

# **ROLE OF YOUTH COMMUNITY IN DEVELOPING TOURISM MICRODESTINATION ONE VILLAGE TEN DESTINATIONS (OVTD): A CASE OF TOURISM MICRO- DESTINATION IN LANTAN VILLAGE NORTH BATUKLIANG CENTRAL LOMBOK INDONESIA**

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**Abstract:** Lombok, West Nusa Tenggara is one of the 10 Priority Tourism Destinations projected by the government to be an alternative tourism destination other than Bali. The government established Mandalika area located in Kuta, Central Lombok into Special Economic Zone (KEK) where the 3A (attraction, accessibility, and amenity) development focus on that area. However, Lombok's tourist attraction itself is not centered only in the KEK zone, therefore it takes supporting destinations that should be developed as an integrated part of tourism development in Lombok, West Nusa Tenggara. The local communities want to play its role in this development. The research tries to find how youth local community responds to a new concept of tourism micro-destination development. One Village Ten Destinations (OVTD) is a pilot project to develop micro-destinations as an integrated part of the tourism development program. This paper is a preliminary research upon the role of youth community in the rural area in developing OVTD concept, case studied in Lantan Village, North Batukliang, Central Lombok. Key elements in the OVTD development are the Tourism Awareness Group (Pokdarwis) formed in the village, as well as a local regulator (Village Administrative), academics as a facilitator through a participatory research action (PAR) explore development process within the community, from the first stage as a concept into an action. We are using a series of focus group discussion in this research interviews as well as a collection of visual data of the community projects. The preliminary result of this research is the youth local community able to ignite the development of OVTD although facing several obstacles. The youth local community also confidently communicating the concept to the legislator and regional government in Central

*Lombok in a form of the hearing session at the Representative House as well as developing project proposal on tourism micro-destinations development of their area to the regional government.*

**Keywords:** *Tourism, Micro-Destinations, Communication*

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## **Introduction**

Indonesia projection on the number of foreign tourist arrivals in 2019 will reach 20 million, while domestic travel numbers are targeted to reach 275 million (Dadang, 2016). Viewing these figures, can be inferred that the people of Indonesia itself is an active consumer for tourism activities, while on the other hand also play roles as a producer in tourism sector. The emergence of the sharing economy concept, stimulate public participation to take part in the tourism sector as an entrepreneur. Meanwhile the national tourism master plan as outlined in Government Regulation No. 50 of 2011 on RIPPARNAS 2010-2025, to reach those target needs at least four main elements of development, mentioning development of destinations, the development of the tourism industry, the development of tourism marketing and the development of tourism institutions.

When looking at the master plan, this preliminary research is seeking an answer to the planned tourism development from the government through the development strategies of micro-destinations development as a part of the development of tourist attraction or tourist destination. At the beginning, this research attempts to build initiatives which able to start with the local tourism community. Local content and the existing tourism potential is formulated and mapped by the community itself.

One of the biggest issues facing the tourist today is how to evaluate and rank the tourism destinations, as well as to understand what factors influence their choice (Guo&Sun 2016). While Indonesia have plenty of prominent tourism destinations, the challenge of answering the need of new destinations and customized demand of specific attraction continues emerging.

This study limits only on the development of micro-tourism destinations in Lantan Village, located in Central Lombok, West Nusa Tenggara as the initial research. Lantan Village is a village at the foot of Mount Rinjani with a population of 4,860 people (Statistic Indonesia, 2016). The Lantan Village people who actively participated in the research is active within community group of Tourism Awareness Group (Pokdarwis) Lantan Village which was dominated by youths.

The majority of Lantan villagers rely on agricultural and plantation sectors, namely in rice, maize and plantation crops grown in the forest conservation area of Gunung Rinjani National Park (TNGR), such as bananas, avocados and taro. Nusa Tenggara Province is still overshadowed by the problem of high unemployment rate, as well as at the Lantan Village. Activities that have the potential to increase the economic activity, highly needed. In this case, the tourism sector becomes an option, looking at the nature's beauty around the village and also the proximity to the prominent tourist attraction of Mount Rinjani which will officially become Geopark as of April 1, 2018. However, the ability of the community to package tourism products, both in the form of attractions, amenities and accessibility is still very low.

This condition became the initial trigger to build an active community in terms of tourism sector development. Participatory action research opens the opportunity to activate an initially passive community because of its inability to formulate concepts, becoming an active society capable of visualizing future targets for those who yearn for family economic change. Local residents (Andereck & Vogt, 2005) recognize many positive and negative consequences of tourism. Those who feel tourism is important for economic development, benefit from it, and are knowledgeable about the greater positive impacts, but do not differ from others with respect to perceptions of tourism negative impacts.

