A Tourism Village Community Empowerment Concept in Tangkeno Village

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Abstract. A tourist village is a tourist destination or tourism destination that integrates tourist attractions. Tangkeno Village meets the criteria of a rural area that has unique and special characteristics in the form of local wisdom (customs, culture, potential, which is managed as a tourist attraction in accordance with its capabilities, which is aimed at the social and economic interests of the community and has a tourism component. Later on, empowerment through tourism villages is expected to be able to contribute to society either directly or indirectly, especially in the economic field. So, by this University Assisted Village are carried out in 3 main stages empowerment set activities, namely: (1) planning, (2) implementation, and (3) evaluation. In the end, as a recommendation, Tangkeno Village is expected to form a non-governmental group that specializes in tourism in Tangkeno Village. It is also hoped that there will be a mentoring and training program to increase the human resource capacity of the group in the future.

1. Introduction
A tourist village is a tourist destination or tourism destination that integrates tourist attractions, public facilities, tourism facilities, accessibility which is presented in a structure of community life that integrates with the prevailing procedures and traditions [1]. The tourism village meets the criteria of a rural area that has unique and special characteristics in the form of local wisdom (customs, culture, potential, which is managed as a tourist attraction in accordance with its capabilities, which is aimed at the social and economic interests of the community and has a tourism component, presented in a the form of integration of tourism components, among others, such as attractions, accommodation and supporting facilities [2], [3], [4], [5].

This tourist village is also offering tourism activities that emphasize the elements of experience and active forms of tourism that involve tourists in direct contact with the community. For example, Tangkeno Tourism Village, a tourist village located on Kabaena Island, Bombana Regency, Southeast Sulawesi, has a wealth of natural charm, unique customs and culture that is believed to be able to attract and spoil the eyes of tourists who come. The village is also known as the Land in the Clouds. This mountain cluster, which is the second highest peak in Southeast Sulawesi, offers stunning natural views and sunsets for travelers to enjoy. The variety of cultural heritages are also one of the attractive attractions of this village.

By considering this potential, a series of community empowerment activities through the tourism
village model, the team was interested in learning and conducting research on a concept of empowering tourism village communities in Tangkeno Village.

Empowerment is a process in which individuals, organizations and communities are able to meet their needs [6]. The purpose of community empowerment is basically to create a change for the better in all aspects of community life so that the quality of life and welfare of the community can be improved [7]. In other words, the goal of community empowerment is to increase community empowerment through strengthening local community institutions and organizations, poverty alleviation and social protection of the community, increasing community self-sufficiency in order to help people improve their economic, social and political life [8].

Development is an effort to increase tourism potential and resources as well as their utilization through planning, implementation and supervision policies in an integrated and adequate business unit while maintaining socio-cultural values and environmental sustainability for the sake of meeting community needs and for the greatest welfare of the people [9].

Village development is still often adhering to the concept of "building villages" and not "developing villages". In the concept of developing a village, external factors play a greater role in determining the direction of village development and this causes the village to become increasingly dependent on outside assistance. But on the contrary, in the concept of developing villages, the role of the community is actually the main factor in building a resilient village. In the context of tourism, development with the community is directed at a form of tourism that is related to the long-term interests of the community itself.

Tourism development is a pattern of developing and utilizing cultural traditions, local wisdom, and potential resources to support tourist destinations that are managed in an integrated and adequate business unit while maintaining its integrity and sustainability, for the sake of meeting community needs [9]. In this case, direct participation from the community is needed, because local communities will build and manage tourist facilities, so that people can receive direct economic benefits.

Community empowerment refers to how the local community has a great influence both socially and community organizations so that they are able to influence the environment around them. People are required to be able to think actively and creatively about the existing environment to be used as opportunities that can generate profits.

Empowerment through tourism villages is expected to be able to contribute to society either directly or indirectly, especially in the economic field. In addition to the economic benefits of the local community, they can simultaneously maintain and maintain local culture as well as preserve the nature around them, because this is the main capital as well as a characteristic in creating a more attractive tourist village. Empowerment is also still in an ongoing process, there are still people who are poor, unemployment and income distribution has not been achieved. Thus, it is necessary to have a strategy or method to support the success of the community empowerment program implemented through the tourism village program. The management and strategies implemented through the tourism village program are of course adjusted to the conditions and circumstances of the surrounding environment in the hope that it can improve the community's economy and alleviate poverty and make people's lives more prosperous and independent.

Based on the literature review that has been compiled, the following points can be taken: "A Concept of Empowering Tourism Village Communities in Tangkeno Village"

2. Methodology
This University Assisted Village activity is held in Tangkeno Village, Kabaena Tengah District, Bombana Regency. In general, the activities of this University Assisted Village are carried out in 3 main stages, namely: (1) planning, (2) implementation, and (3) evaluation. Based on the activities that have been implemented, progress reports can be submitted as follows.

