



ECONOMIC DIMENSIONS OF THE COMMUNITY BASED TOURISM APPROACH (STUDY ON TOURISM MANAGEMENT AND DEVELOPMENT OF FATUKOTO VILLAGE, TTS REGENCY)

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ABSTRACT

Management and development of village tourism is a strategy that can be used to overcome various social problems in rural areas such as poverty and unemployment. Community Based Tourism (CBT) is one of the tourism development approaches. Community Based Tourism (CBT) approach in tourism development can be viewed from various dimensions; economic, social, cultural, environmental, political. This research aims to analyze how the economic dimension in the management and development of tourism in Fatukoto Village, South Central Timor Regency. This research was conducted using a qualitative approach, data collection was carried out through interviews, observations and literature studies. The data collected were primary data obtained from interviews and observations, as well as secondary data obtained from documents from the village office and various other sources. The collected data were then processed and analyzed. The results showed that the management and development of Fatukoto village when viewed from the economic dimension is still not well implemented such as the unavailability of funds or budgets for community development, the employment opportunities created for new villagers are only micro-scale trading businesses that sell agricultural products which are also still raw to visitors while for other jobs, especially those related to tourism such as tour guides, photo graffiti guards, and other tourism-related jobs. As for the income aspect, the village community has indeed received income from village tourism management, but this income is still considered small and cannot be used as the main source of income in the family. In addition, until now there has been no form of cooperation such as joint ventures in the management and development of Fatukoto Village tourism

Keywords: (a) Rural Tourism, (b) Community Based Tourism, (c) Rural Tourism, (d) Economic Dimensions.

1. INTRODUCTION

Community Based Tourism (CBT) is one of the tourism development approaches. This approach becomes something that is considered important to be used in tourism development because this approach centers on community involvement in the tourism management process, starting from the planning and operation stages, so that tourism businesses can provide benefits to local communities optimally (Hang et al., 2021). Community-based tourism is an important approach to efficient tourism and strongly supports sustainability at the community/local level (Han et al., 2019, Jeon, & Kim, 2011). Meanwhile, Anstrad (2006) explains Community Based

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Tourism as tourism that takes into account and places environmental, social and cultural sustainability embraced by and owned by the community.

The Community Based Tourism (CBT) approach in tourism development can be viewed from various dimensions; economic, social, cultural, environmental, political, and social (Hatton: 1999; Rozemeijer et al: 2001; Suansri : 2003). The economic dimension can be an indicator to measure the development of a tourist area in terms of the presence or absence of community development funds for tourism management, the creation of jobs for people in and around tourist sites, the growth of the local economy and the existence of joint ventures (Arum et al., 2022). Referring to this economic dimension, CBT is an important approach that can be used for tourism management and development in rural areas, especially in villages in developing countries.

Tourism is one of the most important activities in the world, and is one of the most common sectors that has not been fully managed to the maximum, even though the tourism sector is believed to be one of the sectors that encourage the economic progress of developing countries (Hariyani, 2018). as stated Panagiotidis, Mussoni dan Voucharas, (2023) that tourism is an important sector of the services sector that has a positive effect on economic growth.

Indonesia is one of the countries in the world that is rich in tourism potential, its diversity of landscapes, cultures, cultural heritage and natural resources offers many choices for visitors (Hampton dan Clifton, 2016). With this rich potential, the Indonesian government has designated tourism as one of its leading potentials (Lemy, Teguh and Pramezwary, 2019). The Ministry of Tourism as cited by Achmad dan Inrawan, (2024) reported The number of foreign tourist visits to Indonesia in January 2024 reached 927,746, consisting of 760,036 visits (81.93%) through immigration registration and 167,710 visits (18.07%) through Mobile Positioning Data recording at border entrances. This figure shows a growth of 16.19% compared to January 2023, which amounted to 798,469 visits. These data show that tourism is one of the sectors that can be favored to improve the Indonesian economy. Therefore, it is important to build and develop tourism potentials. In the process of development and development of Indonesian tourism, one of the principles that becomes important to note is its sustainability.

One of the strategies undertaken by the Indonesian government in the development and development of tourism is the development of tourist villages. A tourist village is an area that has the potential and uniqueness as a tourist attraction that can include the life of the village community and all its potential (Wirdayanti et al., 2021). Rural areas are also said to have strong potential due to their unique and valuable natural resources and cultural wisdom, thus attracting visitors (Istiqomah et al., 2020). Village tourism can play an important role in reducing the burden of urbanization, opening up jobs so as to reduce unemployment in the village, and ultimately is expected to have an impact on improving the welfare of rural communities (Fafurida et al., 2023), therefore, the development of tourism villages can be a strategy to realize an independent village (Wijijayanti et al., 2020).

