

Public Participation and Tourism Marketing in The Development of Tourism Villages in Bengkulu Province

Darmanto^{1*}, Dwi Kristanti¹, Siti Aisyah¹, Heri Wahyudi¹

Public Administration, Faculties of Law, Social and Political Science , Universitas Terbuka

*Correspondence Email: dardardarmanto@gmail.com

Received: 17 January 2024; Revised: 8 February 2024; Accepted: 19 March 2024

Abstract: *This article aims to examine the development of tourist villages, especially from the perspective of public participation and tourism marketing. Bengkulu is one of the provinces in Indonesia that has natural beauty and attractive tourist destinations; however, the development of its tourist villages has not been optimal in order to improve the welfare of rural communities. From the results of the study, it is hoped that there will be a deep understanding of tourist villages and the problems they face. The method used is comprehensive and systematic qualitative research on the problems of developing tourist villages in Bengkulu. To obtain comprehensive information, interviews were conducted with competent sources in the field of tourism villages in Bengkulu. Research findings show that public participation and tourism marketing in Bengkulu are not as expected. On the other hand, unclear regulations and authority have hampered the implementation of tourism village development in Bengkulu. This article provides lessons on how to optimise public participation and market tourism in a tourist village optimally. Apart from that, it is important to increase cooperation between stakeholders so that tourism village problems can be addressed comprehensively. The author suggests optimising clarity in the management of tourist villages so that people do not find it difficult to participate. It is necessary to ensure that tourism marketing is carried out in a sustainable manner by paying attention to preserving the environment and local culture and providing benefits to local communities.*

Keywords: *tourist village; community participation; tourism marketing.*

How to Cite:

Darmanto, Kristanti, D., Aisyah, S., & Wahyudi, H. (2024). Public Participation and Tourism Marketing in The Development of Tourism Villages in Bengkulu Province. *Journal of Governance*, 9(1), 42–57. <https://doi.org/http://dx.doi.org/10.31506/jog.v9i1.24031>



[This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.](https://creativecommons.org/licenses/by-sa/4.0/)

Introduction

The era of regional autonomy provides freedom and, at the same time, requires each regional government to be more independent and creative in seeking various opportunities that can be used as a source of regional cash income. Different natural and cultural conditions cause each regional government to have its own strategy to be able to optimize the potential of its region. One of the areas that regional governments rely on to increase regional income is the tourism sector, especially tourist villages. In the last decade, many regions have tried to increase their original regional income (PAD) through the development of tourist villages, where tourist villages are considered to have great potential for developing Indonesian tourism (<https://ekbis.sindonews.com/read/1454806/34/desa-tourism-potential-mainstay-of-tourism-in-Indonesia-1572649458>). Through the development of tourist villages, it will have a large impact on the progress of the village to become more independent and developed (<https://www.kemendes.go.id/view/detail/2937/Pembangun-terbesarnya-desa-wisata>).

Increasing Regional Original Income (PAD) can be done by exploring village potential sources, both in the form of natural beauty and cultural uniqueness (Imron, 2015: 288). From the results of Hermawan's research (2016: 116), the development of tourist villages has a positive impact on the economic development of local communities, such as increased ownership and control of local communities as well as pride in working and trying in their own villages, increasing community income, increasing employment and business opportunities for local communities, as well as government income through tourism

levies. Research conducted by Hardiansyah et al. (2019:165) regarding perceptions of the existence of tourist villages found that the perceptions of the government, traditional leaders, community leaders, religious leaders, youth leaders, and students were generally positive where the existence of these tourist villages had provided great benefits, namely improving the community's economy and improving regional income. The impact of tourism village development activities does not only involve positive aspects but also negative aspects, one of which is the waste problem as an effect of tourist visits to the tourist area. Research results from A. Nisfi et al. (<http://pustaka.unpad.ac.id/wp-content/uploads/2016/05/00013-Pemberdayaan-Masyarakat.pdf>) show that in order to maintain waste management activities, village government support is needed in terms of providing supporting facilities to make waste management activities easier. Apart from that, community participation in waste management is indicated by the community's willingness to help the success of the waste management development program according to each person's abilities without sacrificing their own interests.

Tourism development cannot be partially implemented by the tourism office but requires community participation. The role of the community in relation to tourism development can be seen from the extent of community participation in tourism development activities. In order for the community to participate in realizing and implementing the development of an ecotourism area, all related parties must support each other and provide an understanding that this program is a joint effort to develop the area (Nurpeni, 2015: 1736).

