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Community Capacity Building in Developing Rural Tourism Based Suplementer Tourism In Sikka Regency, East Nusa Tenggara Province

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Abstract

The development of rural tourism is considered highly significant in achieving sustainable development goals. However, to attain this, the capacity building of rural communities is necessary. This research aims to formulate the capacity building of rural communities in the development of rural tourism based on supplementary tourism. The study employs a qualitative method with a qualitative verification approach. Data is collected through observations, interviews, and literature reviews. Informants involved in this research include local communities, tourism practitioners, and local government officials. The collected data is analyzed thematically in a qualitative manner. The research finds that the development of rural tourism products is not yet effective and efficient. The role of stakeholders in the development of rural tourism is also minimal. The implications of this research emphasize the importance of enhancing the capacity of local communities and designing more effective strategies to develop sustainable rural tourism that empowers local communities to access the benefits of rural tourism development.

Keywords: Rural tourism development, community capacity building, suplementer tourism

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INTRODUCTION

Rural tourism is a part of sustainable tourism that aims to use natural and cultural resources wisely and is managed by the local community. Rural tourism has the potential to stimulate local economic growth and social change. It is defined as a whole experience that includes visits, scenery, leisure time, and entertainment in rural settings. The substance of rural life, intangible cultural heritage, natural beauty, and rural agricultural activities are the primary resources of rural tourism that meet the needs of tourists (Liu et al., 2020). The development of rural tourism is crucial for fostering new economic growth in rural areas by using local natural and cultural resources sustainably. Currently, rural tourism can be a tool to improve the living standards of rural communities and environmental sustainability.

The development of rural tourism needs to incorporate the element of direct, active, and authentic participation of the rural community. This is intended to make the community both the subject and object in tourism development. The community has the authority to manage the tourism resources it possesses. This is because the community will feel the impacts of the tourism development itself. The community must actively engage in rural tourism development, both in planning and management. According to (Helena et al., 2022) the term "community" connotes the notion of a social organism that seeks benefits for all and, as a result, has governance to guide its members cooperatively toward community growth.

Rural tourism has become one of the agendas in the development of regional tourism in Sikka Regency. The government is actively promoting rural tourism as it provides a platform for the local community to create added value. The development of rural tourism can be categorized as: pioneering rural tourism, developing, advancing, and independent rural tourism. So far, rural tourism in Sikka Regency is in the development category. The emerging trend in rural tourism is agritourism and ecotourism. This trend is able to attract the interest of tourists who want to experience unique experiences in rural areas. Certainly, this is an opportunity to create a new economy for rural communities. However, attention must be paid to social, environmental, and governance aspects. The direction of rural tourism development should be based on supplementary tourism.

Based on the preliminary research conducted by the researcher, it was found that the development of rural tourism has not been effective and efficient. The existing conditions indicate that the development of destination product components is very limited, unguided, and lacks spatial integration. Additionally, there is no formulated model, so the development activities as a tourist destination area have not provided optimal

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results. This is attributed to the minimal role of stakeholders in the development of rural tourism. The role of stakeholders is crucial in building the community's capacity. Quality community capacity will have a positive impact on the development of rural tourism. The position of stakeholders is crucial in determining the success of rural tourism development. According to (Mostafa et al., 2020), the active participation of stakeholders throughout the entire process is crucial to success.

The issue in this research is the minimal development of the local community's capacity. However, the capacity of the local community is a very essential aspect in rural tourism development. This is because the community can only actively participate when they have the capacity. According to earlier studies, one strategy for addressing tourism development and promoting community development is through community capacity building (Torabi et al., 2020). The rural community in Sikka Regency has very minimal participation. This is due to the limited human resources in tourism, minimal funding, and a lack of involvement from other stakeholders to provide empowerment. This requires innovation in building community capacity. Building community capacity means providing empowerment. Therefore, the researcher formulates the research question as follows.

1. How was the development of rural tourism based suplementer tourism in Sikka Regency, East Nusa Tenggara Province?
2. How was the role of stakeholders in developing rural tourism based suplementer tourism in Sikka Regency, East Nusa Tenggara Province?"
3. How is the community capacity building of rural tourism development based supplementer tourism in Sikka Regency, East Nusa Tenggara Province?

