

DIGITAL-BASED AND SUSTAINABLE TOURISM VILLAGE DEVELOPMENT PLANNING IN PAPA GARANG VILLAGE, LABUAN BAJO

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ABSTRACT

Indonesia as a maritime axis, of course, will not be separated from maritime culture and technology. The maritime axis is a development paradigm needed by maritime-based regions such as Labuan Bajo. Maritime culture should be the original culture of Indonesia, because Indonesia is an archipelagic country. However, the development of tourist villages located on the coast requires a special planning program that is in accordance with the characteristics of the community, geography, and socio-culture so that tourism development is sustainable. This study aims to create a digital-based and sustainable independent tourism village development program. The concept used is sustainable tourism, marine tourism village and through community *development* to build *human capital*. The creation of human resource capacity, in this case local communities, who do understand these maritime attitudes and values. By combining the concept of maritime culture and the concept of community development. The results of research for the development of marine tourism villages require an approach with aspects of digitalization technology that can be used as an information center containing the results of internalizing maritime culture with local wisdom and infrastructure facilities to accelerate economic growth. Digitization is used for the community, one of which is fishermen, business actors in the tourism sector and small and medium businesses through digital platforms, so that they can create an information data network in the form of big data as a means of economic digitization infrastructure, and human capital development through human resource development and digital literacy. Products in the form of physical, consisting of arts, culinary arts, building arts (Architecture) and non-physical in the form of norms and values that are in accordance with maritime culture, which then becomes an information attraction both from the tourism element and the implementation of maritime culture which has economic value. for the development of sustainable marine tourism villages.

Keywords: Tourism Village, Digitalization, sustainable tourism, marine tourism village

ABSTRAK

Indonesia sebagai poros maritim tentunya tidak lepas dari budaya dan teknologi maritim. Poros maritim merupakan paradigma pembangunan yang dibutuhkan oleh kawasan berbasis maritim seperti Labuan Bajo. Budaya bahari harus menjadi budaya asli Indonesia, karena Indonesia adalah negara kepulauan. Namun, pengembangan desa wisata yang berada di pesisir pantai memerlukan program perencanaan khusus yang sesuai dengan karakteristik masyarakat, geografi, dan sosial budaya agar pembangunan pariwisata berkelanjutan. Penelitian ini bertujuan untuk membuat program pengembangan desa wisata mandiri berbasis digital dan berkelanjutan. Konsep yang digunakan adalah sustainable tourism, desa wisata bahari dan melalui community development untuk membangun human capital. Terciptanya kapasitas sumber daya manusia, dalam hal ini masyarakat lokal, yang memahami sikap dan nilai maritim tersebut. Dengan memadukan konsep budaya bahari dan konsep community development. Hasil penelitian untuk pengembangan desa wisata bahari memerlukan pendekatan dengan aspek teknologi digitalisasi yang dapat dijadikan sebagai pusat informasi yang berisi hasil internalisasi budaya bahari dengan kearifan lokal dan sarana prasarana untuk mempercepat pertumbuhan

ekonomi. Digitalisasi dimanfaatkan untuk masyarakat salah satunya nelayan, pelaku usaha di sektor pariwisata dan usaha kecil menengah melalui platform digital, sehingga dapat membuat jaringan data informasi berupa big data sebagai sarana infrastruktur digitalisasi ekonomi, dan pengembangan sumber daya manusia melalui pengembangan sumber daya manusia dan literasi digital. Produk berupa fisik, terdiri dari seni, seni kuliner, seni bangunan (Arsitektur) dan non fisik berupa norma dan nilai yang sesuai dengan budaya bahari, yang kemudian menjadi daya tarik informasi baik dari sisi pariwisata. unsur dan penerapan budaya bahari yang bernilai ekonomi. untuk pengembangan desa wisata bahari yang berkelanjutan.

Kata kunci: Desa Wisata, Digitalisasi, pariwisata berkelanjutan, desa wisata bahari

INTRODUCTION

Indonesia was once known as a Maritime Country because of its highly developed maritime culture in ancient times, such as the Bugis tribe, also known as the seafaring tribe who ventured to foreign countries, or the mighty Sriwijaya and Majapahit naval fleets. In addition to maritime culture, Indonesia also has marine wealth which is among the largest in the world, Indonesia's marine topography is very diverse because it is located at the boundaries of tectonic plate lines making it unique compared to other countries. However, over time, with such abundant wealth, Maritime identity of this country is like forgotten. Nowadays, we are increasingly aware that Indonesia is losing its pride. Indonesia is known as a maritime country because of its geographical location in the form of an archipelago surrounded by oceans and located between the Indian and Pacific oceans. The total area of Indonesia is 7.81 million km² which consists of 2.01 million km² of land, 3.25 million km² of ocean..Indonesia has millions of marine biota diversity, coral reef biodiversity which reaches 600 species with a coral reef area of about 7,500 km² spread across all islands in Indonesia.Data from the Indonesian Institute of Sciences (LIPI) released in 2017, showed only 6.39 percent of coral reefs were in very good condition. Meanwhile, 23.40 percent of coral reefs are in good condition, 35.06 percent are in adequate condition, and 35.15 percent are in bad condition. These results were taken from 108 locations and 1064 stations throughout Indonesian waters.

In addition, Indonesia as an archipelagic country has a very large marine tourism potential, especially those on small islands. Indonesia has a

sea area of 3,257 million square km, a coastline of 99,093 km, 590 types of coral, 2,057 reef fish, 463 sunken ships are an attraction for educational tourism, underwater tourism, conservation tourism and scientific diving. This marine tourism village located on small islands also offers diverse cultural tourism opportunities.