Research results from Nurohman and Qurniawati (2019:42) specifically state that the village government must be able to encourage the level of community participation, namely by opening up space for the community to take part in it through dialogue forums between the village government and the community. Tourism development efforts supported by the community will have a much greater positive impact on improving community welfare compared to the negative impact (Jalunggono & Destiningsih, 2018:376). To ensure that the development of tourist villages can run in accordance with community needs, the government's role needs to be reduced in developing tourist villages by giving a greater role to the community and opening up space for the community to participate (Dewi et al., 2013: 138).

The research results of Febrianingrum et al. (2019:141) show that active community participation plays an important role in supporting the development of beach tourism in Purworejo Regency. The government cannot ignore community appreciation and participation in the context of tourism development. According to the findings of a study conducted by Rohmadin (2016: 151), in order to make the activities more manageable, the government should be able to invite the community to play an active role in tourism development. By involving community participation, the suitability of the development program with the aspirations of the local community will be guaranteed, and the community will feel appreciated by their participation. A study by Hardiansyah et al. (2019: 162) shows a positive public perception of the development of tourist villages, as demonstrated by the role of traditional leaders and the involvement of

several levels of society in order to further develop local tourism destinations.

Apart from the community participation aspect, which is important in developing the tourism sector in tourist villages, the marketing aspect is also important so that income from the tourism sector can increase. We have often heard of the marketing concept in the business sector. The goal of marketing in the business sector is to achieve the revenue targets set by the company. This marketing concept has been adopted by the public sector, especially since the New Public Management (NPM) era, which was initiated by Osborne and Gaebler (1992), Osborne and Plastrik (1997), and others. It essentially uses market mechanisms and terminology to be applied in the public sector. Another popular work by Osborne and Gaebler is *Reinventing Government*. In the era of New Public Management, managers are challenged to find new ways and innovations to achieve results or privatize functions previously provided by government (Denhardt & Denhardt, 2003:17). The New Public Service (NPS) era that developed then prioritized a service orientation towards citizens, not just customers. One of the principles of NPS is to think strategically and act democratically, which means that policies and programs that meet public needs can be achieved most effectively and most responsibly through collective efforts and collaborative processes.

The concept of marketing in government was also put forward by Niven (2008), who put forward the Balanced Score Card Theory for Government and Non-Profit Organizations. Government marketing is an important element in realizing the performance of government organizations as part of the strategy map to realize the government's vision and mission. The

government marketing concept is an effort that needs to be built to create an innovative culture in government in general and regional government in particular. An innovative culture in regional government needs to be developed. This is explicitly regulated in Article 386 of Republic of Indonesia Law Number 23 of 2014 concerning Regional Government, which reads: "In order to improve the performance of regional government administration, regions can innovate." Innovation in regional government includes all forms of innovation in the administration.

One innovation that can be carried out by regional governments is to develop tourism marketing concepts. The tourism sector is expected to be one of the pillars of increasing national and regional income. Aliah's (2016) research results show that the tourism sector plays an important role in the economy of Indonesia as a whole. Tourism is designated as a leading sector because, in the short, medium, and long term, its growth is positive.

The growth of world tourism has had a positive impact on Indonesian tourism. In 2019, tourism is targeted to contribute 8% to national GDP, generate foreign exchange of IDR 280 trillion, create employment opportunities in the tourism sector for 13 million people, the number of foreign tourist visits is 20 million and the movement of foreign tourists is 275 million, and the Indonesian tourism competitiveness index is ranked 30th in the world (<https://jpp.go.id/economic/pariwisata/306029-men-ar-sektor-pariwisata-tumbuh-pesat-dan-sumbang-pdb-signifika>). Government and private collaboration and involving community participation are very important in developing tourist villages so that village

communities obtain the maximum benefits from developing tourist villages, which can ultimately increase community income (Juddin, 2019).

The tourist village in Bukit Peninjauan Village, Sukaraja District, Seluma Regency, Bengkulu Province is still in the development stage, so it requires various kinds of support from various parties, both from the local government, the private sector, and the community. From initial observations at the Bukit Peninjauan Tourism Village location, it was found that the facilities and infrastructure were still inadequate, such as toilets and rest areas for visitors, which still needed to be improved. From the results of initial interviews with informants who manage the tourism village in Bukit Peninjauan Village, it is known that there is a need to increase capable human resources to manage the tourism village. Apart from that, financial support is also needed to help improve the development of the tourism village so that it is hoped that the income of the people around the area can increase.

