

# Identification of Potential for Sustainable Tourism Village Development in Gandusari District (Krisik Village, Tulungrejo Village, Semen Village, Soso Village)

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**Abstract:-** Tourism village is manifestation of development that based on sustainable alternative tourism. Tourism village development is not only for tourism industry but also for community empowerment, environment preservation, culture and customs especially tourism village development in Gandusari District. The aim of this study was to identify the attractiveness of tourist village in Gandusari District (Krisik Village, Tulungrejo Village, Semen Village and Soso Village) so that it can be used as a guide in developing sustainable tourism villages. This study uses the ODTWA assessment analysis, which includes six elements of assessment, that called natural Tourism Attraction, Accessibility, Surrounding conditions, facilities and infrastructure to support relationship with Other Tourism Objects and Security Assessment of sustainable tourism destination, utilization. Economy for local community, cultural preservation for the community and visitors. Environmental preservation. The assessment community readiness uses four elements, those are community criteria, community perception, community participation and community desires.

**Keywords:-** Village Tourism, Sustainable Village, Readiness, Potency.

## I. INTRODUCTION

Tourism is whole series of activities related to the movement of people who or temporary stopover from their place of residence, to a destination several places outside their neighborhood which are driven by several needs without the intention of earning a living [1]. Tourism is one of the sectors driving the economy which needs to be given more attention in order to develop well.

Tourism is not properly designed well will result in (1) permanent damage or change to physical environment; (2) permanent damage or change to the area of cultural history and natural resources; (3) too many people and traffic jams; (4) pollution; and (5) traffic problems [3]. For this reason, it

is nessecary to develop community-based and sustainable alternative tourism [2]-[3].

Tourism village is rural area that has several special characteristic to be tourist destination. In this rural, the community still has tradition and culture ash. In addition several supporting factors such as typical food, agricultural systems and social system also tourist village area. Apart from these factors, nature and the environment that is still pristine and preserved is one of the most important factors of tourist destination [2].

Gandusari district is one of three districts in Blitar Regency which is a tourism village development planning area as stated in the 2016 Blitar Regency Tourism Development Master Plan. One of the aim of developing this tourism village is to improve the living standart of people in Blitar Regency by creating job opportunities and business opportunities that can be linked to development of sustainable rural tourism areas. The development of tourism village in Gandusari Subdistrict is directed at four villages, namely Krisik Village, Tulungrejo Village, Semen Village and Soso Village [4].

However, so far there are only two villages that can take advantage of the existing potential as a tourist attraction, that are Semen Village and Tulungrejo Village [6]. The problem that occurs between the potential of natural resources is that the community does not optimize the potential of existing resources the use of them as tourism potential in this area. The local community is also lacking in promoting the tourism potential that exist in the region. In addition, there is also no description of what kind of tourism village development model should be developed in Krisik Village, causing the development of existing tourist villages to tend to be duolicative, referring to existing tourist villages, not raising local uniqueness.

The purpose of this study was to identify the attractiveness of a tourist village in Gandusari District (Krisik Village, Tulungrejo Village, Semen Village and Soso Vilage)

so that it can be used as a guide in developing sustainable tourism villages. This study uses ODTWA assessment analysis [7], which includes six elements of assessment, namely Natural Tourism Attraction, Accessibility surrounding conditions, facilities and infrastructure to Support Relationships with Other Tourism Objects and Security [4]-[8]-[9]. Assessment of sustainable tourism destinations which includes four elements namely management of sustainable tourism destinations, economic use for local communities, cultural preservation for communities and visitors, environmental preservation [10]-[11]. The assessment of community readiness uses four elements of assessment, namely community criteria, community perceptions, community participation and community desires [12]-[13]-[14].

**II. METHOD**

**A. Data Collection**

Data on the potential attractiveness of tourist villages and sustainable tourism development destinations are obtained through direct observation of observation object of biophysical, socio-economic, cultural and institutional data which are potential objects and attractions of tourist villages and tourism village development resources. In addition, interviews were also conducted with the management of the tourism village.

