

## EFFORTS TO DEVELOP TOURISM VILLAGE PROGRAMS IN AN EFFORT TO IMPROVE ORIGINAL VILLAGE INCOME IN GRONJONG WARITI TOURISM VILLAGE, MEJONO VILLAGE PLEMAHAN DISTRICT, KEDIRI REGENCY

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### Abstract

*Gronjong Wariti is a village tourism that has the characteristic of providing a tourist village as an entertainment object for tourists. The development of Gronjong Wariti Tourism Village has been attempted to develop to face a number of obstacles, including the many informal tourism managers. This research method is descriptive qualitative. The subjects are the Head of Mejono Village, the Head of the Gronjong Wariti Tourism Village Management Board, community leaders and residents of Gronjong Wariti Tourism Village. Interviews and observations are used in data collection. In this study, data analysis was carried out by collecting data, reducing data and presenting data to draw conclusions. The findings of this study explain that efforts to develop Gronjong Wariti Tourism Village can be seen from the aspects of tourist objects and attractions, tourism infrastructure, tourism facilities, and management/infrastructure management, the community. In terms of tourist objects and destinations, the village government has coordinated with the people to clean and rearrange tourist objects so that they can be visited by tourists. In terms of tourism infrastructure, the management of Gronjong Wariti Tourism Village works together with the community to provide places of worship, parking lots, toilets, food stalls, souvenir shops, and others. In terms of tourism facilities, the management of Gronjong Wariti Tourism Village has collaborated with the community to provide home accommodation and transportation services for tourists. In terms of management/infrastructure, the village government has developed a regulatory system to manage and develop tourism villages. In terms of the village community, the village government has made socialization to the community and tourism managers.*

**Keywords:** Tourism Village, Gronjong Wariti, Village Revenue

### Introduction

Regional governments in Indonesia have an effort to organize based on regional autonomy. Village government organizers inform and provide an understanding that regional autonomy which includes districts/cities has the authority and rights that are responsible for regulating and implementing financing for the implementation of government and regional development around this based on Law No. 23 of 2014 concerning Regional Government (Rochman Achwan, Meuthia Ganie-Rochman, Andi Rahman Alamsyah, 2020). In the government development system, it is recommended to start development based on the lowest level, namely village government. (Kurniawan, 2015).

Regarding the regulatory structure of Law no. 6 of 2014 concerning Village regulations, Villages have the right and responsibility to regulate and manage government affairs. Community initiatives, original rights, and/or interests of local communities based on the mass or legal system traditional recognized and respected. Government of the National Unity of the Republic of Indonesia (BPKP, 2021). In the village government, it is mandatory to create village potential management that can affect the increase in Village Original Income (PADes) (Bintarto, 2015). Things that can increase and develop Village Original Income (PADes) are by developing tourism objects or building Tourism Villages by prioritizing village potential (Komariah et al., 2018).

Tourism that emerges in the phenomenon of local community-based tourism is tourism management that involves local villagers who lack insight into empowering local communities in utilizing the environment around the village. Community Based Tourism (CBT) is the goal of village government to manage village communities. Allowing residents to help village development which can later be useful for providing welfare to the community and to maintain social, economic, and cultural life so that it remains stable. A tourism management concept emphasizes active community participation to maintain environmental quality and provide welfare to the community while protecting social and cultural life.

Currently, tourists prefer touristy locations that can be enjoyed simultaneously, not only enjoying the natural beauty, but also interacting with the local community. Therefore, special tourism, namely village

tourism, has begun to be developed. The definition of tourist villages according to (Edwin, 2015) is attractions, accommodation, and supporting facilities provided in an integrated format and in the unity of the community's life structure based on established customs and traditions.

The tourist village object located in Kediri Regency that is currently developing is the Gronjong Wariti tourist village. Gronjong Wariti is a local village-based tourist attraction located in Mejono Village, Plemahan District, Kediri Regency. Gronjong Wariti is a water irrigation flow or called a river that functions as a protector so that there is no soil erosion that causes landslides. However, there was one resident who took the initiative to invite several other residents and members of the Mejono village youth organization to clean the river flow environment which was initially only intended to work together to clean the environment so that it looked well-maintained and clean again for the convenience of the local community. However, over time many local residents participated in cleaning the river, not only that, but residents also decorated and built the river flow area as a place for water-related games, residents also used the land to build gazebos to sell food and drinks as additional income for the local community. Based on the Original Village Income (PADes) of Gronjong Wariti Tourism Village, it can be seen in this table.

