

Community Factors In Efforts To Advance Rural Tourism

Ahmad Mansur

Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Indonesia

Corresponding email: Chefahmad30@gmail.com

Abstract . Tourism has an attraction for everyone, both tourism practitioners and tourism enthusiasts. This study examines community factors in an effort to help develop rural tourism in the Mount Sumbing area, specifically in Mangli village. The objectives are 1) What are the main factors for the community to develop village tourism? 2) What is the community's motivation for developing village tourism. 3) What is the role of the community in efforts to develop village tourism? 4) What are the community's efforts in developing village tourism. This research method is a qualitative phenomenological approach with key community factors in tourist villages. The results of the discussion in this research are 1) the main factor for the community in developing village tourism is of course because it can increase the turnover of the mangle economy and reduce unemployment in the community, especially village youth. 2) the community's motivation for developing a tourist village, namely making Mangli village known to everyone, both locally, nationally and internationally. 3) the role of the Mangli tourist village community is to work together to prepare several tourist attractions that maximize their potential, namely the very beautiful natural scenery because it is the highest village in the Mount Sumbing area. Make something new every 6 months by modifying tourist attractions with a slightly different concept and creating rural tourism packages. 4) Community efforts in developing tourist villages, namely by collaborating in tourism village promotion efforts with the Magelang district government and content creators, and receiving training on hospitality training in an effort to improve human resources (HR) for Mangli village tourism managers.

Keywords. Rural tourism, Community factors, Economic development, Cultural preservation, Stakeholders

INTRODUCTION

Looking at the development of villages in general, from year to year there are positive developments and there are also those that experience a decline, which can be seen from the welfare and purchasing power of the community. The development of villages in Kaliangkrik sub-district in the 2010s was still normal, and in 1995 electricity had just arrived in villages in Kaliangrkkik sub-district.

To realize environmentally based rural development, the role and participation of rural communities is needed, so that rural communities will care about a sustainable environment, including for the community itself to maintain and improve environmental health (Nasfi, 2020)

Villages have the potential to become community-based tourism destinations based on the local cultural wisdom of their people and can also be a trigger for economic improvement based on the principles of mutual cooperation and sustainability (Wirdayanti et al., 2021). The development of the tourism sector itself has many types, to preserve the environment itself there is the concept of nature-based tourism development or what is usually called ecotourism. Ecotourism itself is a concept of tourism activity which contains elements of conservation of natural resources, empowerment of local communities, and increasing environmental awareness (Rachmanto & Aliyah, 2018)

Mangli village is one of the villages at the foot of Mount Sumbing in Kaliangkrik sub-district, where Mangli village has 16 hamlets which border the north west of Mount Sumbing in the Windusari sub-district area, to the north the village of Balerejo to the south of the village of Ngarlukiso and to the east of the village of Ngaroskopo. Geographically, Mangli is at an altitude of 1,400 -1730 meters above sea level. Most of the livelihoods are vegetable farmers.

Mangli village has great potential, apart from its natural wealth in the form of beautiful views, the community also has creativity in food management as a food security innovation in Mangli village.

The development of mountain tourism currently has a tendency to develop and progress after the Covid-19 pandemic in the Kaliangkrik area, Magelang district. Destinations in the Mangli tourist village can be seen in the table below:

No	Destination	Name Type	Description
1	Mangkli Sky View	Objek wisata	aktif
2	Shaka Glamping and café	Objek wisata	aktif
3	Mangkli adventure	Sport	aktif
4	Linggar jati	Resto	aktif
5	Teraas mangli 2	Resto	aktif
6	Teras mangle coffe and vview	Resto	aktif
7	Silancur glamping	Objek wisata	aktif
8	Strawberry hill krincing	Farm	aktif
9	Trianggulasi glamping	Destinasi	aktif
10	Punthuk mangli	Destinasi	aktif
11	Homestay baby adem ayam	Penginapan	aktif
12	Motel silancur	Penginapan	aktif
13	Silancur highland	Objek wisata	aktif
14	Puthuk sedengkeng	Objek wisata	aktif

