



## BANJAR VILLAGE TOURISM DEVELOPMENT STRATEGY IN SUPPORTING ONE VILLAGE ONE DESTINATION (OVOD) BANYUWANGI DISTRICT

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### ABSTRACT

OVOD Model (One Village One Destination) is an approach to developing village potential to produce tourism products that are able to compete in the international market, while still having the unique characteristics of the area. The resulting product is a product that utilizes local resources, both natural resources and human resources. The research questions are divided into three namely, (1) How to improve the quality of sustainable resource management in Bukit Taman Langit Village, Banjar Village, Banyuwangi Regency? (2) How to increase the availability of goods and services by maximizing the available resources in a sustainable manner? and (3) How to improve people's quality of life? A qualitative method with an ethnographic approach is used in this study. Ethnography refers to the specificity of writing and reporting based on intensive field research. Data were collected through literature study, observation, and in-depth interviews with resource persons. The three basic principles of the OVOD movement are: First, market area, namely the development of a tourist village approach to improve, develop, and market tourism products that can be a source of pride for the local community, especially those that can be marketed domestically and abroad. Second, independence and creativity so that people can rise and be creative to produce products that have power selling. Third, the development of the quality of local human resources and their synergy with local governments, the private sector, and other productive communities... The results of this study indicate that the implementation of the OVOD model is carried out by mapping the potential of natural and environmental resources, developing the potential and capabilities of human resources at the village level as dynamics of the village economy, as well as empowering local communities in managing the potential of their villages to increase added value. The main problem is the low progress of the village which is considered a tourist village. From several villages in Banyuwangi, there are still villages that are poor and have not been eradicated by poverty alleviation programs. Given the importance of productivity development in the context of economic development and growth, the problem of this research is formulated to what extent the OVOD model is able to become the basis for developing tourism economic productivity which is specifically described: (1) based on the characteristics of the OVOD model, with three main variables, namely physical, social and economics, (2) determine the success indicators of the OVOD model, and (3) formulate a strategy for using the OVOD model.

Keywords: *Strategy, Tourism, One Village One Destination (OVOD)*

### 1. INTRODUCTION

Tourism is the whole series of activities related to the movement of people who travel or stop temporarily from their place of residence, to one or several destinations outside the residential environment which are driven by several needs without the intention of earning a living. Tourism is one of the sectors driving the economy that needs to be given more attention to develop properly. In line with the dynamics, the movement of tourism development penetrates in various terms such as sustainable tourism development, rural tourism, ecotourism, is a tourism development approach that seeks to ensure that tourism can be carried out in non-urban tourist destinations (Safitri, 2016). One of the alternative tourism development approaches is village tourism for sustainable rural development in the tourism sector. A tourist village is a rural area that has several special characteristics to become a tourist destination (Susanti, 2013). In this area, the people still have traditions and culture that are relatively pristine. In addition, several supporting factors such as typical food, agricultural systems and social systems also color a tourist village area. Apart from

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Banjar village has uniqueness, authenticity, distinctive characteristics, is located close to extraordinary natural areas and is also related to cultural groups or communities that essentially attract visitors. In addition, it has the opportunity to develop both in terms of basic infrastructure and other facilities. The problem that occurs between the potential of natural resources and human resources is that the community does not optimize the potential of existing resources to utilize it as tourism potential in this area. This can be seen from there is still no data from the Tourism Office which states the existence of tourism activities in Banjar Village, only people around Banjar Village and urban communities who pass through Banjar Village just see the natural scenery that unfolds without knowing that they can also interact with the local community to find out about local products such as handicrafts, special foods, drinks and other products that give taste to tourists about the area. Likewise, the local community is also lacking in promoting the tourism potential in the area. In addition, the absence of the provision of facilities and infrastructure owned by local communities which usually encourages community participation and ensures access to physical resources is a steppingstone for the development of tourist villages. drinks and other products that give tourists a taste of the area. Likewise, the local community is also lacking in promoting the tourism potential in the area. In addition, the absence of the provision of facilities and infrastructure owned by local communities which usually encourages community participation and ensures access to physical resources is a steppingstone for the development of tourist villages. drinks and other products that give tourists a taste of the area. Likewise, the local community is also lacking in promoting the tourism potential in the area. In addition, the absence of the provision of facilities and infrastructure owned by local communities which usually encourages community participation and ensures access to physical resources is a steppingstone for the development of tourist villages.

