

# The Role of Private Companies in the Development of Sustainable Tourism Villages in Sungsang Village of Banyuasin Regency of South Sumatra

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# The Role of Private Companies in the Development of Sustainable Tourism Villages in Sungsang Village of Banyuasin Regency of South Sumatra

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## Abstract:

The growth of a village into a tourist village needs good planning. It requires a grand design document as a reference in realizing the planning. The preparation of this document requires considerable costs. The role of other sources of funding is to reduce the liability of local governments. This research is a descriptive type of research with a qualitative approach to describe how the role of stakeholders in developing the Sungsang Tourism Village Banyuasin regency of South Sumatra province. The results of this study found that private companies were very instrumental in the creation of important documents used as references for the construction of Sungsang village into a tourist village. In addition, another role is its involvement in the empowerment activities of the Sungsang village community so that empowerment activities are well implemented. These activities produce a community group called POKDARWIS, and the results of superior products can be used as a source of income for the community.

**Keywords:** *Tourist Village, Stakeholder, Sungsang*

## I. Introduction

In line with the mandate of the tourism sector as a sector of "National Strategic," the primary thing that has to be noted is the seriousness and strong motivation of the government "Kabinet Kerja (Working Cabinet)" to optimize the tourism sector as the leading sector in economic growth. Economic growth becomes the main direction of the state leadership and its ranks; because the tourism sector is considered very vital for economic development in poor and developed countries – which can create the distribution of benefits such as creating jobs, increasing people's incomes, and can encourage local governments to build and maintain infrastructure. Through the movement conceptually themed NAWA CITA, the Ministry of Tourism also targeted foreign tourists visits of 20 million and the development of archipelago tourists by 275 million trips in 2019. Tourism as Indonesia's core economy projects that in 2019 it will contribute foreign exchange of 20 Billion USD (Kemenpar, 2019).

In the wealth of resources, no ecologist, biologist, or tourism expert doubts the wealth of eco-nature tourism, where scientists place Indonesia in the first place as "the largest archipelago in the world." Various potential natural tourism resources in Indonesia increase across distinct ecosystems, from mountaintops to the seabed (symptoms of nature, flora, and fauna). In terms of eco-culture tourism, Indonesia's wealth is also very abundant and diverse where there are at least 1,331 tribal

groups with 652 regional languages that make material-immaterial cultural diversity very potential to be developed as ecotourism attractions. One area that is considered to have strong potential to be developed as an ecotourism destination is the Sungsang ecotourism area; administratively located in Marga Sungsang Village, Sungsang I Village, Sungsang II Village, Sungsang III Village, and Sungsang IV Village. Sungsang area is also included in the buffer zone of biosphere reserve and or Sembilang National Park to provide benefits and added value in terms of completeness and potential of ecotourism resources. In addition to the wholeness of natural resources, the uniqueness of cultural resources as an ecotourism attraction owned by the Sungsang community is also considered very potential to be utilized and optimized. Although the abundant potential of ecotourism resources in the Sungsang area is relatively high and unique, all of it will be reflected and seem to "walk in place" if there is a misalignment of the vision and big concept of ecotourism development if arranged in a relatively short working period.

The preparation of the significant concept of development requires considerable financing inevitably that it needs costs that use government budgets, especially local governments. The provision of funds for these activities takes a long time because the Banyuasin regional government has a limited budget and still provides other activities that are a priority scale to be implemented for the community in their area. Therefore, other sources of funding are needed, one of which is from private industry. The activities carried out must be completed in accordance with the target time, so that the results can be felt by the community.

### 1.1. Research Problem

- a) How is the potential of Sungsang Village to be used as a Tourist Village in Banyuasin Regency of South Sumatra Province?
- b) What is the role of Swata in the development of Sustainable Tourism Village in Sungsang Village, Banyuasin Regency of South Sumatra Province

### 1.2. The aim of this study:

- a) To analyze the potential of Sungsang Village as a Tourist Village in Banyuasin Regency of South Sumatra Province.
- b) To analyze the role of Swata in the preparation of the concept of sustainable tourism village development in Sungsang Village, Banyuasin Regency of South Sumatra Province

## II. Literature Review

### 2.1. State Of The Art

Analysis Of Tourism Villages Development In Indonesia: Case Studies: Three Tourism Villages: Research was conducted on three tourist villages representing Indonesian Tourism Village, namely Kampung Naga in Tasikmalaya Regency, The official Sinar Customary Village in Sukabumi Village (Ciletuh Geopark area), and Sade Village in Central Lombok Regency. These settings include the tourism component (attractions, facilities, and accessibility) and community resilience and segmentation of the tourism market to changes in regional functions. The methodologies used include library review and observation. The findings of this study suggest that sustainable tourism development in the countryside is strongly influenced by community acceptance and resilience in tourism development. As in Kampung Naga and Kampung Sinarresmi consider the village is not a tourist attraction, the visit that comes not as an opportunity, but rather their acceptance as hosts and tourists as guests. Meanwhile, in Sade Village considers its area a tourist attraction, so tourist visits are seen as an opportunity for economic growth, by commercializing traditional dances [1].

