



## Village Economy Supporting Tourism (Fulan Fehan Tourism Case Study)

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### **Abstract**

This study aims to analyze the development of Fulan Fehan's tourist attraction as a supporter of the village economy. This study uses primary data through interviews with 3 informants who are village officials, tourist attraction managers, and the community around the tourist attraction, with an Analytical Hierarchy Process. The results showed that accessibility is a priority indicator in the development of Fulan Fehan tourism objects as a supporter of the village economy with a weight of 0.264, facilities and infrastructure with a weight of 0.253, tourist attractions with a weight of 0.22, institutions with a weight of 0.169, and community participation with a weight of 0.094. The Belu Regency Government in developing Fulan Fehan tourism objects must prioritize the availability of transportation facilities by collaborating with travel agents, maintaining natural tourist attractions by providing trash bins, building a road network to facilitate access to tourist objects, building supporting facilities in the form of street lighting and water supply. clean, build tourism service facilities in the form of TIC (Tourism Information center), increasing the role of managers (traditional institutions) in coordinating and collaborating with the government and the private sector, building accommodation in the form of lodging at tourist attraction locations, increasing awareness and active participation of the community in managing cultural tourism attractions, increasing the role of government, especially in providing outreach to increase Community human resources around tourist objects and providing capital assistance, revitalizing the creative economy by providing training for the community, improving the management of supporting tourist attractions in the form of woven fabrics, dances and crafts, increasing public awareness about the potential of Fulan Fehan tourism objects, reviving tourism awareness groups, and increasing community activities that are more dominant towards a creative economy and agricultural products that can be sold at tourist objects.

**Keywords:** *Tourism; Village Economy; AHP*

### **Introduction**

Tourism development is an effort made by both the government, the private sector, the public, the media, and academia to improve the tourism sector through the development of its tourism potential in order to create prosperity for the community, especially around tourist objects. Appropriate tourism development in addition to increasing the tourism sector, is also capable of increasing economic growth because it can provide employment, stimulate various production sectors, and encourage improvements in facilities and infrastructure.

Belu Regency is the easternmost region of East Nusa Tenggara Province which has direct land borders with the Democratic Republic of Timor Leste (RDTL). This strategic location is a potential in attracting foreign tourist visits<sup>1</sup>. One of the famous tourist destinations in Belu Regency is Fulan Fehan Hill which is in Dirun Village, Lamaknen District. The Fulan Fehan tourist attraction is a natural tourist object in the form of savanna grasslands and a cultural tourism object in the form of the ancestral heritage of the Dirun kingdom, where this tourist object is also the location for holding the annual cultural Cross-Border festival in 2017. This festival is one of Fulan Fehan's tourism potentials besides natural tourism potential.

Based on a personal survey of the development of Fulan Fehan's tourism object as a supporter of the village economy, it is still far from expectations because there is no effective and efficient management of tourist attractions, a lack of development of facilities and infrastructure to support tourism, and a lack of development of accessibility as a connecting route that expedites and facilitates tourists to reach the tourist attraction. However, improving the management of Fulan Fehan's tourist objects, building facilities and infrastructure and accessibility are still not enough. There needs to be active participation from the community, traditional institutions, and the government and the private sector in developing the potential of Fulan Fehan's tourist objects. With the growing development of the Fulan Fehan tourist attraction, it will attract more and more tourist visits and in itself will revive the economies of the two villages flanking the Fulan Fehan tourist attraction, namely Dirun Village and Maudemu Village. The development of the Fulan Fehan tourist attraction as an economic supporter for Dirun Village and Maudemu Village has become a point of inspiration for analyzing the priorities for the development of these tourism objects.

## Tourism

According to A. J. Burkart and S. Medlik tourism means the movement of people temporarily (and) in the short term to destinations outside the places where they usually live and work, and their activities while living in these destinations. Fendeli stated that tourism is everything related to tourism, including the exploitation of tourist attraction objects and related businesses in that field. Meanwhile, according to the Pendit, tourism is a complex sector, which also involves classic industries, such as handicrafts and souvenirs, as well as lodging and transportation businesses (Fanggidae, 2021:20)<sup>2</sup>. Increasing tourism income must be done by exploring potential sources of tourism income in the area. The tourism industry is a part that involves various activities such as beach attractions that contribute fees, tourist attractions and entertainment as well as tourism supporting activities such as lodging, travel agencies, restaurants, and others.<sup>3</sup>

## Facility

Tourism facilities consist of tourism facilities and infrastructure. Tourism infrastructure is all facilities that enable economic processes to run smoothly and make it easier for humans to meet their needs. So, its function is to complement tourism facilities so that they can provide services as they should.

