

Village Tourism-Based Local Economic Development: An Approach to the Raled Model

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Abstract: Village Tourism-Based Local Economic Development: An Approach to the Raled Model

Selorejo Village, Malang Regency has tourism potential which is known as the *Bumi Perkemahan Bedengan* Tourism. However, *Bumi Perkemahan Bedengan* Tourism still needs to be developed optimally because this tourism has the potential to become sustainable tourism. The novelty of this research is to complement quantitative research methodologies related to the theme of developing village tourism potential, where there are research limitations from several previous studies, which are dominated by descriptive qualitative methods. The concept of Local Economic Development (LED) is deemed capable of optimizing available local resources by involving several stakeholders such as the Government, Local Communities, Business Actors, and Local Community Organizations. This research discusses tourism-based Local Economic Development (LED) that aims to examine the condition of Local Economic Development (LED) and provide insight in making plans or strategies for sustainable Local Economic Development (LED) in *Bumi Perkemahan Bedengan* Tourism. This article applies a quantitative approach with data analysis of RALEd (Rapid Assessment Technique for Local Economic Development). Assessment of local economic development in *Bumi Perkemahan Bedengan* Tourism using the hexagonal concept of LED which consists of six aspects, namely target group, location factors, policy focus and synergy, sustainable development, governance, and management process. The results showed that the five aspects had met the good category. However, there is one aspect, namely the Target Group has a low index value of 45.92 which means that the condition of Local Economic Development in the aspect of the Target Group at the *Bumi Perkemahan Bedengan* is in a bad condition. Therefore, the target group aspect and the other two lowest aspects namely management process and location factors need attention for more improved in the efforts of Local Economic Development (LED) in the *Bumi Perkemahan Bedengan* Tourism.

Keywords: Local Economic Development (LED); Regional Development; Tourism

INTRODUCTION

The failures and successes in regional development in several developing countries can be a lesson for the Indonesian state. According to Kuncoro (2018), regional development is an element of national development designed to increase the capacity of local governments in creating a capability that can provide services to the community, as well as the capability to manage and utilize efficient resources, to advance the regional economy which will have an impact on the welfare of society. Regional development is carried out through the development of regional autonomy which is an effort to empower the community (Tiza et al., 2014). According to Elizabeth (2017), the various problems faced by each region are not far from economic problems and are often caused by the inability of the region to balance changes in economic conditions that continue to occur. In the current era of globalization, an area must improve its ability to make changes, and be able to adapt to changes that occur. The economic development of a region is largely determined by the response of stakeholders to the dynamics of socio-economic changes that occur (Al-Qudah et al., 2021; Gruzina et al., 2021; Hall & Kanaan, 2021; Langroodi, 2021; Pulido, et.al, 2021; Reese & Li, 2020).

Local economic development is considered capable of overcoming these problems. Local economic development proposes opportunities for local governments, the private sector, non-profit organizations, as well as local communities to work together to improve the local economy (World Bank, 2011). People's lives in rural areas are difficult in the abundance of natural resources. This happens because the village community has not optimally utilized the wealth of existing natural resources (Syahza & Suarman, 2013). Selorejo Village, Malang Regency is rich in natural resource potential. With an area of 4.00 Km² with a population of 3,762 people. One of the potential natural resources owned by Selorejo Village is its forestry resources, which are currently a well-known tourist spot in Selorejo Village, Malang Regency (Fajar, 2015). The tour is known as the Bumi Perkemahan Bedengan which is a tour for camping and cycling by enjoying the beautiful scenery of the sprawling pine forest and river flow that provides a cool and relaxing atmosphere for visitors. Bumi Perkemahan Bedengan Tourism has a total area of 13.7 hectares, consisting of 17 lands covering an area of 2.5 hectares and managed by the Forest Management Village Partnership Institute (LKDPH). However, during the existence of this tourism potential, the development of Bumi Perkemahan Bedengan Tourism is still not maximized. This has resulted in Bumi Perkemahan Bedengan Tourism still not being competitive with other tourism.

Research on tourism-based local economic development has not been done much, so the authors are still having difficulties finding previous research. Research by Huda (2020), with descriptive qualitative methods, shows that the local economic development carried out in the tourism sector in Serang Village has fulfilled six aspects of local economic development, namely the target group, location factors, policy focus and synergy, sustainable development, governance, and process management. This study is in line with the research of Utomo et al. (2020), which shows that the six aspects of local economic development in Batu tourism are in a good category. Then, according to Adi (2012) the results of the analysis of local economic development using RALED in Sukoharjo Regency still must get deep attention from all stakeholders, so that several aspects of local economic development can be improved. This research is in line with (Nyawo & Mubangizi, 2015) who explain that without assistance from stakeholders, especially local governments, the growth and development of the arts and crafts sector will remain a challenge in local economic development. According to Prasetiari (2012), the elements that drive and hinder the development of the local economy of Kampoeng Batik Jetis Tourism are geographical conditions, aspects of capital and marketing, and aspects of human resources. Research conducted by Adiyat et al. (2014), explained that the local economic development program to develop the economy of Bantul Regency is to develop community-based tourism, as well as develop a network between Tourism Villages. Tourism-based local economic development is very important to encourage new sources of growth and it has linearity towards sustainable economic development, which is a global issue today (Káposzta et al., 2020).

