

# Implications of Tourism Village Development for Local Community Economic Improvement through Zero Waste Concept

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## Abstract

### *Purpose*

This research is necessary as an evaluation and preventive step in determining the next step because the implementation of tourist village development has a multisectoral character. It examines the implications of developing a tourist village and its relation to improving the local community's economy through the concept of zero waste.

### *Methodology/approach*

This Study on Kunjir Village in Lampung Selatan and the study uses a case study research design and a qualitative descriptive approach. To gather data through participant observation, in-depth interviews, and thorough documentation of the study's subject.

### *Results/findings*

Kunjir Village has intriguing current conditions; the community is actively promoting through social media and taking part in tourism shows. To boost community empowerment, managers set up parking spaces and gift stores, and now the locals are creating tour packages that may be available to tourists. In order to improve community empowerment in economic activities in Kunjir Village, the following strategies are being used to generate green tourism: Strategies to improve the quality of human resources through information technology and entrepreneurship; Green tourism marketing strategy; Strategies for the development of green tourism products; Strategies for the creation and development of community-based tourism in Kunjir Village; Synergy and independent waste management strategies; Strategies for developing tourism infrastructure and facilities based on green tourism; Green tourism bag.

### *Limitations*

This study was restricted to Kunjir Village.

### *Contribution*

The establishment of ecologically conscious tourist destinations that boost the local economy may benefit from the findings of this research.

**Keywords:** Waste zero, multisectoral, local community, and tourism village

## Introduction

The tourism sector is one of Indonesia's high-demand businesses with excellent economic prospects. The hamlet is currently developing a burgeoning tourism sector. In Indonesia, virtually every hamlet has unrealized tourism potential, from eco-tourism to cultural

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tourism. The title "tourism village" originated from the community's popularity, partly due to its saturation with contemporary tourist attractions. The natural beauty, continued practice of ancient rituals and traditions, retention of traditional farming practices, and family and kinship structures are some distinctive characteristics that draw tourists to rural areas. With its vast area of vegetable plantations, ricefields, and friendly locals, Kunjir Village has excellent potential for natural beauty and coolness. Much fresh water helps Kunjir Hamlet avoid being a rid throughout the dry season. This hamlet also offers a stunning, unspoiled natural setting. Due to this, locals decided to construct a freshwater fishpond.

All critical components, including the village government, local village communities, and all village potentials, must cooperate for tourism to have a substantial economic impact on villages. It is predicted that having a tourist town will boost the local economy and have a spillover impact on the rest of the nation. In particular, it is anticipated that this research will look at how awareness, education, and support help Kunjir Village become a tourist village, what obstacles locals in the region face as they try to create ecotourism communities, and how the growth of tourist village scan boost the local economy.

Before going onto the next stage of development, it is crucial to examine any potential repercussions on the local economy because the growth of tourist villages involves a variety of various businesses. This serves as both an evaluation and a preventative strategy. When implementing a tourism development plan, it is crucial to consider the local community's economic and social aspects. Since an area's economic and cultural development cannot be separated, tourist act or must take action at every stage of development to minimize any potential adverse effects. Monitoring the tourism industry's growth is one of the goals of this study.

## **Literature Review**

### ***Conceptual Tourist Village***

A tourist village is a locally run tourism destination that showcases regional customs, knowledge, and possibilities for generating cash and enhancing the local economy. Local wisdom is a body of knowledge developed over time and specific to a given community due to interactions between its inhabitants and their environment (Hermawan, 2016).

Rural areas with the potential to develop many facets of tourism, such as a vibrant social, economic, and cultural life, are known as "tourist villages" (Hadiwijoyo, Pamungkas, and Muktiali, 2015). The development of a village as a tourist attraction will be successful if human resources and local natural resources can work in harmony. Local village governments and communities must, of course, aid in expanding the tourism industry. The construction of tourist attractions in residential neighborhoods will stimulate the local economy by generating new jobs and expanding the market for locally produced items. A tourist village is a rural location that showcases native culture, traditions, daily life, traditional architecture, and village spatial planning as a single tourism component that includes attractions, lodging, and supporting services (Suprihardjo, 2014).