The technique of collecting data on the readiness of the community for the development of a tourist village was carried out by interviewing and distributing questionnaires to 20 people living around the tourist attractions of the tourist villages in Gandusari District [4] - [10].

**B. Data Analysis**

The analysis technique used is the ADO-ODTWA tourist attraction assessment technique. The elements assessed include: (1) Elements of attractiveness, (2) Elements of accessibility, (3) Elements of Relationships with Other Tourism Objects (4) Elements of Conditions around the Area (5) Supporting Facilities and Infrastructure (6) Security.

The assignment of weights to each element of the assessment is based on the Guidelines for the Analysis of Regional Operations of Objects and Natural Tourism Attractions (ADO-ODTWA) by the Directorate General of Forest Protection and Nature Conservation, Ministry of Forestry of the Republic of Indonesia. The following is the calculation of the score for each aspect:

$$S = N \times B \tag{15,16}$$

Information:

- S = Score/value
- N = Sum of elements in each assessment
- B = weight value

After obtaining the score for each element of the tourist attraction assessment, then the classification is carried out using equations below

$$Range = \frac{S_{maks} - S_{min}}{C} \tag{15,16}$$

Information :

- Range = The value of the interval in establishing the classification interval of assessment
- $S_{maks}$  = The highest score
- $S_{min}$  = The lowest score
- C = Number of classification assessment

After obtaining the total score, the classification range is then made ranking and divided into four classification classes based on the classification Indonesia Sustainable Tourism Award, (2017) those are excellent, good, sufficient, and deficient.

Assessment of sustainable tourism destinations includes four elements of assessment: (1) Management of Sustainable Tourism Destinations, (2) Elements of accessibility, (3) Economic Utilization for Local Communities (4) Cultural Preservation for Communities and Visitors [13]. The scoring system for each assessment indicator is as follows:

TABLE I. ASSESSMENT OF SUSTAINABLE TOURISM VILLAGE DESTINATION

Score	Predicate
4	EXCELLENT
3	GOOD
2	SUFFICIENT
1	DEFFICIENT

Source: Indonesia Sustainable Tourism Award, (2017)

After obtaining score in each assessment, then classified as below :

$$Na = \frac{(S \times i) \times 100}{Ki} \tag{13}$$

Information :

- Na = Final score
- S = Sum of result survey score
- i = Sum of indicators
- Ki = Total of all indicators

After obtaining the total score, the classification range is then ranked as follows [13].

TABLE II. ASSESSMENT OF RESULT CLASSIFICATION

No	Final Score	Predicate
1	301 - 400	EXCELLENT
2	201 - 300	GOOD
3	151 - 200	SUFFICIENT
4	100 - 150	DEFFICIENT

Source: Indonesia Sustainable Tourism Award, (2017)

The assessment of the readiness of the community for the development of a tourism village is assessed based on four elements, community criteria, perceptions, participation, and community desires [14] - [15].

Each element is described in specific elements according to the questions contained in the questionnaire, then weighting is carried out using the following equation:

$$S = N \times B \tag{15,16}$$

Information :

- S = Score/value
- N = Sum of elements in each criteria
- B = Weight value

After obtaining the score for each element of the tourist attraction assessment, then the classification is carried out using equations below :

$$Range = \frac{S_{maks} - S_{min}}{C} \tag{15,16}$$

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After obtaining the total score, the classification range is then made rank and divided into four classification classes based on the classification *Indonesia Sustainable Tourism Award*, (2017) those are excellent, good, sufficient, and deficient.

### III. RESULT AND DISCUSSION

Gandusari District is one of 22 sub-districts under the administrative area of Blitar Regency with an area of 88.23 km<sup>2</sup>. In 2019 the Gandusari District area consists of 14 villages divided into 45 hamlets, 116 Community Association (CA), 437 neighborhood Association (NA). The population of Gandusari District in 2019 was recorded at 79,042 people, consisting of 39,966 male residents and 39,706 female residents.