In addition to tourism infrastructure, there are tourism facilities which are the core facilities needed by a tourist. What is meant by facilities are provided by tourism managers for services or opportunities for tourists to enjoy them. Facilities consist of several important facilities that can meet the needs of tourists.

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<sup>1</sup> Kurniadi Lay and Frans Soehartono, 'Fulan Fehan Equestrian Horse Tourism Resort in Belu Regency, NTT', *Journal of Architecture EDimension*, VIII.1 (2020), 625–32.

<sup>2</sup> Fanggidae, A, *Tourism Management*. Yogyakarta: CV Budi Utama.

<sup>3</sup> Alowysius L.L. Kobun, 'Analysis of Factors Influencing Tourism Income at Beach Tourism Objects in Kupang City', 2010 <file:///C:/Users/ASUS/Downloads/bab\_1.pdf>.

**Accessibility**

Accessibility is an important aspect that supports tourism development, because it involves cross-sectoral development. Accessibility is all facilities that can enable economic processes to run smoothly in such a way as to make it easier for tourists to meet their needs. Without accessibility it is difficult for tourism facilities to fulfill their function of providing services for tourists.

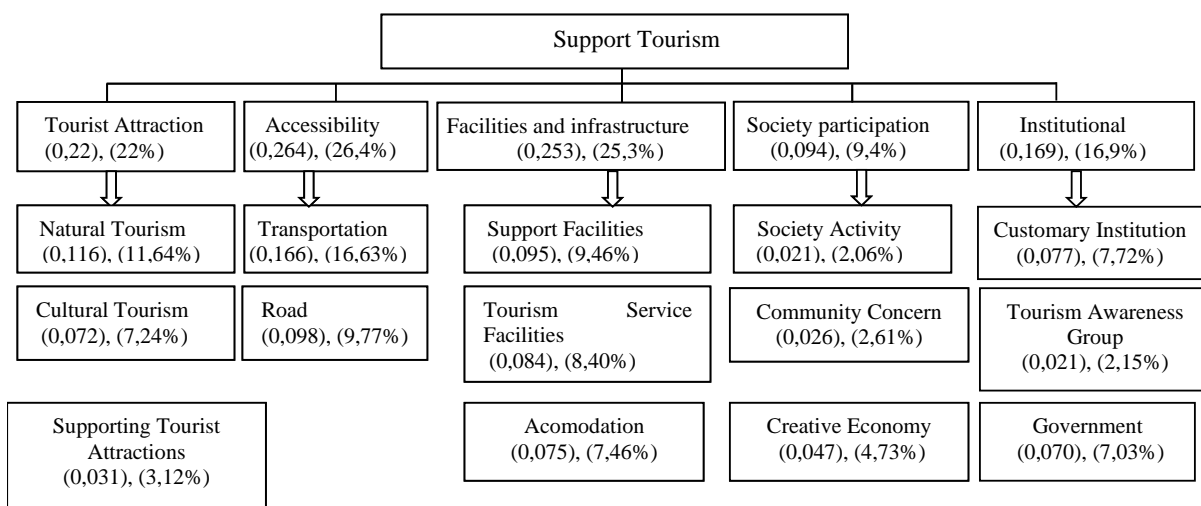
Development of tourism infrastructure that takes into account the conditions and location will increase the accessibility of a tourist object itself. In this development, good coordination is needed between related agencies together with tourism agencies at various levels. Coordination at the planning level followed by coordination at the implementation level is the main capital for the success of tourism development. A tourist object is the end of a tourist trip and must meet accessibility requirements, meaning that a tourist object must be easy to reach and also easy to find.<sup>4</sup>

**Research Methods**

Analysis involving approaches *Analytical Hierarchy Process* (AHP) is the approach used to analyze this research. AHP analysis is carried out to determine the priority level of each element in a hierarchical structure that is compiled based on the results of an analysis of literature reviews and observations. The data for this research were obtained from 3 informants consisting of the Head of Wedomu Village (1 person), Fulan Fehan tourism manager who is also a leader of traditional institutions (1 person), and the community (1 person).

**Results and Discussion**

Chart 1 displays the final weighting (*Global Priority*) of prioritization. After the main objective priority weights and main objective indicators are obtained, a synthesis is then carried out to obtain the overall alternative weights from the existing criteria. Therefore, the local priority weight must be sought for its global priority (*global priority*). The calculation of global priority is done by multiplying the local priority by the level above (*parent criterion*).



**Figure 1 Hierarchical Structure of Tourism supporting the Village Economy**

<sup>4</sup> Fanggidae, A, Tourism Management. Yogyakarta: CV Budi Utama.

