

Development of Rural Tourism Area for Equitable Development In Suak Gual Village, Selat Nasik Sub-District, Belitung District

Abdur Rofi*, Putu Bagus Gita Mahendra, Aji Purnomo, Tatak Puji Wahyudi

Department Environmental Geography, Geography Faculty, Universitas Gadjah Mada, Indonesia

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Abstract The potential for nature tourism in Suak Gual Village as a tourist destination in Belitung Regency has not been well managed. This study aims to examine the tourism potential in Suak Gual Village to increase development in disadvantaged areas. Specifically, this study aims to (1) examine the factors inhibiting tourism development in Suak Gual Village, (2) developing the Student Community Service Program for Tourism Development in Suak Gual Village, and (3) evaluating the Student Community Service Program results in Suak Gual Village. This research is action research using qualitative methods. The data collected includes primary and secondary data. Data analysis was using a qualitative descriptive approach. The results showed that the inhibiting factors for the development of Suak Gual Village were low education, accessibility, and infrastructure. The intervention program is classified into three dimensions: (1) the science-technology dimension, (2) the infrastructure dimension, and (3) the agro-marine dimension. The Student Community Service Program has resulted in tourism promotion, the creation of tourism marketing media, assistance for Tourism Awareness Groups, homestay improvements, and registration of homestay bookings on the Traveloka application.

1. INTRODUCTION

Belitung Regency is one of the areas that have abundant coastal and marine potential. Based on the Spatial and Regional Planning 2000-2010 of Belitung Regency, its coastal and marine areas were declared the main potential in the development of the Marine Tourism Area (*Peraturan Daerah Kabupaten Belitung Nomor 12 Tahun 2015 Tentang Rencana Induk Pembangunan Kepariwisata Kabupaten Belitung Tahun 2015 – 2025, 2015*). The potential possessed includes agriculture and plantations, mangrove forests, and coral reefs.

One of the five sub-districts in the Belitung Regency is the Selat Nasik Sub-District (BPS, 2017). This district area is only 5.8% of the total area of

Belitung Regency, which is 133.5 km². Seen from its geographical location, the Selat Nasik Sub-District is an archipelago consisting of 26 small and large islands, with Mandanau Island as its main concentration. This sub-district is surrounded by territorial waters such as the Natuna Sea, the Java Sea, the Gaspar Strait, and the Badau Sub-District. Selat Nasik Sub-District has natural potential and biodiversity that can be managed based on environmental values through agro-tourism and marine tourism. Selat Nasik Sub-District has great natural potential in the following details: (1) mangrove forest covering an area of 7,664.47 hectares spreading on the islands of Bakau, Mandanau, Kalanbau, Naduk, Sebangkok, (1) Sekutai, and Pilling; (2) coral reef in an area of 2,329.7 hectares, with tremendous potential on Mandanau Island, covering an area of 790.12 hectares;

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*Corresponding author : Abdur rofi'

Department Environmental Geography, Geography Faculty, Universitas Gadjah Mada, Jl. Kaliurang, Sekip Utara, Bulaksumur Sinduadi Sleman, Senolowo, Sinduadi, Kec. Mlati, Kabupaten Sleman, Daerah Istimewa Yogyakarta 55281, Indonesia

Email: abdurrofi@ugm.ac.id

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(3) great potential of fisheries is proved by the number of households that depended on their life on fisheries, which reached 538 households; and (4) rubber plantations covering an area of 757.6 hectares with production reaching 232 tons per year, production of pepper reaching 63 tons with a planting area of 161.64 hectares, and coconut plantations covering an area of 118.45 hectares with production reaching 20 tons per year (Siburian & Haba, 2016).