The topography of Gandusari District is a mountainous area located on the slopes of Mount Kelud and Mount Kawi with an altitude between 322 and 675 meters above sea level. Therefore, Gandusari District has beautiful natural scenery, cool air and various types of flora and fauna typical of mountainous areas. Not only that, various traditional arts are also still maintained today. With the consideration of these natural and cultural wealth in 2014 through the Blitar Regency Tourism Development Master Plan, the Blitar Regency Government established four villages in Gandusari District namely Krisik Village, Tulungrejo Village, Semen Village and Soso Village as the location for developing tourism villages.

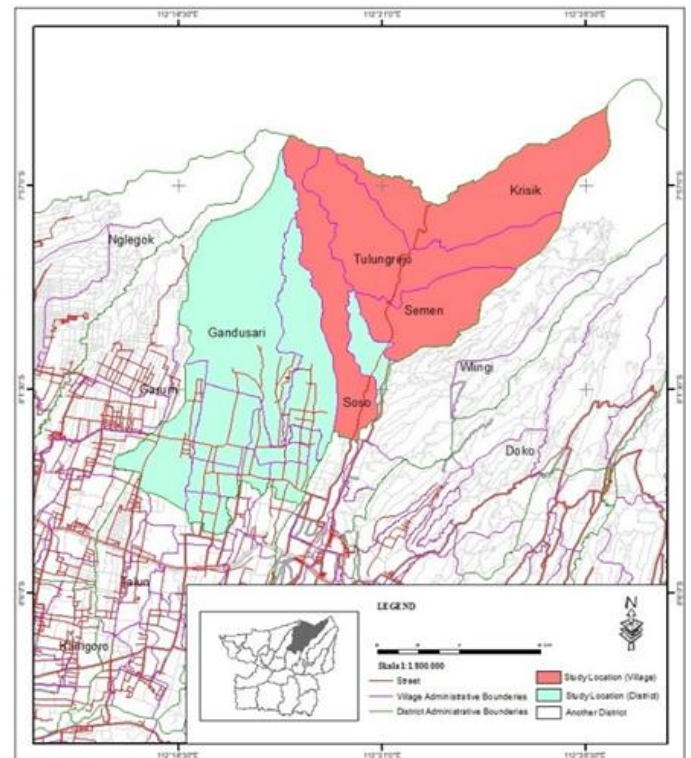


Figure 1. Research Locations in Gandusari District

#### C. Identification of Tourism Potentials and Tourist Attractions in the Tourism Village

##### 1) Krisik Village

- a) The tourism potential in Krisik Village is Telaga Rambut Monte. Telaga Rambut Monte is a tourist attraction in the form of a unique lake because the water is clear and blue. In addition, the fauna in the form of ancient fish which local residents call the fish of the gods.
- b) Potential cultural uniqueness in the form of a Hindu ceremony at the Arga Sunya temple as well as the offering ceremony and the village gerebeg ceremony (selamatan desa) which are still preserved by the community

##### 2) Tulungrejo Village

- a) The tourism potential in Tulungrejo Village is in the form of pine trees that are decades old and neatly arranged, while the fauna resources are in the form of squirrels and various types of birds. Types of tourism activities that can be carried out are enjoying natural scenery, photography, educational tours, camping and hiking.
- b) Another tourism potential of Tulungrejo Village is one of the climbing routes for Mount Kelud with a short, sloping and easily accessible route so it is a favorite route for climbers.