### ***The Idea of Tourism's Effects on Local Communities' Economy***

The growth of tourist settlements in some locations will have an impact on the natural environment as well as on the economy, society, and culture. Any examination of the beneficial effects of tourism village growth on the local economy must include the topic of tourists who travel to tourist villages. The village's economy will undoubtedly grow if tourists begin to arrive. The growth of the local population in terms of the economic cycle is directly impacted

by how local governments and people of tourist villages handle tourism-related things, such as promoting village tourism offers beyond the region and the larger community.

Short-term visitors are people who come to a place, take advantage of what it has to offer, and frequently invest money before leaving and going home. "The local economy is significantly impacted both directly and indirectly by the presence of tourists. The ensuing economic impact could be favorable or unfavorable (Hermawan, 2016).

### ***Development of Tourism in an Ecologically Friendly Method***

Sirtha (2005) asserts that a sizable amount of land is needed to construct infrastructure and tourist attractions in well-known tourist locations. The development of hotels and restaurants near popular tourist destinations may contribute to environmental contamination due to the unintegrated tourism industry's growth. Because technology is frequently used in ways that are harmful to living things, its rapid development contributes to environmental deterioration. On the other side, people behave carelessly because they lack the knowledge necessary to recognize how crucial the environment is to their health. A high population density may increase a region's carrying capacity to the point where environmental harm may result. Tourism development that is not sustainable is terrible for business. Even light visitors can harm the environment.

### ***Planning for Environmentally Responsible Agrotourism***

Sirtha (2005) asserts that the growth of tourist attractions and some guidelines can be utilized to develop ecologically friendly agrotourism, despite the planning process's complexity that must consider several interests and policies. According to Fandeli and Nurdin (2005), the fundamental principles for ecotourism policies that can be applied to agrotourism are as follows: 1) For agro-tourism to flourish, there must be a supportive natural and sociocultural environment. Both serve as the cornerstone for enhancing the community's quality of life and the local economy due to the tourism industry. 2) Visitors use all of the agro-tourism industry's services and educational opportunities to learn more about the world. However, not all of their needs can be satisfied because they might have inflated expectations that operators in the industry, local communities, and the economy cannot meet. 3) Has a management organization that oversees its sustainability in connection to the effective management of and for tourists; can give information and management to tourism actors and local communities and generate adequate economic potential. 4) Travelers demand a particular standard of service quality in exchange for their money and do not always look for the cheapest choice.

## **Research Methodologies**

### ***Data Source***

This study was conducted in Kunjir Village, South Lampung Regency, Lampung Province. The residents of Kunjir Village want to turn the village into a popular tourist destination by utilizing its natural and cultural resources. Thus that is why they were chosen as the study's subject. Primary and secondary sources of information are also present. The two primary ways for gathering data are direct observation and interviewing. The study's research objects are the tourist attractions themselves, the infrastructure and facilities that support the industry, and the surrounding environment. They also cover the village government's and the community's everyday operations managing the industry.

Interviews with participants who were thought to be knowledgeable about the development process were conducted to learn more about the development of the tourist village, including the potential of the village and the challenges encountered in developing

Kunjir village as a tourist village. Tourist village Kunjir Village. This study fully disclosed the nature and goal of the interviewees' participation.

### *Using data analysis*

Observation is collecting knowledge by going to exciting places and making observations there. When doing participant observation, researchers may choose to live with the subjects they are studying, reveal their identities to them, or otherwise integrate themselves into the subjects' daily life.

### *Interview*

During the interview, respondents and data collectors had a chat. Interviews can be used to gather respondents' information by asking questions written down or verbally recorded (Kusmaryadi and Sugiarto, 2000).

### *Sampling Method*

One hundred residents were chosen randomly from a total of 1,980 in the area to participate in this study. Five percent is the minimum sample size advised by Mantra (1985) in Singarimbun and Affandi (2002). The Kunjir Village community's natural, social, and cultural potential are just a few of the potential elements that might be seen during this study.

**Table 1.** *Respondents*

Occupation	Total Population	
	Population	Respondents
Construction Workers	76	5
Industrial Workers	283	8
Transportation Workers	21	3
Trader	35	3
Businessman	63	5
Retired	26	5
Labor Farmer	456	30
Independent Farmer	592	28
Government Employees	153	6
TNI	39	4
Students and others	236	3
	1.980	100

**Source:** *Kunjir Village's Profile (2021)*

Research subjects include policies and public opinion on the growth of environmentally friendly agrotourism. The policy variable applies to the tourist, land use, and agriculture sectors. The local opinion covers a wide range of issues, including whether the government or the private sector should be involved in managing environmentally friendly agro-tourism, providing lodging, educating and training residents in tourism, developing agro-tourism, making agricultural land available, and managing agro-tourism under their control.