According to Palit et al. (2017), the existence of the tourism sector can affect economic growth, because the tourism sector has a promising opportunity to encourage the growth of other sectors. In many areas, tourism is the core basis for planning local economic development programs. Strengthening tourism provides the potential to contribute to inclusive development goals (Rogerson, 2018). Tourism can play a role in local economic growth, provide income to local communities and businesses, and is very suitable to be developed in developing and developed countries (Incera & Fernandez, 2015). Therefore, this study discusses the development of a tourism-based local economy in the campsite of Selorejo Village, which is analyzed through the hexagonal concept of local economic development. According to Bappenas (2006), the hexagonal local economic development can help stakeholders to interpret the complexities of local economic development.

The objectives and targets of local economic development are to encourage efforts to

accelerate local economic development through the participation of government, businesses, local communities, and community organizations in participatory processes. Build and develop strategic partnerships and alliances to accelerate local economic development among stakeholders in a synergistic manner. Development of economic facilities and infrastructure that supports efforts to accelerate regional economic development. The realization of sustainable economic and SME development and growth. Realization of increase in PAD and GRDP. Realizing an increase in people's income, reducing unemployment, and reducing poverty levels. Realizing increased equity among community groups, sectors, and regions. As well as creating economic strength and independence for local communities (Bennett, 2021; Bischoff et al., 2021; Jennings, 2022; Kamara, 2021; Lee et al., 2021; Nocito et al., 2021).

The tourism village is the embodiment of an independent village which is currently an important issue that requires consideration. Rural tourism can revive conventional concepts and views of tourism and can bring a new dimension to the concept of sustainable development (Aref & Gill, 2010). The development of tourist destinations must meet several requirements, including good accessibility, attractive objects, and support from the government and the public (Hadiwjoyo, 2012; Rohmadin, 2016; Arida & Pujani, 2010). The development of the local economy through tourism is a comprehensive way that aims to improve the quality of life of the community for the better.

Based on the background and some previous research, it is still necessary to do further research related to local economic development, especially in the tourism sector. In addition, there are still research limitations from several previous studies. Previous research related to local economic development has predominantly used descriptive qualitative methods. The main purpose of this research is to help the local economic growth of the community that manages Bumi Perkemahan Bedengan Tourism in Selorejo Village. The concept of local economic development is one of the effective strategies to develop economic potential and can create economic strength and encourage local community independence. This study aims to analyze the status and levers of local economic development to produce strategic formulations and design of tourism-based local economic development programs at Bumi Perkemahan Bedengan to optimize local economic development through Bumi Perkemahan Bedengan Tourism.

LITERATURE REVIEW

Local economic development is a process that involves local government and

community organizations to promote, generate, and pursue business activities to provide employment (Blakely & Bradshaw, 2002). Local economic development should be the main goal to create prosperity for the people. Local economic development is a way for local governments and local communities to manage the potential that exists in an area by collaborating with the private sector to increase new jobs and stimulate the economy in the area. The government and the community are required to channel ideas for development to be implemented. In increasing regional growth, especially in rural areas where most of these activities are dominated by the agricultural sector, local governments seek to improve community welfare by exploring and developing the potential that exists in an area through local economic development.

Local economic development is a way to optimize available local resources to provide employment and encourage economic activity by linking government, business actors, local communities, and communities or community organizations for sustainable economic development in an area (Blakey & Leigh, 2013). The theory is following the research of Mulyana et al. (2017), which explains that the success of local economic development cannot be separated from the cooperation between all parties. According to the International Labor Organization (2005:6), local economic development is a participatory method that stimulates the cooperation of stakeholders, namely the private sector, local communities, and the government in a particular area to carry out development by optimizing the use of local resources aimed at providing new employment and stimulate economic activity.

However, this is slightly different from Meyer dan Stamer (2005), who reveals that local economic development is not just an economic goal, but has a broader dimension. Six aspects become measuring tools in the application of local economic development, namely, aspects of the target group, aspects of location factors, aspects of policy focus and synergy, aspects of sustainable development, aspects of governance, and aspects of management process. In the aspect of the target group, indicators to measure local economic development are regulation of investment facilities, information on business prospects, business and legal capacity, security, campaigns, investment service centers, capital, promotion, technology improvement, management and institutions, entrepreneurship training, mentoring and monitoring, incentives, and speed of licensing (Meyer, 1991).