The diversity of marine life and various natural and artificial attractions in the sea can be relied on for national development, especially in the development of marine tourism.UU no. 10 of 2009 concerning Tourism states that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourist attraction is the potential that drives the presence of tourists to a tourist destination (Suwantoro, 2004). The higher the attractiveness of a tourist attraction, it can attract more tourists to come to visit the tourist destination.

Locally-based tourism village management requires the care and participation of the community itself to always innovate and be creative in developing the village area which is used as a tourist village. In this case, one of the principles of Community Development is participation. According to Cohen and Uphoff (1979) the role or participation carried out by the community can be seen starting from the planning, implementation, management or utilization, monitoring, enjoying the results and evaluation stages. In addition, the aspect of the conditions for growing participation in society is also something that needs to be considered, such as the opportunity, ability and willingness (Slamet 2003).

On the other hand through Tourism activities are considered as one of the ways to improve the economic life of rural communities because they are considered to provide job opportunities, business opportunities, and improve the development of business capabilities which in turn can affect the improvement of people's living standards.

In addition to having advantages in the form of marine tourism potential, marine tourism villages still face fundamental problems related to improving the quality of life of the community. Problems such as limited access to and from the island, the availability of basic infrastructure and tourism support facilities. It is hoped that with this marine tourism activity, the community will get added value from the presence of tourists who visit and live there. Creative economy products such as culinary, handicrafts and local culture need to be packaged and marketed through mentoring in order to increase the capacity of the community.

Facilitation of tourism village development activities in 2022 is directed to focus on developing marine tourism villages. However, the right strategy is needed to catch up with the development gap and there needs to be an acceleration to create tourism in a competitive marine tourism village. Quoting the Minister of Tourism Arief Yahya for the period 2014 – 2019 said that digital transformation in business and industry is a necessity in order to survive in the new normal, digital transformation in all aspects needs to be supported with the right strategy (antaranews.com, 2020). For this reason, the solution for developing marine tourism villages is to utilize digital transformation while still applying the principles of sustainable tourism.

As directed by the 2020-2024 RPJMN to accelerate the development of information and communication technology infrastructure to support digital transformation, with the background that there are still 7,971 blankspot villages (not served by telecommunication and internet access) and one of the benefits is to provide fast internet services for digitizing education, health services. , village/district government offices/offices/posts for defense and security, then this momentum can be used to synergize with the sustainable marine tourism village development program.

For this reason, it is necessary to have a Marine Tourism Village Development Model with the concept of society 5.0 so as to produce sustainability with a digital-based approach that becomes a reference for marine tourism village managers and the government in providing support in the form of tourism planning, physical and non-physical assistance and assistance in the context of developing a tourism village. Independent maritime so that it becomes an initial mapping study as an indicator to create an economic blueprint for maritime development.

With this study, it is hoped that the general condition of destination development in a marine tourism village can be seen from the 3A concept, namely Attractions, Amenities and Accessibility, general conditions of the community, as well as an overview of digital transformation through the availability of ICT infrastructure for everyday people's lives so that the maritime economy model through the development of community-based sustainable marine tourism villages 5.0

Labuan Bajo is the capital city of West Manggarai Regency which has a very strategic geographical location, where the position of Labuan Bajo is in the western part of the island of Flores. Labuan Bajo is also known as a tourism city which is the western gateway to enter the tourist charm of Flores Island. One of the strengths of the city of Labuan Bajo is the existence of the Komodo National Park area which has become a world-class tourist attraction, where Labuan Bajo is the entry point to go to tourist areas. In addition to having marine tourism potential, there is also quite a lot of land tourism, including various natural caves with their own peculiarities, springs and waterfalls which are located not far from the Labuan Bajo area. The Labuan Bajo area includes: Kampung Ujung, Kampung Tengah, Kampung Air, Lamtoro, Wae Kelambu,

As one of the main national tourism destinations, Labuan Bajo has several tourist objects that can be visited, including: Ancient animal Varanus Komodo (Ora in Manggarai language) as its main icon, Moringa cultural tourism, Tanah Loh Liang, Cunca Wulang Waterfall, Rangko Cave , Batu Cermin Cave, Bukit Cinta, Sylvia Hill, Kukusan Island, Kanawa Island, Padar Island, Tado Village, Melo Village, Pede Beach, Pink Beach, Wae Cicu Beach, White Pier, Gili Laba. With many

tourist destinations in Labuan Bajo, it makes many tourists come, both from within the country and abroad.

Labuan Bajo is one of the priority areas for destinations that have potential as a marine tourism village that has a marine tourism attraction, but the lack of public understanding regarding tourism values, maritime culture which can be a source of increasing economic welfare on the islands of Papagarang and Komodo Island is still very low. , so it is necessary. increasing public knowledge about tourism awareness will foster maritime cultural values and become a force in carrying out coastal community development with local wisdom as a form of increasing community knowledge and building maritime cultural values according to the potential of the Labuan Bajo area in order to improve the economic welfare of the community in marine tourism villages.

Legal Basis :

1. Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism.
2. Minister of Maritime Affairs and Fisheries Regulation Number 93/PERMEN-KP/2020, dated 28 December 2020 concerning the Development of Marine Tourism Villages.
3. Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations.
4. Permenparekraf Number 1 of 2021 concerning Organization and Work Procedure of the Ministry of Tourism and Creative Economy.

