

Management of Local Community-Based Tourism in West Sekotong Village – West Lombok Regency



Lukman Hakim¹, Vici Handalusia²

^{1,2}Faculty of Economics and Business, University of Mataram, Mataram, Indonesia

ABSTRACT: The concept of CBT (*community base tourism*) in the management of a tourism object is a rational choice and answer to various weaknesses with the G + B (government and business world) approach. In CBT's view, management is also carried out by the local community/local community, so the pattern becomes G+B+C. This study aims to describe forms of tourism management by local communities, and their relationship with G+B. Besides that, the research seeks to explore the operationalization of one aspect of *Sapta Pesona* into programs/activities that have been carried out by the local community.

The research location is in West Sekotong Village, West Lombok Regency, with key informants as respondents. The survey was also conducted on domestic tourists to get their opinion in the form of an assessment of the implementation of the Cleanliness Program, and as feedback (*feed back*) on the CBT management model. Full data analysis using qualitative data.

The participation of the private sector. Important indicators in the CBT model are *decision-making costs* (DMC) and financing of the use of local human resources (*utilization of human resource cost*, UHRC) in building community participation. Based on a survey of domestic tourists on the Cleaning Program (from *Sapta Pesona*) in Sekotong Barat Village, it was shown that in general they thought the program was 2839relatively good, with a score of 4.104 from the range 1 (=very bad) – 5 (=very good).

KEYWORDS: *Community base tourism* (CBT), *decision-making cost* (DMC), *utilization of human resource cost* (UHRC), *Sapta Pesona*, assessment score.

INTRODUCTION

It is a necessity when village tourism objects should be managed by the local community. *First*, its existence (*supply*) in the village in the form of natural tourism objects and cultural tourism. The local community best understands the potential and problems of their village tourism object. *Second*, there is a new perspective (paradigm) in development, where the village is given a bigger role. The village has authority in planning and implementing development. The planning and implementation of village development is fully under the control of the village administration (*bottom-up*), with the support of development financing (in the form of village budget funds, ADD) from the Center. Previously, the pattern of planning for village development was '*top-down*', in which the entire development planning and implementation process was carried out by the provincial and district governments. In this view, the village (community) is seen as an 'object' of development, -- not as an actor (subject). The implication is that there is an imbalance in development and prosperity between villages and cities. This village development paradigm (in tourism) is strengthened through the principles listed in Law Number 10 of 2009. This view then gave rise to the concept of *Community Based Tourism* (CBT). *Third*, the first party to receive the (bad) impact of tourism activities in their village, both on nature and socio-culture, is the local community. Maintaining and maintaining the preservation of nature and culture is the responsibility of all members of the community which is in line with the principles of *sustainability tourism*. On the contrary, local people are most entitled to benefit from the existence of village tourism objects, both environmental, economic and socio-cultural benefits. In order for village tourism objects to provide maximum benefits, it is appropriate that their management be carried out by the local community.

A series of studies on the management of tourism objects by the local community/community (CBT) have been carried out. Each of these studies, the review aspect is different. Hadi (2017) states that community capital support is needed in the management of community-based rural tourism in Margodadi Village, Sayegan Subdistrict, Regency. Prakoso and Pravita (2018), a community-based tourism development model in Poncosari Village, Srandakan District, is based on 3L principles, namely *local organize*, *local resources*, and *local benefits*. Furthermore, Talib and Usu (2019) the involvement of local communities in tourism development lies in the planning, implementation and utilization of benefits both economically and socially culturally. In line with

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Talib and Usu (2019), Satrio and Sabana (2018) state that CBT in the management of the Pasir Kencana Beach Tourism Object , Pekalongan City is placed at the *planning* stage , the implementation stage , as well as in terms of *sharing benefits* both economically and socially culturally . In contrast to Thoban and Marlina (2017), the form of local community involvement in managing tourism objects in Tana Toraja , namely the community or community as managers of tourist objects ; transportation service providers; accommodation service providers; and availability of local guides. The same thing, Thoban and Marlina (2017), Aswita, et al (2017) stated that the management of marine ecotourism at Teupin Layeu Iboih Beach is CBT- based because all ecotourism activities involve local communities both as owners (*local ownership*) , managers and tour guides (*guides*), as well as maintenance tourism objects are their responsibility, including determining fees for tourists. Keliwar (2013) states that a community-based ecotourism management pattern is carried out in an integrated manner between the GHSNP Management Office , local government, private sector, LSM , and the community with researchers as catalysts.

