



Spatial Synergism a Planning Instrument Sustainable Tourism Village

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Abstract

This study aims to: 1) identify factors that can facilitate the occurrence of spatial synergism in tourism villages, and 2) find and determine the level of undesirable conditions and conditions expected from spatial synergism in tourism villages. Research data were collected using in-depth interviews and using nominal group technique (NGT). Key informants are 5 people and respondents are 15 people determined based on purposive sampling. All data were analyzed with a qualitative analysis approach. The results of the study found that the historical similarity factor, the proximity factor, the hereditary similarity factor, the solidarity factor, the potential similarity factor, and the problem similarity factor are factors that influence the occurrence of spatial synergism in tourism villages. In addition, it was also found that the level of conditions expected from the spatial synergy of tourism villages is to have one plan, one region, one organization, one regulation, and one management. While the level of conditions that are not desirable from the spatial synergism of the tourism village is that it does not have planning (spatial and non-spatial) and professional managers or institutions, sectoral egos appear and discriminatory treatment, disrupts or limit local community activities and culture, does not involve the role of Penta helix tourism actors, carrying out unfair competition in tourism promotion and not using digital technology. This study suggests that a more in-depth study is carried out regarding spatial synergism, especially the process of spatial synergism.

Keywords: *spatial synergism, tourism village, tourism spatial planning.*

1. INTRODUCTION

In Indonesia, the term "changing regimes, changing policies" is very popular, but this term does not apply to village tourism policies. The tourism village policy has continued from the era of President Susilo Bambang Yudhoyono (then) to Joko Widodo (now). The past and present administrations share the same view that village tourism policies can be a tool to address classic rural problems, namely poverty, underdevelopment, and isolation. Rural tourism has been recognized and agreed upon as a key approach for rural development and poverty alleviation, social and ecological change, especially for developing countries (Bonenberg, 2020; Gao & Wu, 2017).

The number of tourist villages in Indonesia in 2014 was 1,302, in 2018 it increased significantly to 1,734 (BPS, 2019), and in 2022 3,416 villages have been registered to be designated as tourist villages (Ministry of Tourism). The data indicates two things: the high level of community interest in pushing their village to become a tourism village; the successful government quantitatively increases the



number of tourist villages every year. The high level of community attention affects support for the development of tourist villages, and this support will affect the quality of service. Quantitative government success should be correlated with quality success.

The development of a tourist village includes four stages, namely: pilot tourism village, tourism village, developing, advanced and independent (Aryani et al., 2019). The results of observations in the field found that the dominant tourist villages had not developed according to their stages and some even had no tourism activities. Village tourism policies as a solution to classic problems in rural areas are not fully proven, and it is suspected that there is a gap between quantitative success and qualitative success.

An important issue that requires a logical strategy according to regional capabilities and requires planning is developing a tourism village as an engine of the rural economy while still applying the principles of sustainable tourism development (Shayan et al., 2020). Effective spatial planning products can support the development of sustainable tourism products (Tomić & Stojsavljević, 2013). Spatial planning products not only contain spatial structures in general but must also reflect environmental, cultural, economic, and social authenticity as well as local wisdom with its various varieties and uniqueness (Poerwoningsih et al., 2016).

Spatial use direction is a key factor for the development of a sustainable tourism village by taking into account the conditions of the natural environment, and the socioeconomic and cultural history of traditional villages (Xu et al., 2021). Spatial planning policies are important for tourist villages because they will trigger the intensity of land use vertically and horizontally to meet the needs of villagers and meet the needs of tourists (Putra, 2020). Tourism villages and further development need the support of spatial planning that respects village-specific local wisdom (Tou et al., 2020).

The problem in general is that a tourist village is born without spatial planning being prepared as a guideline for physical development so it can threaten the existence of authenticity as a source of tourist attraction (Nur et al., 2021). Development is the act of managing natural resources to meet human needs, and good development must comply with development programs and land use plans (Latif et al., 2022). Tourism is an economic development activity that is reflected in various activities and services that often overlap in the same area, resulting in land use conflicts (Bello-Ontiveros et al., 2022). The separation between tourism planning and spatial planning is a major problem for tourist villages, thus requiring the preparation of tourism plans that are integrated into the regional spatial planning system (Latif et al., 2022).

