Strategy for Development of the Gampong Nusa Tourism Village Based on Edutourism

Wanti Nur Jadidah[1], Sucihatiningsih Dian Wisika Prajanti[2], Fadly Husain[3]

[1]Department of Accounting, Universitas Negeri Jakarta, Indonesia

[2]Department of Economic Science, Universitas Negeri Semarang, Indonesia

[3]Department of Sociology and Anthropology, Universitas Negeri Semarang, Indonesia

Abstract

Gampong Nusa tourism village offers edutourism packages that combine tourism and education. Although Gampong Nusa offers an edutourism package, the community has not fully realized its potential, so an edutourism-based development strategy is needed with a Community Based Tourism (CBT) approach that focuses on edutourism. The purpose of this research is to formulate a strategy for the development of Gampong Nusa tourism village based on edutourism with a Community Based Tourism (CBT) approach. This research uses quantitative and qualitative approaches, or mix methods. Quantitative data were obtained from questionnaires and qualitative data were obtained from forum group discussions (FGDs). The quantitative data analysis technique used Analytical Hierarchy Process (AHP). The results showed that the priority criteria influencing the development of the edu-tourism-based Gampong Nusa tourism village based on the questionnaire was Community Based Tourism. While the priority alternative is human resource development with a weight value of 0.522 or 52%. From the FGD results, it was concluded that Gampong Nusa has the potential as an edutourism tourism village. Academics propose cooperation in KKN, internship, MBKM, and P5 programs. LPN faces promotional problems so it needs specialized human resources for social media. The Culture and Tourism Office emphasized the importance of human resources, cultural attractions, and homestays to support tourism. Social media is considered vital for promotion, with suggestions to increase Instagram activity and cultural performances. The synergy of academic, community, government, and media is expected to make Gampong Nusa a leading tourism village.

Keyword: Community Based Tourism; Edutourism; Gampong Nusa; Tourism Village;

1. Introduction

Indonesia's tourism has great potential and diversity, attracting both domestic and foreign tourists. Despite fluctuations due to the COVID-19 pandemic, the sector began to recover in 2022. Tourism's contribution to the Indonesian economy is significant, with a target contribution of 4.1% to GDP by 2023 (Iwan, 2023).

Indonesia has 3,921 tourist villages with various classifications. South Sulawesi Province leads the way with 452 tourist villages, while Aceh is in 13th place with 107 tourist villages. Among the thousands of tourist villages, only 13 have achieved independent status, indicating the large potential for development that can still be done.

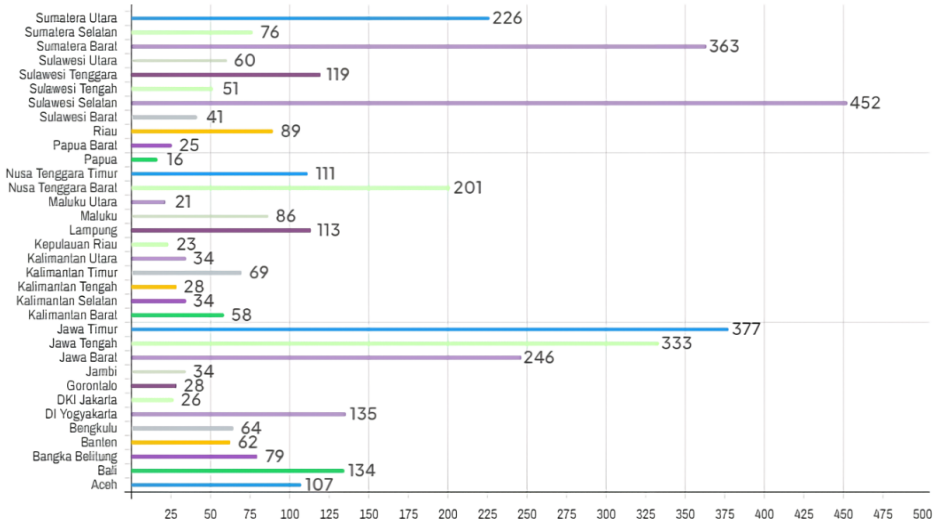

Figure 1. Quantity of Tourism Villages in Each Province in Indonesia in 2022
Source: https://jadesta.kemenparekraf.go.id/peta

