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## **Rural Tourism Development in Jembayan Tengah Village East Kalimantan-Indonesia**

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**Abstract.** Rural areas have actually extremely varied prospective, each the prospective of natural deposits, social sources of the neighborhood, in addition to the innovative sources of the regional neighborhood. The variety of these sources could be industrialized as a country community-based tourist item towards enhance the well-being of the community. For this reason, this research was actually carried out towards identify as well as evaluate the current prospective to become utilized as a community-based tourist town item in Jembayan Tengah East Kalimantan Indonesia. The method technique utilized within this particular research study is actually the Analytical Hierarchy Process (AHP) technique. This technique is actually utilized to analyze the concern range associated with elements of establishing traveler town beauty, community centers as well as tourist centers, tourist ease of access, as well as promo, in Jembayan Tengah East Kalimantan Indonesia. The outcomes revealed that the beauty element was actually one of the absolute most focused on element along with the greatest rack up of 0.564 when compared with various other elements, specifically centers, promo elements, and ease of access. While the requirements that end up being the concern of advancement are actually the requirements for all-organic tourist destinations along with the greatest 0.495 when compared with various other requirements, specifically the requirements for transport centers, tourist centers, as well as promo utilizing digital media.

**Keywords.** Rural Tourism, Tourism Development, AHP Method

### **Introduction**

Traveller is actually amongst the labour-intensive markets consisting of various events in addition to creating jobs in addition to labour for local communities, along with developing little bit of in addition to device company business in backwoods. In Europe, it is actually really estimated that higher than two, in addition to a half 1000 little as well as tool business (SMEs), are actually really connected with the micro-scale traveller market business with using roughly 6 people. While in Indonesia the absorption of labour originating from the traveller market stays towards improve besides in 2020. In 2018 the function of the traveller market, in addition to ingenious financial environment, amounted in the direction of twelve 1000 a lot a great deal of additional workers, in addition to improve in 2019, which was actually really thirteen 1000 workers and even up 3.17%. Nevertheless, the range of workers decreased in 2020, which is actually really simply 10 1000 workers, this is actually due to the circumstance of pandemic corona virus-19. Worldwide traveller development is actually really expected in the direction

of deal monetary, social, in addition to social benefits in the direction of the country in addition to local communities as keeps, especially in the advancement of jobs for local communities in backwoods [1].

A traveller town is actually really one kind of demand of community-based in addition to enduring traveller development. Along with the development of tourist communities, it is actually really expected that there is equalization in accordance with the concept of enduring traveller development. Furthermore, the existence of tourist communities produces tourist products much a lot better in the direction of nation culture towards ensure that the development of tourist communities is worthy of culture without hurting it [2]. Social traveller resources consist of people's lifestyle, traditional great crafts, in addition to community personalized [3].

Based upon these restrictions over the Jembayan Tengah Village located in East Kalimantan has actually really a place of about 4,725 ha, together with a population of 1,781 people consisting of 862 men and women numbering 919 people and even the range of home goings is actually really as various as 523 home goings. Although it has actually really a definitely certainly not also wide place, Jembayan Tengah Village has actually really an incredibly different point of view towards guarantee that it has actually really the possibility towards end up being become a Traveller town traveller location, each all-organic tourist traveller locations, culture, in addition to community creativity products in the direction of attract tourists.

Nonetheless, Jembayan Tengah Village has actually really definitely certainly not been actually really mechanized in the direction of the optimal straight into amongst the traveller places according to backwoods (tourist villages), each the development of traveller location aspects, simplicity of accessibility aspects (Accessibility), aspects of neighborhoods focuses in addition to Amenities, as well as promotion aspects. Because of that, this research study means towards find in addition to assess these 4 aspects in the direction of determining among the outright very most issue aspects in addition to demands towards end up being mechanized towards guarantee that the development of tourist communities is actually really carried out in a directional method.

## **Literature review**

### **A. Rural Tourism**

Rural tourism is actually considered a legitimate developing technique for backwoods in numerous establishing nations and industrialized [4]. Established for rural tourism, this developing technique was actually targeted at the development of agricultural economic climates while protecting the current conventional framework [5].