The geographic location factor is one of the important factors why it has the potential for abundant natural wealth (Budianta, 2010; Lubis, 2009). Geographically, the Nasik Strait area is dominated by plains (60%), undulating land (20%), and the rest is hilly land suitable for agriculture and plantations. The land in the Selat Nasik Sub-District generally includes quartz, sand, granite, and muddy land on the coast, which is overgrown with mangroves. The tropical climate with an average temperature of 25.6 °C-28 °C also supports the growth of mangroves and coral reefs in this region. Selat Nasik Sub-District has several problems, such as uneven development, the less than the optimal role of the tourism sector, and the low quality of local human resources. One of the areas in Selat Nasik Sub-District that have experienced this problem is Suak Gual Village (Figure 1).



Figure 1. Map of Research Location

Suak Gual Village is one of the remote villages in the Selat Nasik Sub-District. Access to this village was limited because it only had one main road and connected to other islands by using the ship. It had caused this village to be isolated from other villages. This village has 3,600 hectares, with a settlement area of less than 1%, and the rest is forests. The majority of people's main livelihoods are rubber farmers, pepper farmers, and fishers (BPS, 2017). The village is importing essential staple foods such as rice and vegetables from other villages. However, this village held rich natural and cultural resources. The beauty of the beach, coral reefs, mangrove ecosystems, forest potentials, and very well-maintained culture and local wisdom made this village potentially develop as a leading tourist attraction in Belitung Regency. Tourism

development in this area can be driving equitable development in Belitung Regency.

This study aims to look at the experience of Student's Community Service of Universitas Gadjah Mada (then called KKN), especially related to innovative tourism development conducted for about two months, which integrated innovative programs in overcoming obstacles and potentials of tourism development. KKN participants who were members of the KKN PPM UGM 2018 in Suak Gual in Selat Nasik District consist of students from various fields of study and are expected to actualize their knowledge in solving the problems and optimizing the potentials of the region.

The main question will address in this study are: What are the inhibiting factors in tourism development in Suak Gual Village? What are the programs and results of KKN activities that have been carried out? What is the sustainability strategy that could be applied in tourism development in the Village of Suak Gual?

2. METHODS

The sustainability of the tourism sector is an important issue (McCool et al., 2001). Tourism development must ensure environmental security, capability, welfare, and future generations' safety (Hardy & Beeton, 2010). Development can be applied through a sustainable approach. The sustainable approach considers the future by considering the resources and the influence of economic development on the environment that might cause cultural and social disruption (Laws, 2011).

The principle of development has a new paradigm, namely the principle of equity, growth (efficiency), and sustainability. Equitable development can be assessed based on the distribution and proportion of development in each region. Equitable means fair in terms of educational development, health improvement, and economic growth. Figure 2 below describes the framework in this action research study.

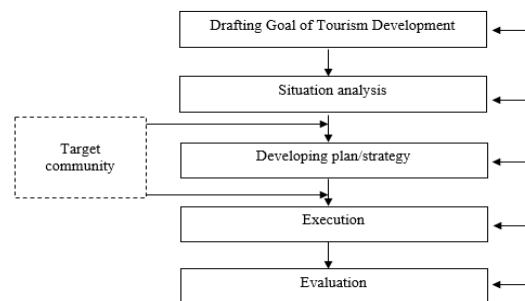


Figure 2. The Process of Research (Moscardo & Murphy, 2014)

The study was conducted for two months, from March 1st, 2018, until April 28th, 2018. The research was conducted in Suak Gual Village, Selat Nasik Sub-District, Belitung District in Bangka Belitung Islands. The research location was chosen for the following

several reasons: 1. Based on the Regional Regulation of Belitung Regency No. 12/2015 on Tourism Development Master Plan of Belitung Regency 2015–2025, Suak Gual Village was included in the development plan of Belitung Regency Strategic Tourism Area, namely in the development of the Tourism Area of Small Islands in Selat Nasik and its surroundings with Tanjung Lancor Lighthouse as its main attraction, 2. Based on the Government Work Plan of Suak Gual Village 2018, this village also was categorized as one of the villages targeted to implement an integrated development system in Selat Nasik Sub-District through tourism development.

