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Interconnection and Interrelation Model as a Sustainable Tourism Village Development Strategy

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Abstract—This study aims to develop a model of connected and related tourist destinations by integrating the potential advantages of five tourist villages in Badung Regency. Research location at Bongkasa Pertiwi Village, Plaga Village, Mengwi Village, Sangeh Village, and Pangsang Village. This study uses a qualitative research approach. Data were collected using the focus group discussion technique. The research informants consisted of the village head, village leaders, the chairman of the Pokdarwis, and tourism practitioners. The research refers to the VRIO framework as the basis for developing a connected and related tourism village model. The results of the study show that the basis for developing an interconnected and intercorrelated tourism village model lies in the unique tourist attractions possessed by each tourist village. Supporting aspects of success in the development of a connected and related tourism village are amenities, accessibility, and organization.

Keywords—model, village tourism, interconnection, interrelation, strategy

I. INTRODUCTION

Currently, the phenomenon of village-based tourism development in Bali Province is experiencing very fast growth. Based on the data, the growth of tourist villages in Bali is quite high compared to other regions in Indonesia, reaching an average of 15.06% per year in the last five years. The Bali Statistics Center (BPS) also noted that the number of villages with tourist objects increased by 32% in 2018. The target that the government and Balinese people expect in developing this tourist village is related to efforts to increase community capacity and become a positive stimulus for rural economic growth. With this, it is hoped that the economic equality of the community will occur and as a strategy in accelerating the achievement of the welfare of rural communities, including also to reduce poverty, reduce unemployment, and tackle urbanization.

This rapid growth has not been able to make a positive contribution to meeting the targets of the government and society. In fact, there are still many tourist villages that have not been able to boost and become socio-economic engines for the community. The existence of a tourist village is still limited

to a destination only, and only lasted at the beginning of the destination being broadcast to the public. There are various factors that become weaknesses, one of the factors causing it is the similarity in development design. Tourism Village activists often duplicate models from existing tourism villages. As a result, there is nothing unique that can be offered to tourists as a superior tourist attraction. The level of competition between tourist villages is getting higher, and has the potential to cause conflicts between regions.

In fact, by looking at the regional characteristics, each tourist village has ethnic, linguistic and cultural diversity. This means that each region has a tourist icon that has high selling value, from food icons to the unique traditions of the people. This difference should be explored to show the uniqueness as a competitive advantage of each tourist village. Tourism competitiveness is the ability of a region/country to optimizing the attractiveness of its tourist destinations, described by provide quality, innovation, and attractive tourism services for tourists [1].

According to the Yogyakarta Regional Tourism Office, the typology of the tourist village is based on the characteristics of its resources and uniqueness owned can be grouped into four categories, namely: 1) Tourism village based on the uniqueness of local resources (customs, traditions of community life, artefacts, or culture) as a major tourist attraction; 2) Tourism village based on uniqueness natural resources as the main attraction (mountains, agro or plantations and agriculture, coast); 3) A tourism village based on a combination of unique sources cultural and natural resources as the main attraction; and 4) Village based tourism uniqueness of creative economic activity (craft and arts industry) as power major tourist attraction.

The specific purpose of this study aims to produce a model of connected and related tourist destinations by integrating the potential advantages of the five tourism villages owned by Badung Regency, namely: Bongkasa Pertiwi Village, Plaga Village, Mengwi Village, Sangeh Village, and Pangsang Village. Interconnection is defined as physically connecting one destination to another. This term can refer to the connection between efficient transport facilities and

infrastructure. Then interrelation is defined the way in which two or more things or people are connected and affect one another. The general goal that is expected in developing this model is to be able to increase the length of stay of tourists visiting Badung Regency, so that it has a positive effect on the level of tourist spending. This extension of the stay of tourists will have a multiplier effect on other tourism supporting sectors, such as the development of small local industries, the availability of alternative employment opportunities, and a decrease in urbanization of rural communities.

In fact, there are still many tourist villages that have not been able to boost and become socio-economic engines for the community. The existence of a tourist village is still limited to a destination only, and only lasted at the beginning of the destination being broadcast to the public. There are various factors that become weaknesses, one of the factors causing it is the similarity in development design. Tourism Village activists often duplicate models from existing tourism villages. As a result, there is nothing unique that can be offered to tourists as a superior tourist attraction.