Gampong Nusa Tourism Village in Aceh Besar is one example of successful tourism village development. Located about 38 minutes from Sultan Iskandar Muda Airport, the village offers a variety of tourist attractions, including education, culinary, and nature tours. Gampong Nusa has won national and international awards for its homestay management.

The success of Gampong Nusa cannot be separated from the active involvement of the community in the development of the tourism village. With 45 homestays that are self-managed by residents, this village shows how community-based tourism can succeed. The focus on improving the community's economy and preserving the environment is the key to Gampong Nusa's success.

Although it has achieved some success, Gampong Nusa still has great potential to be developed, especially in the edutourism sector. The development of edutourism-based tourism villages with a Community Based Tourism (CBT) approach can be an effective strategy to maximize the potential of Gampong Nusa.

The CBT approach emphasizes the active participation of the community in the planning, implementation, and management of tourist villages. By involving the community directly, it is expected that tourism development can provide greater economic benefits for local residents, while maintaining cultural and environmental sustainability.

Strategies for developing edutourism-based tourism villages in Gampong Nusa can include several aspects, such as improving the quality of human resources, developing infrastructure, diversifying educational tourism attractions, and increasing promotion. All of this needs to be done while maintaining local wisdom and involving the community in every stage.

This research aims to examine the development strategy of Gampong Nusa Tourism Village based on edutourism with CBT approach. With the right strategy and active participation of the community, it is hoped that Gampong Nusa can become a successful example of an educational tourism village in Aceh, improve the welfare of local communities, and become a model for sustainable tourism development in Indonesia.

2. Literature Review

2.1 Development Strategy

Strategy is an organization's key instrument in realizing its long-term goals. It serves as a guideline for optimizing the use of resources and setting priorities. In essence, a strategy is a structured action plan designed by an organization to realize specific goals (Amirullah, 2004). Development is a systematic effort to improve the quality, function, or value of an entity. This process includes a series of continuous actions aimed at achieving progress and perfection. According to Amerta (2019), development is progressive steps that are carried out consistently to produce significant improvements and achieve the desired optimal results. It can be concluded that a development strategy is a structured and systematic action plan designed by an organization to improve the quality, function, or value of an entity in a progressive and sustainable manner, with the aim of optimizing the use of resources, setting priorities, and realizing specific long-term goals.

2.2 Tourism Village

A tourist village is a rural area with unique attractions, professionally managed with adequate facilities for tourists, aimed at improving welfare and empowering local communities through tourism (Muliawan, 2008). Village tourism integrates attractions, accommodation, and supporting infrastructure, bringing together community life with local traditions in one tour package (Regulation of the Minister of Culture and Tourism, 2011). Jatiluwih Tabanan Tourism Village in Bali is a successful implementation of the concept of village tourism.

2.3 Educational Tourism (Edutourism)

Edutourism is a tourism concept that combines education with travel, where group tourists get a direct and enjoyable learning experience related to the location visited, combining educational aspects with tourism activities (Ritchie, 2003). Educational tourism (edutourism) is part of special interest tourism that focuses on hands-on learning experiences at tourist sites. The Directorate General of PHKA (2001) views it as a development of ecotourism, aimed at expanding nature tourism products. The concept involves three main components: instruction, teaching and learning, which are integrated in the tourism experience to provide educational value to visitors.

