

Technium.

42/2023

2023
A new decade for social changes

Technium
Social Sciences

Powered by

PLUS
COMMUNICATION



International
Communication & PR



Collaboration of the Stakeholders in Developing Community-Based Tourism in Terong Creative Village, Belitung

Santosa¹, Dr.Saryani² Heni Susilowati³, Yudi Setiaji⁴, Anggraini⁵

Sekolah Tinggi Pariwisata AMPTA Yogyakarta, Indonesia

santosa_59@yahoo.com, drsariani@gmail.com, heni.sw62@gmail.com,

yudisetiaji5@gmail.com, geaanggraini@gmail.com

Correspondence author: drsariani@gmail.com

Abstract. Tourism village empowerment needs to collaborate with other communities/institutions (stakeholders), in order to accelerate and expand the tourism village movement to achieve its goals. This study aims to: 1) find out the potential of the Terong Belitung Creative Tourism Village destination; 2) find out the forms of collaboration that have been carried out by stakeholders in developing the Terong Belitung Creative Tourism Village; and 3) find out the steps taken by the manager of the Terong Creative Tourism Village in managing the village which is done in accordance with the community interests. This study used a qualitative approach and data collection methods by doing interviews, observation, and documentation. Participants or informants as a source of research data were 6 (six) parties consisting of BNI Bank, BCA Bank, PLN, Tourism Office of Belitung Region, The Government of Terong District, and the Tourism Village Managers. The results of this study indicate that 1) Potential destinations include: River and Sea Tourism in Mangrove Forest in Terong Village, Aik Rusa' Berehun Tourism, Tebalu Simpor Laki Hill Tourism, Agritourism (Agriculture and Plantation), Catfish Pond Groups, Weaving Handicraft Group, Gambus Art and Culture Group, and the Community of Tourism Halfway House Management. 2) The roles of stakeholders are as Police Creator, Coordinator, Facilitator, Implementer, and also BNI, BCA, and PLN as the Accelerators. 3) The real form or contribution of the stakeholders especially from the bank and PLN is to build the homestays and the entrance gates to tourism village areas including the lighting system around the tourist village of Air Rusa Berehum (ARB), and also to conduct various culinary trainings and improvement of human resources training (HR). In improving the development of tourism villages, the role of stakeholders should run well. 4) The steps in managing a tourism village are being carried out by the planning stage, the implementation stage, and the last is the impact of benefits aspect stage.

Keywords. CBT, Stakeholders, Tourism Village

1. Introduction

The current position of the tourism industry is the mainstay sector which plays an important role. It is because tourism industry is considered as one of the choices in economic

development in Indonesia. It can be seen through the contribution of Tourism's Gross Domestic Product (GDP) which is expected to increase by 37.4% from the percentage in 2020 and considered that it reaches 4.2% in 2021. This phenomenon can increase foreign exchange earnings and provide more job opportunities for the wider Indonesian community. According to data from the Central Statistics Agency (BPS) regarding the unemployment rate in Indonesia in August 2021 there were 9.1 million people. This number shows a decrease of around 670,000 people from the number in 2020 of 9.77 million people. It is estimated that almost 10% of the total national workforce is employed in the tourism sector.[1]

The development in the tourism sector can be carried out through a tourism village strategy. The development of this sector is considered as the main source of the Regional Income (PAD) to foreign exchange and as an expansion of employment opportunities. In addition, tourism development is expected to provide direct benefits to local communities. Tourism development is very important in a tourist destination. According to the 1969 Presidential Instruction, the objectives of developing tourism are: (1) increasing foreign exchange earnings in particular and the income of the State and society in general, expanding chances and employment opportunities and encouraging the activities of supporting industries; (2) introducing and utilizing the natural beauty and culture of Indonesia; (3) increasing national and international brotherhood/friendship [2]

In 2015-2019, when the government were preparing the tourism destination and industry development strategy plan through the Ministry of Tourism program, there were tourism development goals, namely: (1) increasing the quality and quantity of tourist destinations so that they are competitive enough in the international market; (2) creating a tourism industry so that it can help to develop the national economy so that Indonesia can be independent and rise along with other Asian nations; (3) promoting Indonesian tourism with an integrated marketing strategy which is effective and responsible, and also intensive, innovative, and interactive so that it can get its maximum productivity; (4) developing tourism institutions and governance that can harmonize the development of tourist destinations, tourism promotion, and the tourism industry in a professional manner.[3]

The tourism sector is a real action in global business movement. Therefore, the Indonesian government through the Ministry of Tourism continues to carry out developments in the tourism sector. Until now, the results of the tourism development sector in Indonesia have been quite good. It can be indicated by the level of foreign tourist visits in the last 2 (two) years, which were significantly affected by the Covid-19 pandemic. As shown in the image below:



Figure 1. Statistics of International Tourist Visits for 2020-2021
Source: Kemenparekraf RI, 2023

Data from the Central Statistics Agency shows that foreign tourists to Indonesia through all of its entry points in November 2021 totaled 153,199 visits which is, in this case, experiencing a growth of 6.4% compared to November 2020 which numbered 144,476 visits. This is in line with the increase in tourism foreign exchange by 4% from 2020, US\$ 0.32 billion to US\$ 0.36 billion in 2021[2].

This increasing number above can be considered as the tourism sector development manifestation by improving quality and access to destinations, strengthening data and information, and increasing integrated attractions which can be an alternative to increase national tourism foreign exchange [4]. Development in the tourism sector is carried out through a tourism village development strategy. Nurhayati in [5] explains that a tourism village is a form of integration, between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with the prevailing procedures and traditions. One of its applications in Indonesia is the Terong Creative Tourism Village in the Belitung Regency.

