

Participatory and Community Development of Sidodadi Village in Pagardewa District, Lampung on Natural Tourism of Fish Park to Improve Economy

Gandes Dwi¹⁾

¹⁾Universitas Darussalam Gontor
gandes_dwi89@gmail.com

Abstract

There are many needs for community participation and development in Indonesia. Data from the Ministry of Villages, Disadvantaged Regions, and Transmigration show that many villages in Indonesia have yet to be involved in government development programs. This research focuses on the following: 1) How does community participation and development affect tourism development in Indonesia? 2) What are the benefits of community-based tourism development in improving the well-being of local communities? 3) How was community-based ecotourism development in Tanjung Kalian Village, Lampung? This study employed a qualitative methodology to explore the participatory and community development of Sidodadi Village in Pagardewa District, Lampung. The results of this study are: 1) Lack of community participation and development in tourism is an issue in Indonesia, but community-based tourism development is vital for improving local communities' well-being and preserving culture and the environment; 2) The tourist spot in Tanjung Kalian Village, Lampung emphasizes community-based tourism development and prioritizes community well-being. The management involves the community in decision-making and planning. It provides humanitarian aid, 3) Community-based tourism development in the fish park in Lampung provides economic benefits for the community, but income is affected by external factors like the pandemic. Sustainable tourism development requires continuous efforts to involve local communities and preserve natural and cultural resources.

Keywords: Community Development, Tourism, to Improve Economy.

Abstrak

Partisipasi dan pembangunan masyarakat di Indonesia masih sangat kurang. Beberapa di antaranya adalah: Data dari Kementerian Desa, Daerah Tertinggal, dan Transmigrasi menunjukkan bahwa banyak desa di Indonesia tidak terlibat dalam program pembangunan pemerintah. Fokus dari penelitian ini adalah: 1) Bagaimana partisipasi dan pembangunan masyarakat memengaruhi pengembangan pariwisata di Indonesia? 2) Apa manfaat dari pengembangan pariwisata berbasis masyarakat dalam meningkatkan kesejahteraan masyarakat lokal? 3) Bagaimana pengembangan ekowisata berbasis masyarakat dilakukan di Desa Tanjung Kalian, Lampung?

Penelitian ini menggunakan metodologi kualitatif untuk mengeksplorasi partisipatif dan pembangunan masyarakat di Desa Sidodadi, Kecamatan Pagardewa, Lampung. Hasil dari penelitian ini adalah: 1) Kurangnya partisipasi dan pembangunan masyarakat dalam pariwisata adalah masalah di Indonesia, namun pengembangan pariwisata berbasis masyarakat penting untuk meningkatkan kesejahteraan masyarakat lokal dan melestarikan budaya dan lingkungan, 2) Tempat wisata di Desa Tanjung Kalian, Lampung menekankan pengembangan pariwisata berbasis masyarakat dan memprioritaskan kesejahteraan masyarakat. Manajemen melibatkan masyarakat dalam pengambilan keputusan dan perencanaan serta memberikan bantuan kemanusiaan, 3) Pengembangan pariwisata berbasis masyarakat di taman ikan di Lampung memberikan manfaat ekonomi bagi masyarakat, tetapi pendapatan dipengaruhi oleh faktor eksternal seperti pandemi. Pengembangan pariwisata yang berkelanjutan memerlukan upaya yang berkesinambungan untuk melibatkan masyarakat lokal dan melestarikan sumber daya alam dan budaya.

Kata kunci: Pembangunan Masyarakat, Pariwisata, Meningkatkan Ekonomi.

Introduction

Development efforts are carried out by involving local communities as one of the main actors in tourism development. Through active participation of the local community in tourism development, the well-being of the local community is likely to be improved by increasing income and improving infrastructure that supports tourism. In addition, community-based tourism development is also expected to strengthen local identity and increase awareness of the importance of preserving culture and the environment around tourism destinations.¹

There are many needs for community participation and development in Indonesia. Some of them are Data from the Ministry of Villages, Disadvantaged Regions, and Transmigration, which show that many villages in Indonesia have yet to be involved in government development programs. This indicates a need for more community participation in village development and development. A study by the World Resources Institute (WRI) Indonesia shows that local communities in some regions of Indonesia are not involved in decision-making processes related to natural resource management. This indicates a need for more community participation and development in natural resource management. A study by the Indonesian Biodiversity Foundation (Yayasan Keanekaragaman Hayati Indonesia) shows that community participation in managing conservation areas in Indonesia still needs to improve. This results in a need for more effective monitoring and management of

“PORTAL PUBLIKASI IIB DARMAJAYA,” 12, diakses 15 Februari 2023, <https://jurnal.darmajaya.ac.id/index.php/index/index>.