Furthermore, the aspect of location factors, indicators to measure location factors are access to location, means of transportation, communication infrastructure, energy infrastructure, availability of clean water, skilled labor, number of local financial institutions,

cooperation opportunities, research institutions, quality of settlements and the environment, facilities education and training, health services, social and public facilities, and the quality of human resources. Aspects of policy focus and synergy can be measured by the following indicators: First, economic expansion, which contains investment policies, promotions, business competition, the role of regional businesses, business networks, labor information, and skills development. Second, community empowerment in the form of community empowerment policies based on private partnerships, and poverty alleviation. Third, regional development in the form of industrial areas, centers of growth and development, communities, inter-regional cooperation, regional economic development planning, inter-central business networks, and sustainable industrial schemes. There are three indicators to measure sustainable development. First, on the economic side, namely supporting industrial development, companies with business plans, companies with innovation. Second, is the social side, namely welfare and local customs/institutions. Third, is the environment, namely the implementation of AMDAL policies, recycling, and conservation of natural resources. Governance aspects are measured by indicators of infrastructure partnerships, promotion and trade, financing, incentive systems, restructuring of public institutions, personnel procedures, and community development of industrial associations (status, roles, benefits). Lastly is the aspect of the management process which is measured by indicators of economic potential, competitiveness, local political conditions, identification of stakeholders, planning, and implementation, monitoring, and evaluation, discussion of problem-solving, comparison of monitoring, and evaluation results with plans (Meyer, 2014).

This was synthesized by Boulle & Dane (2020), that a general and global solution for all communities will not be achieved due to neglect of regional conditions and community participation in each region or community. Ni'mah (2018), states that local economic development is closely related to the empowerment of human resources, organizations or institutions, and the surrounding environment. The concept approach to local economic development provides an opportunity for a community to mobilize local resources. So that the development of the local economy allows the less fortunate groups to be productive. This proves that local economic development does not only review the potential in the form of physical aspects but also requires the quality of human resources that can ensure the success of local economic development. Economic development and job creation can be more successful and effective if they are adapted to the conditions and capacities of each region or community.

Based on the theory of Blakely & Bradshaw (2002), local economic development focuses on increasing local content, significant stakeholder participation in a partnership, increasing economic power, and independence, sustainable development, utilizing the impact of development by some local communities, expansion of MSMEs (Micro Enterprises). Small and Medium), overall economic growth, improving the quality of human resources and strengthening their capacity, reducing disparities between communities, sectors, and regions, as well as reducing the negative effects of economic activities.

The limitation or dimension of local economic development is that it does not look at the boundaries of the administrative area but pays more attention to increasing the content of local components and optimizing the utilization of local resources. Local economic development is an idea or idea of a region that is carried out in a participatory manner, local economic development does not focus on the social assistance approach but rather on a business or business development approach in an area, local economic development is not a direct way to reduce poverty, local economic development is focused on fulfilling and maximizing economic activities carried out following regional development, economic regionalization, commodity zoning, and spatial planning (Blakely & Bradshaw, 2002).

METHODS

This study uses a quantitative approach with a descriptive method. The location of this research is Selorejo Village, Dau District, Malang Regency. The reason that underlies the selection of the research location is that Selorejo Village is one of the villages that has potential in the tourism sector because of its natural beauty, especially in Bumi Perkemahan Bedengan Tourism. The targets of this research are stakeholders, administrators, and local communities who contribute to the Bumi Perkemahan Bedengan tourism.

Data was collected by distributing questionnaires and in-depth interviews with respondents to seek information related to research issues, the status of local economic development, and the levers of local economic development. Furthermore, the data was analyzed using RALED (Rapid Assessment Technique for Local Economic Development) which is an approach to see the context of local economic development (Lawson, 2012; Sun et al., 2010). This method uses the hexagonal concept of local economic development which consists of six aspects, namely target group, location factors, policy focus and synergy, sustainable development, governance, and management process. This RALED is a modification of the RAPfish (Rapid Appraisal for Fisheries) program which is based on the ordinance technique

(putting something on a sequence of measurable indicators or attributes). Data processing is done using the Microsoft Excel application (Ms. Excel).

Table 1. Distribution of Sampling.

No	Group	Respondent Type	Total
1	Tourism Manager	Leader of Forest Management	1
		Village Partnership Institution (LKDPH)	
		Tourism Development Team	4
		Vice Chairman of LKDPH	1
2	Regional Government	Secretary of LKDPH	1
		Head of Selorejo Village	2
		Forest Management Unit KPH Malang	1
3	Academics	Lecturer	2
		Student of Community Deducation	3
Total			15

Source: Primary data output after processing, 2022; (Reta,2022)