There is urgency because Labuan Bajohave different and distinctive characteristics and the development of physical facilities is growing rapidly, making changes to the environmental system both in society and culture, therefore, models and strategies for capacity building in a community are also different. Indigenous peoples have unique cultural, geographical, social, political, and demographic characteristics, so that the experience of capacity building in one community may not necessarily be used in another community, in fact it is very risky to experience failure and weaken the experience of people from

that community, because it is not a process that suits them. At a more operational level, the community empowerment process generally uses a community based development approach, which means that community empowerment is carried out on a community basis. Premium tourism development areas cause a shift in the motivation of tourists to travel, where there is a demand for more exclusive tourism, prioritizing privacy and an unforgettable authentic experience, supported by the increasing level of tourist welfare. Premium tourism development guidelines are needed that are in accordance with the characteristics of tourist destinations in Indonesia to avoid duplication, homogeneous tourism development without considering the characteristics of the destination and also to be in line with sustainable tourism development which is the pillar of Indonesia's tourism development. The strategies carried out in developing premium tourism include the provision of tourism facilities and infrastructure, development of tourism objects, community participation, and increasing the participation of the private sector. The factors that influence the development of premium tourism include supporting and inhibiting factors. Premium tourism cannot be separated from sustainable tourism, which is the pilot of Indonesia's tourism development. Sustainable tourism establishes a balance between aspects of Governance, Environmental, Economic, Socio-Cultural and Tourism Development. The important role of sustainable tourism is to preserve and minimize adverse impacts on the local environment and culture so that future generations can still enjoy it while still providing income and employment opportunities for local communities, so that they are able to contribute to reducing poverty and provide space for the conservation of local ecosystems. In its application, sustainable tourism must use the principles of environmental conservation, preservation of culture, society, and tourists. In the development of premium tourism through approaches that can be used, among others, luxury where the products offered are different from other places and elevate the privacy of tourists with personal experiences, high expectations where the demands for quality products have an impact on the sustainability of the destination, and experiences where the

creation of experiences that are different and not unique. found elsewhere is necessary. Premium tourism can also be seen from the point of view of facilities and infrastructure in tourist destinations and from the point of view of experience through the development of tourism activities and products that have unique experiences that are only obtained in certain destinations and cannot be duplicated, or experienced by other destinations Traditions and cultures that take root and influence the creation of tourism products Urgency for all communities, especially in rural areas to participate in the implementation of special tourism for areas that have the potential to be developed is very important. The development of rural tourism and tourist villages is considered to open up visiting opportunities, minimize the wave of urbanization and create economic activity in the countryside so that it will be an effective instrument in encouraging the development of the socio-cultural and economic fields of rural communities, especially in the tourism sector through community empowerment which is manifested in the form of participation.

So it is necessary to build a directional strategy that has been determined, namely a sustainable competitive growth strategy, a portfolio strategy through the development of an integrated e-tourism ecosystem, and a parenting strategy, namely the government provides support while the industry leads the way. government support industry led). The established business strategies are comparative strategy, competitive strategy and cooperative strategy. The comparative strategy is to be a winner in the industry; competitive strategy is focus, speed and different; while the cooperative strategy is a public-private partnership in building a marine tourism village.

Based on these conditions, it is necessary to conduct research with the study of "**Digital-Based and Sustainable Tourism Village Development Planning in Papa Garang Village, Labuan Bajo.**"

Conceptual framework

Definition of Tourism Village

A tourist village is a village administrative area that has the potential and uniqueness of a distinctive tourist attraction, namely to experience the unique life and traditions of rural communities

with all their potential. Tourist villages can be viewed based on the following criteria:

1. Has the potential of a tourist attraction (natural, cultural, and artificial/creative work attractions)
2. Have a community of people;
3. Have the potential of local human resources who can be involved in activities tourism village development
4. Have a management institution;
5. Having the opportunity and support for the availability of basic infrastructure and facilities to support tourism activities;
6. Has the potential and opportunities for the development of the tourist market

In the development of tourist villages, the principles of developing tourist village products:

1. Authenticity: the attractions offered are genuine activities that occur in people in the village
2. Local community: is a tradition carried out by the community and become the daily activities of the people.
3. Community involvement: the community is actively involved in activities in the village tour.
4. Attitudes and values: while maintaining the values adopted by the community and in accordance with existing values and norms.
5. Conservation and carrying capacity: non-destructive both in terms of physical and social community and in accordance with the carrying capacity of the village in accommodating tourists.

Tourism villages are able to reduce the urbanization of people from villages to cities because many economic activities in villages can be created. In addition, tourist villages can be an effort to preserve and empower the potential of local culture and local wisdom values that exist in the community.

There are types of tourist villages that can be used as references, including:

1. Tourism village based on the uniqueness of natural resources is a tourist village that makes natural conditions the main attraction such as mountains, valleys, beaches, rivers, lakes and various other unique landforms.
2. The tourism village is based on the uniqueness of local cultural resources, namely the tourist

village which makes the uniqueness of traditional customs and daily life of the community the main attraction such as livelihood activities, religion and other forms of activity.

3. Creative tourism village is a tourist village that makes the uniqueness of creative economic activities from home industry activities of local communities, both in the form of crafts, as well as distinctive artistic activities, become the main attraction.
4. Combination-based tourism village is a tourist village that combines one or more tourist attractions such as nature, culture and creativity

Tourism Village Development Approach

In the development of tourist villages, there are 2 (two) approaches that need to be considered, namely Community-Based Tourism Development and Sustainable Tourism Development. 1. Community Based Tourism Development

Namely the development of tourism that focuses on improving the welfare of the community. This tourism activity is owned, operated, managed and coordinated by the community, namely the community. Community empowerment needs to be based on the following:

- a. Advancing people's standard of living while preserving identity
- b. Increase the level of income economically while distributing it evenly to the local population.
- c. Oriented to the development of small and medium-scale businesses with large power absorption and oriented to appropriate technology.
- d. Develop a competitive and cooperative spirit. Utilizing tourism as optimally as possible as an agent of contributing to cultural traditions with minimal impact.