This research used the action research method. Action research begins to solve an immediate problem or a reflective process of progressive problem solving led by individuals who work with others in a team or as part of a “community of practice” to improve how they handle problems and solve problems (Stringer, 2014). There are two types of action research: participatory research and practical research. The strategic purpose of action research is to solve specific problems and produce guidelines for effective practices.

The data used included primary data and secondary data supporting data with the following details. Primary data was collected directly through field observation and in-depth interviews. Field observation by identifying physical conditions (nature, biodiversity, tourist attractions, and supporting infrastructure) and social conditions (culture and local wisdom) to find out the empirical situation in Suak Gual Village. In-depth interviews with key informants, including village officials, community leaders, homestay owners, tourism awareness groups, and tourists. Secondary data was from the Profile of Suak Gual Village, Government Work Plan of Suak Gual Village 2018, and data obtained from written documents such as written regulations and reports.

The data then processed through several stages: data checking, data grouping, data inputting, and data representation. Data analyzed by employing qualitative descriptive techniques. This analysis uses the interpretive and naturalistic approach through textual analysis based on the information and contextual analysis of empirical conditions in Suak Gual Village. The research instruments used are as follows.

2.1. DPSIR framework

DPSIR Framework is a framework of thinking based on data and information related to the physical, social, and environmental conditions of the research location that functions to connect conceptual exploration and describe causal linkages (Gregory et al., 2013). In this study, the DPSIR Framework has five components (Baldwin et al., 2016), which included: Driver, the main (driving) factors of problems in

physical, social, and environmental aspects of tourism development in Suak Gual Village; Pressure, it is the force caused by the driving factors and can affect related indicators in tourism development; State, is the dynamics of indicators that reflect the quantity or quality of physical, social and economic phenomena in tourism development; Impact, is the one resulting from changes of the value of indicators in tourism development; and Response, is an effort that has been implemented by relevant elements in tourism development in the Village of Suak Gual.

2.2. Strategy matrix

The strategy matrix is an instrument in tables arranged to map strategies based on specific components. The aim of strategy mapping is by realizing the application of a sustainable instrument program. Strategies are built based on the identified problems through the DPSIR framework by considering: a) strategies based on the stakeholders involved; and b) strategies based on periods.

3. RESULT

3.1. Potential and inhibition of tourism development in Suak Gual Village

Suak Gual Village was located administratively in the Selat Nasik District, Belitung Regency, Bangka Belitung Islands Province. This remote village covered 26.9% of the total area of Selat Nasik District with a total of 3,600 hectares. Settlement area less than 1% while the rest was forests and gardens. This village also had two small islands, Piling Island and Keririm Island, separated from the main island and uninhabited.

The rich culture of Suak Gual Village consisted of various dances, the keroncong music of “Stambul Fajar”, the custom of makan bedulang (eating together in a circle), the unique wedding customs, and tunel (myths and tales). This village also had several tourist objects such as Tanjong Lancor Lighthouse, Tanah Tambun Pier, Mangrove Area of Pengkalan Baru, Piling Island, Paser Asau, and Suak Saer (Figure 3). The Tanjong Lancor lighthouse, the main tourism object, was a Dutch heritage from 1883 that still functions.



Figure 3. Tourism Potential of Suak Gual District

The access to the village was not good because it only had one main road with an asphalt-coated road only 2.7 km long, and the rest was a footpath (BPS, 2017). To reach this village people must use land and sea routes. It had caused this area to be isolated. In addition, this location has limited facilities, proved by the absence of a market, community health center, and advanced schools. The country's electricity network (24 hours) could only be accessed since October 2017.

Suak Gual Village had natural and cultural resources and potential as tourist destinations in Belitung Regency. However, this potential had not been well managed and not attracted many tourists. It was indicated by the lack of tourist visits, numbering 100 domestic tourists and nine foreign tourists throughout 2018 (Anonim, 2018).

Based on the observation and interviews, there were three inhibiting factors (drivers) of tourism development in the Suak Gual Village (Figure 4), namely Human Resources (HR), limited accessibility, and inadequate infrastructure.