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The construction and development of tourist villages must place sustainability and creativity in developing the identity or characteristics of the village (Karim, 2020). Referring to the nature of sustainability that must be prioritized, the Community Based Tourism (CBT) approach can be used as the main approach applied in the development and development of tourist villages, as stated by (N, Krisnani dan Darwis, 2015) that the form of CBT is the development of tourist villages, where village communities can develop their potential, both natural resources, culture, and also human resources, this is in line with what is conveyed by (Stone, 2015); (Dolezal & Novelli, 2022) CBT has strong potential to benefit and empower communities, especially through capacity building, partnership and collaboration between private, public and community.

Fatukoto Village is one of the villages located in South Central Timor District, East Nusa Tenggara Province. This village has become one of the attractive tourist destinations for tourists visiting South Central Timor Regency. The interesting attractions and also the superior potential of tourism in Fatukoto Village are fatunausus, nefo kaenka destination, Terbing Maemer, with a view of the forest overgrown with eucalipus Alba and eucalipus euruphila plants. In addition, other attractions that are also often visited by tourists are forest areas which are places for animals such as cows and horses to find food, tourists usually enjoy the green trees and also breathe the cool air in this forest area.

Based on information from the Fatukoto Village tourism management community, one of the popular tourist destinations in Fatukoto village is the Nefo Kaenka tourist destination which is visited by both local and foreign tourists. Nefo Kaenka is a lake with a depth of 7 meters and is decorated with ampupu trees that are hundreds of years old. In addition to enjoying the beauty of nature, the tourist attraction offered to visitors is fishing for freshwater fish at the Nefo Kaenka Destination.

Fatukoto tourism village has been managed through the community, this is evidenced by the formation of the Taheunpah community group with 53 Heads of Families (KK) as managers of tourist destinations in the village. This tourism management group was formed from 2019 which was legalized through the Fatukoto Village Decree. The purpose of the formation of this tourism awareness community group is to develop and organize village tourism objects better. With the formation of the village tourism management community group, the actual development and development of Fatukoto tourism village has referred to the Community Based Tourism (CBT) approach. However, in the management process, the impact that should be seen from the management and development of CBT-based tourism villages is not found in Fatukoto Village, especially when viewed from the economic dimension.

This research specifically tries to analyze and describe how the Community Based Tourism (CBT) approach, especially in the economic dimension in the management and development of Fatukoto tourism village, which as stated by Arum, Padmaningrum and Winarno, (2022) that the economic dimension can be measured by indicators; the existence of funds for the development of tourism management communities, the creation of jobs in the tourism sector for village communities, the community gets income from tourism it manages, to the existence of joint

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venture forms in tourism whose profits are shared with the community. However, at first glance, various indicators of CBT in this economic dimension have not been fully realized in the management of tourism by the community in Fatukoto Village. Whereas the formation of a village tourism management group is expected to have an impact, especially economically on the village community.

This research is different from various studies related to CBT in tourism management and development, such as Dolezal dan Novelli, (2022) which analyzed CBT in tourism management in three villages in Bali. Or research conducted by Azzahra, Setiyono and Manar, (2023) related to sustainable tourism development in Kandri Tourism Village which specifically reviews the non-optimality of tourism village management. This research specifically looks at CBT from the economic dimension in Fatukoto Tourism Village, which is a tourism village located in South Central Timor Regency, NTT Province, which is one of the regions in Indonesia with various social problems such as poverty, stunting, and limited availability of jobs which then makes some of its people, especially workers at productive ages, choose to migrate to look for work outside the region and even become illegal migrant workers. Whereas the tourism potential that is owned, if managed properly, is expected to provide economic benefits for the village community, and can have a broad impact on the welfare of the community. Therefore, the formulation of the problem to be analyzed in this study is how the economic dimension in the CBT approach to the management and development of Fatukoto village tourism.

