

Startup Model for Bis Mewah Tourism Village in Notoharjo, Central Lampung

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Abstract

Tourism development has become the main focus of Indonesia. Indonesia's foreign exchange earnings from this sector amount to 4.1% of national GDP. In 2024, it is targeted that the tourism sector will be able to contribute 4.5% of national GDP. To achieve this, tourism trends are changing. One of them is by developing alternative tourism, 'tourist villages'. Indonesia has 7,275 tourist villages out of 74,961 villages in 34 provinces throughout Indonesia, and there are many more villages that have the potential to be developed. One of them is Notoharjo, a village called Kampung in Trimurjo sub-district, Central Lampung, Indonesia. The BIS Mewah Tourism Village (Clean, Beautiful, and Healthy Near Rice Fields) is a pilot model for a tourist village in Notoharjo. This tourist village was developed based on local advantages, namely the natural beauty of rice fields, the potential of the ecosystem, the potential of the Women's Farmer Group, a clean environment, friendly people, and a high spirit of mutual cooperation. The purpose of this article is to analyze the potential, obstacles, strategies, and recommendations for the Notoharjo tourism village pilot model. Obstacles that are likely to occur are limited financial resources, limited accessibility, a lack of basic infrastructure, a lack of local communication involvement, the level of education, knowledge, attitudes, and skills of the community, and competition with other destinations. Strategy, mapping potential villages comprehensively regarding attractions, accessibility, amenities, and activities. Planning strategies that suit the needs and character of village communities. Partnership with society, historians, government, industry and business institutions, and the and the media Digital marketing and promotions, partnerships, special events, and ongoing promotions. Management and curiosity cover economics, environment, and culture. Evaluation and improvement. It is recommended that the pilot model for the Notoharjo Central Lampung BIS Mewah Tourism Village be developed and utilized to increase local tourism, preserve culture and the environment, and improve the welfare of the Notoharjo community.

Keywords : Tourism Village, Rice Fields, Clean Beautiful Healthy, Notoharjo

Introduction

Tourism development has become the main focus of various countries, including Indonesia. The Ministry of Tourism and Creative Economy (Kemenparekraf, 2023) noted that foreign exchange earnings from the Indonesian tourism sector reached US\$10.46 billion by September 2023, reflecting a sharp increase of 55.65% compared to the end of 2022, amounting to US\$6.72 billion (Indonesian data, 2023). In 2024, it is targeted that the tourism sector will contribute 4.5% to national GDP, up from 4.1% in 2023 (Khairina & Anggraini, 2023). The tourism sector is a crucial pillar of the Indonesian economy, significantly contributing to foreign exchange, increasing local income, fostering economic growth, and developing infrastructure. Additionally, tourism has the potential to preserve culture and nature, enhance environmental awareness, develop local communities, and improve the overall quality of life (Fikire et al., 2022).

Current trends in tourism are shifting from mass tourism to alternative tourism, which focuses on natural and cultural tourism to provide insights, adventure, and learning experiences (Habiburrahman et al., 2022). In the context of natural tourism, tourist villages have emerged as a popular model for sustainable tourism development. Indonesia boasts 7,275 tourist villages out of 74,961 villages across its 34 provinces, with 242 located in Lampung province (Kemenparekraf, 2023). These villages are

becoming preferred destinations for both local and foreign tourists and are reviving local economies. However, the potential of rice fields as tourism attractions is often overlooked, despite their cultural and agricultural significance.

In Indonesia, rice fields offer not only attractive landscapes but also a rich cultural heritage and agricultural traditions (Barusman & Rulian, 2020). Local communities possess traditional skills and knowledge that can be shared with tourists, providing an immersive experience of farming life and local wisdom (Hasbianto et al., 2021). Additionally, rice fields are linked to local culinary traditions, offering unique culinary experiences that can attract tourists seeking authentic and unique experiences. For instance, in Lampung Province, Notoharjo Village has great potential to be developed into a tourist village. Most of Notoharjo's land consists of rice fields, which, along with its hilly terrain, provide a picturesque and serene environment (Hidayatullah et al., 2018).

Notoharjo's diverse and abundant natural beauty, combined with its cultural richness, makes it an ideal candidate for a tourist village based on rice field attractions. The village's Women's Farming Group (KWT) also contributes to its potential by maintaining communal gardens and promoting a clean, beautiful, and healthy environment (Wang, 2020). The mutualistic relationship between farmers and local wildlife, such as storks, further enhances the village's appeal. The potential for educational tourism is also significant, offering opportunities for students and researchers to learn about ecology, agriculture, and local traditions (Guo & Liu, 2022).

Despite its potential, the development of Notoharjo as a tourist village faces challenges, particularly in integrating sustainable practices and local community participation (Pantiyasa et al., 2023). This study aims to explore the potential and obstacles of developing Notoharjo into a rice field-based tourism village, formulate policy recommendations, and propose effective and sustainable implementation strategies (Rahmawati et al., 2021). The goal is to create a model for a BIS Luxury Tourism Village (Clean, Beautiful, Healthy Mepet Sawah) that respects the environment and local culture while actively involving the local community (Nofrion et al., 2023).

