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## LAW ENFORCEMENT OF CONSTITUTIONAL COURT DECISION NO. 69/PUU -XII/2015 (Mixed Marriage Issue Without Marriage Agreement)

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### Abstrak

The aims of this research is to find the model of traditional tourism governance format so that it can be used as a benchmark in the development of village tourism or sustainable hamlet tourism by re-arranging regulations based on local wisdom that support traditional tourism. Another objective is to evaluate and refine the implementation of village regulations that have been developed and implemented in the village tourism domain to determine the extent of their implications on improving the economy of people in tourist villages. This paper is authored using a qualitative approach with the orientation of literature study as an employed strategy in this study. The literature study is used in social research methodologies to trace historical data, as is found in this study. The results showed that the development of rural tourism is able to minimize the potential of urbanization from rural to urban society caused by the ability of local people to create economic activities based on tourism activities (tourism economy) in rural areas. The productive power of local potentials, including the potentials of rural areas, can be encouraged to grow and develop by utilizing the resources owned by the village, so that it can be an effective instrument in encouraging the development of socio-cultural and economic fields of rural communities. Furthermore, efforts will be encouraged to conserve and empower the potential of local culture and local wisdom values that tend to be threatened with extinction due to the heavily globalized currents that have entered rural areas. In the development of a tourist village, certain guidelines are needed so that the impact of the development of tourism activities in each rural area can be controlled.

**Keywords:** tourism village; sustainable tourism development; economic empowerment; local wisdom.

### 1. INTRODUCTION

In the last decade, the development and trend of tourist travel is marked by the motivation and pattern of new tourist trips made by tourists, especially on the segment of the well-defined, experienced, educated tourist market which has a high level of awareness of issues of conservation and environmental empowerment in the community as well as local culture. The changes in question are changes related to changes in travel patterns and motivations, which are begun from mass tourism to alternative tourism as a form of balancing to the rapid development of

mass tourism that is considered less friendly to the environment and does not provide good supports to the local community. The change in motivation and travel patterns of tourists, automatically encourages the pattern of tourist consumption of tourism products or tourist destinations that no longer focus on the concept of 3S (Sun, Sea and Sand) but expanded more widely in various fields oriented to the appreciation of nature or local culture with the purpose or motivation to enrich the insight, adventure, and learning process, such as adventure tourism, hiking trekking, bird watching, wildlife viewing, village

tourism etc.

Currently tourists and tourism actors have started to think of a tour trend that is friendlier with nature and local communities. The tour is better known with the alternative tourism that is in great demand by tourists, both local tourists and foreign tourists. The forms of alternative tourism activities like this need to be an important concern in the development of tourist attraction in Indonesia, especially related to the diversity of culture and the uniqueness of nature. In line with that idea, the development of rural tourism or tour village is a tourism asset to be an alternative that is considered very strategic to answer a number of agendas in the development of tourism. Through the development of village tourism or tourist villages, a tourism destination will have a diversity of products that will open opportunities for re-visitation for tourists who have been to the area or destination.

Development of village tourism or tour village is also considered to have the ability to minimize the potential urbanization of society from rural to urban areas because it is able to create economic activity in rural areas based on tourism activities (tourism economy). The productive potential of local potentials including those of rural potentials can be encouraged to grow and develop through the utilization of village-owned resources, so that it can be an effective instrument in fostering the socio-cultural and economic development of rural communities. Furthermore, it will be encouraged by various efforts to preserve and empower the potential of unique local culture and local wisdom values that are likely to be threatened with extinction due to the intensified globalization and rural entry into the countryside. Village tourism based on the potential utilization of the village with all the community entities, nature, and culture that exists in it as the power of tour attraction (Karim A, 2008: 24).

Over the past decade, the development of rural tourism and tour villages has been running so rapidly and spreading in almost

all provinces of Indonesia. Moreover, with the encouragement of *PNPM* (Mandiri Tourism Community Empowerment Program), many new tourist villages have sprung up in various regions trying to capture the opportunities for tourism development as well as market interest to seek alternative tourism destinations outside popular destinations that are well known in the context of mass tourism and conventional tourism.