### *Data Sources and Types*

In this study, both primary and secondary data will be employed for analysis.

### *Primary data*

The source or field is where the main data is gathered. Surveys, interviews, and direct observation were used to gather this data. Key informants, community leaders, farmer group

leaders, plant experts, and government officials were interviewed. Kunjir Village people were the primary target of the questionnaires that were disseminated.

### *Secondary Data*

In a procedure known as literature review, secondary data are mined from literature, textual sources, and other pertinent material. Secondary data for the books utilized in this study were provided by the library, the Lampung Tourism Office, the Bandar Lampung City Tourism, Arts, Culture and Sports Office, the Bandar Lampung City Agriculture Office, and other pertinent organizations. The ecological and socio-cultural potential of the community can be studied using secondary data, such as monographs of villages, sub-districts, or local communities.

## **Data Evaluation**

### *Descriptive analysis*

This research helps create a sustainable agrotourism model in South Lampung and comprehend the potential for eco-friendly agrotourism in Kunjir Village. A series of seven approaches will be used to analyze this model's construction.

### *Quantitative approach*

Using descriptive statistics to analyze the data. In order to better understand how locals in Kunjir Village, South Lampung Regency, and its surrounds feel about the possibility of establishing ecologically friendly agrotourism in the region, descriptive research was conducted. During the interview, respondents and data collectors had a chat. Interviews can be used as a source of information when the questions are written down or verbatim recorded. The Summated Rating Method, which involves allocating maximum and minimum points for each response, was used to construct scores using the Linkert scale. This research identifies the top and bottom performances. The most straightforward response received a score of 1, while the most complex question response received a score of 5. Strongly agree received a score of 5, agree received a score of 4, and doubt received a score. To explain the number of possible replies, agree was given a value of 3, disagree was given a value of 2, and strongly disagree was given a value of 1. 26 (twenty-six) questions were utilized to gauge public opinion. One hundred thirty total points are possible. Additionally, we evaluated responders by adding up their remarks and applying the scale below:

$$\frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Categories (1)}} = \text{variance by category}$$

$$= \frac{130 - 26}{1} = 1045$$

The level of each value may be seen in the table below based on the calculation above:

**Table 2.** *Community Attitude Scale*

<b>Community Attitude Scale</b>		
<b>Attitude</b>	<b>Score</b>	<b>Category</b>
Strongly Agree	5	> 42 – 60
Agree	4	> 34 – 42
Doubtful	3	> 26 – 34
Do Not Agree	2	> 18 – 26
Strongly Disagree	1	1 – 18



### *SWOT Analysis*

SWOT evaluation The four views of strengths, weaknesses, opportunities, and threats are used to analyze the current situation. A SWOT analysis of Kunjir Village's potential for agrotourism will provide a variety of advantages, disadvantages, opportunities, and threats that can be used to direct the creation of agrotourism projects in the South Lampung Regency. Analyzing strengths, weaknesses, opportunities, and threats are practical tools for qualitative research. According to Rangkuti (2001), SWOT analysis entails carefully identifying various factors to create policy initiatives. A quantitative approach uses descriptive statistics to analyze the data. This descriptive study aims to learn more about how locals in Kunjir Village.

## **Result and Discussion**

### *Overview of Kunjir Village*

Batu Balak Village to the east and Waymuli Village to the west are Kunjir Village's administrative neighbors. The traveltime in a motorized vehicle from Kunjir hamlet to the district capital, Ananda, is roughly 40 minutes. This community contains four hamlets, 10 RT, and a total area of around 705 Ha. This community is blessed with numerous flowing rivers due to its location at Mount Rajabasa. The presence of five rivers—Way Limau, Way Sulfur, Way Belimbing, and Way Kebayan—in this hamlet is one of the factors contributing to the bulk of Kunjir people's employment in agriculture.