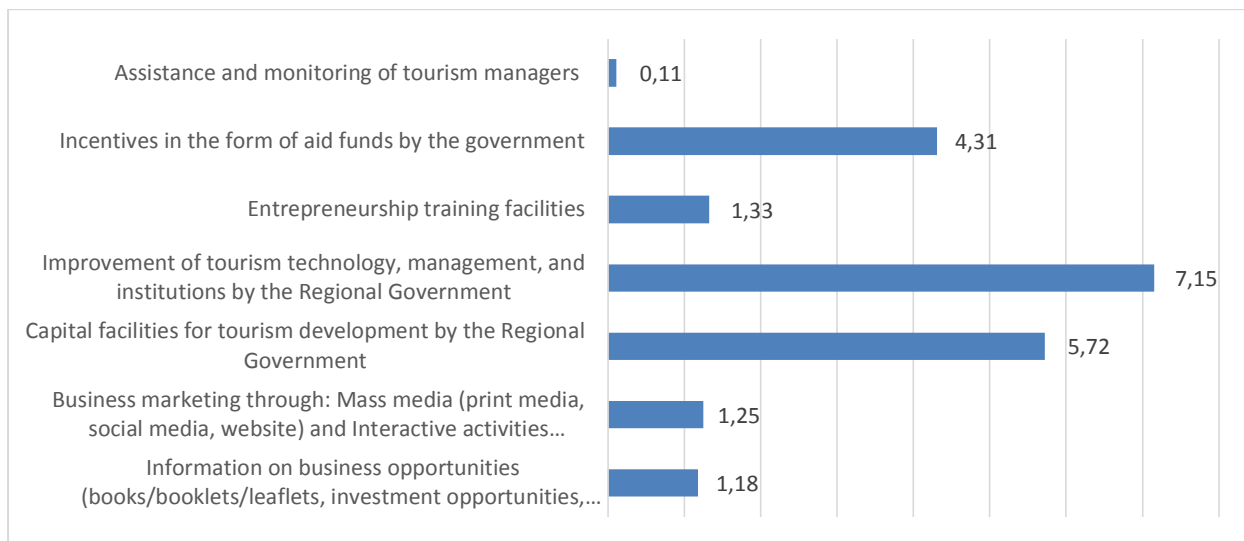
The stages in the RALED analysis are analyzed using the MDS (Multidimensional Scaling) method which aims to determine the index of each hexagonal aspect of local economic development and Leverage analysis aims to see the most dominant leverage factor. Aspects of local economic development are categorized as good or bad seen (Budiharsono, 2006), index value < 50, meaning that the status of local economic development aspects is bad, the index value of 50 - 75, meaning that the status of local economic development aspects is good, and index value > 75, meaning the status of aspects of local economic development is very good.

RESULT AND DISCUSSION

Leverage Factors for Local Economic Development

Leveraging factors in the aspect of the target group are presented in Figure 1. In general, the leverage index value for the target group ranges from 0.11 to 7.15. The leverage factor is a factor that must be improved. From the results obtained, the index value of the highest leverage factor from the aspect of the target group in Bumi Perkemahan Bedengan Tourism is the improvement of technology, management, and tourism institutions by the local government, while the lowest value is the assistance and monitoring of tourism managers.

Figure 1. Target Group Leverage Index Value

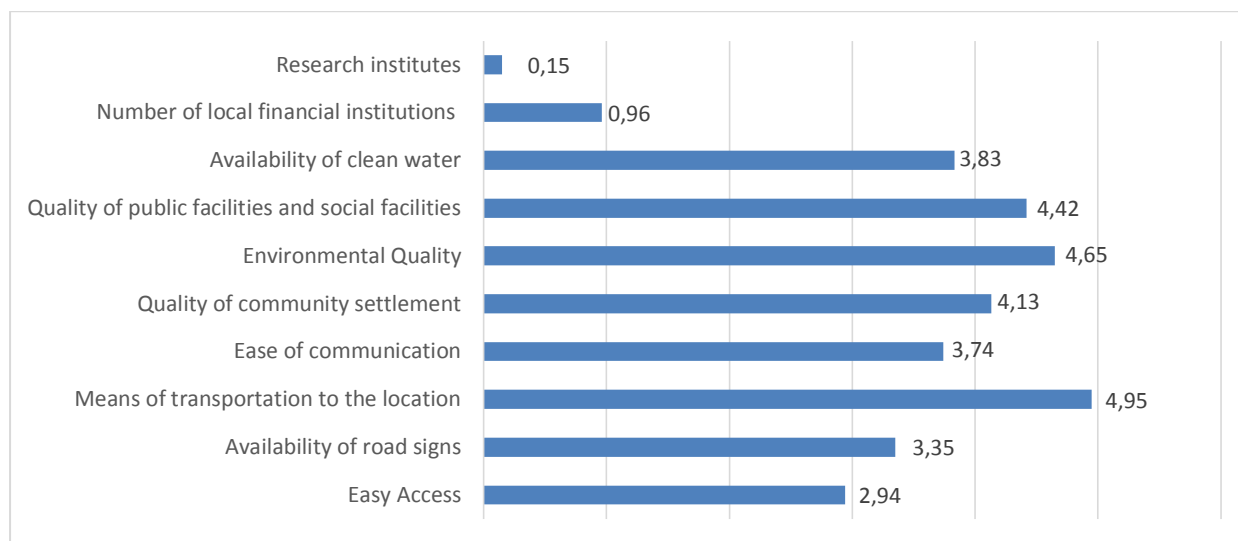


Source: Primary data output after processing, 2022; (Reta,2022)

Research findings show that the government, especially the Malang City Perhutani Office, has provided regular assistance and monitoring to tourism managers for the development of Bumi Perkemahan Bedengan Tourism. The rationale is that sustainable tourism development assistance and monitoring can create public enthusiasm to continue to participate in tourism development activities (Sari, 2019). Based on the figure, it is shown that the improvement of tourism technology, management, and institutions by local governments is a very important indicator in supporting tourism-based local economic development (Navío-Marco et al, 2018). Communities in rural areas tend to lack understanding of the current use of technology, so they do not take advantage of technology which is very important in terms of marketing, innovation, and tourism development. These problems can be overcome by the role of the local government by facilitating the community to develop their ideas in optimizing local economic development at the Bumi Perkemahan Bedengan Tourism. In addition, management and institutions are also crucial in tourism development. Because achieving sustainable tourism requires good management and institutions.