2 Construction Model of Tourist Village Development towards Smart Eco-Tourism Village Destination in Paksebalı to Become Tourism Icon in Klungkung Regency, Bali: This research aims 2 formulate strategies and construct models of tourism village development. The methods used are observation, interview, documentation, and FGD to collect data which is then analyzed descriptively qualitatively, and SWOT analysis. The study shows the current condition of Paksebalı's growth-oriented strategy. The constructio2 of paksebalı development model towards the goal of a smart ecotourism village begins with the identification of supporting components. It can be formulated into a village development strategy including ICT-based management. [2].

## 2.2. A glance of Sustainable

4 Sustainability can be defined as the capacity to maintain or improve the state and availability of desired materials or conditions in the long run. This definition retains the characteristics of sustainability and sustainable develo4ment that are often cited as long-term align, and the valuable identification for maintaining certain conditions or materials as maintaining or maintaining them. [3].

Rural life is a condition of the formation of sustainable villages. Various agricultural roles, creating independent communities with sustainable living are important factors for the evolution of high-quality habitats. Based on the criteria introduced in eco-villages, the availability of water, energy, and organic fertilizers is essential that is reflected in the eco-village's approval to ensure sustainable ecological life by the community. Therefore, all these things are considered in the development of a sustainable environment in rural communities. [4]

## 2.3. A glance of The Tourism Village

Tourist Village is a unique rural location with special characteristics that can be used as a tourist spot. Tourist attractions as a tourist-magnet this village are generally in the form of natural beauty (natural resources) culture or local wisdom that is unique and potential for tourists to bring. [5].

3 The concept of community-based tourism village development in general is the concept of development with the tourism sector as a pioneer with the scale of village priority through community participation in local economic development that empowers the community with the support of infrastructure and institutional development. [6]

## 2.4. The Involment of Private Company

Stakeholders are a 9 important factor for achieving successful and sustainable tourism. The role of the community, the role of local government and the role of the private sector that has a positive and significant influence on the success of tourist villages. [7]

Stakeholder co11poration such as community, government, and private industry is critical and successf11owards coordinated destination management and marketing, security and destinations and visitors, communication between stakeholders, improvement of basic infrastructure, positive visitor experience, competitiveness, and better collective outcomes. [8].

## 3. Material & Methodology

This research is a descriptive type of research with a qualitative approach to illustrate how the role of stakeholders in developing the Tourism Village of Sungsang, Banyuasin Regency of South Sumatra Province. This village is also included in the buffer zone of the Biosphere Reserve and Sembilang National Park to provide benefits and added value in terms of completeness and potential of ecotourism resources. In addition to the perfectness of natural resources, the uniqueness of cultural resources as an ecotourism attraction owned by the Sungsang community is also considered very potential to be utilized and optimized. This research is qualitative, so the data obtained must be in-depth, clear, and specific. [9]. Data collection is obtained from interviews, observations, document studies, and forum group discussions.

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## 4. Results and Discussion

### 4.1. Result

#### 4.1.1. A Brief of Desa Sungsang, Banyuasin, Sumatera Selatan

Physical condition, Sungsang Village is a hamlet located in Banyuasin II District of Banyuasin Regency of South Sumatra. At the border with Bangka Strait and Jambi Province. Sungsang Village is well known as a Fishing Village, because it has abundant natural resources, various marine processes can also easily be found in this hamlet Sungsang Tourism Village area includes Marga Sungsang, Sungsang I, Sungsang II, Sungsang III, and Sungsang IV. Sungsang Tourism Village area has its characteristics and uniqueness that can potentially attract tourists both locally and abroad.



Figure 1 Physical Condition of Sungsang Village

**Geology and Land**, Sungsang study area of Banyuasin II Subdistrict is a tidal area and wet tropical climate has rainfall of 200-300 mm per year with moderate rainfall intensity with this category strongly supporting community activities in agriculture and plantations. Potential in agriculture and plantation is the superior potential found in Banyuasin II Subdistrict. Rice commodities, corn, cassava, horticultural crops are very dominant supported by fertile land, good climate and the ability of farmers in adequate agriculture so that it becomes a very safe food barn.

