

Empowering Communities in the Development of Regenerative Tourism in Koja Doi Tourism Village, Sikka Regency, East Nusa Tenggara Province

Michael Rudolfus Sawu, I Made Adikampana, I Nyoman Sukma Arida
Universitas Udayana, Indonesia
E-mail: sawu.2281011041@student.unud.ac.id

*Correspondence: sawu.2281011041@student.unud.ac.id

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ABSTRACT

This research aims to analyze the existing conditions of regenerative tourism development, the level of local community participation and propose an empowerment model in the development of regenerative tourism. Qualitative research with a verification approach is used to analyze research problems. Data is collected through observation, interviews, documentation and literature studies related to the subject being researched. The data analysis technique used is qualitative thematic. The informants involved in this research were local communities, regional government, non-governmental organizations, academics and tourists. The findings of this research are the existence of regenerative tourism practices by local communities and tourists. Local communities have positive attitudes and also tourists' perceptions of regenerative tourism practices. However, tourists want improvements in several other aspects. The level of local community participation in regenerative tourism entrepreneurship was found to be still minimal. This is due to human resources, economic capital and partnerships to manage a regenerative tourism business. The implication of this research is to create opportunities to optimize empowerment efforts to suit the needs and potential of local communities.

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Introduction

The sustainable tourism paradigm emphasizes balance in development. Meanwhile, regenerative tourism emphasizes restoration of the natural and cultural environment in tourism destinations. Sustainable tourism development practices that prioritize the principle of balanced development are considered insufficient (Higgins-Desbiolles, 2021). This is because there are still many gaps that exist. Previous research states that tourism development must be understood and managed in a broader sustainability context (Higgins-Desbiolles, 2018). In this context, regenerative tourism emerges as an ontological shift in the way we understand, approach and act in relation to travel and tourism (Cave et al., 2022).

Regenerative tourism destinations are one of the emerging types of new tourist destinations. This type of tourism destination emerges as a transformation of mindset, destination systems, and practices. The paradigm aims to create conditions for all life to renew and regenerate itself. This holistic perspective recognizes that humans and nature are not separate categories but interconnected. Regenerative tourism focuses on tourism practices involving various aspects such as environmental sustainability, local community participation, environmental justice, conservation, and tourism area development. Therefore, the United Nations elaborates on the values of regenerative tourism based on holistic understanding, collaboration, diversification of tourism businesses, engagement, transformation, cultural protection, and environmentally responsible tourism (Hui et al., 2023).

The development of contemporary tourism destinations is inseparable from vulnerabilities due to climate change and ecological damage. This certainly requires serious attention from all stakeholders in tourism development. Regenerative tourism comes with a holistic approach to provide hope for communities and all stakeholders in developing capacity and creating attractive destinations in the eyes of tourists. This requires the participation of stakeholders such as residents, tourists, community organizations, businesses, and all levels of government so that innovative solutions and potential new 'regeneration initiatives' can be identified and prioritized to accommodate the interests of the community and the evolving regenerative tourism destinations (Bellato & Cheer, 2021) (Scheyvens & Biddulph, 2018).

Regenerative tourism in the Koja Doi Tourism Village is developed by placing the involvement of the local community as the central idea in the development of regenerative tourism. This is because the local community is considered to have a crucial position in the tourism industry (industrial society). (Narottama, 2016) states that in terms of management, local participation is very important, considering that the local community will directly benefit from and experience its impacts. Local participation is manifested in groups of the local community with different functions and interests. The participation of the local community in tourism is influenced by motivation, opportunities, and capabilities (Hung et al., 2011). Community involvement in planning, decision-making, and participation in activities related to tourism is found to be associated with the support of the population for tourism development (Nugroho & Numata, 2022).

The manifestation of local community participation has been actively present in the "Sapta Pesona." Considering that Koja Doi Tourist Village is located in the Cluster of Islands in Maumere Bay, Sapta Pesona is considered crucial. Sapta Pesona is a conscious tourism concept with the support of community involvement as hosts of the destination, aiming to create a conducive environment and atmosphere. The elements of Sapta Pesona include: safe, clean, orderly, cool, beautiful, friendly, and memorable. In practical terms, the local community makes efforts to organize the environment by implementing environmental sanitation, planting mangrove trees, and transplanting coral reefs. This is intended to preserve the sustainability of the tourist village. The hope is that it will result in increased tourist interest, the growth of a prospective tourism business climate, and the enhancement of employment opportunities, income, as well as the multiple economic impacts of tourism for the community.