Tracing the research that has been done, it appears that the management of CBT-based tourism objects has not linked it to the Sapta Pesona setting. Even though this is related to the performance of tourism management services and tourist satisfaction. In terms of satisfaction (tourists as consumers) the supply will be linked to products and services. Analogous to this, tourism objects from the *supply* side are, (a) the condition of tourism objects in the form of attractiveness and facilities, and (2) the implementation of tourism objects in the form of services to tourists. The research focus is placed on the implementation of tourism objects associated with Sapta Pesona services. The concept of Sapta Pesona has long been introduced (initiated by Soesilo Soedarman, Minister of Tourism, Post and Telecommunications 1988-1993) to be applied by tourism object organizers throughout the country. Based on this description, this study examines the management of village tourism by local communities in the Sapta Pesona setting.

RESEARCH METHODS

This research is a qualitative descriptive research . The selection of research locations was carried out purposively, namely in West Sekotong Village. The reason is, this research is a continuation of 2 (two) previous studies (Hakim, et al, 2020; 2021), and both are about tourism objects. Data is sourced from various key informants. They are bureaucrats (Dispar program planning), village officials (head of village and village secretary), community leaders and leaders (BPM , toga, and toma), pokdarwis (tourism awareness group), traders-entrepreneurs, boat associations/associations (*boatman*), and archipelago tourists .

Data collection was carried out in 2 stages. In the *first stage*, sampling was carried out by means of *non-probability sampling*, and the selection of the respondent sample was carried out by purposive sampling, where the selection technique was *snow-ball* . The number of respondents (sample size) was not emphasized strictly, but based on an assessment of whether the information obtained was saturated. Data collection was carried out by *in-depth interviews* with respondents who represented one of the components of the required type of respondent, namely bureaucrats (Dispar program planning), village officials (head of village and village secretary), community leaders and leaders (BPM , toga, and toma), pokdarwis (tourism awareness groups), traders-entrepreneurs, and boat associations (*boatman*) . The information obtained is to describe the pattern of management of village tourism objects. *In the second stage*, data collection was sourced from 50 samples of domestic tourists, who were selected by *accidental sampling*. The information obtained was used to obtain an assessment from domestic tourists on the management of a tourism object.

The research indicators are the stakeholders of a tourism object, namely the government, the private sector, the community, and domestic tourists. Each party is associated with planning, implementation, financing, and monitoring variables. Specifically on the community side it is associated with the implementation of the Sapta Pesona Program, and domestic tourists are concerned with their assessment of the management pattern carried out by the community.

The analysis is simple, involving 4 aspects, namely planning, implementation, funding, monitoring and evaluation of results. These four aspects are placed on each variable from the Sapta Pesona aspect. In addition, it is possible that a variable from Sapta Pesona is translated into several programs/activities. The analysis carried out is more emphasis on the model or pattern of management of a tourism object.

The analysis for the assessment of domestic tourists takes one aspect of Sapta Pesona, namely the Cleanliness Program (consisting of 10 variables, namely a clean environment in public areas (parking area; place to urinate/defecate; clean environment in residential areas; clean environment) tourism object area; clean environment restaurant/restaurant area; the community does not litter/waste carelessly; no smell of garbage; no noise; provides hygienic food and beverage serving; prepares clean food and beverage serving equipment ; and the clothes and appearance of the officers are clean and tidy).The assessment of each variable uses a score of 1 – 5 (where 1 = very bad; 2 = bad; 3 = fair; 4 = good; and 5 = very good).

RESULTS AND DISCUSSION

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Results

As is known, there are 5 tourism objects in West Sekotong Village , namely (1) Gili Tourism , (2) Beach Swimming Tourism , (3) Fishing Tourism , (4) Diving Tourism , and (5) Tourism Camping (*camping*) . The main tourism objects are Gili Tourism and Beach Swimming Tourism. Others are below the level of the two attractions .

Stakeholders in rural tourism involve 4 (four) parties, namely (a) the government, (b) the private sector, and (c) the community, -- in this case the local community, and (d) tourists. Viewed from an economic perspective, the government, private sector, and the community play the role of those who manage or produce a tourism object, while tourists are the users or consumers.

In general, in the management of a tourism object the roles of the government, the private sector and the community are interrelated and complement each other. The tourism object management relationship of the three can be described in the chart as follows.