Ritchie (2003) identifies four key indicators for developing educational tourism: attractions and events as locations for learning experiences, human resources that provide educational experiences, travel planners who design learning programs, and tour operators who manage educational experiences. The concept is supported by a range of services such as transportation, accommodation, recreation and destination marketing. The development of an educational

tourism village in the context of this research adopts all four indicators, integrating tourism and education elements to create a comprehensive experience for visitors.

2.4 Community Based Tourism (CBT)

Community Based Tourism (CBT), according to The ASEAN Secretariat (2016), is a tourism model that empowers local communities to manage tourism growth according to their aspirations. The concept focuses on improving community welfare through sustainable development in economic, social, and environmental areas. CBT supports tourism small businesses and community projects, such as village tourism development, with the aim of improving the welfare of local communities. The model emphasizes the active participation of communities in the management and development of their tourism destinations.

Local communities play a crucial role in the development of village tourism because they have unique resources, traditions, and cultures that are the main attraction. As an integral part of the tourism ecosystem, the involvement and support of local communities is crucial to the successful development of tourism villages. Wearing & Donald (2001) emphasize that the level of acceptance and support of the local community is a key factor in the success of tourism development in a village.

3. Material and Method

3.1 Design Study

This study uses a quantitative and qualitative approach, mixed methods. The mixed methods approach, according to Creswell & Clark (2017), combines quantitative and qualitative data in one study or a series of studies. This method is based on the assumption that the combination of these two approaches can provide a more comprehensive understanding of the research problem than the use of one method alone. The type of mixed methods used is sequential, which is a sequential/staged combination.

This research uses purposive sampling technique to select informants. According to Sugiyono (2021), this method involves selecting a sample based on specific criteria, such as selecting individuals who are considered to have the most relevant knowledge or experience to the research topic. This approach allows researchers to obtain in-depth and accurate information from sources that are most competent in the field under study.

This research uses the Penta Helix concept for informant selection, in accordance with the guidelines of the Indonesian Ministry of Tourism in Tourism Ministerial Regulation No. 14/2016. This concept aims to improve the quality and value of tourism benefits by involving five key elements: the government, academics, businesses, communities, and the media. This approach ensures comprehensive representation of various stakeholders in sustainable tourism development.

This section outlines the process of collecting and employing data to address the hypotheses put forth. The study focuses on individuals belonging to the millennial generation in Indonesia who use digital banking services. Those eligible to complete the questionnaire are individuals who actively utilize digital banking channels, including but not limited to mobile banking, internet banking, or other digital platforms.

3.2 Data Analysis

After developing the AHP hierarchy structure, the next step was to distribute questionnaires to selected informants, while qualitative data was collected through FGDs in Gampong Nusa after filling out the questionnaires. Quantitative data in this study was analyzed

using the Analytical Hierarchy Process (AHP) method developed by Thomas L. Saaty. As explained by Saaty (cited in Supriadi et al., 2018), AHP is a decision support model that transforms complex problems with many factors or criteria into a more organized hierarchical structure. This method allows researchers to analyze and prioritize various factors in decision making systematically.