In this article, we will discuss a tourism village development model that is connected and related to five tourist villages in Badung Regency as a strategy to maintain the development of a sustainable tourism village. Research purposes is to develop a tourism model that has interconnection and interrelation as a strategy in building unique rural-based tourist destinations.

II. LITERATURE REVIEW

A. Definition and Concept of Tourism Village Development

Tourist village is a rural area offers authenticity both in terms of socio-culture, daily life, traditional architecture, structural structure village space that is presented in a form integration of tourism components, such as attractions, accommodation and supporting facilities. This definition is identical to the notion of rural tourism as a representation of all activities in rural areas that can meet the needs of tourists for peace, recreation and leisure actively. Visitors can feel the traditions and way of life of the local community, live with the families of local communities, and actively participate in the daily activities of the local community [2].

The main benefits of developing a tourism village: (a) Participation in rural areas provides more opportunities transactions and companies. (b) Rural tourism can help economic growth, job creation, out-migration, public service development, infrastructure development, social contact, and environmental protection. (c) Rural tourism facilitate access to

remote and non-urban areas [2]. Rural tourism can be considered synonymous with sustainability. Village tourism help protect and enhance natural and man-made environments and infrastructure, preserves the environment, and also to preserve cultural heritage [3].

The concept of rural tourism development is to prioritize the participation of local communities, and active community involvement by stakeholders as a guarantee of the success of tourism development. Cooperation and support between these stakeholders are important for the sustainability of rural tourism. This will be effective strategies to maintain the sustainability of tourism development [4]. The development model deemed appropriate is Community-Based Tourism Development (CBTD).

B. Resource-Based Development as Model Approach

The Area-Based Approaches recognize the value of territorial resources as starting point for sustainable development based on local resources. This approach considers the area not only as a natural environment but as a result of an evolutionary process that connects humans and nature [5]. The concept of territorial resources that the endogenous potential of an area is a collection of different resources, which can be used to promote competitive and sustainable local and global development. According to the United Nations, the concept of territoriality sustainable competitiveness includes three pillars [6]: territory, sustainability, and competitiveness.

Referring to area planning and requalification, some research results prove the importance of combining different local core capabilities and competencies as an endogenous value in achieving competitive advantage. This concept is consistent with the Resource-Based View (RBV) approach [7]. The purpose of the RBV approach to highlight that competitive advantage is based on valuable, rare, inimitable resources and organization (VRIO) [8]. Valuable is to identify an attribute as something leading to value. Rare, when the most of competitors cannot hold - or use - the same resource. Inimitable resources, when the resources are valuable, rare and costly to imitate. Organization, meaning the capacity to manage in a strategic way the available assets through competencies and capabilities.

III. MATERIAL AND METHODS

This research is a descriptive study using a qualitative approach that explores the advantages of each tourism village in order to formulate an integrated destination development model.



Fig. 1. Research location.

The research was conducted in five tourist villages in the Badung Regency area, namely: Bongkasa Pertiwi Village, Plaga Village, Mengwi Village, Sangeh Village, and Pangsan Village (figure 1). The data was collected using a focus group discussion (FGD) involving components of the tourism village as the object. The research informants consisted of the village head, village leaders, the chairman of the Pokdarwis, and tourism practitioners.

The analytical approach used in this study is structured into two stages. First, the analysis leads to the tourism potential of each village with a SWOT analysis and mapping the uniqueness of each village by implementing the VRIO framework. Three basic elements in the concept of developing a tourist village as variables: attractions, amenities, and accessibility.

IV. RESULTS AND DISCUSSION

A. Identification of the Tourist Village Attractions in Badung Regency

In accordance with the concept developed by Barney [8] where to determine the level of competitiveness of tourist attractions in the development of a tourist village can be done using the VRIO (valuable, rare, imitable, organization) framework. In this study, the implementation of the VRIO concept is described in the context of the tourism potential of the tourism village. Valuable, to identify attributes as something that leads to the uniqueness of each tourism village, being able to take advantage of opportunities and / or neutralize threats. Rare is when most competitors can't own - or use - the same resources. Imitable, when a resource is valuable, scarce and expensive to imitate, means that in order to achieve a competitive advantage, assets should be not only scarce and valuable as described but also cannot be imitated by competitors, in order to maintain an advantage. Organization,

meaning the ability to strategically manage the available assets through competencies and capabilities.

