

Rural Tourism: A Local Economic Development

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Abstract
Rural Tourism is a potential sector in the development of both urban and rural areas. In rural environments, tourism destinations help in communities' empowerment as well as attaining a sustainable local economic development. The development of rural tourism destinations is carried out based on the villages' potential as a tourism product attribute. The community itself is not passive but an active meaning it is not only the destination of tourism activities the organizer. They become an inseparable part of tourism products, distinctive local wisdom. The research used descriptive qualitative techniques, and the population was selected using purposive and accidental sampling. Expectedly, the sample villages have very distinct characteristics and potential tourist destinations. The social, economic and cultural factors can add to tourism potential, although the two can also be obstacles in developing the village's strategic plan to transform the village into a tourism community. The strategy produced is related to sustainable economic, environmental, development, and community approaches.

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1. Introduction

Enhancing local economic development can be pursued through exploring and developing the potentials of different areas. This strategy is known as Local Economic Development, LED. LED is one of the vital strategies that are often suggested nowadays to encourage job creation and reduce poverty, especially in the context of global trends towards decentralization and the changing all structure of government (Richards and Hall, 2000). This is an approach which provides an opportunity for the community to play a role and take the initiative in determining and processing the local resources, both human and natural resources, to create the economic chain. The policy of fiscal decentralization to the villages show a great and progressive alignment from the central government on the priority of increasing regional economic development in community services, helping to meet the welfare of rural communities. In enhancing the regional growth, especially in rural areas mostly dominated by the agricultural activities, the local government seeks to improve the community welfare by exploring and developing the potential existing in the region through Local Economic Development. It is a process through which the local government and community organizations are involved to encourage, stimulate, and maintain business activities to create jobs (Blakely and Bradshaw, 2002). Rural Tourism is an embodiment of the Independent Village, a currently important issue requiring consideration. Rural tourism can reinvigorate conventional concepts and views on tourism, and it can bring a new dimension to the sustainable development concept (Aref and Gill, 2010).

One of the biggest opportunities for rural attractions for being is the provision of job opportunities, creating a healthy economy, monetary equality, cultural exchange, and the international relations (Egbali, Nosrat and Pour, 2010). Therefore, tourist destinations are essential sectors that can contribute to the development of areas, both in urban and rural environments. In addition, it also improves the welfare and life of the community, especially people who live in the surrounding. Furthermore, it provides a multiplier effect and a large value of benefits for the community, such as creating new jobs and reducing unemployment (Hadiwijoyo, 2012).

The development of tourist destinations is taken based on the potential of the area as a tourist attraction. In developing, the society is considered an active subject and not passive; this means that the community is not only the destination of tourism activities but also its organizer and actor, becoming an inseparable part of tourism products with local cultural characteristics. This strategy certainly requires the support of the surrounding human resources (HR) to economically increase their capacity and productivity. For this reason, the positive impact of rural tourism development could be felt directly by the local village community. In addition, the strategy of generating the local economy through rural tourism destinations in Malang Regency also requires a strong motivation from the community. They have to be willing to jointly manage their capabilities. Local knowledge can be used to develop a superior product to develop the village and create new jobs for its members, improving the economy.

The local economy in Malang Regency can be developed through tourist attractions currently not optimally utilized. Therefore, the strategies are needed in order to make new achievements in this regard. The institutional approach as a basis for empowerment activities has the following advantages increasing the capacity of resources and the scale of collective economic enterprises owned by the community, increasing the collective bargaining power to access capital, enter markets, skill to use certain technology, and knowledge to create policies designs; develop coordination capabilities and partnership cooperation in the management of collective economic activities to support regional economic dynamics; and facilitate the control of joint

economic journey. In this regard, various types of socio-economic institutions formed through the above programs constitute a very valuable development capital for the community (Kusnadi, 2014).