Terong Village is one of the tourist villages in Belitung Regency. This village was named by the Minister of Tourism and Creative Economy [2] of the Republic of Indonesia as a world-class creative tourism village. This is proven by its classy products, not only in Indonesia but also worldwide. Terong creative tourism village is an example of a community-based sustainable tourism program by the Ministry of Tourism and the implementation of Tourism Village Program by the Ministry of Villages. This village has several interesting tourism potentials, including tourism on Air Rusak Barehum, mangroves, agritourism, the community forest of the Mitra Tebalu Madu, and Tebalu hills.

In creating sustainable tourism, it is necessary to have an effort that is not only carried out by one element, but a collaboration of all related elements. Both the government, the community and tourism supporting agencies need to contribute and work together in tourism development. The collaborative governance in establishing a well-developed tourism is very important in order to provide sustainable development. In creating sustainable tourism development, it is necessary to have a special perception of the concept among stakeholders as an effort to develop sustainable tourism so that it needs a strong synergy in order to achieve goals [6].

The program implemented in the Terong creative tourism village was developed by various parties such as the local community, the Belitung Regency Government, academics, the private sector, and Non-Government Organizations (NGOs), tourism actors, and the media. The existence of these stakeholders is urgently needed in order to develop the local potential that is owned by the village in order to improve the community's economy. Collaboration in tourism realm is important in developing a potential tourist destination. Besides, the collaboration model is important in order to guide the tourism stakeholders in building tourist destinations [7]. The creative tourism village program in Terong village demands the role of stakeholders based on their respective roles and functions to maximize the village potential. All forms of roles and responsibilities of each stakeholder can help to develop tourism in Terong village. The many interests of the stakeholders require strong cooperation and collaboration of the stakeholders themselves.

In its implementation, the collaboration for regional development carried out by stakeholders does not always go well. One of the problems that is often occurs is that not all stakeholders involved in regional development have maximized their roles [6]. Meanwhile, the implementation of stakeholder collaboration in the development of sustainable tourism areas influences the sustainability of these tourist destinations, especially the community which has the main role as an empowerer in managing the potential of a tourism village.

Therefore, it is important to conduct several studies related to stakeholder collaboration in the development of community-based sustainable tourism in the Terong, Belitung creative tourism village by focusing on research issues on: (1) What is the role of stakeholders in the development of the Terong Belitung creative tourism village? (2) What forms of cooperation have been carried out by stakeholders in the development of the Terong Belitung creative tourism village? (3) CBT-based sustainable tourism implementation actions.

2. Literature Review

Tourism Village

A tourism village is a rural area that has special characteristics as a tourist destination. Pariwisata Inti Rakyat (PIR) states that a tourism village is a rural area that offers a whole atmosphere with a genuine reflection of the village in terms of social, economic, cultural, customs and daily life, and has a typical village architecture and spatial structure, or activities. unique and attractive economy activities and has the potential for the development of various tourism components [8].

Based on the people's perspective, tourism villages are a form of tourism which have objects and attractions in the form of village life which has special characteristics in its community, natural and cultural panoramas, so that it has the opportunity to be used as a commodity for tourists, especially foreign tourists. The existence of the village as a tourist destination where the village as an object as well as a subject of tourism or as the organizer of various tourism activities. Therefore, the results will be enjoyed by the community directly. The success of a tourism village is strongly influenced by the intensity of activities which include location and management as well as the support from the local community which should be matched with the needs of the community and not just planned by an individual.

Rural tourism development is driven by several important factors. First, rural areas that have natural and cultural potential are relatively more authentic than urban areas. Rural communities still carry out cultural and topographical traditions and rituals that are quite harmonious. Second, rural areas have a physical environment that is relatively pristine or has not been heavily polluted by various types of pollution compared to urban areas. Third, at a certain level rural areas face relatively slow economic development, so that optimal utilization of the local community's economic, social, and cultural potential is a rationale in developing rural tourism [9].

Tourism Village Characteristics

According to Ibori [10], he explains several potential components in supporting the development of a tourism village, namely: 1) There are attractions that are unique 2) There are tourism facilities and accommodations such as lodging facilities, eating and drinking facilities, souvenirs and visitor centers 3) There are tourism activities such as making crafts and enjoying the scenery 3) There is general development as an effort to create tourist destinations that provide the best service for tourists, including: dividing zones or areas, conducting visitor management, and communication services.

Meanwhile, Priasukmana and Mulyadin in (Sastrayuda, 2020) [11] explained that the determination of a village to become a tourism village should be able to fulfill several requirements, including the following. 1) Has good accessibility. Therefore, it is easier for tourists to visit by using various types of transportation. 2) Must have interesting objects in the form of nature, cultural arts, legends, local food, and so on. 3) The community and village apparatus provide full support for tourist villages and the tourists. 4) Guaranteed safety. 5)

Adequate accommodation, telecommunications, and available manpower. 6) Has a cool or cold climate. 7) Having a relationship with other tourist objects that are well known by the wider community. Furthermore, there is also stated that there are several factors that can influence the development of tourist villages. Some of these factors are: 1) Development of Human Resources 2) Partnership. 3) Government activities in the village. 4) Promotional Activities. 5) Festivals. 6) Development of community residents.

Tourism Village Development and Management

Further explained by Yoeti [12] regarding the elements which need to be developed in tourism and also applied to tourist village areas are as follows:

- 1) Attraction, everything that can attract tourists such as: nature, creations or human creativity and the people's way of life who are identical with culture and infrastructure.
- 2) Amenities, all forms of facilities which is aimed to provide services for tourists' needs while staying or visiting a tourist destination. Tourist facilities in this case are infrastructure facilities that must be provided by the managers of tourist objects.
- 3) Accessibility. Accessibility in tourism is related to the level of the easiness for the tourists in reaching a tourist object. Accessibility is an important thing since this element have a big influence for the tourists.
- 4) Local communities. Basically, the key of a village tourism is the local community or indigenous people who live in the area of the tourism area. It happens because the local community is the provider of attractions as well as the determiner of the product of a tour. Firstly, this local community needs to get several developments and plannings. Therefore, the role of the local community is providing accommodation as well as building services can be conducted properly. In addition, local people usually provide local cultural wisdom that exists in each region.

