

Tourism Village Development Strategy In Lappa Upang Village, Mare District , Bone Regency , South Sulawesi

Rusli ¹ , Hasniaty ²

^{1,2}, Fajar University, Makassar

Abstract

This research aims to analyze the management strategy for tourism village development in Lappa Upang Village, Mare District, Bone Regency, South Sulawesi . Indonesia is an archipelagic country that is rich in artistic, cultural and natural diversity. Thus encouraging enormous tourism potential with its uniqueness and characteristics. Along with the dynamics of tourism development, tourism activities are now not only concentrated in big cities. However, it has entered rural areas, as can be seen from the large number of villages that have succeeded in developing their village tourism potential , managed well so that they are able to increase Regional Original Income (PAD). Bone Regency is the largest district in South Sulawesi Province, its area even reaches 4,559 kilometers with a population of 801,775 people, spread across 27 sub-districts. The southern part of the coast, there is Mare District, is on the Poros City road, Bone Regency and Sinjai Regency. Lappa Upang Village, with a population of 1,618 people and an area of 16 km, was formed from three old villages, namely Cenrana, Ula and Sunebba villages which later became one village. Lappa Upang Village has ecotourism potential with natural attractions such as Mount Batu Lotong, Lappa Upang River, and Baruttung Waterfall. Cultural traditions such as the Mabbaruga ritual and typical local culinary delights enrich the attraction. This potential supports the development of the village as a national and international tourist destination. Based on the research results, it was found that Lappa Upang Village has great potential to develop as a tourist destination by utilizing internal strengths and external opportunities. Quadrant I position in the SWOT analysis shows that the village is in a very good situation to implement a development strategy that focuses on growth and development (*Growth and Build*). By implementing the right SO strategy, villages can achieve their long-term goals and improve the welfare of local communities.

Keywords: Strategy, Development, Tourism Village,

Copyright (c) 20 24 Hasniaty

✉Corresponding author : Hasniaty

Email Address: nitahasniaty@gmail.com

INTRODUCTION

Indonesia, as an archipelagic country rich in artistic, cultural and natural diversity, has great tourism potential. Not only big cities, now tourism is also expanding to villages. Many villages have succeeded in developing their tourism potential, which is well managed so as to increase Regional Original Income (PAD).

The central and regional governments pay great attention to villages to improve the welfare, independence and progress of village communities. Tourist villages are an important part of the tourism sector and have great potential. Currently, the Indonesian government is

exploring the potential of village tourism by utilizing natural resources and local culture. Many new tourist villages have emerged with the theme of local wisdom as the main attraction.

Tourism is defined as the activity of enjoying travel to escape the boredom of daily life. According to Meyers (2009), tourism is temporary travel not to settle or earn a living, but to satisfy curiosity and spend free time. Suwantoro (1997) added that tourism is the process of temporarily leaving someone to another place outside where they live to enjoy the beauty of nature.

South Sulawesi, a province in Indonesia, has Bone Regency which is located on the east coast of this province, about 174 kilometers from Makassar City. Bone Regency is the largest district in this province with an area of around 4,559 square kilometers and a population of 801,775 people spread across 27 sub-districts.

On the southern coast of Bone Regency is Mare District, which has Lappa Upang Village with a population of 1,618 people and an area of around 16 square kilometers. This village was formed from three old villages: Cenrana, Ula, and Sunebba which later merged to become Lappa Upang Village. This village has the same customs in welcoming the harvest, which is called "Baruga" by the local community.

Lappa Upang Village has strong potential to develop an ecotourism-based village by utilizing existing human resources. Natural attractions in this village include Mount Batu Lotong, Lappa Upang River, and Baruttung Waterfall, which offer natural beauty and recreational activities for tourists. This village also has a wealth of flora and fauna which adds to its natural tourist attraction.

Traditions and culture in Lappa Upang Village, such as the Mabbaruga ritual before and after planting rice, add to the cultural value and uniqueness of this village. Local culinary delights such as binggali leaf vegetables and lawa lodung are also culinary tourism attractions.

With various existing ecotourism potentials, Lappa Upang Village has fulfilled the requirements to become a tourist village destination. According to Hadiwijoyo (2012), a tourist village is a rural area that offers an atmosphere that reflects rural authenticity with the potential to be developed into a tourism component. The Tourism Village Innovation Journal also states that the requirements for a tourist village include uniqueness, authenticity, accessibility, culture, supporting facilities and infrastructure, local community participation, and guaranteed security, order and cleanliness.