The majority population of Suak Gual graduates from elementary school (60%), and only 2% are graduates from university. Almost all of them is lack

knowledge and skills in English, public speaking, use of technology, and management. Its impact on the unpreparedness of the community to handle the tourists and the development of tourist destinations.

In addition, land and sea transportation modes were very limited in both the number and time of service. To reach Tanjung Lancor, people even had to pass through steep, rocky, and grass-covered footpaths, while the seaway, such as the one going to Piling Island, remained unsafe. This condition could inhibit the mobility of goods and services entering Suak Gual Village.

The availability of infrastructures such as roads and lighting is lacking. Infrastructure facilities such as shopping malls, banks, ATMs, information boards, and tourism supporting media are not yet available. Suak Gual village is isolated from the city center. From the city of Tanjung Pandan, it takes at least 2.5 hours with three shifts of transportation modes.

The government and society's responses to these various limitations include providing educational facilities, forming a Tourism Awareness Group (Pagal Piling) as a pioneer in the tourism awareness movement, and supporting infrastructure such as homestays. However, this response has not been able to bring about significant tourism development.

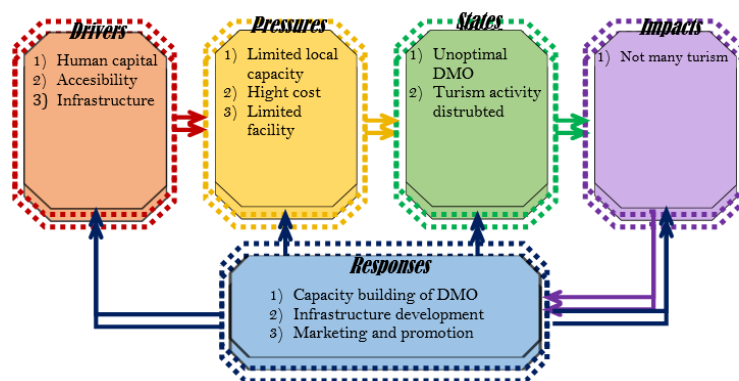


Figure 4. Inhibiting factors of tourism development in Suak Gual Village found with the use of dpsir framework

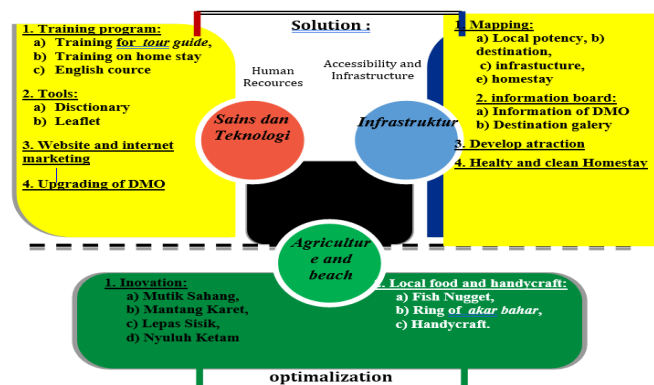


Figure 5. Innovation of tourism development in Suak Gual Village

3.2. *KKN program for tourism development in Suak Gual Village*

KKN students compiled program innovations in tourism development based on the potential and problems of the region. This program was designed to overcome the inhibiting factors and strengthen the region's potentials to alleviate the inequality of development in disadvantaged areas through the tourism sector, in this case, Suak Gual Village. The KKN programs into three dimensions: the science-technology dimension and the infrastructure dimension that played a role in problem-solving and the agricultural-marine dimension, which played a role in optimizing the potential (Figure 5).

The science-technology dimension consisted of several programs aimed at overcoming the educational problems of Suak Gual Village through the improvement of the quality of human resources. The skills of guiding tourists, speaking foreign languages, and handling emergency conditions were the initial "capital" given to the community, Tourism Awareness Group, and homestay owners concerning tourism activities. This program was supported by the provision of learning media in the form of Suak Gual Dictionary (local language–Indonesian–English) (Figure 6a) and tourism leaflets (Figure 6c). Institutional upgrading, especially the Tourism Awareness Group as the frontline, was carried out with mapping and technology-based branding training through the website and social media management (Figure 6e).