However, in the context of involvement in social entrepreneurship to directly gain economic benefits, it is still very low. The local community does not yet have a good understanding of how to directly obtain economic benefits from the existing development of regenerative tourism. This situation has prevented the regenerative tourism

development system from providing direct economic benefits to the local community. Entrepreneurial innovations in the field of regenerative tourism and its supporters are scarce and have not grown significantly. However, regenerative tourism should ideally provide products similar to supplementary tourism. Supplementary tourism refers to conservation-based tourism efforts and traditional community initiatives supported by existing facilities and infrastructure (Wahyuni & Adikampana, 2021).

The problem in this research is ineffective and inefficient empowerment, leading to minimal participation of the local community. There is minimal involvement of the community in regenerative social entrepreneurship activities, resulting in a lack of direct economic benefits. Theoretically, rural communities need empowerment to actively participate, as they have limited human resources for regenerative tourism, minimal economic capital, and limited partnerships with external parties, especially in the tourism industry. This is a fundamental issue in the development of regenerative tourism and is currently evident in the failure of community empowerment in the development of regenerative tourism in Koja Doi Village. This acts as a barrier to the growth of regenerative tourism in Koja Doi Village. Empowering the community must be a serious consideration in the development of regenerative tourism. Therefore, the researcher can formulate research questions as follows.

1. How is the current condition of the regenerative tourism development in Koja Doi Tourist Village, Sikka Regency, East Nusa Tenggara Province?
2. What is the level of local community participation in the development of regenerative tourism in Koja Doi Tourist Village, Sikka Regency, East Nusa Tenggara Province?
3. What is the model of community empowerment in the development of regenerative tourism in Koja Doi Tourist Village, Sikka Regency, East Nusa Tenggara Province?

Based on the explanation above, the researcher deems it important to examine "Empowering the community in the development of regenerative tourism in Koja Doi Tourism Village, Sikka Regency, East Nusa Tenggara Province." The essence is to formulate a model of empowering the local community in the development of regenerative tourism to provide well-being for the people. The researcher hopes that the development of regenerative tourism can create social (economic) and ecological justice for the local community in long-term development, thus contributing to the "sustainable development goals" in Koja Doi Tourism Village. In this context, (Bellato & Cheer, 2021) present a conceptual model of regenerative tourism capacity development that considers the inclusion of marginalized communities so that all stakeholders can benefit from it.

Literature Review

Regenerative Tourism

In order to improve the quality of life for both people and non-humans, regenerative tourism integrates tourism activities with ecological processes and local communities (Bellato & Cheer, 2021). This supports novel tourism practices. With a lengthy conceptual history influenced by both Western knowledge and science and indigenous viewpoints, regenerative tourism has become a specialist industry with the goal of improving and changing the socio-ecological systems that support tourism practices (Hes & Coenen, 2018). Regenerative tourism lays special emphasis on the need to address climate crisis issues, balance the socio-economic-environmental impacts of tourism transformation, create healing opportunities for destinations, and lessen the depletion of natural resources while managing the environmental impacts of tourism to make it more meaningful (Bradley, 2021; Cave et al., 2022; Duxbury et al., 2020).

A conceptual model for regenerative tourism capacity development is presented by (Bellato & Cheer, 2021) and takes into account the engagement of marginalized populations to ensure that all stakeholders can benefit. In order to explore the possibilities of imagining regenerative tourism processes in a circular manner, (Tomassini & Cavagnaro, 2022) outline a conceptual paper to envision a regenerative tourism model built on the concept of the Anthropocene, a "epistemic system that influences practices and imagination" (Saarinen et al., 2019), and climate crisis. According to (Tomassini & Cavagnaro, 2022), the climate catastrophe is a crisis of imagination and culture.