Community Based Tourism

Community Based Tourism (CBT) is a form of tourism with the community is considered as its main object. In the development of community-based tourism, the community has a role in all development sectors, both as planners, investors, implementers, managers, supervisors and evaluators. However, even so, community-based tourism development emphasizes community factors as the main actors and the other roles are obtained from the government and the private sector [13].

[13] explains that CBT should increase people's skills and income. It is what makes the local community is considered as the main actor in this concept. The concept emphasizes 3 important things, namely: 1). The maintenance of quality and continuity of natural and cultural resources or balance. 2). The improvement of the local community's welfare. 3) Fulfillment of tourist satisfaction. Amongst of these three things, the local community is the main component in community-based tourism development since the community really understands the potential of their village area so that the development be in accordance with the desires and urges of the community.

Community Based Tourism Principle

Community Based Tourism is developed based on the balance principle between several parties involved in tourism development including the government, private sector and the

community. Even so, the community as the main actor is important to maintain this balance. The community must be actively involved and given the opportunity to play a role in every stage of development starting from planning, development, management and development, monitoring and evaluation activities. It happens because the ultimate goal is to improve the welfare and quality of life of the community.

Drake in [14] explains that the involvement of local communities as a main component of CBT development principles can be carried out in three stages as follows: 1). The planning stage, the community as a development subject who has an active role in the planning stage. 2). Implementation stage, the form of community participation which is mainly related to development programs, management of objects or businesses that are directly related to activities. 3). Aspects of the beneficial impacts, the form of community involvement can be created through the role and position of the community who get significant benefit values, both economically and socio-culturally, which will have an impact on increasing the economic welfare of local communities.

Sustainable Tourism

[15] explain that sustainable tourism development is development that focuses on two things: sustainable economic activity in the tourism industry and observe that tourism as an element of sustainable development policy. Then it is emphasized again that sustainable tourism is a balanced triangulation relationship between tourist destinations and their habitats and people. Moreover, the process of making tour packages and the tourism industry should be free from the stakeholder whose intention is to destroy this balance.

In the 1995 Sustainable Tourism Charter, it was stated that sustainable development is an organized strategy to develop quality of life by managing natural resources in a sustainable manner. Sustainable tourism development will be properly implemented if it is supported by a good management system that involves the participation of the government, the private sector, and the community. Sustainable tourism development can be seen from several principles that are elaborated, as explained below: 1). Participation of local communities. 2) Stakeholder participation. 3) Local ownership. 4) Use of sustainable resources. 5) Accommodate community goals. 6) Carrying capacity. 7) Monitoring and Evaluation. 8) Accountability. 9). Training and 10). Promotion.

Stakeholder Collaborations

Stakeholders are individuals or organizations or groups, both profit and non-profit, who have an interest in the company so that they can influence or be influenced by the achievement of the company's goals [16]. It was further stated by several experts, as stated by Gibson, that stakeholders are groups or individuals who can influence or be influenced by actions, decisions, policies, practices, or organizational goals.

Another opinion was stated by Mahoney in [17], that stakeholders are divided into two parts:

- 1) Passive stakeholders, stakeholders who have normal claims in a company not to violate freedom or cause harm;
- 2) Active stakeholders, stakeholders who have other things to fulfill for their welfare. In carrying out its objectives, Nugroho in [17] explains that stakeholders have several roles including: 1) Policy Creator, 2) Coordinator, 3) Facilitator, 4) Implementer, 5) Accelerator

As the first stage in village tourism development, ensuring stakeholder involvement is an important thing to do. This is as explained by [18] that the success of village tourism

management and marketing is relevant to the involvement of stakeholders. Asker [19] explained further regarding the description of tourism stakeholders. Tourism stakeholders are parties that have the potential to be directly or indirectly involved in or affected by village tourism. The following is the concept of stakeholders from the tourism industry according to [19].

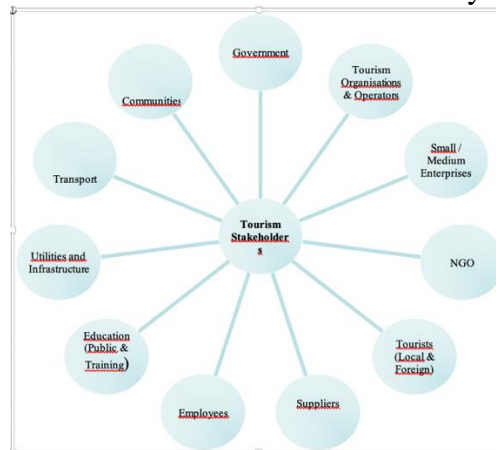


Figure 2. Tourism Stakeholders
Sumber: Asker, dkk, 2010

The factor of interest between stakeholders and the benefits they will get becomes important while carrying out a collaboration. Stakeholder collaboration is very important in an organization because it will empower members, reduce conflict, and also divide the member roles and responsibilities. Pasape [20] explained that stakeholder collaboration is a process of ensuring the interaction of various interests with common goals. It starts from planning, learning, to decision-making and empowerment. Stakeholder collaboration includes participatory processes that are recognized as a core principle of sustainable development, especially when several stakeholders in the organization can play an active role to fulfil the common goals [21].

