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The Potential for Developing Tourism Destination: a SWOT Analysis of Muntei Village in Indonesia

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Abstract— The article aimed to analyze opportunities, threats, strengths, and weaknesses (SWOT) of Muntei Village on Siberut Island, West Sumatra. The research methodology was a direct survey in Muntei Village. The data was collected in October-December 2019. The data was assessed following a SWOT approach. The findings show that there are some opportunities in the aspects of economic, socio-cultural, politic, tourists and suppliers, but there are some threats for ecology and technology aspects. Muntei Village has the strengths in the composition of human resources, the beauty of nature, and climate. However, there are still the weaknesses in term of culinary, homestay, souvenirs, and a map to and within Muntei Village. The implications of the results of this study are suggesting to form the policy of protecting environment, improving infrastructure, empowering local community to provide culinary, to manage homestay, to improve the quality of handicrafts, and to complete the village with a map for tourists who visit Muntei Village.

Keywords— the village potential; tourism destination; SWOT analysis; village.

I. INTRODUCTION

One of the policies of the Ministry of Tourism and Creative Economy of the Republic of Indonesia in 2021-2024 is to develop tourism destinations. Rural tourism is a type of tourism destinations that is developed by the government. Central Bureau of Statistics in the year of 2019, states that Indonesia has large potential of villages (83,820 villages). Rural tourism carries the concept of local wisdom. Some examples of tourist villages that carry the concept of local wisdom are tourist villages in Kutoharjo [1], and tourism destination of Desa Kalibiru dan Desa Lohpati in Yogyakarta [2]. The Government's target by 2024 is to develop 71,675 tourism villages or around 85,51 % of the number of villages available.

Rural tourism development is one of the strategies to achieve economic resilience. In 2012, International Labor Organization promoted that the achievement of economic resilience has the meaning of achieving the economic sustainability of rural communities. Economic sustainability requires support from external resources, such as having good relations with parties outside the village and internally such as innovation behavior, or

having social capital [3]. Since the aim of rural tourism development is for gaining local community and tourists benefits, it is essential to understand the advantages and disadvantages of the tourism destination. From this point, there will provide the stakeholders the information to decide adequate strategy for taking benefits of the opportunities, anticipating the threats, improving the weaknesses and maintaining the strengths.

II. LITERATURE REVIEW

A. Tourism Destination

According to the traditional concept, destinations refer to a spatial unit that are the objects of tourist visits [4]. One of the popular tourism destinations is rural tourism [5] which concern of encouraging community participation as a subject in tourism activities [6]. In rural tourism local community and local businesses have roles in shaping rural tourism, even in planning stage up to the implementation stage [7]. Furthermore the tourism activities in rural tourism not only support host communities, but also must satisfy the visitors or the tourists [8], [9]. This is called integrated tourism implementation in the destination. There are 7(seven) dimensions of tourism integration to achieve win-win benefits among local community and tourists. They are networking, scale, endogeneity, sustainability, embeddedness, complementarity, and empowerment [8]. Networking refers to multiple parties' collaboration among local community, local government, academic institution, and non-government organization. Scale relates to area caring capacity. Endogeneity is the level of tourism authenticity recognition. Sustainability concerns of protecting environmental and ecological resources. Embeddedness pays attention to prioritize local community politic, culture and habits in developing the tourism destination. Complementarity refers to tourism activities for local benefit both directly and indirectly. Finally, empowerment is conducting political supervision at local level through ownership, law, and planning.

A tourism destination must have its uniqueness to attract the attention of tourists [9]. The uniqueness of attraction and local resources such as historical relic, beautiful scenery, local

specialties, entertainment facilities are the strengths in a destination. [10] found that there are 4(four) dimensions of cognitive image (e.g. quality of experience, infrastructure, and attraction, value and environment, and comfort) that relate to repeater tourists attention and at the end lead to destination loyalty [11]. Catering services (includes grocery and convenience stores) or amenities, comfortable climate or weather, smoot pavement surface, and provision of lodging facilities are the advantages for a tourism destination [5],[12]. Small accommodation in rural tourism is well known as homestay [13] where tourists feel like at home [14]. International tourists stay in a homestay to search for local lifestyle experience, novelty, personalized service and authentic/genuine social interactions with hosts [15], [16].