Innovative programs in the infrastructure dimension aimed to overcome the limited access and slow development of village infrastructure. In this area, the first program implemented was mapping which intended to spatially identify problems and potentials of the village as a basis for infrastructure development planning. Provision of creative facilities in the form of creative signposts and photo spot attributes (Figure 6d), educational facilities in the form of tourist galleries and mangrove education boards as well as tourist guides (Figure 6b) served in increasing tourist attraction. Other infrastructure development was implemented through the Healthy Homestay program through standardization of facilities, prioritization of cleanliness, first aid kit inventory, installation of health posters, and greening homestay yards, and promotion through Traveloka (Figure 6f).

The agricultural-marine dimension contained two innovative programs aimed at developing the potential of Suak Gual Village, namely the development of ecotourism innovations and tourism products based on local commodities. Natural wealth and biodiversity could be utilized for implementing special interest tourism such as mutik sahang (harvesting pepper), mantang karet (rubber tapping), lepas sisik (releasing

sea turtles), and nyuluh ketam or hunting crabs at night. In addition, there were local cultures such as keroncong and tunel, which, through Suak Gual Culture Festival, were expected to introduce Suak Gual Village tourism to the broader community. Agricultural and marine products could also be used as main tourism products such as fish and squid nuggets, rings made from candelabra sea fan (*Euplexaura* Sp.), handicraft in bags, carved sandals, and miniature tourist icons from local plants and wood.

3.3. *Development strategy of tourism development program in realizing equitable development in Suak Gual Village*

Tourism development programs were multisectoral programs. This program was supposed to be applied on an ongoing basis by integrating the strategic functions of all elements involved in the integrated village development system. In this case, internal stakeholders (community and local tourism institutions) and external stakeholders (government and non-government institutions) would have to collaborate actively and inclusively from the planning to the evaluation stage. The role of each element was integrated through the program implementation strategy according to the period (Table 1). This strategy was based on a priority scale prepared by considering the problems and potentials according to the empirical (natural and social) conditions of Suak Gual Village. The strategy based on the time scale was designed to make the program possible to be implemented in stages and in a sustainable manner.

This KKN was only in the initial period. The initial period focused more on developing human resource capabilities and uniting the vision and mission of the community in the tourism development of Suak Gual Village. Aligning the vision was implemented by developing a grand design of tourism development and through tourism inception. Programs such as tour guide training, English language training, website management training, and institutional upgrading played a role in preparing leading tourism actors. Intermediate program programs carried out through the construction of primary infrastructure (physical and digital) began to be developed by providing supporting facilities such as healthy homestays, tourist galleries, educational boards, and village websites (suakgual.com). Diversification of tourist attractions and tourism products was also implemented through fishery agro-tourism innovations (mutik sahang, mantang karet, lepas sisik, and nyuluh ketam). In addition, cooperation with external stakeholders such as transportation services, accommodation, and tourism information providers had to begin to promote tourism (branding).