Table 1. Previous studies related to spatial planning and rural tourism (tourism villages)

No	Theme	Content	Researcher
1.	Rural Tourism	Tourism village development: influencing factors, community and entrepreneurship approaches, strengths and weaknesses.	(Falak et al., 2014; Kumar et al., 2022; Nair et al., 2022; Wilson et al., 2001)
		Cultural potential and leadership of tourism villages: historical, cultural and traditional values and local community participation, leader approach.	(Adom, 2019; Auesriwong et al., 2015; Bonenberg, 2020; Gao & Wu, 2017; Ionela et al., 2015; Niravita et al., 2021; Purnomo et al., 2020)
		Strategy, planning, and mapping of tourism village potential	(Mayasari et al., 2022; Nurohman & Qurniawati, 2021; Widyastuty & Dwiarta, 2021; Zakaria & Suprihardjo, 2014)



2.	Spatial Planning	Sustainable tourism	(Chigudu & Chirisa, 2020; Nogués et al., 2019; Shayan et al., 2020; Tomić & Stojsavljević, 2013; Xu et al., 2021)
		Mapping, Land Use, and collaborative learning	(Blake et al., 2017; Bucala-Hrabia et al., 2022; Coates & Tapsell, 2019; Elbakidze et al., 2015)

Source: processed from various sources.

Following Table 1 shows that the content of rural tourism studies and spatial planning is very diverse, however, until this research was conducted, no studies have been found that review the spatial synergism of tourism villages. Spatial synergism is optimally empowering regional potential so that the final product to be achieved by a region can be far greater than the final product from the performance of a region that only stands alone (Yunus.H.S., 2008). Spatial synergies are very important in tourism development because tourist behavior tends to cross administrative boundaries (*borderless*). In addition, no part of the earth's surface can carry out its development without being dependent on or connected to other areas.

Based on the phenomenon of gaps and research gaps, the research problem can be formulated that spatial synergy is a necessity in tourism village planning. Furthermore, it is specifically broken down into two questions, namely; what factors can support the occurrence of spatial synergism in a tourism village? The spatial synergism model is expected to become an instrument for evaluating policies for establishing and developing tourism villages.

2. METHOD

This study is qualitative research using descriptive analysis in processing research data. Sources of research data were obtained from 5 key informants who were determined based on purposive sampling. Approach purposive sampling takes into account the position or authority of the key informants at the study location to ensure the validity and reliability of the information obtained. The key informants in question consisted of four village heads and one former district head. In-depth interview techniques were conducted with key informants to obtain detailed and detailed information regarding the factors that can support the spatial synergism of tourism villages. The research locations are Salukanan Village, Kendenan Village, Bone-Bone Village, and Pepandungan Village, Baraka District, Enrekang Regency, South Sulawesi.

Next is the approach nominal group technique (NGT) to identify expected and unexpected factors from the spatial synergy of tourism villages. The NGT method has been widely used as a research tool where the different attitudes of a particular community or group are wanted to be known in the framework of tourism policy and planning pariwisata (Brent Ritchie, 1985). Even though the sample involved is only minimal from the entire population, the advantage of NGT is its ability to involve the sample to be actively and impartially involved in exploring their attitudes in a discussion group. The number of samples used was 15 people who represented Pentahelix actors including 2 people from the government for each village, 1 community figure for each village, and 1 person for academics, entrepreneurs, and media elements.

The procedures and mechanisms for implementing NGT are as follows: 1) asking each respondent to write down five things that are not expected and what is expected of the spatial synergy of the tourism village on the blank paper that has been provided, 2) each respondent explains to the



discussion participants what has been written before, 3) if there are differences from what was written by the previous respondent, then they are asked to discuss until an agreement is reached, 4) one of the respondents is asked to record the results of their agreement on the working paper that has been prepared, 5) the results of their agreement become factors unexpected and expected factors on the spatial synergism of the tourism village.