##### 3) Semen Village

- a) Semen village tourism potential, namely Puspa Jagad Ecological Tourism Village, which is an educational tourism village that offers various educational tour packages including: agro tour packages in the form of rice

and orchid planting practices, educational tours for making Javanese sugar, educational tours for making pineapple juice drinks, educational tours for milking cows, rabbit cultivation, etawa goat cultivation, catfish farming and other tourism activities that can be done are flying fox outbound, camping and hiking.

b) The unique potential of Kuda Lumping traditional arts, Legem Beksan art, Pencak Silat and traditional ceremonies that are still maintained by the people of Semen Village is the village gerebeg (selamatan desa).

4) Soso Village

The tourism potential of Soso Village in the form of Lake Blumbang Gede also known as Nyunyor Reservoir is a tourist attraction of a lake / dam which is quite large and filled with lots of fish is also a favorite place for anglers.

D. Analysis of the Assessment of the Potential of Tourism Village Attractions

Assessment of tourist attractiveness is an important factor in the development of a tourist village, because the

results of the attractiveness assessment will provide an overview of the problems that exist in tourist locations. The following are several assessments obtained based on six assessment categories, namely Natural Tourism Attraction (NTA), Accessibility (Access), Surrounding Conditions (SC), Supporting Facilities and Infrastructure (SFI), Relationship with Surrounding Objects (RSO), and Security.

TABLE III. ASSESSMENT OF THE POTENTIAL ATTRACTION OF TOURISM VILLAGES IN GANDUSARI DISTRICT

No	Variable	Village			
		Krisik	Tulungrejo	Semen	Soso
1.	NTA	840	1050	1230	540
2.	Access	625	625	675	475
3.	SC	675	675	875	525
4.	RSO	135	150	180	80
5.	SFI	130	150	180	120
6.	Security	525	550	550	475

TABLE IV. CLASSIFICATION OF TOURISM ATTRACTION VARIABLE ASSESSMENT

No	Classification	Variable						
		NTA		Access	SC	RSO	SFI	Security
		Land	Waters					
1	EXCELLENT	1440-1201	1260-1036	900-751	1200-1051	185-151	211-172	650-551
2	GOOD	1200-961	1035-811	750-601	1050-851	150-116	171-132	550-451
3	SUFFICIENT	960-721	810-586	600-451	850-651	115-81	131-92	450-351
4	DEFICIENT	720-480	585-360	450-300	650-450	80-45	91-51	350-250

TABLE V. CLASSIFICATION OF TOURISM VILLAGE POWER VARIABLE ASSESSMENT

Classification	Interval
EXCELLENT	4436-3707
GOOD	3706-2977
SUFFICIENT	2976-2247
DEFICIENT	2246-1516

TABLE VI. ORDER CLASSIFICATION OF THE VILLAGE WITH THE HIGHEST SCORE

No	Village	Score	Classification
1.	Semen	3670	GOOD
2.	Tulungrejo	3200	GOOD
3.	Krisik	2930	SUFFICIENT
4.	Soso	2215	DEFICIENT

Based on the results of the assessment of the potential and attractiveness of the tourism village mentioned above, it was found that two tourist villages in Gandusari District were classified as GOOD, namely Semen Village and Tulungrejo Village, one village was classified as SUFFICIENT, namely Krisik Village. Meanwhile, one village that was classified as DEFICIENT was Soso Village.

Semen Village and Tulungrejo Village are classified as good, where Semen Village shows the best value of all elements, however, accessibility needs to be improved considering the condition of the road to the tourist attraction is damaged. Soso Village is in the poor classification class. This is because the natural tourist attraction, surrounding conditions, as well as supporting facilities and infrastructure are in the poor classification class. This situation is due to the tourist attraction of Soso Village being in a disputed land between the community, the village government and PT. Kismo Handayani so that people are reluctant to care for and manage it.

E. Analysis of Sustainable Tourism Destination Assessment

Sustainable tourism development is a tourism development that is ecologically supported as well as economically viable, as well as ethically and socially fair to the community. That is, sustainable development is an integrated and organized effort to develop the quality of life by regulating the provision, development, utilization and maintenance of resources in a sustainable manner.