According to Nair et al. there are three attributes that must be considered in developing a tourist village as a tourist attraction, including: socio-cultural, natural and historical attributes [9]. According to the authors, cultural and natural attributes are emphasized more than historical attributes. Nulty presents another perspective of rural tourism, such as countryside, rural heritage, rural life and rural activities [10]. In line with what was stated by Stetic, that tourism resources affect attractiveness and selection of tourism destinations. Natural and anthropogenic conditions located in each region, along with basic materials for tourism development, have an impact on the creation of tourism destinations with higher or lower quality for tourism development [11].

Based on the results of observations and FGDs shows that each tourist village has quite varied attractiveness. However, the dominant tourist attraction is based on nature and spiritual tourism attraction. Except for the tourist village of Mengwi which has no natural tourist attraction. The advantages of Mengwi tourism village are that there is a kingdom (Puri Mengwi) and the cultural heritage of Pura Taman Ayun. Based on the results of observations and FGDs, it can be mapped the tourist attractions in the five tourism object research villages as shown in Table 1.

TABLE I. TOURIST ATTRACTION

Tourist Village	Attraction		
	Socio-cultural attributes	Natural attributes	Historical attributes
Bongkasa Pertiwi	Farming custom Local handicrafts Local lifestyle Local arts	Rural landscape Natural environment Nature based activities	Architecture
Sangeh	Local food products Spiritual object Accommodation	Nutmeg forest Fauna (Monkey) Camping	Architecture
Mengwi	Spiritual object Museum (Yadnya, Ogoh-ogoh, Bade) Taman Ayun Temple		History (Mengwi Kingdom)
Pangsan	Sculpture The art of dance Spiritual object	Nature based activities Teak forest Rice field Flower garden	Architecture
Plaga	Spiritual object	Waterfall Agri tourism	Architecture

B. Evaluation of Tourist Attraction with the VRIO Framework

Using the VRIO framework, it is known that five tourist villages, namely Bongkasa Pertiwi, Sangheh, Mengwi, Pangsang, and Plaga villages have unique values of different tourist attractions. In the valuable component, the five tourism villages that are the objects of study can be classified into four clusters of tourist attraction, namely natural tourism, agro tourism, flora and fauna tourism, and historical tourism. Bongkasa Pertiwi Village and Pangsang Village are dominant in having natural tourist attractions. Sangheh Village with flora and fauna tourism. Mengwi Village with historical tourist attraction. Plaga tourism village with excellence in agro tourism.

Judging from the rare component, these five tourism villages have potentials that are difficult to imitate by other tourist villages. Bongkasa Pertiwi Village and Pangsang Village have an attraction with panoramic views of the rice fields and the Ayung River route which is very suitable to be used for rafting attractions. Sangheh Village as the only tourist village has a nutmeg forest area which is rare in Bali with a group of monkeys that thrive in the forest area. Mengwi Village has a historical heritage tourist attraction in the form of a kingdom and Taman Ayun Temple, as well as several museums related to Hindu-based cultural heritage. The tourist village of Plaga with its cool weather and fertile soil has developed into an object that relies on the development of coffee and vegetable plantations.

From this description, it can be said that the tourist attraction that has developed in the five tourist villages of Badung Regency is in accordance with the potential of the local area. So it is very clear that each of them is unique in the ownership of the tourist attraction. The development of tourist attractions based on this local potential gives the belief that it takes a large amount of money to imitate these service products. Climate factors, topography and geographic location are the determining factors that can differentiate the tourist attractions of a tourist village in Bali.

C. Review of the Detailed Spatial Planning Policy for the Tourism Village of Badung Regency

Based on the Badung District Regulation No. 26 of 2013 concerning the 2013-2033 Badung Regency Spatial Plan, tourism development for the Central Badung and North Badung regions is divided into three development clusters. The North Badung Cluster, consisting of Plaga Village and Pangsang Village, carries the theme of agro-tourism development. The Central Badung cluster with the theme of Conservation development is in the Sangheh Village and Bongkasa Pertiwi Village Areas. Heritage development is developed in Mengwi Village. The determination of the tourism development cluster is in line with the results of the analysis of the potential and advantages of each region using the VRIO framework.