The results of the agreement, then determine the level or ranking of each factor. Determining the weight of each factor was assessed using a Likert scale (lowest = 20 points, low = 40 points, rather high = 60 points, high = 80 points, and highest = 100 points). The process of determining the level of each factor is carried out through 1) each respondent gives the weight of each factor, 2) each respondent explains the weighting of the scores to the discussion participants, 3) one of the respondents tabulates and recapitulates the results of each respondent's weighting, 4) the results recapitulation of weighting values into weight levels of each undesirable and expected factor from the spatial synergism of a tourism village.

3. RESULT AND DISCUSSION

Factors That Facilitate Spatial Synergism in Tourism Villages

To find answers to the first question of this research, it is necessary to show the answers of each key informant. Requests for key informants to keep their names and positions confidential so that informants 1 to 5 are used as follows:

“At first there was only one village, namely Salukanan Village, Kendenan Village, Bone Bone Village, and Pepandungan Village, only because of the regional division (village) policy that it was separated into four villages. In addition to having administrative closeness, historical factors, and blood relations between villagers are the glue that unites us to always be together and support each other. Even though Kendenan Village, Bone Bone Village, and Pepandungan Village have their administrative areas, they still place Salukanan Village as the "mother" of their village. If there are meetings between villages and between village communities related to development activities or village problems, then generally the meetings are held in Salukanan Village. Salukanan Village and three other villages have historical and family ties (Informant 1)

“Sanglombok” (One Valley) is the motto for Salukanan Village, Kendenan Village, Bone Bone Village, and Pepandungan Village. The motto "Sanglombok" has become a spirit for residents in the four villages to always support each other, even residents who live outside the village respect and apply this motto to help and care for one another. Building tourism must be able to guarantee security, comfort, and satisfaction for residents and tourists. In addition, the main obstacle to developing rural tourism is the readiness of large capital. To build tourism in Bone-Bone Village, cooperation and synergy with the surrounding villages and the involvement of the "Salukanan Sanglombok" residents and investors (Informant 2)

“There is only one main access road for entering and leaving Salukanan Village, Kendenan Village, Bone Bone Village and Pepandungan Village. The body of the main road is two meters wide and on the left and right side of the road is a ravine. Part of the narrow road is used by the villagers as a place to dry their agricultural and plantation products, this condition is a problem for the four villages in developing tourism. This main problem cannot be solved by just one or two villages, but cooperation, collaboration, and synergy between villages are needed. The most important inter-village collaboration to support tourism is vehicle traffic planning for tourists” (Informant 4)



“The villages of Salukanan Village, Kendenan Village, Bone Bone Village, and Pepandangan Village are geographically located at the foot of the highest mountain on Sulawesi Island, namely Mount Latimojong. The location of these villages is in one valley so the motto "Sanglombok" is known. The motto becomes the spirit to protect, nurture and support each other for mutual progress. Following Regional Regulation No. 14 of 2001 concerning the Regional Spatial Plan (RTRW) of Enrekang Regency, the "Sanlombok" area has been designated as a strategic area for natural tourism. The existence of Mount Latimojong, the beauty and uniqueness of the terraced rice fields, the coolness and naturalness of the air, the uniqueness of Mandoti rice, and the enjoyment of the aroma of coffee are sources of tourism attraction. This potential attraction has made the four villages become tourist destinations. The similarity in potential sources of tourism attraction and the similarity in accessibility issues is the driving force for synergy in building the vision of tourism development” (Informant 4).

"According to the RTRW of Enrekang Regency, Bone-Bone Village, Kendenan Village, Salukanan Village, and Pepandangan Village are strategic areas for nature tourism. The four villages have natural tourism potential and cultural tourism potential which are interesting and unique for tourists, apart from that they have historical links and kinship relations among the villagers. This potential can encourage and support inter-village collaboration to form a rural area with the main activities being tourism activities” (Informant 5)

Comments from each key informant were analyzed using content analysis. The results of the content analysis can be seen in Table 2.