2. RESEARCH METHODS

This research was conducted using descriptive qualitative method, because this research seeks to understand more deeply the phenomenon of Community Based Tourism (CBT), especially on the economic dimension in the management and development of village tourism. This research was conducted in Fatokoto Village, North Mollo Subdistrict, South Central Timor Regency which was managed and developed into a tourism village. This research will analyze the economic dimension in CBT presented by Hatton (1999), Rozemeijer et al. (2001), Suansri (2003), United Nations Environment Programme (UNEP) and World Trade Organization (WTO) (2005). as quoted by (Arum, Padmaningrum dan Winarno, 2022) which includes funds for the development of tourism management communities, the creation of jobs in the tourism sector for village communities, the community gets income from tourism it manages, to the existence of joint ventures in tourism. Informants in this study were determined using purposive and snowball techniques. The informants in this research are the Head of Fatukoto Village, the Tourism Awareness Group and the people who sell around tourist destinations. Data collection was conducted through interviews, observations and literature studies. The data collected are primary data obtained from interviews and observations, as well as secondary data obtained from documents from the village office and various other sources. The data collected is then processed and analyzed using data analysis techniques presented by (Miles et al., 2014) Data condensation is the activity of selecting, simplifying and transforming data obtained in the field. After the next

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condensation stage is the data presentation stage, which is the activity of organizing data and uniting the information obtained during the research process so that it allows for in-depth analysis. And the last stage carried out is drawing conclusions, namely the researcher trying to conclude the research results in accordance with the research questions. In this study, data validity was also carried out to ensure the validity of the data collected. Researchers used source triangulation techniques, and triangulation of data collection methods.

3. RESEARCH RESULTS & DISCUSSION

Community Based Tourism (CBT) as an approach in tourism management and development is explained by Suganda, (2018) As a form of tourism development that provides opportunities for local communities to be involved in the management of its development, people who are not directly involved in tourism also benefit, as well as empowerment, and distribution of economic benefits for rural communities. Based on this concept, it can be said that the economic dimension becomes something important to be reviewed in tourism development using the CBT perspective, because CBT economically requires the village community to be empowered and benefit from tourism activities. In CBT, the community is not the object of tourism but the subject, because the community actively participates, becomes the owner of the elements managed in supporting tourism, has control, resources and power for decision making (Lapeyre, 2010). Tourism management in Fatukoto village is certainly expected to be an alternative solution to solving several social problems such as poverty, this is as conveyed by (Li et al., 2018) that tourism activities can boost the economy from various perspectives, including capital accumulation, poverty alleviation and social welfare improvement. Related to the economic dimension in the management and development of tourism in Fatukoto village, it will be explained as follows.

Community Development Fund

Budget availability is something absolute, as a resource that must be available in a development program, this is also the case in the management and development of tourist villages through the CBT approach. The availability of budget or funds for community development is the main indicator that must be considered in the economic dimension of the CBT approach. Related to the budget for community development, the research results show that there is no budgeting system that supports community development, either from the village or from the Tourism Office. The head of Fatukoto village explained that actually at the beginning of the planning, the village had compiled a budgeting plan for the development of the village into a tourist village, with one of the plans for the construction of homestays. The budget is planned to be sourced from the APBDES, but in its implementation it is constrained by the conditions that must be met to build, in the form of submission of land grants or rights to use buildings from the Forestry Service, because the area to be built is in the Forestry area. However, the village head also stated that the intention to continue to develop Fatukoto village into a tourist village will still be carried out, because it will be included in the APBDES budget planning for 2025-2026.

In addition to the Fatukoto village government, the availability of a budget for community development and tourism village development was also confirmed to the TTS Regency Tourism Office, as the responsible OPD. The information obtained shows that in terms of budget, the



tourism office admits that it is still limited. The tourism office is still limited to forming tourism awareness groups and also promoting tourism in TTS Regency. Budget limitations in tourism development are still a problem for several regions in Indonesia (Djabbari, Alwi dan Thamrin, 2021);

Creation Of Jobs In the Tourism Sector For Village Communities

The creation of jobs in the tourism sector for village communities is the next indicator that must be considered in the economic dimension of tourism management and development using the CBT approach. The development of the village into a tourism village is certainly expected to contribute to increasing community income, because of the new jobs created and able to absorb the surrounding community as its workforce (Wulandari et al., 2022); (Bobsuni & Ma'ruf, 2021).

Regarding the creation of jobs in the tourism sector for the people of Fatukoto village, it is known that tourism activities in this village have indeed had a direct impact on the economic activities of the community. Before tourism activities, the majority of people only worked as farmers, but after tourism activities, people began to find new jobs to become traders by opening small stalls to sell. Some of the people interviewed admitted that they received additional income. People also use this stall to sell their agricultural products such as carrots, oranges, sweet potatoes, and potatoes and also handicrafts in the form of shawls or sarongs to tourists who visit Fatukoto.

Meanwhile, for other jobs that support tourism activities such as tour guides, or become photographers for tourists, none of them come from the local community. Tour guides, especially for foreign tourists, are workers from Kupang. For village youth, it is also considered that they have not taken advantage of the potential of the village as a tourist village to get additional income, it is known that youth who work in the management of Fatukoto Village tourism are only in charge of guarding the post, this is assessed because there is still limited knowledge of village youth regarding the potential for jobs that can be created through tourism activities, as conveyed by (Sofianto, 2020) that the village in its development is faced with several problems such as institutional, managerial and mastery of knowledge and technology.