conservation areas.²

Lack of community participation and development in the development and management of natural tourism of fish park: There may be a lack of involvement of the local community in the planning and decision-making process for the development and management of the natural tourism of fish park, resulting in a lack of ownership and sense of responsibility towards the sustainability of the park. This may lead to a lack of economic benefits for the local community, as well as negative impacts on the environment and biodiversity of the area. Lampung is a province rich in natural tourism. One example of community-based natural tourism development in Lampung is the Tanjung Kalian Village Tourism. The village is located in Lampung Selatan Regency, approximately 25 km from the center of Bandar Lampung city. Tanjung Kalian Village Tourism is a successful example of community-based ecotourism development. The management of this village tourism is entirely done by the local community. They manage the natural and cultural tourism potentials in their village, such as the beach, mangrove, Way Kambas culture, and fishing culture. This research methods is Qualitative Inquiry and Research Design "Choosing Among Five Approaches" oleh John W. Creswell said Qualitative methodology is a research approach that involves an in-depth exploration of a phenomenon, often from the perspective of those directly involved. It emphasizes subjective experiences, context, and meaning-making, and involves techniques such as interviews, observation, and analysis of textual or visual data.³ The author also employed research the selected theory is natural tourism theory, as this type of tourism utilizes natural resources and presents the beauty of nature. This tourism spot has several natural resources such as clear flowing rivers, fish ponds, rice fields, and flowers, making it categorized as natural tourism. It falls under this category due to the presence of a river, rice fields, fish ponds, and flower gardens that complement the tourism spot.

"Lack of quality and quantity of human resources in the tourism industry" means there are not enough qualified and skilled workers available to meet the needs of the tourism industry. This can include a shortage of workers with specific language or technical skills, inadequate training opportunities, or insufficient education and experience in the industry.⁴

The lack of availability of adequate infrastructure and facilities in tourism means that tourist destinations do not have enough infrastructure and facilities to meet

² Tantri Apriliani, "Partisipasi Masyarakat Dan Modal Sosial Dalam Ecovillage," *Studi Pustaka* 0, no. 0 (10 Januari 2017): 67, <http://kpm.ipb.ac.id/karyailmiah/index.php/studipustaka/article/view/4092>.

³ John W. Creswell dan J. David Creswell, *Research design: qualitative, quantitative, and mixed methods approaches*, Fifth edition (Los Angeles: SAGE, 2018), 345.

⁴ Fauziah Eddyono, *PENGELOLAAN DESTINASI PARIWISATA* (uwais inspirasi indonesia, t.t.), 68.

the needs of tourists, such as comfortable and affordable transportation, quality accommodations, as well as other supporting facilities such as restaurants, public toilets, and parking areas. As a result, tourists may feel uncomfortable or have difficulty visiting the destination, which can affect their satisfaction and tourism experience. The lack of adequate infrastructure and facilities can also limit the potential of tourism in a region because tourists may choose other destinations that are more accessible and affordable.

The lack of diverse and innovative tourism products means destinations cannot create or develop unique and attractive products. Diverse and innovative tourism products have their uniqueness and appeal, which can increase the competitiveness of a tourism destination in the global market. When a tourism destination only offers conventional or cliché tourism products, tourists may lose interest in visiting that destination because there is nothing new or exciting to discover. On the other hand, if a tourism destination can create innovative tourism products, such as culinary, cultural, or natural products, different from what already exists, the destination will be more attractive and captivating for tourists. Therefore, developing diverse and innovative tourism products is very important in increasing the competitiveness of a tourism destination in the global market.

The authors discuss unique and inventive techniques to involve young individuals in participatory action research. These methods included socially engaged art projects like photovoice, street art, and spoken word, to allow the youth to express the challenges and opportunities they faced when trying to access healthy food options.⁵

Sidodadi Village is located in the Pagar Dewa district of Lampung province in Indonesia. The village is known for its beautiful natural scenery, including mountains, rivers, and coffee plantations. Many visitors come to Sidodadi Village to enjoy the peaceful atmosphere and experience the local culture. Mountains, including Mount Betung and Mount Tanggamas, surround the village. Visitors can enjoy hiking and trekking activities in these mountains, which offer stunning views of the surrounding landscape. Sidodadi Village is also home to several coffee plantations, as the area is known for producing high-quality robusta coffee. Visitors can tour the plantations and learn about the coffee-making process. In addition to its natural beauty, Sidodadi Village is known for its traditional culture. Visitors can observe traditional dances and music performances and participate in cultural activities like making traditional handicrafts. Overall, Sidodadi Village offers a unique and authentic experience for visitors looking to explore the natural beauty and cultural heritage of Lampung province.

⁵ Mary L. Ohmer dkk., “Community engagement: evolution, challenges and opportunities for change,” *Journal of Community Practice* 30, no. 4 (2 Oktober 2022): 1, <https://doi.org/10.1080/10705422.2022.2144061>.