As the title suggests, this paper discusses the development of tourist villages in the concept of sustainable tourism development. In general, village tourism is an integral part of sustainable tourism and sustainable tourism itself is an inseparable part of sustainable development. This paper is focused on looking at examples and cases of tour villages in Indonesia which is certainly potential and can be offered to the global tourism market. Examples and cases of tourist villages in Bali tourist destinations that are very popular at the global level are not provided in this paper because there are many other writings that discuss it.

## **2. RESEARCH METHOD**

This research was conducted using qualitative research method. Data collection strategy of this research is literature study method. Literature study is a study often used in social research to browse historical data. Sugiono (2005: 238) states that the literature is a record of past events in the form of writing, drawing, or the monumental works of a person.

In literature research, library searching is more than just serving the functions mentioned above. Library research utilizes library resources to obtain research data. Strictly speaking, literature research limits its activities to library materials only without the need for field research. Library research is a series of activities related to library data collection methods, such as reading, recording and processing of research materials.

## **3. DISCUSSION**

Tourism village in the context of tourism products generally have a population that still adhere to tradition and culture that is still relatively original, as well as with nature and the environment is still preserved sustainability. In addition to the uniqueness it has, the tourist village area should have a variety of supporting facilities to support tourism activities that take place in it, which will facilitate the visitors or tourists in doing tourism activities.

The tourist village is a region with a certain area and has the unique potential of unique tourist attractions and community communities that can create a blend of tourist attractions and supporting facilities to attract tourists to visit, including the growth of accommodation facilities provided by the local community. The development of a tourist village should be properly planned so that the impacts can be controlled.

The rapid development of tourist villages needs to be supported by the preparation of guidance on tourist villages which can then be used as a reference or a foothold for all stakeholders in the development of tourist villages that can provide benefits for local communities through the development of sustainable tourism that local community-based tourism. The guidelines are expected to encourage a more focused, planned, and sustainable development and management of tourist villages.

The development of a tour village requires guidance so that the impact of the development of tourism activities in the rural areas can be controlled (Hadiwijoyo, 2012: 17), such as through small scale development by taking into account the carrying capacity and sustainability economic benefits either directly or indirectly to the village community. Therefore, the development of a tourist village needs to focus on the importance of community empowerment through Community-Based Tourism (CBT).

To produce a comprehensive guide to village tourism development that is uncon-

tradicted to existing laws and regulations, assessments of the relevant documents are required, as follows.

- Law Number 10 of 2009 on Tourism;
- Instruction of the President of the Republic of Indonesia Number 16 of 2005 on policy of Culture and Tourism Development;
- The instruction of the President of the Republic of Indonesia Number 6 of 2009 regarding Creative Economy Development; *PNPM Mandiri Pariwisata* (National Program for Independent Community Empowerment of Tourism) through Tourism Village;
- 4) Regulation of the Minister of Culture and Tourism Number: *KM.18/HM.001/MKP/2011* on Guidelines for the *PNPM Mandiri Pariwisata* (National Program for Independent Community Empowerment of Tourism).

### *2.1 Typology of Tourism Village*

Some typologies of the existing tourist village in various references (Damanik J, 2012: 23) are as follows.

Uniqueness of Natural Resources-Based Tourism Village as the Tour Main Attraction

It is a rural area with unique locations located in mountainous areas, valleys, beaches, rivers, lakes and various other unique landscape forms, so that the village has the potential of panoramic beauty and landscape to attract tourists.

Example:

- The village of Komodo in East Nusa Tenggara, located in the Komodo National Man, is unique, namely Komodo (*Varanus komodoensis*) selected as part of the seven new wonders of the world. Komodo National Park also has beaches and marine areas that are potential for the development of marine tourism activities. In addition, this beach can also be developed for cruise ship tourism activities.
- Loksado Village located in Hulu Sungai Selatan Regency, located about 33 km

from the center of Kandangan Town, South Kalimantan. Rafting on the Amadit River for two hours with a bamboo raft will be a unique experience. Loksado village also has the potential for dense forest, waterfalls and mountains that can be developed. In addition, Dayak Gunung Village can also be visited to see the activities of many people who have a livelihood as a cinnamon farmer.

