

Building Tourism With the Community: A Study of Local Participation Building a Tourism Village Based on Value Co Creation

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Abstract

The concept of value co ceation emphasizes the different value aspects created by tourism actors (local communities) and tourists, which are carried out together to develop or provide added value to tourist villages a form of local community participation in building a value co-creation-based tourism village. Qualitative research methodology, using the literat-review method of several journals relevant to the theme of research conducted by both national journals. The results study indicate several factors to identify the potential /opportunities for the formation of a tourist village, including tourist attractions, natural resources, tourism support facilities, preservation of traditional arts, religion, facilities and infrastructure, accommodation and hospitality as well as adjustment of new rules by following strict health protocols following the principles of Cleanliness, Health, Safety and Environmental Sustainability. While the challenges/problems of forming a tourist village consist of limited knowledge and information, low quality of human resources, limited knowledge of destination management, conflicts of interest and hegemony of power, lack of public awareness, limited access to tourist destinations, limited facilities, and infrastructure, the level of community participation is still low, collaboration or synergy with various parties is still low.

Keywords: Local Communities, Tourism, Value Co Creation

Introduction

The village tourism model has become an effective development agenda to improve people's welfare, the emergence of changing trends in the transition from mass tourism to alternative tourism, providing more benefits as well as being an option in the development of national tourism (<https://www.dpr.go.id>). Tourism villages are formed by empowering the community so that they can act as direct actors in the tourism sector in their area. The purpose of the tourist village is to drive the local economy, maintain traditions and culture, and keep the environment natural. The Ministry of Tourism and Creative Economy (Kemenparekraf) targets in 2024 to target 244 independent tourism villages (<https://www.republika.co.id>; Nawangsih & Ariyono, 2018).

Several problems in the development and development of tourist villages based on previous research studies conducted by Wulan and Khadiyanto (2013), among others: limited number of tourists visiting, accessibility, facilities, inadequate tourism supporting infrastructure, quality of physical conditions and their availability, tourism supporting elements are still limited, tourism promotion has not been maximized, and public transportation. The concept of developing a tourist village through the involvement of local communities is expected to be able to provide alternative solutions to help increase the number of declining tourist visits (Nawangsih, 2017, Nawangsih, 2018b). The local community involvement program acts as a direct actor in the tourism sector in their area in the process of developing a tourist village, which is important because the local community knows and understands the potential of their area better (Nawangsih, 2018a). Community involvement is important to gain support and as an effort to ensure that what is obtained will be in line with the needs and benefits of local residents (Raharjana, 2012; Nawangsih & Irdiana, 2018).

The concept of developing a tourist village so that the impact is maximized is developed by incorporating value co-creation in it. The concept of a tourist village according to Marlina (2017), is a

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Received: 15 August 2022, Revised: 1 September 2022, Accepted: 6 September 2022, Published: 10 September 2022

Cite this: Nawangsih, N. (2022). Building Tourism With the Community: A Study of Local Participation Building a Tourism Village Based on Value Co Creation. *Innovation Business Management and Accounting Journal*, 1(3), 72-76. <https://doi.org/10.56070/ibmaj.v1i3.12>



rural area that offers an atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural, customs, daily life. When associated with the process of forming a tourist village, the concept of co-creation from Alves (2013), which represents a particular view of broad and holistic civic engagement from the outset.

Literature

1. Service Dominant Logic / SDL
Service Dominant Logic (SDL) is a new concept in marketing whose main focus is on prioritizing service in the exchange process that involves customers or consumers as part of an internal company. Service Dominant Logic (SDL) started due to a shift in perspective in marketing that does not always focus on resources, value creation and relational (Vargo & Lusch, 2008).
2. Value Co Creation
According to Galvagno and Dalli (2014), co-creation is the process of creating value through alliances, collaborations, and at the same time, co-workers. Co creation is an application of interactive creation in an interactive system environment that requires the participation of customers and service provider organizations (Ramaswamy & Ozcan, 2018).
3. Value Co Creation In Service
Service Dominant Logic's conceptualization emphasizes the importance of the beneficiary network's nature of value and consumption features. In value co creation, customers take advantage of a number of social resources that include family relationships, community, and commercial relationships, so that increased value comes from their experiences (Perera, Albinsson, & Shows, 2017).
4. Community Based Tourism
Community-based tourism is one type of tourism that involves community participation as the main element in tourism in order to achieve sustainable tourism development goals (Telfer & Sharpley, 2015; Nawangsih, 2019).
5. Tourist Village
Hadiwijoyo (2012), stated that rural tourism can be seen as a settlement with environmental facilities that are in accordance with the demands of tourists in enjoying, knowing, and living the uniqueness of the village with all its charms and demands for community life activities. Kaharuddin et al. (2020), more comprehensively describes a tourist village as follows: A tourist village as a rural area that offers an overall atmosphere that reflects the authenticity of the village, both from in terms of socio-cultural life, customs, daily activities, building architecture, and village spatial structures, as well as the potential that can be developed as a tourist attraction, for example: attractions, food and drinks, souvenirs, lodging, and other tourist needs.

