

The Impact of Supporting Village Empowerment on the Local People Economy in Kelimutu National Park Tourism Area Ende - East Nusa Tenggara

Antonio E.L. Nyoko

Lecturer, Department of Management, Nusa Cendana University, Kupang, Indonesia.
E-mail: antonionyoko@yahoo.com; antonio.nyoko@staf.undana.ac.id

Ronal P.C. Fanggidae

Lecturer, Department of Management, Nusa Cendana University, Kupang, Indonesia.
E-mail: ronalfanggidae@staf.undana.ac.id

Paulina Y. Amtiran

Lecturer, Department of Management, Nusa Cendana University, Kupang, Indonesia.
E-mail: paulinaamtiran@staf.undana.ac.id

Merlyn Kurniawati

Lecturer, Department of Management, Nusa Cendana University, Kupang, Indonesia.
E-mail: swedynkurnia@gmail.com

Klaasvakumok Kamuri

Lecturer, Department of Management, Nusa Cendana University, Kupang, Indonesia.
E-mail: klaasvakumokkamuri@staf.undana.ac.id

Received May 02, 2021; Accepted August 30, 2021

ISSN: 1735-188X

DOI: 10.14704/WEB/V18I2/WEB18360

Abstract

The aim of this this research is to find out the progress and impact of community empowerment in the supporting villages of Kelimutu National Park, Ende NTT. This is a qualitative research which is conducted by field research, collection data, reduction, display and conclusion. From the results of the research, it can be concluded that there is a synergy between the role of the government and community participation in managing tourism in an effort to attract tourists for visiting Kelimutu National Park and staying in the supporting villages. The program is effective to increase local economy and welfare of people around the tourist area however the number of visitor tend to decrease.

Keywords

Empowerment of Supporting Village, Kelimutu National Park Tourism Area.

Introduction

Tourism development in a region cannot be done individually because the tourism industry is a multi-sector integration of various sectors supported by the role of government, private sector and community participation. The sectors that support the tourism industry are transportation, accommodation, handicraft industry, tour operators, culinary and others. Political policies and government support that has an impact on the social and cultural aspects of society also influence the development of tourism in a region.

East Nusa Tenggara Province (NTT) is one of the provinces in Indonesia that has many famous tourism objects regarding to its natural beauty. Kelimutu Lake, Labuan Bajo and Sumba Island are the popular areas in the tourism sector in NTT. The Central Government also established East Nusa Tenggara Province (NTT) to be the new leading tourism area in eastern Indonesia since 2007 (Toda, 2017). Even in 2016, the Governor of NTT at that time, Frans Lebu Raya named NTT as "New Tourism Territory". This means that NTT becomes a new tourist destination for both domestic and foreign tourists (Kaha & Molan, 2016). The Governor of NTT is also very supportive of NTT's tourism development and said that NTT has been designated as the best tourist destination in the world and shows that every place, cultural and natural attraction of NTT will be filled by tourists from all countries (Kadju, 2019).

Kelimutu National Park area is located in Ende Regency, East Nusa Tenggara Province, has an area of 5356.50 ha, bordering 24 villages in 5 subdistricts in Ende Regency (Taman Nasional Kelimutu, 2020). In this area, there are several mountains, including Mount Kelibara and Mount Kelimutu which is the location of Lake Kelimutu known as Three Colour Lake and was once designated as one of the 9 wonders of the world (Ardiansyah, 2017). According to the results of research by Pande (2005), it was concluded that tourism development in Ende Regency, especially in Kelimutu National Park, is running slow or has not developed optimally so that needed tourism development policy at the local government level that has direct or indirect implications on the physical development of tourism areas in Kelimutu National Park.