- Sawai village is located on the island of Seram, Maluku. This tourist village has a stretch of beach and sea is still natural and well preserved. The village of Sawai includes the oldest village in Maluku and has several small islands surrounding it. These islands add to the beauty of the Sawai Sea. What is unique about this village is the "gigantic swimming pool" which is the water source of Sawai Village and is located in the center of the village. The small fish, corals and corals are still very well preserved, as well as some of its marine biota into a beautiful underwater decoration.

#### Local Cultural Resources Uniqueness-Based Tourism Village as the Tour Main Attraction

This tourism village is a rural area with uniqueness of various elements of traditional customs and peculiarities of daily life of the community inherent as a form of rural community culture, whether related to livelihood activities, religion and other forms of activity.

Examples:

- Wologai Village in East Nusa Tenggara is a Tourism Village whose main attractions are Archaeological, Historical and Cultural Sites and Distinctive Cultural Patterns. In this village, the traditional architectural style of the Lio community, complete with stone altars and the main house for storing the *ajimat* and other heirlooms are still preserved. Not only is the architectural sensation that visitors will experience because after realizing that they are in the middle of this vil-

lage, there is a sense that they are framed by time machines and drawn into the past two or three centuries. Here, visitors can see how the Lio community organizes itself in a matrilineal pattern of community structure where the lineage of the mother plays an important role in family arrangement to society. However, they are not a matriarchal society or power directly held by the lineage of a woman. Men in Wologai still play a leadership role in family and society.

- Lingga Village is one of the villages that became a tourist destination in Karo regency of North Sumatra. Lingga is a unique Karo village, has a traditional house-house that is estimated to be 250 years old, but the condition is still solid. Lingga village also has a traditional building, such as: *Lesung* (building used to pound rice, and pound rice into flour), *Jambur* (used as a meeting place for deliberations or parties), *Geriten* (storage place of the corpse's family or grandmother/ancestral owner), *Sapo Page/Sapo Ganjang* (shared barn in the form of a house), *Kantur-Kantur* (King's Office) and *Karo Museum* (many kept Karo traditional objects such as big wooden plates/sticks for family, sticks, musical instruments, etc.). Lingga villagers also know some legendary figures, whose stories have decreased orally from mouth to mouth, namely Nini Perkambing-kambing, Nini Sigedang/sap and Nini Tengku.

#### Activity/Creative Works Uniqueness-Based Tourism Village as the Tour Main Attraction

This tourist village is a rural area that has a unique activity/creative work as the main attraction of tourists visiting. The activity grows and develops from local community home industry activities, both in the form of handicrafts and art activities typical of the village.

Examples:

- Karangbanjar village is located in Purbalingga District, Central Java Prov-

ince. The Karangbanjar tourism village accentuates the diverse handicrafts which dominantly made with hand (handmade). Tourists can enjoy instantly the craft making which is a mainstay of Karangbanjar community, such as making wigs, broom of *glagah* flowers, broom stick, broom fibers, *hamada* broom and duster. There are also handicrafts from coconut shell such as scoop, lace, broom, spoon, ashtray and other decorations. Various wooden handicrafts such as woodworking, rattan handicrafts, wedding souvenirs, and wall paint making. In addition, there are a variety of food preparations such as *jenang*, diamonds, *satu koyah* bread, *rengginang*, cunt bundles of toasting, fish chips, *badeg (legen)*, cassava chips/bananas, *onde-onde*, cenil and typical grilled carp of Karangbanjar. Various handicrafts are made to spoil tourists visiting and buy it as souvenirs. All these handworks are also sent out of the Karangbanjar area to raise the level of economic life of the local community.

- Tembi Village is located in JI. Parangtritis, km 8.5 Sewon, Yogyakarta - Bantul. Tembi village is a handicraft village and homestay village. As a tourism village, in Desa Tembi the package of making various handicrafts such as kotcJI <tissue, pencil case, accessories, bags, and much more are provided. In Tembi village, traditional culinary tour packages, tour around GMT area (Gabusan-Manding • Tembi) are also provided by riding a pedicab, horse carriage or mini train, as well as farm tour packages, including bathing buffalo and outbound tour packages.