Methods

This type of research is in the form of qualitative using a narrative review approach. The word to narrate which means to tell or describe an event or phenomenon in detail. Narrative research is diverse and takes many forms (Lightfoot, 2004). The narrative review method aims to identify and summarize previously published articles, avoid duplication of research, and look for new fields of study that have not been studied by Ferrari (2015). The research was traced through Semantic Scholar, Research Gates and Scince Direct using keywords: tourism with the people, tourist village, value co creation

Results and Discussion

Opportunities and Challenges of Tourism Village Development

Based on the results of the previous literature review, there are several things that become the basis for identification related to the opportunities/potential of an area to be used as a tourist attraction. The identification process related to opportunities / potential is important, because it is a driving factor / attraction for tourists to visit the tourist village. Based on the study of some of the articles mentioned above, the identification process related to the potential indicators/opportunities of tourism villages consists of:

1. Tourist attractions: unique attractions through performances and tourist attractions that promote local wisdom

2. Natural resources: the potential of natural resources based on the topography of the region, both plantation commodities as superior product commodities
3. Tourism supporting facilities: parking facilities, toilets, the availability of trash cans, places of worship, information centers, security officers, the availability of disabled friendly facilities, the availability of green space and the availability of a food court area and so on.
4. Preservation of customs: the customs and habits or traditions of the local community, become the main attraction for a tourist village.
5. Art: Regional special arts with unique values that are full of high philosophy, become the main attraction for tourists
6. Religion: religious values become interesting things for a tourist village, because religious values are full of noble meanings, which are worthy of imitation.
7. Facilities and infrastructure: travel agents, vehicle facilities and information centers related to mapping the tourist village area, apart from being a promotional media it also makes it easier for tourists to find the location to be addressed, examples of tourist facilities, for example: travel agents, tour operators, tourist transportation, restaurants , accommodation (hotel / lodging).
8. Accommodation: Accommodation related to tourism is a building or part of a building that is specially provided, and everyone can stay, sleep, eat and drink, and obtain services and other facilities by paying a certain amount of money.
9. Hospitality: The implementation of hospitality activities in the tourism industry sector is related to several things, including: food and beverages, travel and tourism, lodging and recreation.
10. Adjustment of new rules by following strict health protocols: following the principles of Cleanliness, Health, Safety and Environmental Sustainability

Based on the study of several articles mentioned above, the identification process related to indicators of challenges / problems in the development of tourist villages consists of:

1. Limited knowledge and information related to tourist villages: parties involved in the development of tourist villages, both from tourism managers and parties involved in it, do not yet have adequate knowledge
2. Low quality of human resources: Human resources involved in developing tourist villages have limited knowledge, so that when they face problems in the field they face difficulties in finding solutions to the problems they face.
3. Limited knowledge related to destination management: If knowledge related to destination management is not possessed, then the ability of the village in the donation process and mapping the potential and development of tourist villages is also limited
4. The occurrence of conflicts of interest and hegemony of power: the condition of tourist villages that are prone to conflict and hegemony of power makes the level of tourist visits decrease, because a sense of security and comfort is the main priority of tourists visiting
5. Lack of public awareness: low public awareness makes tourist villages unable to develop because local communities are subjects, not objects in the development of tourist villages
6. The tourism village management has not yet been established: the existence of a tourist village manager will help the smooth development of the tourist village that is carried out.
7. Limited access to and from tourist destinations: limited access and inadequate conditions make tourists reluctant to visit, because tourists will have difficulty getting to the location.
8. Limited facilities and infrastructure: facilities and infrastructure are the basis for tourists' considerations when visiting a tourist village, so that the existence of this is the main thing that must be available in a tourist village.
9. The level of community participation is still low: the passive and apathetic attitude shown by the community in a tourist village is an indication of a low level of participation.
10. Collaboration or synergy with various parties is still low: synergy with various parties is a supporting element for the development of tourist villages, good partnerships and cooperation can produce great benefits for the tourist village

Forms of Local Community Participation in Building a Value Co Creation-Based Tourism Village

Based on several concepts related to co-creation, it can be interpreted that the concept of co-creation has several objectives, including:

1. Co-creation is related to efforts to establish partnerships, cooperation and synergy across fields that have the same goal, namely to provide added value or benefits, especially for the parties involved in it.

2. Co-creation experience is related to the experience felt by tourists when visiting a tourist village that is created from feeling satisfied or not, comparable or not spending with the experience received when visiting a tourist village.
3. Co-creation is related to the factors driving purchasing decisions and visitor loyalty because of the satisfaction they receive. The concept of value co creation in the development of tourist villages is related to the added value that can be created and shared between tourists and local communities when visiting tourist villages. For example: a tourist village that offers ideas related to collaboration of processed products that tourists can create in making culinary (culinary tourism), tourists participate in tourism activities such as regional traditional arts (cultural tourism), tourists are involved in the daily activities of village communities when farming in the area. fields / rice fields (agricultural tourism / agriculture) and so on. The value / value co creation here is where tourists also contribute to creating that value, through collaboration, ideas, and innovations related to the activities / activities carried out in the tourist village.

Conclusion

Based on the results of research that some indicators that become potential / opportunities for the formation of a tourist village consist of: tourist attractions, natural resources, tourism support facilities, preservation of traditional arts, religion, facilities and infrastructure, accommodation and hospitality as well as adjustment of new rules by following strict health protocols: follow the principles of Cleanliness, Health, Safety and Environmental Sustainability. Several indicators that become challenges/problems in the formation of tourist villages consist of: limited knowledge and information related to tourist villages, low quality of human resources, limited knowledge related to destination management, conflicts of interest and hegemony of power, lack of public awareness, limited access to and from tourist destinations, limited facilities and infrastructure, the level of community participation is still low, collaboration or synergy with various parties is still low. Co-creation relates to efforts to establish partnerships, cooperation and synergy across fields that have the same goal, namely to provide more value or benefits, especially for those involved in it. Co-creation experience relates to the experience felt by tourists when visiting a tourist village. Co-creation is related to the driving factors for purchasing decisions and visitor loyalty because of the satisfaction received and in research conducted using narrative review analysis techniques, the concept of value co-creation in the development of tourist villages is related to the added value that can be created and shared between tourists and the community. local people when visiting tourist villages.

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