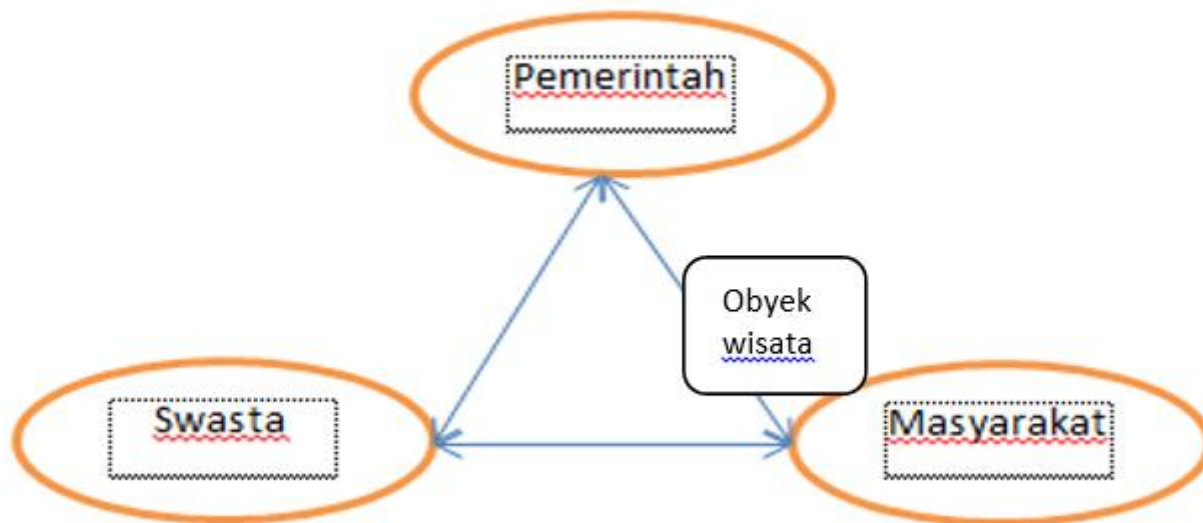


Figure 2. Chart of tourism object management relationships in West Sekotong Village

Tourism Object Management Relationship Chart

The affinity of the roles of each group in the management of tourism objects is related to aspects of (1) planning, (2) implementation, (3) financing, and (4) supervision. It may be that one party only focuses on one or two aspects of the overall management aspect, and the other party completes and continues it. For example, the government plans to provide an infrastructure to open access from a tourist attraction, after which the private sector and the community are entrusted with completing the necessary facilities by managing and utilizing them in tourism activities. In managing tourism objects, the implementation is packaged in *Sapta Pesona* which is operationalized in service to tourists. *Sapta Pesona* namely ; Safe , Orderly , Clean , Cool , Beautiful , Friendly , and Memorable . _ _ _ _ _

Government

The government acts as a regulator and provides various infrastructure and facilities to make it easier for tourists to access a tourist attraction. Generally, places that are used as tourist destinations are remote areas, access is limited because of the poor condition of roads, bridges, inns and restaurants, as well as the lack of public facilities (for example places to rest/berugak, parking, toilets, and other facilities such as places for traders). Basically, the government determines a place to be used as a tourist object by considering natural factors (panoramic), socio-cultural (uniqueness that you want to maintain), as well as the functions and benefits of the physical environment (environmental sustainability), as well as the economic-social-environmental impacts of development. tourism for the surrounding community. This determination is formalized in a plan for the development of an area development program, especially the development of tourist destinations/destinations. As a regulator, the government determines an area and grants permits to the private sector for the construction of lodging and restaurant facilities. In terms of public facilities , the overall implementation of the development program for the development of tourism objects, starting from planning, implementing, financing, and supervising is carried out by the government. Some of these facilities are managed by the government , such as the crossing pier and the parking area at the pier in Tawun Hamlet, West Sekotong Village. This pier is used

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to cross to Gili Tourism Objects and Beach Swimming Tourism Objects. , garbage bins, and others whose management is handed over to the community.

Private

The private sector also plays a role in advancing tourism objects. The manager provides lodging and restaurant facilities, as well as supporting facilities at tourist sites. In its management, the private sector is responsible for the condition of existing facilities, security and cleanliness in the area that becomes its concession. To advance tourism in the area, the private sector cooperates with the government and the community. Together with the government and the community, the private sector participates in environmental preservation activities, promotions and organizes tourist events. cleaning facilities, donating to the construction of public facilities in the community, providing compensation to certain community groups, and participating in religious events. For such matters, the private sector is only involved in the execution of the implementation and financing aspects, -- but does not take part in the planning and monitoring processes. The planning process is carried out at the government and community levels. The private sector has the right to impose a levy on tourists visiting tourist areas, and the government gets income/income in the form of taxes from granting permits/concessions to manage tourist areas.