Recently, the latest planning issue related to the local potential in Malang Regency is the realization of attraction sites as the latest mechanism to facilitate the tourists. The areas with have natural resources as well as the research targets are: Sumberagung Village, Lang Lang Village, Gajahrejo Village, and Petungsewu Village. Through a sustainable tourism approach, there needs to be a synergy between the efforts meant to preserve nature and the available natural resources to support the acceleration of national development. The identity of the entire country can be enhanced by sustainable tourism, because it is strongly related to ways of local production, life, cultural celebration, heritage (Everett and Aitchison, 2008; Ursache, 2015; Demirovic *et al.*, 2016) and natural attractions (Petrovic, Lukic, *et al.*, 2017) in rural or (peri-) urban settings. The use of nature in the tourism sector continues to grow each day. However, the large potential of natural resources spread over almost 17 thousand islands in Indonesia has not been used evenly. Therefore, there is still a need for studies related to the excavation of local potential and diversity as the basis for developing both national and international tourism villages with a sustainable approach. The support for natural resources will synergize into power of social capital. Community natural resource management based on the strength of the social capital itself reduces selfish and free rider attitudes, and ultimately tends to be more effective in promoting the sustainable resource use. Therefore, the strategy of generating local economy through rural tourist destinations in Malang Regency by making a model of economic generation strategy needs to be reviewed.

2. Related Works

The importance of tourism is recognized by the local community when it stimulates changes in social, cultural, environmental and economic dimensions, where tourism activities have had a close connection with the local communities (Richards and Hall, 2000). LED is always depend on the implementation of the policy, at Ada West and Asuogyaman District Assemblies had not put in much effort specifically aimed at it. Other results indicate that no diagnostic analysis to acquire a deeper knowledge of the local economy and the resources available for economic and social development (Larnyoh, 2019). There are indications of the relationship between perceptions about community engagement, rural tourism development, support for multifunctional agriculture, and the welfare of local residents. Rural residents are more likely to decide to support tourism development when there is a clear improvement in their quality of life (Petrovic, Vujko, *et al.*, 2017). Local leadership is critical and essential for LED. The term "local leadership" includes members of the "LED Triangle" of local stakeholders. Government leaders and other leaders from the community and business are expected to work together in leading coordination and facilitation (Meyer, 2014). Tourists seek wholeness in different things that they cannot see in their life (Lane and Robinson, 2009). While urban areas have prospered, many rural areas have started to struggle because of decreasing economic activity. Because of decreasing economic activity, Western nations have plunged into a quest to restructure the agricultural sector and tackle the problem of migration of more highly educated young people and dwindling populations in rural areas. These struggling areas have seen tourism as an alternative development, especially rural tourism, as a strategy for their economies and society (Briedenham and Wickens, 2004). The use of traditional rural buildings for tourism affirmation is considered sustainable when the main intention is made to the protection of the local environment and to encourage tourist to visit the same destination again (Leanza *et al.*, 2016; Bilbao-Terol *et al.*, 2017).

3. Research Methodology

The research sample was selected using purposive and accidental sampling techniques. The final research samples obtained were from the following villages; Sumberagung, Gajahrejo, Lang Lang, and Petungsewu village. The data were analyzed using qualitative descriptive methods, the purpose of this research was to make a clear description of systematically, factually and accurately regarding the facts, characteristics and relationships between the phenomena investigated (Nazir, 2005). The diagnostic tool used is SWOT analysis. It uses to provide an overview of problems to be indicated for certain needs and to analyze the relationships between issues, providing the strategy of current and the future scenario.