Sidodadi Village is in the Pagar Dewa District of Lampung province in Indonesia. The village has developed natural tourism based on the Fish Park. The Fish Park is a pond containing various types of fish, including tilapia, catfish, and carp, surrounded by lush greenery.

The local community has implemented various initiatives to develop the Fish Park as a natural tourism destination. One is participatory and community development programs, which aim to increase the community's capacity to sustainably manage and develop the Fish Park. The community has also improved tourist infrastructure and facilities, including walking paths, resting areas, and sanitation facilities. They have also provided boats for visitors to tour the Fish Park and enjoy the beautiful scenery. Moreover, the community has developed souvenir shops that sell various fish-related products, such as dried fish and fish crackers. They also offer food and beverages made from fish, such as fish soup and fried fish. Through these initiatives, Sidodadi Village has improved its economy by attracting visitors to the Fish Park and creating job opportunities for the local community.

Research Method

This study employed a qualitative methodology to explore the participatory and community development of Sidodadi Village in Pagardewa District, Lampung, focusing on the natural tourism of the fish park to improve the local economy. Data was collected through observation, interviews, and document analysis. The study used natural tourism theory to analyze community-based natural tourism development. The participants included local community members, managers, and stakeholders involved in the development and management of the fish park. The data was analyzed using thematic analysis to identify patterns and themes related to community participation, economic development, and sustainable tourism practices. Overall, this study aimed to provide insights into the importance of community-based tourism development in improving the economic well-being of underprivileged communities while preserving the area's natural and cultural resources.

Results and Discussions

1. Participatory and community development

According to Craig, community work in England can be seen as a direct descendant of colonial community development and education that British governments carried out from the 1930s onwards, first as a colonial power but increasingly as a reaction to political movements for independence. However, its roots can be traced back to the working-class mutual-aid traditions of the last century, the First World War rent strikes, mainly led by unemployment struggles between the wars, and the postwar squatters' movement. Community work interventions also

derive from the settlement movement.⁶

The UK originated in the late 19th century. It aimed to address the social problems urban working-class communities face through a combination of education, social welfare, and community development initiatives. The settlement movement was led by middle-class reformers who sought to bridge the gap between the rich and poor by living and working close to the urban poor. In the UK, community work has evolved to encompass a range of approaches and interventions aimed at empowering communities and promoting social change. Community workers in the UK typically partner with local communities to identify their needs, strengths, and priorities and develop and implement strategies for addressing social problems and promoting social justice.

Various theoretical perspectives and political movements, including Marxism, feminism, and anti-racism, have influenced community work in the UK. Community work interventions in the UK have taken various forms, including community organizing, community development, community education, and community arts. The ultimate goal of community work in the UK is to build more inclusive, equitable, and democratic communities.

Participatory and community development are essential approaches to improve the economy of a local community. When residents are involved in decision-making and actively participate in development activities, they are more likely to feel a sense of ownership and responsibility, leading to greater sustainability and success. Community development involves providing communities with the knowledge, skills, and resources necessary to identify and solve problems independently. This can include training programs, technical assistance, and access to capital and other resources. By empowering communities to take control of their economic development, they are better equipped to build strong, sustainable economies that benefit everyone. Participatory development involves engaging community members in the planning, implementing, and evaluating development activities. This can involve participatory budgeting, community meetings, and other forms of engagement that give community members a voice in decisions that affect them. By involving community members in the decision-making process, development activities are more likely to be relevant and practical, and community members are more likely to support them.

Overall, participatory and community development approaches can help create more inclusive and equitable local economies that can better address the needs and aspirations of all community members.

⁶ Ibid., 99.

2. Tourism Components

- a. Tourism components include the facilities involved in the implementation of tourism, where tourism occurs due to the integration of various facilities that support and are interconnected. The tourism components include the following:
- b. Transportation facilities. Transportation facilities are related to the mobilization of tourists. However, transportation is not only used to bring tourists from one place to another but also as an attractive tourist attraction.
- c. Accommodation facilities. Accommodation facilities are needed if tourism is held for more than 24 hours and if the plan is to use certain accommodation facilities as a place to stay.
- d. Food and beverage facilities. There are various types of menus provided in tourist places, which is done to support tourism development.
- e. Tourism objects and attractions. Tourism objects and attractions can be distinguished based on the origin that characterizes the object or attraction, namely natural, historical, cultural, pilgrimage, and entertainment.
- f. Entertainment facilities. Entertainment is one of the tourist attractions. Tourism is temporary and held for the general public; it involves the community directly, and there is no charge for enjoying it, where such entertainment is called amusement.
- g. Souvenir shops. Souvenir shops are closely related to souvenirs or mementoes in the form of certain items.
- h. Tour guides and tourism coordinators. Tour guides and tourism coordinators are sales representatives who act as representatives of the tourism company to bring, lead, and provide information and other services to tourists in an agreed manner.⁷

Furthermore, the author found in this research that the establishment of this tourist spot began with the initiative of residents who cultivated a large amount of fish and planted some flowers as decoration around the pond due to the presence of several rivers in the surrounding area. However, over time, it began to look attractive, and the residents decided to create a tourist spot. The initiator of this tourist spot was Mr. Andi, but he is more familiarly known as Mr. Enceng, who had the idea to create the tourist spot. Initially, he was hesitant, but after asking for advice from his friends, he received support from some friends and family.