B. SWOT Analysis

SWOT analysis that has been using since the 1960s [17] is a kind of qualitative approach. Based on the data of external and internal aspects, the strategic management tool has been using to evaluate, define problems, and provide solutions in tourism [18],[19],[20]. The conclusion of the analysis is the opportunities and the threats for external analysis, and strengths and weaknesses for internal analysis [21]. In this study, SWOT analysis was applied using several tourism destination requirements [9], [10], [12]. The analyses are described in figure 1 and 2.

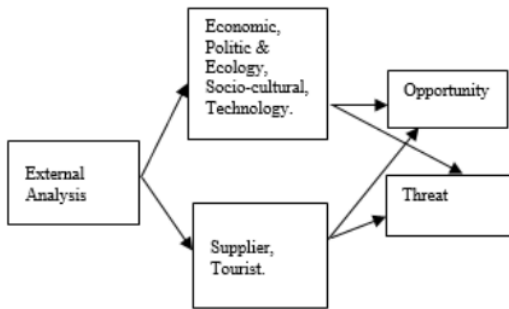


Figure 1. External Analysis

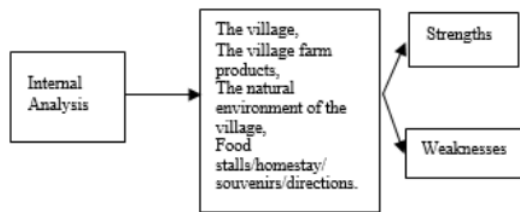


Figure 2. Internal Analysis

External parties can be grouped into macro and micro levels of external analysis. The macro levels of external analysis include economic, political & ecological, socio-cultural, and technological analysis. While the analysis of the micro levels of external analysis includes the analysis of suppliers and consumers [22]. In the context of rural tourism [5] argued that internal analysis covered the condition of the tourism

destination. The condition of tourism destination could be the village itself, the village farm products, accommodation, catering, etc. The study analyzes opportunities and threats, strengths, and weaknesses.

III.METHODOLOGY

The methodology in this study was a direct survey in Muntei Village by using SWOT analysis approach. The first step, the team conducted a literature study to compile a list of questions to obtain the required data. After that, the research team did a direct survey in Muntei Village. Furthermore, the data collected was grouped based on indicators of external and internal aspects. The data were analyzed using S(Strength), W(Weakness), O(Opportunity), and T(Threat) approach. External aspects were grouped into 2 (two), namely macro level and micro level. External analysis at macro level looks at economic, political & ecological, socio-cultural, and technological dimensions. Meanwhile, external micro-level analysis assessed the dimensions of suppliers and tourists. Internal analysis of village conditions, agricultural products, natural environment, as well as food/ homestays/ souvenirs/ directions to and within the village area. The unit analysis was Muntei Village and the local community. The community of Muntei Village was originally from Siberut Hulu area. Due to avoid conflict among tribes as the consequences of overcapacity, in 1979 they moved to settle close to the beach. In 1983, the village was established and a leader in the area was appointed, namely kepala desa (village head). The first village head is Markus Sagari. At the beginning, the village included 3(three) dusun. They are Dusun Muntei, Dusun Salappa and Dusun Puro II. In 2013, Muntei Village was developed into 8(eight) Dusun. They are Dusun Salappa, Dusun Muntei, Dusun Puro III, Dusun Magosi, Dusun Peining Buttet, Dusun Toktuk, Dusun Pariok, dan Dusun Bekkeliuk. The data was collected in the month of October up to Desember 2019.

IV. RESULTS AND DISCUSSIONS

A. Macro level External Analysis

Macro level external analysis of Muntei Village to see opportunities and threats analysis [21]. It described the opportunities and threats in terms of economics, politic & ecology, socio-culture, and technology analysis [22]

(1) Economic aspects.

Lots funds have been disbursed to assist village development through the APBN (Anggaran pendapatan Belanja Negara/ State Revenue and Expenditure Budget) and ADD (Anggaran Dana Desa/Village Fund Budget). The existence of these funds allows the establishment of 2(two) Village Enterprises (Badan Usaha Milik Desa/ BumDes) which can provide employment for the community. The product is transportation businesses (cars' rental) and mineral water (gallon volume). The number of employees from the two BumDes is 15 people. The 15 employees are the local community, and it imply the local community gets the benefits from tourism activity in the village [6], [7],[8]. In term of economic aspects, there are the opportunities.

(2) Political & ecological aspect.

