

Management Of Tourism Village Governance In The New Normal Era

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Abstract : *The New Normal era that emerged as a result of the COVID-19 pandemic presents new challenges in the management and administration of tourist villages. Tourist villages are destinations that are very vulnerable to changes in tourist behavior and government regulations. Therefore, this research seeks to understand the management of tourism village governance in the New Normal era. This research uses a qualitative approach, collecting data through in-depth interviews, field observations, and document analysis related to tourist villages. Respondents interviewed included tourist village managers, local communities and tourists. The collected data was analyzed using the content analysis method. Research findings reveal that management of tourist villages in the New Normal era faces several significant challenges. The COVID-19 pandemic has forced tourist village managers to adapt their business models, which include implementing strict health protocols and adapting tourism services to meet New Normal requirements. In addition, the active involvement of local communities in decision making and promotion of tourist villages has become an important factor in maintaining the sustainability of these destinations. This research underlines the importance of adaptation and innovation in tourism village governance in the New Normal era. Tourism village managers must collaborate with government institutions, local communities and other stakeholders to overcome existing challenges. Apart from that, prioritizing increasing awareness of health and hygiene protocols is important in facing New Normal conditions. By doing this, tourist villages can continue to operate safely and sustainably, while providing meaningful tourism experiences to their visitors.*

Keywords ; *New Normal, Tourism Village, Management, Sustainability*

INTRODUCTION

The tourism industry has such a large multiplier effect that its growth affects growth among other industries. The tourism industry has great potential to be developed in each province in Indonesia, so that it becomes a valuable and first-class tourism product and has economic benefits. First-class tourism products include natural tourism, agriculture, plantations, mining, natural landscapes, mountains, rivers, and others. The added value in question is that when visiting a tourist destination, foreign tourists and domestic tourists can enjoy the destination easily and safely. Based on Sapta Pesona which has a memory point, tourists will naturally carry out tourist activities, and each guest can bring souvenirs or buy something at the destination visited, and give tourists in the destination an unforgettable impression. All of this can be achieved if the destination community understands and appreciates the importance of tourism. With the development of tourism in an area, the economic impact it causes and the opening of jobs created allows local people to participate in developing tourism potential in their area. (Choiriyah, 2016).

Tourism villages are a great potential in the development of local tourism. However, to ensure sustainability and sustainable development, effective tourism village governance management is required. In the midst of global lifestyle changes due to the COVID-19 pandemic, the tourism sector is one of the most affected. Tourism villages, as destinations that usually attract many visitors, must adapt to the new conditions faced, namely the New Normal era. Tourism village governance management is the main key in ensuring the continuity and sustainability of tourism in these difficult times.(Brilianti, 2021). Tourism village governance management being the main key in ensuring the continuity and sustainability of tourism in these difficult times. Tourism village governance management is a journey that involves various stakeholders. By embracing the principles of sustainability, engaging local communities, and taking advantage of collaboration opportunities, tourism villages can become centers of local economic growth, a sustainable source of income, and custodians of their natural and cultural wealth. *Tourism Village Management in the New Normal Era: Adaptation and Innovation for Local Tourism Sustainability* (Septemuryantoro, 2021).

The phenomenon of community-based tourism management emerged in the year as a criticism of tourism management that is carried out without community participation and lacks the ability to empower the community. Community-Based Tourism is a tourism management concept that involves active community participation, whose purpose is to support the community while maintaining environmental quality and protecting social and cultural life. A bottom-up approach is preferred in community-based tourism. This means that the community will take the initial initiative to build the village. On the contrary, sustainable tourism prefers a top-down approach, where the initiative is given by the government (Baskoro, 2016). The implementation of community-oriented tourism is believed to bring benefits to the community such as improving welfare, environmental protection, and preservation of social and cultural life.

METHOD

The type of research chosen to achieve these goals is descriptive research. The research approach applied in this study is a qualitative approach. This research uses a qualitative approach by collecting data through in-depth interviews, field observations, and document analysis related to tourist villages. Respondents interviewed included tourist village managers, local communities and tourists. The collected data was analyzed using the content analysis method. To limit the scope of research, the authors focus on tourism village management,

tourism resource management, tourism marketing management, human resource management, and conflict management. In addition, researchers also presented research on the implementation of community-based tourism, investigating community participation in tourism activities, nature and cultural conservation, and income distribution in tourism villages (Sugiyono, 2013).

RESULTS AND DISCUSSION

The New Normal era brings new challenges in tourism village management, requiring adaptation and innovation to ensure the sustainability of local tourism. Here are the key aspects in tourism village governance management:

1. Community Participation

Active participation of local communities is key in successful tourism village management. Communities must be involved in decision-making processes, experience the direct economic benefits of tourism, and feel a responsibility to preserve the surrounding environment and culture (Yosep and Septemuryantoro, 2023)

2. Strategic Planning

The importance of strategic planning in tourism village management cannot be underestimated. Tourism villages need to formulate long-term visions and tactical plans to achieve these goals. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis can help in identifying key factors and strategizing accordingly.

3. Environmental and Cultural Conservation

Tourist villages often have distinctive natural and cultural attractions. Therefore, it is important to maintain a balance between tourism development and environmental and cultural preservation. Conservation programs, such as waste management, greening, and environmental education, can help achieve this goal.

4. Sustainable Infrastructure Development

Sustainable infrastructure development is an important foundation. This includes the maintenance of accessibility, the construction of environmentally friendly public facilities, and the application of green technologies to reduce negative impacts on the environment.