3. Research Method

This study used a qualitative approach with a descriptive research type. The qualitative descriptive research method is research based on the philosophy of post-positivism. It is applied to a research on natural object conditions, where the researcher is the research instrument and plays a role as the key in data collection techniques carried out in triangulation (combined). The data analysis applied is inductive/qualitative, and the results of the research emphasis on meaning than generalization. Descriptive research aims to describe, explain, and answer more detailed problems that will be examined by observing as much as possible towards an individual, group, or a phenomenon [22]. The informants in this study are stakeholders in the tourism industry in Terong Creative Tourism Village. The following is a list of research informants:

Table 1. List of the Informants

Stakeholders	Roles	Activity
Manager / Local Community		
Chief of the Village Tourism	Manager	Coordinating about the plans, implementation and evaluation of the



results of village tourism management		
Tourism Awareness Group (POKDARWIS)	Manager	Managing the entire tourism community in Terong tourism village
Government Sectors		
Government Tourism Office of Belitung Regency	Facilitator	Giving training program about the tour guidance Promoting the tourism sectors
	Policy Maker	Making a policy to establish a community-based tourism in Belitung
Terong Village Government	Policy Maker	Allocating ADD in tourism development of Terong Village Providing discussion place and assisting in the management activities of tourism village for each group in Terong Village
	Benefit Receiver	Receive an increase income of the Village
BANK (BCA, BNI)	CSR	Providing physical and non-physical development assistance to the community
PLN	CSR	Providing physical and non-physical development assistance to the community

Source: Processed by the researcher, 2022

4. Result and Discussion

Terong Village Profile

Terong Village is located in the northern coastal area of Sijuk District, Belitung Regency. This village has two hamlets, namely Terong and Bebutte Hamlet. Geographically, it is a self-help village with an area of 16,000 hectares located at 02°38'07.5" South Latitude 107°45'38.8" East Longitude. The distance from the Sijuk District Capital to this village is about 35 Km and the distance from the Regency Capital is 15 Km.

Based on local stories, Terong village was formerly called Sauk village. Sauk means the sea of betelok, the sea that is more projected towards the land. At that time there were many robbers or sea criminals who were referred to by the local community as lanun whose arrival was unexpected and they did their crime actions continuously.

The thieves took food and property from the villagers by killing people. At that time, there were grandmothers in the village who were known to be powerful, namely "Nek Tulong". Nek Tulong often kept Petunang or bullets to be used as a means of attacking or hitting the Rogues or Lanun. When Lanun came to rob, the local residents immediately shouted for help by saying the name "Nek Tulong". Then Nek Tulong held the bullets which were stored in the Keminang Karong (a small pouch slung over the wearer's shoulder made of woven Lais Leaves to store various kinds of tools needed for daily travel). Then the bullet with Nek Tulong's supernatural powers immediately flew about the Rogues and would return by itself to Nek Tulong's hands, if the rogue was dead, the betrothed/bullet is full of blood.

In conclusion, the name Terong Tourism village was created because of a shift between the name Kampong Terang and the legend of a powerful grandmother named Nek Tulong.

Potential Tourist Destination in Terong Creative Village

The potential tourist destinations that are currently being developed and managed by various community groups are as follows:

1 *Tourism Potentials of Sungai Hutan Mangrove and Terong Village Beach.*

Sungai Hutan Mangroves stretches for about 4.5 km to the estuary of the river and continues to the middle of the sea. The potential of this river is its potential coral reefs. When we explore along this river using a small boat or jungkong, the daily terms of the Belitung people, you can also use a raft, even a medium-sized motor boat, you will find lots of various kinds of flora and fauna of mangrove forests, from small birds, mangrove crabs, brackish water fish to the hanging monkeys. Green and thick mangrove forests provide a very relaxing shade. It seems perfect for establishing a kind of floating houses which can be used as a place to relax while fishing. In fact, it is very suitable for the mangrove forest to be used as a place for mud crab cultivation through the guidance of the Community Forestry Group that have been formed. The Mangrove Forest in Terong Village, developed for Community Forestry Group, has an area of 205 Ha. Various activities such as planting mangrove seedlings, fishing along the river, sea fishing, looking for clams and so on have been arranged into an attractive tour package. The distance of one of these Mangrove tourist attractions from Tanjungpandan is approximately 13 km.



Figure 3. Tourism river mangrove forest Creative Terong tourism village
Source: Terong Tourism village profile (desawisataterong.com, 2022)



Figure 4. Terong Creative tourist village sea
Source: Terong Tourism village profile (desawisataterong.com, 2022)

2 *Aik Rusa' Berehun* Tourist Destination.

The establishment of the management community for the *Aik Rusa' Berehun* Tourism area started with community awareness that was also facilitated by the Terong Village Consultative Agency in observing and managing the ex-tin mining area into a tourist destination which has high value and is drawing the local community and also Indonesian or Foreign tourists' attentions. From this community awareness, it was sparked to form a group that would manage the place to become a tourist destination on April 20, 2015 through a Decree (*Surat Keputusan*) of the Head of Terong Village. This group has 25 (twenty five) members. They are people who are aware of the environment and willing to manage the area becoming a tourist destination and preserve the greenery of the Terong river basin by working together. From this area, the tourist will again be presented with a natural panorama which is used as a bathing and fishing place which is surrounded by a semicircle part of the upstream of the Terong river and finally connected to the mangrove forest tourist area. With the winding and long river

conditions, it really spoils the tourists who visit this location.

In the Aik Rusa' Berehun area itself, there are also five (5) saungs for eating and resting place, three (3) umbrella houses for relaxing, one mosque, several cottages for lodging, public toilets, and freshwater fishing grounds.