**Table 1. Contribution Village Income Tourism Against Original Income Village (Village Revenue) in the Mejono Village Year 2020-2022**

Year	Original Village Income (Rp)	Tourist Village Contribution (Rp)
2020	742.212.857	18.000.000
2021	709.498.800	15.000.000
2022	672.143.751	21.000.000
2023	589.154.900	14.000.000

Source: Mejono Village Original Income Report (PaDes)

Based on table 1, it is explained that the allocation of income funds from tourist villages increases every year and decreases every year without having a significant effect on the income of tourist villages, as a result it can make a large contribution to PADes.

Based on the description of the problems above regarding Gronjong Wariti Tourism Village, the researcher is interested in explaining the tourism potential, the importance of village government (Pemdes) initiatives in developing tourism villages, the importance of increasing initial village income, and obstacles to the development of Gronjong Wariti Tourism Village. Seeing the background, the author is interested in examining the "Efforts to Develop Tourism Village Programs in an Effort to Increase Village Original Income in Gronjong Wariti Tourism Village, Mejono Village, Plemahan District, Kediri Regency".

Based on the background described, the formulation of the problem includes, how are the efforts to develop a tourism village program to increase the original village income in Gronjong Wariti Tourism Village, Mejono Village, Plemahan District, Kediri Regency and how to overcome obstacles in the development of Gronjong Wariti Tourism Village. The formulation of the research problem is as follows, to find out the efforts to develop a tourism village program to increase PADes and to find out the obstacles in the development of Gronjong Wariti Tourism Village, Mejono Village, Plemahan District, Kediri Regency.

## Method

The location of this study was conducted in Gronjong Wariti Tourism Village, Mejono Village, Plemahan District, Kediri Regency. The method used for this study is a qualitative descriptive research method. The focus of the study is to describe the efforts to develop the Gronjong Wariti Tourism Village, Mejono Village, Plemahan District, Kediri Regency to increase PADes and to analyze obstacles experienced by the Village Government in developing the Gronjong Wariti Tourism Village. This study uses the theory of planning, implementation, and development of regional tourism (the tourist destination here is the tourist village). This study includes tourist objects and attractions, tourism infrastructure, tourism facilities, infrastructure management, and the local community. Techniques in data collection using direct interviews, observation, and documentation.

## Results and Discussion

The tourist village in Mejono has many tourist attractions that are categorized into several groups, including natural attractions, diverse cultures, history, crafts and culinary specialties of the village. Mejono Village has met several requirements for a tourist village, namely comfortable roads, many tourist attractions, great support from the surrounding community, guaranteed village security, has sufficient housing and a cool climate because it is still a rural village, and is close to famous tourist attractions in Kediri Regency. With the determination of Mejono Village as a tourist village, the village government, private sector and community must make efforts to develop the tourist village.

### 1. Efforts to Develop Gronjong Wariti Tourism Village to Increase Village Revenue

#### a. Tourist Attractions

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Tourist visits that encourage them to visit a tourist attraction are called tourist attractions. Grouping into several types of tourist attractions in the area is the attraction of an area, in an effort to develop village-based tourist attractions and to attract nature-loving tourists, village tourist attraction business managers establish tourist attractions based on local culture or local wisdom of the village. This is the result of interviews conducted by researchers with the Head of Mejono Village, the Head of the Mejono Village BPD, and the Head of the Group.

Since 2018, the Mejono Village Management has grouped tourist objects and tourist attractions in the Gronjong Wariti Tourism Village into several unique attractions. The various tourist objects and attractions are natural, historical, culinary, art and cultural attractions, and handicraft tourism. Based on the results of interviews with the Head of Mejono Village and community leaders, it can be seen that the Gronjong Wariti Tourism Village has characteristics, namely regional specialties and River Body Rafting. It has many types of regional specialties that are rarely found now, and many tourists are interested in visiting this tour. While River Body Rafting is a characteristic that is presented to tourists who want to see the beauty of all the rivers in Gronjong Wariti.