Several small and large villages border this tourist spot. It borders Basungan Village to the north, Rofii Village to the west, Batu Api Village to the east, and Pahayu Jaya Village to the south.

Since its opening, the number of visitors to this tourist spot has been

⁷ Zulkifli, "Pengembangan Kawasan Wisata Dam Bili-Bili Berbasis Masyarakat Di Kecamatan Parangloe Kabupaten Gowa" (skripsi, Makassar, UIN Alauddin, 2017).

inconsistent. Sometimes, there are 15-20 visitors daily, and sometimes more. If counted per month, there are approximately 400-500 visitors. The highest number of visitors usually comes during holidays.

Accommodation is a crucial component of the tourism industry as it provides a place for tourists to stay during their travels. These accommodations can range from luxury hotels to budget hostels, and they play a significant role in shaping the overall experience of the tourist. Moreover, transportation is a vital component of the tourism industry as it allows tourists to reach their destination and move around during their trip. Modes of transportation include air, road, rail, and water transport, and they can range from public to private vehicles. Good transportation infrastructure and accessibility are essential for a flourishing tourism industry as they can increase the number of visitors and improve their experience.

3. Factors that can contribute to improving the economy

- a. Investment: Increased investment in infrastructure, technology, and industries can lead to economic growth and job creation.
- b. Innovation: Encouraging innovation and entrepreneurship can lead to developing new products, services, and industries to boost economic growth.
- c. Education: Providing access to education and training can improve the workforce's skills and increase productivity, contributing to economic growth.
- d. Trade: Increasing trade can create new business opportunities and increase the flow of goods and services, boosting economic growth.
- e. Government policies: Government policies such as tax incentives, subsidies, and regulation can significantly impact the economy.
- f. Natural resources: Countries with abundant natural resources can benefit from increased revenue from exports, which can boost economic growth.
- g. Infrastructure: Adequate infrastructure, such as transportation, communication, and energy, can improve connectivity, reduce costs, and boost economic activity.
- h. Political stability: Political stability can create a conducive environment for investment and economic growth, while instability can discourage investment and hinder economic growth.

Hirschman emphasized the importance of infrastructure in achieving balanced growth and advocated for prioritizing infrastructure investment to help countries overcome poverty and underdevelopment. He believed that low income levels, low productivity, high unemployment rates, and a lack of development in the industrial and agricultural sectors could hinder economic growth. Hirschman argued that addressing these imbalances through increased investment in infrastructure can lead to job creation, employment opportunities, and industrial development, which can

positively impact agriculture by providing a market for raw materials. He used the example of the steel industry, which developed mineral and automobile industries through backward and forward linkages. Therefore, providing electricity and transportation infrastructure can facilitate production, provide easy access to markets and raw materials, and support trade.⁸

Increased investment in infrastructure, technology, and industries can help to drive economic growth and create employment opportunities. By improving infrastructure, such as transportation networks, communication systems, and energy supply, countries can attract new businesses, support existing industries, and make it easier for people to access education, healthcare, and other essential services. Technology also plays a crucial role in economic growth, by enabling innovation and efficiency gains that can drive productivity and competitiveness. Finally, investing in industries that have the potential for growth, such as high-tech industries or renewable energy, can create new jobs and opportunities for economic development.

4. Types of Tourism

The types of tourism are as follows:

- a. Nature tourism or ecotourism Nature tourism is a journey that utilizes the potential of natural resources and its environment as a tourist destination, where the tourist attraction can present natural beauty and wonders, which can provide a soothing and comfortable experience, reducing stress and other benefits. Nature tourism or ecotourism is also divided into two types, namely maritime or marine tourism and nature reserve tourism (conservation park).
 - a. Maritime or marine tourism is a tourist activity that is always associated with water.
 - b. Nature reserve tourism or conservation parks are biological tourist attractions where visitors can see certain plants, animals, and habitats.
- b. Pilgrimage tourism is more or less related to the religion, history, customs and beliefs of a community or group within society.
- c. Cultural tourism is a journey undertaken based on the desire to broaden one's worldview by visiting or observing other places or abroad, learning about the people's conditions, customs, lifestyles, culture and art.
- d. Health tourism is meant for a traveller to exchange the environment and atmosphere of their daily life to rest and rejuvenate themselves physically and spiritually by visiting places such as hot springs containing healing minerals.
- e. Agricultural tourism (agrotourism), similar to industrial tourism, organizes trips to agricultural projects, plantations, farms, breeding farms, and so on.
- f. Hunting tourism is commonly done in countries with areas or forests for hunting that are allowed by the government and promoted by various travel

⁸ Ram Kumar Mishra dkk., *Smart Cities for Sustainable Development* (Springer Nature, 2022), 252.

agents or bureaus.