**Climate**, The climate in Banyuasin II District there are two seasons, namely the rainy season and the dry season. The rainy season occurs from November to May. The dry season generally occurs from June to October. Sungsang Region of Banyuasin II Subdistrict has a type of climate like the Indonesian region in general, tropical climates with high rainfall throughout the year which ranges from 1,000-2,000 mm per year with variations fairly evenly distributed every month.

**Characteristics of Vegetation**, The existence of planning areas that are mostly on wetlands or above the water level makes the diversity of vegetation dominated by wetlands or coastal vegetation and mangrove vegetation such as Nipah (*Nypa fruticans*), Sea Spruce (*Casuarinas equisetiolia*), Nibung (*Oncosperma tigillaria*), Pedada (*Sonneratia caseolaris*), Rhizophora (*Rhizophora apiculata*), Coconut (*Cocos nucifera*) and Palm (*Elaeis sp.*).



Figure 2 (a) and (b) Pedada (*Sonneratia caseolaris*)

Some types of vegetation found in Sungsang Village can be utilized ranging from fruit to stems. Like pedada fruit can be used as a soap material, nipah fruit can be eaten and used as a drink, or nibung tree wood can be used as a pillar.

## 4.2. Discussion

### 4.2.1. Potential and Tourist Attraction of Marga Sungsang Village

Marga Sungsang village has a beautiful natural potential that is in the Area of Karang Anyar River and a locatio Marga Sungsang village has wonderful natural potential, the sunset, namely on the Karang Anyar River, a small river that can be passed by speedboats. Along the river, there are Nipah trees and mangrove trees such as Pedada, (Figure 4.8).



(a) Sunset View (b) around the Karang Anyar River  
Figure 3. Potential Tourist Attractions of Marga Sungsang Village

### 4.2.2 Potential of Sungsang I Village

The tourism potential in this village is from the historical heritage contained in the area, namely the old house of Japanese inheritance and the tomb of Ngabehi Hasanudin. If treated, repaired, and preserved, the continuation of elderly residents' built-in Japanese times and sepulcher from Ngabehi Hasanudin can be an attraction that it can be used as one of the tourist destinations for tourists visiting Sungsang Tourism Village.



(a) Bridge of Indah Sungsang I;



(b) Relics of Japanese Era

Figure 4 Potential Tourist Attraction of Sungsang I Village

#### 4.2.3. Potential of Sungsang II Village

The potential of this village is quite different from other villages. Sungsang II Village has a very large agricultural land even though it is separated by the river, namely in the Telang Line Area 5 Cemara Strait Village. The main livelihood in this hamlet is farming rice fields. Along with the cross, to this area, tourists can be presented with some wildlife that looking for like lutung flocks, herons, eagles, seagulls, and soon.



Figure 5 Potential Tourist Attractions of Sungsang II Village (Tongtong Stork Animals found along the river path)

#### 4.2.4 Potential of Sungsang III Village

In the area of Sungsang III Village, the potential that is the main focus is from several existing cultural reserves in the form of several old tombs including the tomb of Great-Grandfather Moueng, the tomb of a great-grandfather in Lorong Verry, the tomb of a great-grandfather in freshwater, and the tomb of Great-Grandfather Amo. Indigenous holders and some historical documents are in this village so it has the potential to be developed as a center of customs. This village also has the potential of biological natural resources that are very prominent in the form of shellfish in the freshwater of The Freshwater River Sungsang III Village, so that in the area of Sungsang III Village there are many simply shell waste that has high economic value to be developed and made as a handicraft of economic value, and can be used as a typical Sungsang souvenir.



(a) Great-Grandparent Tomb



(b) Local's craftmanships from shell waste

Figure 6. Potential Tourist Attraction of Sungsang III Village

#### 4.2.5 Potential Tourist Attraction of Sungsang IV Village

The geographical location of Sungsang IV which is between estuary Sungai Musi and Bangka Strait is the power that makes this village has an abundance of ecotourism resources. Most of the residents of Sungsang IV who work as fishermen with various marine catches such as fish, several types of shrimp, and crabs make this village very potential to be developed as an eco-fishery tourism area, seafood, and eco-culinary tourism. In addition, Sungsang IV Village (in Tanjung Carat and Alangan Carat) and Sembilang Hamlet that is integrated with the Sembilang National Park Area also have the potential of very abundant mangrove resources. The phenomenon of migratory birds stopping in mangrove areas is the main attraction for the development of ecotourism.