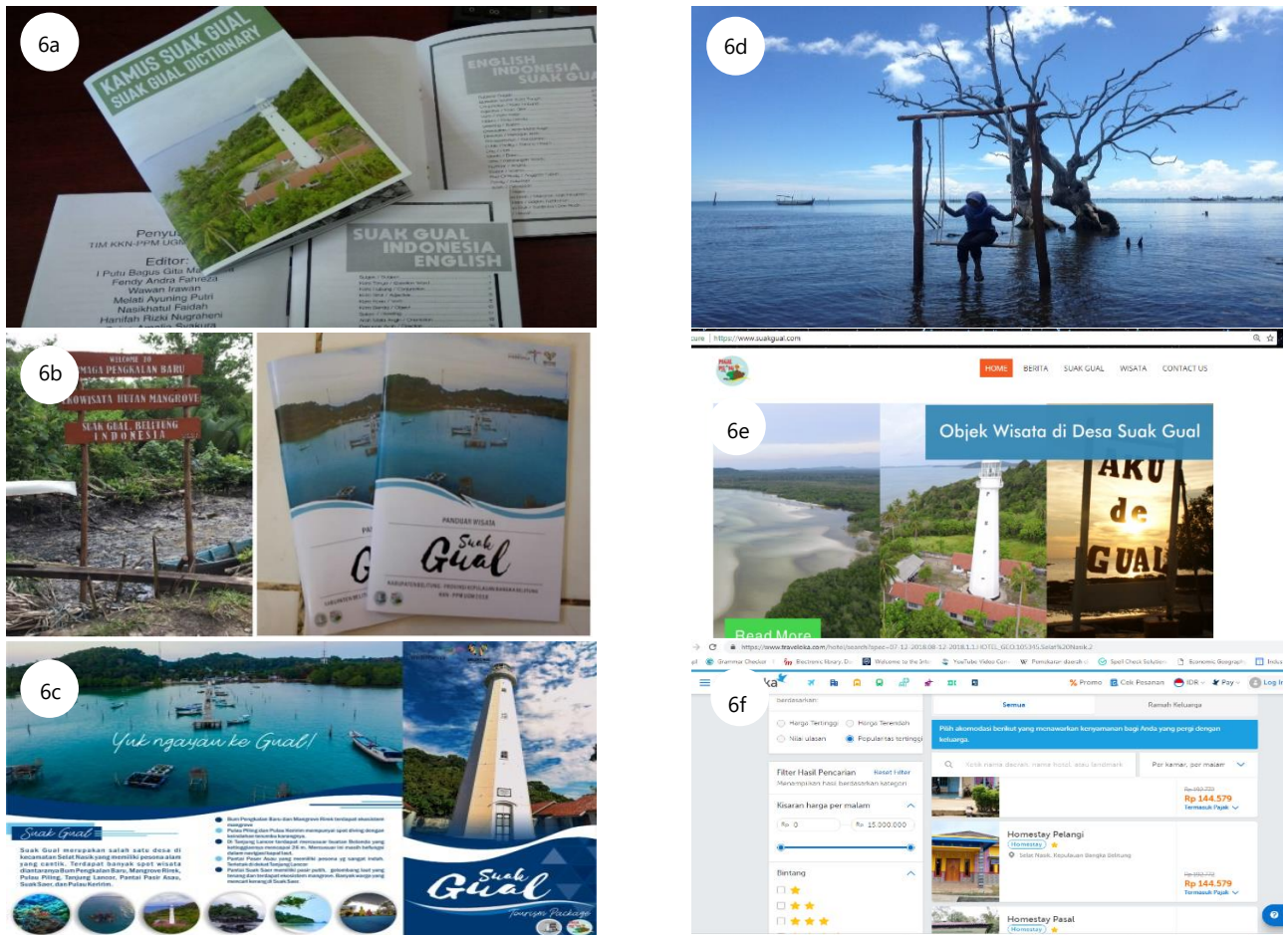


Figure 6. Program outputs: a) Suak Gual dictionary; b) Signpost of education on mangrove & tourism guide; c) Promotion leaflets; d) Photo spot; e) website www.suakgual.com; f) Homestay management and registration to traveloka.com

Table 1. Implementation strategy of tourism development program in Suak Gual Village based on time frame