5. HR Training and Empowerment

Education and training for local communities and tourism village managers is an important step. This includes training in marketing, customer service, and understanding of cultural aspects to improve the quality of the tourist experience and strengthen the competitiveness of the village.

6. Effective Marketing and Promotion

Good marketing and promotion can increase the attractiveness of a tourist village. The utilization of social media, websites, and collaboration with relevant parties can help increase exposure and attract more visitors. Marketing should also focus on responsible promotion, emphasizing sustainability and cultural values.

7. Transparent Financial Management

Transparency in the financial management of tourism villages is a key principle. Clear accounting mechanisms and the implementation of transparent financial practices will build public and investor trust.

8. Collaboration with External Parties

Collaboration with external parties, such as the government, non-profit institutions, and the private sector, can strengthen the capacity of tourism villages. Financial support, technical assistance, and knowledge exchange can help tourism villages develop sustainably.

SWOT analysis is used to devise strategies based on the strengths, weaknesses, opportunities, and threats that exist in the planning area. Here's a swot matrix table.

Table 1: SWOT's Matrix

	Strength (S)	Weakness (W)
External	1. Interesting and natural attraction 2. Attitude of people who want to participate 3. There are already organizations or community groups as embryos for the birth of tourism awareness groups as tour managers 4. Existence of historical heritage objects Public openness to visitors	1. Village community participation tends to be executors or objects 2. The educational background of the community is still low, causing tourism management to be still not optimal 3. Lack of maximum promotional efforts Limited funds
Opportunity (O)	SO Strategy 1. Involving the community in the development of tourism villages starting from the planning, implementation and evaluation stages 2. Develop a distinctive tourism village program according to the natural and cultural potential of the community 3. Establish community institutions or organizations for community-based tourism village management 4. Promoting community-based Bedono tourism village	WO Strategy 1. Assistance to the community to oversee the process 2. Improving the human resource capacity of tourism village communities by conducting training, especially in the field of tourism
Threat (T)	ST Strategy 1. Build coordination between the Government and community groups by increasing the capacity of tourism village institutions	WT Strategy 1. Provide counseling, direction and explanation to the community, especially those who live around tourism objects, about the importance of tourism or the benefits of tourism development for efforts to support regional economic development and improve the welfare of the community, especially rural communities living around tourist objects.

Source: Author Analysis, 2014

1. Health and Safety Management

In the New Normal era, safety and health are top priorities. Tourism villages need to adopt strict health protocols to protect visitors, locals, and tourist officials. Capacity management, physical distancing, and handwashing facilities are essential measures. In addition, the use of technology such as cashless payments and online reservations can reduce physical contact.

2. Diversifying Travel Experiences

Increasing the competitiveness of tourism villages can be achieved by diversifying tourist experiences. Good management should create a variety of interesting and unique activities, such as nature tours, local craft workshops, or regional specialties. This can lure visitors to spend more time in the village and create a sustainable local economy.

3. Local Community Empowerment

Tourism village governance management should also focus on empowering local communities. Involving villagers in decision-making processes, providing training to improve skills, and creating local business opportunities are measures that support the economic sustainability of local communities.

4. Use of Digital Technology

Digital technology can be an effective tool in tourism village governance management in the New Normal era. Building an online platform for promotion, reservation, and visitor attendance management can simplify operations. In addition, the use of supporting applications such as digital travel guides or real-time information about traffic conditions can improve the visitor experience.

5. Education and Public Awareness

Tourism village governance management also needs to focus on education and community awareness. Education programs on the importance of hygiene, health, and environmental sustainability can help create a culture that supports tourism village management. Awareness of the importance of complying with health rules and protocols also needs to be improved.

Community participation plays a crucial role in the management of tourist villages. A tourist village is an area that integrates tourism aspects with the daily lives of the local community. The role of community participation in managing tourist villages involves several key aspects. Local communities need to be involved in the planning process of tourist village development. Their participation can assist in identifying local needs, preserving cultural values, and ensuring that the development of the tourist village aligns with their desires and requirements (Rini, 2023). Communities play a pivotal role in preserving their cultural and traditional heritage within their villages. Their participation helps prevent cultural distortions that may arise due to tourism activities. Through tourist villages, communities can engage in

local economic activities such as selling local products, providing traditional culinary services, and crafting. This can enhance income and create employment opportunities for the local population. Community participation contributes to educational efforts and raising awareness about the importance of sustainability and environmental conservation. Communities can act as agents of change by disseminating information to tourists and fellow residents. Additionally, community involvement extends to the development of infrastructure and services that support tourism, such as road construction, provision of clean water, and other public facilities. Moreover, community participation is crucial in conflict management, addressing disputes between local residents and tourism operators or between the local community and tourists. They can facilitate constructive dialogue and seek solutions to emerging issues (Putri *et al*, 2022)

CONCLUSION

Tourism village governance management in the New Normal era requires creativity, resilience, and strong community involvement. By prioritizing safety and health, diversifying the tourism experience, empowering local communities, using digital technology, community education, and good partnerships, tourism villages can thrive in this challenging situation. Such measures will not only support the recovery of the tourism industry, but also improve the welfare of local people and preserve the natural and cultural beauty in the village. Tourism village management in the New Normal era requires adaptive and innovative management. With a focus on security, technology utilization, community empowerment, and cross-sector collaboration, tourism villages can address these challenges and build a solid foundation for the sustainability of local tourism. These initiatives will not only help the village survive this difficult time but also form the basis for future growth and development.

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