This research addresses the following questions: What are the potential tourist attractions in Notoharjo's rice fields that can be developed into a BIS Luxury Tourism Village? How can these attractions be developed sustainably to benefit the local community and preserve the environment? The objectives of this study are to analyze Notoharjo's potential and obstacles, formulate policy recommendations, and propose implementation strategies for developing a sustainable tourism village based on rice fields. The anticipated benefits include increased community income and welfare, cultural preservation, sustainable natural resource management, and enhanced environmental awareness.

Previous studies have highlighted the importance of local community involvement in sustainable tourism development (Guo & Liu, 2022). This research aims to build on these findings by focusing on the unique potential of rice fields as tourism attractions and proposing a model for developing a tourism village that integrates natural beauty, cultural heritage, and community participation (Kabu & Lau, 2022). The methodology includes a mixed-methods approach, combining qualitative and quantitative data collection through structured interviews, field observations, and quantitative assessments. This comprehensive approach will provide a detailed understanding of the potential and challenges of developing Notoharjo into a model for sustainable tourism villages in Indonesia (Nofrion et al., 2023).

Methodology

The methodology for this study aims to comprehensively analyze the potential and obstacles for developing Notoharjo Village into a sustainable tourism village based on rice fields. This approach will involve a combination of qualitative and quantitative

methods, ensuring a thorough exploration of the subject matter from multiple perspectives. The study will employ a mixed-methods research design, combining both qualitative and quantitative approaches to gather comprehensive data. This design will allow for triangulation, enhancing the validity and reliability of the findings (Leso et al., 2023).

Data collection will include qualitative methods such as structured interviews with key stakeholders, including local government officials, community leaders, members of the Women's Farming Group (KWT), local farmers, and residents (Umar et al., 2020). Semi-structured interviews will gather in-depth insights into local community perspectives, knowledge, and attitudes towards tourism development, covering topics such as potential tourist attractions, cultural and agricultural practices, local involvement, challenges, and sustainability. Focus groups with diverse community members, including youth, elderly, and women, will explore collective views and generate ideas for tourism development. Field observations will document the village's landscape, agricultural practices, and cultural activities, while document analysis of local government reports, tourism statistics, agricultural records, and historical documents will contextualize the village's potential and challenges within broader regional and national frameworks (Fatimah et al., 2021)

Quantitative data collection will involve surveys distributed to a sample of local residents, tourists, and stakeholders to collect data on community perceptions, tourism potential, and economic impacts. Survey questions will address demographics, economic activities, tourism awareness, and attitudes towards tourism development. Statistical analysis of economic data, visitor numbers, and other relevant metrics will quantify the economic potential and impacts of tourism development in Notoharjo Village (Sumarsono et al., 2020).

Qualitative data analysis will include thematic analysis of interview and focus group transcriptions to identify key themes and patterns, and content analysis of field observation notes and documents to extract meaningful information regarding the village's resources and potential tourism attractions. Quantitative data analysis will use descriptive statistics to summarize demographics, economic activities, and perceptions, and inferential statistics to determine significant factors influencing tourism development and community support (Lee, 2013).

Validation and triangulation will be ensured through cross-verification of data from multiple sources and methods to ensure consistency and reliability, and member checking will involve sharing preliminary findings with participants for feedback and validation (Brear, 2018). Ethical considerations will include obtaining informed consent from all participants before data collection to ensure ethical standards and respect for participants' rights, and ensuring anonymity and confidentiality of participant data to protect their privacy (Wexler & Largent, 2023).

The research findings will be compiled into a comprehensive report, clearly and concisely presenting the findings, conclusions, and recommendations. The report will be shared with local stakeholders, policymakers, and academic communities to inform and influence policy and practice, and to contribute to academic knowledge on sustainable tourism development (Stacchini et al., 2022). This detailed methodology will provide a comprehensive understanding of the potential and challenges for developing Notoharjo Village into a sustainable tourism village, ensuring that the research findings are robust, credible, and applicable to similar contexts (Rusmawan et al., 2023).

Results and Discussion

Results

The study's findings indicate that Notoharjo village possesses significant potential to be developed into a tourist destination centered around its rice fields. These rice fields, with their expansive green landscapes, offer a serene and picturesque environment that changes with the seasons, providing a dynamic visual experience for visitors. The geometric patterns formed by the symmetrical lines of the rice fields enhance their aesthetic appeal, creating a unique and attractive landscape that draws tourists seeking natural beauty and tranquility.

Moreover, the daily cycle of the sun rising and setting over the rice fields adds to the village's allure, as the changing light creates stunning visuals at different times of the day. The vibrant colors of dawn and dusk, combined with the reflective surfaces of the fields, produce captivating silhouettes and an atmosphere of calm and peace. These natural features are complemented by the presence of watermelon fields and a thriving ecosystem that includes storks, which serve as indicators of environmental health. The presence of these birds in the rice fields not only contributes to the natural beauty of the area but also provides an engaging sight for tourists and photographers alike.