Public

Local community involvement in village tourism management is the most important aspect of the concept of CBT (*community-based tourism*), a view of the importance of community/local community-based tourism management. Community participation in managing village tourism is realized through an organization called Tourism Awareness Group (Pokdarwis). Pokdarwis formed by the local government, whose membership comes from various layers of the local community. This organization acts as a motivator and activator in creating a Tourism Awareness climate in society and implementing Sapta Pesona so that village tourism develops. Tourism Awareness concerns the internalization of the roles and responsibilities of local communities as hosts and realizing Sapta Pesona for visiting tourists. Therefore, Pokdarwis aims to encourage the role of the community as actors/managers, introduce and preserve potential tourist attractions, and foster community support and attitudes as hosts that refer to Sapta Pesona values.

DISCUSSION

Community participation in village tourism activities as the main actors in CBT is a necessity. As stated by Ohe (2020), 2 factors are needed so that CBRT, -- with the addition of R, rural in terms of CBT (community base tourism) can *run* optimally. Factors namely financing for decisions made (*decision-making cost*, *DMC*) and financing for the use of local human resources (*utilization of human resource costs*, *UHRC*). The two costs have opposite types, namely DMC increases in line with the number of joint decision units made, conversely, UHRC decreases when community participation increases. CBRT reaches optimal when the average cost (AC) of the two factors is minimum. In other words,

$$AC_p = \frac{\overline{DMC} + \overline{UHRC}}{2} = \frac{\frac{DMC}{h_1} + \frac{UHRC}{h_2}}{2}$$

Where

AC^p = average total cost of participation

\overline{DMC} = average DMC

DMC (*decision-making cost*) = financing of decisions made

h_1 = the number of people involved in making DMC decisions

\overline{UHRC} = UHRC average

UHRC (*utilization of human resource cost*) = financing of the use of local human resources

h_2 = the number of local people involved in implementing a DMC program.

AC^p is shown by the AC curve in the following figure.

Figure 3. HC (*utilization human resource cost*) and NC (*decision making cost*) curves

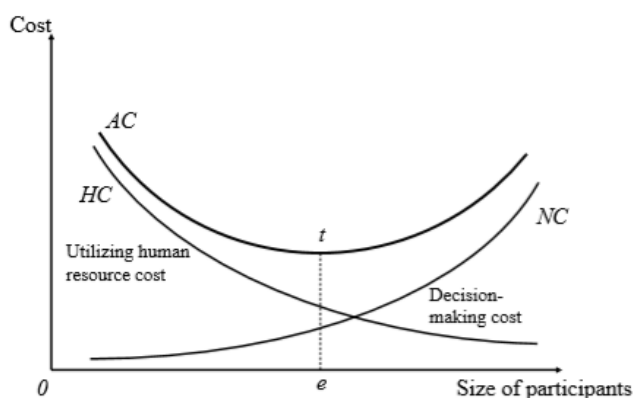


Fig. 1.9 Average cost curves for CBRT size (Ohe. 2020, p.27)

As an illustration of the DMC participation financing that was developed in Sekotong Barat Village, it is related to Sapta Pesona, especially the Clean aspect. In this case, the Pokdes held a meeting to discuss the problem of waste in public areas, especially around the wharf area. The meeting was attended by various elements including village government officials (APD), village consultative bodies (BPD), Karang Taruna and Youth Mosques, Pokdarwis, hoteliers, and community leaders. After holding the 3rd meeting, it was determined:

1. The implementation of the Clean program is based on community self-help.
2. A temporary disposal site (TPS) in the form of a cover-bucket is provided by the hotel. These trash bins are placed at several points around the wharf area.
3. The final disposal site (TPA) in the form of an empty plot of land is provided by the village government.
4. The means of transporting waste from TPS to TPA in the form of a 3-wheeled vehicle (Kaisar) is provided by the village government.
5. Requires every trader around the wharf area to provide a cleaning fee of IDR 5,000 / week.
6. A waste management group was formed whose task was to collect and dispose of waste, from TPS to TPA using the Emperor, collect garbage dues, make planks calling for throwing garbage at TPS, and remind politely if someone throws garbage carelessly.
7. Strengthen decisions by making village agreement awig-awig by BPD.