Level of Communities Participation

The participation of the local community in tourism encompasses two main research themes, namely conditions (means) and outcomes (ends) (Bello et al., 2018; Hung et al., 2011). Integrating these seemingly separate research streams is crucial to gaining an understanding of community participation (Hung et al., 2011). In other words, identifying the factors influencing the level of participation contributes to an in-depth understanding of the involvement of the local community in tourism. In their research, (Hung et al., 2011) recommend a community-based tourism approach that integrates factors influencing the level of community participation. The factors influencing participation are referred to as conditions (means), and the level of participation of the local community is considered an outcome (ends). The approach recommended by (Hung et al., 2011) adopts the Motivation-Opportunity-Ability (MOA) Model. The MOA Model asserts that motivation, opportunity, and ability are three antecedents of community participation. All three antecedents are necessary to observe, test, and interpret the level of local community participation in tourism in conservation areas.

Communities Empowerment in Tourism

According to (Scheyvens, 1999), comprehending how tourism empowers the locals requires taking into account psychological, social, political, and economic factors. According to (Scheyvens, 1999), economic empowerment is the financial gain that all locals receive from tourism while also experiencing observable improvements in their standard of living. Psychological empowerment is the process by which locals feel highly valued and proud of their communities' cultural and natural legacy when they see visitors recognizing and enjoying it (Scheyvens, 1999). According to (Scheyvens, 1999), social empowerment happens when locals collaborate and form bonds with one another as a result of tourism growth. Last but not least, when locals feel that they have a say in the development and administration of tourism in their areas, they feel politically empowered.

Residents are more likely to become politically active if they believe their voices are heard when it comes to tourist development, hence it is believed that their impression of political empowerment tends to convert into political actions relating to tourism development (Timothy, 2006). "Understanding tourists and the tourism process is the first step to empowering tourism communities," asserts (Cole, 2006). Similar to this, it is discovered that a significant obstacle to the population's involvement in tourism decision-making processes is their information asymmetry or lack of precise knowledge (Saufi et al., 2014) (Weng & Peng, 2014). More people's knowledge about tourism, in (Timothy, 2006), can empower people ('information is power') and eventually position them to have an impact on local decision-making.

Research Methods

This research uses a qualitative verification approach to analyze the issues at hand. In qualitative research, verification refers to the mechanisms employed throughout the research process to progressively contribute to ensuring the reliability and validity, and thus, the precision of a study. These mechanisms are interwoven in every step of the investigation to build a robust product (Creswell & Poth, 2016) by identifying and rectifying errors before they are incorporated into the developing model and before such errors compromise the analysis. The study involves 25 informants for gathering both primary and secondary data. This method aims to obtain primary data by directly inquiring about the existing conditions of regenerative tourism development, the level of participation of the local community, and the empowerment of the community in Koja Doi Tourism Village. The informants for this study can be attached as follows.

Table 1 List of Research Informants

Type of Informants	Number of Participants	Code	Type of Stakeholders	Internal(I) Eksternal (E)
Regional Government	1	RG	The Tourism and Culture Office of Sikka Regency	E
Non Governmental Organization	1	NGO	The Association of Tourism Villages in Sikka Regency	E
Local Communities	15	LC	Tourism awareness group, MSME actors, and other local communities.	I
Tourists	20	T	Millennial and Generation Z tourists	E
Academia	1	A	Ecotourism Study Program, Cristo Re Polytechnic	E

Source: Research (2024)

The semi-structured interview is directed towards the informant with the aim of obtaining information according to their capacity. The interview activities are conducted tentatively over three months from January 10 to December 15, 2023, until March 1, 2024. The interview process is carried out according to the informant's schedule. The substance of the semi-structured interview involves delving into the existing conditions of regenerative tourism development, the level of participation of the local community, and the empowerment of the local community in Koja Doi Tourism Village. In essence, the data obtained is used to present information in accordance with the formulation of the research problem. Subsequently, the collected data will be analyzed thematically qualitatively. This method allows for the identification, analysis, and reporting of patterns (themes) in the data (Braun & Clarke, 2006). This analysis involves the search and identification of common threads that extend throughout the interview or series of interviews and aligns well with the objectives of this research. The reason this analysis method is chosen is that it enables the researcher to identify, organize, analyze, and propose patterns of relationships between themes.