Table 1. Criteria for Community-Based Tourism Development

No	Criteria	Sub Criteria
1	Ownership and management by the community	There is effective and transparent management Legality of tourism village institutions/groups Have effective and transparent management Have an effective partnership
2	Contribution to social welfare	Maintaining human dignity Fair cost and profit sharing Have a network to local and regional economies Conserving natural resources
3	Contribution to maintain and improve environmental quality	Conserving natural resources Conservation activities to improve quality environment
4	Encouraging interactive participation between local communities and visitors (tourists)	There is interaction between guests and the local community Sustainability of -based tourism products Public
5	Quality tour and tour guide services	Quality and expertise of tourist village guides Ensuring the quality of travel
6	Quality of food and drink	Quality of food and beverage service Ensuring quality food and drinks
7	Accommodation quality	Quality of accommodation service Ensure quality accommodation management
8	Friendly Tour Operation (FTO) Performance	Commitment to tourism village ideal values

No	Criteria	Sub Criteria
		Contribution to the protection of society and nature Support for the local economy Promote the beauty of discovery, knowledge and appreciation Promote a satisfying experience and safe for tourists and the public

Source: Tourist Village Guidebook

attention to the balance of environmental and

Sustainable Tourism Development Concept

As it is understood that tourism is an activity where in its operation and development there needs to be a balance in environmental management. Therefore, the implementation of development must be based on the carrying capacity of the environment; can improve harmony and balance and increase the resilience of the system and does not reduce the quality of the environment.

Sustainable tourism (Sustainable Development) is an issue and has become a vision of tourism development in the world today and in the future. This has been expressly conveyed by UNWTO by recommending guidelines and manuals for implementing sustainable tourism development. Each country and region needs to gradually implement this approach in their tourism development. Sustainable development is a basic guideline for tourism managers related to the natural environment, the built environment, and the socio-cultural environment so that they can be utilized in development.

This concept is an ideal concept for tourism development where in its development, tourism must be able to develop in a balanced way between economic - environmental - socio-cultural aspects, so that the use of tourism resources can be carried out sustainably and responsibly without destroying or reducing the value of the resources owned. This is intended so that commercialization (economic) efforts are in line with resource conservation efforts so that they can still be utilized by future generations.

In addition, the need for the implementation of sustainable tourism development is also related to the increasing appreciation of consumers who are getting higher and demanding a tourist destination to pay

socio-cultural quality with economic development.

The principles and objectives of the 2004 UNWTO recommended Sustainable Tourism Charter are that:

1. Tourism development must be based on sustainability criteria that can be ecologically supported in the long term, economically feasible, ethically and socially fair for the local community.
2. Tourism must contribute to sustainable development and be integrated with the natural, cultural and human environment.
3. Governments and competent authorities, with the participation of non-governmental organizations and local communities should take action to integrate tourism planning as a contribution to sustainable development.
4. Governments and multilateral organizations should prioritize and strengthen assistance, directly or indirectly, to tourism projects that contribute to the improvement of environmental quality.
5. Spaces with a vulnerable environment and culture today and in the future should be given special priority in terms of technical cooperation and financial assistance for sustainable tourism development.
6. **Promotion/support for alternative forms of tourism** in accordance with the principles of sustainable development.
7. Governments should support and participate in the creation of networks for research, information dissemination and knowledge transfer on tourism and sustainable tourism technologies.
8. The establishment of sustainable tourism policies requires support and an environmentally friendly tourism management system, feasibility studies for sector transformation, and implementation of

various pilot projects and the development of international cooperation programs.

In line with this, Rachel Dodds and Marion Joppe (2001) in Toronto developed “Green Tourism” with 4 (four) main elements, namely:

1. Environmental Responsibility

This element states that there is a need for environmental protection in an effort to ensure the sustainability of the regional ecosystem.

2. Local Economic

Tourism development must support the economic viability of the community.

3. Cultural Diversity

In the development of tourism must raise the cultural wealth of the community.

4. Experiential Richness

It is necessary to develop activities that are participatory towards the environment, society, and culture of the region. To foster competitiveness in the application of the concept of sustainable tourism.

Tourism Village Development

A. Stages of Tourism Village Development

Tourism Village Development can be described in 3 stages, namely Pioneering, Developing, Advanced and Independent. This stage describes the position of the tourist village so that programs can be seen that can be implemented according to the stages.

Table 2. Tourism Village Development Stages

No	Stages	Information
1	stub	Still in the form of potential that can be developed to become a tourist destination The development of tourism infrastructure is still limited There are no / there are still very few tourists who visit and come from local communities Public awareness of tourism potential has not yet grown Very necessary assistance from related parties (government, private sector)
2	Develop	Already known and visited, the local community and visitors from outside the area. There has been the development of tourism infrastructure and facilities. It has started to create jobs and economic activities for the community. Public awareness of tourism potential has begun to grow. Still need assistance from related parties (government, private sector).
3	Up	The community is fully aware of the tourism potential, including its development. It has become a well-known tourist destination and is visited by many tourists, including foreign tourists. Tourism facilities and infrastructure are adequate. The community has the ability to manage tourism businesses through pokdarwis / local working groups. The community is already able to use village funds to tourism village development.
4	Independent	The community has provided innovation in developing village tourism potential (product diversification) into an independent entrepreneurial unit It has become a tourist destination that is known by foreign countries and has implemented the concept of sustainability that is recognized by the world. Facilities and infrastructure have followed the minimum international standards of ASEAN. The management of tourist villages has been carried out collaboratively between sectors and pentahelix is working fine.