- g. Convention tourism, closely related to political tourism, is called convention tourism.
- h. Educational tourism or educational travel. Educational tourism is usually referred to as a study tour or field trip.⁹

Built upon the community's interests, regarding this matter, Wijaya stated the characteristics of participatory planning as follows: Focused on the interests of the community, a). Program planning based on the problems and needs faced by the community, b). Planning is prepared by considering the aspirations of the community that meet attitudes of trust and openness. Participatory, where every member of the community, through a). forum of meetings has the same opportunity to express their ideas or thoughts. Dynamic, a). Planning reflects the interests and needs of all parties, b). The planning process takes place continuously and proactively. Synergy, a). Must ensure the involvement of all parties, b). Always emphasizes cooperation between administrative and geographical regions; c). There is a connection between the plan to be developed and the existing or ongoing programs, d). They are paying attention to the interactions that occur among stakeholders. Legality, a). Development planning is carried out by referring to all existing regulations, b). Upholds the ethics and values of the community, c). Does not provide opportunities for abuse of authority and power. Feasibility: The planning must be specific, measurable, feasible, and time-conserving.¹⁰

This tourist destination was built for the benefit and economic development of the local community. Since the initial establishment of the tourist spot was a community initiative, the people's interests were prioritized. The management pays attention to the needs of the community who require assistance or are in economic distress. The management plans to donate a portion of the proceeds from the tourist spot to the needy members of the community.

The form of humanitarian aid or assistance provided to the community comes in the form of appropriate necessities or cash that can help the needy community's economy and interests. Development efforts must listen to the community's aspirations because this tourism belongs to the community and must be managed together. The aspirations voiced by the community are quite diverse, such as adding high places or towers so that visitors can see the scenery from above and observe the beautiful tourist areas.

According to Zubaedi, Community Development is an effort to sustainably and

⁹ *Panduan SKK dan TTK Saka Pariwisata* (Jakarta: Kementerian Kebudayaan dan Pariwisata, 2011).

¹⁰ Rina Wijaya, "Forum pengambilan keputusan dalam proses perencanaan pembangunan di era otonomi daerah: Studi kasus di kelurahan Jebres Kecamatan Jebres Kota Surakarta" (Universitas Gadjah Mada, 2003), http://etd.repository.ugm.ac.id/home/detail_pencarian/10418.

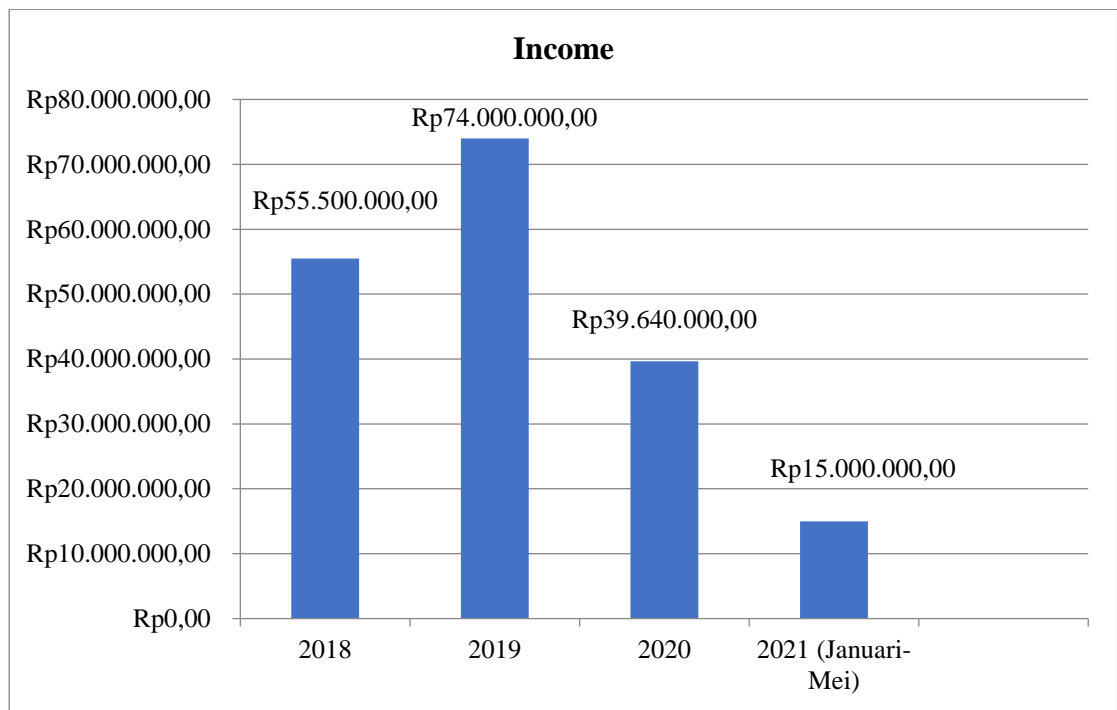
actively develop the condition of the community based on the principles of social justice and mutual respect. Community workers strive to facilitate residents in creating social justice and mutual respect by broadly connecting all components of society through development programs. Community development translates the values of openness, equality, accountability, opportunity, choice, participation, mutual benefit, reciprocity, and continuous learning. The essence of community development is to educate and make community members capable of doing something.¹¹