Figure 5. Tourism Aik Deer Berehun Creative Terong tourism village
Source: Terong Tourism village profile (desawisataterong.com, 2022)

3 *Tebalu Simpor Laki Hills (Hkm BTSL)*

Tebalu Simpor Laki Hill is a natural tourist destination in Terong Village, Sijuk District which presents natural beauty with an area of 62 Ha and has various kinds of panoramas and its uniqueness such as water springs, deer breeding, *pelilean* (tarsier), caves, *bulin* trees, and historical sites in the form of an old cemetery that has historical and religious value since it is one of the graves there belongs to the propagators of Islam in the village of Terong. *Tebalu* Hill has 4 (four) hills, each hill has a its name. The first hill is *Anak Paya'* Hill with an altitude of 120 meters above sea level, the second hill is *Paya'* Hill with an altitude of 146 meters above sea level, the third hill is *Bolang* Hill with an altitude of 150 meters above sea level, and the fourth hill is called *Kemang Ijau* Hill with an altitude of 165 meters above sea level. Simpor Laki is an area managed by a group that was established on October 21, 2014 whose establishment was facilitated by the BPD (Terong Village Consultative Agency) and legalized through a Decree from the Head of Terong Village with the name *Bukit Tebalu Simpor Laki* Group.



Figure 6. Bukit Tebalu Simpor Laki Tourism
Source: Terong Tourism village profile (desawisataterong.com, 2022)

4 *Agritourism (Agricultural and Plantation)*

Agritourism (Agriculture and Plantation) is closely related to the tourist destinations in Terong Village. After enjoying Mangrove forest tours, culinary tours, bathing and fishing pool at Aik Rusa' Berehun along with the beauty of the natural panorama on the *Tebalu Simpor Laki* Hills, tourists will again be presented with a stretch of vegetable and pepper plantations. The area of vegetable plantations is about 5 hectares and a pepper plantation 4 hectares. They are located at the foothills of the *Tebalu Hill*, *Simpur Laki*, *Kemang Ijau*. Tourists will usually be

taught how to plant and harvest these vegetables so that they get more understanding in traveling realms and there is satisfaction for tourists who want to have an interaction with the local community.



Figure 7. Agro Tourism (Agriculture and Plantation)

Source: Terong Tourism village profile (desawisataterong.com, 2022)

5 *The Community's Catfish Pond Groups*

The Catfish Pond Group was formed as one of the supporters of integrated tourism village activities specially to supply Belitung's special culinary or food ingredients, namely *kelik gangan*. This group was formed on the community's awareness and self-help which consists of 10 people. This group was also formed as an effort to improve the economy welfare of the members and the community. It is also used as a place for sharing knowledge about catfish farming.



Figure 8. Catfish Ponds

Source: Terong Tourism village profile (desawisataterong.com, 2022)

6 *The Community's Weaving Crafts Groups*

Currently the human resources engaged in woven crafts are very ready to support the tourism concept of Terong village. It is proven by the diversity of creativity in making the webbing, starting from tote bags, cell phone cases, tissue cases, lay mats, fruit containers and so on. They often participate in capacity building training, exhibitions, and workshops. The thing that should do for now is establishing a higher sense of optimism for them to continue making this woven craft.



Figure 9. Woven Crafts

Source: Terong Tourism village profile (desawisataterong.com, 2022)

7 *Gambus Arts and Cultural Groups*

Through the existence of the *Gambus Ombak Berayun* Malay orchestra, which had previously existed and was widely known by the people of Belitung by its pioneer, Mr. Akil Bujang, became a very important thing for Terong village in developing the concept of this tourist village. And it turns out that through the concept of a community-based tourism village, it really becomes a strong foundation in terms of sustainable tourism development. This is a serious concern of the Ministry of Tourism. Through the LWG DMO (Local Working Group Destination Management Organization) program from the Indonesian Ministry of Tourism, Terong Village was finally designated as the first Tourism Village in Belitung Regency through its soft launching on December 19th, 2016. At that time, this activity was attended by Mrs. Oneng Setya Ningsih as Assistant Deputy for Governance Destinations and Community Empowerment, Sahani Saleh as Belitung Regent, Ir. Hermantao as Head of Belitung Tourism Office, Abdul Hadi, Si.Kom. as Head of Sijuk District, Suhaimi as Head of Terong Village, Iswandi as Head of BPD Terong along with members and other regional officials.



Figure 10. Gambus Arts and Culture Group
Source: Terong Tourism village profile (desawisataterong.com, 2022)

8 *Community of the Tourism Halfway House Management*

It is an area planned as a Rest Area because it is on the strategic route for Belitung tourism. There is also the Terong river flowing into the sea which will add a different atmosphere when tourists stop by this area. The construction of a Tourist Halfway House with the nuances of a Belitung traditional house is part of maintaining local wisdom.



Figure 11. Tourist Halfway House
Source: Terong Tourism village profile (desawisataterong.com, 2022)

Stakeholder's Roles

The success of the Terong Creative Tourism Village cannot be separated from the system that has been set by elements or the tourism sector. However, the local community cannot work alone to get it since it needs the support of other stakeholders. The role of stakeholders is needed in efforts to develop the management of the Terong Creative Tourism Village. If it is well developed it will become a potential thing that can increase regional income. Therefore, it is necessary to have the role of stakeholders in the development of a tourist village. These stakeholders are people who influence and are influenced by the ecotourism sector. They are the community, government, and private sector who are directly involved with ecotourism.

The role of stakeholders in the development of Terong creative tourism villages can be seen based on their objectives. Stakeholders have several roles including the following:

1 Policy Maker

In this role, stakeholders play a role as decision makers and policy makers. Basically the tourism office can act as a Policy Creator in setting policies and has authority in making tourism decisions in the area. The Terong village development plan is one of the concrete manifestations of the role of the Office of Belitung District Tourism.