This research aims to analyze the development of tourism and the role of stakeholders in rural tourism development and to produce a community capacity development. Researchers hope that rural tourism can thrive in conjunction with the optimal involvement of stakeholders. The development of local community capacity is seen as the key to success in rural tourism development. Community capacity building is about community empowerment. It assists individuals, groups, and communities in identifying underutilized and underdeveloped talents, assets, and geographic advantages that allow them to reevaluate the opportunities and strengths of their community's ability for the growth of tourism (Torabi et al., 2020).

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METHODS

Research Area

This study was conducted in Sikka Regency, East Nusa Tenggara. The study spatial focus in three rural tourism as the sample of tourism growth in Sikka Regency. They are Koja Doi rural tourism, Egon Buluk rural tourism and Kolisia B rural tourism. Those tourism is the spreading of sustainable tourism development in Sikka Regency. The existence of those tourism villages has equilibrium in the context of tourism spatial planning and development in general.

Design of the Research and Approach

This research uses a qualitative research method with a qualitative verificative approach in examining this study. The purpose of this research is to analyze the existing conditions of rural tourism development and the role of stakeholders in the development of rural tourism. Based on this analysis, the research proposes enhancing the community's capacity in developing rural tourism based on supplementary tourism. In-depth interviews are used in this research, with the informants such as local community, tourism practitioners, and local government officials.

Informants of This Research

This research was conducted through in-depth interviews with the local community, tourism practitioners, and local government. The selection of informants was based on considerations such as: local community members involved in rural tourism development, tourism practitioners selling rural destination-related tour packages, and government officials serving as regulators and facilitators. The researcher can present the list of informants in this study as follows.

Tabel 1. Informants of This Research

Types of Informants	Number of Informants	Types of Stakeholders	Internal (I) External (E)
Local Communities	10	Local business actors and the general local community	I
Tourism Practitioners	4	Floressa Tour, Sikka	E
Local Government Officials	2	Head of the Tourism and Culture In Sikka Regency	E

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Data Analysis Techniques

Based on information from the 16 in-depth interviews, a thematic analysis was conducted for this study. With this approach, patterns (or themes) within the data can be found, analyzed, and reported (Braun et al., 2017). This particular analysis approach was chosen because it enables researchers to locate, arrange, evaluate, and suggest patterns of connection among topics.

RESULTS

The Development of Rural Tourism in Sikka Regency, East Nusa Tenggara Province

The main attraction of rural tourism is based on ecotourism and agritourism to attract the interest of tourists to visit. The presence of these tourist attractions is currently being developed by the local community to enhance new economic growth in rural areas. This development aims to showcase the uniqueness and beauty of the area as a tourism product that can provide a quality experience for tourists. Empirically, this development has been successful in attracting the attention of tourists to visit. So far, tourist visits to rural tourism destinations have become a current trend in regional tourism. The attractions offered by rural tourism can be listed as follows.

Table 1. Rural Tourism Attraction In Sikka Regency, East Nusa Tenggara Province

Type of Attraction		Site of Research		
Natural attraction	**Cultural attraction**	**Koja Doi Rural Tourism**	**Egon Buluk Rural Tourism**	**Kolisia B Rural Tourism**

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Natural Stone Bridge, Ancient Rock Hill, Coral Transplants, Natural Swing, Sunset and Sunrise, Panda Bay Beach	Cultural Events, Local Mass Attraction " Sawara", Dance Mass Attraction"Dingu", Ballumpa Dance, Weaving Glove, Local Boat Construction, Natural Stone Therapy.	√		
Waterfall, Natural Hot Water, Birdwatching, Agritourism	The Way of Life		√	
Agritourism, Mangrove, Hills, Coastal Zone	The Way of Life			√