According to the findings of the interviews with Rio Imanda, the majority of the residents of Kunjir village are farmers who produce rice, vegetables, cocoa, and other agricultural items. Typically, the produce is sold in the Way Muli village market. The utilization of marine items, used as different occupations for the Kunjir community, is another profession that has become the village's leading source of income. Some individuals construct shelters (cottages) where visitors can purchase processed fish and marine products. By creating island crossing services, beach resorts, and other companies that can raise the standard of living in the Kunjir community, the community also makes use of the natural potential of the Kunjir village. According to the level of community education, other vocations can enhance family welfare.

### *Features of the Research Sample*

The Kunjir Village Apparatus, Village Apparatus, and Community in Kunjir Village comprised the 100 samples that made up the study's sample. The information gathered by distributing a list of questionnaires and having respondents fill the mout is based on the findings of the interviews.

### *Analysis of questionnaires*

Based on the findings and analysis of the research, it can be said that: According to indicators of community income, it can be observed that the tourism area of Kunjir Village provides the majority of people's daily income, and the community also generates additional money from agricultural products. According to indicators of the benefits of developing tourism in Kunjir Village, the community experiences the advantages they gain directly from tourism development. The advantages are public amenities like clean water facilities and commercial amenities like markets and shops provided by the tourist area. Because the community receives more attention from tourists in developing the home industry they operate, they support establishing the Kunjir Village tourism area in the home industry development indication. Based on indicators of community involvement in managing the tourist area, the community supports establishing the Kunjir Village tourism area since the community is constantly actively participating in various activities and program decision-making to create a

better tourist area. Tourist destinations have the potential to generate jobs for the local community based on indicators of employment opportunities. The tourism manager also grants flexibility to individuals who want to work in Kunjir Village's tourist area by not imposing restrictions on the gender disparities of their employees, as there are also female workers there.

### *Activities for Community Empowerment in Kunjir Village*

In general, the community participates in tourism-related activities. These activities range from those conducted by Kunjir Village residents, such as environmental activists (greening the yard, waste collection, and waste treatment), MSMEs, and providing food and beverages to village tourism managers and tour guides. In Kunjir Village, various activities have been conducted, including:

#### *Education*

Education and campaign about the effects of plastic bags, their risks, and methods to reduce their use. When educating the community, there was a very positive and passionate response. Typically, this activity takes place on Sundays. Not only should we inform people about the adverse effects of plastic bags, but we should also provide them with instructions on how to use plastic. To reduce plastic waste, it is forbidden for visitors to Kunjir Village to bring any plastic bottles.

#### *Tourism*

Kunjir Village's tourist industry encompasses the waste-processing and travel industries. Due to the educational component of what is provided in Kunjir Village, this has emerged as a top in South Lampung. Here, instruction on the production of biogas from organic waste is provided. In addition to this instruction, Kunjir Village has walls that can be used for selfies on Instagram.

#### *Originality*

The community creates handicrafts from inorganic garbage using a distinctive and practical model. Some people create clothing from inorganic waste, while others utilize recycled plastic bottles to create lamp hangers and table mats from coffee-wrap plastic.

#### *Health*

The actions performed will be hygienic and comfortable to sustain the people's health. A communal health checkup is conducted monthly and overseen by PKK women. These activities typically involve weighing toddlers and examining the elderly to ensure that public health is well-controlled.

### *Attractive Factors in Community Empowerment in Kunjir Village*

The attractiveness factor in Kunjir Village has a weighted value of 78.50 with a weight per item:

**Table 3.** *Kunjir Village's Attractive Factors*

<b>Attractive Factor</b>	<b>Score (%)</b>
Attraction	80
Amenity	77,50
Accesibility	80
Human Resources and Society	80
Institutiional	76,67
Average Weighted	78,50

**Source:** *Processed Data (2022)*

### ***Attractions***

The natural and cultural potential of Kunjir Village is well known and is utilized as a tourist destination. The natural potential of Kunjir Village offers access to the seashore, beaches that run along the village, waterfalls, hot springs, and possibilities for snorkeling tourism. In addition to having stunning natural attractions, Kunjir Village also has a wealth of natural resources that the locals can use. Some examples of these natural resources' products are bamboo plants, rattan, and woody plants that can be used to make keychain souvenirs, to the root of the bahar, also known as the root of the sea, by the local craftsmen. In addition to its abundant natural resources, Kunjir Village also offers a variety of fascinating cultural experiences, such as ethnic wedding rituals and carnivals.