Head of Ende Regency Tourism Office, Hiparkus Hepi, explained that before the tourism booming, most of the people around Kelimutu National Park worked in the agricultural sector. Today, they have started to develop agrotourism. Community empowerment around Kelimutu National Park is very important to improve the economy and welfare of residents around the tourist area that famous for its three-color lake. In the past, the

surrounding community had not received added value from the existence of Kelimutu National Park. To help the community around Kelimutu National Park, the Ende Regency Tourism Office empowers the supporting villages of Kelimutu National Park tourism area by providing tourism management training according to the characteristics of the region. Villages around Kelimutu such as Moni, Koanara, Waturaka, Pemo, and Wologai are guided to be able to take advantage of the economic opportunities of tourism activities by forming a tourism awareness group (Pokdarwis) that provides decent home stay (inn house) built by village funds and also personal funds and the Tourism Office provides guidance on the standard of eligibility. The local government has also built lodging facilities in Koanara Village as an example for villagers who want to make lodging for tourists (Lewokeda & Molan, 2019).

The purpose of this research is to find out the progress and impact of community empowerment in the supporting village of Kelimutu National Park, Ende NTT.

Literature Review

Tourism

By a broad definition, tourism is a journey from one place to another, which is temporary and carried out by individuals or groups in an effort to find balance or harmony and happiness with the environment in the social, natural, cultural and science dimensions (Spillane, 1987).

Tourism is a journey made for a while, organized from one place to another with the intention not to try or make a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or to fulfil various desires (Yoeti, 1996).

From some references above, it can be concluded that tourism is a recreational travel activity that arises because of a curiosity desire for social, natural and cultural situations in an environment and not to find or do a job.

Tourism Facilities

Facilities are supporting equipment presented in a tourist destination to meet the requirement of tourists while in the destination. Accommodation facilities for staying as well as restaurants for eating and drinking are needed by tourists when in tourist areas (Isdarmanto, 2017). The availability of good tourist facilities in tourist areas can have a positive impact on the development of a tourist destination because it is able to give a

sense of interest for tourists to visit as well as the impression that will be brought after visiting. On-site management, the arrangement of tourism facilities, including the procurement of new facilities, planting or introduction of vegetation, accommodation, shopping places, entertainment facilities, as well as the arrangement of traffic access to the region, determines the success of the development of tourism destinations (Pitana & Diarta, 2009).

Amenity is the determining factor in tourism. If there are not sufficient amenities in a tourism area, then tourists will not feel at home in the place. These amenities are influenced by consumer demand and expectations (Suwena & Widyatmaja, 2017).

Tourist facilities are the elements in a destination that allow tourists living in those destinations to enjoy or participate in the attractions offered (Suharto, 2016). According to Spillane (1987), facilities tend to be attractively oriented in a location because the facilities must be located close to the market. During staying in tourist destinations, tourists need to sleep, eat and drink therefore much needed lodging facilities. In addition, there is a need for Support Industries, namely souvenir shops, laundry places, guides, festival areas, and recreational facilities for activities.

Influence of Community Participation and Government Policy on Tourism

Some roles that are absolutely the responsibility of the government according to Damanik and Weber (2006) are as follows: 1) Affirmation and consistency on land use for the development of tourism areas, including the certainty of ownership rights, rental systems, etc. 2) Protection of natural environment and cultural heritage to maintain the attractiveness of tourist attractions, including the rules of environmental resources utilization. 3) Provision of infrastructure (roads, ports, airports and tourism transportation). 4) Fiscal facilities, taxes, credits, and business licenses are not complicated so that people are more encouraged to do tourism businesses which is growing faster. 5) Security and comfort of travel through tourism police assignment in tourist areas and feasibility test of tourist facilities (vehicles, roads and others). 6) Health insurance in tourist destinations through certification of environmental quality and quality of goods used by tourists. 7) Strengthening tourism institutions by facilitating the expansion of tourism groups and organizations. 8) Assistance in tourism promotion, namely the expansion and intensification of the network of promotional activities at home and abroad. 9) Regulation of business competition that allows equal opportunities for everyone to strive in the tourism sector, protect tourism SMEs, prevent tariff wars, and so on. 10) Human resource development by implementing a tourism workforce competency certification system and accreditation of tourism education institutions.

Listed below the positive impact of tourism for the economy:

Income from foreign exchange; 2) Healthy trade balance; 3) Revenue from tourism business; 4) Government revenue; 5) Absorption of labour; 6) Multiplier effect; 7) Utilization of tourism facilities by local communities.