Next is the value of the leverage index for the location factors. Based on the figure, the three factors that must be improved are the means of transportation to the location, the quality of the environment, the quality of public facilities, and social facilities. Public transportation is one of the problems in mountainous areas. This is because road access to tourism is inadequate for public transportation.

Figure 2. Location Factors Leverage Index Value

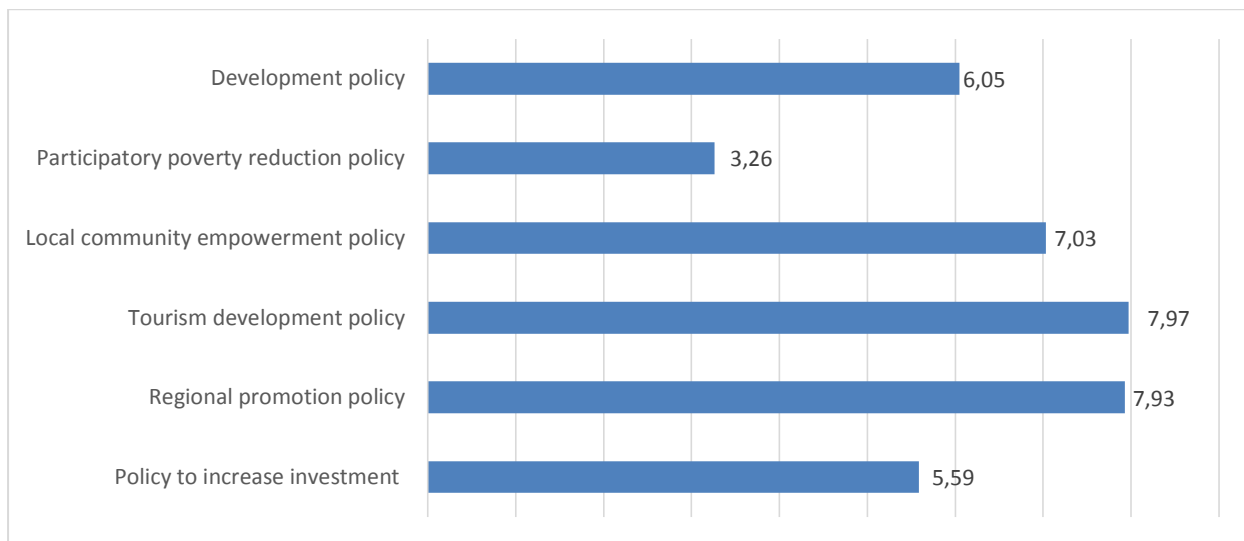


Source: Primary data output after processing, 2022; (Reta,2022)

Although it has a good location with its natural beauty and wealth, it still suffers from poor environmental quality. In this case, the poor quality of the environment is caused by a lack of care for the local community to protect the environment. In addition, public and social facilities such as places of worship, parks, trash cans, and roads are still inadequate. So, it is necessary to improve public facilities and social facilities so that they are more suitable for use. This finding agrees with previous research which proved a positive relationship between public transportation facilities in optimizing tourism areas (Fajriah & Mussadun 2014), environmental quality, and the quality of public facilities and social facilities in supporting (Nofriya & Fadhly, 2020). In line with the findings of Qin & Li, (2021) in China, local economic development based on eco-tourism, which only emphasizes economic factors and ignores environmental issues, can lead to unsustainable economics.

Figure 3 informs the value of the leverage index for policy focus and synergy. From the figure, the highest or most sensitive leverage index value is tourism development policy, while the lowest leverage index value is participatory poverty reduction policy. In addition, other sensitive values are regional promotion policies and local community empowerment policies. This finding describes that the three most sensitive indicators need to be addressed if you want to optimize local economic development in the Bumi Perkemahan Bedengan Tourism. Based on these results, it is recommended to provide policies that focus on tourism development. Likewise, research (Pedrana, 2013), explains that tourism policies toward sustainability are indispensable for the development of an area in the future.