Period	Program	Objectives	Stakeholders
Initial period (Year 1)	<p>Science and Technology: (Training Program and Provision of Learning Facility) Improvement of HR quality to support tourism</p>	<ul style="list-style-type: none"> ➤ To improve community knowledge and skills. ➤ To prepare leading cadres in tourism development. 	<ul style="list-style-type: none"> ➤ Community, ➤ Tourism Awareness Group, ➤ Government
	<p>Science and Technology: (Institutional upgrading) Training on driving institution for tourism in Suak Gual Village</p>	<ul style="list-style-type: none"> ➤ To strengthen function and role of institutions ➤ To embed the principle of community-based tourism in tourism development. 	<ul style="list-style-type: none"> ➤ Community, ➤ Tourism Awareness Group, ➤ Government ➤ NGO
	<p>Agriculture and Marine Tourism: (Inception of Ecotourism) Inception of tourism values and management of regional potentials</p>	<ul style="list-style-type: none"> ➤ To embed the importance of ecotourism principles: nature conservation, community empowerment, education and recreation. 	<ul style="list-style-type: none"> ➤ Community, ➤ Tourism Awareness Group, ➤ Government
	<p>Multisector: (Mapping program) Draft and strengthen regulation as well as creating the tourism grand design.</p>	<ul style="list-style-type: none"> ➤ To map the potentials and threats of tourism development. ➤ To produce strategic foundation and direction of tourism activity implementation. 	<ul style="list-style-type: none"> ➤ Community, ➤ Tourism Awareness Group, ➤ Government, ➤ NGO

Middle Period (Year 1-3)	Infrastructure: (Construction of infrastructure and healthy homestays) Construction of primary infrastructure which supports tourism (transportation facility, homestay dan restaurant.	➤ To improve accessibility to tourism necessities. ➤ To improve attraction for tourists.	➤ ➤ ➤ ➤	Community, Tourism Awareness Group, Homestay owners, Government, NGO
	Agriculture and Marine Tourism: (Ecotourism and local products) Innovations of tourist attraction and creation of products made of local ingredients.	➤ To create competitive excellence from tourism in Suak Gual Village. ➤ To bring more options of tourism activities based on "Sapta Pesona" or the seven conditions to attract tourists.	➤ ➤	Community, Tourism Awareness Group
	Multisector: Creating synergetic relation through collaboration with tourism supporting stakeholders.	➤ To create relation that can support tourism development.	➤ ➤ ➤	Tourism Awareness Group, Homestay owners, Government, NGO
	Science and Technology (website management) Promotion (branding) of technology-based tourism.	➤ To introduce the potentials of Suak Gual Village to the community at large to attract the interests of tourists.	➤ ➤ ➤ ➤	Community, Tourism Awareness Group, Government, NGO Tourists
Long-term Period (Year 4 and afterwards)	Infrastructure (construction and maintenance of infrastructure) Provision of secondary infrastructure to support tourism (services)	➤ To improve accessibility to tourism necessities (bank, ATM, money changer, etc.). ➤ To improve tourist attraction.	➤ ➤ ➤	Community, Tourism Awareness Group, Government, NGO
	Agriculture and Marine Tourism (local products) Innovations and specialization of local products of Suak Gual Village.	➤ To strengthen competitive excellence of Suak Gual Village. ➤ To improve tourist attraction.	➤ ➤	Community Tourism Awareness Group
	Agriculture and Marine Tourism (ecotourism) Tourism management based on culture and environment	➤ To maintain cultural values and natural conservation. ➤ To create sustainable tourism.	➤ ➤ ➤	Community, Tourism Awareness Group, Government, NGO

4. CONCLUSIONS

This research finds that the inhibiting factors in tourism development in Suak Gual Village are: (a) Educational factors; (b) Accessibility factors; and (c) Infrastructure development factors. KKN UGM Program in Sauk Gual had carried out innovative programs which were grouped into three dimensions, namely: (a) the science-technology dimension, which included training programs, provision of learning and training media, website management, and institution upgrading; (b) infrastructure dimensions which included mapping program, construction of tourist attraction infrastructure, provision of creative and educational facilities, and healthy homestays; and (c) the agricultural-marine dimension which included the

development of ecotourism innovations and tourism products based on local commodities.

It is expected that the program's continuation can be carried out through KKN programs or other programs in the next period. Programs carried out in the continuation period are aimed at strengthening tourism potential and stability. Development of secondary infrastructure, improvement of primary infrastructure, marketing development, and continuous branding need to be applied in this phase. The specialization of local tourism products namely rings made from candelabra sea fan, and the miniature of tourist attractions can also maintain the competitive advantage of the tourism sector of Suak Gual Village.

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