Thus the DMC is the overall meeting expenses during the agreed decision-making process. Therefore, the fewer the frequency of meetings, the smaller the average DMC. Because these meetings are held several times, the average DMC is:

$$\overline{DMC} = \frac{\sum DMC_{ni}}{N}$$

Where

$$\sum DMC_{ni} = \frac{\overline{DMC1}}{n1} + \frac{\overline{DMC2}}{n2} + \dots + \frac{\overline{DMCn}}{nn}$$

N = the number of meeting frequencies

DMC_{ni} = cost of meeting i

n_i = the number of participants in meeting i

While financing the use of local human resources UHRC (*utilization of human resource cost*) is the mobilization of local resources and groups formed to manage waste around the wharf area. So this UHRC financing includes:

1. The cost of providing TPS
2. The cost of providing cleaning equipment (brooms, hats officers, etc.)
3. Cost of providing TPA
4. The cost of providing means of transportation
5. Cleaning staff compensation/wages
6. Transportation operational costs (fuel, etc.).

Individual community participation is relatively much carried out and of various types, including the provision of transportation facilities (motorcycle-car rental, and crossing boats) for tourists to make it easier for tourists to access tourist objects, rental of camping tents, tour guides, and culinary traders. The general aspect of providing crossing boat transportation modes is their

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sufficient availability and always on standby at the pier. This pier is located in Tawun Hamlet and is the only link (*hub*) for easy access to Gili Nanggu, Gili Gede, Gili Sudak, etc. This mode of transportation having an organization for trip arrangements so that there is no competition for passengers among boat owners. If tourists visit in groups, then the arrangement is that each boat is filled with 6 passengers until all tourists are transported on one trip.

If this individual community participation, with various types of activities, is included in the UHRC, while individual financing is not included in public financing, then the size of the UHRC gets smaller. Thus the curve will decrease as shown in the HC and NC curves above. This means that the management of a tourism object using the CBT model requires broad local community participation in order to have a greater impact on the community's economy.

Cleanliness Program is focused on tourist attraction areas, especially the public areas around the pier and culinary locations in West Sekotong Village . domestic tourists. It should be noted that the aspect of the Cleanliness Program in Sapta Pesona consists of 10 variables, namely a clean environment in public areas (parking areas; places to urinate/defecate; clean environment in residential areas; clean environment in tourist areas; clean environment restaurant/restaurant area; the community does not litter/waste carelessly; no smell of garbage; no noise; provides hygienic food and beverage serving; prepares clean food and beverage serving equipment ; and clean staff clothing and appearance and neat.

Based on a survey of domestic tourists on the Cleaning Program (from Sapta Pesona) in Sekotong Barat Village, it was shown that in general they thought the program was good, with a score of 4.104 from the range 1 (=very bad) – 5 (=very good). The variable with the highest score is 'prepare clean food and beverage serving equipment ' with a score of 4.32 and the variable with the lowest score is 'a clean environment in public areas (parking lots, places to urinate/ defecate' with a score of 3, 8 (enough).

Table of scores of domestic tourists' assessment of the clean aspect of Sapta Pesona

No	Variable	Variable Score
1	Clean environment in public areas (parking lots, places to urinate / defecate, etc.)	3,8
2	Clean environment in residential areas	4.02
3	Clean environment in the tourist area	4,1
4	Clean environment in the restaurant / restaurant area	4,16
5	The community does not throw garbage / waste carelessly	4.06
6	No garbage smell	4,24
7	No noise	4,14
8	Providing hygienic food and beverage offerings	4,1
9	clean food and beverage serving equipment	4,32
10	The clothes and appearance of the officers are clean and tidy	4,1
Average		4.104

Source: primary data – processed

CONCLUSIONS AND RECOMMENDATIONS

The conclusions of the study are (1) The CBT model in the management of a tourism object in Sekotong Village is in the form of a 'Triangle Pattern' between the Government, Private and Community parties which are connected/complementary in nature. (2) Costs in CBT involve financing decisions made (*decision-making costs, DMC*) and financing the use of local human resources (*utilization of human resource costs, UHRC*). The cost of public CBT decreases as the frequency of DMCs decreases, and the number of people participating in public UHRCs increases. (3) The average cost (AC) of participation will be optimal when the minimum participation AC is reached, or when $DMC = UHRC$. (4) Domestic tourists consider that the Cleanliness Program (from Sapta Pesona) in West Sekotong Village shows that the results of the program are good (with a score of 4.104 from the range 1-5). The suggestion put forward is that there is a need for widespread local community participation so that the weight of the management pattern of a tourism object with the CBT model increases.

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