No	Stages	Information
		<p>Village funds are an important part in the development of diversified innovation tourism products in tourist villages</p> <p>Villages have been able to take advantage of digitalization as a form of independent promotion (capable of making promotional materials and selling independently through digitization and technology)</p>

Source: Tourist Village Guidebook

Tourism Village Development Strategy

Tourism Destinations are geographical areas located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism (Tourism Law Number 10 of 2009), namely Attractions, Accessibility and Amenities (3A)

1) Attractions, namely Attractions or commonly called Attractions are assets that can attract domestic and international tourists. Attraction provides the initial motivation for tourists to visit a destination. Attractions are divided into 3 categories, namely:

a. Nature (Nature)

The beauty of landscapes and scenery, fauna and flora, weather, activities such as exploring nature, mountain biking, horseback riding, rock climbing, diving and snorkeling, and safaris, hiking, camping, diving, snorkeling, geoparks, visiting national parks, tours the coast, etc

b. Culture

History, arts and crafts, events and performances, local people, cuisine, and activities such as attending festivals, heritage, traditional ceremonies, learning dances, history and cultural heritage, studying community conditions, customs, customs, ways of life, culture and arts them, as well as other uniqueness.

c. Man-Made (Built)

Historical monuments, cultural heritage sites, religious buildings, conference and sports facilities, activities such as visiting museums, guided city tours, business visits, participating in agricultural activities, planting rice, plowing fields/farms and other man-made attractions.

2) Accessibility

Tourist villages must be accessible, the availability of facilities, infrastructure and transportation systems that make it easier for tourists to get to and from tourist village destinations, both by sea, land and air. Tourists should also be able to travel easily around tourism destinations.

3) Amenity

Completeness of facilities, infrastructure, equipment, and amenities that support tourist activities and services. This includes basic infrastructure such as public services, public transportation and roads, in addition to direct services for tourists such as information, recreation, tour guides, tour operators, catering (catering services) and shopping facilities.

2. HR, Society and Industry (SMI)

1. Human Resources (HR) Human Resources who work and are directly involved in the development of tourist villages that provide goods or services for tourists and the implementation of tourism. Tourism is labor intensive, the tourism sector workforce is trained according to the expected capacity.

2. Public

Communities in and around tourist villages are involved and support the implementation of tourism. The community is actively involved as widely as possible with stakeholders such as the central government, regional governments and tourism business actors. At least the public understands the tourism awareness movement and Sapta Pesona.

3. Industry

Various businesses, related to tourism facilities that provide goods or services for tourists and the implementation of tourism. In tourist villages, it is expected that the industry will be managed directly by the community, including the provision of restaurant businesses, tourism

transportation service providers, tour travel providers, translators, guides, and others.

METHODOLOGY

Research Approach

The qualitative research approach was carried out using in-depth interviews with informants using a question guide. The information obtained through a qualitative approach and this observation was used to support and as an interpretation of data regarding internal factors and external factors of the Marine Tourism Village community and other villages with high tourism potential. participation in the development of tourist villages, as well as its relationship to the standard of living of the community. This descriptive research is useful for making a systematic, factual, and accurate explanation of the facts obtained during the research.

Data collection technique

Data collection techniques using secondary data and primary data. Secondary data is obtained from policy documents related to tourism such as Laws, Government Regulations, RPJMN, KSPN, Guidebooks and concepts for the development of Ministries, Regional Governments and the Tourism Authority of Labuan Bajo Flores.

Primary data was obtained by conducting a field survey to the location of the destination which is made into inhabited islands around the Komodo National Park in West Manggarai Regency. This destination was chosen because it considers Labuan Bajo as one of the super priority tourism destinations, easy access and the existence of Komodo as an international competitive attraction.

The technique used is through direct observation, open interviews with respondents and key informants, namely community leaders who clearly know the condition of the village and the development of tourism in their village.

Data Processing and Analysis Techniques

Qualitative data were analyzed in three stages, namely data reduction, data presentation, and verification. The first is the data reduction process starting from the process of selecting and simplifying the data from the FGD results, in-depth interviews in the form of field notes,

observations, and document studies that are reduced in thematic writing. The purpose of this data reduction is to sharpen, classify, direct, and remove unnecessary data. The second is data presentation by compiling all information and data obtained into a series of easy-to-read words into a report in the form of quotations or typologies.

Community participation in the development of tourist villages is needed for the successful development of tourist villages. The measure of community participation can be seen through community participation in the stages of participation as proposed by Cohen and Uphoff (1977) namely planning, managing, evaluating, and enjoying the results. However, in its implementation there are external and internal factors that affect the participation of the community itself. Several factors that influence community participation according to (Pangestu 1995) are as follows: internal factors, which include individual characteristics that can influence the individual to participate in an activity. Individual characteristics include age, education level, total income, and number of family dependents.

Murray and Lappin (1967) stated that there were other internal factors, which influenced participation, namely length of stay. The longer one stays in a place, the greater the sense of belonging and the feeling of being part of the environment, so that the desire arises to always maintain and maintain the environment in which he lives.

In addition, community participation is also influenced by external factors, namely factors that come from outside the community. in hthis according to Tjokroamidjojo (1996) is leadership and communication carried out by outsiders. External factors are relationships that exist between ecotourism managers and targets, including village leadership, the intensity of socialization of activities, and the activity of the activity companion team. Village leadership is related to the level of community participation because the higher the support for activities indicated by the activeness of village leaders in inviting the community to participate, the more people will be encouraged to participate in activities. The intensity of socialization is

related to the level of community participation because the more often the socialization is carried out, the more people will understand the purpose of the activity and the more actively participate in the activities of the coral rehabilitation program.