Figure 3. Policy Focus and Synergy Leverage Index Value



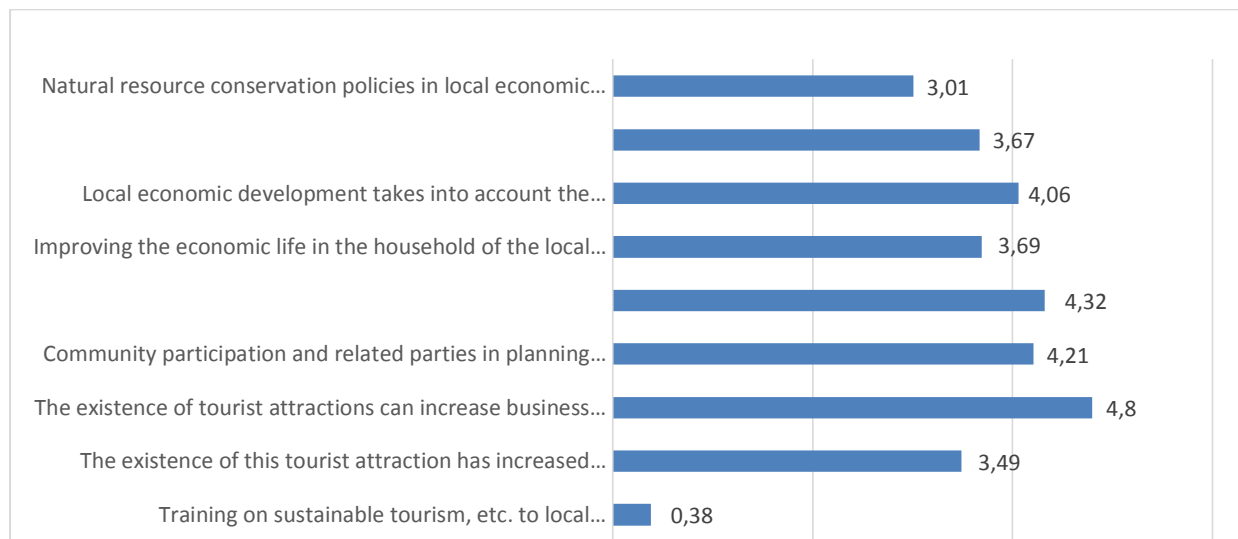
Source: Primary data output after processing, 2022; (Reta,2022)

Regional promotion policies also need to be considered by tourism managers, local governments, and academics. According to Andergassen et al. (2013), multinational incentives to promote an area are the effectiveness of several policy instruments available to local governments. In addition, local community empowerment policies are also crucial. This is because in the development of the local economy the involvement of local communities is very necessary. Therefore, training and socialization related to empowerment can increase community participation in managing tourism.

Figure 4 illustrates the value of the leverage index for sustainable development. This illustrates that there are three highest leverage index values or factors that must be improved, namely the existence of tourist objects that can increase business opportunities for residents and small entrepreneurs, increasing the skills of local or local communities related to tourism activities, and participation of the community and related parties in planning. sustainable tourism development. While the lowest leverage index value is training on sustainable tourism to local communities involved in the management of Bumi Perkemahan Bedengan Tourism. The existence of tourism objects in an area should be able to increase business opportunities for the local community, but in this case, the existence of Bumi Perkemahan Bedengan Tourism is not optimally used by the local community to open a business that will improve their welfare. Then the participation of the community and related parties is very much needed in tourism development. So that the skills of local communities become a central issue in the involvement of tourism activities. To achieve this, skills training is needed to improve their

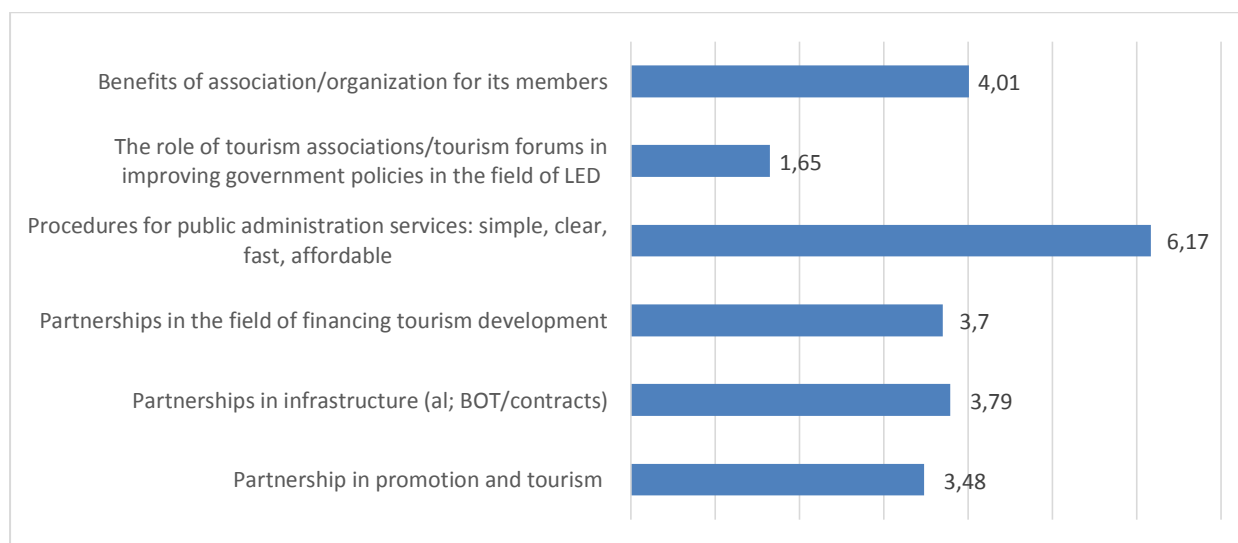
ability in tourism development planning.