Human resources in Notoharjo also play a crucial role in the village's potential as a tourist destination. The commitment of local leaders, the cooperative attitude of the residents, and the active involvement of the Women Farmers Group (KWT) are significant assets. The KWT maintains communal gardens that produce food crops, contributing to the village's economy and promoting a clean, beautiful, and healthy environment. Their activities, such as organizing home environment competitions, further enhance the village's appeal by fostering a sense of community and environmental stewardship.

Educational tourism emerges as another promising aspect of Notoharjo's potential. The village offers opportunities for students, researchers, and tourists to learn about the local ecosystem, agricultural practices, and cultural traditions. This potential for educational tourism aligns with current trends in alternative tourism, where the focus is on providing meaningful and enriching experiences that connect visitors with nature, culture, and local communities.

Discussion

The development of Notoharjo as a rice field-based tourist village offers both opportunities and challenges. As highlighted by previous studies, the integration of local community participation is crucial for sustainable tourism development (Guo & Liu, 2022). The findings of this study underscore the importance of community involvement in realizing the village's potential as a tourist destination. The commitment of local leaders and the active participation of the KWT demonstrate the community's readiness to engage in tourism development, which is essential for creating a sustainable and inclusive tourism model.

However, the development of Notoharjo into a BIS Luxury Tourism Village faces several challenges. These include limited financial resources, accessibility issues, inadequate infrastructure, and varying levels of education and skills among residents. Addressing these challenges requires a comprehensive strategy that begins with mapping the village's potential and identifying key resources, such as the rice fields, clean environment, and cooperative community. Strategic planning should focus on improving infrastructure, accommodation, and environmental management, while also enhancing accessibility and developing tourism products that are tailored to the village's unique characteristics.

Building partnerships with various stakeholders, including the government, academia, industry, and media, is essential for ensuring community involvement and

shared responsibility in the development process. Marketing and promotion efforts, particularly through digital platforms and collaborations with travel agents, are crucial for attracting tourists and establishing Notoharjo as a desirable destination. Sustainable management practices must be prioritized, with a focus on economic sustainability, environmental conservation, community empowerment, and adherence to safety standards.

The Notoharjo BIS Luxury Tourism Village model aims to utilize the village's natural and cultural resources to create a sustainable and inclusive tourism destination. By addressing the identified challenges and implementing the proposed strategies, Notoharjo has the potential to enhance local livelihoods, preserve cultural heritage, and become a prominent example of sustainable tourism development in Indonesia. The insights gained from this study can also be applied to other villages with similar characteristics, contributing to the broader goal of promoting sustainable tourism across the country.

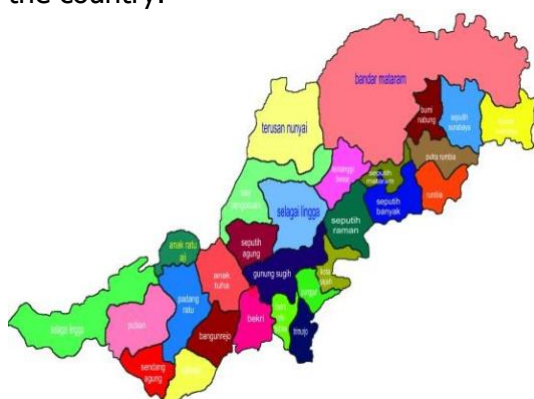


Figure 1. Map of Notoharjo Village



Figure 2. View of rice fields in Notoharjo

Conclusion

The conclusion of this study underscores the significant potential of Notoharjo village to be developed into a sustainable tourism destination centered around its rice fields. The village's natural beauty, dynamic landscapes, and rich cultural heritage make it an ideal candidate for a BIS Luxury Tourism Village that can attract both local and international tourists. The involvement of local communities, particularly through the active participation of the Women Farmers Group (KWT), is crucial in realizing this potential and ensuring that tourism development is inclusive and beneficial to all stakeholders.

Despite the promising opportunities, the development of Notoharjo faces challenges, including limited financial resources, infrastructure deficits, and varying levels of community engagement and education. To address these obstacles, a comprehensive

and strategic approach is necessary. This includes improving infrastructure, enhancing accessibility, and fostering partnerships with various stakeholders to ensure community involvement and shared responsibility. Additionally, sustainable management practices must be implemented to balance economic growth with environmental conservation and community empowerment.

The findings of this study contribute to the broader understanding of sustainable tourism development in rural areas and offer a model that can be applied to similar villages across Indonesia. By focusing on the unique potential of rice fields as tourism attractions and integrating local culture and community participation, Notoharjo can not only boost local livelihoods but also serve as a model for sustainable tourism development in other regions. The successful implementation of this model can enhance environmental awareness, preserve cultural heritage, and contribute to the overall quality of life for the residents of Notoharjo and beyond.

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