela Village is one of the oldest, which was originally just a group of migrants from the nearby South Kalimantan Province who worked as fishers and traders around Semayang Lake and in the Kota Bangun sub-district. In the early

In the 1970s, Pela Village had 3 (three) neighbourhoods inhabited by only a few tens of households. The population of Pela village has been growing annually along with its development and the advancement of mindset and technology, to the point where at its peak in 1988, there was a significant flood that was very difficult for people's lives, prompting several Unmul students to move the Pela Village community settlements to a higher place. Several citizens agreed with the then-in-charge village administration's decision about this.

Starting from the temporary refugee camp, the situation grew so that many residents from outside Pela village wanted to come to live in Sangkuliman hamlet, including residents from Kenohan and Muara Muntai sub-districts, so that all development activities were directed to the new refugee camp and the Pela Village government centre was moved to Sangkuliman hamlet. Thus, there was a gap in life in the Pela community. In 1999, aspirations arose from the Pela community, who remained in the original village, to split the village. 2003, after all, preparations were complete, a proposal was submitted to the Regional Government. Submitting a village split proposal 2010 to split the Sangkuliman hamlet as part of Pela Village was approved to become the preparatory village of Sangkuliman, Kota Bangun Subdistrict. In 2011, a Decree of the Regent of Kutai Kartanegara was issued Number: 555 / SK- Bup / HK / 2011, dated September 12, 2011, concerning the determination of the preparatory village of Sangkuliman to become the definitive village of Sangkuliman. Pela Village has a population of 434 people (data in 2012).

B. Demographic and socio-cultural profile of the Pela Village community

One of the 21 villages in Kota Bangun Sub-district, East Kalimantan Province's Kutai Kartanegara Regency, Pela Village is an essential element of the sub-district and is about \pm 6 kilometres to the west of the sub-district town. Pela Village has an area of (2,300) hectares. Kota Bangun Sub-district's main city is 6 km away and can be reached there in \pm 45 minutes. Like other Indonesian villages, Pela village has a dry and rainy environment. This directly influences the cropping patterns in Pela village, with a lowland topography with boundaries, north bordering Muhuran village, south bordering Sangkuliman village, east bordering Liang Ulu village, and west bordering Semayang village. Demographic characteristics determine the adaptability of community changes due to tourism development (Komala et al., 2015).

The education level of the Pela Village community generally has a low to moderate level of education, with a proportion of elementary school graduates (SD) of 6 people, followed by junior high school graduates (SMP) of 54 people and senior high school graduates (SMA) of 88 people. The proportion of highly educated people is still very small, with 6 university graduates (Wartiharjono, 2017). Regarding education and age, the Nglanggeran Village community has minimal education, with 50% of the community aged between 26 years and 45 years. The tendency of productive-age people with minimal formal education levels generally reduces their opportunities to work in the formal sector, especially in tourism. Therefore efforts to develop training and work skills for productive age people are considered necessary.

C. Community Economy in Pela Village

Around 55% of the local community in Pela Village earns their main livelihood as fishermen who are managed individually, but there are also businesses in other sectors, both individual and group. Others work as private employees, 5%, and in other occupations, 40%.

D. The Potential of Pela Tourism Village

The potential of Pela Village includes the following:

- a) Natural potential (Tanjung Tanamoh, Semayang Lake, Sunset)
- b) Cultural potential Traditional dances, fishermen museum, tingkilan, habsy, kuntau)
- c) Human Potential (fish cracker making, shredded fish making, salted fish making)
- d) Community Empowerment
- e) Cooperate in areas such as marketing, development, and empowerment

E. Impact on local community income

The growth of tourism in Pela Tourism Village boosts local tax revenue. Increased revenue is seen throughout many sectors of the local economy, including fishermen and service providers to the tourist industry. The growth of tourism in Pela Tourism Village creates a variety of fresh chances for the local economy to diversify beyond agriculture. The population gradually realizes the effects of the advantages. The advantages experienced, such as guesthouse proprietors, particularly guides, might progressively boost their economy. The locality is aware that tourism may provide income in addition to agriculture. Both directly and indirectly, the growth of Pela Tourism Village benefits the community's increased revenue. Residents of Pela Tourism Village will experience immediate advantages in the form of higher sales turnover for business owners and higher income for those employed in the tourism industry. The indirect effect is the rise in land sales value, which also represents a community investment.