In light of the importance of developing the potential of tourist villages, researchers are interested in examining public participation and tourism marketing in tourism villages in Bukit Peninjauan Village, Sukaraja District, Seluma Regency, and Bengkulu Province.

More specifically, the problems of this research can be detailed as follows:

1. How is public participation in the development of the tourism village in Bukit Peninjauan Village, Sukaraja District, Seluma Regency, Bengkulu Province?
2. How is tourism marketing in Bukit Peninjauan Village, Sukaraja District, Seluma Regency, Bengkulu Province?

Method

This article aims to examine the development of tourist villages, especially from the perspective of public participation and tourism marketing. This article examines the problems of tourist villages in Bengkulu, especially Bukit Peninjauan Village, Sukaraja District, Seluma Regency, but the development of tourist villages has not been optimal in order to improve the welfare of rural communities. From the results of the study, it is hoped that there will be a deep understanding of tourist villages and the problems they face. The method used in this research is a qualitative approach through field research and in-depth observation. The research data was mainly obtained from interviews with informants. Determining informants used purposive sampling and snowball sampling techniques. Purposive sampling was used

to determine informants from local government agencies, the community, and parties related to the problem topic. Secondary data is taken from literature (journals, books, documents, reports, magazines, and newspapers).

Result and Discussion

Increasing the income of the people of a village can be done through a tourism village development program that involves the roles of various parties (stakeholders), including the people in the area. From various theoretical studies, one of the important aspects of developing a tourist village in Bukit Peninjauan Village, Sukaraja District, Seluma Regency, Bengkulu Province is involving public or community participation and tourism marketing in the tourist village program, which is expected to improve the welfare of the community itself.



In accordance with the objectives of this research, the discussion focuses on

the analysis of public participation or tourism marketing in Bengkulu.

Community Participation

Community participation is the active participation of individuals or groups in activities or initiatives aimed at improving social, economic, or

environmental conditions in their communities. Community participation can come in various forms, such as participation in community development programs, social activities, environmental

campaigns, or charity activities. Community participation is essential to building strong and sustainable communities. As a result, it is important for governments, non-governmental organizations, and other institutions to encourage communities to participate in various development projects.

In this research, concepts from the Asian Development Bank (2012) were used to examine problems related to public participation in the development of tourist villages in Bengkulu. According to the Asian Development Bank (2012), the main principles of participation are:

1. Encourage accountability and transparency

The concept of accountability refers to the obligation of a person or organization to be responsible for the actions and decisions taken. This means that a person or organization must be responsible for all actions and decisions taken and accept the consequences of these actions. Accountability also means being transparent, honest, and responsible to related parties. Organizational accountability is typically measured through ethical standards, regulatory compliance, and expected performance.

The concept of transparency aims to foster trust, accountability, and integrity in all aspects of life and includes the principle or situation where all information or decisions are disclosed clearly and openly to all parties involved. This includes transparency in the policies of governments, businesses, organizations, and other institutions, as well as relationships between individuals. Participatory mechanisms hold

policy-makers' decisions accountable to their stakeholders. They promote communication and openness about activities, transparency in participation goals, and the degree to which participation influences stakeholders.

As stated by informant XXX: "To create opportunities that are implemented by the local Bumdes, the village's potential is of course wrapped up with good management from the managerial management of the Bumdes so that it creates beneficial value for regional and state income." The importance of public participation in creating transparency can be seen from the results of research conducted by Kasila and Kolopaking (2018), which states that "the level of participation of village youth in BUMDes "Tirta Mandiri" is in the medium category, with the highest participation being at the implementation stage."

Good management can increase community participation in organizing tourism villages, the impact of which can be felt by all levels of village society.

2. Enable participation at all levels

Participation at all levels refers to the active participation of individuals or groups in the decision-making process and the implementation of activities at various levels, from the local level to the national or even international level. This includes participation in government, community organizations, business, and other institutions.

Participation at all levels is very important because it can increase accountability, transparency, and fairness in the decision-making process. It can also strengthen democracy and ensure that the interests and perspectives of different groups in society can be accommodated. Participation at all levels is an important component in building an inclusive and sustainable society because it involves a variety of knowledge and perspectives, so it can help in creating more sustainable solutions.