The conclusion in the interview with the Head of the Gronjong Wariti Wista Village Management and the Mejono Village community concluded that the village government in collaboration with the village community in 2018 tried to clean up the tourist attraction location which could later be presented to tourists and have a clean and beautiful impression. With joint management with the community, the village government won an award as the Best National Tourism Village in 2020. In a strategic location, tourist attractions must be easy to reach or sustainable to attract local or out-of-town tourists to return to becoming a characteristic of tourist villages in Kediri Regency.

#### **b. Tourism Infrastructure Variables.**

Travel access to tourist attractions is needed by the community to take a trip to the place they want to visit. This includes road access taken and facilities provided by the manager on the way to the tourist attraction. Based on interviews with the Village Head of Mejono Village, the Head of the Gronjong Wati Tourism Village Management Group, and several residents of Mejono Village, the tourism infrastructure of Gronjong Wati Tourism Village includes electricity, clean water, and communication, internet network, parking lot, trash can, prayer room, toilet. Although the tourism infrastructure is available, Gronjong Wariti Tourism Village still lacks a place such as a first aid room if tourists have an accident at a tourist attraction. This tourism infrastructure will meet the needs and ease of access for tourists who come to the Tourism Village.

The management of Gronjong Wariti Tourism Village and several Mejono Village residents can be seen that all of the city's tourism infrastructure is still well maintained and provides comfort to tourists. Although overall the tourism infrastructure is still well maintained, there are still some tourism infrastructures that are not maintained by the city government, namely several toilets that appear abandoned. In this case, the efforts that must be made by the village government are the need to develop a budget to develop tourism for the comfort of visiting tourists. By utilizing and providing adequate facilities in Gronjong Wariti Tourism Village, the management of Gronjong Wariti Tourism Village collaborates with the surrounding community to utilize the land around it to be used as a parking lot for visiting tourists.

#### **c. Tourism Facilities Variables**

Tourism facilities refer to the entire tourism area needed to meet the needs of tourists and enjoy the tourist trip. The development of tourism facilities in tourist destinations and certain tourist attractions must be adjusted quantitatively and qualitatively to the needs of tourists. Various tourist facilities such as hotels and accommodation, transportation, restaurants and lodging, and other supporting facilities are provided in tourist areas.

To meet the needs of tourists in Mejono Tourism Village, the Gronjong Wariti Tourism Village Management Group works together with local people to provide transportation options, namely home pick-up and overnight stays. Tourism facilities in Gronjong Wati Tourism Village are still incomplete, there are no restaurants or pavilions. Based on the results of interviews and observations by researchers with the Mayor of Mejono Village, the Head of the Gronjong Wariti Tourism Village Management Group, and several residents of Mejono Village, we found that the government does play a role in village development. Tourism Facilities such as transportation and accommodation must be provided by the government. Gronjong Wariti Tourism Village works together with the local government. So far, 11 transportation options and 10 homestays have been provided. To provide comfort to tourists, the city government maintains all tourism infrastructure.

#### **d. Management/Infrastructure Variables**

Management/infrastructure that supports tourism development in tourist destination areas is needed. Based on the results of interviews and observations by researchers together with the Mayor of Mejono Village, the Head of the Gronjong Wariti Tourism Village Management Group, and several residents of Mejono Village, the administration/infrastructure of Gronjong Wariti Tourism Village is: Includes: a website to access and obtain information related to Gronjong Wati Tourism Village provided by the Gronjong Wati Tourism Village manager. To protect tourist attractions, the security system is managed by the village people in collaboration with the TNI/POLRI, and electricity, water sources, and electricity networks are adequate.

The results of the interview with the Head of Gronjong Wariti Village, the researcher obtained information that there has been a collection of income that has been handed over to the village government since 2018 and that the administrators and residents who sell in the Gronjong Wariti tourist village area must

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provide a donation of IDR 2,500,000.00 per month, as a donation to the village. Administrative infrastructure that has not been provided by the Village Government is in the form of regulations to preserve culture and art and a system for limiting the number of tourists who come to each tourist attraction in a day. This management/infrastructure must be created by the village government to preserve local arts and culture and protect the environment around tourist attractions.