One of the purposes of this research is the development of the marine tourism village of Papa Garang with the initial stage of mapping the categorization of tourist villages and knowing the level of living standards of the community as one of the impacts of developing a tourist village. If the standard of living increases, according to Radyati (2008), economic performance can provide results and benefits on social and environmental aspects. So that if the people's standard of living is good as an increase in the economy, based on this theory the development of tourist villages will automatically have a positive impact on other aspects of life. Therefore, it is very important to examine the level of people's living standards as a result of developing a tourist village. The level of standard of living can be achieved by empowering the local economy which greatly affects the independence of the community. Empowerment is closely related to a form of awareness of all stakeholders in carrying out their roles, especially the community.

Then make observations to determine the classification of tourist villages, namely:

1. **Start-up tourism village.** According to the Ministry of Tourism and Creative Economy, the indicator of pilot village tourism is that tourism in a village is still in the form of potential and there are no tourist visits, the facilities and infrastructure are still very limited, and the level of public awareness has not grown.

2. **The second category is developing tourist village.** An indicator for a village which is a developing tourism village is that the tourism sector in a village is still in the form of potential and this has begun to be looked at for further development.

3. **The third category is developed tourism village.** A tourist village can be categorized as an advanced tourism village when the community is aware of tourism, village funds

are used to develop tourism potential and the area has also been visited by many tourists.

4. The last category is independent tourism village. This category can be said to be the highest level of all tourism village categories based on the Ministry of Tourism and Creative Economy. The indicators that must be met from this category are having tourism innovation from the community, tourist destinations have been recognized by the world, facilities and infrastructure have standards and their management is pentahelix collaborative. Assessment categories include: Potential Tourist Attractions, Facilities and infrastructure, Connectivity, Community Participation in Tourism Activities, Aspects of Social and Cultural Values, Aspect of Economic Value and Environmental Aspect

Data collection techniques through interviews and observations in the Labuan Bajo area, Papagarang Village. The results of the interview and observation data were then analyzed using a literature review related to the concept of tourism, sustainable tourism, tourist villages, and tourism destinations. The results of observations and interviews after being analyzed with a review of the study literature resulted in a formulation for a digital-based sustainable marine tourism village development program

RESULT AND DISCUSSION

In the context of globalization, Ife (2013) sees that it is important to empower local culture for a community because there is a tendency for cultural shifts to occur, cultural crises that have an impact on identity crises in various parts of the world and on the other hand there is excessive commodification and commercialization of culture due to cultural globalization. . The combination of the development of marine tourism and cultural tourism based on community empowerment, on the one hand, can aim at commercialization and improving the community's economy, on the other side, which is much more important, is nature conservation and cultural preservation.

Community involvement in this empowerment activity can be in the form of

participation driven by awareness or coercion (Sztompka, 2011). Community participation is an activity that cannot be separated in the process of community empowerment. Participation is important because through a culture of participation an empowerment activity based on local culture will be increasingly supported by the community so that it has an impact on the success of the program.

The success of the program will occur because everyone is given the opportunity and means to be involved in the participation process (Fischer, 2014). In various literatures, there are many definitions of community participation. One simple definition put forward by Mikkelsen (Adi, 2013),

Table 3. Initial mapping study based on the results of observations and interviews in Papagarang Village based on 3A conditions, namely (Attractions, Amenities and Accessibility)

Indicator	Field Condition	Proposed Plan (Program)	Impact (Outcome)
Physical Environment	Papa fierce village environmental conditions look shabby, not well organized, roads are not well organized. Another condition is that the village of Papagarang is a conservation area and land ownership is one of the challenges in being a conservation area.	Building the village's physical environment so that it doesn't look slum, by repairing roads, by arranging the village governance space area through the physical development of the environment	Creating a comfortable, clean and beautiful atmosphere for tourists. Then it can build the quality of the health of the Papagarang village community
Directions or information about tourism and entrance gates	Instructions on information related to tourism are not interesting with the condition that there is garbage and looks shabby The entrance gate of Papagarang village is simple so that it becomes less attractive as an attraction for marine tourism villages	Build better entry gates and information signage, through assistance from corporate and local government CSR programs. Papagarang village is a conservation area so that it can collaborate with KLH in building environmental quality that adheres to conservation principles	Will build the village of Papagarang to be clean and beautiful and will improve the quality of a healthy environment for the community
Community conditions	The Papagarang community is still classified as a community with	Provide assistance through education and training to the surrounding	Building unconscious competence into conscious competence will build community capacity so as to create community welfare

Indicator	Field Condition	Proposed Plan (Program)	Impact (Outcome)
	low economic income and educational background with junior high school education. One of the household expenses is the purchase of clean water which is Rp. 150,000	community with the target target of mothers to create independence in supporting household income through skills, father increasing capacity through education, and children for digital literacy. Another thing is that the use of clean water can be enjoyed by the community at a low cost. There needs to be assistance from the private sector through CSR programs or the government, to improve the welfare of the community	
Economic aspect	The livelihoods of the community are mostly fishermen and there is a business of salted squid which is then dried by drying and then sold. In addition, there are those who are vegetable traders and shops that sell necessities of life	Increase the potential of marine products, apart from squid, which can be obtained from marine catches that can be valued by salting and drying. Explore the potential of other products that can be developed, for example making crackers from fish.	Building awareness to become an entrepreneur by producing local products, from upstream to downstream, thereby increasing the welfare of the community
Facilities and infrastructure	The shape of the house building is in the form of traditional houses on stilts and modern houses, road conditions are still soil, so when it rains it will be "muddy", village conditions are not well organized, there are no homestay facilities and tourist activities.	Build physical facilities by maintaining local wisdom and a healthy environment. Managing animal waste into compost and new energy that becomes an economic source	Provide identity with local wisdom. A healthy environment will build the quality of family life