The rural tourism products indeed have massive qualities and quantities in their development. However, the packaging of these products has not been well-integrated. Guidance on the orientation of rural tourism product development has not been well-organized by the managers. The existing conditions of development still do not map out the main activities and supporting activities for tourists during their stay in rural destinations. This becomes a crucial issue in the supply process of rural tourism products for tourists. Therefore, serious attention is needed towards the orientation of future rural tourism product development to provide optimal results. The goal is to enhance the social implications for rural communities and improve the standard of living in rural areas through tourism development. Based on empirical conditions, rural communities express the development of tourist attractions in their destinations as follows:

"So far, the development of tourist attractions has been able to attract a lot of tourist interest. However, tourists have not engaged in many activities at our

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destination. We still face challenges with innovation in developing attractions here. Visitors usually engage in activities such as sightseeing here (Rural community, 2024)."

The development of rural tourism must also consider tourism facilities to meet the needs of tourists while they are in the tourism destination. In line with current tourism market demands and the requirements of sustainable tourism development, the provision of tourism facilities must be in harmony with nature and based on local potential. Empirically, the development of rural tourism facilities at present is still not significant. This is due to constraints in the initiation of development, such as financial issues and human resources. However, there are currently some tourism facilities built to meet the needs of tourists during their visits. Nevertheless, further development is needed to improve quality. The facilities built can be attached by the researcher as follows.

Table 2. Rural Tourism Facilities In Sikka Regency, East Nusa Tenggara Province

Type of Tourism Facilities	Quantity of Tourism Facilities	Site of Research
Homestay, Warung, Souvenir Site	12, 1, 1	Koja Doi Rural Tourism
Homestay, Warung, Cafe	12	Egon Buluk Rural Tourism
Homestay, Café	1	Kolisia B Rural Tourism

Theoretically, providing quality tourism facilities for tourists will also influence future tourist visits. Therefore, for the sustainability of rural tourism development, the policy for the development of rural tourism facilities must be a key focus in the direction of future development. Currently, the development of these tourism facilities appears to be quite minimal, thus requiring improvement in the future. Support from stakeholders is crucial to enhance development, as there are still many serious obstacles that need attention. Solutions to these obstacles are necessary for the sustainability of rural tourism development. Rural communities describe the situation of tourism facility development in their destinations as follows.

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"We still face many obstacles in developing tourism facilities here. Our obstacles lie in financial constraints and also human resources for tourism. To overcome this, we need support from relevant tourism stakeholders (Rural community, 2024)."

Rural tourism with massive quantities and qualities of products needs to be developed as best as possible. One way to do this is by organizing events in rural areas as a form of preserving the natural and cultural resources they possess. This is crucial not only for preservation but also for promoting the tourism products they have. These events are not just a part of the tourism industry but also of human society. However, events in rural destinations are still rarely organized by managers. The cause is the lack of packaging for tourism products that integrates all components of rural tourism. Empirically, events in rural areas are currently being pioneered and only held in a few rural areas. Researchers can attach it as follows.

Table 3 Rural Tourism Event Management in Sikka Regency, East Nusa Tenggara Province

Type of Event	Year of Implementation	Site of Research
Marine Tourism Festival	2019, 2020, 2021	Koja Doi Rural Tourism
-	-	Egon Buluk Rural Tourism
-	-	Kolisia B Rural Tourism

The implementation of the event places the local community as the main focus. The event is quite popular among tourists who are interested in visiting. It is capable of creating significant social implications for the rural community. However, the event is only held in the Koja Doi Rural Tourism. The content of the event presents the uniqueness and beauty of rural nature and culture, providing an authentic experience for tourists. However, the event is currently experiencing stagnation in its development. This is

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because the priority areas in rural tourism have not received serious attention. The rural community expresses the issues faced in the implementation of the event as follows.

> *"Actually, this event was planned to be held every year as part of rural tourism development. However, in terms of human resources, we are not yet prepared for it. The events held so far have received assistance from external stakeholders. In addition, financial aspects have also been one of the obstacles in its development (Rural community, 2024)."*

The orientation of rural tourism product development needs to pay attention to collaborate with the tourism industry. Linking and matching between tourism products and the tourism market need to be established to create positive interactions. The role of tour operators is crucial in attracting the tourism market. Through such collaboration, it is expected to attract high-quality tourists to visit rural destinations. The presented variations of rural tourism products can be consumed by tourists, thus creating social implications for rural communities. So far, this approach has not been significantly implemented. Researchers can attach its application in rural tourism development as follows.