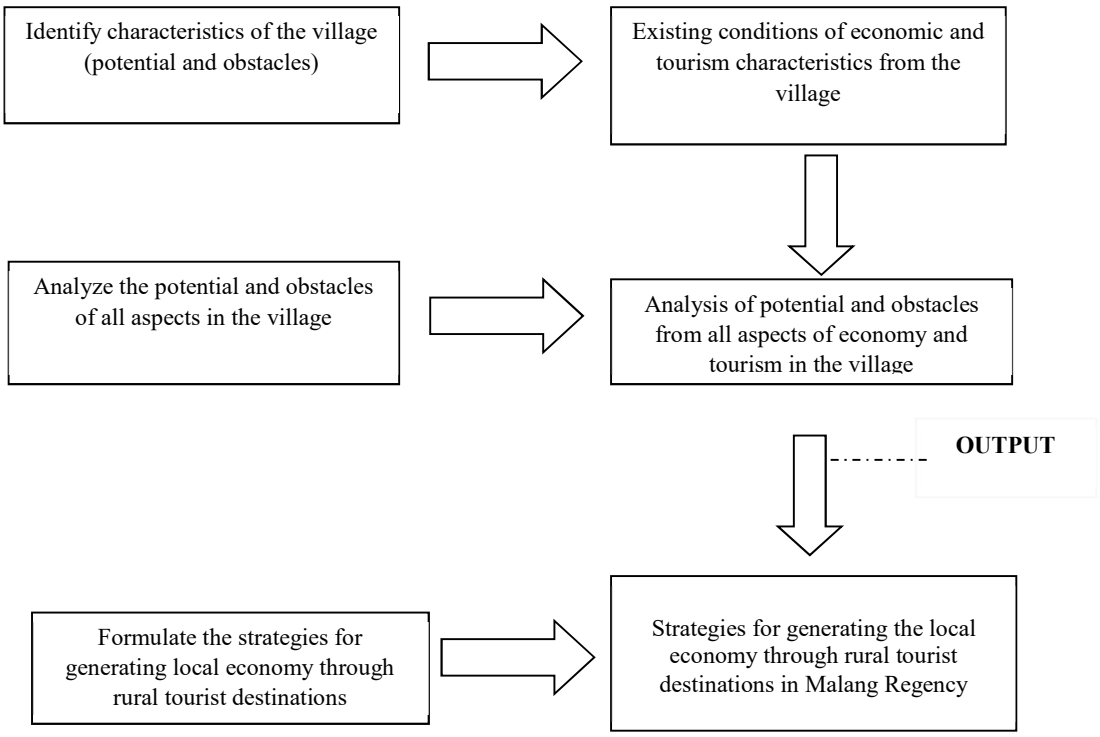


Figure 1. The Research Stages

The first step in this research is to identify the characteristics of each village along with the potential and obstacles that arise; analyze the potential and obstacles that arise; the identification and analysis conducted are related to economic conditions; and characteristics of tourist destinations in the village. Local economic development (LED) and general strategies are formulated with the results of identification and analysis based on the SWOT analysis obtained from all research objects.

4. Research Results and Discussion

Generally, a village is strategically located, bordering other cities. For instance, Lang-lang Village in Singosari Subdistrict borders Malang-Pasuruan City and has potential tourist destinations, i.e.: *Umbulan*; *Pakis Uceng*; *Dongbang,* and *Nyolo* Springs. However, the economic condition of the community has decreased and become less productive.

Petungsewu Village borders Batu City, it has an excellent potential such as the Orange Fruit Farm (Baby and Tangerine Oranges) with a distinctive taste of Malang known by the outside community. The village development (by planning a tourism center) is to establish a rest area to improve village facilities and enhance community welfare.

Sumberagung Village in Ngantang Sub district has tourist destinations such as the campground hill and paragliding with a sunset view of Selorejo Dam. There is also the Durian Ngantang Farm and dairy farming, the livelihood of around 70% of villagers, and the coffee plantations. Furthermore, Gajahrejo Village in Gedangan District has a number of tourist destinations including: *Batu Bengkung, Batu Lepek, Kangen Beach, Ungapan Beach and Coban Asmoro*. Currently, the community has received a lot of information from both the government and outside parties (community service implementers and the potential investors) that the development of their tourist areas will have an economic impact both directly and indirectly. To formulate a strategy for generating the local economy through rural destinations in Malang regency, a SWOT analysis is carried out as in the table below:

Table 1 SWOT Analysis

Strength (S)	**Weakness (W)**
1. The attractiveness of the natural attractions, 2. The attitude, public openness and hospitality of the local people who want to participate, 3. There are organizations or community groups as the embryo of the birth of tourism conscious groups as the tourism managers, 4. The existence of historical heritage objects,	1. The participation of village people tends to be either executor or object, 2. The educational background and tourism knowledge of the community is still low, 3. The marketing efforts have not been maximized, 4. Limitations of village funds, 5. There is no/low assistance and support from the government, 6. Some of the land to be used as tourist attractions is not purely owned by the village 7. The absence of complete public facilities at the tourist sites, 8. There has been no high economic value local products.
Opportunity (O)	**Threat (T)**
1. There are regulations from the government that encourage the development of tourism, 2. There is concern about CSR, 3. Tourism markets that are still wide open, 4. The geographical location of the village is very strategic, 5. Some tourist attractions have easy access, 6. Local people will get business opportunities.	1. Lack of overall coordination of regional development plans to the community, 2. There are individual investors who want to build tourist facilities without involving the community, 3. There are no social institutions or NGOs.