Figure 4. Sustainable Development Leverage Index Value



Source: Primary data output after processing, 2022; (Reta,2022)

Figure 5. Governance Leverage Index Value



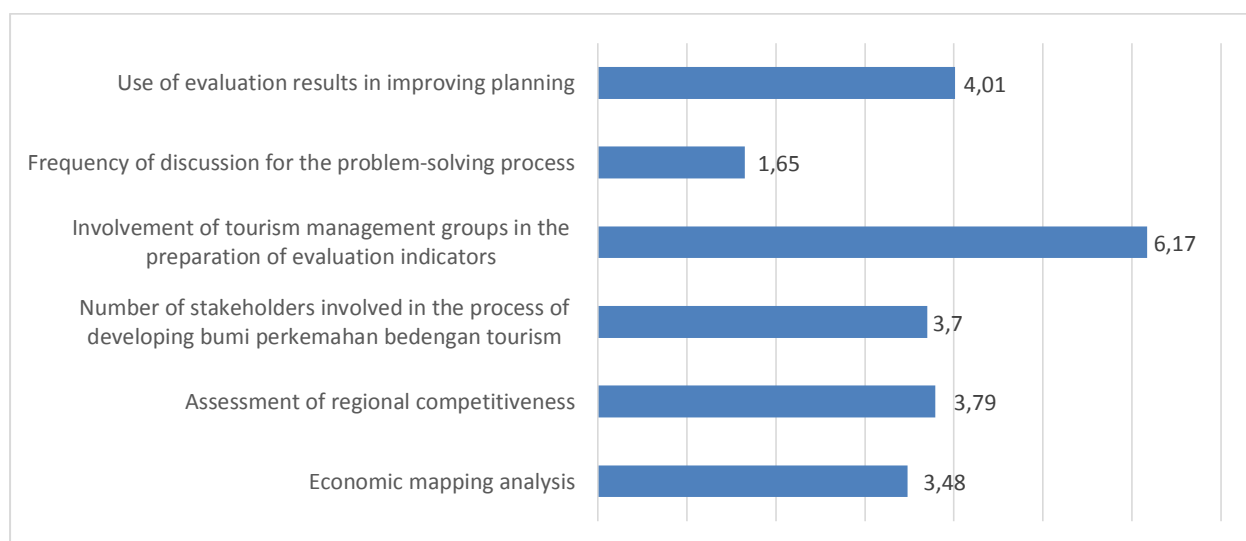
Source: Primary data output after processing, 2022; (Reta,2022)

Figure 5 informs the value of the leverage index for governance. From this value, public administration service procedures are the most sensitive indicators of governance aspects. This condition occurs because public administration procedures are less simple, less clear, less fast, and less affordable. The second most sensitive indicator is the benefit of the association/organization for its members. The existence of community organizations can help tourism managers to develop Bumi Perkemahan Bedengan Tourism. Furthermore, the third

most significant indicator is a partnership in the infrastructure sector. Graci (2013) states that collaboration through multi-stakeholder is considered the most effective way for tourism-based local economic development. For this reason, partnerships are needed, one of which is for the existence of adequate infrastructure. This finding confirms the previous research by Tasik et al. (2019), which explains the strategic role of governance in developing tourism potential.

Figure 6 illustrates the value of the leverage factor index for the management process. Based on the figure, it is known that the indicator that has the highest leverage index value or the most sensitive is the involvement of tourism management groups in the preparation of evaluation indicators. In the management process, the involvement of tourism management groups in the preparation of evaluation indicators must be carried out to achieve success. Meanwhile, the lowest leverage index value is the frequency with which discussions are held during the problem-solving process. Furthermore, the second most sensitive indicator is the use of evaluation results in improving planning. This must be done because to improve a plan can be seen from the results of the evaluation carried out. The third most sensitive indicator is the assessment of regional competitiveness. These results are consistent with previous research by Pongponrat (2011) which showed that the success and failure of tourism-based local economic development are closely related to the management process. In addition, Kontsiwe (2019) explains that there are several challenges in developing the local economy in tourism in the South African country, namely poor management, lack of targeted and coordinated marketing activities, and limited capacity in management and funding.