F. Impact on employment and business opportunities.

Many young people in Pela Village used to be jobless. Still, today they may have different occupations in the tourist industry. "tourist growth in Pela Tourism Village has favourably contributed to improving employment options and lowering unemployment in the Pela Village community.

Tourism expansion has increased job possibilities while introducing several novel business models to the travel industry. The author has outlined the effects of tourist growth in Pela tourist Village on several types of companies, including homestays, restaurants, gift shops, souvenirs, and crafts made from lake materials.

G. Impact on prices

Tourism development in Pela Tourism Village has not yet affected the increase in basic goods prices because agricultural products can still fulfil most of the community's basic needs. While this continues, nearby cities may still provide for other necessities.

According to the study, increasing tourism may increase the value of local goods such as handicrafts, food items sold as souvenirs, local culinary creations, etc.

H. Impact on ownership and control by local communities

Pela Tourism Village is being developed following community-based tourism (CBT) principles. The ownership and operation of Pela Tourism Village have stayed wholly with the neighborhood.

Based on the statistics of management employees, who are 100% locals, ownership and control of the local community may be shown. There have been no foreign investors apart from the government.

I. Impact of development in general

Expanding tourism may spark the growth of auxiliary infrastructure in Pela Tourism Village. In recent years, infrastructure, including highways, has improved.

Table 1: Qualitative analysis of the impact of tourism development in Pela tourism village on the local economy, local community

No	Variable	Before Tourism Development	After Tourism Development	Impact Value
1	Impacts on local community income	Community income from agriculture and fishing	Additional community income from tourism	Good
2	Impacts on employment opportunities	Employment opportunities are low. Unemployment rates tend to be high, especially among youths.	jobs and more business opportunities in the tourism industry	Good
3	Impact on price	Prices of necessities are normal	The price of needs has not changed	Good
4	Impact on ownership and control	Village resources under local control	Local people still manage village property	Good
5	Impact on Development in general	The neighborhood is slowly expanding physically	Society is growing physically	Good
6	Impact on Government revenues	Desa Wisata tickets do not increase government revenue	City and district governments get additional money from Tourism Pela	Good

The community response data above shows that the expansion of Pela Tourism Village usually benefits the economic growth of neighboring cities. The economic benefits of tourism in the form of extra income, employment opportunities, and new businesses can be fairly distributed to every level of society by involving the community and making it the primary actor of development in every aspect of Pela Tourism Village management. Because the community-based management approach has a favourable economic effect and is tangible to the community, the community enthusiastically supports the growth of Desa Wisata. In addition to having an immediate effect on the neighbourhood, creating Pela Tourism Village may result in significant financial gains for the village government in compensation or entrance fees. Thanks to tourist growth and vital community preparation in the face of the prior development of Pela tourist Village, the numerous economic advantages mentioned above may be realized. Naturally, the beneficial effect may be increased once more if coupled with continuous community empowerment to equip the neighbourhood better to maximize the possibility of beneficial effects, such as through training sessions and seminars to increase Pela Village's tourist know-how. Due to this, academics describe the Pela Tourism Village management model in the following ways:

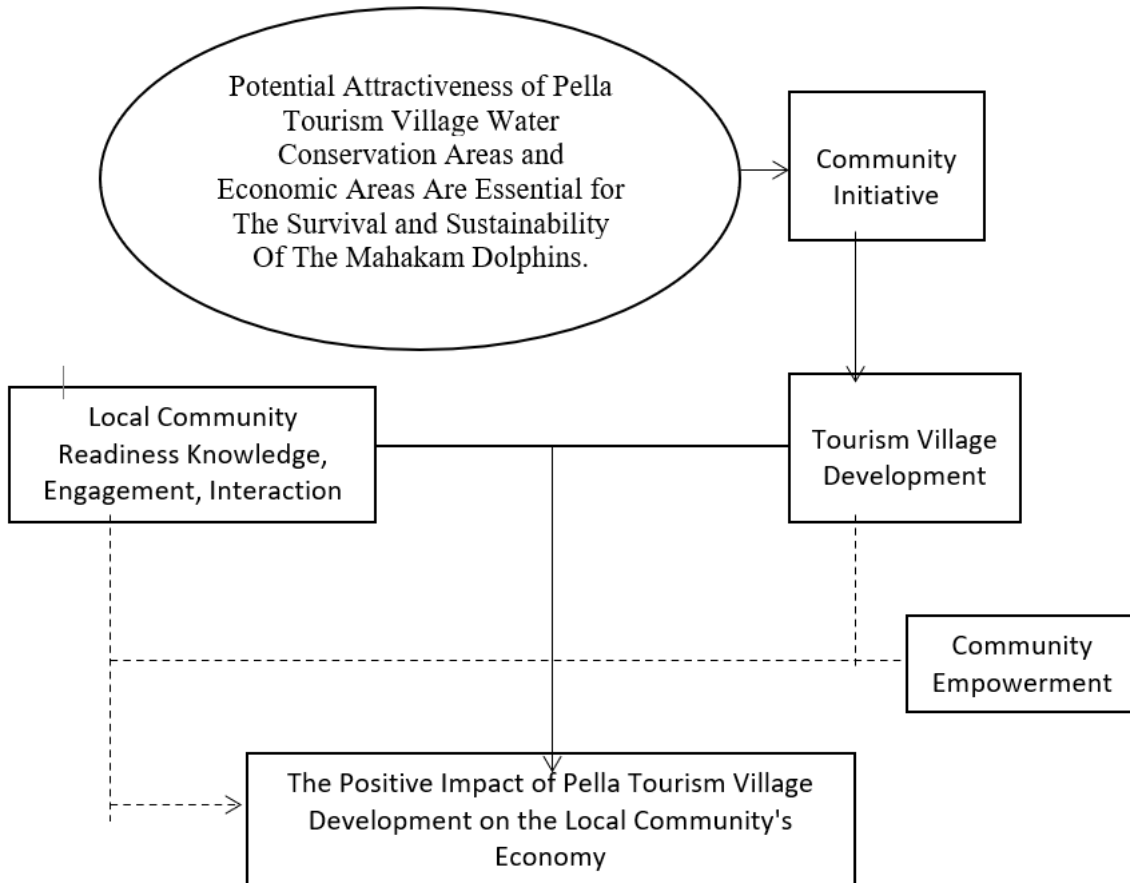


Figure 1: Analysis of the Pella Tourism Village Development Model

5. Conclusion

According to the study, Pella Tourism Village's development efforts are generally regarded as high calibre. The primary measure is the average annual growth in visitor arrivals, which is hugely significant. The local population is prepared to deal with various potential effects that may arise based on their level of education, knowledge, and involvement in developing tourist villages. They should also be able to fully utilize the potential for economic opportunities brought about by the construction of Pella Tourism Village.

The results revealed that the growth of tourist villages had a favorable effect on Pella Village's local economy, increasing locals' incomes, employment opportunities in the tourism sector, ownership and control over their neighborhoods, and pride in their places of employment. Taxes on tourism provide funding for the government.

Because of this, it is essential to build tourist villages responsibly, giving local populations' needs priority. To build a capable and financially independent tourist community prepared to take advantage of the economic prospects that result from tourism village operations, local community empowerment must constantly be strengthened in addition to physical development.