Table 2. The results of the content analysis

Inform	Comment	Content Analysis
Inform 1	Initially, the study location was only one village, namely Salukanan Village. Administrative closeness, historical factors, and blood relations between villagers are the glue. Salukanan village as the "mother" of their village	Historical factors, geographical proximity factors, heredity/family factors
Inform 2	The motto “Sanglombok” has become a spirit for residents in the four villages to always support one another. Building tourism requires huge costs.	Geographical proximity factor, solidarity factor, and common problem factor.
Inform 3	There is only one main access road, and the narrow and multifunctional conditions require traffic planning.	The problem commonality factor
Inform 4	The location of these villages is in one valley. The RTRW has established "Sanlombok" as a strategic natural tourism area. The similarity of potential and problems is the driving force for synergy to develop tourism together.	Geographical proximity factors, regulatory similarity factors, potential similarity factor



Inform 5	The study locations in the Perda RTRW are designated as strategic areas for natural tourism, having similar natural and cultural potentials, and having historical links and kinship relations between villages.	Regulatory similarity factor, potential similarity factor, historical similarity factor, and ancestry similarity factor
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Source: Analysis Results

Based on Table 2, shows that the results of comments from key actors identified as many as 25 factors. All factors that have been identified are subject to content analysis, and the results of content analysis are determined by as many as 14 factors. Furthermore, the 14 factors from the results of the content analysis are sorted and grouped based on the similarity of meaning. The results of grouping these factors found seven factors, namely: historical factors, proximity factors, heredity factors, solidarity factors, potential similarity factors, and problem similarity factors. The seven factors are factors that influence the ease of carrying out spatial synergy in several villages to form a tourist village area.

Undesirable Conditions and Conditions Expected by Pentahelix Actors from the Spatial Synergism of Tourism Villages

Based on the results of the NGT approach carried out on Penta helix actors, unwanted conditions, and expected conditions were identified from the spatial synergism of tourism villages, as in Table 3.

Table 3. The Spatial Synergism of Tourism Villages

No	Pentahelix Actor	The Undesirable Conditions	The Expected Conditions
1.	Village government	Management conflicts occur, superiority emerges, non-commitment, non-coordination, and band boundary conflicts occur over land.	Justice and equality, effective and efficient use of budgets, collaboration to build villages, joint planning, and joint institutions
2.	local community	Limitation of community activities, uniformity of commodity crops, unfair and proportional in obtaining rights, intervention from outsiders	Justice and prosperity, bonding social cohesion, fostering the spirit of Sanglombok, connectivity for building a road network, joint marketing, and promotion.
3.	Businessman	The involvement of local entrepreneurs is limited, there are no clear regulations, restrictions on modes of transportation, restrictions on activity schedules, restrictions on types of activities.	Joint tourism management, forming a joint business institution, creating business collaboration between villages, having one regulation, strengthening the role of local entrepreneurs
4.	Academy	They don't have joint planning, they don't have joint institutions, sectoral egos emerge, they are	Have one plan, have one management, have one regulation, have one



	discriminatory, and they don't involve academics	management, and maintain the spirit of Sanglombok
5. Media	Does not involve the media, unfair competition occurs in tourism promotion, access to information on tourism activities is limited, does not have a website does not have an information center office.	Established a tourism promotion agency, has one destination branding, available information on interesting and sustainable tourism activities, organizes Sanglombok tourism events, and involves Penta helix actors in tourism promotion.

Source: Processed Data Results

Based on Table 3. Shows that the unwanted conditions and expected conditions are 25 factors each. After conducting content analysis, five undesirable conditions and expected conditions were found from the spatial synergism of the tourism village as follows:

Undesirable conditions include (1) does not have professional planning and management, (2) does not involve the role of tourism actors (Pentahelix), (3) disrupting limits to the activities and culture of the local community, (4) sectoral ego and discriminatory treatment appear, and (5) commits unhealthy competition in tourism promotion and not using digital technology.

The expected conditions include: (1) Having one tourist destination planning, (2) having one tourist destination management, (3) having one tourist destination management organization, (4) having one tourist destination management regulation, (5) getting stronger and maintaining the spirit and solidarity one valley/region (Sanlombok).