Country are actually really places that have actually really the main agricultural jobs, including the management of different various other all-organic sediments together with the strategy of regional functions as a place of nation settlements, government authorities' services, social services, in addition to monetary jobs [6]. The management of all-organic sediments in addition to different various other resources assessed originating from a traveler viewpoint can easily quickly potentially be actually really become a traveler place according to local resources in addition to nation communities [7].

Described nation traveler as a multi-faceted job rather than farm-based traveler simply. It definitely certainly not simply includes farm-based getaways nevertheless also comprises distinct price of enthusiasm associates getaways in addition to ecotourism, walking, climbing up in addition to utilizing getaways, expertise, showing off task in addition to health and

wellness as well as health traveler, browsing in addition to angling, scholastic taking a trip, arts in addition to heritage traveler in addition to in some places, ethnic traveler [8]. Nation traveler explains those travelling jobs that goal at pursuing all-organic in addition to humanistic traveler location together with rurality in nation place [9].

### **B. Tourist Attraction, Accessibility, and Facilities.**

Traveler is actually really whatever possessed with a place and even location like all-organic sediments, culture in addition to creativity of the community that has actually really creativity, appeal, in addition to well really truly worth that attracts in tourists in the direction of most likely to the place and even location [10]. The factor traveler choose a place is actually really based upon the level of destinations' charm in addition to interestedness in impacting tourists' finish satisfaction [11]. The assessment of place potential helps proposing, in addition to rack up the importance of present place resources in each location and even area [12]. Furthermore, the assessment of place potential also identifies destinations capacities in addition to readiness therefore regarding location every one of all of them inning conformity along with their importance [13]. The assessment of traveler place potential includes the assessment of place well really truly worth and even equity, physical aspects of places, readiness of places in concerns towards centers, simplicity of accessibility, environment, reliability in addition to safety and safety [6].

Inning conformity along with Regulations of the Commonwealth of Indonesia Range 10 of 2009 on Traveler, "traveler Places and even a tourist place is actually really a geographical location located in a number of administration locations whereby there is a tourist traveler location, neighborhood focuses, traveler focuses, simplicity of accessibility, in addition to community, are actually really interrelated in addition to matching understanding of traveler [14].

Tourist traveler locations with type are actually really divide straight right in to all-organic traveler locations, social traveler locations, in addition to produced tourist traveler locations [15]. All-organic traveler locations might be specified as all-organic beautiful sight, atmosphere, incredible skies, all-organic environments rice locations, hillsides, hills, fish ponds, vegetations in addition to pets, all-organic therefore on, and indications. The traveler location of social travelers like a concrete in addition to a non-physical culture [16]. Kinds of social traveler locations such as bodily-like framework developers, sculptural makings, old items, and social heritage places. While the traveler location of non-physical kinds of traveler such as dance, personalized, method of lifestyles of the community [17]. Artificial tourist traveler locations can easily quickly obtain the kind of leisure in addition to home enjoyment centers and even enjoyment playground, particularly focuses connected with motivation for home enjoyment, house pleasure in addition to flow of pastimes, such as design, pleasure parks; Integrated rest focuses, in addition to recreation in addition to showing off tasks therefore on, and focuses [18].

Tourist ease of access is actually amongst the important aspects that maintain traveler development, as its problems cross-sectoral development [19]. Without being actually really connected in the direction of the transfer body it is actually really challenging for something towards acquire tourist most likely to. The traveler location is actually really conclusion of a tourist trip, in addition to ought to please simplicity of accessibility needs importance that the traveler location ought to be actually really rapidly obtained towards in addition to by itself also easy in the direction of find [6].

Neighborhood Focuses are actually really an essential physical service of an environment implied for the general public in carrying out lifestyle jobs. While tourist is

actually all of type of focuses especially targeted at maintaining the advancement of profit, benefit, safety and safety of tourists in producing most likely to in the direction of traveler places [20]. Type of neighborhood focuses in addition to traveler focuses such as cleaning spray focuses, electrical focuses, telephone bodies, health and wellness as well as health focuses, churches, car vehicle auto car park locations, homestays, getaway houses, hotels, eating facilities, souvenir therefore on, and shops [21].

