



Comparative Study Of Village Officials In Increasing Tourism Literacy And Creating Tourism Villages

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Abstract

When carrying out regular reporting, each servant reported a number of problems and potentials in Bengkol Mdura village, Bengkol Manado village, and Mekar Sari Jambi village which have a number of potentials to be developed into tourism villages with their own characteristics. The result in this article show 1. Comparative studies have the main objectives, namely: 1. Comparing various groups or elements. 3. Identify common differences and similarities. 2. Data collection methods such as surveys, interviews, or secondary data analysis are used for various purposes, such as improving understanding, decision making, or hypothesis testing. 2. Tourism villages in the context of rural tourism are tourism assets based on rural potential with all its uniqueness and attractions which can be utilized and developed as a tourism product to attract tourist visits to the village location. 3. The author and teacher in this article believes that comparative studies are a solution for Bengkol Madura village, Bengkol Manado village, and Mekar Sari village in studying all aspects of tourist villages that have been recognized, have stable Village Original Income, and have been running for more from one year, in this case the villages of Tondano, Muaro Jambi, and Slopeng which became models for creating tourist villages.

Keywords: *Comparative Study, Tourism Literacy, Tourism Villages*

INTRDOUCTION

Indonesia has approximately 74 thousand villages spread throughout the region with tourism potential that is worthy of development. This potential encourages the Ministry of Tourism and Creative Economy to develop villages through the concept of tourist villages. The tourist village program can be a driver for the realization of sustainable tourism, as mandated by Law Number 10 of 2009 concerning tourism (Muslam, 2016).

Each region has human resources and natural resources that are more valuable than other regions (Paramitha, 2020). This added value becomes an attraction for other people. Attraction requires a process to manage and develop sustainably. The same as tourism which has biological and non-biological wealth so that it can increase regional income and improve the welfare of the community (Sunarta, 2017). According to Law no. 10 of 2009 concerning Tourism explains that tourism is a tourism activity that is supported by facilities from the community, government and regional government. One form of tourism is village tourism. A tourist village is an area as a destination to imply attractiveness, facilities and accessibility that are integrated with traditions in the community (Simanungkalit, 2019). Tourist villages show superior potential.

A tourist village is a tourism product that is developed based on the potential of a village, in the form of community, nature and culture as an identity that has a tourist attraction. Because of the uniqueness and diversity of each village, developing tourist villages can be used as a strategy to increase the attractions or attractiveness of Indonesian tourism (Tumiur et al., 2023). Apart from being a product diversification strategy, another characteristic that makes tourism villages important to implement is the aspect of cultural and environmental preservation. As of 2018, there

are 1,734 tourist villages, most of which are located in Java-Bali and Sumatra (Purwanto, 2022).

Meanwhile, referring to the 2014 Final Report on the Study of Village Development in DIY, the definition of a tourist village can be described as follows (Salsabila & Fauzi, 2021). 1) A form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions. 2) A rural area that has a unique and distinctive attraction (both in the form of the physical attraction/uniqueness of the rural natural environment and the social and cultural life of the community), which is managed and packaged in a natural and attractive way with the development of tourism support facilities in a harmonious environmental arrangement and good and planned management so that the attractiveness of the village is able to encourage tourist visits to the village, as well as grow tourism economic activities that improve the welfare and empowerment of local communities. 3) Another definition of Tourism Village is: Village Tourism, where small groups of tourists stay in or near traditional, often remote villages and learn about village life and the local environment (Junaid et al., 2022). Free translation: Rural tourism where a small group of tourists stay in or close to a traditional setting, often in remote villages and learn about rural life and the local environment (W. Angga Holman Fasa, B. Mahardhika, 2022).

Tourism villages in the context of rural tourism are tourism assets based on rural potential with all its uniqueness and attractions which can be utilized and developed as tourism products to attract tourist visits to the village location (Sudibya, 2018). Quoting Hadiwijoyo's statement (2012), tourist villages have the following criteria: 1. Good accessibility, so it is easy for tourists to visit using various types of transportation. 2. Has interesting objects in the form of nature, cultural arts, legends, local food, and so on to be developed as tourist attractions. 3. The community and village officials accept and provide high support for the tourist village and the tourists who come to the village. 4. Security in the village is guaranteed. 5. Adequate accommodation, telecommunications and labor are available. 6. Cool or cold climate. 7. Connected to other tourist attractions that are well known to the wider community (Purwanto, 2022).

There are several things that can be done to create a tourist village, including comparative studies of villages that have been recognized as tourist villages. A comparative study is an activity carried out with the aim of increasing insight and knowledge that will be applied in the future to become better. Activities like this are certainly very good for the development of a need that is expected as it should be. The meaning of comparative study itself is a learning concept carried out in different locations and environments which is an activity that is commonly carried out for the purpose of improving quality, expanding business, improving systems, determining new policies, improving laws and regulations, etc. (Purwanto, 2019).