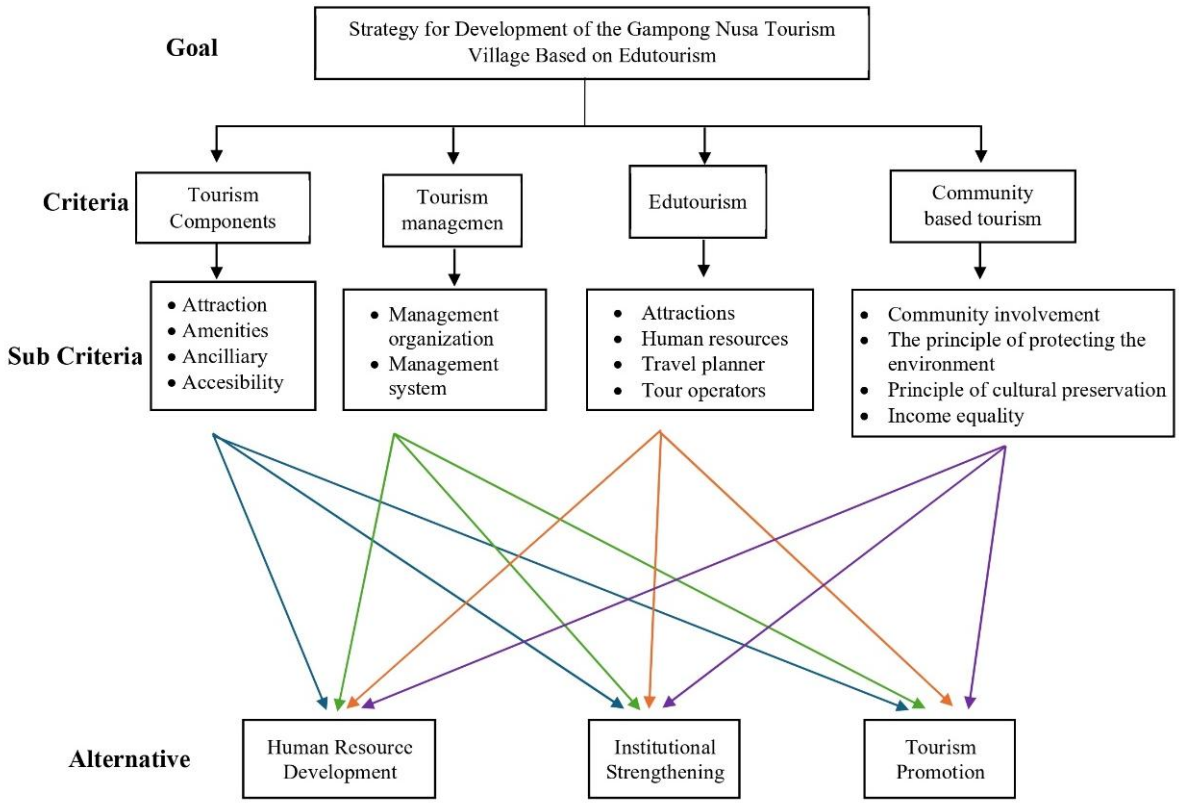

Figure 2. AHP Hierarchy Structure
Source: Researcher Data

4. Result

4.1 Determination of Priority Criteria for the Development of Gampong Nusa Aceh Besar Tourism Village based on Edutourism.

Keyperson, who is the research respondent, fills out a pairwise comparison questionnaire to determine which criteria are most important. Once completed, the pairwise comparison matrix is used to compare the results with the geometric mean. The results of the pairwise comparison matrix between criteria filled in by respondents are used to calculate the total value. The following is a table of the priority order of criteria affecting the development of the edutourism-based Gampong Nusa tourist village based on questionnaires with the acquisition of the highest to lowest value weights:

Table 1. Criteria Prioritization based on Pentahelix Respondents

Criteria	Priority	Value
Community Based Tourism	1	0,356
Tourism Components	2	0,220

Pengelolaan Wisata	3	0,216
Edutourism	4	0,209

Source: Expert Choice Processing Results (2023)

4.2 Prioritization of Strategic Alternatives for the Development of Edutourism-Based Tourism Village of Gampong Nusa Aceh Besar with AHP (Analytical Hierarchy Process)

To determine the overall priority of the edutourism-based Gampong Nusa tourism village development strategy, the analysis is continued by calculating the global priority value. This process produces a comprehensive ranking of alternative weights. The results of this AHP analysis provide a complete picture of the priority order of strategies that can be applied in the development of educational tourism in Gampong Nusa by considering the principles of CBT.