References

- Adamsah, B., & Subakti, G. E. (2022). Perkembangan Industri Halal Terhadap Pertumbuhan Ekonomi Manusia. *Indonesia Journal of Halal*, 5(1), 71-75.
- Adha, M. (2019). Perencanaan Kawasan Wisata Rumah Apung Danau Semayang Muara Pela Lama Kecamatan Kota Bangun. *Kurva Mahasiswa*, 1(1), 79-89.
- Adnyana, I. M. (2020). Dampak Green Tourism Bagi Pariwisata Berkelanjutan Pada Era Revolusi Industri 4.0. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 4(3), 1582-1592.
- Aimin, L. (2013). The study of second language acquisition under socio-cultural theory. *American journal of educational research*, 1(5), 162-167.
- Aji, R. R. (2020). Tourism social entrepreneurship in community-based tourism: A case study of Pentingsari tourism village. IOP Conference Series: Earth and Environmental Science,
- Apostolopoulos, Y., Leivadi, S., & Yiannakis, A. (2013). The sociology of tourism: Theoretical and empirical investigations.
- Arintoko, A., Ahmad, A. A., Gunawan, D. S., & Supadi, S. (2020). Community-based tourism village development strategies: A case of Borobudur tourism village area, Indonesia. *Geo Journal of Tourism and Geosites*, 29(2), 398-413.
- Arismayanti, N. K., Sendra, I. M., Suwena, I. K., Budiarsa, M., Bakta, I. M., & Pitana, I. G. (2019). Tourism villages' development in Bali, mass or alternative tourism. *Journal of Tourism and Hospitality Management*, 7(2), 117-139.
- Assa, A. F., & Wibisono, C. (2022). Development Of Combination Of Tangguh Village And Tourism Village In Dawuhan Village-Central Java Province To Increase Community Income. *Journal of Positive School Psychology*, 1066-1075.
- Badaruddin, B., Kariono, K., Ermansyah, E., & Sudarwati, L. (2021). Village community empowerment through village owned enterprise based on social capital in North Sumatera. *Asia Pacific Journal of Social Work and Development*, 31(3), 163-175.
- Ciolac, R., Iancu, T., Popescu, G., Adamov, T., Feher, A., & Stanciu, S. (2022). Smart Tourist Village—An Entrepreneurial Necessity for Maramures Rural Area. *Sustainability*, 14(14), 8914.
- Damanik, S. E. (2019). *Pemberdayaan Masyarakat Desa Sekitar Kawasan Hutan*. Uwais Inspirasi Indonesia.
- Endah, K. (2020). Pemberdayaan masyarakat: Menggali potensi lokal desa. *Moderat: Jurnal Ilmiah Ilmu Pemerintahan*, 6(1), 135-143.
- Gde, P., Pitana, P., & Gayatri, G. (2005). *Sosiologi Pariwisata*. Andi: Yogyakarta.
- Istiyanti, D. (2020). Pemberdayaan masyarakat melalui pengembangan desa wisata di Desa Sukawening. *Jurnal Pusat Inovasi Masyarakat (PIM)*, 2(1), 53-62.
- Kiwang, A. S., & Arif, F. M. (2020). Perubahan sosial ekonomi masyarakat Labuan Bajo akibat pembangunan pariwisata. *Gulawentah: Jurnal Studi Sosial*, 5(2), 87-97.
- Luturlean, B. S., & Se, M. (2019). *Strategi Bisnis Pariwisata*. Humaniora.
- Moise, G., Popescu, A., Bratu, I. A., Răducuță, I., Nistoreanu, B. G., & Stanciu, M. (2023). Can We Talk about Smart Tourist Villages in Mărginimea Sibiului, Romania? *Sustainability*, 15(9), 7475.

- Ohe, Y. (2020). *Community-based rural tourism and entrepreneurship*. Springer.
- Parantika, A., Wibowo, F. S., & Wiweka, K. (2020). The Development of Thematic Tourist Village of Mulyaharja Bogor Based on Community Empowerment Approach. *TRJ Tourism Research Journal*, 4(2), 113-132.
- Pitana, I. G. (2019). Pengantar ilmu pariwisata.
- Ragin, C. C., & Amoroso, L. M. (2011). *Constructing social research: The unity and diversity of method*. Pine Forge Press.
- Righo, E. (2021). *Pemberdayaan Masyarakat Dalam Pengembangan Desa Wisata Liang Ndara Kabupaten Manggarai Barat Labuan Bajo (Studi kasus di Desa Wisata Liang Ndara Labuan Bajo)* STP AMPTA Yogyakarta].
- Rudy, D. G., & Mayasari, I. D. A. D. (2019). Prinsip-Prinsip Kepariwisata dan Hak Prioritas Masyarakat dalam Pengelolaan Pariwisata berdasarkan Undang-Undang Nomor 10 Tahun 2009 Tentang Kepariwisata. *Kertha Wicaksana*, 13(2), 73-84.
- Situmorang, M. K., Kalingga, Q. R. H., Surbakti, K., Silalahi, N. K., Umar, M., Adelia, T., Sipayung, R., & Tarigan, F. (2023). Kreasi Pengolahan Limbah Rumah Tangga Menjadi Craft Berbasis Pemberdayaan Masyarakat Sebagai Pendukung Pengembangan Desa Wisata Percut Sei Tuan. *Abdi Parahita*, 1(2), 147-158.
- Sukmana, E., Brahmantyo, H., & Mumin, A. T. (2018). The Influence of Community Participation, The Role of Village Government, Number of Tourist Visits, and Village Income on Community Welfare in Cibuntu and Citundun Tourism Villages. *TRJ Tourism Research Journal*, 2(2), 61-77.
- Zielinski, S., Jeong, Y., Kim, S.-i., & B. Milanés, C. (2020). Why community-based tourism and rural tourism in developing and developed nations are treated differently? A review. *Sustainability*, 12(15), 5938.