Methods

This research aims to find out the progress and impact of community empowerment in the supporting village of Kelimutu National Park, Ende NTT.

According to Arikunto (2006), qualitative research is intended to collect information about the status of an existing symptom, namely the state of symptoms according to what it was at the time of the study. Therefore, qualitative research is able to uncover phenomena in a subject that wants to be studied in depth.

The research subject or someone who provides information related to the title of this research is an empowered community around Kelimutu National Park, who is given tourism management training according to the characteristics of the region, namely in villages around Kelimutu such as Waturaka, Wologai Tengah and Detusoko Barat and guided to be able to take advantage of economic opportunities from tourism activities.

Arikunto (2006) stated that the data source is the subject from which the data can be obtained and to facilitate researchers in identifying data sources, namely: 1) Interviews with empowered communities around Kelimutu National Park and local government in this case the Ende Regency Tourism Office. 2) The observations in the field that is the village around Kelimutu National Park. 3) Literature studies from tourism books, journals, thesis, and internet sources related to Tourism and supported this research.

This research is qualitative research, contained description of the results of interviews and documentation studies. The data that has been obtained will be analysed qualitatively and described in descriptive form. Data analysis techniques used in this research are using steps as stated by Bungin (2003), namely as follows:

a) Data Collection

Data collection is an integral part of data analysis activities. Data collection activities in this research is by using interviews and documentation studies.

b) Data Reduction

Data reduction defined as the selection process, focus attention on simplification and transformation of rough data emerging from written records in the field. Reduction is done since the starting of data collection by creating summaries, coding, writing themes, creating clusters, writing memos and so on with the intention of setting aside irrelevant data or information.

c) Data Display

Data display is the decryption of a set of composed information that provides the possibility of taking conclusions and action. Qualitative data presentation is presented in the form of narrative text. The presentation can also be in the form of matrices, diagrams, tables and charts.

d) Conclusion and Verification

This is the final activity of data analysis. Drawing conclusions in the form of interpretation activities which is finding the meaning of the presented data.

Results and Discussions

Kelimutu National Park area is located in Ende Regency, East Nusa Tenggara Province, has an area of 5356.50 ha, bordering 24 villages in 5 subdistricts in Ende Regency (Taman Nasional Kelimutu, 2020). In this area there are several mountains, including Mount Kelibara and Mount Kelimutu which is the location of Lake Kelimutu known as Three Colour Lake and was once designated as one of the 9 wonders of the world (Ardiansyah, 2017).



Figure 1 Kelimutu Lake

Source: Doc, 2020

The information obtained from Ende Regency Tourism Office that the local government running a program in empowering the community around Kelimutu National Park since 2014. The program encourages community participation in tourism awareness which has an impact on increasing tourist visits to Kelimutu National Park and also improves the economy and welfare of people around the tourist area. The Ende Regency Tourism Office state that the community mentoring program is running so that the community can take advantage of the economic opportunities of tourism activities by forming a tourism awareness group (Pokdarwis) that provides decent home stay (inn house) built by village funds and personal funds and the Tourism Office provides a guidance on the standard of eligibility.

The empowered villages around Kelimutu are Pemo, Waturaka, Koanara, Woloara, West Woloara, Central Wologai, West Detusoko, Saga, Central Wolotolo and Nggela. The attractions and accommodation offered by these villages are as follow:

1. Pemo
Attractions: Tracking Track, Cultural Tourism, Agrotourism
Accommodation: Homestay, Café Village
2. Waturaka
Attractions: Art Gallery, Agrotourism Rice Fields, Waterfalls, Hot Springs
Accommodation: Homestay, Café Village
3. Koanara
Attractions: Waterfalls, Traditional Houses, Art Gallery, Tracking Lines
Accommodation: Hotels, Guest Houses, Homestays, Cafés
4. Woloara
Attractions: Tracking Line, Traditional Houses, Agrotourism, Ikat Weaving
Accommodation: Guest House, Homestay, Café, Restaurant
5. Woloara Barat
Attractions: Agrotourism
Accommodation: Guest House, Café, Restaurant
6. Wologai Tengah
Attractions: Traditional House, Art Gallery, Waterfall, Coffee Plantation, Eco Camp, Tracking Track.
Accommodation:
7. Detusoko Barat
Attractions: Farmed Rice Fields.
Accommodation: Homestay, Café.
8. Saga
Attractions: Traditional Houses, Waterfalls, Tracking
Accommodation: Guest House