From the results of the SWOT analysis, the strategy formulations are:

1. Start planning the tourist area in stages without any time lag,
2. Carry out a mapping of the grand design of tourism village development,
3. Trying to build a village image,
4. Increasing the awareness and education (training) of the community,
5. Continue processing the local regional products into a typical item with high economic value,
6. Establishing and enhancing the position and role of local communities and host actors in tourism development by establishing a community organization in the form of POKDARWIS to introduce, preserve and utilize the potential of the existing tourist attractions,
7. Establishing BUMDES, community-owned enterprises, cooperative and MSMEs,
8. Slowly changing the village strategic plan into a sustainable blueprint,
9. Looking for investors who bring positive effects into rural communities,
10. Increasing the role of the government through collaboration in making tourism location development policies and plans.

4.1 Tourism Planning

In implementing the development, planning is an essential factor that must be carried out and considered. According to (Inskeep, 1991), there are several approaches considered in tourism planning. These include:

1. Continuous Incremental and Flexible Approach,
2. System Approach,
3. Comprehensive,
4. Integrated Approach relates to the system approach,
5. Environmental and sustainable development approach,
6. Community Approach. It is a mechanism suggested by (Murphy, 1991) and emphasizes the importance of maximizing the involvement of local communities in tourism planning and decision-making processes in order to increase the desires and chances, as well as to maximize the community participation in development and management implemented in tourism and its benefits to social economy.
7. Implementable Approach,
8. Application of systematic planning approach.

The *goals* usually include aspects such as increasing visitor satisfaction, diversifying the tourism market, increasing tourism contributions to the local economy, and developing tourism potential in an area. The implementation of the action can be delegated individually or in groups, realistic "Goals and Objectives" are the core of successful tourism development (Clarke and Godfrey, 2000), the process of forming a tourism strategy consists of three steps as follow:

1. *Identifying Opportunities and Constraints,*
2. *Setting Development Goals and Objective,*
3. *Define a Series of Action Steps.*

4.2 The Strategic Planning Concept

Planning is the process of gathering policies and how they can be implemented, who emphasizes that there are several important things in the regional functions and local policies as important tools in tourism activities (Gunn, 1994). The village has to build an image through the market research based on local potential; increase the awareness and education of the community; process the local regional products into a typical items with high economic value; establish and enhance the position and role of local communities as important and host actors in tourism development by establishing a community organization in the form of POKDARWIS.

4.3 Concept and Principle of "*sustainable tourism*"

The strategic issues in Sustainable Tourism are as follows: increasing the corporate stakeholder responsibilities, producing suitable forms of tourism, "Sustaining" the social and cultural resources, "Supporting" the natural environment, the need for effective ideas for planning tourist destinations. A well-managed destination will be successful in answering the tourists' needs. There is no doubt that the stakeholders of rural tourism have an important role in this success. Cooperation and support between the stakeholders are important for the sustainability of rural tourism (Ayazlar *et al.*, 2015). Stakeholders in a local destination can manage the development of rural tourism; this will provide sustainability and revenue with rural communities (Ezeuduji, 2015).

4.4 Concepts and Strategies for Developing Tourist Destinations

To increase the tourism potential, a plan for development is needed to be carried out. The main principles in sustainability development (McInteyre, 1993) are:

1. Ecological Sustainability,
2. Social and Cultural Sustainability,
3. Economic Sustainability.

5. Conclusion and Scope for Future Study

The resulting local economic development strategies are (a) Initiating tourism area planning in stages without any lags; (b) Mapping of the grand design of tourism village development; (c) Building a village image; (d) Increasing awareness and education (training) of the community on the importance of local tourism development plans; (e) Continue processing local regional products into a high economic value product; (f) Establish and improve the position and role of local communities as important and host actors in tourism development; (g) Establishing *BUMDES*; (h) Changing the village strategic plan slowly; (i) Looking for investors; (j) Increasing the role of the government through collaboration in formulating tourism location development policies and plans. In further research, it is expected to be able to analyze the phased implementation of the strategies above that must be carried out towards rural tourism that can improve the welfare of rural communities.

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