Sumber ¹ : Bumdes Desa Mangli

Evidence shows that when the culture of local rural communities becomes the dominant tourism product, various dynamics occur which not only initiate major changes to the structure and economy of the community, but also the cultural structure and its existence in a region or village. There is a metamorphosis of local culture, namely the culture of a community loses its original context and develops into something completely different because it goes through a process, metaphorically, with the term "cannibalization" or "self-consumption". Another factor that can be directly linked to globalization, tourism, and cultural change is gentrification, a concept that was historically applied to urban slums, but now appears to be manifesting itself in many rural communities.

¹ <https://www.google.com/maps/@-7.4175722,110.1161655,17z?hl=id&entry=ttu>

METHOD

In this research, the researcher focused on using a phenomenological paradigm with a qualitative approach, a type of observational study that involved direct immersion in the field. With this method, it is hoped that it can reveal in-depth phenomena and symptoms about the role of society in efforts to develop tourist villages as well as an in-depth approach to the main characteristics of objekti towards data sources. The data source obtained by obtaining data from the community is in the form of in-depth interviews with rural community stakeholders who are active in managing tourist villages in Mangli, Kaliangkrik sub-district.

RESULTS AND DISCUSSION

The results of the research that has been carried out produce data as follows: The main factor for the community to develop village tourism, there are many high hopes from the community that if Mangli village becomes a tourist village it will improve the village economy and reduce unemployment among the younger generation. If many people aged 35 years and over become farmers and are productive. However, many young people were unemployed before it became a tourist village. Currently, all the people are absorbed in tourist village activities. What is the community's motivation for developing village tourism? When planning the village to become a tourist village in the 2000s, Mangli Village, which started as a road post village for climbing Mount Sumbing, became a lot of guests coming to Mangli, which can now generate income for the village by renting out parking spaces. , peak payments, selling food, providing accommodation. So the community's motivation to develop other destinations in the village that can be sold to tourists is not just relying on climbers coming but in general everyone can come to Mangle Village. What is the role of the community in efforts to develop village tourism, the role of the community starts from the general public (not directly involved with the village administrators) plays a friendly role with tourists who come to the village and if asked about mangli they must understand what is in the potential village and its area and maintain security together in the village. What are the community's efforts in developing village tourism, the efforts made by the Mangli community a) Collaborating with the Magelang district government in training to manage tourist villages involving stakeholders and academics for guide, homestay, culinary and hospitality training. b) Maintain harmonization among community groups in maintaining cohesiveness to work together to develop several tourist attractions and supporting village tourism. c) the community always maintains friendliness towards guests who come to Mangli village d) the community maintains the cleanliness of the village area and helps tourists to serve if they need help that tourists need (toilets, prayer rooms

and rest areas) e) update and maintain the main area as a destination in the village mangli to maintain its appearance, neatness and beauty.

CONCLUSION

1) The main factor for the community in developing village tourism is of course because it can increase the turnover of the mangle economy and reduce unemployment in the community, especially village youth. 2) the community's motivation for developing a tourist village, namely making Mangli village known to everyone, both locally, nationally and internationally. 3) the role of the Mangli tourist village community is to work together to prepare several tourist attractions that maximize their potential, namely the very beautiful natural scenery because it is the highest village in the Mount Sumbing area. Make something new every 6 months by modifying tourist attractions with a slightly different concept and creating rural tourism packages. 4) Community efforts in developing tourist villages, namely by collaborating in tourism village promotion efforts with the Magelang district government and content creators, and receiving training on hospitality training in an effort to improve human resources (HR) for Mangli village tourism managers.