### ***Amenity***

Several tourist amenities have been installed in Kunjir Village. However, today, they are still scarce and in poor shape. These amenities consist of:

**Parking Area** There are numerous parking spots near the highway and the beach where Kunjir Village is located. Visitors who bring four-wheeled private vehicles are given a place in the broadest parking area, which is situated on the side of the road next to the shore and has a tsunami monument. Because there is a security station with its officers, security is also kept up.

**Toilet:** Every tourist attraction needs to have a bathroom. Toilets are accessible to tourists in several neighborhood homes in Kunjir Village.

**Worship location:** Mosques can be found dispersed around Kunjir Village, including ones close to community centers and parking lots.

### ***Accessibility***

Because it travels over a provincial road, acquiring information about the location and the road's state to Kunjir Village is relatively simple. Based on information from informants and the outcomes of observations indicating the crime and accident rates are reasonably low, the level of safety of the route to the place may be deemed relatively acceptable. In addition, the lighting is excellent during the trip to Kunjir Village. In addition to the many accessibility-related items mentioned above, there is a retail center that visitors may easily access after seeing Kunjir Village because it is adjacent to Kalianda.

### ***Human Resources and Society***

Kunjir Village was a heavily populated place covered in trees and woodlands. However, Kunjir Village has now evolved into a creative, eco-friendly village. According to the management of the usage of organic and non-organic trash interviews, it may be possible to alter people's behaviors by encouraging them to choose garbage that will benefit the community.

### ***Organizational***

There are several tourism managers in Kunjir Village, many of whom are locals. The manager benefits significantly from the involvement of young organizations because it aids in the promotion and, thanks to their ingenuity, directly boosts tourism in Kunjir Village.

### ***Potential for Zero Waste Tourism Villages***

In South Lampung Regency, particularly in Rajabasa District, Kunjir Village is a coastal region with a 2,200 m<sup>2</sup> beach that is naturally beautiful and popular with tourists. A



study by IPB in the Rajabasa Subdistrict in 2013 led to the designation of Kunjir Village as a Pilot Village for Integrated Tourism. In addition to beach tourism, Kunjir Village also offers mountain tourism, hot springs beneath the waterfall, and the Cecakhah waterfall. In addition to tourism, Kunjir village has promised since it produces woven goods from waste resources, including sticks, bamboo, wood, rattan, and other natural fibers.

There are also privately held company groups in Kunjir Village, such as those involved in the food industry, such as those producing Kemplang and chips in Hamlet III, salted fish, rengginang, and emping in Hamlet I, and fishballs, meatballs, and empek-empek in Hamlet II. At Taruna Gallery, you can find and buy Siger Lampung miniatures, Lampung keychains, shrimp, boats, pinisi, and other tourist souvenirs handcrafted by the residents of Kunjir Village out of wood waste, bamboo, and coconut shells. In the Sakai Business Group, it may also be seen in woven fans, confections, brooches, and needlework, although they are made of filter yarn and bamboo instead.

## **Environmental Development of Zero Waste Tourism in Kunjir Village: Internal and External Factors**

### ***Environmental Internal Variables***

The following are the strength factors Kunjir Village possesses:

1. Widespread public awareness of the need to cut carbon emissions, protect biodiversity, and ensure that water supplies are available for future generations. According to the general description of Kunjir Village, at first, people looking for fish initially tended to use explosives to destroy marine habitats. However, over time, the community's mindset changed, and it began to take an active role in protecting the habitat and marine ecosystems so that it could benefit financially from these activities.
2. There are public relations and marketing. Due to the growth of tourism, numerous new tourism sectors now offer travelers a wide range of services. Each sector of the tourism business helps to promote and disseminate information about its goods, Kunjir Village, and its tourism potential, which impacts the rise in tourists visiting Kunjir Village.
3. Efforts are being made to lessen and eliminate the effects of tourism on nature and culture. Kunjir Village contains natural resources, such as a stunning array of coral reefs, and cultural possibilities, such as indigenous knowledge of how to preserve the environment.
4. Commencement of community involvement in planning, involvement of all parties, rules, and good governance in Kunjir Village tourism development. The community in Kunjir Village participates not just in execution but also in planning and coral reef protection.
5. The expansion of tourism in Kunjir Village has increased local income in the tourism sector and direct income for the region.
6. With the help of local cultural knowledge, capacity-building efforts, environmental education, and environmental conservation, the community can sustain harmony with nature and the environment's carrying capacity.