It is hoped that this research can improve the quality and skills of human resources in Lappa Upang Village and support the success of developing a tourist village in this village. Apart from that, this research also aims to develop an appropriate management strategy for the development of a tourist village in Lappa Upang Village, by involving community participation and support from the government, so that it can improve the welfare of the village community and introduce the village's potential on the national and international stage.

Research Framework

Framework think study This illustrate approach systematic in development village tourism in Lappa Upang Village. Stage beginning started with focus on development village tour in a way general , involving identification potency local like beauty nature ,

tradition culture and culinary typical of Lappa Upang Village. Understand potency this is very important as base For formulate effective strategies . After potency local identified , steps furthermore formulate a development strategy . This strategy covers plan involved management participation community , provision infrastructure , as well proper promotion For interesting tourists . Research by Hadiwijoyo (2012) and Suwanto (1997) emphasizes importance uniqueness and participation public in management strategy village tour . In research This used method SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), which is purposeful evaluate internal and external conditions . Analysis This help identify internal strengths and weaknesses as well opportunities and threats external factors faced by Lappa Upang Village development village tour . Based on results SWOT analysis , designed internal and external handling . Internal handling involves strengthening aspects that become strength village as well as improvements to existing weaknesses . Handling external focus on utilization opportunities and mitigation threat from environment outside . Research by Burkart and Medlik , Cooper (2016) and Fletcher et al. (2018) provide guide about components and attributes that must be noticed in management destination tourist . From the results SWOT analysis obtained proposal recommendations and concepts development village tourism in Lappa Upang Village. Recommendation This arranged based on results analysis and treatment that has been done done , purposeful For create a comprehensive and structured strategy . Support government become factor important in implementation recommendation This is appropriate with Meyers' (2009) findings regarding role government in development tourist .

METHODOLOGY

Data analysis in qualitative research will involve several steps to explore meaning, patterns, and findings that emerge from interviews, observations, and other qualitative data sources. The following are some general steps in qualitative data analysis:

1. Thematic Coding
2. Code Categorization and Classification
3. Identify Patterns and Relationships
4. Deep Investigation
5. Triangulation
6. Narrative Composition
7. Revision and Reflection
8. Preparation of Conclusions and Recommendations

Variable Measurement

Operational Definitions in the context of research are detailed explanations of how the variables in research will be measured or defined in concrete terms. The operational definition provides clear and measurable instructions on how to collect data and measure the variables used in research as follows:

Table 1 Definition Optional

| Aspect | Category | Description |
|------------------------------|---------------------------------|---|
| Development Infrastructure | Accessibility | Improved roads and transportation to Lappa Upang Village to improve accessibility for tourists. |
| | Accommodation | Development various type accommodation such as homestays , inns and suitable villas with need tourists . |
| | Facility Tour | Facility construction tour like park recreation , place play , and place interesting meal for tourists . |
| Enhancement Skills | Training Skills | Training programs to improve community skills in the tourism industry such as tour guides and handicraft skills. |
| | Formal and Non-formal Education | Support for formal and non-formal education in tourism-related fields such as hotel management and local culture. |
| | Training Management Business | Management training business For owner business tourist local in field finance and marketing . |
| Promotion and Marketing Tour | Branding | Development identity a strong and unique brand for Lappa Upang Village for increase Power pull it as destination tour . |
| | Digital marketing | Utilization of social media and other online platforms to promote Lappa Upang village |
| | Partnership with influencer | Cooperation with digital influencer and travel blogger for expand range promotion village lappa upang |
| Management environment | Monitoring environment | Regular monitoring of condition environment and sources Power nature around Lappa Upang Village . |
| | Management Rubbish | Implementation system management effective waste For guard cleanliness and sustainability environment . |
| | Preservation Natural resources | Protection to source Power natural important like forests , rivers , and diversity life . |
| Training and Education | Training Skills | Regular training to improve community skills in tourism and local expertise. |
| | Formal and Non-formal Education | Support for formal and non-formal education in areas related to tourism and local culture. |
| | Training Management Business | Business management training for local tourism business owners in the fields of finance and management. |

| Aspect | Category | Description |
|-----------------------|-------------------------------------|--|
| Society participation | Participation in Decision -making | Engaging public in the retrieval process decision related development and management of Lappa Upang Village. |
| | Participation in Activity Community | Push participation active public in activity supportive community development village tour . |
| | Local Economic Empowerment | Encourage local business development and community participation in the tourism industry to improve economic prosperity. |

. Method Data analysis

Deep data analysis techniques study This is a deep data analysis technique study This is with using the following: To formulate a strategy, it can be seen from the results of the SWOT analysis by looking at the results of a combination of internal and external environmental factors. By using SWOT analysis, possible strategic alternatives are obtained. The steps for making a SWOT analysis are as follows :

- Ephas Table
- Ifas Table
- SWOT Matrix
- SWOT Quadrant

RESULTS AND DISCUSSION

Data analysis results

From analysis factor environment can identified internal and external factors that influence management strategy for tourism village development in Lappa Upang Village, Mare District, Bone Regency, South Sulawesi .