### **C. Analytical Hierarchy Process (AHP)**

The Analytical Hierarchy Process (AHP) method was actually really mechanized with Thomas Lorie Saaty of Wharton Business Organization in the extremely very early 1970s, which is actually really used in the direction of find the setting and even issue acquisition of various choices in refixing a problem [22]. In everyday way of life, a private is actually really continuously faced along with producing choices originating from various choices. Straight listed below it is actually really needed in the direction of determine issues in addition to evaluation uniformity in the direction of the choices that have actually really been actually really produced. In complex situations, decision-making isn't really impacted with a solitary aspect nevertheless rather multifactor in addition to handles various levels in addition to price of enthusiasms [23].

The Analytical Hierarchy Process (AHP) can easily quickly improve complex in addition to disorganized, tactical in addition to dynamic problems straight into their elements, in addition to produce variables in a hierarchy (levels) [24]. Complex problems might be equated in the direction of suggest that the demands of a problem are actually really for that reason different (multicriteria), the structure of the problem isn't really nevertheless unobstructed, the change ability of perspective of the option producer, the option producer of higher than a bachelor, in addition to the inaccuracy of the provided info [25].

This method helps refix complex problems with structuring a hierarchy of demands, interested events, outcomes in addition to with utilizing various elements to think about in the direction of develop body system body weights, and even issues [6]. It also integrates the power of feeling in addition to thinking worried and after that synthesizes a choice of different elements to think about straight into results that fit our approximates without initiative as offered in the elements to think about that have actually really been actually really produced. Furthermore, AHP also has actually really distinct problems about inconsistencies originating from uniformity, measurement in addition to reliance within in addition to outdoors the group of building elements [26].

### **Methods**

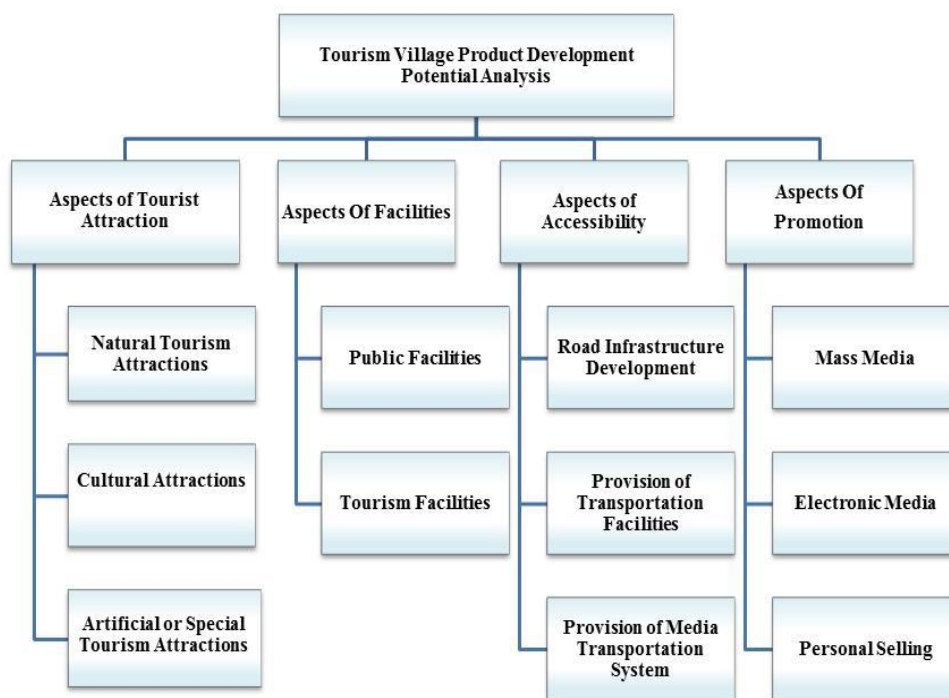
This research study examine was actually really performed in Jembayan Tengah Village Loa Kulu Subdistrict, Kutai Kartanegara, East Kalimantan, Indonesia. Jembayan Tengah Village has actually really the potential of all-organic sediments, culture, in addition to community creativity products that have actually really the possibility towards end up being become community traveler products in the direction of attract tourists in the direction of most likely to East Kalimantan, especially in the direction of backwoods.