Community Development is a sustainable and proactive effort to improve the condition of a community based on principles of social justice and mutual respect. Community workers aim to help residents create social justice and mutual respect through development programs that connect all components of society. Community development promotes openness, equality, accountability, opportunity, choice, participation, mutual benefit, reciprocity, and continuous learning. The core of community development is education, which enables community members to develop skills and become capable of taking action.

As for this research, the researchers found that participation is referred to as a form of values of openness, equality, accountability, opportunity, participation, and reciprocity during the establishment of a tourist site by creating a joint agenda through evaluation and mutual respect for the opinions or aspirations of the community. The form of accountability that the community must carry out and managers is that if the community or managers make a mistake, they must clarify or find a solution together. If the community and managers voice aspirations, they must fully participate if the managers and community carry out the aspirations..

INCOME		
NO	Years	REVENUE
1	2019	Rp55.500.000,00
2	2020	Rp74.000.000,00
3	2021	Rp39.640.000,00
4	2022 (January-May)	Rp15.000.000,00

¹¹ Zubaedi, *Pengembangan Masyarakat: Wacana & Praktik* (Jakarta: Kencana, 2013).



The form of development carried out is by contributing to underprivileged communities and several communities with very pitiful shortcomings. In this case, the managers create an agenda which includes job opportunities as labourers for cleaning the environment and selling the fish livestock available in the tourist area, as well as supplying fish to be put into the fish ponds within the tourist area.

The annual income earned increases, but it is vague and depends on the number of visitors who come and the fish sales in the market and from the community. The following table shows the income the tourist area managers and the community earned. However, in 2019-2021, visitors decreased due to social distancing during COVID-19, which became a constraint in various places.

Year 2019 (Income: 4 million to 5.5 million per month) Year 2020 (Income: 6 million to 6.5 million per month) Year 2021 (Income: 3 million to 3.5 million per month) Year 2022 (Income: 3 million per month)

The absence of some elements is present in this tourism site. The available means of transportation in this tourist spot are vehicles the locals provide if visitors want to use them to get around. However, not only some days are there transportation because the means of transportation are not privately owned or in the inventory of this tourism site. No accommodation facility is available, but if visitors want to stay overnight, they can stay at the local's house provided when necessary or due to particular circumstances. However, it differs from lodging places like hotels or villas. The accommodation price is relatively cheap, starting from IDR 200,000-300,000 per night, depending on the facilities provided. The available facilities include a

bedroom, bathroom, toilet, lighting, and television.

Some residents become traders selling various foods and drinks, and some sell food such as pecel, bakso, pop mie, and mie ayam. The prices are cheap, ranging from Rp 5000-15000 and provide a place to relax and enjoy coffee or hot tea. For many visitors who buy these foods and drinks, the most requested ones are coffee and hot tea because the temperature at this tourist spot is quite cold.

The tourism management still needs to provide entertainment facilities as they are still in the early stages of developing this tourism. However, they have plans to add some attractions to attract visitors, but there have yet to be volunteers to become performers or models for these attractions. As this tourist spot is located in a village where the majority are robusta coffee farmers, the souvenirs sold by the vendors in this tourist spot are related to coffee, such as coffee drinks, coffee beans or coffee powder. The prices are cheap, from Rp 5000 to 1000, depending on the packaging size.

The tour guides in this tourist spot are friendly and responsive, as reported by satisfied visitors about their service. When visitors need assistance, they are immediately helped as much as possible because the comfort of visitors is the most important thing.

5. The forms of community

The form of community involvement in tourism can vary greatly and depend on the type of potential, experience, knowledge, and skills possessed by individuals or the local community. Community involvement can be done by: a. Working as a full-time or part-time employee in the tourism company. b. Providing services to tourism operators such as food service, transportation, accommodation, and tour guiding. c. Developing tourism independently by prioritizing community-based tourism development.¹²

We found some members of the community work as part-time employees while others do not, considering that the majority of the community works as coffee farmers, and this type of work requires at least 4-5 hours a day to tend to the coffee plants and gardens. Those who work in the tourism industry are employed as gatekeepers at the entrance, ticket sellers, parking attendants, caretakers, and assist in the management of the fish and plants around the natural tourism site of the fish park.