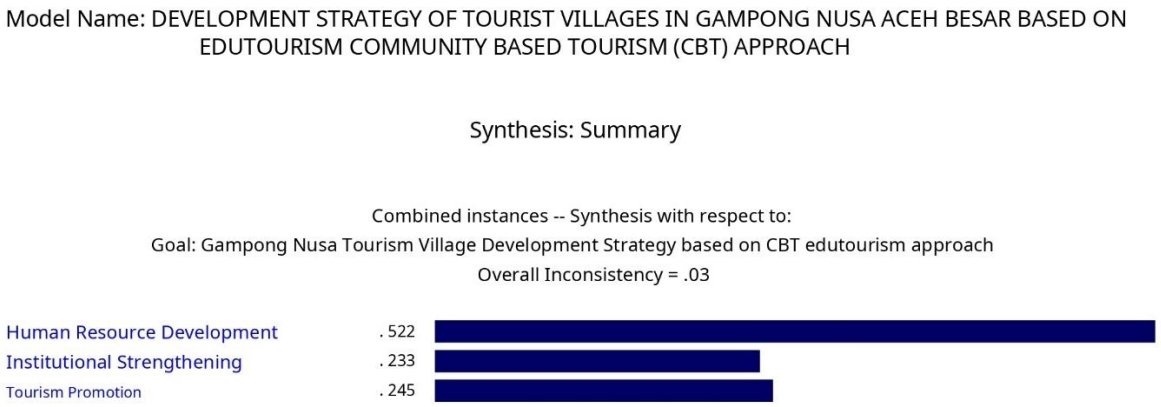

Figure 3. Alternative Prioritization
Source: AHP Processing Results with Expert Choice (2023)

5. Discussion

5.1 Determination of Priority Criteria for the Development of Gampong Nusa Aceh Besar Tourism Village based on Edutourism.

The results of the analysis based on the assessment of the pentahelix keyperson assessment in table 1 show that in the development of edutourism tourism villages in Gampong Nusa, Community Based Tourism (CBT) is the most significant factor with a weight of 0.356. The tourism component ranks second (0.220), followed by tourism management (0.216), and edutourism (0.209). The inconsistency value of 0.03 less than 0.10 indicates the reliability of the Analytical Hierarchy Process (AHP) results. This finding confirms that the CBT approach is the top priority in the educational tourism development strategy in Gampong Nusa.

Prioritization analysis shows Community Based Tourism (CBT) as the most important aspect (36%), followed by Tourism Component (22%), Tourism Management (21%), and Edutourism (21%). CBT is a development approach that uses tourism to increase the capacity of local organizations to manage tourism resources. The focus is on creating positive impacts for communities and the environment, not just economic benefits. While CBT is considered effective, its implementation needs to be done carefully to avoid potential problems. It is important to remember that CBT is not the only solution in community-based tourism development (Ashoer et al., 2021).

Sustainable tourism development relies heavily on community participation (Arinta & Susilo, 2023). Community Based Tourism (CBT) has become a growing trend, in line with the increasing interest in nature and cultural tourism (Hong et al., 2021). CBT offers a more cost-effective approach to local management, and even when modern facilities are required, the scale of operations can be smaller and more economical. Contemporary traveler trends show a preference for unique experiences and direct interaction with local communities, tending to avoid large, standardized accommodations (Dłużewska & Giampiccoli, 2021). This confirms the relevance and potential of CBT in meeting modern travel needs.

5.2 Prioritization of Strategic Alternatives for the Development of Edutourism-Based Tourism Village of Gampong Nusa Aceh Besar with AHP (Analytical Hierarchy Process)

Based on Figure 3, the most prioritized alternative in the Edutourism-Based Gampong Nusa Tourism Village Development Strategy is the human resource development policy with a weight value of 0.522 or 52%. While the second prioritized policy alternative is tourism promotion with a weight of 0.245 or 37.2%. Through the weighting results that have been carried out by all respondents in Figure 4.32, the weighted value of each alternative as a whole is obtained. Human Resource Development gets a weighted value of 0.522. Tourism Promotion gets a value of 0.245 and Institutional Strengthening gets a weighted value of 0.233. These results indicate that human resource development policies are the top priority.