9. Wolotolo Tengah

Attractions: Belut Sakti (Eel), Bat Cave, Traditional House, Waterfall

Accommodation:

10. Nggela

Attractions: Traditional House, Weaving, Flores Eagle, Au Wau Pool

Accommodation: Guest House

Based on the data from the Statistic Bureau’s website, the number of visitors during 2016 - 2018 in Lake Kelimutu is as follows:

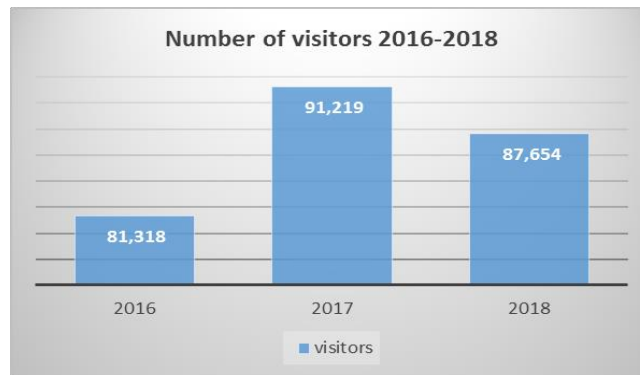


Figure 2 Number of Visitors in Kelimutu Lake 2016-2018

Source: Statistic Bureau Ende Regency, 2018

From the data above, number of visitors increased in 2017 then decreased by 3.9% in 2018. In 2018 visitors increased in the middle of the year but decreased at the end of the year, the data can be seen in the following graph:

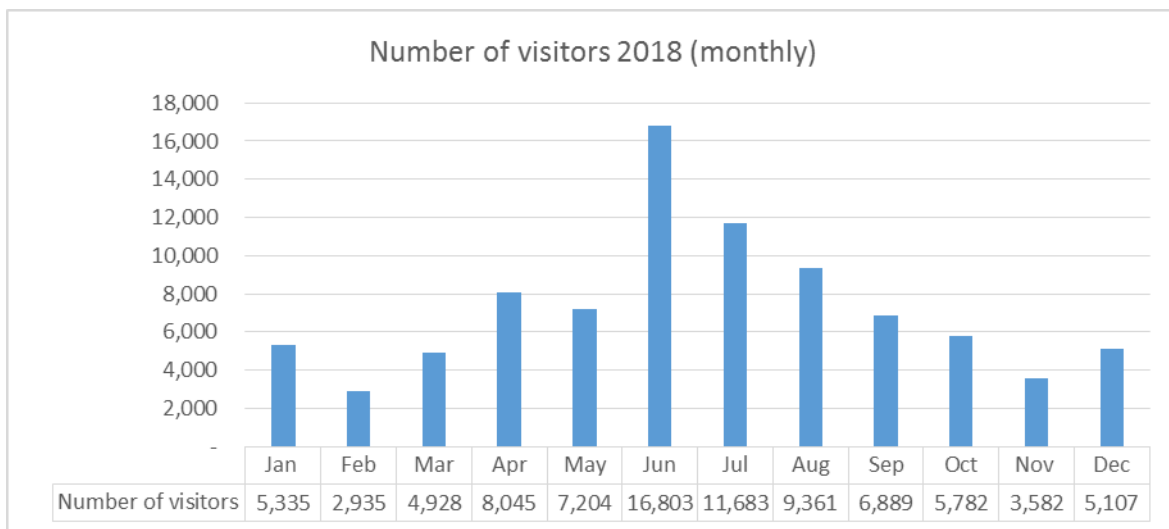


Figure 3 Number of visitors in Kelimutu Lake 2018 (per month)

Source: Statistic Bureau Ende Regency, 2018.