The local residents aware of the both potential impacts on tourism development, therefore the need of public participation is important in the development of the tourism sector, as this sector has the potential to cause socio-cultural impacts and an impact on the environment as well. Through participation, the local community is expected to formulate the direction and pace of tourism development in their place properly. Each region has different societal characteristics, related to the adaptation of social change.

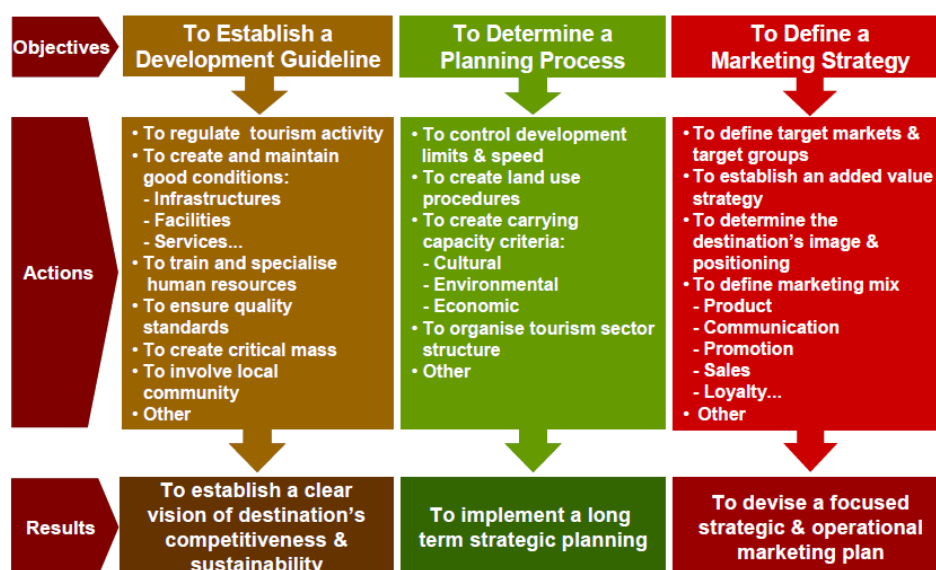
## **Literature Review**

### ***Tourism Development***

As tourism becomes increasingly important to communities around the world, the need to develop tourism sustainably also becomes a primary concern. Human communities represent both a primary resource upon which tourism depends, and their existence in particular place at a particular time may be used to justify the development of tourism itself. Communities are a basic reason for tourists to travel, to experience the way of life and material products of different communities. Communities also shape the 'natural' landscapes which many tourists consume (Richard & Hall, 2000 p1).

However, in modern society, no tourism industry can escape from international competition due to globalization. In this situation, how to increase international competitiveness has become one of the greatest concerns (Chang & Chang 2015). With the rapid economic and social development, the increase of GDP every year, and people's growing concern toward recreation, the tourism industry has been developing vigorously. In many countries, the tourism industry is a main industry that deserves our policy attention, and obviously it has become a global socioeconomic phenomenon (Cracolici & Nijkamp 2009 p336-344).

There are three key areas of a tourism development policy for destinations at any level, local, regional, national or international. The key areas that should be present to achieve the established goals, all through the sustainable tourism development process of any destination, are the following: Establishment of development guidelines, Determine and control the planning process, Define a marketing strategy and actions. (Masip, 2006)



Source: Datzira-Masip, J. 'Cultural Heritage Tourism-Opportunities for product development: the Barcelona case' in Tourism Review, Vol 61, No 1 AIEST. 2006

### ***Participatory Action Research***

Participatory Action Research (PAR) has been defined as a collaborative process of research, education and action (Hall 1981) explicitly oriented towards social transformation (McTaggart 1997). It represents a major epistemological challenge to mainstream research traditions in the social and environmental sciences. The latter assume knowledge to reside in the formal institutions of academia and policy, and often presuppose an objective reality that can be measured, analysed and predicted by suitably qualified individuals. In contrast, Participatory Action Researchers recognise the existence of a plurality of knowledge in a variety of institutions and locations. In particular, they assume that 'those who have been most systematically excluded, oppressed or denied carry specifically revealing wisdom about the history, structure, consequences and the fracture points in unjust social arrangements' (Fine forthcoming). PAR therefore represents a counterhegemonic approach to knowledge production. (Kinson et al., 2007)

While within PAR, collaboration at all stages of reflection and action is ideal, it is important to recognise that levels of participation by co-researchers and participants may vary significantly. PAR involves recurrent stages of Planning, Action and Reflection, followed by Evaluation. Some typical stages of a PAR project are:

Phase	Action
<b>Action</b>	Establish relationships and common agenda with all stakeholders. Collaboratively decide on issues
<b>Reflection</b>	On research design, ethics, knowledge and accountability
<b>Action</b>	Build relationships Identify roles and responsibilities Collectively design research processes and tools Discuss potential outcomes
<b>Reflection</b>	On research questions, design, working relationships and information required

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<b>Action</b>	Work together to implement research and collect data Enable participation of all members Collaboratively analyse findings Collaboratively plan future actions
<b>Reflection</b>	On working together Has participation worked? What else do we need to do?
<b>Action</b>	Begin to work on feeding research back to all participants and plan for feedback on process and findings
<b>Reflection</b>	Evaluate both the action and reflection processes as a whole
<b>Action</b>	Collectively identify future research and impacts

Source: *An Introduction to Using PAR as an Approach to Learning, Research and Action* (Pain et al.,2011)

### Methodology

This research used the Participatory Action Research (PAR) approach in the community setting. Research step involve stages of planning, action and reflection and followed by evaluation from all stages. The research use group discussion method to collect primary data, intensive interview to gain clearer response and workshop to give initial knowledge about tourism services.

Researchers approached the community group Pokdarwis Lantan Village into several session group discussions, to formulate about the village potential to develop. Through some initial meetings, the communication process between researchers and communities joined in Pokdarwis Desa runs intensively and interactively. Researchers involved 11 participants who joined actively in the leadership of Pokdarwis Palma (Pemuda Lantan Mandiri).

PAR differs from conventional research in three ways. Firstly, it focusses on research whose purpose is to enable action. Action is achieved through a reflective cycle, whereby participants collect and analyse data, then determine what action should follow. The resultant action is then further researched and an iterative reflective cycle perpetuates data collection, reflection and action as in corkscrew action. Secondly, PAR pays careful attention to power relationship, advocating for power to be deliberately shared between the researcher and the researched; blurring the line between them until the researched become the researchers. (Baum, MacDougall, Smith: 2006)

This research allowed all participants involved in participatory discussion sessions to freely express their ideas and concepts to determine the direction of village tourism development. The researcher involves a facilitator from Barokah Journeys who has received a mandate from the Lantan Village Head (Kepala Desa) to assist people in conceptualizing tourism marketing. While the researchers involved in the process of participatory group discussion from the side of communication expertise that became the academic background of researchers. In the focus group discussion, the facilitator presented the concept of community-based tourism development as well as the one village ten destination. The research conducted in two months from October to December 2017.

## **Result and Discussion**

The initial phase of Participatory Action Research is to build good relationships between researchers, facilitator, community and relevant stakeholders. The initial meeting was held in Lantan Village to formulate a common agenda.

If communities are not involved in the active management of their natural resources, they tend to use resources destructively, from the perspective of principles of conservation and sustainability. By contrast, if communities are involved in conservation, the benefits they receive can act as an incentive for them to become good stewards of resources (Boonzaaier 2012)

### ***Action Stage***

The results of the first group discussion pointed that the local youth realized the natural potential of the village area can be developed as a tourist destination. Lantan village community list numbers of areas that are considered potential to be developed as a micro tourism destination which will become an alternative destination in Lombok. Furthermore, the reseacher and facilitator offers the concept of one village ten destinations (OVTD) as the initial project that should be done with the community by involving relevant stakeholders. Participants through the next discussion determine the 10 main destinations that will be the first project in the package of Lantan Village Integrated Tourism Area consisting of:

#### ***Traditional Archery Center***

This location is projected to be a traditional archery location that offers a view of rice fields and rows of trees. Traditional archery sport is evolving in Lombok which is shown by the growth of traditional archery communities and the implementation of a number of regional archery competitions. The existence of traditional archery center in Lantan Village is expected to become a new destination for traditional archery enthusiasts as well as tourists who want to try this sport.

#### ***Lantan Coffee Museum***

Lantan Village in the past is known as one of the major coffee producers in Lombok, Lantan village coffee plantation area to tens of hectares and originally the product of this plantation is absorbed by the local coffee factory standing in the village. However, the coffee industry in the village stopped its production and the location of the factory which was own by the local government was abandoned. The location then projected to be developed into a coffee museum that will present the types of local coffee Lombok and offers the concept of drinking traditional coffee in the middle of the forest as differentiation.

#### ***Tour of Babak River and Camp Ground***

Lantan village also has a river stream that is able to become a tourist attraction, as well as a location that can be developed into a campground that provides the experience for tourists to enjoy nature and also stargazing at night.