The results of the classification of external strategic factors (opportunities and threats) in Lappaupang Village can be seen in table 2 as follows

- Factors strength

Table 2. Strength factors

| NO | STRENGTH FACTORS | AMOUNT | WEIGHT | RATINGS | SCORE |
|----|---|--------|----------|---------|--------|
| 1 | There are sons status area as bachelor | 71 | 0.101574 | 1,775 | 0.1803 |
| 2 | Support Government Maximum Local in matter This head village | 68 | 0.097282 | 1.7 | 0.1654 |
| 3 | High Community Enthusiasm | 73 | 0.104435 | 1,825 | 0.1906 |
| 4 | Potency Source Sufficient Natural Landscape Adequate To be a place Tour For development lication tour | 70 | 0.100143 | 1.75 | 0.1753 |

| NO | STRENGTH FACTORS | AMOUNT | WEIGHT | RATINGS | SCORE |
|----|---|--------|----------|---------|--------|
| 5 | Strategic Geographical Location | 69 | 0.098712 | 1,725 | 0.1703 |
| 6 | Cooperation between Youth and Government in development tour | 69 | 0.098712 | 1,725 | 0.1703 |
| 7 | Serving Food Unique local | 69 | 0.098712 | 1,725 | 0.1703 |
| 8 | Riches Culture and customs that are still strong In The Community is a Selling Point in Its Own | 70 | 0.100143 | 1.75 | 0.1753 |
| | Total | 699 | 1 | | 1.7481 |

Source : results by primary data, 2024.

b. Factors weakness

Table 3. Weakness factors

| NO | WEAKNESS FACTORS | AMOUNT | WEIGHT | RATINGS | SCORE |
|----|--|--------|----------|---------|--------|
| 1 | It's less massive promotion related beauty village lappa upang | 73 | 0.207386 | 1,825 | 0.3785 |
| 2 | Regulations Government Locations that are not yet clear or have not yet been created | 66 | 0.1875 | 1.65 | 0.3094 |
| 3 | Promotional Media That Are Still Limited | 69 | 0.196023 | 1,725 | 0.3381 |
| 4 | are no supporting facilities at each Destination Tour | 70 | 0.198864 | 1.75 | 0.348 |
| 5 | is no permanent manager yet For Tourism Village Development | 74 | 0.210227 | 1.85 | 0.3889 |
| | Total | 323 | 1 | | 1.6222 |

From the results of the analysis in the table above, the internal factors which are strengths (*Strength*) and weaknesses (*Weakness*) have a total score value of 17481 and the score value for weaknesses is 1.6222.

External Matrix

1. Based on results interviews on factors external

c. Opportunity factor

Table 4 Opportunities

| NO | OPPORTUNITY FACTORS | AMOUNT | WEIGHT | RATINGS | SCORE |
|----|--|--------|---------|---------|--------|
| 1 | The High Interest in Traveling by the People of Bone Regency | 72 | 0.35122 | 1.8 | 0.6322 |

| | | | | | |
|---|--|-----|----------|-------|--------|
| 2 | Lack of location tour nature in the Bone Regency area | 66 | 0.321951 | 1.65 | 0.5312 |
| 3 | There are visitors often come camping in the village lappa upang | 67 | 0.326829 | 1,675 | 0.5474 |
| | Total | 186 | 1 | | 1.5573 |

d. Threat factors

Table 5 Threats

| NO | THREAT FACTORS | AMOUNT | WEIGHT | RATINGS | SCORE |
|----|---|--------|----------|---------|--------|
| 1 | Conflict Between Land Owners and Government Local | 63 | 0.311881 | 1,575 | 0.4912 |
| 2 | Scramble For Manage Place Tour | 67 | 0.331683 | 1,675 | 0.5556 |
| 3 | Street Towards the Destination Center Location The planned tourism is still classified as inadequate due to the hardening and distance from the sub - district Far About 17 Kilo Meters | 72 | 0.356436 | 1.8 | 0.6416 |
| | Total | 176 | 1 | | 1.4682 |

Source : Primary Data Processing Results, 2024 .