The following are the Kunjir Village's weaknesses:

1. The lack of readily available local financial resources. Due to the regional capital and local community finance available for business management, foreign capital and other funding sources will eventually control the capital.

2. The significance of environmental education. It is crucial to educate residents, those working in the tourism industry in Kunjir Village, and visitors to Kunjir Village about the value of preserving marine ecosystems to manage, preserve, and conserve coral reefs in Kunjir Village.
3. Kunjir Village needs to coordinate the development of its infrastructure. The accessibility of Kunjir Village and other tourist destinations is still somewhat restricted. Accessibility for visitors to the tourist destination they are visiting is crucial. The more diverse the tourist attractions, the more likely visitors will come and stay longer.
4. There is no internet access in Kunjir Village, which makes it difficult to inform and market to tourists and the general public. With ever-more advanced communication and transportation technologies, having access to the internet is a requirement for any location if it wants to sell itself more effectively. Similarly, the growth of very large-scale social media can aid in destination marketing if visitor happiness for a place can be attained because this will lead to effective marketing.

## **External Environmental Factors**

The following are the opportunity factors that Kunjir Village owns:

1. The environment for security is favorable. The fact that numerous national and international events are held in Lampung serves as evidence of this. It is due to the beach's beauty on the South Lampung coast and its safety.
2. South Lampung's infrastructure development is still in the planning stages. Rajabasa's inclusion in South Lampung's growth may decrease the area's development density and tourist traffic.
3. Eco-friendly and green travel trends. The present trend is the growth of green tourism, which is a continuation of sustainable tourism but is more specialized and straightforward to measure.
4. Expanding the tourism industry's business. Both domestic and foreign tourists travel more frequently, which impacts the tourism industry's ability to sell more travel-related goods.
5. Assistance to neighborhood nonprofits, traditional village organizations, and village empowerment organizations.
6. Preservation of the environment and marine ecosystems. The growth of marine tourism globally raises stakeholder awareness and encourages protection of the environment and marine ecosystems.
7. Informational and promotional uses of internet technology. A tourist destination's market segmentation can be expanded and increased thanks to the convenience of online information, which also aids in marketing and promotion.

The following are the threat elements that Kunjir Village is aware of:

1. Accessibility and transit limitations. Due to post-tsunami construction and narrow road and transportation infrastructure development near Kunjir Village, access and transportation to the village are restricted.
2. South Lampung Regency development is uneven. To equalize the development of tourism, a policy is required.
3. The ASEAN Economic Community Period (AEC). When the MEA is implemented at the end of 2015, human resources must be ready and of a higher caliber to compete with other ASEAN nations.

4. The difficulty of the waste management issue. The management of waste and the best practices for recycling waste produced by a household or an industry have not been followed in South Lampung.
5. The village of Kunjir lacks tourist attractions that would otherwise support its survival. The number of visits and duration of stays by tourists at a destination increase with the variety of its tourist attractions.

### ***Development of Zero Waste Tourism in Kunjir Village Strategy***

A SWOT analysis matrix (Strengths, Weaknesses, Opportunities, and Threats) is used to construct a strategy based on internal (strengths and weaknesses) and external (opportunities and threats) variables. The resulting strategy can be seen as follows: Green tourism development as an effort to boost community empowerment in economic activities in Kunjir Village: A SWOT Analysis Matrix SWOT analysis

### **SO Strategy (Strengths Opportunities)**

A marketing technique for ecotourism.

1. Segmenting markets and customers based on their level of environmental, economic, and sociocultural awareness and concern is the first step in developing the notion of green tourism.
2. The target market that influences the choice of the chosen market segment.
3. Positioning creates an image in consumers' thoughts that helps them recall the host product at all times. The chosen positioning needs to be compatible with the chosen target market. This will make building a destination's or tourist attraction's reputation and brand easier.
4. The marketing mix that results in products that are created following the needs and wants of the market, a budget or price that follows market capabilities, distribution channels that are easily accessible by the market/consumers, and the focus of promotion as seen from the media that is typically used as a reference by the market/consumer, the service anticipated by the host, and tangible evidence that makes it easier for the market/consumer to find the product.

Plan for developing and producing ecotourism products.