Uniqueness of Natural Resources, Local Cultural Resources, and Activities Combination-Based Tourism Village as Tourism Attractions

Combination-based tourism village is a tour village that combines between one or more tourism attractions, such as Nature, Culture, and Activity/Creative works, as further explained in the following:

#### a) Combination of Natural Resources and Cultural Resources

Local area is a rural area that has a blend of unique natural and local cultural tourism resources.

Examples:

- Wae Rebo Village is a traditional village located in Manggarai Regency, East Nusa Tenggara. The location is flanked by mountains and forests, plus the air temperature is quite cold, making this village feels very beautiful. The village of Wae Rebo lies somewhat inland, so there are still few people who know about this village. However, once tourists come, they will be immediately amazed by the beauty of this village.

One of the interesting things from Wae Rebo Village is Mbaru Niang, a conical cone of Manggarai tribe and its roof is made of palm leaves, which won the UNESCO Asia-Pacific Awards in 2012 announced in Bangkok, August 27, 2012. Mbaru Niang earned an Award of Excellence, which is the highest award in the field of cultural heritage preservation. This award is given to conservation projects in the last ten years for buildings that have been more than 50 years old. UNESCO declared that the renovation and restoration of Mbaru Niang which is handled by the private sector and NGO (Non-Governmental Organization) has boosted the spirit and pride of a local community to the world level. The renovation was not only successful in preserving the custom house form, but also managed to perpetuate traditional knowledge about the architecture and customary procedures of house construction.

Lamalera village is a village located on the Coast of Lembata Island in East Nusa Tenggara. The object of the main tourist attraction of this village is the natural beauty of the beach and the traditions of local people to hunt whales in the open seas in the traditional way. Tourists can witness the "frenzy" of whaling in certain months. In addition, indigenous community houses should be enshrined with all the

simplicity and friendliness of the local community.

Tablanusu Village is a fishing village located in Depapre District, Jayapura District - Papua. Enchantment of village forest enriched with various species of birds, the unspoiled Lake *Dukumbo* with diverse fish species and a wealth of beaches with its preserved coral reefs make its own memories and experiences for tourists visiting this village. Tourists can also watch traditional ceremonies that are often held, such as parade around the village commemorate the day of the entrance of the gospel, *ruwatan* ceremonies, *Sasi* rituals and other rituals.

## *2.2 Basic Criteria of Tourism Village*

A village can be developed into a Tourism Village if it has the following basic criteria.

The products potential/ unique tourism attractions

A tourism village must have typical and unique product/attraction potential that can be developed as tourist attraction (natural and cultural tourism resources). Potential objects and tourist attraction is the basic capital for the development of a rural area into a Tourist Village. These potentials can be: (a) Physical potential (rice fields, hills, landscapes, unique and distinctive neighborhoods, unique and distinctive architecture, etc.); (b) Potential socio-cultural life of society (pattern of daily life of a unique and distinctive society, customs and cultural traditions, etc.).

### *Community*

The acceptance and strong commitment of the local community, which has a community of people living in the area, and has a willing attitude to receive and strong commitment to tourism activities as a form of activity that will create interaction between local communities (as host) with tourists (as guest) to be able to interact, appreciate and provide mutual benefits, especially for the local community is a form of appreciation and conservation of local culture that gave rise to economic

benefits for the welfare of local communities. As for the tourists is enriching the insight through the introduction of local culture. For that it needs a strong spirit and motivation from the community in maintaining the characteristic that is typical of the natural environment of rural and cultural life that lives and grows in the local community.

### *Potential of Supporting Local Human Resources*

Having sufficient and adequate local human resources to support the management and development of tourist village is included as the criteria of tourism village. The development of tourist villages is intended to empower local human resource potentials so as to increase its capacity and productivity economically to improve the welfare of rural communities through its own fields. Thus, the positive impact of tourism development in the village will be felt directly by local people.

