

Development Strategy for Pepandangan Village into a Tourism Village Area in Enrekang Regency

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Abstract

The development of Pepandangan Village into a tourism village in Enrekang Regency, South Sulawesi, aligns with the Vision and Mission of the village head for the 2018-2023 period, which focuses on advancing village tourism. This initiative is further supported by local government programs aimed at developing tourism marketing, enhancing tourist destinations, fostering partnerships, cultivating tourism awareness groups, and strengthening cultural research and development. The district government's program emphasizes sustainable tourism development to achieve community welfare. The development process in South Sulawesi includes literature reviews, the preparation of survey tools and materials, data processing, data analysis, and report compilation. In 2017, Enrekang Regency recorded 68,887 domestic tourists and 603 international visitors. The region boasts various key tourist attractions, including waterfalls, natural baths, Lewaja swimming pools, the Kaluppini traditional ceremony, Saddang boat district, sandalwood agro-tourism, the panoramic Mount Nona in Bambapuang Village, the Mendatte village defense fort (Lo'ko Nippon), Dante pine agro-tourism, Mandu stone graves in Tanete district, Tandijalling old graves in Kelurahan Tanete, stalactites and stalagmites in Lo'ko Bu Bau Kadingeh Village, the non-smoking Bone-Bone Village, nature tourism in the Latimojong Mountains, eco-tourism in Salukanan Village, coffee plantation agro-tourism in Baroko District, and other attractions scattered across 12 sub-districts. However, these attractions have yet to be properly publicized and managed. The strategy for developing and planning Pepandangan Village as a tourism village includes conducting strategic analyses and gathering respondents' insights. Key strategic initiatives involve constructing transportation infrastructure and developing facilities such as hotel accommodations, lodging, and restaurants. Additionally, the plan includes enhancing tourism souvenirs associated with Pepandangan Village. These efforts align with the 2018-2024 vision and mission outlined in the Enrekang Regency Ripda to position Pepandangan Village as a national and international tourist destination that is integrated, sustainable, and rooted in environmental and regional cultural values. The development strategy emphasizes creating superior tourism products for Pepandangan Village's tourism industry, such as culinary tourism and souvenir shops, cultural attractions, breathtaking natural panoramas, and the promotion of these superior products at regional, national, and international levels.

Keywords: Tourism Village; Infrastructure; Development Strategy; Sustainable Tourism

INTRODUCTION

Pepandangan Village, located in Enrekang Regency, South Sulawesi, possesses immense potential as a tourism destination due to its rich natural and cultural attractions (Hall, 2019). The village is characterized by stunning natural landscapes, including waterfalls, natural baths, and panoramic mountain views that captivate visitors. Additionally, Pepandangan is home to various cultural and traditional events that reflect the unique heritage of the local community. Despite its potential, the

village's tourism resources remain largely untapped and underdeveloped, indicating an opportunity for strategic intervention to transform Pepandungan into a prominent tourist destination.

The local government of Enrekang Regency has recognized the significance of tourism development as a means to stimulate economic growth and community welfare. In alignment with the Vision and Mission of the Pepandungan village government for the 2018-2023 period, efforts have been made to initiate tourism development programs. These programs aim to promote tourism marketing, enhance tourist destinations, foster partnerships, and cultivate tourism awareness among the local populace. The government's commitment to building a sustainable tourism model that integrates cultural heritage and environmental preservation forms the foundation of this village's development strategy.

However, the current state of tourism infrastructure in Pepandungan Village is insufficient to support the influx of visitors that a well-managed tourist village would attract. Existing facilities, such as transportation infrastructure, accommodation options, and visitor amenities, are either limited or not adequately developed to meet the expectations of both domestic and international tourists. This inadequacy presents a significant barrier to maximizing the village's tourism potential. Therefore, there is an urgent need for comprehensive strategic planning to address these challenges and leverage the village's natural and cultural assets.

This research is driven by the problem statement that, despite the abundance of natural beauty and cultural heritage, Pepandungan Village has not yet realized its potential as a tourist destination. The study seeks to explore strategies for the development of the village into a sustainable tourism area that aligns with the broader vision of Enrekang Regency. Strategic development is essential to ensure that tourism not only generates economic benefits but also preserves the cultural and environmental integrity of the village, thereby contributing to the community's long-term prosperity.

The primary objectives of this research are to identify the key elements required for developing Pepandungan Village as a tourist destination and to propose strategic interventions that can enhance its tourism infrastructure. This includes building transportation networks, accommodation facilities, and promoting the village's unique tourism products on both national and international platforms. The study also aims to assess the impact of government policies and programs on the village's tourism development, examining how these initiatives can be optimized to achieve sustainable outcomes.