The ongoing empowerment program is expected to attract tourists both domestic and foreign and stay in the supporting villages of Komodo National Park. Below is the data of guests who staying in Kelimutu Subdistrict from 2015 to 2017:

Table 1 Number of staying guests in Kelimutu Subdistrict from 2015 - 2017

<i>Year</i>	<i>Foreign Tourist</i>	<i>Domestic Tourist</i>	<i>Total</i>
2015	7.062	1.555	8.617
2016	6.391	1.432	7.823
2017	6.402	1.413	7.815

Source: Statistic Bureau Ende Regency, 2018.

From the data above, it appeared that guests staying in Kelimutu Subdistrict have a downward trend from year to year both domestic and foreign tourists. This showed that community empowerment in tourism activities that had been started since 2014 does not have a positive correlation with the number of tourists staying in this region, though this program is able to improve the economy of local communities who set up homestays and other tourism business.

To update progress of the latest developments on this empowerment program, researchers conducted a sampling in 3 villages included in the supporting village of Kelimutu National Park namely Waturaka, Wologai Tengah and Detusoko Barat.

1. Waturaka Village

This village has started to form a tourism awareness group (Pokdarwis) since 2014 coordinated by the head of Waturaka village at that time. This village even became a pilot model village in Kelimutu National Park and was once voted as the 2nd best tourism village in Indonesia. The main tourism of this village is art, rice field agro-tourism, waterfalls and hot springs. While the facilities are home stay and café. There are 37 homestays built by Pokdarwis. The homestay has met the set standard of lodging and sanitation (toilet). Each homestay can accommodate 4 people usually consisting of 1 family or 1 group of both domestic and foreign tourists. By paying Rp. 150.000,- the staying tourists can enjoy traditional ceremonies and arts in the form of dances from youths who are trained in art centre. One of the unique arts is Satoo which is a guitar that only has 1 string. Staying tourists can also mingle with the community in farming activities (agro-tourism) and enjoy nature that is waterfalls and hot springs.

2. Wologai Tengah Village

Different from Waturaka village, Wologai Tengah village does not have homestays built by the community but the future plan is to build lodgings using village funds and

managed by BUMDes (village enterprise). Traditional house is the flagship tourism in this area that has a history and traditional cultural values. In addition to the traditional house of this village offers other tourist attractions, namely art gallery, waterfall, coffee plantation, eco camp, tracking line and lagoon. Tourism awareness groups are more empowering to existing attractions to attract the visitors.

3. Detusoko Barat Village

This village empowers Pokdarwis and youth to drive tourism in this village. Youths provide local transportation to take tourists to the Kelimutu National Park area. In addition, BUMDes play a role in facilitating agricultural products (local products) of villagers to be marketed to other areas around the village and utilizing social media in the marketing. Creative economic development coordinated by the Head of Village in supporting tourism such as producing food products and souvenirs (aroma therapy from coffee) and working with outside NGOs to improve the skills of village communities.

Although the empowerment of supporting village in Kelimutu National Park tourism area did not have a significant impact in increasing tourists visiting and staying but it has another impact as follows:

1. Income from Foreign Exchange

The large number of foreign tourists visiting Kelimutu National Park and staying in supporting villages, led to a turnaround in foreign currency in the area. This resulted in an increase the income from foreign exchange.

2. Income from Tourism Business

Empowerment of village communities in supporting tourism in the Kelimutu National Park area also benefits the local community in terms of the emergence of new tourism businesses such as accommodation businesses, homestays, food and beverage businesses (culinary) which has an impact on increasing people's income.

3. Government Revenue

The largest revenue from tourism comes from taxation, for example the imposition of hotel and restaurant taxes. Another source comes from tourism business owned by the government.

4. Absorption of Labour

With the increasing the booming of tourism in the region creates new jobs such as tour guides and workers in cafes.