Policy Creator aims to determine policies related to government decisions. Federick in [23] states that policy is a direction of action compiled by a person, group or government in a certain environment that provides obstacles and opportunities for those proposed to use and overcome in order to achieve a goal or realize a certain goal and purpose.

The role of the Belitung Regency Tourism Office, as a policy creator, has provided validation/legality for the existence of the Terong Tourism Village. The issuance of a Decree (SK) has provided new energy for tourism village managers to access various assistance and cooperation with other parties. The Belitung Regency Tourism Office has provided recommendations to the Terong tourism village to apply for assistance with NGOs (BNI Bank, PLN, BCA Bank)

2 Coordinator

The role of the stakeholder as a coordinator is to coordinate with other stakeholders involved in the collaboration. The party that plays the role of coordinator is none other than the Terong Village Government. In the exploration process through data collection, it was discovered that the Head of Terong Village as chairman and coordinator in the development of the tourism village played a role in aligning the activities carried out by each stakeholder.

The coordinator aims to coordinate all interests in the tourism village with other stakeholders. According to Handyaningrat in [24], coordination is an effort to unite the activities of the organizational work group so that the organization can carry out its tasks to achieve the organizational goals.

Coordination and implementation of the policies are also being carried out by the Belitung Regency government. It starts with managing the Community's Forest (Kelompok Hutan Kemasyarakatan) area until the establishment of the tourism village. This shows the role of the Terong Village Government as the coordinator of the tourism village to manage the village's permission to the Ministry of Tourism. In addition, the Village Government also coordinates with the tourism village manager. The form of coordination carried out by the establishment of the cooperation between Terong Village Government and Tourism Awareness Group (Kelompok Sadar Wisata) related to the funding.

The Terong Village Government has played a significant role in the development of the village because of their coordination with other stakeholder parties such as the Office of Tourism, Terong Village Managers, and Tourism Awareness Group as well as private parties who help to the establish the Terong Tourism Village. This coordination plays an important role in the development of the Terong Tourism Village because the implementation of the tourism village program is going well since this village is able to form good synergy between stakeholders.

3 Fasilitator

The facilitator is a stakeholder whose role is to facilitate and fulfill what is needed by the the community. The facilitator in developing the Terong Creative Tourism Village is the Tourism Awareness Group.

Tourism Awareness Group is an institution at the community level whose members consist of tourism actors who have concern and responsibility and play a role of supporting the creation of a conducive environment and atmosphere for the growth and development of

tourism in order to increase the welfare of the surrounding community Tourism Awareness Group has facilitated the existing needs of the Terong Creative Tourism Village by building shelters, places for harvesting vegetables as well as building new destinations such as Amri Community Forest, *Air Rusa Berehum*, *Tebalu Simpor Laki Hills Community Forest*, and Agritourism.

Another form of facilitation provided by Tourism Awareness Group as a stakeholder who acts as a facilitator is the establishment of a platform in the form of an Terong Tourism Village website as a media of tourism promotion which contains offers of tour packages and also facilitates provided by the village.

4 *Implementer*

Implementers are policy implementing stakeholders which include the target group of Terong Creative Tourism Village development. The implementer here is the tourism village manager who in the interview process is represented by the Head of the Terong Tourism Village. The existence of community representatives in the working group has a strategic role because the government can find out the conditions and development programs of the Terong Creative Tourism Village.

In implementing the policy, many ways are used by the tourism village manager so that this tourist destination continues to develop and has a good impact on the community. The managers of the village socialize with the media in order to establish the tourism village implementation. They also cooperate with the private sector in terms of increasing human resources such as conducting training, making promotional videos, building facilities and homestays, and setting the street lights.

5 *Accelerator*

Accelerator are the stakeholders who play a role in accelerating and contributing any kind of efforts so that a program can develop properly based on the target or even faster than what is being estimated. Stakeholders who act as accelerators in the development of Terong Creative Tourism Village are the private sector (NGOs), including BNI, BCA and PLN.

In accelerating the program, there were several contributions made by the private sector. They are providing innovation towards the construction of facilities and homestays in Terong Creative Tourism Village as well as contributions of their personnel in promoting the Micro small and Medium Enterprises (MSMEs) products. Another contribution made by PLN in the development of the Terong Creative Tourism Village is the installation of street lights leading to the *Aik Rusa Berehun* Tourist Destination.

From the several statements above, it illustrates that the role of the accelerator in accelerating the program is very good because the contribution made by the private sector will be very useful in improving existing needs in tourism villages.

NGO Cooperation Program in Terong Creative Tourism Village

The development of tourism village is part of organizing tourism which is directly related to the services that require collaboration with stakeholders. Some private parties (NGOs) that have collaborated with Terong Creative Tourism Village include BNI, BCA and PLN. At the management stage Terong Creative Tourism Village has a pattern of cooperation and division of roles that can support the operational development of tourism in this village. Jamal and Gets (1995) state that stakeholder involvement must be well ensured because stakeholder involvement is the initial stage of rural tourism development.

In this study it was found that the development of the Terong Tourism Village is inseparable from the involvement of the private sector who acts as a stakeholder with the aim of accelerating tourism development in the Terong village.

1. Cooperating with BNI

This Tourism Village is collaborating with BNI in 2020. BNI is adding ten proper homestay facilities in tourist villages and assisting in marketing MSME products.

