

FACT SHEET

Desa Wisata Sumba (Dewi Sumba): Strengthening Villages in Developing Village-based Tourism in Southwest Sumba



BACKGROUND

Southwest Sumba (*Sumba Barat Daya/SBD*) has a high potential tourism sector as a community income generator. However, the infrastructure supporting tourism remains largely undeveloped. There are also limited opportunities for local communities to participate and benefit from tourism activities. In line with President Jokowi's focus on shifting power and authority to the village level, the Ministry of Tourism began placing a priority on developing village-based tourism as a key tourism attraction in 2015. President Jokowi has seen this as a crucial driver of economic growth for villages with tourism potential and as a way of becoming more self-sufficient and self-reliant. The government has encouraged the use of the Village Fund to support the development of village-based tourism for activities such as building necessary infrastructure.

OUR PROGRAM

Regarding that insight, William & Lily Foundation (WLF) collaborated with Institute of Research and Empowerment (IRE) to implement a two-year program called Strengthening Villages in Developing Village-based Tourism in Southwest Sumba (Desa Wisata Sumba/Dewi Sumba) in two pilot villages; Pero Konda and Maliti Bondo

Ate Village, particularly Kampung Adat Ratenggaro (KAR). Dewi Sumba program supported villages to strengthen communities in developing village-based tourism by 2025.

To start the program, WLF and IRE conducted a baseline study in 2019 to explore the existing conditions related to village tourism. The result summed up that villages play a key role in the tourism industry in Southwest Sumba. However, most parts have been unable to benefit economically from the heavy traffic of tourists that pass through their villages on a regular basis beyond entrance ticket fees. The main challenge is a lack of knowledge and skills on what type of tourism activities could be carried out as well as understanding of the village regulations to identify what costs could be allocated within the village budget.

Based on the needs and challenges village have been experiencing, this program focused on four particular strategic areas of objectives;

(1) to support the district government to have regulations and programs or initiatives to support the development of village-based tourism

(2) to support two pilot villages to develop their own model of asset-based tourism.

(3) to engage local tourism operators, such as hotels and tour and travel agencies to establish close relationships with the district government and villages who have developed village-based tourism.

(4) to assist two villages in establishing legal entities with a clear organizational structure and work plan, as well as transparent and accountable financial management

PROGRAM KEY ACHIEVEMENT

Dewi Sumba program has achieved a number of key achievements based on four strategic areas as developed at an early stage:

1. SBD government has policy/regulation and programs supporting village tourism development

SBD government has established regulations to support village tourism development as below:

- Local Government Medium Term Development Plan (RPJMD) 2019-2024 has included village tourism development program
- Regent Regulation Number 50/2020 on Participation and Empowerment of Tourism Village in SBD - which includes local government's roles and responsibility, development strategies, management and development, and community empowerment at a village level. Moreover, it also includes

marketing and partnership strategies with third parties in village tourism development. This was officially established in August 2020

- Regent Decree Number 389/2020 on the establishment of 24 tourism villages, based on collaborative assessment study result between Regional Development Planning and Research Agency (Bappelitbangda) and Indonesian Institute of Sciences (LIPI)
- Initial Regent Regulation on accelerating tourism villages by utilising village fund which has been reviewed by Community and Rural Office (Dinas PMD) and Tourism Office

All the regulations that have been established and drafted are supported with training and capacity building activities to improve community's capacity on management and development. Those activities are part of the Tourism Office work plan in 2020.

2. Both villages develop asset-based tourism

Two pilot villages have gone through the institutionalisation process and established new village regulations managing tourism village development, tourism retribution, and organisations establishment that manage tourism activities. Dewi Sumba program has successfully advocated the formulation of a number of regulations at a village level to support operational of new economic institutionalisation;

Pero Konda Village:

- Village Regulation Number 3 2019 on the Village-Owned Enterprises (BUMDes) establishment
- Village Regulation Number 7 2019 on Retribution
- Village Regulation Number 8 2019 on Pero Konda Tourism Village Development
- Village Head Decree Number 6 on the Local Budget for BUMDes

Maliti Bondo Ate Village:

- Village Head Decree Number 6 on the Local Budget for BUMDes
- Village Regulation Number 4 2019 on Kampung Adat Ratenggaro Tourism Village Development
- Village Regulation Number 5 2019 on Retribution in Kampung Adat Ratenggaro and Distribution Mechanism between KAR and MBA
- Village Regulation Number 7 2019 on Maliti Bondo Ate Traditional Institution that manages tourism activity in KAR

In terms of budget allocation, Pero Konda Village has allocated IDR 100,000,000 for lopo-lopo (traditional house) reconstruction in Pero Beach coastal area and IDR 30,000,000 as initial funds for BUMDes "Ana Konda" to reconstruct the iconic sunset

point. Moreover, the village government also allocated IDR 30,000,000 for BUMDes Ana Konda in the scheme of Village Budget Allocation (APBDes) 2021.



For institutionalisation context, KAR has established a local institution called KAR Tourism Management Traditional Agency and BUMDes to manage tourism activity. Meanwhile, Pero Konda Village Government has established BUMDes Ana Konda that is responsible for tourism activity management and supporting services.

Maliti Bondo Ate Village Government supported infrastructure reconstruction to support tourism activity in 2019 that includes toilets, entrance loket in KAR, and material supply for public facilities.



3. Partnerships with tourism-related stakeholders are well-formed

In Pero Konda Village, the Tourism Development Communication Forum (FP2KS) has been conducting regular discussion and meetings to develop village tourism plans. FKP2S has successfully encouraged the establishment of regulations on tourism management, tourism spots/villages, and community participation. Besides, BUMDes Ana Konda has been officially initiated as a front liner to build partnerships with other stakeholders in order to fulfill logistical needs for culinary business in Pero Konda Village. While in KAR, partnerships for attraction package development have been initiated with tour and travel agencies. The package includes live-in in the village and traditional attractions.

4. Tourism village management agencies are established and supported to be officially institutionalised based on local regulation and equipped with organisational structure with clear responsibility of each part as well as transparent and accountable budget planning

Both villages have established official institutions to take care of tourism activity and local asset based tourism services. Communities in both villages have increased their income through tourism activities. However, these income sources were challenged by the COVID-19 pandemic and still need to be improved in the future.

Apart from four strategic areas above, there have been behaviour changes amongst communities, especially in terms of hospitality capacity. For example, in KAR, the way communities offer guests with souvenirs has become more acceptable. They have totally left the bad habit of asking for money behind. They are now more encouraged

to keep the environment clean and be more friendly to ensure the tourists' comfortability. While in Pero Konda Village, communities are more eager to be involved in the effort of tourism facility management. The active involvement of youths have played a big part in encouraging behavioural change amongst the community. They are not only actively involved in managing the facility, but also intensely socialise village regulation as a strong grounding for village tourism improvement. Besides, BUMDes managed the income earned from entrance and parking fees. BUMDes also contributed to socialising the importance of keeping the environment clean to the tourists to ensure common comfortability.