From the results of the analysis in the table above, external factors which are strengths *and* weaknesses *have* a total score of 1.5573 and the score for weaknesses is 1.4682.

Condition External and Internal Environment of Lappa Upang Village

Environment external and internal play a role important in development tour Lappa Upang village . Duncan explained that environment external covers outside factors possible environment influence decision manager Business . Whereas internal environment includes factors in related environment direct with organization .

Study This show that factor The internal strength of Lappa Upang village is more dominant compared to weaknesses , providing valuable capital For development . Opportunity external is also more big compared to threat , give favorable conditions For development tour . A study by Yudiaris (2015) supports this findings this , where factor strength own score more tall compared weakness .

Lappa Upang Village has ecotourism potential with natural attractions such as Mount Batu Lotong, Lappa Upang River, and Baruttung Waterfall. Cultural traditions such as the Mabbaruga ritual and typical local culinary delights enrich the attraction. This potential supports the development of the village as a national and international tourist destination.

After know results score from table and *External* , next can is known position organization on the SWOT diagram with method calculation score internal and external tables that is as following :

a. Total Score Internal table

Total Strengths Score - Total Weaknesses Score = $1.74 - 1.62 = 0.12$

b. Total Score External table

Opportunity Score - Total Threat Score = $1.55 - 1.46 = 0.09$

The scores obtained in the internal and external tables produce coordinate points, namely (0.12 : 0.09). Based on mark from point coordinate that , then position organization known in quadrant I.

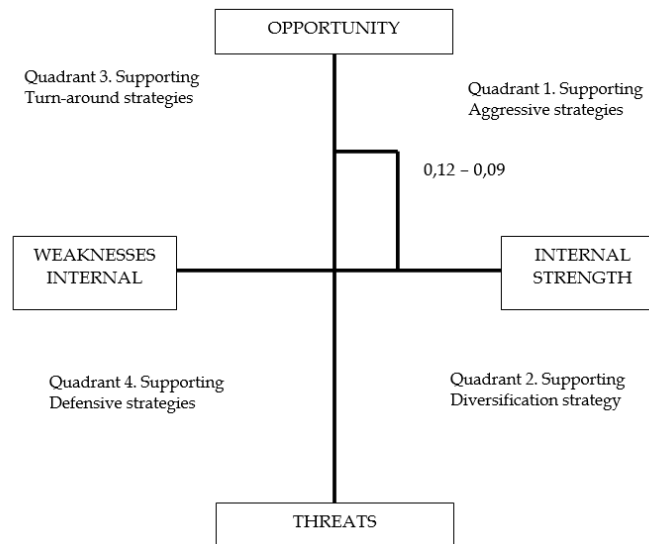


Figure 2. SWOT diagram

Quadrant I position in the SWOT analysis shows that Lappa Upang village has dominant internal strengths and faces large external opportunities. This is an ideal situation because the village can leverage its internal strengths to take advantage of external opportunities. The following is an explanation of the analysis results for quadrant I position.

Internal Strengths (Strengths), namely :

Potency Natural Resources namely :

1. Lappa Upang Village has source Power abundant nature , incl mountains , rivers , and beauty nature that has not touched .
2. **Network Good Marketing** : Having a network Good marketing , though amount place tourism in Bone Regency still limited , provide superiority competitive .
3. **Tourism Development Ideas : There are** innovative ideas For development village tourism , which can be become solution For fulfil need tourists in Bone Regency .
4. **Beautiful Landscapes** : Beauty natural village , incl Lotong stone hill and waterfall baruttung , giving Power strong pull for tourists .
5. **Regional Specialty Culinary** : Cooking typical village like vegetable leaf binggali and nasu leaf loud add mark cultural and interesting traveler culinary .

External Opportunities (Opportunities) , namely :

1. **Community Travel Interest** : High interest public Bone Regency and surrounding areas For travel open opportunity big for development tour village .

2. **Lack of Place Tourism in Bone Regency** : Disadvantages place tourism in the area the give opportunity for Lappa Upang village for fill in market vacancy .
3. **Support from Government** : There is support from government For development infrastructure and facilities tour .
4. **Wide Market Potential** : Wide tourist market , good local nor international , provide opportunity big For interesting more Lots visitors .