Figure 7 Potential Tourist Attractions of Sungsang IV Village (Berkas Sembilang National Park)

Berkas Sembilang National Park, located in Sungsang IV Village, Banyuasin II District, is a National Park that has been declared a Biosphere Reserve by UNESCO in 2018. This National Park has a very diverse natural wealth both in terms of flora and fauna. The mangrove forest owned by this national park is large enough so that the carbon stock in this national safe area is also very high. As it is known that mangrove forests are forests that store high carbon stocks in tropical forest areas such as Indonesia

#### 4.3 Private Role in the development of Sungsang Tourism Village

##### 4.3.1 Role in the creation of planning administration

In the development of a village into a tourist village, a document is needed that will explain clearly and planned what is the attraction or potential of a village so that it can be used as a tourist village and also outlining the needs and construction of the main facilities and their supporters, the document is called Grand Design. The preparation of the Ecotourism Grand Design is needed to define the policy direction, strategy, and program of ecotourism development tactically in accordance with the specific conditions and characteristics of the relevant destination. Grand Design of ecotourism development must also be responsive to various tourism developments that are very dynamic, multidisciplinary, and multisectoral so that all elements of tourism support can move and synergize towards the realization of competitive and sustainable ecotourism development. The Grand Design of ecotourism development needs to be prepared objectively and comprehensively, which macro needs to be integrated with other sector policies. In the end, through the Grand Design of Sungsang ecotourism development is expected to be able to uphold the principles of the trilogy-sustainable development, namely: development of environmentally sustainable, development that is in accordance with the interests of local communities (community acceptable), and oriented to the acquisition of high economic added value. The preparation of this grand design document is very important and requires a lot of funding. Considerable funds are needed to finance the activities or preparation process starting from the data collection or observation stage, FGD data retrieval virtually



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to describe the potential of design to the discussion and making the final report in the form of Grand Design of Village Development into a Tourist village in a sustainable manner.

The creation of Grand Design Sungsang Village received support from the National Private Company amounting to hundreds of millions of rupiah. Which in the end this document was used as a reference for the local government, subdistrict and village head in Wilayan Sungsang in developing Sungsang Village starting from Marga Sungsang Village, Sungsang I, Sungsang II, Sungsang III and Sungsang IV.

#### 4.3.2 The Role of the Company in Community Empowerment

Community empowerment in tourism development is very important if a village wants to be used as a tourist village. They need to understand the services and needs of tourists. Kegian community empowerment carried out in Sungsang Village is an activity as follows:

- a) Forum Group Discussion (FGD). FGD activities are intended to systematically dig up information about a particular problem that is very specific to occur in the region / location of study. As one of the methods of data collection in social research, participants (communities and village officials) are invited to discuss purposefully in the development of tourism, especially in efforts to make superior tourist products. The subject matter discussed in the FGD is the importance of the tourism sector as a catalyst for regional or village development. In addition to utilizing the attraction of natural resources-based tourism, the utilization of socio-cultural resources has also become very important, especially through the development of superior products.
- b) Training activities in increasing the capacity of the community in the Field of Tourism Awareness and Charm images. The increase in community capacity through tourism awareness is intended to explain all social elements to jointly realize a climate conducive to the growth and development of tourism in its region. To perceive an ecosystem or a unity of tourism system that synergizes with each other, then the description of details of tourism awareness is to apply the seven aspects of charm, namely security, order, cleanliness, coolness, beauty, hospitality, and memories.
- c) Training and mentoring activities in the manufacture of superior products aim to increase community empowerment through the manufacture of breech village superior products that are made from existing raw materials and easily obtained in Sungsang Village. This training starts from the manufacture of its products to the manufacture of finished products and their sales.

From the above activities all the financing is funded by private companies where bringing in competent experts and takes a long time will require considerable funds. For the above activities, hundreds of millions of rupiah are needed for the transportation costs of experts, lodging, buyer of materials and provision of equipment used. The equipment is entrusted to community groups set by Sungsang Village.

#### d) Conclusion

The results prove that the attraction owned by Sungsang Village to be used as a Tourist Village is very potential. Sungsang Village has a wealth of Nature, Flora, and Fauna, unique history and customs, also a cover zone for Sembilang National Park. Based on research, it found that the role of private companies was very decisive and supportive begin from the preparation of necessary documents that are used as references for the development and development of Breech Village into a Tourist Village. Private companies are also very instrumental in improving/empowering

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the people of Sungsang Village so that the community understands tourism, service to tourists, and how to make the superior products of Sungsang village into souvenir products that can be purchased and brought home for tourists.

### e) Practical Implication

For the local government, this publication can be used as input related to the involvement of private companies in village development activities in tourist villages in a sustainable manner. The private firm is not only directly involved but also for other companies by using its CSR funds. For writer can be used as a reference for further research related to the extent of the Company's involvement directly connected to tourism.

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