Tadjab, said that a comparative study is a comparative or comparative study which in English is "a comparative study". According to its basic meaning, it means analyzing two or more things to look for similarities and differences. According to Barnadib, comparative studies are comparisons that actually study the similarities and differences in educational systems and problems. The two opinions above can be concluded that comparative study is a way of analyzing and studying two or more things to look for similarities and differences related to what will be studied (Ambri, 2016).

Therefore, it can be concluded that comparative study activities are carried out by interest groups to visit or meet certain objects that have been prepared and take place in a relatively short time. The point is to compare the conditions of the study object in other places with the conditions in your own place. The result is a collection of data that can be used as information, as reference material in formulating the desired concept. Activities like this are certainly very good for the development of an institution/institution in order to meet expected needs (Admin, 2014).

A comparative study is a type of research used to compare two or more entities, such as organizations, groups, or individuals, with the aim of gaining a better understanding of certain variables and how they interact with each other. The main goal of a comparative study is to gain a better understanding of how these variables interact with each other: 1. Compare different groups or elements. 2. Identify common differences and similarities. 2. Data collection methods such as surveys, interviews, or secondary data analysis are used for various purposes, such as improving understanding, decision making, or hypothesis testing (Bender, 2016).

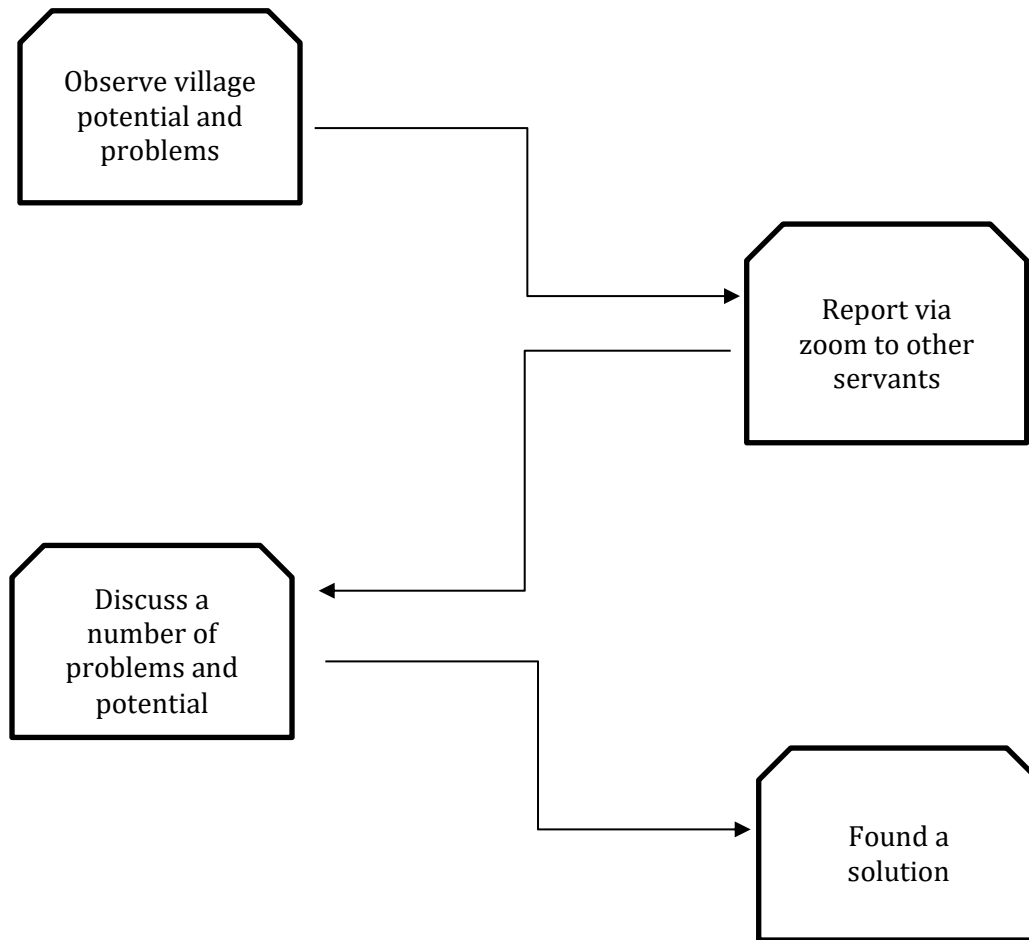
This service was carried out in Bengkol Manado village, Bengkol Madura village and Mekar Sari Jambi village for two weeks in each village. Each village consists of 1-3 servants, with details of 1 researcher in Mekar Sari Jambi village, 2 servants in Bengkol Madura village, and 2 researchers in Bengkol Manado village. The servants divide their respective tasks to find a number of existing problems, then report and discuss them to the author's correspondence in this article to find

solutions periodically.