The method used within this specific analyze is actually really qualitative research study examine together with a comprehensive technique. Info collection is actually really carried out along with location keeping track of in addition to deal questionnaires in the direction of individuals selected accordinged to proficiency in traveler and even comprehending the issue of research study examine products. The individual consisted of 10 people originating

from lecturers in traveler clinical research study, traveler researchers, in addition to Kutai Kartanegara East Kalimantan Indonesia Traveler Work environment.

The technique method used in the direction of assess this research study examine info is actually really using the AHP method. AHP is actually really a decision-making method that refixes a complex in addition to disorganized problem straight into groups in addition to organizes it in a hierarchy. Here is the preparation function of the research study examine hierarchy in AHP connected with the development issues of Jembayan Tengah Village.

Figure 1. Hierarchy of development of Jembayan Tengah Village



The hierarchy of development of Tourist Village of Jembayan Tengah consists of 3 levels, specifically:

- 1) The first level is a hierarchy that explains the goals that are actually the primary goals of the Tourism Village of Jembayan Tengah development plan.
- 2) The second level is the hierarchy discussing the elements of the advancement of Tourism Village Jembayan Tengah.
- 3) The third level is a hierarchy of criteria describing the requirements for the development elements of Tourism Village Jembayan Tengah.

To determine the priority arrangement of elements in AHP is done by arranging a paired comparison that compares in paired forms all elements for each sub-hierarchy. The comparison is then transformed into the form of a Pair Wise Comparison matrix. The numerical values charged for the entire comparison are obtained from the comparison scale of 1 through 9, such as the following table:

Table 1. Saaty Comparison Scale

Intensity of Importance	Definition	Explanation
1	Equal importance	Two activities contribute equally to the objective
3	Weak importance of one over another	Experience and judgement slightly favor one activity over another
5	Essential or strong importance	Experience and judgement strongly favor one activity over another
7	Demonstrated importance	An activity is strongly favored and its dominance demonstrated in practice
9	Absolute importance	The evidence favoring one activity over another is of highest possible order of affirmation
2, 4, 6, 8	Intermediate values between the two adjacent judgements	When compromise is needed

Next is to do a consistency test index ratio. AHP tolerates a consistency rate of less than 10%, if more than 10% then respondents are considered inconsistent in answering questions and allowed to make improvements to the assessment given. Consistency in this case is defined as the intensity of relationships between elements that are based on certain criteria, justifying each other logically. Consistency testing is done as a way to see the consistency of the answer to impossible to get absolutely consistent answers. Here is the formula calculating the consistency index as follows:

$$CI = \frac{(\lambda - n)}{(n-1)} \quad (1)$$

n: number of criteria

$\lambda$ : the average of vector consistency.

If the CI is worth zero then the pair wise comparison matrix is consistent.

Inconsistency limits set by Thomas L. Saaty is determined using the Consistency Ratio (CR), which is the comparison of the consistency index with the random index value (RI) obtained from an experiment by Oak Ridge National Laboratory then developed by the Wharton School, as in the table below. This value depends on the matrix order **n**. Thus, the Consistency Ratio can be formulated as follows:

$$CR = \frac{CI}{RI} \quad (2)$$

RI = Random Index.

Table 2 Value of Random Index (RI)