### *Opportunities and Support of Facilities and Basic Infrastructure Availability*

Other criterion is having the opportunity and support availability for the development of rural infrastructure facilities, such as: accommodation (homestay), public service area, art area and so on. Rural tourism activities will be able to run well and attractively if supported by the availability of supporting facilities that allow tourists to stay, interact directly with local communities, and learn about local culture, local wisdom and so forth.

### *Potential and ability in Creating Tourist Market*

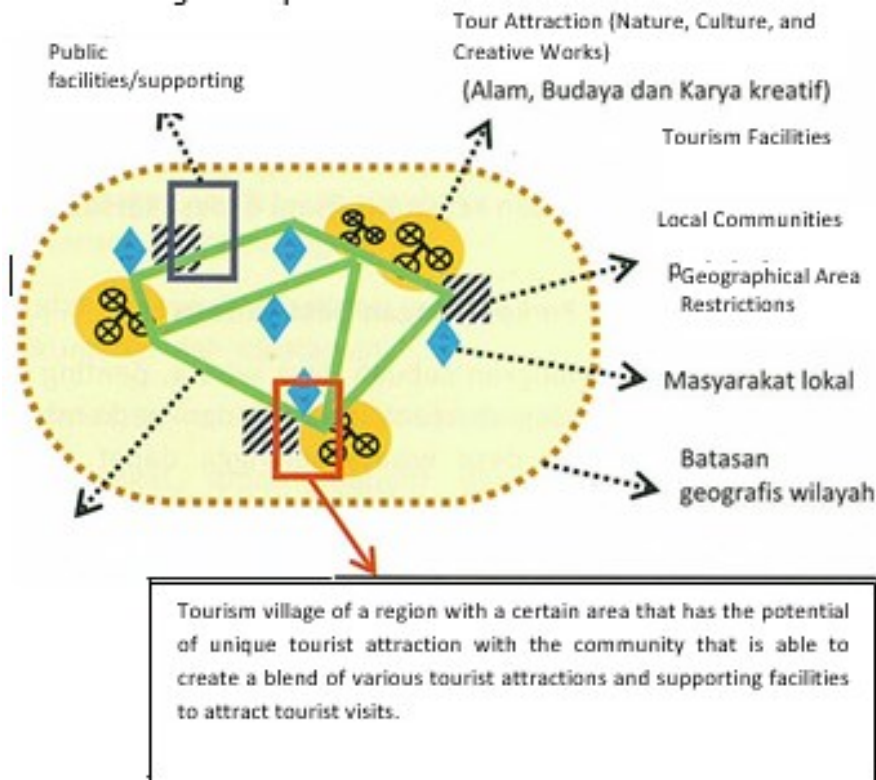
The least criterion of tourism village is having the potential and ability to create tourist market as one of the supporting element of sustainable development of tourist village. The readiness of the tourist village should be balanced by the ability to build a market network with tourism industry actors through various forms of cooperation and development of promotional media so that the potential of the village appears in the product map and packaging tourism in the region, national and interna-

tional. So the opportunity for tourists to visit the village can be caught. In addition, promotion and marketing should also be done by the Tourism Village manager in order to have direct access and contact

with the Market.

### 2.3 Tourism Village Components

Tourist Village component as a destination can be seen in the following picture.



The components for forming a tourist village are as follows.

- 1) Clear geographical or administrative boundaries.
- 2) Potential tourist attraction of nature, culture and creative works as a tourist attraction element.
- 3) An enthusiastic and support community for the development of tourism villages.
- 4) Tourism facilities as a supporting element of tourists in doing tourism activities in the village (accommodation/homestay, food stalls are managed by the community, tourist information centers and others).
- 5) Infrastructure facilities in the form of road network, tourist transportation modes that support the ease of tourists in reaching the village.
- 6) Village tourism management organization that serves as a unit of tourism ac-

tivity managers in the village (planning, implementing, managing, evaluating/monitoring development activities).

- 7) Human resources that become the driving force for the management of tourism activities in the village.

### 2.4 Criteria at Village Tourism Development Level

In developing a tourist village, it is important to know in advance to what extent potential and development occurred in a tourism village so that strategies and programs in accordance with the level of development can be prepared.