METHOD

When carrying out regular reporting, each servant reported a number of problems and potentials in Bengkol Mdura village, Bengkol Manado village, and Mekar Sari Jambi village which have a number of potentials to be developed into tourism villages with their own characteristics. The following is an overview of the writer/devotee finding the problems and solutions in this article:

Figure 1
Problem Discovery Scheme



RESULT AND DISCUSSION

Tourism Villages and Comparative Studies

Indonesia has approximately 74 thousand villages spread throughout the region with tourism potential that is worthy of development. This potential encourages the Ministry of Tourism and Creative Economy to develop villages through the concept of tourist villages. The tourist village program can be a driver for the realization of sustainable tourism, as mandated by Law Number 10 of 2009 concerning tourism (Muslam, 2016).

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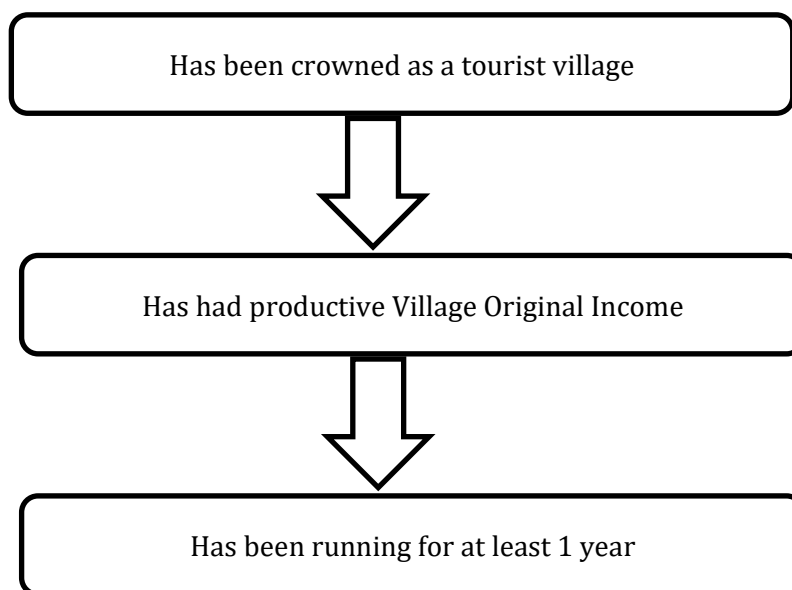
researcher in Mekar Sari Jambi village, 2 servants in Bengkol Madura village, and 2 researchers in Bengkol Manado village. The servants divide their respective tasks to find a number of existing problems, then report and discuss them to the author's correspondence in this article to find solutions periodically.

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Comparative studies of villages that have become tourist villages can make it easier for village officials to increase their literacy and make it easier to create tourist villages. The characteristics of villages that can be objects of comparative study include the following:

Figure 2

Characteristics Of Villages That Are The Object Of Comparative Study



Based on the criteria above, the author chose 3 villages that were suitable to be proposed as comparative study objects, namely Tondano Manado village, Muaro Jambi tourist village, and Slopeng Madura village which had met a number of criteria proposed by the researcher, namely being recognized as a tourist village, having village income from tourist village, and has been operating for more than one year. In line with the researcher's explanation above, the villages mentioned can increase the literacy of village officials and create tourist villages.

CONCLUSION

Based on the explanation above, it can be concluded that several points related to comparative studies and tourist villages in this research include the following:

1. Comparative studies have the main objectives, namely: 1. Comparing various groups or elements. 3. Identify common differences and similarities. 2. Data collection methods such as surveys, interviews, or secondary data analysis are used for various purposes, such as improving understanding, decision making, or hypothesis testing.
2. Tourism villages in the context of rural tourism are tourism assets based on rural potential with all its uniqueness and attractions which can be utilized and developed as a tourism product to attract tourist visits to the village location.
3. The author and teacher in this article believes that comparative studies are a solution for Bengkol Madura village, Bengkol Manado village, and Mekar Sari village in studying all aspects of tourist villages that have been recognized, have stable Village Original Income, and have been running for more from one year, in this case the villages of Tondano, Muaro Jambing, and Slopeng which became models for creating tourist villages.

EXPRESSION OF THANKING

The author would like to express his infinite gratitude to all village officials involved in preparing this work. Starting from Bengkol Manado village officials, Bengkol Madura village officials, Mekar Sari Jambi village officials, Tonadani, Mura Jambi and Slopeng village officials and all their residents. The author also expresses his deepest gratitude to his academic colleagues who helped formulate the

dedication in the form of articles.

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