

Kahayya Village as a Priority Destination for Rural Tourism Development Policy in Bulukumba Regency

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ABSTRACT

This study aims to analyze the potential of the village of Kahayya Sub-District, Kindang District, Bulukumba, South Sulawesi Province to be developed as a priority destination for rural tourism development policies in Bulukumba District. This research uses descriptive qualitative by using SWOT analysis to explore the potential of its village in rural tourism development policies in Bulukumba District. Kahayya Village has the power in the form of beauty, uniqueness and the preservation of natural resources that are very good, while the weaknesses include facilities and infrastructure as well as the inadequate quality of human resources. Opportunities owned include strategic location of other tourist objects and cultural values of Bulukumba people are strong while threats include pollution of the environment and shifts in local culture. Kahayya Village's natural resources have better quality than the surrounding area and have the potential for rural tourism. The Kahayya tourism village has a large influence on improving the welfare of the local village community and contributing greatly to nature conservation.

Keywords: Potential; Homestay; Tourism Village; Rural Tourism; SWOT Analysis

INTRODUCTION

Building Indonesia from the periphery by strengthening regions and villages within the framework of a unitary state is one of the contents of Nawacita which was proclaimed by the Indonesian government (Daraba, Cahaya, Guntur, & Akib, 2018; Farida, 2017; Halimah, 2017; Li & He, 2019; Padatu & Akib, 2018). One of the implementations in the tourism sector, since 2017 the Ministry of Tourism of the Republic of Indonesia has established 3 main priority programs for tourism development namely village tourism homestay, digital tourism and air accessibility (Moerwanto & Junoasmono, 2017) (Said, Akib, Salam, & Baharuddin, 2017; Said, Salam, Akib, & Baharuddin, 2017; Samad, Salim, Arfin, & Akib, 2018).

The concept of rural tourism (rural tourism) has the characteristics of products that are unique, environmentally friendly, distinctive and natural. These products can be an option or as a solution for Indonesia in developing national and even international tourism (Baharuddin, Kasmita, & Salam, 2017; Said, Salam, et al., 2017). The shift in tourist interest in these products has been responded positively and quickly by several regions throughout Indonesia and even almost all regions that have tourism potential today have developed tourism villages as a leading sector (Susyanti & Latianingsih, 2015).

Tourism village is a residential environment or region that has nature or culture as a special feature that attracts tourists where tourists can get to know, appreciate, enjoy and learn

the peculiarities of the village and all its attractions. Usually tourists stay in the village environment or close to traditional activities of the village community and learn about the environment and local village life, so there is a learning process from the community (hosts) to tourists (guests), thus tourists are able to give awards (rewarding) to local values that are still adopted by the local community (Susyanti & Latianingsih, 2015).

According to Saktiawan (2014), an important element in developing rural tourism is the involvement of rural communities in every aspect of tourism in the village. Facilities that should exist in a tourist village area include: accommodation, transportation, health and telecommunications facilities. Especially for accommodation facilities, tourist villages can provide lodging facilities in the form of tourist huts (homestays) so that visitors can feel the original rural atmosphere (Chen, Nakama, & Zhang, 2017; Christou & Sharpley, 2019; Isla, 2013; Kastenholz, Eusébio, & Carneiro, 2018; Murphy, Moscardo, Benckendorff, & Pearce, 2011; Saktiawan, 2014).

According to Susyanti & Latianingsih (2015) that most of the newly developed tourist villages in their village communities do not yet have sufficient knowledge in managing tourism villages. Therefore, the ownership of knowledge and skills by the community about the management of tourist villages is an important and fundamental thing for each region that will develop or develop tourism villages. But in reality in South Sulawesi Province, especially in several districts such as Takalar, Jeneponto, Bantaeng, Bulukumba, Sinjai and others, the village potential has not yet become a priority for leading tourism development policies in their respective regions, especially rural tourism. So that it is considered important to conduct a study of the potential of Kahayya Village as an alternative in establishing tourism development policies in Bulukumba Regency.

METHOD

This research uses descriptive qualitative by using SWOT (strength, weakness, opportunities, threats) analysis to explore the potential of Kahayya Village as a priority destination in rural tourism development policies in Bulukumba Regency. Data collection was done by interviewing, observing 50 key informants.