Based on the Tourism Life Cycle and Product Life Cycle (Lestari G, 2016: 9), the development level of a tourist village as a tourism product can be categorized into three stages: (1) potential, (2) developing, and (3) advanced. Indicators for each stage are as follows:

1) Potential. At this level, a village is characterized as follows:

The condition of a village is still a potential that can be developed to become the development of tourism infrastructure is still limited

There are still/very few tourists visiting.

Public awareness of tourism potential is still low or has not grown.

2) Developing. At this level, a village is characterized as follows:

It's getting to be known and visited by tourists

There is already development of infrastructure facilities and tourism facilities

Employment and economic activities have begun for local communities

Public awareness of tourism potential has begun to grow.

Still need assistance from related parties (government, private).

3) Advanced. At this level, a village is characterized as follows:

The community is fully aware of the tourism potential including its development.

It has become a popular tourist destination and is visited by many tourists

Infrastructure facilities and tourism facilities are adequate

The community is self-reliant and able to manage tourism business independently (human resources, products, organizations, etc.).

Able to do promotion and marketing independently and develop a network of cooperation with outsiders.

Can be a pilot model for the development of other tourism villages or tourism destinations.

### 2.5 Sustainable Tourism Village Development

Sustainable development has become a global agenda in every development process. Therefore all stakeholders including governments in various development sec-

tors must apply the principles of sustainable development in every policy and development plan to be implemented.

The application of the concept of sustainable development in the tourism sector is known as the concept of sustainable tourism development, which in essence implies the development of tourism that is responsive to tourist interest and direct involvement of the local community while maintaining its long-term oriented protection and management. Efforts to develop and manage the resources should be directed to meet the economic, social and aesthetic aspects, while maintaining the integrity and/or ecological sustainability, biodiversity, culture, and living systems (WTO 1990: 78).

The concept of sustainable tourism development essentially emphasizes four principles, as follows:

1. Economically feasible
2. Environmentally viable
3. Socially acceptable
4. Technologically appropriate.

Schematically the above concept can be illustrated as in figure 1

The *economically feasible* principle emphasizes that the development process must be economically feasible, efficiently implemented to provide meaningful economic benefits for both regional development and the enhancement of local people's welfare.

The *environmentally viable* principle emphasizes that the development process must be responsive and must pay attention to efforts to preserve the environment (nature and culture), and minimize the negative impacts that may degrade the environmental quality and disturb the ecological balance.

The *socially acceptable* principle emphasizes that the development process must be socially acceptable, in which the development efforts undertaken to pay attention to the values, norms, and customs and traditions that exist within the community, and that the impact of devel-



opment should not undermine the order.

The *technologically appropriate* principle emphasizes that technically executed development processes can be applied efficiently by utilizing local resources and can be easily adopted by local people for long-term management processes.

Simply development of sustainable tourism can be integrated in three main target of achievement that can be seen in figure 2, such as:

The quality of environmental resources (nature and culture), where tourism development must maintain the integrity of existing natural and cultural resources, and pay attention to the carrying capacity of the region is still able to accept/tolerate the development of tourism.

The quality of life of local people (socio-economic) is that the development of tourism should be able to provide a positive impact (benefit) for the socio-economic of local communities, such as growing employment opportunities, or even making it as an economically independent society..

Quality travel experience (tourists) is where the development of tourism should be sensitive to the level of customer satisfaction, thus making the tour as a valuable experience. In this case, the quality of tourism products and interpretations has a very important role for the quality of one's travel experience.