The Community Gets Income From the Tourism They Manage

One of the important roles of developing tourist villages is to reduce the burden of urbanization, provide jobs, reduce unemployment and ultimately improve community welfare (Fafurida et al., 2023). Therefore, in the CBT approach, especially in the economic dimension, it is important to ensure that the community gets income from the tourism activities it manages. For Fatukoto village, it is known that the community has felt an increase in income caused by tourism activities in his village. This is because before being managed as a tourist village, the community only focused on working as farmers, but since it was visited by tourists, the community began to open small businesses to sell various agricultural products to visitors. However, for income from other aspects such as renting inns or food stalls, tour guide services, as well as selling souvenirs, for example, it has not been seen in the people of Fatukoto village.

The income obtained by the people of Fatukoto village from tourism activities is still considered small and cannot be used as one of the main sources of income in the family, this is because there is no further business development for existing trading businesses, especially for the processing of agricultural products to be sold so that they can have a higher selling value. The community is still selling raw agricultural products to visitors, this is because there is still limited public understanding of tourism management (Wisroni et al., 2021) And there is also no



empowerment program specifically aimed at village communities for tourism development. In fact, if the community is properly empowered, it is hoped that it can have an impact on increasing the benefits received from tourism activities (Purworini et al., 2023); (Ginanjar, 2023). In addition, in terms of business management, it is also considered to be very simple because in general the public does not know exactly the income from trading businesses carried out to support tourism activities, this is due to the absence of bookkeeping of business results.

The Existence Of a Joint Venture In Tourism Management.

If faced with the problem of limited resources in tourism management and development, especially in the management and development of tourist villages, which are often faced with limited resources, then forms of cooperation such as joint ventures can be the solution. The existence of various forms of cooperation with partners, both from the SWSATA and NGOs in tourism development is a factor that can support the tourism development process which is also expected to have a direct impact on the development of the tourism area, where this partnership can overcome the problem of poverty, sociological development – local economy to change the attitude of the village community as the owner of tourist attractions (Snyman, 2012). However, it must be realized that to be able to carry out these forms of cooperation, good readiness is needed, especially for the government and the village community that manages tourism. For Fatukoto village in the management and development of its tourism until now, there have been no concrete forms of cooperation such as joint ventures. This is also felt to be one of the factors that make the management and development efforts of this tourist village from the CBT approach not well implemented.

The results of the study show that Fatukoto village in its tourism management and development has not shown any forms of cooperation such as joint ventures. The information obtained from the village head does explain that in tourism development, Fatukoto Village has received support in the form of assistance from Bank NTT in the form of 4 tents for people who sell around tourist sites, and also a donation of one iron water reservoir by PT Gudang Garam. The existence of a partnership between the village government or the TTS Regency government in the development of tourism in Fatukoto Village can be analyzed because there is no clear concept related to the direction of tourism development in Fatukoto Village, this is in line with what was conveyed by (Kurniawan & Zauhar, 2013) that partnerships in tourism development must have a clear concept and provide benefits for the surrounding community.

4. CONCLUSION

Community Based Tourism (CBT) is an important approach that can be used for the management and development of tourism in rural areas, especially in villages in developing countries. The Community Based Tourism (CBT) approach in tourism development can be reviewed from various dimensions; economic, social, cultural, environmental, political. The economic dimension can be an indicator to measure the development of a tourist area which is reviewed from the existence or absence of community development funds for tourism management communities, the creation of jobs for the community in the location and the area around the tourist site, the growth of the local community's economy and the existence of joint ventures.

Fatukoto Village is one of the villages located in South Central Timor Regency, East Nusa Tenggara Province. This village has become one of the attractive tourist destinations for



tourists visiting South Central Timor Regency. Fatukoto tourism village has been managed through the community. As for the results of the research on the management and development of Fatukoto village, when viewed from the economic dimension, it is still not implemented properly such as the unavailability of funds or budgets for community development, the jobs created for the new village community are just micro-scale trading businesses that sell agricultural products that are also still raw to visitors, while for other jobs, especially those related to tourism such as guides tourism, keep the photographer not yet available. Meanwhile, for the income aspect, the village community has indeed received income from village tourism management, but this income is still considered small and cannot be used as the main source of income in the family. In addition, until now there has been no form of cooperation such as a joint venture in the management and development of Fatukoto Village tourism.

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