RESULT AND DISCUSSION

Result

1. Potential of Kahayya Village, Kindang District, Bulukumba Regency

Bulukumba Regency holds thousands of potential natural resources that can be developed into leading tourism destinations, especially rural tourism. Bulukumba is nicknamed "Butta Panrita Lopi", which means the land of the great sailors because Bulukumba has a coastal peninsula that stretches beautifully in the Bonto Bahari District of Tanjung Bira. But not only that, it turns out that Bulukumba also has thousands of natural beauty, one of which is the tourism potential of Kahayya Village, Kindang Subdistrict which holds tourism potential, including Gamacayya waterfall, Jodoh waterfall, Donggia hill, Hijau lake, Kahayya coffee plantation and others. Kahayya Village is about 35 km from the center of Bulukumba with a distance of about 30 minutes by motorized vehicle.

a. Identification of Internal Environmental Potential of Kahayya Hamlet

Kahayya Village as a rural tourism development area has: (1) the beauty of natural resources that are still natural, (2) the uniqueness of diverse natural resources, (3) the preservation of natural resources that are still maintained (4) Cool mountain environment conditions, (5) high-quality coffee plantation products, (6) sufficient number of houses, (7) accessibility, (8) friendly community attitudes, (9) tourism activities create opportunities for emergence of sources new income for the local community, (10) village mutual cooperation culture.

(1) inadequate facilities and infrastructure, (2) tourism information services are lacking, (3) foreign language skills are inadequate, (4) object management is not maximal, (5) investor interest has not there are, (6) the quality of hygiene and environmental health is not yet adequate, (7) the quality of local human resources or tourism agents, (8) irregular environmental management, (9) no cultural attractions, (10) traditional food has not been developed.

b. Identification of External Environmental Potential

External factors that influence the development of tourist village and homestay areas in Kahayya Village, Kindang District are included in the opportunities, namely: (1) the presence of foreign and domestic tourist visits in Bulukumba Regency and its surroundings, (2) strategic location of other tourism objects, (3) the existence of legal certainty proved that Kahayya Village was established as one of the priorities for tourism development by the Tourism Office of Bulukumba Regency, (4) the existence of 3 priority programs of the Ministry of Tourism in 2017, namely digital tourism, homestay and air connectivity, plantations, as plantation production areas and tourist attractions. The coffee plantation area in Kahayya Village has a great opportunity to be multiplied, (6) the need for alternative tourist destinations, (7) Bulukumba is still the belle of foreign tourist arrivals and domestic tourists in South Sulawesi Province. (8) the establishment of cooperation between government, investors, the community, (9) regional autonomy imposed by the government, (10) the cultural values of local communities have taken root in the community such as mutual cooperation, trust, language, customs and so on.

External factors that become a threat consist of: (1) competition with other regions in developing rural tourism, (2) changing mindset and behavior of the community, (3) the presence of migrant populations, (4) pollution of the environment (5) a shift in local culture.

2. Internal and External Environmental Strategy Factor Evaluation Results

Analysis of the internal environment was carried out by assessing and measuring each of these factors using the IFAS matrix and EFAS matrix. Stages of internal environment analysis in the form of strengths and weaknesses of the potential of Kahayya Village in developing tourism villages and homestays were carried out by conducting field observations, interviews and questionnaires on 50 informants.

Table 1
Weight, Rating and Internal Factor Score of Kahayya Village in Bulukumba Regency

| No | Internal Factors | Weigh | Rating | Score |
|--|---|--------------|--------------|--------------|
| Strength | | | | |
| 1. | Beauty of natural resources | 0.073 | 4.00 | 0.292 |
| 2. | The uniqueness of natural resources | 0.073 | 4.00 | 0.292 |
| 3. | Sustainability of natural resources | 0.055 | 3.50 | 0.194 |
| 4. | Cool environmental conditions | 0.070 | 3.00 | 0.210 |
| 5. | The results of Kahayya coffee plantations | 0.070 | 4.00 | 0.280 |
| 6. | Residential home for homestays | 0.072 | 3.50 | 0.252 |
| 7. | Accessibility | 0.072 | 3.25 | 0.234 |
| 8. | Friendly community attitude | 0.035 | 2.90 | 0.103 |
| 9. | Revenue is obtained by the community | 0.035 | 2.75 | 0.096 |
| 10. | Culture of community cooperation | 0.045 | 2.75 | 0.124 |
| Weakness | | | | |
| 1 | Sufficient facilities and infrastructure | 0,050 | 2.56 | 0,128 |
| 2 | Tourism information service | 0,020 | 2.65 | 0,053 |
| 3 | Skills of foreign speaking communities | 0,030 | 2.75 | 0,083 |
| 4 | Object management | 0,030 | 2.70 | 0,081 |
| 5 | Investor interest | 0,050 | 2.75 | 0,138 |
| 6 | Hygiene and environmental health | 0,050 | 2.35 | 0,118 |
| 7 | Quality of local HR | 0,070 | 3,00 | 0,210 |
| 8 | Environmental arrangement | 0,030 | 2,50 | 0,0758 |
| 9 | Cultural attractions | 0,035 | 3,00 | 0,105 |
| 10 | Regional specialties | 0,035 | 3,00 | 0,105 |
| Total weakness weight | | 0.400 | 27.26 | 1.095 |
| Strength factor + weakness factor | | 1.000 | 60.91 | 3.159 |

Based on table 1, it can be explained that internal strategy factors have different values. The first most important strength factor was the beauty and uniqueness of natural resources which gained a weight of 0.073 while the second most important strength factor was accessibility and accommodation (homestay) which gained 0.072 weight. The beauty and uniqueness of natural resources is the most influential factor in the development of the Kahayya Tourism Village Area.