## 2.6 Community-Based Tourism Development

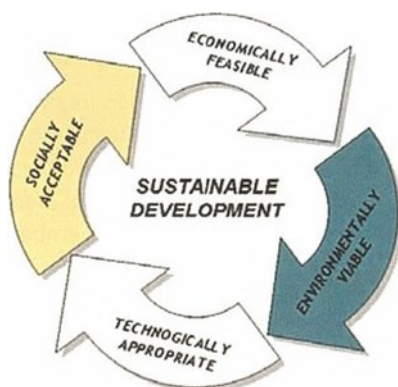


Figure 1  
Sustainable Village Tourism Development Scheme

Community empowerment or local communities is a very important paradigm within the framework of developing or managing cultural and tourism resources. The importance of community empowerment in the development is underlined by (Murphy (1988), in Basuki Antariksa, 2006: 37) who views that the development of cultural and tourism activities is a "community-based activity", namely that the resources and uniqueness of local communities are either physical elements and non-physical (values, norms, customs and traditions) inherent in the community are the main driving forces of cultural and tourism activities themselves; on the other side of the local community that grows and coexist with a tourist object cannot be denied actually has become part of ecological system that interconnected with cultural and tourism resources.

The approach confirms that the development of cultural and tourism resources must be sensitive and responsive to the existence and needs of local communities and that support from all communities (not only from those who benefit directly from local cultural activities.) Local community empowerment should be based on things as follows:

- 1) Promote the level of community life while preserving local cultural identity and traditions.
- 2) Increase income levels economically as well as distributing equally to the local population.



Figure 2  
Quality in Sustainable Tourism Development

- 3) Oriented to the development of small and medium-sized enterprises with large power absorption and technology-oriented appropriate.
- 4) Develop the spirit of competition as well as cooperative.
- 5) Utilize tourism as optimally as possible as a contributor to cultural tradition with minimal impact.

In connection with the principle of development of Tourism Village, some important things to note are aspects of Product, Human Resources (HR), Management and Institutional, Promotion and Marketing and investment, which will be described as follows:

In terms of tourism, hereinafter referred to as tourism product is an important component in tourism planning and development. In general, the main characteristics of tourism products are services, thereby improving the quality of services in the field of tourism means also improving the quality of tourism products, so it is quite difficult to determine the standard of the quality of tourism products is clear. The level of product (stages of product) for the tourist village can be divided into three stages, namely:

#### Core Product

The core product can be defined as a key feature that motivates tourists to visit the tourist village. For example, unique and specific tourist attractions, social and cultural life of local people, recreational venues and adventure activities.

#### Supporting Product

These are products that make the visit experience more enjoyable, for example, home industries, galleries, unique lodgings (homestays, ecolodge), souvenirs, culinary, and traditional transportation.

#### Supplement Product

Supplement product is a product that supports the convenience and convenience to conduct tourism activities in a tourist village. Examples of this product are information centers, signs, tourist routes and

tourist guides.

Tourism products vary widely and varied in kind according to the wishes and abilities of tourists, so the development of tourism products that are planned, designed and tailored to the needs of tourists is needed. In addition, modifications to old products are also needed to adapt to market needs that tend to change.

The diversity of demand for tourism products is growing so that a touch of creativity and innovation from tourism experts or planners and managers directly involved is needed in tourism development. In the development of tourism products, need to note the things as follows (Sulistiyani, 2004: 34).

#### Authenticity

Along with the development of travel trends, people tend to seek experience related to authentic experience or authentic experience. This authentic experience is derived from the cultural heritage that is preserved and preserved by generations of people in a destination. Authentic experience should not be contrived or manipulative. Therefore, the local community must maintain the authenticity of cultural heritage so as not to be contaminated by outside influences that can cause the culture to degrade the value, which is feared will eliminate the meaning of the authenticity. In the case of the development of tourist villages, which belong to the things that are authentic among them is to maintain the tradition of localization, attitudes or activities of everyday society, cultural values and unique natural features of a village.

#### Local Tradition

Tradition is part of a cultural heritage that plays an important role as an attraction. Tradition is everything that is rooted and inherent with the life of the community in an area that characterizes or cultural characters are maintained from time to time. Tradition must be maintained and preserved because in addition to maintaining the identity of a community, a strong tradition will also be the attention and at-

traction for tourists. In the case of a tourist village, this community tradition can be a local wisdom, customs, musical arts as well as dance, traditional clothing as well as typical food from a tourist village.