All elements related to the development of village tourism, including the general public, rural elements, and regional government, need to unite so that the goals of developing village tourism can be achieved. If there is no seriousness or unity among the relevant stakeholders, it will hamper the development of tourist villages. As stated by informant XXXX, "To guarantee the success of village tourism development, there must be good intentions from the village government or village head. If the village head has good intentions, then it will be easier to move the village community rather than move the village community, but the village head doesn't agree."

The role and participation of various parties to enable community members to benefit from tourism activities so that they do not have to look for work elsewhere was conveyed by Kasila & Kolopaking (2018), who stated that BUMDes "Tirta Mandiri" provides employment opportunities for the youth of

Ponggok Village, so that most village youth do not need to work outside the village.

Communities participate at all levels of decision-making (policies, programs, and projects) through timely and flexible activities that suit their skills, abilities, and interests.

3. Make participation accessible to everyone

Everyone, regardless of cultural, social, or economic background, can participate in certain activities or events without discrimination, which is important for creating equality and inclusion in society. Therefore, free and open participation for everyone can help strengthen communities and advance shared prosperity. Everyone can take part in various forms of participation that can help convey the aspirations of those who participate. Information related to the development of tourist villages needs to be socialized well so that there is no need for miscommunication between stakeholders related to the development of tourist villages. As stated by informant XXX, "Indeed, when we talk about Bumdes and the groups that were with other dangdut groups, sometimes miscommunication occurs."

Everyone is valued equally and gets the opportunity to participate. Participation is communicated adequately and offered fairly.

4. Diversity of values

The diversity of values held by society allows for various perspectives and opinions to be

obtained from various parties involved in the participation process; this can enrich discussions, broaden horizons, and produce more inclusive and representative decisions. Diversity of values can also encourage a wider exchange of ideas and understanding, which in turn strengthens the sustainability of the participation process.

Each village has its own tourist attractions, including social, economic, and cultural backgrounds. Thus, these villages need to be optimized in terms of organizing the management of these diverse tourist villages. This diversity is not considered competition between the villages but needs to be maximized through networking or collaboration between the tourist villages so that it has a positive impact on the progress of each village. "The attraction that exists in each village will, of course, be supported by creative economic activities. They support each other, forming a network of the village economy." This was conveyed by informant X regarding the diversity of villages and the uniqueness of each village.

The diversity of people's experiences, backgrounds, beliefs, and skills offers unique resources to society.

5. Ensure participation is voluntary
Voluntary participation emphasizes that each individual or group has the freedom to choose whether they want to participate in a participation process without pressure or coercion from other parties. Voluntary participation

also emphasizes the importance of individual freedom to take part in the participation process according to their own needs. Therefore, involving stakeholders in the concept and solution creation process can help improve the quality of decision-making and increase their acceptability. Communities involve themselves in decision-making because they believe in the importance of the issues at stake and that their participation will bring about change.

The community needs to have awareness in relation to the concept of a tourist village, as conveyed by informant XXXXXX, who stated: "In the planning process, it will involve many elements. First of all, the community's awareness that they have potential and will definitely bring in people to come there." The community needs to be aware that the tourism potential of their village needs to be maximized because, with this awareness, the community understands that many people will visit to enjoy the tourism in their village.

6. Encourage stakeholders to create ideas and solutions

During the participation process, stakeholders are critical to generating ideas and solutions. They bring diverse perspectives, knowledge, and experience that can make valuable contributions to the process of creating more comprehensive and sustainable ideas and solutions. Involving stakeholders in the process of creating ideas and solutions can

also increase a sense of ownership and support for the final result, as well as ensure that the resulting solution can meet the needs and interests of the various parties involved. In a community-led participatory approach, communities take action themselves according to their choices. In developing tourism in a village, the ideas and thoughts of the village leadership itself (Kades) need to be improved because the role of the village head is very important as an important element in developing a tourist village, in addition to other elements such as community participation and local government support. Informant XXXXX stated the following: ""That's a mindset problem, sir. The mindset of the village government, especially the Village Head, is that they do not yet realize that if the Bumdes produces PAD, then the village community will be helped economically. Not only Pokdarwis and Karang Taruna, the economy of this community is helped by the active development of Bumdes which produces PAD."