Indicator	Field Condition	Proposed (Program)	Plan	Impact (Outcome)
	Papagarang village, goats are released in the community, because they are left to look for their own food			

Data source: Based on observations, 2021

General description of 3 A conditions (Attractions, Amenities and Accessibility) and the results of mapping the tourism village category

Each community has different and distinctive characteristics, therefore, models and strategies for capacity building in a community are also different. Indigenous peoples have unique cultural, geographical, social, political, and demographic characteristics, so that the experience of capacity building in one community may not necessarily be used in another community, in fact it is very risky to experience failure and weaken the experience of people from that community, because it is not a suitable process for them (Ife and Tesoriero, 2008). At a more operational level, the community empowerment process generally uses a community based development approach, which means that community empowerment is carried out on a community basis. The strength of the community and its culture is a big factor determining the success of an empowerment program, including empowerment for the development of marine tourism. Even in the context of anthropology, it is specifically studied about the culture of coastal communities, the culture of fishing communities that have special characteristics. This culture is the strength and potential that determines the success of a marine tourism development program. The combination of marine tourism and cultural tourism can be a unique attraction and allows it to be sold to tourists.

Based on the classification of tourist villages, Papagarang is still a pioneer category, because it is still in the form of potential that can be developed to become a tourist destination,

Development of tourism infrastructure is still limited, There are not/still very few tourists who visit and come from the surrounding community, Public awareness of tourism potential has not grown, assistance from related parties is needed (government, private). Based on the mapping based on 3 A's, namely attractions, amenities and accessibility, about the village of Papa Garang, at Figure 1.

Marine tourism village development planning program in Papagarang Village, that is :

The majority of the work of the villagers of Papa Garang are fishermen and have potential in the tourism sector. However, the obstacle is the development of this area, which is related to environmental management. Papagarang Island has carried out three types of partnerships, namely supplying water from Komodo Water to BUMDes (Village-Owned Enterprises) Berkah Tangguh, marketing water by BUMDes, as well as recycling plastic waste and procuring ice cubes. Since 2018 it has collaborated with Akuo Energi Indonesia to develop desalination using solar panels. In addition, we also want to provide an ice machine to store fish for fishermen and to process plastic waste into household products

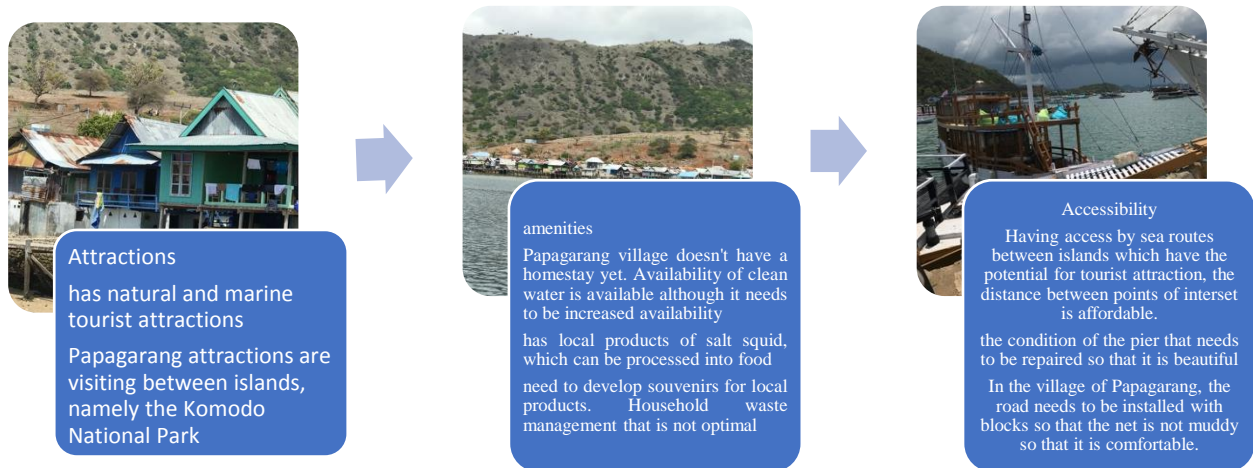


Figure 1. mapping based on 3 A's, namely attractions, amenities and accessibility

One of the development plans on Papagarang Island is the first solar-powered desalination project in Indonesia. The tool proposed for use is called Osmosun Reverse Osmosis which was developed by Akuo Energi Indonesia. Its operation only uses solar power without batteries so it is more cost-effective. If previously the water needs on Papagarang Island needed to be brought from Labuan Bajo, which is four hours away by ship, with the establishment of a desalination system, namely a processing process that removes excess salt in the water, then water will be obtained that is fit for consumption by living things. It is estimated that as many as 1,500 people can have access to clean water and drinking water so that it is expected to significantly improve people's living standards. Per day there will be 5 m³ of water sold to the community and the profits from the sale will be distributed to the community through village-owned enterprises (BUMDes).

In the future, Papagarang Island is projected to become an environmentally friendly tourism destination that is able to maintain the health of the earth. The construction of a desalination project will reduce exhaust emissions from water-carrying vessels, as well as create new job opportunities for rural communities. Similar desalination projects can also be found in several

regions of the world. Almost all of them are in remote/outmost areas as well as in areas with low purchasing power. Some of them are Abu Dhabi in the United Arab Emirates, Rodrigues in Mauritius, Gaza Province in Mozambique, Hessequa in South Africa, Bora Bora in French Polynesia, and Hotel Cocotiers in Mauritius. Desalination water discharge per day varies from 40 to 350 m³.