Food and beverage services are provided by vendors or canteens within the tourism area, and catering is also available for large orders. Additionally, local residents provide transportation services for tourists who wish to explore the surrounding area. Accommodations are provided by locals who rent out their homes

¹² I Nengah Subadra, "Ekowisata Hutan Mangrove dalam Pembangunan Pariwisata Berkelanjutan: Studi Kasus di Mangrove Information Center, Desa Pemogan, Kecamatan Denpasar Selatan, Kota Denpasar" (Tesis, Denpasar, Universitas Udayana, 2006).

or offer temporary lodging options.

The management team is supported by the local community in developing the fish park tourism. If we ask whether the community is independent, the answer is yes. The community is not always coordinated by the management team and is responsive to what needs to be done.

6. Community based-tourism

According to Isnaini Muallissin, the concept of Community Based Tourism has several basic principles that can be used as a tool for community development for the local community, which are:

1. Recognizing, supporting, and promoting the tourism owned by the community.
2. Involving community members from the beginning in every aspect.
3. Promoting community pride.
4. Improving the quality of life for the community.
5. Ensuring the preservation of the environment and natural resources.
6. Sharing the benefits and profits fairly among community members.¹³

The community approach model has become a standard for tourism development processes, where community involvement is a crucial factor in the success of tourism products. D'amore, in "Community-Based Rural Tourism Planning" by Hadiwijoyo, provides a guideline model for community-based tourism development, which includes:

- a. Identifying the development priorities of the local residents,
- b. Promoting and encouraging local residents,
- c. Involving local residents in the tourism industry or development,
- d. Local investment or entrepreneurship is essential,
- e. Encouraging local participation in events and activities,
- f. Tourism products that reflect the local identity.¹⁴

This study emphasizes the importance of participatory community development, collaborative management, and social work in ethical practices. The theoretical framework used in this research is called 'practical ethics', where ethical practice involves ongoing dialogue and self-reflection by the practitioner to acknowledge and address power imbalances and biases. This ensures that the community worker's attitudes, mindsets, and behaviors align with a dedication to

¹³ Isnaini Muallissin, "Model Pengembangan Pariwisata Berbasis Masyarakat di Kota Yogyakarta," *Jurnal Penelitian Bappeda Kota Yogyakarta* 2 (2007): 5–15.

¹⁴ Suryo Sakti Hadiwijoyo, *Perencanaan Pariwisata Perdesaan Berbasis Masyarakat* (Yogyakarta: Graha Ilmu, 2012), 72.

uphold human rights within communities.¹⁵

This fish park's tourist spot is appropriate because 90% involves the community. Priorities are directed towards the community and encouraging local products, such as offering excellent quality local coffee so that these local products can be known outside the Lampung region.

Furthermore, involving the local community, such as making the residents as sellers or managers of this tourist spot, can become a field for obtaining additional income or a permanent source of income. The initial investment made by the community was through cooperation, then with contributions from the community, they created a proposal addressed to the village, sub-district, and city officials to add character to build infrastructure or natural tourism inventory in the fish park. The initial profit-sharing from the capital is returned to the community, and the rest goes into savings or a special fund for managing tourism. The tourism management team and the community have yet to organize any events because no one from the community is willing to hold and participate in such events. The souvenirs offered in this tourist spot are still the same, in the form of coffee produced by local farmers that have been processed into powder or in the form of dried beans that are packaged attractively to catch the attention of visitors who come to the tourist spot.

In the realm of the economy, there is often increased competition between rival destinations as they compete for tourists and a share of their spending. Therefore, it is crucial for destinations to ensure that they are well-positioned to win over consumers when they begin researching their next vacation. This begins with creating a compelling image for the destination. The destination's image and appeal rely on its ability to showcase its unique characteristics that resonate with its target audience. As Baloglu and McCleary note, a destination's image is an attitudinal construct that includes an individual's mental representation of their beliefs, feelings, and overall impressions of the destination.¹⁶

Conclusion

The lack of community participation and development in tourism is a significant issue in Indonesia. However, community-based tourism development is an essential approach to improving the well-being of local communities by increasing income, improving infrastructure, and preserving culture and the environment. The lack of community participation and development in the development and management of natural tourism, such as fish parks, can negatively impact the area's

¹⁵ "ethics of food sovereignty: discourses for transformative social change and community development practices by peasant movements | Community Development Journal | Oxford Academic," 65, diakses 20 Februari 2023, <https://academic.oup.com/cdj/article/58/1/64/6808316>.