### **2.PROBLEM**

Every research always starts from the existing problem. Problems can be solved wherever possible. Therefore, it must be formulated and used as a basis for research. Based on this description, the formulation of the problem proposed by the researcher is:

- 1) How to improve the quality of sustainable resource management in Banjar Village, Banyuwangi Regency?
- 2) How to increase the availability of goods and services by maximizing the available resources in a sustainable manner?
- 3) How to improve people's quality of life?

### **3.RESEARCH APPROACH**

This research used descriptive qualitative research method. Because this study intends to find out and obtain a complete description (description) of the Development of Bukit Taman Langit Village, Banjar Village in Support of One Village One Destination (OVOD) in Licin District, Banyuwangi Regency.

### **4.GEOGRAPHIC CONDITIONS OF THE RESEARCH LOCATION**

Banjar village is a namevillagein the regionSlippery,Banyuwangi City, ProvinceEast Java,Indonesia. This village has a tagline titled Banjar Sweet Village. Banjar village has a special



culinary Sego lemengandung coffee. Banjar village consists of 4 hamlets, namely: Krajan hamlet, Putuk hamlet, Rembang hamlet, Salakan hamlet.

In addition, this village consists of 6 Rukun Warga (RW) and 23 Rukun Tetangga (RT). Banjar village has a unique elongated shape, this is because of its own territory which is the result of the expansion of the village of Banjar Slick Village. The 4 hamlets in this village are scattered and bordered by rice fields. There are several hamlets whose settlement areas are concentrated in two places, such as Dusun Puthuk, whose villages are in Dukuh Puthuk and Dukuh Panggung and Hamlet Rembang which is divided into Hamlet Rembang and Hamlet Rembang Timur.

## 5. TOURISM DESTINATION DEVELOPMENT

According to Cooper et al in Sunaryo (2013:159) explains that the framework for developing a tourism destination consists of the following main components:

- a. Attractions that include uniqueness and attractions based on nature, culture, and artificial/artificial.
- b. Accessibility which includes the ease of transportation facilities and systems.
- c. Amenities which include supporting facilities and tourism support.
- d. Public facilities (Ancillary Service) that support tourism activities.
- e. Institutions that have the authority, responsibility, and role in supporting the implementation of tourism activities.

Aspect 4A (Attraction, Accessibility, Amenities, Ancillary Service).

### 5.1. Attraction

There are three capital attractions that attract tourist arrivals, namely 1) Natural Resources such as mountains, lakes, beaches, and hills; 2) cultural tourism attractions such as the architecture of traditional houses in the village, archaeological sites, arts and crafts, rituals, festivals, people's daily life, hospitality, food; and 3) artificial attractions such as sporting events, shopping, exhibitions, conferences, and others. According to Suwena (2010: 89) tourism capital can be developed into a tourist attraction where tourism capital is found (in situ) and outside its original place (ex situ) in OCF (Osing Culture Festival). Tourist attractions are further divided into retaining attractions and tourist catching attractions.