The competitiveness and quality of tourism objects depend heavily on the development of three key aspects, namely human resources, institutions, and promotion. Human resource development is a crucial factor, including increasing the competence and insight of workers in the tourism sector through continuous training, formal education, and field experience. Human resources act as the main driver of tourism activities and determine the development of this industry. Ashoer et al (2021) emphasizes that without quality human resources, the tourism industry will be difficult to develop optimally. Lack of human resources, production space and raw material resources as well as competition from industrial products hinder the progress of CBT (Hong et al., 2021).

Preserving natural resources and nature-based tourism sites is an important priority. Insani et al (2023) emphasized the importance of improving the quality of human resources through education on environmentally friendly behavior, involving all stakeholders including managers, local communities, tourists, and the government. Adesatiani et al (2021) added that capacity building can optimize community performance in supporting economic development and improving human resources. This approach can help overcome the lack of knowledge in management, finance, and other aspects relevant to tourism development.

Setiawan (2016) emphasized that the quality of tourism services reflects professionalism. All parties must play a role in educating the community to become superior tourism human resources, providing the best service to create comfort and encourage repeat tourist visits. In line with Arjana (2021) who highlighted the importance of human resources in sustainable tourism, emphasized that developed countries depend more on human resource capabilities (80%) than natural resources (20%). Tourism development requires human resources with high abilities, skills, and creativity.

The quality of human resources is reflected in social values, interaction, friendliness, tolerance, and non-discriminatory attitudes. Rhama (2013) emphasizes the role of tour guides as a key component of tourism human resources, who are responsible for providing guidance

and information about tourist attractions. The SERVICE method summarizes the key principles in tourism service. It starts with Smile for everyone, emphasizing the importance of hospitality for everyone. Excellent in everything to do, encouraging professionalism and high skill in every aspect of work. Reaching out every guest with hospitality emphasizes a warm and friendly approach to every guest. Viewing every guest as special reminds us to treat every visitor as a special individual. Inviting the guest to return aims to create an experience that makes the guest want to return. Creating a warm atmosphere focuses on making the atmosphere comfortable and pleasant. Finally, Eye contact that shows we are emphasizes the importance of effective non-verbal communication to build relationships with guests. This approach emphasizes the importance of hospitality, professionalism, and personal attention in tourism services.

Business ethics in tourism emphasizes integrity, transparency, social responsibility, and sustainability. Ethical practices result in good reputation, customer trust, and positive relationships with local communities, while unethical behavior can damage businesses and the environment (Kusumah, 2024).

Effective promotion is key to attracting visitors, involving various media and creative strategies. Marpaung (2002) emphasizes the importance of attractive packaging of tourism products. Digital marketing is important to expand the market, but is often constrained by human and financial limitations (Taviani et al., 2023).

Word of mouth marketing, according to WOMMA, is a strategy that encourages consumers to promote products to others. Lubis (2012) describes it as a personal experience-based promotion. He et al (2021) highlighted the influence of reviews on potential visitors' decisions.

Mass media plays an important role in the dissemination of tourism information (Resmi et al., 2024). Social media is a cost-effective strategic communication tool for tourism promotion, allowing tourist attractions to display important information such as conditions, costs, and manager contacts (Runtiko et al., 2024).

Elyanta (2023) emphasized the importance of content diversification and effective social media management to increase the popularity of tourism accounts. Interesting and unique content, including quality captions, are considered crucial in promoting tourist villages through Instagram. Morision (2023) added that the majority of tourists rely on social media to find travel information.

Strong institutions are needed for effective tourism management. Inskeep (1991) and Triambodo (2015) emphasize the important role of institutions in supporting the tourism industry and facilitating community participation. The Ministry of Tourism and Creative Economy (2012) describes the role of Tourism Awareness Groups (Pokdarwis) as informal institutions that contribute to local tourism development.