#### **e. Community Environmental Variables**

The development of tourism in a tourist destination requires support from the surrounding area. This is because the community around the tourist destination welcomes visitors and provides the services sought by tourists. Based on the results of interviews and observations by researchers with the Mejono Village administrators, the Head of the Gronjong Wariti Tourism Village Management Group, and several residents of Mejono Village, this community has several roles in the development of tourism in Mejono Village. Gronjong Wariti Village plays a role in the city government in developing the Gronjong Wariti tourism village, especially the city government plays a role in welcoming foreign tourists through gamelan music performances, and the city government also plays a role in providing tourism facilities and infrastructure. The community also participates with TNI/Police members in maintaining security around tourist attractions. Based on interviews by researchers with the village head of Mejono Village, the head of the Gronjong Wariti Tourism Village Management Group, and several residents of Mejono Village, the village government is actively involved in the management and development of Gronjong Wariti. Tourism Villages should conduct training and establish relationships with the community and members of the Gronjong Wariti Tourism Village management. For this reason, the Village Government is working with the Tourism and Culture Office of the Regency. Kediri conducted the following training/ exchange. The exchange of information on the importance of managing tourism destinations for the community took place on February 11 and February 27, 2018.

In November 2021, we held a regional training session. To improve the quality of human resources, training was conducted for tour guides and parties involved in the management of the Gronjong Wariti tourist village. Regarding aspects such as teaching foreign languages to the community and providing service advice to tourists, the village government did not provide socialization or training to the people.

### **2. Obstacles in the Development of Gronjong Wariti Tourism Village**

#### **a. Budget Not Yet Prepared**

Based on interviews and observations by researchers with the leaders of Mejono Village, the Head of the Mejono Village BPD, and the Head of the Gronjong Wariti Tourism Village Management Board, it was found that the weak budget structure was a problem. Obstacles to village government control over the management and development of the Gronjong Wariti tourism village. Failure to prepare a budget for the development of the Gronjong Wariti Tourism Village made the village government unable to adequately facilitate tourism facilities and infrastructure. The existing tourism facilities and infrastructure have been provided by the Gronjong Wariti Tourism Village Management Board and the surrounding community, using Mandiri Wisata funds.

#### **b. Many Unofficial Tourist Attraction Managers**

Based on the results of interviews and observations by researchers with the leaders of Mejono Village, the Head of the Gronjong Wariti Tourism Village Management Group, and some residents of Mejono Village, in addition to the fact that there are no regulations limiting the number of tourists, the village government also faces obstacles in developing the Gronjong Wariti tourism village in terms of the large number of tourism managers who are not formally involved in managing the tourist attraction. Because of the substantial number of unofficial tourism managers, it is not possible to maximize the income of the official managers of the Gronjong Wariti Tourism Village. Even unofficial tourism managers can allow tourists to enter all tourist attractions.

#### **Conclusion**

The conclusion of the research results considering the indicators of implementation, design and development of tourism development in the tourist destination area as follows, then the village government will cooperate with the surrounding areas in terms of tourist objects and tourist attractions to attract residents and foreign tourists. We have rearranged and explored tourism targets that did not previously exist. In terms of infrastructure, the Gronjong Wariti Tourism Village Management Agency works with the local government to provide tourism infrastructure needed by tourists in the form of waste boxes, prayer rooms, toilets, food stalls. In terms of facilities, the Gronjong Wariti Tourism Village management works with the local community to provide tourism facilities for tourists, namely transportation, transfers, and overnight accommodation. Tourism facilities in the Gronjong Wati Tourism Village are still incomplete, there is no pendopo and restaurant. While in terms of management/ infrastructure for managing the tourist village. The last aspect is that the local community/ environment has played a role such as receiving tourists and preserving the environment around the tourist spot.

The village government's efforts to develop Gronjong Wariti to increase the village's initial income were successful. In increasing the growth and development of Gronjong Wariti Tourism Village, the village government still faces several obstacles, but the budget that has not been prepared makes the village government confused in allocating funds to provide tourism facilities and infrastructure. In addition, many tourism object managers do not officially participate in the management of new tourism villages, so that the official managers of Gronjong Wariti Wisata Village cannot maximize their income.

To provide recommendations to optimize government efforts in developing tourist villages, especially Gronjong Wariti Tourist Village, to support local revenue, researchers need local governments to pay more attention. budget. This is especially true in the tourism sector because the government can use the budget to expand existing facilities at tourist destinations. This has a major impact on the number of visitors who want to visit Gronjong Wariti Tourism Village, and for future research it is necessary to further identify community perceptions of the benefits of the impact of developing Gronjong Wariti Tourism Village.

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