In summary, the development of Pepandungan Village into a recognized tourist village aligns with Enrekang Regency's vision of fostering integrated, environmentally friendly, and culturally based tourism. This research emphasizes the importance of strategic planning in unlocking the village's tourism potential while maintaining a balance between economic growth, cultural preservation, and environmental sustainability. By addressing the existing gaps in infrastructure, marketing, and community engagement, the study aims to provide a roadmap for transforming Pepandungan Village into a sustainable and attractive tourist destination.

METHODS

The research employed a mixed-methods approach to comprehensively understand and address the development needs of Pepandungan Village as a potential tourist destination. The first step involved a Literature Study, where existing academic works, policy documents, and reports related to sustainable tourism development and rural tourism were reviewed. This provided a theoretical

foundation and contextual understanding of tourism development strategies, particularly those applicable to rural settings like Pepandungan. The review aimed to identify best practices and challenges in developing tourist villages, as well as to establish a framework for assessing the unique tourism potential of Pepandungan Village.

Following the literature review, the study moved into the Preparation of Survey Tools and Materials. To ensure the effective collection of relevant data, specific tools such as questionnaires and interview guides were designed. The criteria for selecting respondents were based on their roles and expertise within the community, including local government officials, tourism practitioners, business owners, and residents (Moseley, 2003). The survey and interview questions were developed to gather detailed information on existing tourism resources, challenges in infrastructure and services, and insights into community perceptions of tourism development. The Data Collection phase included conducting site visits to observe the natural and cultural attractions firsthand, structured interviews with key stakeholders to understand their perspectives and aspirations for tourism, and surveys to capture quantitative data on tourism-related activities and community readiness.

The collected data underwent a rigorous Data Analysis process, combining both qualitative and quantitative methodologies. Qualitative analysis was used to interpret interviews and observational data, allowing the identification of themes and patterns related to the opportunities and challenges of developing Pepandungan Village as a tourist destination. Quantitative data, such as responses from surveys and statistical information on visitor numbers, were analyzed using statistical tools to generate insights into tourism trends and infrastructure needs. The combination of these analytical techniques provided a comprehensive understanding of the factors influencing tourism development in the village.

RESULTS

The findings from the research provide a comprehensive overview of the current tourism landscape in Pepandungan Village and its positioning within Enrekang Regency. The village is endowed with various tourist attractions, ranging from natural sites to cultural activities. Notable natural attractions include waterfalls, panoramic views of mountainous landscapes, and natural baths, all of which hold significant potential to draw visitors seeking eco-tourism experiences. Additionally, the village is rich in cultural heritage, hosting traditional ceremonies and practices that reflect the customs and traditions of the local community. These cultural events not only serve as potential tourism attractions but also offer an opportunity to preserve and celebrate the village's unique identity. However, despite these assets, the current state of tourism development is underwhelming, with many of these attractions remaining underdeveloped and lacking in proper management.

A key challenge identified in the study is the insufficient infrastructure to support tourism activities. Transportation to and within the village is limited, making accessibility a significant issue for potential tourists. Accommodation options are scarce, with only a few small lodgings available, which do not meet the standards expected by many travelers. Moreover, basic amenities such as restaurants, public rest areas, and visitor information centers are either lacking or not adequately developed. These deficiencies in infrastructure are compounded by the absence of a comprehensive marketing strategy to promote Pepandungan Village as a tourist destination. Currently, limited promotional activities have led to low visibility, both regionally and nationally, which restricts the village's potential to attract a steady flow of visitors. Consequently, the local tourism economy is

underdeveloped, and the community is not fully benefiting from the possible economic and social advantages of tourism.

The study also includes a strategic analysis of feedback gathered from local stakeholders, including residents, government officials, and tourism-related businesses. Respondents highlighted the necessity for developing fundamental infrastructure, such as roads and public facilities, to enhance visitor access and comfort. There was a strong emphasis on the need for accommodation and hospitality facilities, including the development of hotels, guesthouses, and restaurants that reflect local culture while meeting tourists' needs. The feedback also stressed the importance of promoting the village's unique tourism products, such as local handicrafts, culinary experiences, and cultural performances, which could significantly enhance the village's appeal. Additionally, respondents advocated for strategic marketing initiatives, such as social media campaigns, collaborations with tourism agencies, and participation in tourism fairs, to elevate the profile of Pepandungan Village. These suggestions form the basis for the development strategies proposed to transform Pepandungan Village into a sustainable and attractive tourism destination within Enrekang Regency.

DISCUSSION

The findings of this study highlight the critical role that infrastructure development, accommodation facilities, and transportation play in the sustainable growth of tourism in Pepandungan Village. To transform the village into a viable tourist destination, there is a need to invest in fundamental infrastructure such as roadways, access paths to natural sites, and basic utilities that support visitor experiences. Well-maintained roads are essential for ensuring easy access to the village, not only for tourists but also for service providers and local entrepreneurs. Furthermore, developing reliable accommodation facilities that cater to various tourist preferences—ranging from budget lodgings to higher-end hotels will be crucial in ensuring that visitors have comfortable and memorable stays. The availability of transportation, whether public or private, to facilitate local mobility will significantly enhance the overall visitor experience and make Pepandungan more accessible for travelers from different regions.