¹⁶ Nelson Oly Ndubisi dan Sumesh Nair, "International Tourism: Inimitable vs Imitable Core Tourism Resources and Destination Image," *Journal of Destination Marketing & Management* 27 (1 Maret 2023): 2, <https://doi.org/10.1016/j.jdmm.2022.100756>.

environment and biodiversity. The successful example of community-based ecotourism development in Tanjung Kalian Village, Lampung, demonstrates the importance of involving local communities in tourism development and management. Qualitative methodology and natural tourism theory were used to explore community-based natural tourism development. Overall, community participation and development are critical for sustainable tourism development in Indonesia.

From the information provided, this tourist destination strongly emphasizes community-based tourism development. The local community initiated the establishment of the tourist spot, and the management prioritizes the economic development and well-being of the community. The management also provides assistance and humanitarian aid to the needy members of the community. The development efforts aim to listen to the community's aspirations and involve them in the planning and decision-making. The community has diverse aspirations, such as adding high places or towers to enhance the visitors' experience. Overall, the management of this tourist spot demonstrates a solid commitment to community development and sustainable tourism development.

In conclusion, community-based tourism development can benefit underprivileged communities and increase their income. The example of the natural tourism of fish parks in Lampung shows how involving the local community in developing and managing tourism can lead to a thriving ecotourism destination. The managers of the fish park provide job opportunities and support the community's fish farming business, which contributes to the community's economic well-being. However, the income earned depends on the number of visitors and sales of fish in the market, which can be affected by external factors such as the COVID-19 pandemic. Therefore, sustainable tourism development requires ongoing efforts to involve and empower local communities while ensuring natural and cultural resource preservation.

Bibliography

- Apriliani, Tantri. "Partisipasi Masyarakat Dan Modal Sosial Dalam Ecovillage." *Studi Pustaka* 0, no. 0 (10 Januari 2017). <http://kpm.ipb.ac.id/karyailmiah/index.php/studipustaka/article/view/4092>.
- Creswell, John W., dan J. David Creswell. *Research design: qualitative, quantitative, and mixed methods approaches*. Fifth edition. Los Angeles: SAGE, 2018.
- Eddyono, Fauziah. *PENGLOLAAN DESTINASI PARIWISATA*. uwais inspirasi indonesia, t.t.
- "ethics of food sovereignty: discourses for transformative social change and community development practices by peasant movements | Community Development Journal | Oxford Academic." Diakses 20 Februari 2023. <https://academic.oup.com/cdj/article/58/1/64/6808316>.
- Hadiwijoyo, Suryo Sakti. *Perencanaan Pariwisata Perdesaan Berbasis Masyarakat*. Yogyakarta: Graha Ilmu, 2012.
- Mishra, Ram Kumar, Ch Lakshmi Kumari, Sandeep Chachra, P. S. Janaki Krishna, Anupama Dubey, dan R. B. Singh. *Smart Cities for Sustainable Development*. Springer Nature, 2022.
- Muallisin, Isnaini. "Model Pengembangan Pariwisata Berbasis Masyarakat di Kota Yogyakarta." *Jurnal Penelitian Bappeda Kota Yogyakarta* 2 (2007): 5–15.
- Ndubisi, Nelson Oly, dan Sumesh Nair. "International Tourism: Inimitable vs Imitable Core Tourism Resources and Destination Image." *Journal of Destination Marketing & Management* 27 (1 Maret 2023): 100756. <https://doi.org/10.1016/j.jdmm.2022.100756>.
- Ohmer, Mary L., Amy N. Mendenhall, Michele Mohr Carney, dan Deborah Adams. "Community engagement: evolution, challenges and opportunities for change." *Journal of Community Practice* 30, no. 4 (2 Oktober 2022): 351–58. <https://doi.org/10.1080/10705422.2022.2144061>.
- Panduan SKK dan TKK Saka Pariwisata*. Jakarta: Kementerian Kebudayaan dan Pariwisata, 2011.
- "PORTAL PUBLIKASI IIB DARMAJAYA." Diakses 15 Februari 2023. <https://jurnal.darmajaya.ac.id/index.php/index/index>.
- Subadra, I Nengah. "Ekowisata Hutan Mangrove dalam Pembangunan Pariwisata Berkelanjutan: Studi Kasus di Mangrove Information Center, Desa Pemogan, Kecamatan Denpasar Selatan, Kota Denpasar." Tesis, Universitas Udayana, 2006.
- Wijaya, Rina. "Forum pengambilan keputusan dalam proses perencanaan pembangunan di era otonomi daerah: Studi kasus di kelurahan Jebres Kecamatan Jebres Kota Surakarta." Universitas Gadjah Mada, 2003. http://etd.repository.ugm.ac.id/home/detail_pencarian/10418.

Zubaedi. *Pengembangan Masyarakat: Wacana & Praktik*. Jakarta: Kencana, 2013.
Zulkifli. “Pengembangan Kawasan Wisata Dam Bili-Bili Berbasis Masyarakat Di Kecamatan Parangloe Kabupaten Gowa.” Skripsi, UIN Alauddin, 2017.