#### ***Kapok Tree Row***

Lantan village also has a path to the forest of Mount Rinjani National Park which is covered with kapok tree (ceiba pentandra) which is neatly lined on the right side of the path. This location becomes a tourist destination for those who want to enjoy light trekking in conservation forest area.

### ***Jungle Trekking Tour National Park***

The tourists who love adventure, trekking activity in the area of Rinjani mountain national park (TNGR) that directly borders with Lantan Village will be interesting. Trekking track in the conservation area of Mount Rinjani National Park already exists but still needs repair and rearrangement.

### ***Titian Batu Kawangan Waterfall***

Waterfalls are located in the area of Mount Rinjani National Park has not been widely known both local and foreign tourists. Therefore, the development of this area will be a considerable attraction for village tourism.

### ***Tree House***

The conservation area of Mount Rinjani National Park is a natural heritage that must be preserved. The threat of illegal logging and poaching of protected animals is still common. Therefore, making the area as the location of ecotourism project will make the community also participate in monitoring activities that occur inside the forest. The tree house became the initiate project, namely by building a shelter for tourists who are interested to spend a night in the forest. The design of tree houses and materials used to build a tree house was agreed not to cut down trees in the forest, but to use bamboo that grows in the vicinity of the residents' houses as well as using tree trunks that have been tumbled or cut off.

### ***Rinjani Trekking from The South***

Rinjani has long been known as one of the main tourist attractions in Lombok, especially for foreign tourists. Creating a new entrance gate for the Rinjani trekking will become alternative for tourists when the existing route, such as from Senaru or Sembalunb become overload at the peak season of mount trekking moment.

### ***River Lenek***

Lantan village has a number of large river flows, the activity of river fringe like white water rafting will be a potential tourist attraction to be developed in certain seasons.

### ***The Culinary Center***

Lantan village also has the potential of forest products are quite a lot, namely in the form of bananas and taro. The next destination is a culinary center serving local menus, as well as products from small to medium businesses based on local village products.

### ***Reflection Stage***

This community project, it faces number of obstacles. After successfully identifying 10 new micro-tourist destinations that can be developed in Lantan Village, the community experiences a number of obstacles, namely on the institutional side of the community requiring support from the regulator in this case from the village and district government. Then the obstacles that arise in the early stages are from the physical condition of the 10 locations that are projected to be new tourist destinations need revamping, while from the financial resources side of the Lantan Village youth group has no source of funding. The group discussion was held again to find a way out of the constraints, namely by identifying stakeholders who need to be involved to support the project. Providing training to the community to make a project proposal that will be addressed to stakeholders. In addition, the community is again invited to discuss to determine the priorities of projects that can be accomplished with minimum funding sources but potentially generate revenues for

subsequent can be allocated for the completion of further projects. From the results of the group discussion, it was agreed that Rinjani Tree House became their first project. The consideration is, bamboo raw materials easy to find around the village and human resources to build the tree house are purely based on voluntary action. From Rinjani Tree House, facilitator then introducing concept of tourism service through a workshop session. Participants gained knowledge about customer service, how to handle clients and then start to market Rinjani Tree House through social media and economy sharing accommodation market place like *Airbnb*.

### ***Action Stage***

Participants become more familiar with social media and internet market place in very simple way to market their first product and set out finishing. The community then set out their implementation of their first project with detail timeline. The community received their first guest on November 2017, and then create open trip promotion for Rinjani Trekking from the south on 22-24 December 2017 which received 11 guests from the tour package.

Development of tourism micro-destination for rural areas will be easier if it involves the youth within the community. Youth through the group of tourism awareness (Pokdarwis) can be expected to be the engine of development. Through their ideas and their ability to describe local potentials, mapping the region potential tourism spots, also realizing the shortcomings and weaknesses both physically and from the human resources side will facilitate the process of defining the problem. From here onwards, problems can be discussed together and find a way out.

The Participatory Action Research method opens opportunities for communities to develop themselves according to local potential while keeping in mind their local wisdom. Communities become innovators, implementers and evaluators of the activities to be undertaken.

The development of OVTD (one village ten destinations) in the early stage was successfully done in Lantan Village, North Batukliang, Central Lombok. This means that similar implementations can also be done in other areas. However, this study has not reached the end, so researchers will continue to make observations until the entire project successfully completed.

This finding is certainly expected to be the beginning for further research on the development of rural areas that put forward the local voices as well as for researchers to try new approaches by working with non-academics in formulating a new formula. Participatory development of tourism is certainly a long-term project, but its success can be measured, especially in terms of economic impacts for local communities.

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