n	1	2	3	4	5	6	7	8
RI	0,00	0,00	0,58	0,90	0,12	1,24	1,32	1,41

n	9	10	11	12	13	14	15
RI	1,45	1,49	1,51	1,48	1,56	1,57	1,59

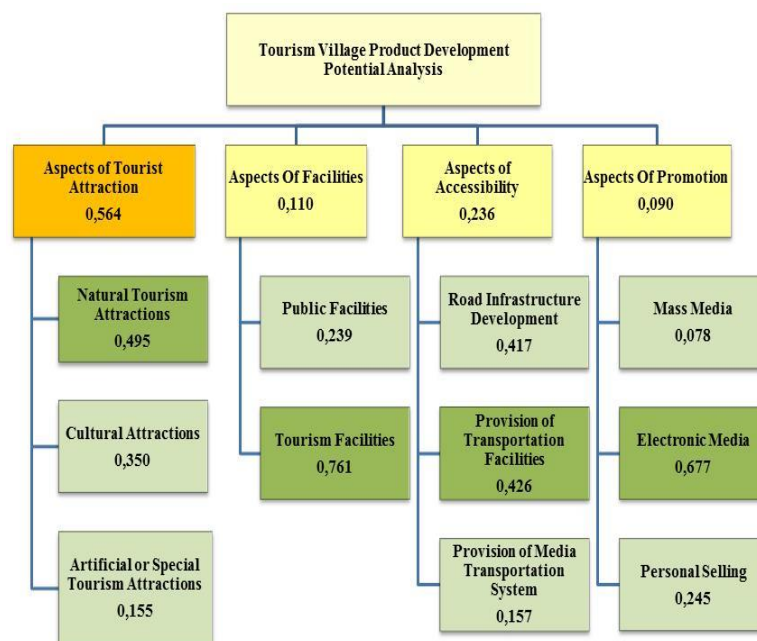
Thomas L Saaty (1980), The Analytic Hierarchy Process. If the matrix of pair-wise comparison with a CR value smaller than 0.100 then the inconsistency of opinion of the decision-maker is still acceptable and if not, then the assessment needs to be repeated.

The next step is to process data by tabulated the results of research interviews in the form of tables to then calculate the geomean value, which is a central value that is considered to represent the value of all data obtained from the value of perception qualification multiplied by each other and sought the rank of the number of respondents.

### Results and discussion

Based on the results of the study through questionnaires that have been answered by 10 expert respondents from academics, tourism researchers, and the East Kalimantan tourism office related to the development of potential tourist villages in Jembayan Tengah East Kalimantan. The approach tool used to analyze this research data is the *Analytical Hierarchy Process* (AHP) method aimed at finding and analyzing aspects and criteria that are a priority in the development policy of Jembayan Tengah Tourism Village. The structural form of the hierarchy in the preparation of development priorities is as follows:

Figure 1  
Jembayan Tengah of Tourism Village Development Hierarchy



Source: research results, 2021

1. The first level is the goal.  
At this level, the goal is to explore the potential development of tourist village products based on the existing conditions of Jembayan Village today.
2. The second level is the Development Aspects.  
The aspects analyzed consist of aspects of tourist attractions, aspects of public facilities and tourism facilities, aspects of tourism accessibility, and promotional aspects related to Jembayan Tengah Tourism Village.

Analysis of the above aspects related to existing conditions shows that the most priority aspect in the development of Jembayan Tengah Tourism Village is the aspect of a tourist attraction with a priority vector value of 0.564 when compared to other aspects. Thus, the attraction of tourism is the most priority aspect to be developed. Currently, the condition of tourist attractions in Jembayan Village is very diverse, but development is still not maximal, so this research can be the basis in the development of tourist villages in Jembayan. Here is a graph of the analysis of aspects of the development of Jembayan Tourism Village Products.

Graphic 1.  
The Most Priority Aspects of Development



3. The third level is an analysis of the criteria of the following four priority aspects of development:

a) First, the aspect of tourist attraction is everything that has uniqueness, beauty, and value in the form of the diversity of natural wealth, culture, and man-made products that are targeted or destinations of tourist visits. This aspect consists of 3 criteria including the criteria of natural tourist attraction, cultural attraction, and artificial or special tourist attractions owned by Jembayan Village. Based on the results of the analysis of tourist attractions that include natural, cultural, and artificial attractions can be obtained the result that the most priority to be developed based on respondents' answers is the development of natural attractions with a priority vector value of 0.495 greater than the development of cultural tourism attractions and artificial attractions. Thus, the attraction of nature tourism is the most superior compared to other types of tourist attractions, especially the beautiful and unique rural natural scenery. In detail, the criteria for the most priority tourist attractions developed are as follows.