1. Development of ecotourism products. The focus and product details (goods and services) used in the construction of green tourist products reflect a high level of understanding and concern for the sustainability of these tourism products.
2. The creation of ecotourism products. Creating tourism products must share the same spirit as the primary product. In order to boost the value of the core product, the creation of green tourist products can be accomplished by including facilities, support, and supplementary items.
3. Distinguishing yourself from rivals. Products are straightforward for rivals to copy in the open era of today.

### **WO (Weaknesses Opportunities) Strategy**

#### ***Commitment and growth plan for Kunjir Village community-based tourist industry.***

Community-based tourism development in Kunjir Village will depend heavily on policymakers' commitment. People who work in the tourist industry do not just experience the

effects of tourism directly; tourism also has a multiplier impact that affects practically all other regional economic sectors. It should be planned from the beginning for tourist development to be community-based so that more people are involved and benefit economically from developing tourism in their area.

***ST Strategy (Strengths Threats)***

***Improve human resource quality by mastering information technology and entrepreneurship.***

The empowerment of local communities—in terms of labor, ownership of business capital, suppliers of the needs of the local tourism sector, as well as managers of destinations and tourist attractions—is crucial to the development of green tourism. If the local population lacks the skills and attributes needed by the emerging tourism industries in their area, this goal will not be met. Therefore, to compete with human resources from other parts of the country and other regions, it is crucial to keep working to increase the quality of the existing human resources in Kunjir Village and strengthen the community's entrepreneurial spirit, and enhance the quality of human resources, particularly in their command of information technology.

***The waste management plan is both independent and synergistic.***

Garbage will always be present and frequently results in various issues that are challenging to solve. The waste problem will undoubtedly be solved by policies for waste management that allow each family, business, or community to manage its garbage independently and recycle and reuse the waste created there. These issues may undoubtedly be solved by relevant stakeholders working with government assistance to select the most acceptable waste management strategy and rewarding, prosperous industries and localities. Additionally, the effort will become ingrained, and eventually, the community and industry will be conscious of waste management in their region on their own without needing to be rewarded.

***WT Strategy (Weaknesses Threats)***

***The plan for building facilities and infrastructure for tourism is based on ecotourism.***

Development of the infrastructure benefits local populations and tourists, and tourism-related activities. The community's daily activities are anticipated to be aided and facilitated by infrastructure development. The community's economy may suffer from poor road infrastructure, raising prices. Tourism facilities, however, are made up of fundamental, supplemental, and supporting tourism facilities. The creation of tourism infrastructure ought to be centered on green tourism. In the sense that the community owns and constructs the amenities on a small scale. Because, in theory, the welfare of local communities gains most from tourism expansion. If not, locals will be disenfranchised in their community and defeated by capitalist investors. According to the targeted target market, European visitors like natural tourism goods that are readily available in line with the region's tourism potential.

***Kunjir Village green tourist package packaging approach.***

The sustainability of a destination, where one tourist attraction can complement another, depends on product variety (not similar products). Visitors' length of stay may lengthen as a result. Including several tourist destinations in a single tour can draw visitors. Green tourism is the foundation of packaged trip packages suited to the region's tourism potential.

## **Conclusion**

Research on the attractive aspects of community empowerment in Kunjir Village, South Lampung Regency, led to the following conclusions:

1. Kunjir Village has intriguing current conditions; the community is actively promoting through social media and taking part in tourism shows.
2. To boost community empowerment, managers set up parking spaces and gift stores, and now the locals are creating tour packages that may be available to tourists.
3. Kunjir Village's tourist potential is growing green tourism to enhance community empowerment in economic activities, such as coral reef conservation and tourism potential.
4. The following are the opportunity considerations Kunjir Village owns: a secure environment; infrastructural development in South Lampung is still being planned; eco-friendly and green travel trends; expanding tourism industry business; and an increase in the number of visitors to Kunjir Village.
5. In order to improve community empowerment in economic activities in Kunjir Village, the following strategies are being used to generate green tourism: Strategies to improve the quality of human resources through information technology and entrepreneurship; Green tourism marketing strategy; Strategies for the development of green tourism products; Strategies for the creation and development of community-based tourism in Kunjir Village; Synergy and independent waste management strategies; Strategies for developing tourism infrastructure and facilities based on green tourism; Green tourism bag

## **Limitations and Further Studies**

This study exclusively applies to Kunjir Village, but it might be expanded to other tourist communities with a comparable demographic.

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