Aligning tourism development with the local government's vision and mission for 2018-2024 is paramount for ensuring that tourism grows in a way that is sustainable, inclusive, and beneficial for the local community. The village government's strategy for tourism focuses on promoting community welfare, preserving environmental integrity, and fostering cultural preservation (Storey, 2020). Therefore, any tourism development plan should be structured to support these objectives, balancing economic growth with social and cultural enrichment. This includes integrating local cultural elements into tourism experiences, ensuring that development respects the natural environment, and empowering the community to take an active role in tourism-related activities. By adhering to the local government's vision, tourism in Pepandungan Village can be developed in a manner that sustains the environment and promotes local culture while providing economic opportunities for residents.

Promoting regional tourism products and establishing partnerships are key components for enhancing Pepandungan Village's visibility on both national and international levels. The village has various unique assets, including handicrafts, local cuisine, and traditional cultural practices that, if effectively marketed, could distinguish it from other destinations in South Sulawesi. A strategic marketing approach should focus on branding Pepandungan as an attractive destination that offers authentic experiences, such as cultural immersion and eco-tourism adventures. Collaborations with

tourism agencies, travel platforms, and regional tourism boards can facilitate the promotion of the village to a wider audience. By leveraging these partnerships, Pepandungan can tap into established networks for tourism promotion, enabling it to reach potential visitors who are interested in cultural, natural, and adventure tourism.

To effectively implement tourism strategies in Pepandungan Village, a multifaceted approach is recommended, with a focus on culinary tourism, cultural attractions, and natural panoramas. Culinary tourism can play a significant role in introducing visitors to the local culture through traditional foods and beverages unique to the area. Establishing food markets, restaurants, and culinary festivals that celebrate local cuisine can attract food enthusiasts and encourage longer stays. Moreover, cultural attractions such as traditional ceremonies, local crafts demonstrations, and folklore storytelling can provide tourists with an immersive cultural experience that goes beyond passive sightseeing. Ensuring that these cultural attractions are well-organized, marketed, and accessible to tourists will be essential for their success.

The village's natural landscapes present an opportunity to develop eco-tourism and adventure tourism, taking advantage of its waterfalls, mountain views, and natural springs. Activities such as guided nature walks, camping, birdwatching, and photography tours can be developed to engage tourists with the natural environment responsibly. To maintain the sustainability of these natural resources, it is important to establish guidelines for visitors and invest in environmental conservation programs. By developing tourist-friendly natural sites and ensuring their preservation, Pepandungan Village can establish itself as a destination that offers stunning natural panoramas while promoting environmental awareness and sustainability.

In conclusion, developing Pepandungan Village into a tourist destination requires a strategic approach that addresses infrastructure needs, aligns with governmental policies, and capitalizes on the village's unique cultural and natural offerings. By building suitable accommodation and transportation facilities, promoting local tourism products, and developing attractive cultural and natural experiences, Pepandungan can establish itself as a sustainable and appealing destination. These efforts will not only contribute to the economic development of the village but also ensure the preservation of its cultural heritage and environmental resources for future generations. The strategies outlined in this discussion provide a roadmap for the transformation of Pepandungan into a prominent tourism village that benefits both the local community and visitors alike.

CONCLUSION

The development of Pepandungan Village as a tourism destination presents both significant opportunities and challenges, as revealed by the study's main findings. The village possesses a rich array of natural attractions, cultural heritage, and traditional customs that have the potential to attract a diverse range of tourists. However, the lack of adequate infrastructure, such as transportation, accommodation, and visitor facilities, poses a considerable obstacle to achieving sustainable tourism growth. The study also emphasizes the critical need for strategic promotion and the enhancement of regional tourism products to raise awareness and draw tourists from both national and international markets. The feedback from local stakeholders underscores the importance of community involvement and support, as well as the alignment of tourism development strategies with the vision and mission of the local government for the 2018-2024 period.

To realize the full potential of Pepandungan Village as a tourism destination, a holistic approach to strategic planning is necessary. This involves prioritizing the development of essential

infrastructure, promoting environmental sustainability, and preserving the cultural integrity of the village. Implementing sustainable tourism practices is vital for ensuring that economic development does not come at the expense of environmental degradation or cultural dilution. A comprehensive tourism strategy should aim to create a balanced model where economic benefits are reinvested into community welfare, conservation efforts, and cultural preservation. By integrating these elements, Pepandungan Village can progress towards its vision of becoming an integrated, environmentally-friendly tourist destination that offers authentic experiences to visitors while fostering long-term social and economic benefits for its community.

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