Figure 6. Management Process Leverage Index Value

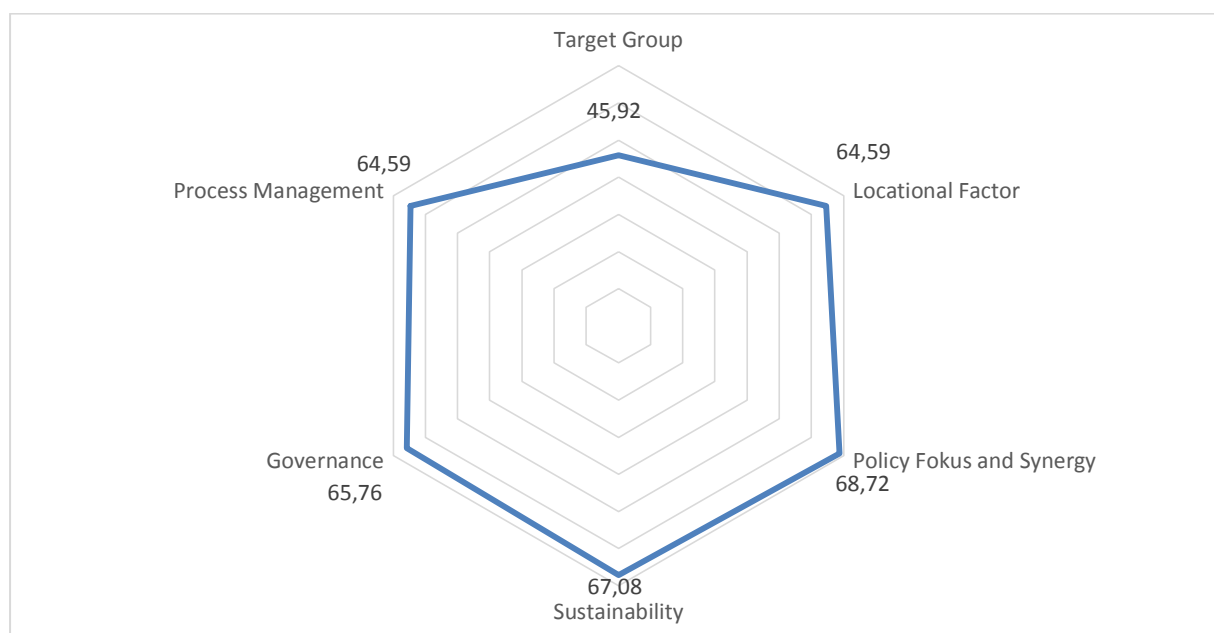


Source: Primary data output after processing, 2022; (Reta,2022)

The Status and Strategy of Local Economic Development in Bumi Perkemahan Bedengan Tourism

The development of the local economy requires the right strategy in the implementation of the development of the tourism potential of Bumi Perkemahan Bedengan. This strategy aims to optimize the development of a tourism-based local economy at the Bumi Perkemahan Bedengan. The determination of the status of local economic development aims to determine the general condition of local economic development in the region. From the six aspects of the kite diagram, it can be illustrated that the point farther away from point 0 is the best value or indicates a very good condition of local economic development. This means that the application of the concept of local economic development is said to be successful. The results of the study are presented in Figure 7.

Figure 7. Kite Diagram of Hexagon RALED.



Source: Primary data output after processing, 2022; (Reta,2022)

Figure 7 presents information on the status of local economic development assessed using six aspects, namely target group, location factors, synergy and policy focus, sustainable development, governance, and management process. From the figure, the policy focus and synergy reached the highest index value of 68.72 or was in the index value of the local economic development aspect between 50-75. This means that the aspect policy focus and synergy on local economic development at Bumi Perkemahan Bedengan Tourism is in a good category. This explains that stakeholders have considered factors such as the existence of

tourist objects that can increase business opportunities for residents and small entrepreneurs, increasing the skills of local or local communities related to tourism activities, and participation of the community and related parties in planning sustainable tourism development.

This is in line with the findings of Zhang & Li (2021) in Helongjian, China that the government's ability to coordinate well in creating synergistic policies on eco-tourism will have a good impact on the tourism sector ecosystem, which will certainly provide great benefits for the tourism sector. local economic development to the regional economy. While the aspect of the target group occupies the lowest index value, which is 45.92, or is at the index value of the local economic development aspect of less than 50. This means that the aspect of the target group in local economic development at Bumi Perkemahan Bedengan Tourism is in a bad condition.

Other aspects, namely sustainable development has an index value of 67.08, governance has an index value of 65.76, location factors has an index value of 64.59, and management process have an index value of 58.95. Based on the index value, it means that the five aspects of local economic development in the Bumi Perkemahan Bedengan Tourism are in good condition. This explains that the leverage factor of the five aspects has been considered by the stakeholders. Although the five aspects are in a good category, these aspects need to be improved. Especially in the aspect of the target group which has the lowest index value. Therefore, appropriate strategies and plans are needed to improve these aspects. First, there needs to be a synergy between the central government and local governments to monitor and evaluate the ongoing planning. Furthermore, it is necessary to provide insight for local communities to understand planning priorities. The local community needs to promote tourism by creating or providing a village or tourism website so that the wider community can find out about the existence of Bumi Perkemahan Bedengan Tourism. In addition, stakeholders, namely the government, the private sector, and academics also need to work together to conduct socialization and provide training in improving good management for tourism managers and providing capital facilities by assisting in tourism development. This is because to develop Bumi Perkemahan Bedengan Tourism, it is necessary to have capital, technology aimed at tourism marketing, as well as good management and institutions.

CONCLUSION

Local economic development is one of the strategies that can improve the economy of the Selorejo Village community. The existence of Bumi Perkemahan Bedengan Tourism

provides many benefits for the village community. Based on the results of the RALED analysis, the condition of aspects of local economic development is following the actual conditions. The results showed that the target group had the lowest index value, which was 45.92 or was in the size of the assessment of the local economic development dimension of less than 50 which means bad conditions. Therefore, the aspect of the target group must receive serious attention from all stakeholders to achieve better conditions. Other aspects such as location factors, policy focus and synergy, sustainable development, governance, and management process are in good condition. However, some of these aspects can be further improved to develop the local economy at the Bumi Perkemahan Bedengan Tourism. There needs to be synergy from all stakeholders to be able to optimize local economic development. One way is to pay attention to the levers that must be improved from the six aspects of local economic development and a local economic development strategy is needed, namely the holding regular monitoring between tourism managers and the government to overcome existing problems.

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