This assessment was obtained based on 4 (four) assessment categories, namely management (M), economic use for local communities (EU), environmental preservation (EP), and Cultural Preservation for the community and visitors (CP).



TABLE VII. ASSESSMENT OF SUSTAINABLE TOURISM VILLAGE DESTINATIONS

No	Variable	Village			
		Krisik	Tulungrejo	Semen	Soso
1.	M	186	216	288	112
2.	EU	195	211	332	105
3.	EP	269	185	369	108
4.	CP	159	185	204	122

TABLE VIII. CLASSIFICATION OF SUSTAINABLE TOURISM DESTINATION DEVELOPMENT ASSESSMENT

Classification	Interval
EXCELLENT	301-400
GOOD	201-300
SUFFICIENT	151-200
DEFICIENT	100-150

TABLE IX. ORDER OF CLASSIFICATION CLASSES OF THE VILLAGE WITH THE HIGHEST SCORE

No	Village	Score	Classification
1.	Semen	284	GOOD
2.	Tulungrejo	203	GOOD
3.	Krisik	191	SUFFICIENT
4.	Soso	113	DEFICIENT

Based on the results of tourism estimates based on two tourist villages that are classified as GOOD, namely Semen Village and Tulungrejo Village. One village is classified as SUFFICIENT, namely Krisik Village. Meanwhile, Soso Village is classified as DEFICIENT. However, it can be seen that even though it is in a GOOD classification, Tulungrejo Village has a very far difference in value with Semen Village. This is because the development of the tourist village of Tulungrejo is still relatively new, so that the element of sustainability has not been maximally applied in its development. Whereas in Semen Village, the management of the tourism village potential began to apply elements of sustainability in the development of tourism in its area, especially in managing the Ecological Tourism Area of Puspa Jagad Desa. Krisik Village is classified SUFFICIENTLY because so far the development of tourism in the village has only been limited to developing its tourist attractions. Soso Village is classified as DEFICIENT. Because if you look at the overall tourism in Soso Village, it has not been at the same rate because it is currently still in the stage of resolving land disputes.

*F. Analysis of Community Readiness for the Development of Sustainable Tourism Villages in Gandusari District*

The community has an important role in developing a tourist village [6]. Because the tourism village is a form of rural tourism that involves the active role of the community, is oriented towards enjoying the atmosphere of rural life, respecting and obtaining added value to life from the culture and natural environment, as well as improving the welfare of the local community. The assessment of community readiness in this study was obtained based on a questionnaire divided into four assessments, namely, community characteristics (CC), community perception of tourism village development

(CP), level of community participation (LP), and community desire (CD). Based on the questionnaire distributed to 20 respondents in four tourist villages in Gandusari District, the following data were obtained.

TABLE X. TABLE OF COMMUNITY READINESS ASSESSMENT OF VILLAGE VIII WISATA DEVELOPMENT IN GANDUSARI DISTRICT

No	Variable	Village			
		Krisik	Tulungrejo	Semen	Soso
1.	CC	450	450	450	450
2.	CP	510	510	600	360
3.	LP	240	270	330	180
4.	CD	270	300	360	180

TABLE XI. CLASSIFICATION OF VARIABLE ASSESSMENT / LEVEL OF COMMUNITY READINESS FOR TOURISM VILLAGE DEVELOPMENT

No	Classification	Variable			
		CC	CP	LP	CD
1	EXCELLENT	600-526	720-601	360-316	360-316
2	GOOD	525-451	600-481	315-271	315-271
3	SUFFICIENT	450-376	480-361	270-226	270-226
4	DEFICIENT	375-300	360-240	225-180	225-180

TABLE XII. CLASSIFICATION OF COMMUNITY READINESS LEVEL ASSESSMENT OF TOURISM VILLAGE DEVELOPMENT

Classification	Interval
EXCELLENT	2040-1756
GOOD	1755-1471
SUFFICIENT	1470-1186
DEFICIENT	1185-900