Rahayu & Febrina (2021) conveyed the increasing role and solutions to village economic problems conveyed by stakeholders in empowering the village economy as follows: "One of the steps taken by BUMDes Nibung Gemilang is to provide training and comparative studies to employees related to management and existing supervision to monitor the progress of economic empowerment." The results of research conducted by Rahayu and Febrina (2021) also show the

importance of innovation in improving the welfare of village communities, as follows: The aim of establishing BUMDESA Nibung Gemilang is "Creating an independent rural community economic system and creating innovation based on local wealth villages and exploring village potential".

Tourism Marketing

Tourism marketing is the process of advertising and selling tourism destinations to tourists with the aim of increasing tourist visits, improving tourism attractions and facilities, and introducing tourism destinations to markets throughout the world. Tourism destination marketing can be done in various ways, such as advertising on social media, advertising in print and electronic media, involvement in tourism exhibitions, collaboration with travel agents, and creating attractive tour packages. Tourism destination marketing also includes addressing the destination's image, including correcting unfavorable perceptions or promoting its advantages and attractiveness. This can be achieved through branding campaigns, positive publicity, and collaboration with tourism influencers. In addition, to improve the visitor experience, tourism marketing also includes infrastructure development, employee training, and service improvement. Tourism destinations can increase income, attract more tourists, and provide social and economic benefits to local communities through effective marketing strategies.

Proctor (2007) presents tools for marketing in the public sector, called the 7Ps of the Marketing Mix.

1. People

Those involved in service delivery, their behavior, attitudes, and interactions. In marketing, these are those involved in providing services, their behavior, attitudes, and interactions. People who work in the tourism industry, such as tour guides, hotel staff, restaurant servers, and travel agents, are critical to marketing tourism destinations and providing positive experiences to tourists.

Their attitude, knowledge, and skills in serving and providing information about the destination greatly influence the image of the destination because they are tourism destination ambassadors who interact directly with tourists. Local people at tourist attractions also play an important role in promoting and preserving the place. They can be responsible for maintaining the cleanliness, safety, and friendliness of the place, which are important components in attracting tourists. Training and development of human resources are also important in tourism marketing. This is because, through training, people in the tourism industry can improve their skills in serving tourists, promoting destinations, and protecting the environment.

People play an important role in tourism marketing, both as direct customers and as destination ambassadors who advertise the uniqueness and attractiveness of the destination. In developing tourism through tourist villages in Bengkulu, the role of the village leader, in this case the village head (Kades), is

very important, as stated by informant XXX, where he stated: "Indeed, when we talk about Bumdes and the groups that were with the group. Sometimes there is miscommunication between other groups and they fight with each other, but actually there is a role for the village head; if the village head wants to unify them to join the bumdes, the problem is solved." From this statement, it can be said that the role of the village head is very important when organizing tourism in a tourist village in Bengkulu.

2. Product

Quality, features, options, style, brand name, packaging, and services. Marketing results are in the form of the quality, features, choices, styles, brand names, packaging, and services of the marketing product. In tourism marketing, "tourism product" refers to the various services and facilities provided to visitors at tourist locations, such as accommodation, transportation, tourist attractions, restaurants, and various recreational activities. Tourism marketing means selling goods and services to tourists. This includes selling hotels, resorts, and other accommodations; tour packages; tourist attractions and activities; and local food and drink. Tourism product development is an important part of promotion. To continue to attract tourists, tourism commodities must continue to be updated and developed. For example, creating new attractions, introducing

adventure attractions, or improving recreational facilities. Tourism destination marketing also includes destination image management, which is an important part of tourism marketing. Destination image includes tourists' perceptions of natural beauty, cultural uniqueness, safety, and the quality of services offered by the destination. Therefore, tourism products, whether in the form of accommodation services, tourist attractions, or destination images, are an important part of a tourism marketing strategy that functions to attract visitors and provide a satisfying tourism experience.

Apart from promoting, the service of the tourism product itself is a very important aspect, as conveyed by informant XXXXX: "In terms of tourism marketing, sir, we have collaborated with PT Cyber Academy. There is a digital stall that will be trained for free by PT Cyber Academy to be a digital ambassador. Well, in this digital age, if we have villages, we cannot be separated from digital villages. That's why what is now called the world has become digital. You can't try the promotion by word of mouth from print media only; you have to go through the website, so it's a digital village." Products from tourist villages that are distinctive and appropriate are very important to differentiate them from other tourist villages, thus making tourist destinations more attractive, such as a product presented in a research result: "The artificial product that can be enjoyed is the arrangement of the

house with a linear pattern following the main village road, which gives a neat and beautiful impression" (Ratu & Kampana, 2016).