Table 4. Rural Tourism of Intermediaries In Sikka Regency, East Nusa Tenggara Province

Type of intermediaries	Site of Research
Regional Tour Operator	Koja Doi Rural Tourism
Regional Tour Operator	Egon Buluk Rural Tourism
-	Kolisia B Rural Tourism

The development approach mentioned is capable of attracting tourist interest. The niche tourism market is beginning to pay attention to the supply of rural tourism products. However, the development of rural tourism needs to enhance the tourism products it possesses. This is because the improvement in rural tourism products is still not significant. Mapping and development orientation need to be formulated to have a clear direction in the future to attract the niche market. Empirically,

the existence of the niche market has bright prospects for the development of rural tourism. The majority of tourists in the niche market have a preference for seeking the

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uniqueness and beauty of the rural areas. Therefore, there is a need for a push towards development improvement to provide social implications for rural communities. Currently, the tourism industry has seen rural tourism products as one of the priority destinations for tourists. However, the preparation of these products is considered not yet effective and efficient, necessitating future innovations. The following are expressions from tourism practitioners that can be attached.

> *"Rural tourism products are indeed very attractive to tourists. In the travel industry, we have chosen rural tourism products to be marketed to tourists. However, innovation in rural tourism products needs to be further improved. So far, tourist activities in rural areas still lack innovation (Tourism practitioner, 2024)."*

Developing rural tourism requires targeted and appropriate policies. Current regional tourism development policies are still general and not specific enough to formulate rural tourism development. Based on the actual conditions, regional tourism development includes the development of tourist destinations, tourism industry development, tourism marketing development, and tourism institutional development. However, these development policies have not been specifically outlined, so at the micro level, there is a lack of adequate guidance in their implementation. Therefore, integrated planning for rural tourism is needed to enhance the components of tourism products in capturing opportunities in the current market niche. The existing tourism development policy is still general, so integrated planning is needed in the future.

> *"The existing development policy is still very general. We do need to elaborate it for each tourism destination we have. In this regard, integrated planning for rural tourism development is crucial moving forward. All rural tourism products should be designed in accordance with the strengths of each destination (Local government, 2024)."*

The Role of Stakeholders in The Development of Rural Tourism in Sikka Regency, East Nusa Tenggara Province

The success of rural tourism development certainly cannot be separated from the intensity of stakeholder involvement. Stakeholders play a vital role in this context. Synergy among stakeholders is highly necessary to promote the improvement of rural tourism development. In this context, the government has a crucial role as a regulator and facilitator in the development of rural tourism. However, to achieve effective and efficient development, collaboration with other stakeholders is necessary. The goal is to create rural tourism development that can benefit rural communities.

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In the context of rural tourism development in Sikka Regency, it can be seen that the role of stakeholders is still minimal. Rural communities carry out the development of rural tourism based on learning by doing. The government as a regulator and facilitator provides direction in developing rural tourism but is not supported by adequate financial resources dan tourism development policy so that development does not run effectively and efficiently. At the same time, the private sector has not been significantly involved so that rural communities still have difficulty developing tourism in their destinations. However, local people have high enthusiasm for the development of rural tourism. Empirically, stakeholder involvement can be shown in the following table.