### 5.2. Accessibility

According to French in Sunaryo (2013:173), the factors that are important and related to aspects of tourism accessibility include directions, airports, terminals, time required, travel costs, frequency of transportation to tourist sites in Banjar Village, Licin District and other devices. The nearest airport is Banyuwangi Airport which is in Blombingsari District, the nearest station is in Kota Kota and the nearest terminal is Karangente terminal which is in the center of Banyuwangi Regency. However, from each stop there is still no special transportation to the OCF (Osing Culture Festival) area in Banjar Village so that tourists who do not use travel services will have difficulty getting to tourist sites. Even so, the Banyuwangi Regency government has made efforts to improve other accessibility such as highways that have been casted to resemble toll roads so that tourist vehicles, be it buses, elves, or private vehicles, can easily go to the OCF (Osing Culture Festival) area in Banjar Village. In addition, there are many directions at each intersection leading to tourist sites. However, these directions are still inadequate for tourists because there are still many tourists who are confused when visiting the OCF (Osing Culture Festival) area in Banjar Village. In addition, there are many directions at each intersection leading to tourist sites. However, these directions are still inadequate for tourists because there are still many tourists who are confused when visiting the OCF (Osing Culture Festival) area in Banjar Village. In addition, there are many directions at each intersection leading to tourist sites. However, these directions are still inadequate for tourists because there are still many tourists who are confused when visiting the OCF (Osing Culture Festival) area in Banjar Village.

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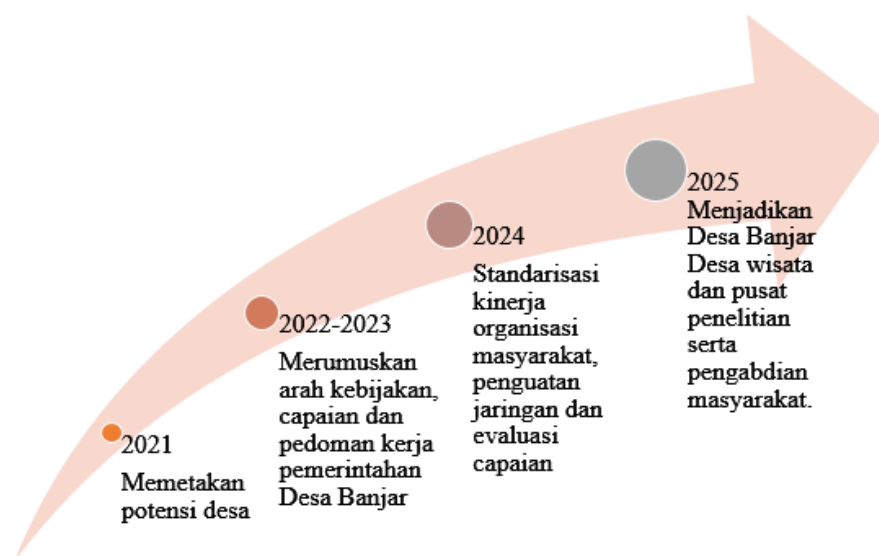
### 5.3. Amenities

Sugiama (2011) explains that amenity includes "a series of facilities to meet the needs of accommodation (lodging), food and beverage provision, entertainment venues (retailing) and other services". Head of Banjar Village Hari Purwanto said, "if in terms of amenities, Banjar Village already has facilities that are useful for meeting tourist accommodation needs, but it can still be said to be very simple". Aspects of amenities in the OCF (Osing Culture Festival) area in Banjar Village are already available but are still minimal so they still need further development. The availability of a place to stay is adequate, namely there are five inns or hotels in Licin District with a price of Rp. 150,000, - to Rp. 200,000, - for ordinary lodging, while hotels require a budget of around Rp. 500,000, - and above.

### 5.4. Ancillary Service

Sunaryo (2013:159) explains that ancillary service is more about the availability of public facilities and facilities used by tourists who also support the implementation of tourism activities such as banks, ATMs, telecommunications, hospitals and so on. In terms of Ancillary Service in Banjar Village, the author found that the facility is still centralized in Licin District, Banyuwangi Regency, but the distance is not too far from cultural tourism sites in Banjar Village. The availability of public facilities in the OCF (Osing Culture Festival) area in Banjar Village that supports tourism activities is still minimal, such as hospitals which are only small clinics or health centers. Then bank and ATM facilities are only in certain locations which are sometimes difficult to reach by tourists.