Rosardi et al (2022) observed the “Back to Nature” tourism trend that combines refreshing with a healthy lifestyle and education. Halibas et al (2017) introduced the Pentahelix model as a socio-economic development strategy through multi-actor collaboration. Oktaviarni et al (2023) emphasized that all actors in the Pentahelix model must play an active role for optimal tourism village development.

5.3 Results of Focus Group Discussion (FGD) on Development Strategy of Edutourism-Based Tourism Village of Gampong Nusa Aceh Besar

Focus Group Discussion (FGD) was held on July 18, 2023 at the Gampong Nusa Landfill Hall to deepen the questionnaire results and understand the reasons behind respondents' choices. The FGD invited 32 participants representing the Pentahelix (ABCGM) model, involving academics, business people, communities, government, and media.

Figure 4. Participants of the Forum Group Discussion

The event was opened with a presentation of the history of Gampong Nusa Tourism Village, followed by an explanation of the FGD objectives and questionnaire filling procedures. Participants showed high enthusiasm during the discussion.

Zulfadhli, M.Pd, M.Si, an academic representative from Syiah Kuala University, stated that Gampong Nusa has the potential as an edutourism-based tourism village. He suggested cooperation with local universities for community service programs, KKN, and student internships. According to Zulfadhli, the tourism component is a top priority, because without attractions, there is nothing to offer to tourists. Good management was also emphasized as key to providing a quality tourism experience.

Fandi Maulana from Department of Culture and Tourism Aceh emphasized the importance of understanding and active participation of local communities in the development of tourism villages. He highlighted the crucial role of human resources and management institutions in determining the quality and category of tourist villages. Gampong Nusa is considered to have developed human resources and provided live-in programs and cultural attractions, but still needs to improve on the spot programs.

The Aceh Besar Tourism Ambassador representative acknowledged the uniqueness of Gampong Nusa's culture and its readiness to provide edutourism packages. He praised the strong institutional structure in Gampong Nusa, but suggested improving digital promotion by involving local youth as content creators.

LPN recognizes the challenges in digital promotion and is committed to continuously improving human resource capacity. They recognize the importance of social media in

reaching out to the younger generation and plan to be more active on these platforms to maintain the sustainability of Gampong Nusa in the future.

The discussion highlighted the importance of human resource development, institutional strengthening, and improved digital promotion strategies in efforts to develop sustainable tourism villages.

Media representatives emphasized the crucial role of digital promotion in modern tourism. They described social media as the "gateway to the world" for tourist destinations, with Instagram being the main platform for finding tourist information. They suggested improving tourist attractions and offered support to promote Gampong Nusa at national and international levels.

Academic representatives from local schools proposed the integration of visits to Gampong Nusa in the P5 program (Pancasila Student Profile Strengthening Project). This provides an opportunity for students to learn about important issues such as sustainable lifestyles and local wisdom through hands-on experience in a tourist village. Both perspectives emphasized the importance of a strong digital promotion strategy and potential collaboration with the education sector to increase the appeal and educational value of Gampong Nusa as a tourist destination.

6. Conclusion, Implication, and Recommendation

The most prioritized alternative in the Edutourism-Based Gampong Nusa Tourism Village Development Strategy is the human resource development policy with a weight value of 0.522 or 52%. While the second prioritized policy alternative is tourism promotion with a weight of 0.245 or 24%. And the last policy alternative is institutional strengthening with a weight of 0.233 or 23%.

The development of Gampong Nusa Tourism Village requires promotion through social media, websites, travel apps, local events and collaboration with influencers. - The Aceh Besar District Tourism, Youth and Sports Office needs to provide training and marketing support, while the Aceh Provincial Culture and Tourism Office is expected to strengthen infrastructure, sustainable programs and collaboration between tourism villages. Local communities can form tourism committees, improve skills through training, and actively participate in cultural events. Further research can expand respondents, refine criteria, and conduct SWOT analysis for more effective development strategies.

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