Possible SO Strategy Done that is :

1. **Utilise Potency Natural Resources (S4 - O1)** : With utilise beauty natural village , like mountains and rivers , for interesting high number of tourists his interest For travel .
2. **Developing Tourism Development Ideas (S1 - O2)** : Implementing innovative ideas For build place possible tourism become solution for public Bone Regency .
3. **Use Natural Beauty for Attracting Tourists (S5 - O3)** : Using beauty stretch natural village For inviting traveler do outdoor activities such as camping on the Batu Lotong hill .

SO Strategy Implications are : With be in position quadrant I, Lappa Upang village is located in very profitable position For develop as destination tour . Internal strength possessed can utilized optimally for take opportunities that exist in the environment external . SO strategy implementation will possible village For :

- Develop facility interesting and quality tourism .
- Increase amount visitors through effective promotion .
- Increase well-being public with create opportunity economy new .
- Maintain and preserve environment natural village with sustainable management

CONCLUSION

Based on the results of the research and studies described previously, it can be concluded as follows:

Lappa Upang Village has great potential to develop as a tourist destination by utilizing internal strengths and external opportunities. Quadrant I position in the SWOT analysis shows that the village is in a very good situation to implement a development strategy that focuses on growth and development (Growth and Build). By implementing the right SO strategy, villages can achieve their long-term goals and improve the welfare of local communities.

Reference

- Christensen, C. M. (1997). The innovator's dilemma: When new technologies cause great firms to fail. Harvard Business Review Press.
- Christensen, C. M., Raynor, M. E., & McDonald, R. (2015). What is disruptive innovation. Harvard Business Review, 93(12), 44-53.
- Efri N. 2019. Management Strategic . Publisher Deepublish . Yogyakarta
- Erwan, Mujahid, St Rukaiyah. Analysis Management Strategy in Facing Impact Ascension Bbm (Case Study of Fishermen in Merauke Regency). Poma Journal : Publish Of Management Volume 1 Number 1
- Fitrianti H. 2014. Talun Tourism Village Development Strategy Through a Community Empowerment Model . *Economics Development Analysis Journal* 3 (1). (Accessed 20 February 2024)
- Gautama B.Ps. 2020. Tourism Village Development Through Approach Community empowerment . *Journal Devotion To the Society* Vol. 1 No 4. (Accessed 20 February 2024)

- Hamel, G., & Prahalad, C. K. (1994). *Competing for the future*. Harvard Business Press.
- Indriyani AAI 2015. Community Empowerment Through Tourism Village Development and Its Implications To Regional Socio- Cultural Resilience . *Journal National Security* , Vol. 23, No 1. (Accessed 20 February 2024)
- Kim, W. C., & Mauborgne, R. (2015). *Blue ocean strategy*, expanded edition: How to create uncontested market space and make the competition irrelevant. Harvard Business Review Press.
- Makhalul I. *Theory and Practice of Micro Institutions Sharia Finance* , Yogyakarta: UII Press, 2002, p . 57
- McGrath, R.G. (2019). *Seeing around corners: How to spot inflection points in business before they happen*. Houghton Mifflin Harcourt.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. John Wiley & Sons.
- Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., & Papadakos, T. (2014). *Value proposition design: How to create products and services customers want*. John Wiley & Sons.
- Porter, M. E. (1980). *Competitive strategy: Techniques for analyzing industries and competitors*. Free Press.
- Porter, M.E. (2008). *On competition*. Harvard Business Press.
- Prabowo SE 2016. Analysis Community Participation in Tourism Village Development . *Journal Administration Business (JAB)* Vol. 33 No. 2. (Accessed 20 February 2024)
- Salusu J. 2015. *Strategic Decision Making For Public Organizations and Nonprofit Organizations* . Jakarta: Gramedia Widiasarana Indonesia.
- Sembiring D. MJ , Fatihudin D.SE. , M.Si. 2020. *Strategic Management From Theory to Practice*. CV. QIARA MEDIA PUBLISHERS. East Java
- Sugianto A. 2016. Study of the Potential of Tourism Villages to Improve the Economy of the Community of Karang Patihan Village, Balong Ponorogo District. *Journal of Equilibrium* , Volume 11, Number 1. (Accessed 20 February 2024)
- Sunarjaya IG 2018. Obstacles to the Development of Munggu Tourism Village, Mengwi District, Badung. *JUMPA* Volume 4 Number 2. Bali
- Utomo SJ 2017. *Tourism Village Development Strategy in Karangploso District, Malang Regency*. *Neo-Bus* . Volume 11, No.2, Trunojoyo Madura University
- Zuriani R. 2020. *Strategic management textbook (theory and application)*. Publisher *Deepublish* . Yogyakarta