The main disadvantage is the quality of human resources which has a weight of 0.070, while the second weakness is inadequate infrastructure, investor interest and environmental cleanliness which get the same weight of 0.050. The total internal strategy factor score of 3,159 belongs to the strong category, because the total score below 2.5 indicates a weak internal strategy factor. So that it can be concluded that Kahayya Village is able to use strength to defeat weaknesses.

Discussion

The beauty and uniqueness of natural resources is the most influential factor in the development of the Kahayya Tourism Village area. Kahayya village with the beauty and uniqueness of its natural resources will be the main attraction for tourists while accessibility and accommodation will be a very important factor that is considered by tourists to enjoy the Kahayya Tourism Village area. The current road conditions are good and the availability of transportation equipment will attract tourists to visit the Kahayya Tourism Village more often. The availability of accommodation facilities such as homestays will encourage tourists to stay longer to enjoy the beauty and uniqueness of natural resources in the Kahayya Tourism Village Area. If the beauty and uniqueness of natural resources in Kahayya Village is not maintained, it will result in tourists not interested in visiting and Kahayya Village will not develop as a tourist village.

The quality of human resources, especially the residents of Kahayya Village is still very minimal in understanding the importance of tourism. This must be the focus and priority in developing the quality of human resources so that all programs that have been planned by the government can be received and fully supported by the entire Kahayya Village community as an effort to improve the welfare level for the long term.

Facilities and infrastructure in Kahayya village are still very minimal, especially those related to the availability of accommodation or homestays and MCK facilities as a measure of the quality of cleanliness and environmental health. All residents who have houses that meet health eligibility requirements must be encouraged to be willing to become homestays for tourists. The quality of environmental hygiene also does not reflect Kahayya Village ready to accept tourist visits.

In general, rural tourism includes all forms of tourism that highlight specific characteristics of rural places such as lifestyle, art, culture, tradition and heritage. While rural tourism brings economic and social benefits to local communities that allow tourists to interact with local people so that they can add to their experience. The development of the village area into a tourism village that emphasizes the authenticity of the village atmosphere and its community activities requires an in-depth understanding of the character and culture of the local village community as an embryo of local wisdom. This understanding is intended to explore the potential of the village which is then developed or packaged into a unified tourism product that has a unique, superiority and attraction for tourists. So that if a village has several aspects mentioned above or other aspects which include: historical aspects, natural environment or geographical conditions and the landscape of a village, socio-economic and cultural communities, architecture and spatial structure can be developed into a tourist village (Murdiyanto, 2011).

According to Pitana & Diarta (2009) that tourism management starts from managing tourism resources. Management of tourism resources is the key to success in achieving sustainable tourism goals both from the social, economic and environmental aspects so that tourism managers must carry out effective management or resource management. Resource management is used to ensure protection of ecosystems and degradation of environmental quality.

The new paradigm that is currently developing in tourism management is Community Based Tourism (CBT). Some principles in implementing CBT that must be followed include:

- a. Recognize and support and develop community ownership in the tourism industry
- b. Include community members in starting every aspect
- c. Develop community pride
- d. Develop community quality of life
- e. Ensuring environmental sustainability
- f. Maintaining the uniqueness of character and culture in the local area
- g. Helps develop learning about cultural exchanges in the community
- h. Respecting cultural differences and human dignity
- i. Distributing profits fairly to the community
- j. Play a role in determining the percentage of income

Community-based tourism (CBT) is often regarded as one component of a broad-based plan to improve the rural and urban economy that is interwoven and sometimes overlaps with the concept of rural and urban tourism. The development of CBT is characterized as a form of local development that uses tourism to generate economic, social and cultural benefits in a community. This process occurs through increasing community participation in decision making, the creation and sustainable development of natural and cultural resources (Othman, Sazali, & Mohamed, 2013).

CONCLUSION

Kahayya Village has the power of excellent beauty, uniqueness and preservation of natural resources while its weaknesses include facilities and infrastructure and inadequate quality of human resources. Opportunities include strategic locations of other tourist attractions and the cultural value of the people of Bulukumba Regency who are strong. The potential threats that exist include the pollution of the environment and shifts in local culture. The natural resources of Kahayya Village have better quality than the surrounding area and have the potential for rural tourism. Kahayya Tourism Village is able to have a big influence on improving the welfare of the local village community and contributing greatly to nature conservation through rural tourism and green tourism. Kahayya Village can be used as a priority village in rural tourism development policies in Bulukumba Regency.

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