5. Multiplier Effect

Multiplier effect is the economic effect caused by tourism economy activities to general economic activities in a region both regionally and state.

6. Utilization of Tourism Facilities

Local tourists and local communities often share facilities for various purposes. The number of tourists brings considerable benefits so that a facility can be free of use for the local community.

Conclusion

From the results of the research, it can be concluded that there is a synergy between the role of the government and community participation in managing tourism in an effort to attract tourists for visiting Kelimutu National Park and staying in the supporting villages. The program is effective to increase local economy and welfare of people around the tourist area, although the number of visitor tend to decrease.

Community empowerment activities have the effect of increasing the economy of the community, creating jobs, increasing tourism businesses and increasing regional economic income.

Acknowledgement

This research was conducted by the lecturers who concern about NTT tourism development in collaborating with Ende Regency Tourism Office. This research is fully funded by Faculty of Economic and Business, Nusa Cendana University- Indonesia

References

- Ardiansyah, T. (2017). *Kelimutu National Park*. <https://foresteract.com/Taman-Nasional-Kelimutu/>
- Arikunto, S. (2006). *Research Procedures: A Practical Approach*, Revision Edition VI, Jakarta: PT Rineka Cipta.
- Bungin, B. (2003). *Qualitative Research Data Anaysis: Philosophy Understanding and Methodology to Application Modelling Mastery*. Jakarta: Raja Grafindo Persada.

- Damanik, J., & Weber, H. (2006). *Ecotorism Planning from Theory to Practice*. Yogyakarta: Puspar Ugm dan Andi.
- Isdarmanto. (2017). *Basic Tourism and Tourism Destination Management*. Penerbit Gerbang Media Aksara dan Stipram, Bantul, Yogyakarta.
- Kaha, K., & Molan L. (2016). *Realizing NTT towards a "New Tourism Territory"*.
<https://Kupang.Antaraneews.Com/Berita/670/Mewujudkan-Ntt-Menuju-New-Tourism-Territory>
- Kadju, E. (2019). *Governor of NTT Viktor Laiskodat required Tourism Fulfill the Tourist Imagination Expectations*.
<https://Nttbangkit.Com/Gubernur-Ntt-Viktor-Laiskodat-Ingin-Pariwisata-Penuhi-Ekspekrasi-Imajinasi-Wisatawan/>
- Lewokeda, A., & Molan, L. (2019). *Supporting Villages of Kelimutu Ende National Park*.
<https://Kupang.Antaraneews.Com/Berita/23636/Desa-Desa-Penyangga-Taman-Nasional-Kelimutu-Ende>
- Pande, G.M. (2005). *Policy Implications for Tourism Development in Kelimutu National Park*.
https://Ugm.Ac.Id/Home/Detail_Pencarian/28344
- Pitana, I.G., & Diarta, I.K.S. (2009). *Introduction to Tourism*. Yogyakarta: Andi Offset.
- Spillane, J.J. (1987). *Indonesian Tourism History and Prospects*, Yogyakarta. Kanisius
- Suharto. (2016). Relationship of Destinations, Image of Objects and Tourist Attractions (ODTW) of North Sumatra. Case study Gembira Loka. *Jurnal Media Wisata*
- Suwena, I.K. & Widyatmaja, I.G.N. (2017). *Basic Knowledge of Tourism*. Denpasar: Pustaka Larasan.
- Taman Nasional Kelimutu. (2020). *Profile of Kelimutu National Park*.
<https://Kelimutu.Id/Profil/Umum>
- Toda, H. (2017). Diversity of East Nusa Tenggara as a World-Class Tourism Province. *Jurnal Administrasi Publik, Fisip Universitas Sultan Ageng Tirtayasa*, 8(1).
- Yoeti, O.A. (1996). *Introduction to Tourism*. Bandung. Angkasa.
- Hazar, M.J., Shaker, B.N., Ali, L.R., & Alzaidi, E.R. (2020). Using Received Strength Signal Indication for Indoor Mobile Localization Based on Machine Learning Technique. *Webology*, 17(1), 30-42.