#### Community involvement

Community involvement is important in the planning and development of tourism in a destination. Tourism activities will be more profitable and sustainable because local communities are actively involved. A community can take an active part in all processes, including planning, implementation and oversight, including the exploitation of economic activities that can be developed from a tourist village (Micro Small and Medium Entrepreneurship). Thus the community will grow a sense of belonging (sense of belonging) to the development of tourism in the village as a stakeholder or stakeholders.

#### Attitudes and values

The attitudes and values of a culture need to be upheld especially by the local community to avoid the degradation of value due to the adverse effects that can be generated from tourist visits. If tourists appreciate the values and values of the cultural heritage and lifestyle of a society, then the community will have a sense of pride in its cultural heritage, which will keep people in maintaining, preserving and preserving their cultural heritage. Tourism village that has a society with good attitude and values will create a good image for the tourist village as well. Good attitude and values can be demonstrated by good behavior, friendly to tourists, and firm to rules that are held.

#### Conservation and Carrying Capacity

The development of a tourist village should apply the principles of conservation and in the case of its utilization so as not to exceed the carrying capacity of the environment. It is important that in the course of the development of tourism, the capacity to absorb the carrying capacities of a destination in support of the needs of various uses will not destroy the natural, cultural or environmental. In the manage-

ment of the tourist village, conservation efforts can be done in the form of arrangement of visit pattern, zoning area and the determination of physical (environmental) and non-physical (culture and society).

#### Competent and Professional Human Resources

The role of human resources in the tourism industry as a driving force of the continuity of the tourism industry, the main actors who create tourism products and services and one of the determinants of industry competitiveness. In the context of the development of a tourist village, it is necessary to have qualified, competent, understand and understand the principles and concepts of village tourism, work honestly, totality and have a high loyalty to its obligations.

#### Management and Organization

Tourism village development needs to be supported with solid, flexible and simple and dynamic management and institution. The management and institution of the tourism village should be independent, involving village leaders and local communities and based on the principle of benefit rather than profit oriented. For effectiveness, management and institutions refer to the articles of association and by-laws.

#### Focused and Effective Promotion and Marketing

Tourism village development will be more leverage if promotion and marketing done in a focused and effective. Promotion and marketing activities can be done by analyzing and segmenting the market. Promotional techniques commonly used in promoting tourism products are:

Promotional activity (identification of target market, identification of product uniqueness, brochure / leaflet printing, etc.).

Cooperation with actors (tourism practitioners, Tour Operators and Government agencies in tourism).

Web Marketing (Marketing via internet media).

### Local Assets-Oriented Investment

Investment is a part of tourism planning and development in a tourist village, whether in the form of funding or physical assets (buildings, land, vehicles, etc.) which will be further utilized for the development of potentials that are the attraction for visitors. In addition to local community investment, it can also be obtained from outsiders (investors) on a win-win situation to promote the tourist village. The community is the host (host) as an active stakeholder. Therefore, direct involvement and Government policy is very important, with the need to issue regulations on investment in a tourist village, especially to foster the community so that the rights of the community can be protected.

### 3. CONCLUSION

Village tourism or rural tourism, as an alternative tourism product, is developed based on the potential village with all the entities of society, nature, and culture that exist in it as a power tourist attraction. As a tourism product, tourism village is one of the answers to the form of product diversification development efforts that can be done to create diversity or a more varied choice of tourism products in an area or tourism destination that directly touch the community and can significantly reduce the tendency of urbanization phenomenon of society from village to city.

Currently tourists and tourism actors have started thinking of a more friendly tour with nature, and friendly with the local community. Alternative forms of tourism activities need attention.

In the development of a tourism village, guidance is needed so that the impact of the development of tourism activities in rural areas can be controlled. The existing guidance is expected to encourage the development and management of tourist villages more focused, planned, and sustainable. Furthermore, it can be supported by all parties, as well as provide significant benefits for all villagers through the

growth and development of rural tourism-based tourism economy.

It is suggested that the local government is more proactive in a significant effort in the development of tourism hamlet by paying attention to the supporting infrastructure for the realization of the expected tourist hamlet. Also need to pioneer the development of local institutions for tourism potential management in tourist/village tours in addition to the development of cooperation between hamlets/tourist villages at regional and international level.

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