Thus, selling products can be done in various ways so that the wider community knows what products are produced in tourist villages, especially those in Bengkulu.

3. Price

Listed price, discounts, allowances, payment period, credit. In marketing, it is necessary to include prices, discounts, allowances, payment terms, and credit used. Price is very important in tourism marketing. Setting the right price can influence a destination's attractiveness, tourists' decisions to visit, and tourism sector revenues.

In tourism marketing, pricing strategies must consider various factors, including operational costs, market demand, tourist purchasing power, and the competitive advantages of tourism destinations. Some factors to consider in setting tourism prices include: season and time of visit; quality of services and facilities; competition; and packages and promotions.

Collaboration with various stakeholders is needed in order to maximize expenditure on tourism activities while increasing income so that it can further increase the income of the people in the region. "With tourism awareness groups, they integrate and affiliate with

the management of village-owned enterprises so that good cooperation can be created, which will have a welfare impact." (Informant X). Synergistic cooperation can facilitate the implementation of tourism and, at the same time, increase income for the region.

Prices can also be used in tourism marketing to attract certain market segments, such as visitors on a limited budget or premium visitors. Destinations with flexible and strategic pricing can help reach various market segments. Therefore, price in tourist destination marketing is very important and must be considered carefully if you want to attract tourists, make more money, and maintain competitiveness in that place.

4. Promotion

In marketing, promotion needs to be carried out in various forms, such as advertising, sales, sales promotion, publicity, and public relations. One important component of tourism marketing is promotion. The aim of this promotion is to increase tourists' awareness, interest, and desire to visit a particular location. The following are some promotional strategies commonly used in tourism marketing:

1. Digital Marketing: Tourism destination marketing campaigns can help reach a larger audience through social media, websites, and internet visitors.
2. Social Media Campaigns: Promoting a tourism

destination through social media platforms such as Instagram, Facebook, and Twitter can help promote the destination and reach a younger audience.

3. Collaboration with Influencers: Collaborating with influencers with a large following on social media can help inform the right audience about a tourism destination.
4. Participation in Tourism Exhibitions: Tourism destinations can gain new customers and business partners by participating in local and international tourism exhibitions.
5. Offers and Discounts: Attracting tourists and increasing visits to tourism locations can be done by offering tour packages, discounts, or special promotions.
6. Attractive Visual Content: Introducing natural beauty, culture, and tourist attractions at tourist attractions can be a very effective promotional tool.
7. Collaboration with Travel Agents: Promotions can be more broadly targeted by collaborating with travel agents and tour operators.

The right tourism marketing strategy can increase tourist visits and strengthen its position in the market because destination promotion not only aims to attract tourists but also builds a positive image of the destination, increases awareness of the

uniqueness and attractiveness of the destination, and influences tourists' travel decisions.

The strategy that has been implemented in the context of marketing tourist villages in Bengkulu is through collaboration, as conveyed by informant XX as follows: "We will have a collaboration with the tourism association there for yesterday's promotion, and they are ready to accept it, and there will even be a travel network that has a network all the way to the island of Java."

5. Physical Evidence

Information in leaflets is part of the components that facilitate service performance and communication. In tourism marketing, physical evidence refers to physical elements that can provide a direct impression and experience to tourists visiting a destination. Tourists' perceptions of the quality and value of the destination can be influenced by this physical evidence. Some examples of important physical evidence in tourism marketing are as follows: infrastructure and facilities, tourist attractions, cleanliness and beauty, arts and culture, natural scenery, information and tourist centers, safety, and security.

In tourism marketing, physical evidence is critical to shaping how a destination is viewed by customers. Therefore, tourism destinations must pay attention to and maintain this physical evidence so that

customers have a pleasant and interesting experience. The importance of physical evidence in tourism marketing was conveyed by the informant. Thus, the importance of a business entity, which at the village level can be a village-owned business entity (bumdes), needs to be owned by a village in order to increase the income of the village community.