In addition to provide facilities in the form of homestays, BNI also help to promote some MSME products. The collaboration between the Terong Tourism Village and BNI is proven by the existence of an SPK (Work Agreement) and the handover of the CRS agreement from BNI to the manager of the Terong Creative Tourism Village, the documentation of the form of cooperation is as follows:



Figure 12. BNI homestay physical evidence

Source: Terong tourist village management document (2020)



Figure 13. SPK signing and CRS submission from BNI to tourism village managers

Source: Terong tourist village management document (2020)

2. Cooperating with BCA

Different with the cooperation with BNI program as what has been stated above, the collaboration with BCA started in 2017. From 2017 to 2021 BCA has conducted many trainings to increase the capacity of Human Resources in the Terong Creative Tourism Village. Several forms of training from BCA can be seen in the attached documentation as follows:



Figure 14. HR improvement training by BCA

Source: Terong tourist village management document, (2021)

This form of cooperation is an effort to improve the development of tourism village by improving the quality of Human Resources which are intended as the future managers of tourism village. This form of cooperation is an important part of developing a community-based tourism of Terong Creative Tourism Village for the lives of the local community. It happens because if the human resources are getting better, the management of this tourism village is getting better as well. The stages of cooperation between BCA and the tourism village are carried out through a needs survey with the aim that the collaboration will produce appropriate facilities. Following are some evidences of the results of the collaboration between the Terong Creative Tourism Village and BCA:



Figure 15. Gate And Tourist Fence of Aik Rusa' Berehun
Source: Terong tourist village management document, (2021)



Figure 16. Traditional Period Kitchens
Source: Terong tourist village management document, (2021)



Figure 17. Handwashing Places
Source: Terong tourist village management document, (2021)

3. Cooperating with PLN

Based on the results of research observations, this form of cooperation is one of PLN's programs in the field of tourism development in CSR sector. At the beginning of 2022, PLN is also assisting the development of the Terong Creative Tourism Village in the form of installing street lights leading to the Aik Rusa Berehun which in total there were as many as 12 light points. With the installation of these street lights, it helps to comfort of tourists when visiting the Aik Rusa Berehun. It is also very helpful for local people in doing their activities especially when they do those activities at night. PLN also helps to promote MSME products in Jakarta schools.

The cooperation agreement between Terong Creative Tourism Village and PLN was established in the form of procurement and supply of electricity installations. The existence of the electricity network as the result of the cooperation with PLN has provided easy access for the tourist in visiting the tourism village destinations.



Figure 18. Streetlights of the PLN Assistance Program
Source: Terong Tourism Village Management Document (2021)

CBT-Based Sustainable Tourism Implementation

1. Planning Stage

The planning stage put the community as a development subject that has an active role in this stage. It includes the stages of identifying problems, identifying development potential, and developing alternative plans and facilities.

The problem that occurs in the development of this Terong Tourism Creative Village are it is lack of human resources as the tour guides and story teller in the Terong Village itself. Therefore, Tourism Awareness Group (*Kelompok Sadar Wisata*) carries out human resource development activities as a stage of development planning.

2. Implementation Stage

The implementation stage is related to community participation in the stages of implementing development programs and managing objects or businesses that are directly related to activities. For the implementation itself, the Terong Tourism Village Community is very much involved in village tourism activities such as being the tourists' local guides. The managing community and its members are involving the Terong Tourism Village community.

There are CBT (Community-Based Tourism) activities that will be carried out by the tourism agency. In this activity, the community is asked to play an active role in tourism development. This activity is done to improve the development of tourism villages and human resources in Terong Village.

3. Impact of Benefit Aspect

The impact of benefit aspect is related to the form of community involvement which can be established through the role and position of the community who have significant benefit values, both economically and socio-culturally, which will have an impact on increasing the economic welfare of local communities. The existence of tourism village activities has a good impact on the economy of the Terong village community.

The development of tourism villages also has a good influence on the local industry. Since the tourism village is being developed, the local economy has begun to increase. There have been many people who want to visit Terong Tourism Village.

Conclusions

The Terong creative tourism village, Belitung Regency, has various tourism potentials and has successfully collaborated with stakeholders and several Non-Governmental Organizations (NGOs) in establishing sustainable tourism based on the interests of the community. Based on the results and discussion in the previous chapter, it can be concluded that:

1. Potential tourist destinations for Terong Creative Tourism Village are beach/sea tourism, nature tourism, crafts and culture, and also agritourism

2. There are five stakeholder roles in the development of the Terong Creative Tourism Village, namely the the Tourism Office of Belitung Regency as the Policy Creator, the Head of the Terong Village as the Coordinator, Tourism Awareness Group (*Kelompok Sadar Wisata*) as the Facilitator, the Head of the Terong Creative Tourism Village as the Implementer, then there are BNI, BCA and PLN as the Accelerator.

3. The steps taken by the tourism village manager are through the planning stage which includes the design of human resource development as the development of village tourism management. It continues with the implementation stage which includes community-based tourism activities as a form of government program involving the village community.

Last but not least is the impact of benefit aspect that includes the development in the socio-economic field.

4. The real form of the contribution of the main stakeholders from BNI, BCA and PLN is the construction of homestays, construction of entrance gates to village tourism areas, lighting around the *Air Rusa' Berehun* village tourism, various culinary trainings, and human resources trainings.