The Indonesian government has a policy of developing rural tourism. It is the opportunity. However, there has not been a government policy for protecting the environment yet. Since cognitive image has an essential role to influence tourists decision to revisit [10], and then being loyal [11], the community environmental awareness must be supported by the local government. This is a threat.

(3) Socio-cultural aspects.

Environmental activists have not yet felt their presence in Muntei Village. The absence of environmental activists who tend to be critical of environmental preservation can result in less control over the village environment. In this case, the socio-cultural aspect is an opportunity.

(4) Technological aspect

The local community felt the convenience of technology, such as the availability of internet access (wi-fi) at several points, and the availability of electricity. Those will contribute positive experience for the tourists [10]. It implies an opportunity. However, the entry of electronic goods into Muntei Village tends to be difficult. This is a threat.

B. Micro Level External Analysis

External analysis of micro levels includes aspects of supplier and tourist [8].

(1) Supplier

Many suppliers send basic needs to the village, such as necessities and building materials, even though the suppliers are far away and transportation is difficult, the prices are still relatively reasonable. It is an opportunity.

(2) Tourist

The number of visitors who come to the village in the last 5 years is more than 600 people. Of these, about 500 people are more intended to travel. Tourists who visit Muntei Village on average 3-7 days. In general, visitors intend to conduct research on culture and plants. While many tourists enjoy tracking. It could be as an opportunity.

C. Internal Analysis

Internal analysis includes the village itself, the village farm products, the natural environment of the village, food stalls/homestay/souvenirs/directions [5], [9], [10], [12].

(1) The village

The total population of the village is 1933 people, divided into 988 women and 945 men. A large population is a labor force that can be directed to contribute developing the village. The sustainable rural tourism is succeed through the community participation both from plan stage until the implementation stage [4], [5], [6]. It is a strength.

(2) The Village Farm Products

The crops in Muntei Village are coconut, banana, and areca nut. The product is only sold to collectors without being processed first so that it has no added value or is consumed by itself. The absence of POKDARWIS (tourism activist) is one of the factors in the absence of a driver to utilize agricultural products so that they can have more economic value [6], [7]. This is a weakness.

(3) The natural environment of the village

The natural environment of Muntei Village is beautiful, the area is overgrown with plants. Most of tourists search for the environmental picturesque [10], [5]. The photograph of Muntei Village can be seen in Figure 3.



Figure 3. The natural environment of Muntei Village

There is a lot of rainfall in the village, especially in the rainy season. The village is crossed by the Siberut River which is the main of water transportation [10]. In the point of the natural environment, it is a strength.

(4) Food stalls, homestay, souvenirs, directions

Food stalls are not yet available in Muntei Village. Figure 4 shows the atmosphere along the road where there are no food stalls visible. It is a weakness [12].

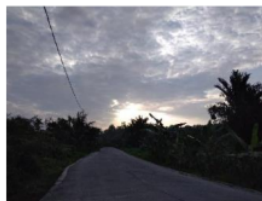


Figure 4. There are no food stalls along the way of Muntei Village

There is a homestay belonging to the Uma Sakukuret tribe. The homestay condition is quite clean but the facilities are still very limited. For the handicrafts produced by the community of Muntei Village are in the form of necklaces as shown in Figure 5. However, the quality of these crafts still needs to be improved in terms of quality. Until now there is no data on how many handicraft craftsmen there are in this village. In terms of accommodation and souvenirs, there are the weakness [10], [12].



Figure 5. Handicrafts in Muntei Village

The typical food of Muntei Village is Subbet and Sago. However, there is no community that sells both types of food. The sign of the existence of Muntei Village is marked by the Village Gate. In addition, even villages are equipped with street names and directions to certain locations. There is no map of the location of the village to make it easier for tourists to reach the village. For the food and the direction, they are weaknesses [12].

V.CONCLUSION

The external analysis at macro levels, Muntei Village has opportunities in economic, socio-cultural, politic, but threats of ecological, and technological aspects. For the ecological aspects, there is the need to prepare policies to protect the environment. In the point of the technological aspect, there is a barrier for electronic equipment procurement to the village due to transportation problems. The external analysis at micro levels, both the tourist and supplier aspects show some opportunities. Finally, for the analysis of the internal environment, the strengths covers the composition of local residents, natural scenery, weather. Weaknesses are in the availability of culinary, homestay, souvenirs, as well as a map of directions to and within Muntei Village.

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