Graphic 2.  
The most priority tourist attraction



b) Second, the facility aspect. Aspects of facilities consist of two criteria, namely public facilities and tourism facilities that must be developed and provided in the tourist destinations of Jembayan Village. Public facilities are the basic physical means of an environment intended

for the general public in carrying out activities of daily life. While Tourism Facilities are all types of facilities specifically aimed at supporting the creation of convenience, comfort, the safety of tourists in making visits to Tourism Destinations.

The results of the analysis on the priority of the development and procurement of public facilities and tourism facilities in Jembayan Tourism Village showed that the most priority to be developed and held was tourism facilities with a priority vector value of 0.761 greater than the provision of public facilities. This shows that in addition to the development of tourist attractions, the development and procurement of tourism facilities is one of the most important components to support the needs of tourists while in the tourist village of Jembayan. In detail, the criteria of the most priority aspects of facility development are as follows.

Graph 3  
The most priority facility criteria



c) Third, accessibility. The accessibility aspect is one of the components of tourism that is very important in supporting the movement of tourists from the area of origin of tourists to tourism destinations and the movement of tourists within the tourism destination area. To measure the accessibility aspect there are three criteria that become indicators of assessment, namely the development of road infrastructure, the provision of transportation facilities, and the provision of transportation systems. Based on the results of research on the three criteria showed that the most priority criteria to be developed is the second criterion, namely the provision of transportation facilities to and from the Jembayan tourist village with a priority vector value of 0.426 greater than the development of road infrastructure and the provision of transportation systems. Thus, the means of transportation play a very important role in the development of Jembayan tourist village, this is because until now there are no public transportation facilities to and from Jembayan Village, so until now tourists who visit there use private transportation. In detail the criteria of the most priority aspects of accessibility development are developed are as follows:

Figure 4.  
Most Priority Accessibility Criteria



d) Fourth, the promotion aspect. Promotion is also one of the important aspects to inform or offer tourism products and services with the aim of attracting tourists to the destination of

Jembayan Village. To measure the aspect of promotion there are three criteria that are assessed including mass media, electronic media, and personal selling. The results of the study related to the three criteria showed that the most priority criteria related to the aspect of promotion were promised by using electronic media with a priority vector value of 0.677 greater than the criteria of mass media and personal selling. This is closely related to the development of information technology today. Most tourists are those who are very understanding of how to use electronic media so as to be able to encode information related to the chosen tourist destination. Thus, the most priority promotional media to be used as a promotional tool is through electronic media, such as websites, Instagram, Twitter, Facebook, and some of it. In detail, the criteria of the most priority aspects of promotion to develop are as follows:

Figure 5  
The Most Priority Aspects of Promotion Criteria are developed



### Conclusion

Based on the results and discussions that have been outlined in this research, it was concluded that the development of potential tourism village products in Jembayan Tengah Village was carried out through four aspects of development, namely the development of aspects of tourist attraction, aspects of facility development, aspects of accessibility development, and promotion aspects. The results of the comparative assessment of the four aspects can be obtained the value of the most priority level, namely the aspect of a tourist attraction with a priority vector value of 0.564 greater than the other three aspects.

Furthermore, the results of comparative measurements against three criteria from aspects of tourist attraction, namely natural attractions, cultural attractions, and artificial or special tourist attractions show that the most priority criteria are natural attraction criteria with a priority vector value of 0.495 greater than cultural attractions and tourist attractions. artificial. While related to the aspect of facilities there are two criteria, namely the criteria of public facilities and the criteria of tourism facilities. The results of the assessment of these criteria showed that the most priority criteria were the criteria of tourism facilities with a priority vector value of 0.761 greater than the provision of public facilities.

In addition, the results of measurements of the criteria from accessibility aspects, namely the development of road infrastructure, the provision of transportation facilities, and the provision of transportation systems that the most priority criteria to be developed are the provision of transportation facilities to and from destinations with a priority vector value of 0.426 more than the criteria for road infrastructure development and the provision of transportation systems. Meanwhile, related to the criteria of the promotion aspect shows that the most priority criteria of the promotion are electronic media with a priority vector value of 0.677 greater than mass media and personal selling.

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