Development of local products in Papagarang Village other than salt squid, so that they are not only dependent on fishermen. However, what is interesting in Papagarang Village is in waste management, based on the results of interviews with PT. Bajo Bersih Sejahtera, that sales of waste from Papagarang Village are more than Komodo Village, that the monthly income is almost Rp. 200,000/month for waste sales. However, the condition of the village still needs a good arrangement of the environment and physical buildings, both houses and paths, because environmental conditions that need to be arranged take into account aspects of health, beauty and comfort. Another thing is the need for support from Government Agencies and private sectors in the form of activities in the form of CSR (Corporate Social Responsibility) in the form of training to increase community capacity and welfare so that it will be built as social capital in developing rural

areas and a sense of belonging by implementing nature conservation which has an impact on the economic aspect. . Another challenge is institutional synergies in managing village governance, both in terms of land ownership and management of physical and non-physical facilities and infrastructure.

Premium Tourism Development Approach

The strategies undertaken in developing premium tourism include the provision of tourism facilities and infrastructure, development of tourism objects, community participation, and increased participation of the private sector. The factors that influence the development of premium tourism include supporting and inhibiting factors. Premium tourism cannot be separated from sustainable tourism, which is the pilot of Indonesia's tourism development. Sustainable tourism establishes a balance between aspects of Governance, Environmental, Economic, Socio-Cultural and Tourism Development.

The important role of sustainable tourism is to preserve and minimize adverse impacts on the local environment and culture so that future generations can still enjoy it while still providing income and employment opportunities for local communities, so that they are able to contribute to reducing poverty and provide space for the conservation of local ecosystems. In its application, sustainable tourism must use the principles of environmental conservation, cultural preservation, society, and tourists.

In the development of premium tourism through approaches that can be used, among others, luxury where the products offered are different from other places and elevate the privacy of tourists with personal experiences, high expectations where the demands for quality products have an impact on the sustainability of the destination, and experiences where the creation of experiences that are different and not unique. found elsewhere is necessary.

Premium tourism can also be seen from the point of view of facilities and infrastructure in tourist destinations and from the point of view of experience through the development of tourism

activities and products that are unique. Experience that is only obtained in certain destinations and cannot be duplicated, or experienced by other destinations. Tradition and culture that are rooted in and influence the creation of tourism products

Indonesia Premium Tourism Development

In developing premium tourism in Indonesia, you must always pay attention to authenticity, high value creation, and identity. High Experience, Authentic, Rich in Traditional Values, High Value, Identity, does not have to be expensive (Luxury), but there are characteristics of high value or quality. But Quality, Facilities are not absolute luxury, but provide comfort and security, Exclusive, Development of exclusive and priority facilities and services, Respect for Nature and Culture, Respect for nature and culture created in the involvement of tourists in every activity that exists Supporting Infrastructure, Connectivity cross destination and origin of tourists

CONCLUSION

Based on field data, the researchers concluded:

1. Based on the 3A aspects, namely Attractions, Aminties, and Accessibility, both in the village of Papagarang, namely for attractions that have the same geographical area, namely entering the conservation area, having natural and marine tourism attractions. Komodo is one of the attractions that has its own uniqueness which is one of the seven wonders of the world. There is an interesting tracking path to enjoy the beauty of the sea and mountain views
Amenity : Labuan Bajo already has superior lodging options so that sea transportation facilities are available. Papagarang Village provides marine products, namely Salt Squid. Household waste management that is not optimal
Accessibility: Having access by sea routes between islands that have potential tourist attractions, the distance

between points of interest is affordable by boat.

2. Based on the observation that Papagarang Village is still classified as a pioneer village, because According to the Ministry of Tourism and Creative Economy, the indicator for pilot village tourism is that tourism in a village is still in the form of potential and there are no tourist visits, the facilities and infrastructure are still very limited, and the level of public awareness has not grown.
3. Requires short, medium and long term gradual planning, in building an information society by carrying out digital transformation through the availability of ICT infrastructure for people's daily lives, thereby providing an increase in the welfare and economy of the fishing community and socially through the development of human resource capacity and sustainability in the tourism sector.

RECOMMENDATION

1. Develop a philosophy about the historical meaning and background of the geographical area related to conservation through mythical communication by making story telling through local wisdom, so that it can be used as a guide in behavior to preserve the environment and ecosystems.
2. Papagarang Village for products can be in the form of processed salted seafood products, which currently already exists are salt squid, other things according to the origin of the name papagarang.
3. Human resource development planning for innovation-based economic improvement that implements sustainability in accordance with regional characteristics with a geo-economic strategy approach.
4. Community capacity development as a driver of tourism village development through continuous education and training, starting from building awareness (unconscious incompetence) to implementing a comprehensive application to carry out digital transformation

(conscious competence), so that the community can play a role as a provider of information, meaning that the community is part of a system. information in the development of marine tourism villages.

5. Infrastructure development planning as supporting facilities and infrastructure in accordance with conservation through a geographical strategy approach that is connected between islands.
6. Institutional strengthening creates collaborative tourism village management and synergies between sectors from the government, private sector and tourism industry players starting from village officials, regional and provincial governments. Strengthen collaboration between Ministries/Agencies, local governments, relevant authorities, and business actors in order to support the development of Labuan Bajo, both in terms of increasing investment and implementing tourism destination development strategies.
7. Development of waste management in synergy through NGOs, NGO's, and clean Labuan Bajo which provides economic benefits, for example for coastal areas that are used for new energy, as fuel for ships and making bricks used for building houses and walkways in the environment. tourist village.

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