Table 5. Role of Stakeholders in Rural Tourism Development in Sikka Regency

Planning of Rural Tourism	**Stakeholders Role**		
	Government	**Tourism Practitioners**	**Rural Communities**
Rural tourism product mapping, product orientation development, and product *branding*.	Providing regulation, tourism human capital management training and evaluation of tourism human capital management	Selling rural tourism products	Conducting rural tourism development
Regulation and collaboration			
Innovation and adaptation			
Local business development			

The stakeholders have not played a significant role yet. The development of rural tourism has not systematically mapped out the components of the tourism products it possesses. The main activities offered have not been well-packaged, thus unable to present optimally from the available resources. This poses a constraint in directing the future development of rural tourism. The community's innovation in rural tourism development is not significant, and there is also a lack of adaptation to regional tourism

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trends. Therefore, the growth of rural tourism businesses has not been significant and has not had a substantial impact on the benefits of tourism for the local community. Empirically, communities have been developing rural tourism, but it has not been well accommodated. For example, the development of diverse tourism activities that can be consumed by tourists while visiting rural destinations. The activities that are showcased are more focused on sightseeing. Therefore, regulatory support and future development innovation from stakeholders are needed.

Based on these findings, it is important to increase the role of stakeholders to support rural tourism development. A review of the role of stakeholders shows that there is still a lack of synergy in developing rural tourism in Sikka Regency. This affects the overall development of rural tourism in the future, thus affecting the effectiveness and efficiency of the product. This is due to a lack of stakeholder synergy. Therefore, intensive involvement of stakeholders is needed to produce effectiveness and efficiency in rural tourism management. The researchers argue that the government must provide intensive empowerment (training and evaluation) to increase the human resource capacity of local communities and strengthen them to get good output. Apart from that, collaborative development is needed involving other stakeholders.

The Capacity Building Model of Rural Tourism Development In Sikka Regency, East Nusa Tenggara Province

According to (Mwesiumo et al., 2022), rural tourism is seen as a vital role in boosting the rural economy growth and the broader tourism sector. However, (An & Alarcón, 2020) contends that because rural areas were historically primarily associated with agriculture. Rural tourism remained a relatively small-scale, passive activity until the mid-20th century. Rural tourism encompasses a variety of different activities, such as farm/agritourism, ecotourism, nature tourism, equestrian/equine, activity and adventure tourism, cultural and heritage tourism, and food and drink tourism (Ammirato et al., 2020). According to (Mwesiumo et al., 2022) stated small-scale enterprises form the mainstay of the tourism industry in most rural areas, and the owner-managers of these firms play a crucial role in propelling the sector forward. Numerous research on rural tourism have demonstrated that one of the most important elements affecting visitor experiences is the landscape (Kastenholz et al., 2020). Rich visual experiences offered by the many sceneries present in nature assist visitors to purify their brains (Rosalina et al., 2021).

It is undeniable that the capacity of local communities significantly influences rural tourism development. Serious attention is essential to promote effective and efficient

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tourism development. Researchers argue that good-quality capacity can enhance rural tourism development, thereby providing social implications for rural communities. Serious attention to community capacity can be observed through the development of human resources and the development of rural tourism economies. According to (Abbasi et al., 2022) stated that enhancing human resources, organizational and individual capacity, creating suitable facilities and tourist training, and evaluating the effects of tourism are all examples of building community capacity. The goal is to provide welfare for rural communities. In an effort to achieve dual positive impacts for the local community in the future, the management of tourist destinations must be understood and handled sustainably within a broader framework (Sawu et al., 2024; Sawu and Sugiarti, 2020).

Human resource development in rural tourism is crucial for the sustainability of tourist destinations. The quality of human resources in the local community's tourism sector will determine the success of rural tourism development. The principle of considering the local community as both the subject and object can be achieved only through the preparation of high-quality human resources. The process of preparing high-quality human resources requires the involvement of stakeholders. This involvement is intended to build the capacity of communities with low and diverse human resources. Diverse approaches are needed to plan and develop human resources in tourism as a fundamental basis for rural tourism development. These efforts must be seriously considered and implemented in order to achieve well-being for the local community in rural destinations. The development of human resources in tourism begins with enhancing the abilities of communities and local organisations. Capacity building is essential for enabling communities to participate socio-economically in rural destinations (Sawu et al, 2024).