6. Processes

Viewed as a system of input and output (e.g., information, people); the mechanisms involved in delivering the product or service; policies and procedures. Clear policies and regulations are needed to strengthen implementation, and there is no hesitation in carrying out activities. In the context of organizing tourist villages, clarity of authority is needed regarding district policies and the concept of tourist villages themselves, as stated by informant XXXXXX: "The problem is that there is no problem in the context of tourist villages; what is the district's authority and the management of the meaning of tourist villages?"

Tourism destination marketing relies on input and output systems to create effective marketing strategies, track marketing performance, and adjust actions based on data and feedback. By using information from this system, tourism destinations can increase their attractiveness and better meet tourists' needs.

In tourism marketing, input and output systems include the process of collecting information and data as well as the results of marketing activities. The following are some examples of input and output systems in tourism marketing: Input systems include market data, tourist feedback, competitor information, and environmental analysis. Meanwhile, the output system includes marketing strategies, marketing campaigns, visitation levels, tourist satisfaction, and performance analysis.

7. Place

Distribution channels, coverage, location, convenience, and availability. Tourism destinations can reach their target markets and increase their visibility by leveraging their presence in these places to market and interact with potential tourists. Tourism destination marketing can utilize various platforms and locations to promote itself and interact with tourists. The following are some relevant locations for tourism promotion: Tourism Destination Websites, social media, travel agents, tourism exhibitions and industry events, and tourism offices.

Villages have their own characteristics or advantages that differentiate one tourist village from another. Authorized officials can promote the advantages of each tourist village through a tourist village application, as stated by informant XXXXXX: "So there is education and culinary,

along with religion, beach tourism, mountain, river, and cultural tourism, so there is a classification of specialization tourism criteria."

Conclusion

The community does not have sufficient understanding about the benefits and positive effects they can gain from actively participating in the development of tourist villages. Stakeholders in developing tourist villages, such as regional government, village government, and the community, sometimes miscommunicate and work together when developing tourist villages.

There is still less than optimal cooperation between various parties related to tourism. Good cooperation between the government, the tourism industry, and local communities can improve overall tourism marketing. Some tourism destinations may be difficult to access online or do not have sufficient information about the attractions, accommodations, and activities available, so they are less than optimal in marketing the uniqueness of their tourist village.

Acknowledgments

The authors would like to express their gratitude to everyone who provided assistance during the writing process and made it possible for this publication to help other people in addition to the academic community.

References

Asian Development Bank (2012). Strengthening Participation for Development Results: An Asian Development Bank Guide to Participation. Philippines: Asian Development Bank