D. Interconnection and Interrelation Tourism Village Model

From the results of the evaluation of tourist attractions using the VRIO framework, a description of the uniqueness of

each tourist village that is the object of study has been obtained. The variations in the uniqueness of the five tourism villages are the basic framework in building a village-based tourist destination model that is connected and interrelated with one another. The five tourist villages have the advantages of different attractions, the difference in these attractions is a very big opportunity in building cross-regional integrated tourist destinations.

The interconnection and interrelation of tourism villages can provide a complete form of tourist attraction for tourists. The tourists are presented with various attractions into one comprehensive tour package with various tourist attractions. This valuable component of the VRIO framework in the context of interrelation and interconnection of tourist villages in Badung Regency has been fulfilled. Where each tourist village displays an attraction that is not the same as one another. This has the potential to provide a very authentic experience for visiting tourists.

The success of the interconnection and interrelation of tourism villages is not only determined by the uniqueness variation of the village tourist attractions. Two other factors that also have an important role in the development of a connected and interrelated tourism village model are amenities and accessibility between tourist villages. Amenities are all kinds of facilities and infrastructure needed by tourists while in the tourist destination. Amenities can be said to be facilities owned by a tourist destination or destination such as hotels, restaurants, bars, sports facilities and others provided for tourists.

The accessibility aspect is of course very influential and plays a big role in tourism, there are several things that affect the accessibility of a tourist attraction such as road conditions, travel time, rates and types of vehicles and the transportation network to be provided. The better the accessibility of a tourist attraction, the more tourists will visit the tourist attraction. All kinds of transportation or transportation services are important access in tourism. On the other hand, this access is identified with transferability, which is the ease of moving from one area to another. Accessibility includes land and sea transportation, water, communications, telephone networks and internet networks.

Another important aspect in developing a connected tourism village is with regard to the organization that manages this tourist destination. Tourism villages that are connected to one another will involve the role of human resources in managing each with different characters. So, it takes the same vision and commitment in managing the development of this destination. Clear and transparent rules are needed to avoid conflicts between regions. The role of organizing in this case plays an important role in the context of building interrelationships between tourist villages which are the object of observation.

From the explanation that has been given, a connected and interrelated tourism village development model can be compiled as shown in Figure 2 below.

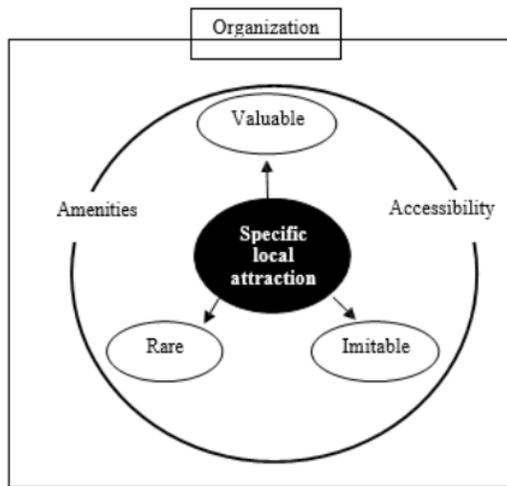


Fig. 2. Interconnection and interrelation tourism village model.

Judging from the two aspects of connected and interrelated tourism development, the amenities and accessibility of the five tourism villages have generally been fulfilled. The access of one tourist village to another tourist village has been connected by a very adequate road. Likewise, the travel time is relatively short. The remaining problem is the availability of adequate transportation facilities. In terms of amenities, each tourist village has developed a homestay in housing for local residents. However, in terms of number and feasibility, it still needs to be improved.

V. CONCLUSIONS

Based on the results and discussion of the research, it can be concluded that the interconnection and interrelation of tourism village development is carried out by taking into account the potential tourist attractions possessed by each tourist village. In this case, the selection of a tourist village must consider three important elements of the advantages of existing tourist attractions. The three elements referred to are valuable, rare, and imitable. The strength of tourist attraction must also be supported by two aspects of tourism development,

namely the availability of amenities and also the feasibility of the accessibility aspect. Success in developing a connected and connected tourism village requires a management organization that has the same vision and is transparent.

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