Furthermore, an assessment of the ranking or level of each unwanted condition and the expected condition is carried out. IFollowingthe NGT mechanisms and procedures that have been mentioned in the research method, a ranking of each condition was found, as shown in Table 4.

Table 4. Rating Rating Weight

Respondent	Condition Rating Weight Which Undesirable					Condition Rating Weight Which Are Expected				
	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
1	60	80	40	100	20	80	40	20	60	100
2	60	100	40	80	20	60	80	40	20	80
3	20	40	100	80	60	40	100	80	20	60
4	20	40	80	100	60	60	20	80	100	40
5	100	20	60	80	40	100	60	40	20	80
6	80	40	100	20	60	80	40	100	20	60
7	100	60	40	80	20	100	80	20	40	60
8	100	20	80	60	40	100	40	20	60	80
9	80	100	60	40	20	80	20	60	40	100
10	100	40	60	80	80	100	20	40	80	60
11	80	80	40	60	100	100	60	40	20	80
12	80	40	100	60	20	100	40	20	60	80
13	100	80	60	40	20	100	20	40	80	60
14	100	60	80	40	20	100	20	60	40	80
15	80	20	40	100	40	100	20	60	40	80
Total	1160	820	980	1020	620	1300	660	720	700	1100

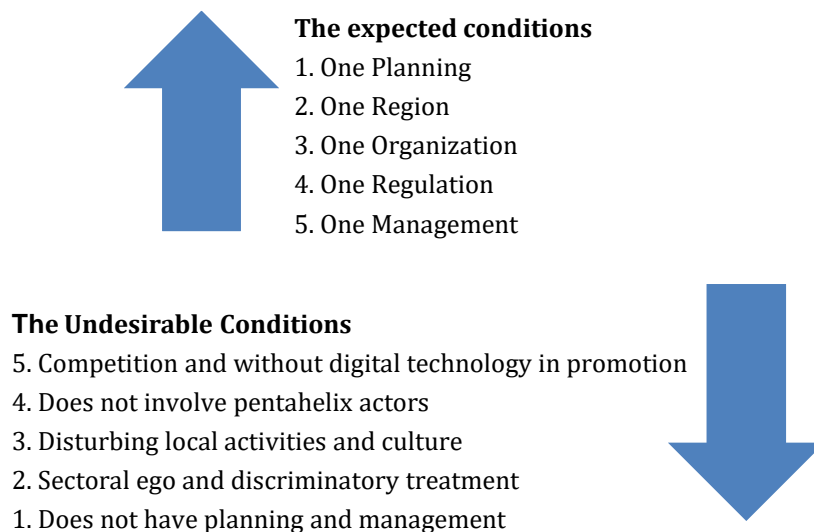
Source: Processed Data Results



Based on Table 4, shows that the sequence of results of weighting assessment of unwanted conditions from spatial synergism is, not have planning (spatial and non-spatial) and professional managers or institutions (1), with a weight value of 1,160, sectoral ego and discriminatory treatment appear (4) with a weight of 1,020, disrupting or limiting the activities and culture of the local community (3), with a weight of 980, not involving the role of tourism Penta helix actors (2), with a weight of 820, and finally engaging in unhealthy competition in tourism promotion and does not use digital technology (5), with a weight value of 620. The higher the weight value indicates that the factor is very undesirable, and the smaller the weight value indicates the factor is not desirable but can still be tolerated due to the spatial synergism of the tourism village.

While the order of the results of the weighting assessment of the conditions expected from the spatial synergism of the tourist village is, having one tourist destination planning (1) with a value weight of 1,300, the stronger and maintained spirit and solidarity of one valley/region (5), with a value weight of 1,100, has one tourist destination management organization (3), with a weight value of 720, has one tourist destination management regulation (4), with a weight value of 700, and finally has one tourist destination management (2), with a weight value of 660. The higher the weight value indicates that this factor is highly expected, and the smaller the weight value indicates the factor is expected from the spatial synergism of the tourism village. A more detailed and clear explanation can be seen in Figure 2.