- Creighton, James L. (2005). *The Public Participation Handbook: Making Better Decisions Through Citizen Involvement*. San Francisco: John Wiley & Sons, Inc
- Dewi, M.H.U., Andeli, C., Baiquni, M (2013). Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal di Desa Wisata Jatiwulih Tabanan, Bali. *Kawistara*, Vo.2, No.2:129-139.
- Denhardt, Janet V. & Denhardt. Robert B. 2007. *The new public service: serving, not steering* New York: M.E. Sharpe
- Denhardt, Janet V dan Robert B Denhardt. 2013. *Terjemahan. Pelayanan Publik Baru. Dari Manajemen Steering ke Serving*. Bantul: Kreasi Wacana Offset.
- Febrianingrum, S.R., Miladan, N., Mukaromah, H. (2019). Faktor-Faktor yang Mempengaruhi Perkembangan Pariwisata Pantai di Kabupaten Purworejo. *Jurnal Perencanaan Wilayah, Kota, dan Permukiman*. Vol.1, No.2: 130-142.
- Hardiansyah, Syamsumarlin, Marhadi, A. (2019). Persepsi Masyarakat Tangkeno terhadap Desa Wisata (Studi di Desa Wisata Tangkeno Kecamatan Kabaena Tengah Kabupaten Bombana). *Jurnal Sosial dan Budaya*. Vol. 8, No. 2: 158-166.
- Hermawan, Hary (2016). Dampak Pengembangan Desa Wisata Nglanggeran Terhadap Ekonomi Masyarakat Lokal. *Jurnal Pariwisata*. Vo. III, No.2: 105-117.
- Imron, M.B (2015). Meretas Jalan Meningkatkan Pendapatan Asli Daerah (PAD) Melalui Desa Wisata Panglipuran Bali. *Jurnal Bina Praja* | Volume 7 Nomor 4 Edisi Desember 2015:279-288.
- Kasila, M., & Kolopaking, L. M. (2018). Partisipasi pemuda desa dalam perkembangan usaha Bumdes "Tirta Mandiri". *Jurnal Sains Komunikasi dan Pengembangan Masyarakat [JSKPM]*, 2(1), 43-58.
- Kotler, Philip. 2009. *Manajemen Pemasaran*. Jakarta: Erlangga.Landa
- Jalunggono, G. & Destiningsih, R. (2018). Pemberdayaan Masyarakat dan Dampak Ekonomi Pariwisata di Desa Wisata Kutawaru Kabupaten Cilacap. *Jurnal Riset Ekonomi Pembangunan (REP)*. Vo.3, No.2:369-378.
- Juddin, D.Fery (2019). *Kerja sama Pemerintah dan Swasta di dalam Pengembangan Desa Wisata Hijau di Desa Sesaot, Desa Sembalun dan Desa Bilebante Pulau Lombok*. Jakarta: Tesis Universitas Terbuka.
- Niven, Paul R. 2008. *Balance Scorecard Step by Step for Government and Non Profit Agencies*. New Jersey: John Wiley & Sons, Inc.
- Nurohman, Y.A dan Qurniawati, R.S (2019). Dana Desa dalam Peningkatan Kesejahteraan Masyarakat pada Desa Wisata Menggoro. *Jurnal Magisma*. Vol. 7 No. 1: 35-43.
- Nurpeni. (2015). *Partisipasi Masyarakat dalam Pelaksanaan Pengembangan Kawasan Ekowisata*. *Jurnal Kajian Politik dan Masalah Pembangunan*. Vol. 11 No. 01:1731-1736.
- Proctor, Tony. 2007. *Public Sector Marketing*. British: Pearson Education Limited.
- Rahayu, S., & Febrina, R. (2021). Pemberdayaan masyarakat desa melalui BUMDes di Desa Sugai Nibung. *Jurnal Trias Politika*, 5(1), 49-61.

Ratu, C., & Kampana, I. M. A. (2016). Strategi Pemasaran Desa Wisata Blimbing Sari, Kabupaten Jembrana. *Jurnal Destinasi Pariwisata* ISSN, 2338, 8811. Renstra Dinas Pariwisata Kabupaten Bintan 2016- 2021.

Rohmadin, Sulthon (2016). Strategi Pengembangan Kawasan Wisata Berbasis Pembangunan Berkelanjutan di Kabupaten Ende Provinsi Nusa Tenggara Timur. *Jurnal Politik Pemerintahan*. Vol. 9, No.1:141-153.

Stacey, Ralph D. (2003). *Strategic Management and Organizational Dynamics: The Challenge of Complexity*. London: Prentice Hall

Desa Wisata, Potensi Andalan Pariwisata di Indonesia <https://ekbis.sindonews.com/read/1454806/34/desa-wisata-potensi-andalan-pariwisata-di-indonesia-1572649458>diunduh tgl. 27 Desember 2019.

Pemerintah Dorong Terbentuknya Desa Wisata.

<https://www.kemendes.go.id/view/detil/2937/pemerintah-dorong-terbentuknya-desa-wisata>

Pemberdayaan Masyarakat Melalui Pengelolaan Sampah di Desa Wisata Ciburial Kecamatan Cimenyana Kabupaten Bandung

[http://pustaka.unpad.ac.id/wp-content/uploads/2016/05/00013-Pemberdayaan Masyarakat.pdf](http://pustaka.unpad.ac.id/wp-content/uploads/2016/05/00013-Pemberdayaan_Masyarakat.pdf). Diunduh tgl. 28 Desember 2019.

PAD Bintan terbesar dari pajak daerah. <https://kepri.antaranews.com/berita/47879/pad-bintan-terbesar-dari-pajak-daerah>. Diunduh tgl. 30 Desember 2019.

Ekstotika Gurun Telaga Biru Mampu Hipnotis Tim Millennial Tourism.

<https://www.tribunnews.com/kilas-kementerian/2019/07/12/gurun-telaga-biru-hipnotis-tim-millennial-tourism>

Pemberdayaan Masyarakat dan Prinsip Partisipatif.

<http://www.p2kp.org/wartaarsip/detil.asp?mid=1623&catid=2&unduh>, 13 Sept 2013