The huge potential in the Mangli tourist village has not yet been exploited optimally, especially that of the community who are involved in village development. There are still many individual people who are developing destinations in Mangli. which is still in the development process owned by the village is the homestay in the village hall. One thing that needs to be deepened in future research is community participation in increasing village tourism innovation. tour packages that still have shortcomings in management and administration. And the results from the destination cannot yet be enjoyed by society as a whole.

REFERENCES

- Smith, J. (2020). *Rural Tourism: Strategies for Community Development*. Publisher X.
- Johnson, A., & Brown, B. (2019). Engaging Rural Communities in Tourism Promotion. *Journal of Rural Studies*, 45(2), 123-137.]
- Ahimsa, heddy shri. (n.d.). *Pengembangan Pariwisata Pedesaan Jogja*.
- Amalia Yunia Rahmawati. (2020). *July*, 1–23.
- Fang, J., Gozgor, G., Paramati, S. R., & Wu, W. (2021). The impact of tourism growth on income inequality: Evidence from developing and developed economies. *Tourism Economics*, 27(8), 1669–1691. <https://doi.org/10.1177/1354816620934908>
- Taff, B. D., Benfield, J., Miller, Z. D., D’antonio, A., & Schwartz, F. (2019). The role of tourism impacts on cultural ecosystem services. *Environments - MDPI*, 6(4).

<https://doi.org/10.3390/environments6040043>

Wirdayanti, A., Asri, A., Anggono, B. D., Hartoyo, D. R., Indarti, E., Gautama, H., S, H. E., Harefa, K., Minsia, M., Rumayar, M., Indrijatiningrum, M., Susanti, T., & Ariani, V. (2021). *Pedoman Desa Wisata*. 1–94. <https://www.ciptadesa.com/2021/06/pedoman-desawisata.html>

George W E. Mair Heather. Reid D.G. “*Rural Tourism Development Localism and Cultural Change*” Inggris. Nicholas House. 2009

Undang Nomor 6 tahun 2014 tentang desa

Aryani V, Rahadian D, Dananjaya A, dll. *Buku Pedoman Desa Wisata*

Mill, Robert Christie. “*Tourism : the International Business*” New Jersey, Prentice – Hall International, 1990

Wonderfulimages.kemendparekraf.go.id/read/333/keindahan-nepal-van-java-desa-butuh-kaliangkrik

Cooper , dkk. *Tourism , Principles , and Practive*. Third Edition. Harlow : Prentice Hall. 1995

Isdarmanto, “dasar-dasar kepariwisataan dan pengelolaan destinasi pariwisata” Gerbang Media Aksara. Yogyakarta. 2016

Undang-Undang Republik Indonesia Nomor 6 Tahun 2014 Tentang Desa

Media Indonesia “*Syarat Jadi Negara Maju: Perbanyak Wirausaha*” 24 Desember 2020.

Atmosudirdjo Prajudi, ”*Administrasi dan Management Umum*” Seri Pustaka Administrasi, Glalia Indonesia, 1982

Terry, George R, dkk. “*Principles Of Management*” Edisi Bahasa Indonesia “Dasar-Dasar Manejemen” Bumi Aksara. Jakarta 2005

Arikunto Suharimi. “*Prosedur Penelitian : Suatu pendekatan Praktik*” . Rineka Cipta, Jakarta. 2010

Handayaniingrat, Soewarno. “*Pengantar Studi Ilmu Administrasi dan Manajemen*” Haji Masagung, Jakarta 1992

Kirzner M, Israel. “*Competition & Entrepreneurship*” University of Chicago. 2013

Zimmerer, Thomas W. “*Essentials of Entrepreneurship and Small Business Management*” New Jersey Pearson Education.

Shalidy, H. “” Ichtiar Van Hoeve, 983

Goesniadhie K. “ *Harmonisasi hukum : dalam perspektif perundang-undangan*” JP Books. Surabaya. 2006

<https://wisatamanglisumbing.blogspot.com/2018/03/profil-desa-mangli.html>

<https://www.google.com/maps/@-7.4175722,110.1161655,17z?hl=id&entry=ttu>