Table 6 Development of Tourism Human Resources

No	Type of human resource development	Description	The stakeholders involved
1	Training on skills	The aim is to offer courses on customer service, accommodation management, tour guiding, and food and beverage provision. Additionally, specialised	

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		training for local handicrafts, traditional dances, and other cultural activities that attract tourists will be provided.	Government, non-governmental organisations, academia, and private sector.
2	Education and Environmental Awareness	The aim is to educate the local community about the importance of preserving the natural and cultural environment, as well as sustainable practices that can be applied in regenerative tourism businesses.	

The growth of businesses in rural tourism is crucial for improving the rural economy. Attention to this sector is the key to success as a force for local development. Rural tourism businesses should be based on the conservation and traditional efforts of the local community. Strategic development of such businesses should be given space and full support to generate economic benefits for the local community. However, efforts to achieve this require support from other stakeholders, especially the government. Advancing rural tourism development efforts requires the development of the capacity of the local community. This is considered crucial as it forms the foundation for the development of rural tourism businesses. Therefore, serious attention must be given to realizing what is aspired in its development.

Table 7 Tourism Business Development

No	Types of tourism entrepreneurship development	Description	Stakeholders involved
1	Entrepreneurship training	Teaching business and management skills to local communities for managing supplementary tourism ventures using local potential.	Government, academia, non-governmental organisations,

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2	Tourism business mentoring	Providing guidance and support in financial management, marketing, and business strategies to develop enterprises in the tourism sector.	and the private sector

Although it has certain limitations, (Torabi et al., 2020) state that community capacity building is a crucial idea for the growth of the tourism industry. There is literature that specifically addresses the obstacles to enhancing community capacity. According to (Strydom et al, 2019) examines how local communities are implementing the idea of "community capacity building. Any endeavor or action aimed at increasing community capacity must recognize and deal with the various obstacles to such growth. Building community capacity is about empowering the community. It assists people, groups, and communities in identifying underutilized and underdeveloped talents, assets, and geographic advantages that allow them to reevaluate the opportunities and strengths of their community's ability for tourist growth (Wondirad & Ewnetu, 2019). Community capacity building refers to an ongoing process that takes into account the goals of the community, as opposed to an organizational reaction meant to help the community solve its challenges (Franco & Tracey, 2019). These qualities point to a framework for community capacity-building that has been mutually agreed upon; nevertheless, there is frequently a lack of knowledge about the responsibilities and interactions of the participants in community capacity-building initiatives (Franco & Tracey, 2019).

Rural tourism development should be based on supplementary tourism. This means that the development presents existing local activities and provides a unique experience for tourists. Supplementary tourism means tourism based on conservation efforts and traditional community initiatives, supported by existing facilities and infrastructure (Adikampana, 2021). Supplementary tourism is developed solely to complement, not to change or replace the primary activities. The products of supplementary tourism are induced by initiatives for natural conservation and the production of local communities in various conservation and professional community groups. Activities within these community groups reflect the allocation of space in rural areas. Thus, supplementary tourism will grow and thrive in villages that focus on conservation-based or nature conservation tourism villages (Adikampana, 2021).

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This research proposes a model for developing the capacity of local communities so that they have the ability to access supplementary tourism. The development of rural tourism requires a holistic approach that considers sustainable practices, community involvement, stakeholder engagement, and community capacity building to achieve long-term success and positive impacts on the local economy and society. This research provides valuable guidance for tourism practitioners and decision makers to develop the capacity of local communities as basic capital in developing rural tourism based supplementary tourism. The aim is to provide space for local communities to access the benefits of rural tourism based supplementary to improve their welfare. The model proposed in this research can be used as a basis for compiling future development guidelines. This can include activities such as capacity building programs in both tourism development and services.

CONCLUSION

Rural tourism development currently undertaken by the rural communities is still not effective and efficient. Field findings indicate that the development of tourism product components is limited, lacks direction, and is not integrated. Moreover, the role of stakeholders is minimal. Planning for tourism product components, development orientation, product branding, innovation and adaptation, regulations and collaboration, and rural tourism business development need to be seriously considered. This is because these crucial aspects require instruments in the future development of rural tourism. Therefore, formulating a model for the development of community capacity becomes key in rural tourism development. The development of human resources, local institutions, and rural tourism businesses should form the basis for developing future products.

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