TABLE XIII. ORDER OF CLASSIFICATION CLASSES OF THE VILLAGE WITH THE HIGHEST SCORE

No	Village	Score	Classification
1.	Semen	1740	GOOD
2.	Tulungrejo	1530	GOOD
3.	Krisik	1470	SUFFICIENT
4.	Soso	1170	DEFICIENT

Based on the table above, it can be seen that Krisik Village and Tulungrejo Village are classified as medium. However, the form of community participation in tourism development is still up to the implementers of the activities, not starting from the planning level. It is different from Semen Village with its main tourist attraction, namely Puspa Jagad Ecological Tourism Village, which is in a good classification because all managers are local residents. Meanwhile, in its management, the manager involves the community starting from the planning stage, for example through deliberations and group discussion forums by including local community leaders who are considered to be able to provide input in tourism development in the village. Meanwhile, Soso Village is classified as bad, this is because the location of the tourist

attraction is a disputed land so that the community is reluctant to manage and develop it as a tourist attraction. Besides that, the obstacle in developing tourism in Gandusari District is the low understanding of preserving nature and culture. This can be influenced by the level of education, because the average level of education of the community is only elementary and junior high school graduates found in several villages close to tourist objects.

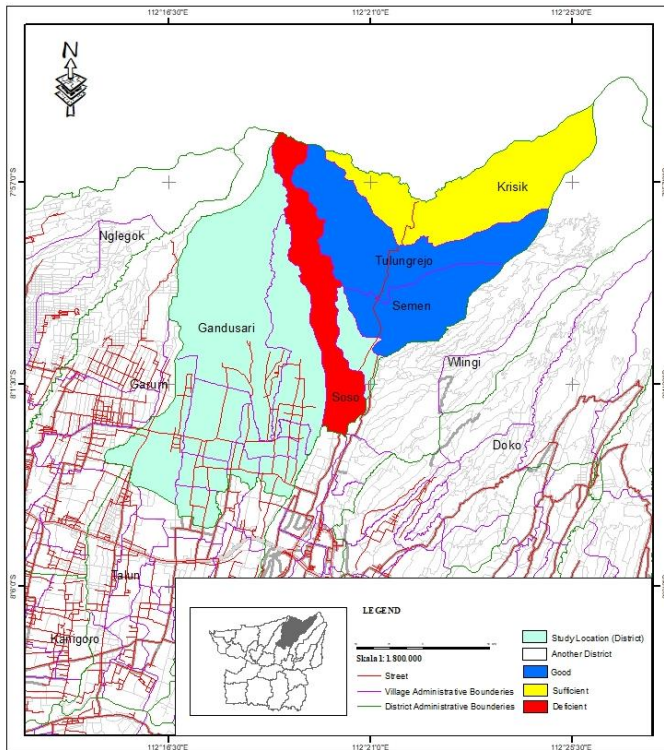
development of sustainable tourism destinations, overall it is classified as DEFICIENT.

## V. LIMITATION AND FUTURE RESEARCH

This research is a preliminary research related to the development of a sustainable tourism village. Furthermore, further research is needed to determine a sustainable tourism village development strategy.

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Gandusari District Figure 2. Level of Classification Tourism Village in Gandusari District.

## IV. CONCLUSION

### 1) Krisik Village

Based on the results of the assessment of the potential attractiveness of the tourist village of Tulungrejo on the development of sustainable tourism destinations, the overall classification is SUFFICIENT.

### 2) Tulungrejo Village

Based on the results of the assessment of the potential attractiveness of the tourist village of Tulungrejo on the development of sustainable tourism destinations, overall it is in the GOOD classification.

### 3) Semen Village

Based on the results of the assessment of the potential attractiveness of the tourist village of Tulungrejo towards the development of sustainable tourism destinations, as a whole it is in the GOOD classification.

### 4) Soso Village

Based on the results of the assessment of the potential attractiveness of the tourist village of Tulungrejo towards the