References

- [1] BPS. (2021, 10 05). [REVISI per 09/11/2021] Agustus 2021: Tingkat Pengangguran Terbuka (TPT) sebesar 6,49 persen. Retrieved, from Press release [REVISI per 09/11/2021] Agustus 2021: Tingkat Pengangguran Terbuka (TPT) sebesar 6,49 persen: <https://www.bps.go.id/pressrelease/2021/11/05/1816/agustus-2021--tingkat-pengangguran-terbuka--tpt--sebesar-6-49-persen.html>
- [2] Kemenparekraf. (1969, Agustus 6). *Instruksi Presiden Republik Indonesia Nomor: 9 Tahun 1969*. Retrieved 01 12, 2022, from https://jdih.kemenparekraf.go.id/asset/data_puu/regulation_subject_15759_53283_9_tahun_1969.pdf
- [3] Saputra, A. A. (2020). *Stakeholder Collaboration For Sustainable Community Based Tourism*. Jakarta: Universitas Trisakti.
- [4] Nugraha, R. (2020). *Kolaborasi Antar Stakeholders Dalam Pengembangan Wisata Umbul Ponggok Kabupaten Klaten* (Doctoral dissertation, UNIVERSITAS AIRLANGGA).
- [5] Sumantri, D. (2018). Strategi pengembangan desa wisata di Kelurahan Jelesong, Kabupaten Bandung. *Jurnal Geografi Lingkungan Tropik (Journal of Geography of Tropical Environments)*, 2(2), 3. <https://scholarhub.ui.ac.id/cgi/viewcontent.cgi?article=1012&context=jglitrop>
- [6] Berliandaldo, M., Chodiq, A., & Fryantoni, D. (2021). Kolaborasi dan Sinergitas Antar Stakeholder dalam Pembangunan Berkelanjutan Sektor Pariwisata Di Kebun Raya Cibinong. *INOBISS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 4(2), 221-234. <https://doi.org/10.31842/jurnalinobis.v4i2.179>
- [7] Junaid, I. (2019). Model sinergi unsur pentaheliks pariwisata dalam pengelolaan destinasi wisata Kota Parepare dan Kabupaten Bone. *Sosiohumaniora*, 21(1), 22-33. <https://doi.org/10.24198/sosiohumaniora.v21i1.17016>
- [8] Wahyuni, D. (2018). Strategi pemberdayaan masyarakat dalam pengembangan desa wisata Nglanggeran, Kabupaten Gunung Kidul. *Jurnal Masalah-Masalah Sosial*, 9(1), 83-100. DOI: <https://doi.org/10.22212/aspirasi.v7i1.1084>
- [9] Ismayanti. (2013). *Pengantar Pariwisata*. Jakarta: Grasindo.
- [10] Ibori, A. (2013). Partisipasi Masyarakat Dalam Pelaksanaan Pembangunan Di Desa Tembuni Distrik Tembuni Kabupaten Teluk Bintuni. *Governance*, 5(1). <https://ejournal.unsrat.ac.id/v3/index.php/governance/article/view/1473/1173>
- [11] Yoeti, A. (1990). *Pengantar Ilmu Pariwisata*. Bandung: Penerbit Angkasa. 15
- [12] Hadiwijoyo, S. S. (2012). Perencanaan pariwisata perdesaan berbasis masyarakat: Sebuah pendekatan konsep. *Graha Ilmu*.
- [13] Syafi'i, M., & Suwandono, D. (2015). Perencanaan desa wisata dengan pendekatan konsep community based tourism (CBT) di Desa Bedono, Kecamatan Sayung, Kabupaten Demak. *Ruang*, 1(2), 51-60. <https://doi.org/10.14710/ruang.1.2.61-70>
- [14] Windyastri, L. M. D., Retnowati, D., & Murdiyanto, E. (2021). Partisipasi masyarakat pada kegiatan desa wisata kebonagung di kecamatan imogiri kabupaten bantul. *Jurnal Dinamika*

- Sosial Ekonomi, 22(2), 151-163. <https://doi.org/10.31315/jdse.v22i2.6395>
- [15] Sharpley, R. (2000). Tourism and sustainable development: Exploring the theoretical divide. *Journal of Sustainable tourism*, 8(1), 1-19. <https://doi.org/10.1080/09669580008667346>
- [16] Handayani, F., & Warsono, H. (2016). *Analisis Peran Stakeholder dalam Pengembangan Objek Wisata Pantai Karang Jahe di Kabupaten Rembang*. Retrieved 15, 2022, from SKRIPSI Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro: <https://media.neliti.com/media/publications/183052-ID-analisis-peran-stakeholders-dalam-pengem.pdf>
- [17] Alviya, I., Suryandari, E. Y., Maryani, R., & Muttaqin, Z. (2016). Meningkatkan peran pemangku kepentingan dalam pengelolaan wilayah hulu daerah aliran sungai Ciliwung. *Jurnal Penelitian Sosial dan Ekonomi Kehutanan*, 13(2), 121-134. <https://media.neliti.com/media/publications/125998-ID-meningkatkan-peran-pemangku-kepentingan.pdf>
- [18] Adeyinka-Ojo, S. F., Khoo-Lattimore, C., & Nair, V. (2014). A framework for rural tourism destination management and marketing organisations. *Procedia-Social and Behavioral Sciences*, 144, 151-163. <https://doi.org/10.1016/j.sbspro.2014.07.284>
- [19] Asker, S., Boronyak, L., Carrard, N., & Paddon, M. (2010). *Effective Community Based Tourism: a best practice manual*, Sustainable Tourism Cooperative Research Centre. Australia: Gold Coast. 13
- [20] Passape, L., Anderson, W., & Lindi, G. (2013). Towards sustainable ecotourism through stakeholder collaboration strategies in Tanzania. *Journal of Tourism Research & Hospitality*, 2(1), 1-14.
- [21] Beritelli, P. (2011). Cooperation among prominent actors in a tourist destination. *Annals of Tourism Research*, 38(2), 607-629. <https://doi.org/10.1016/j.annals.2010.11.015>
- [22] Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: ALFABETA.
- [23] Manongga, A., Pangemanan, S., & Kairupan, J. (2018). Implementasi Program Keluarga Harapan Dalam Mengatasi Kemiskinan Di Kelurahan Pinokalan Kota Bitung. *JURNAL EKSEKUTIF*, 1(1).
- [24] Mahfud, M. A. Z. (2015). Peran dan koordinasi stakeholder dalam pengembangan kawasan minapolitan di Kecamatan Nglegok, Kabupaten Blitar (Doctoral dissertation, Brawijaya University).