#### *Road Map* Banjar Tourism Village Development



#### Mapping Village Potential (2021)

The development of tourist villages is one of the Banyuwangi Regency government programs to make underdeveloped villages into developed villages. In its development, several villages that have the potential to change, but if there is no mapping of the existing potential, it will make tourist villages everywhere the same, without any peculiarities. special. So, it is necessary to map the potential of the village which will later become one of the characteristics and can be developed as a reference for tourist villages. So that each village has a distinctive character and can make its own selling point. Banjar Village is a village on the slopes of the mountains which is in Licin District, Banyuwangi Regency. This village has great potential to be developed into a tourist village, so a mapping of the existing potential is needed.

Formulate village policy directions





The direction of the Banjar Village development policy as outlined in the 2017-2022 RPJMDes is an integral part of the village's vision and mission. The policy direction is a guideline to describe the formulation of the village mission to be more focused in achieving the goals and objectives in each stage of development for 6 (six) years. Operationally, the formulation of the Banjar Village development policy direction for 2017-2022 is based on the goals and objectives to be achieved, where these goals and objectives are the operational steps of each village mission.

#### Standardization of performance of community organizations

Performance measurement is very important for community organizations engaged in the tourism industry to determine the effectiveness of the system running within the organization and to regulate work patterns for management and employees. Many methods can be used to measure organizational performance, including the Balanced Scorecard and the traditional method. In this paper, what is discussed is the Balanced Scorecard method for measuring organizational performance in four perspectives, namely the marketing object perspective, financial perspective, internal process perspective and employee perspective and organizational capacity. The Balanced Scorecard is also used to describe the organizational performance curve by scoring it first.

## 6. TOURISTS AND PUBLIC SERVICES APPROACH

The service system built in tourism development to attract tourists cannot be separated from the understanding and analysis of public services. If it is assumed to be like merchandise, then tourism as a sale to bring in customers must also be juxtaposed with the service processes in it. Because after all the tendency of customers to continue to buy at that place is not only determined by the quality and quantity of the goods, but more than that is satisfaction in the field of service that is obtained, this basically has an impact on the psychology of customers, as well as tourists as customers of the object. the tour. The basic meaning of public service will always be associated with the existence of an action, where the activity is carried out by individuals, groups, or agencies in an effort to assist and provide convenience to tourists to provide what is expected in accordance with their respective goals. Because the community (tourists) have different goals, this public service will be increasingly important to be developed according to customer needs.

If so, all elements have a domain in this regard, starting from the government or the private sector, which of course is engaged in the tourism sector. This public service can thus not only be a matter for the government and its bureaucracy, but can also be carried out by private organizations, political parties, organizations engaged in religious affairs, or non-governmental organizations, all of which can do the same thing (Suryono, TT: 5). Another expert, Moenir (Serfianus, 2014: 1707), argues that public services are activities that are either carried out by individuals or groups that are based on the existence of material goals with the system, or through certain procedures and methods in an effort to fulfill the interests of others in accordance with his rights. Referring to the two opinions above, Customer satisfaction (in this case tourists) in public services is the most important thing. So that the rights in accordance with what they want can be fulfilled as best as possible. Of course, to be able to provide services to tourists in the best way, there are at least three main things that must be considered, namely the ability to adapt, productivity, and job satisfaction for both workers and customers. Job satisfaction is an emotional state that is pleasant or unpleasant for both parties (Hasjimzum, 2014: 447). Broadly speaking, it can be explained that the quality of the implementation of public services for tourists is the accumulation of relationships from several aspects, such as how the service system is provided, then how the human resources of service providers, strategy, and customer interest. In addition, the management that handles public services, especially for tourists, needs to be continuously provided with education and training. Education is given to improve the insight, emotions, and character of workers, while training is given to make the work done more effective.

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