The planning stage for the University Assisted Village is divided into 4 stages, namely: (a)
socialization, (b) module development, (c) development of the University Assisted Village work plan, and (d) preparation of evaluation guidelines. The socialization activity begins with obtaining a permit to implement the University Assisted Village. The process of obtaining a permit is carried out at the Kolaka Sub-district Office. The results obtained by the Head of Kabaena Tengah Sub-district appreciated this activity and recommended 3 (three) villages selected as subjects to participate in this University Assisted Village activity. The villages in question are Tangkeno Village, Pongkalero Village, and Tangkeno Village.

After confirming and determining which villages were selected to participate in the activities of the University Assisted Villages, the implementation team immediately carried out socialization and recorded participants in each village appointed by the Camat. As a result, each village was willing to send 2 representatives to attend the training.

The next step the implementing team was to design a work plan for the University Assisted Village. Based on the results of the discussion with the team along with the agreement with the participants, it was set for 22 October to 26 October 2019 for the implementation of the University Assistance Village located in Tangkeno Village. When designing the work plan, it is also determined that the implementing team will provide the training and is assisted by students. For this reason, at this stage, early training is also carried out for students to be more skilled when helping the team during the implementation of the University Assisted Village.

The implementation team also plans a concept for a training module. After determining the concept of the module to be made, students will then help finalize the module. The activity of making this module is carried out for 10 days which is held in the lecturer room.

The next stage carried out in the preparation stage is to make evaluation guidelines. The evaluation guidelines are intended to find out the participants’ understanding while participating in the University Assisted Village activities.

3. Result and Discussion

This University-Assisted Village activity was held in Tangkeno Village, Kabaena Tengah District from October 22 to October 26 2019. This activity was attended by 20 participants including village officials. This activity begins with the delivery of the basic concept of tourism villages, which aims to make participants have the same understanding of tourism villages. Then the next stage is continued with the provision of training in Tourism Villages as the Concept of Community Empowerment, Community Income Expansion of business fields, Expansion of employment. Improving environmental quality.

At the time of providing technical guidance, participants are guided directly by the instructor and accompanied by the Team. However, the participants were still confused during the implementation. For this reason, intensive material provision supported by modules that have been prepared and accompanied by the team will be able to improve the skills of the participants. It was proven that after the activity took place, the participants started independently designing the concept of community empowerment through their respective tourism potential. Nevertheless, the implementation team still facilitated the finalization of the concept of empowerment.

After the technical guidance activity, participants expressed their opinions on village regulations. This participatory mapping activity was carried out for 5 (five) days at the Tangkeno Village area, on October 22, 2019 at the South Kabaena District area.

As a measure of the success of the program, at the end of the activity an evaluation was carried out to determine the level of understanding of the participants of the material that had been given. Evaluation is carried out referring to the evaluation form that has been designed in the preparation stage. The evaluation consists of two stages, namely process evaluation and result evaluation. Based on direct observation during the activity, it can be stated in general, namely regarding the evaluation of the process, namely the attendance of the participants shows a very good enthusiasm and participation according to the attendance
list of participants. In terms of the initiative / activeness of asking, most of the participants who had never attended the training were very enthusiastic to ask questions about things being done in community empowerment through tourism villages. The activeness of expressing opinions and asking questions directly by the participants can be considered as a reference in subsequent activities. However, to evaluate the skills of the participants, they made the concept of developing tourism potential in the village. Intensive guidance is needed so that participants can follow the stages of the planning process and development of a tourist village.

Based on the evaluation of the results, it can be stated a number of things in general, namely related to the mastery of knowledge / training material that has not been maximized, especially regarding the design of the tourist village so that it needs to be given an explanation and emphasis so that the participants understand more of the material presented. The quality of the product produced, namely the village design, has not fully met the principles of developing village tourism potential through community empowerment, seen from some design elements that have not been properly used. In terms of response to the importance of this activity, participants responded well and indeed it needs to be developed because so far they have never tried to make a map properly and correctly.

4. Conclusion
Based on the results of the activities of the University Assisted Villages under BUMDES guidance, it can be concluded that:

The long-term village program for Tourism Village Training Assistance as a Community Empowerment Concept in Tangkeno Village, Kabaena Tengah District, Bombana Regency, improving tourism village management requires Human Resources (HR) who truly understand the ins and outs of management and are able to market tourism products managed through empowerment. Public.

Village officials as the target of the University Assisted Village program are assisted and feel proud of the activities of the academic community in improving Tourism Village Management as a Community Empowerment Concept and are able to manage and develop village tourism.

Management of Tourism Villages as a Community Empowerment Concept has been able to improve the process of administering village innovation programs, both administrative management, accountability of village programs and distribution of assistance to small and medium enterprises, as a process carried out to identify data, into relevant data, which is then analyzed. and converted into an information that can be used for decision making.

Local governments need to pay attention to various supporting facilities in the Management of Tourism Villages as a Community Empowerment Concept, especially the availability of an internet network, so that online reporting will run well.

The community is expected to be even more active in understanding every development of a Tourism Village as a Community Empowerment Concept to improve the community's economy. As a recommendation, Tangkeno Village is expected to form a non-governmental group that specializes in tourism in Tangkeno Village. It is also hoped that there will be a mentoring and training program to increase the human resource capacity of the group in the future.

References
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[9] Perdes No 5 Tahun 2014 Tentang Pengembangan Desa Wisata