Figure 2. Expected Factors



Source: Analysis Results

Historical similarities can affect the closeness of relationships and the level of ease of interaction between one region and another. The potential for shared history to become a bridge of mutual trust that has been established can be a catalyst for the success of cooperation. The results of the study support the results of the study that the closeness of the past (history), communication, and law enforcement are factors that influence the success of cooperation (Putri, 2016). Other research states that the historical closeness between England and Bahrain facilitates banking cooperation, besides it having an impact on social and cultural relations (Saptatia et al., 2020).

The area proximity factor (Proximity) can affect accessibility, interaction, and communication between regions. The closer one region is to another, the greater the closeness relationship compared to distant areas. This research supports the first law of geography that everything is related to



something else, but the relationship is getting higher the closer the distance (Miller, 2004; Tobler, 1970).

The similarity of lineage between one village and another affects the high trust of the people between villages. The people in Sanglombok have the same lineage. The results of this study are in line with research findings which state that similarity in lineage and similarity in identity values can create the growth of trust between individuals, then individual trust stimulates social trust (Fukuyama, 2001; Hidayat et al., 2020; Roslinda, 2018; Roslinda et al., 2017).

The solidarity factor is a social capital that can encourage self-confidence and feelings of empathy between one village and another in the "Sanlombok" area. This self-confidence and empathy make it easy to build partnerships to solve problems together. The results of this study support studies that state that solidarity can generate self-confidence and feelings of empathy for one another for South-South Cooperation (SSC) members, although on a larger scale (regional, national, and international) solidarity sometimes becomes a dilemma because each has different tasks and (Nauli, 2021). Other studies that support explain that the factors that influence social solidarity are the similarity of destiny, the existence of kinship ties, and the similarity of religion, and forms of social solidarity include; mutual respect and respect, cooperation, and mutual help or mechanical solidarity (Safitrien & Sykur, 2022).

The potential similarity factor for tourist attraction between villages can encourage a common view or vision of developing tourism. The results of this study are in line with research which explains that cooperation factors, clarity of division of tasks, increased insight, and common views or visions among group members can increase aspects of cohesiveness ((Bakti, 2020). Other studies state that a common view or vision encourages individuals or communities to be actively involved (Novianti et al., 2020).

The common factor in the problems of tourist villages in mountainous areas is the difficulty of accessibility, both due to the quality of the road conditions and the narrow road network. These common problems lead to interdependence and interrelationships that require spatial synergism. This study is in line with the results of research which states that the development of integrated tourism destinations is related to the spatial configuration of the development of tourist attractions, the configuration of connectivity/accessibility to tourist destinations, and the configuration of amenities (Widi Prabawasari et al., 2022)

The spatial synergism of a tourism village is a form of the spatial planning framework to form a tourist village destination that has one plan, one region, one organization, one regulation, and one management to create sustainable tourism. This study is in line with the results of that study to achieve sustainable spatial planning, a sustainable framework is needed to guide spatial planning (Chigudu & Chirisa, 2020), and sustainable development and territorial cohesion are the main objectives of spatial plans and policies (Nogués et al., 2019). The important role of tourism spatial planning in organizing and planning tourism activities to ensure: a) good environmental conditions for the tourism industry that provides welfare, b) quality of seascapes and coastal landscapes and other important tourism resources, c) adaptation to the impacts of climate change, d) coastal and marine spatial arrangements so that they are not burdened by tourism facilities and activities and e) wise allocation of human utilization in coastal areas so that there are no conflicts and synergies between sectors (Papageorgiou, 2016).



4. CONCLUSION

Spatial synergism is a tourism village planning instrument that will support sustainable tourism development. The occurrence of spatial synergism in tourism villages is influenced by historical similarities, proximity factors, heredity factors, solidarity factors, potential similarity factors, and problem similarities factors. The conditions expected from the spatial synergism of the tourism village are to have one plan, one region, one organization, one regulation, and one management, while the unwanted condition of the spatial synergism of the tourism village is to have no planning (spatial and non-spatial) and managers or institutions. professionalism, sectoral ego, and discriminatory treatment disrupting or limiting local community activities and culture, not involving the role of Penta helix tourism actors, engaging in unfair competition in tourism promotion, and not using digital technology.

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