Table 1 summarizes the results of prioritizing the development of the Fulan Fehan tourist object as a support of the village economy, which is arranged based on the priority level obtained from the calculation results. In addition, the results of field summarized Analytical Hierarchy Process (AHP) to become priority input for the development of objects in Fulan Fehan tourism for the regional government of Belu Regency.

Table 1 Tourism Development Priorities to Support the Village Economy

NO.	MAIN CRITERIA FOR DEVELOPMENT	MAIN SUB CRITERIA FOR DEVELOPMENT	DEVELOPMENT PRIORITY
1.	Accessibility (0.264)	Availability of Means of Transportation (0.166)	Providing special transportation that connects directly between the Fulan Fehan tourist attraction and the city of Atambua, making it easier for tourists and increasing employment opportunities. For example working with <i>partiestravell agent</i> in providing special tourist vehicles.
		Road Network (0.098)	Build a road network at Fulan Fehan tourist sites to facilitate access to tourist objects and at the same time facilitate access to Dirun village.
2.	Facilities and Infrastructure (0.253)	Supporting facilities (0.095)	Build street lighting so that tourists staying at the Fulan Fehan tourist attraction feel safe and comfortable, build a clean water supply system, increase the number of public toilets and build a special parking area.
		Tourism Service Facilities (0.084)	Build TIC ( <i>Tourism Information Center</i> ) as an information center for tourists visiting Fulan Fehan attractions, for example by building a special lopo that contains the history of Fulan Fehan, ancestral heritage, and also as a service center for tourists.
		Accommodation (0.075)	Build lodging around tourist sites, for example <i>homestay</i> or huts, so that visiting tourists do not need to stay in Atambua City which is located far from tourist attractions.

3.	Tourist Attraction (0.22)	Natural Tourism Attraction (0.116)	Preserving nature and the environment by limiting development areas at Fulan Fehan tourist sites so that existing natural conditions are maintained and providing trash bins at certain locations on tourist attractions.
		Cultural Tourism Attraction (0.072)	Increasing awareness and active participation from the community, traditional institutions and the government to improve cultural management in the form of woven fabrics, dances, and handicrafts to become an attraction for tourists and can also be used as souvenirs. For example, by forming active weaving groups and selling their woven products to tourist attractions and also to the government.
		Supporting Tourist Attraction (0.031)	Improving the holding of festivals and preserving cattle and horses as supporting tourist attractions for tourists, as well as building rides for games <i>orgames</i> for example <i>flying fox</i> and special area <i>camping</i> to increase tourist attraction.
4.	Institutional (0.169)	Role of Managers (Customary Institutions) (0.077)	Improving coordination and cooperation with the government and the private sector in developing Fulan Fehan tourism objects, especially in terms of capital for development and management. Apart from that, it is also necessary to increase coordination with the people of Dirun and Maudemu villages in maintaining and preserving the Fulan Fehan tourist attraction.
		Role of government (0.070)	Increase awareness and coordination between village and city governments as well as traditional institutions, such as providing socialization on the management of tourist destinations and development capital assistance, as well as training and capital assistance for the creative economy around tourist objects.

		Tourism Awareness Group (0.021)	Increase awareness and cooperation, especially in increasing public awareness about the importance of the potential of Fulan Fehan tourism objects in improving the village economy.
5.	Community Participation (0.094)	Creative Economy (0.047)	Providing training on processing natural, cultural and handicraft products so that they can generate selling points, for example by processing coffee products for sale at the cool Fulan Fehan tourist attraction.
		Community Concern (0.026)	Increasing public awareness in managing and maintaining the Fulan Fehan tourist attraction as a natural and cultural tourism object, as well as making the public aware of the enormous potential that the Fulan Fehan tourist taxi has in improving the village economy, for example by reviving the creative economy and also the community can manage their homes to serve as lodging.
		Community Activities (0.021)	Increasing community activities that are more dominant towards the creative economy and agricultural products that can be sold at tourist objects.

### **Conclusion**

The findings of this research have important implications for the development of the Fulan Fehan tourist attraction. The findings of this study indicate that the priorities for the development of Fulan Fehan tourism objects as a supporter of the village economy are, sequentially, accessibility, facilities and infrastructure, tourist attraction, institutions, and community participation. While the priority for the development of the main sub-criteria sequentially is the availability of transportation facilities, natural tourist attractions, road networks, supporting facilities, tourism service facilities, the role of managers (customary institutions), accommodation, cultural tourist attractions, the role of government, creative economy, attractiveness supporting tourism, community care, tourism awareness groups, and community activities.

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