Results and Discussions

The Current Condition of Regenerative Tourism Development in Koja Doi Tourist Village

Koja Doi Tourism Village offers innovative regenerative tourism activities for visiting tourists. Empirically, visiting tourists have an interest in conservation efforts. Among them are the transplantation of coral reefs, mangrove trees, seaweed cultivation and the weaving gloves process. This trend of regenerative tourism activities is currently growing in the Koja Doi Tourism Village. This is because there are many interested people, students, university students, lecturers, non-governmental organizations and foreign tourists.

The Koja Doi Tourism Village, with a regenerative tourism development approach, has successfully attracted the attention of many tourists. The majority of visitors in the last 5 years have been dominated by domestic tourists. The visits of domestic tourists experienced fluctuations due to the COVID-19 pandemic. However, currently, tourists have resumed visiting the Koja Doi Tourist Village. Social reality indicates that there have been numerous innovations in regenerative tourism development post-COVID-19. This process of change has contributed to the significant quality improvement of the tourism destination. Consequently, tourists show a high interest in visiting the Koja Doi Tourist Village. The researcher can provide the number of tourist visits to the Koja Doi Tourist Village over the past 5 years as follows.

Tabel 2 Number of Tourist Visits in Koja Doi Tourist Village

Year	Taxonomy of Tourists			Total
	Regional Tourist	Domestic Tourist	International Tourist	
2017	150	15	0	165
2018	182	20	1	203
2019	1.052	127	4	1.184
2020	1.030	54	7	1.091
2021	602	122	7	731

Source: Tourism Awareness Group Archive (2024)

The taxonomy of tourists visiting Koja Doi Village consists mainly of millennial and Generation Z tourists. The dominance of these tourist visits has been ongoing since 2016. Tourist visits are consistently in the form of small groups. The motivation of these tourists is to witness unique lifestyles, embark on adventures, and seek meaning in their travels. The experiences gained in the regenerative tourism destination are considered prestigious products. This pattern of visits continues, although not on a daily basis. As for excerpts from interviews conducted by researchers with several groups of tourists engaged in activities in Koja Doi Village, they are as follows.

"We visited here to witness the beauty of nature and culture in the Koja Doi Tourist Village. The natural beauty here is still very pristine, especially the marine beauty. We are very happy to be here. The local community's way of life is still traditional, and that is unique to us. We are learning new things here, such as environmental and cultural conservation. These experiences provide us with our own memories for visiting here (tourists, 2024)."

Local community's attitude towards regenerative tourism development is always contextual. The journey of regenerative tourism development can depict the attitude of the local community. This local community's attitude significantly determines progress in development. Empirically, the local community has a positive attitude towards

developing regenerative tourism in the Koja Doi Tourism Village. However, in the long term, since its development, there has been a decline in enthusiasm for development. Researchers can attach the local community's attitude in the development of regenerative tourism in the Koja Doi Tourist Village as follows.

Table 3 Local Community Attitudes in Regenerative Tourism Development

Community Attitude	Regenerative Tourism Development	Year
Euphoria	The high hospitality of the local community towards tourist visits	1990-2015
Aphaty	The local community has started developing components for regenerative tourism products	2016-2019
Annoyance	The development of facilities and infrastructure is still within normal limits (not exceeding the carrying capacity)	2016-2023
Antagonism	The local community does not see tourists as a source of problems. So far, the development of facilities and infrastructure is still normal, even though it lacks thorough planning.	2016-2023

Sumber: Research (2024)

The varied attitudes of the local community in Koja Doi Tourism Village emerge as a natural form of social change in the development of regenerative tourism. There are very interesting findings in observing the cycle of attitude changes in the Koja Doi Tourism Village community. Initially, Koja Doi Tourism Village was a very lush and sustainable area in the Maumere Bay Cluster Islands Region, with a highly aesthetic natural panorama. Its existence was far from the hustle and bustle of urbanization, making life in the area feel like a hidden paradise. However, in the 1990s, the regional tourism development in Sikka Regency became the center of attention by offering marine tourism. At that time, Koja Doi Tourism Village began to be visited by foreign tourists (allocentrics) due to its uniqueness and beauty. The local community welcomed them with hospitality based on local values towards tourists. The researcher includes excerpts from interviews with the local community as follows.

“At that time, foreign tourists came here to dive and also take pictures at several tourist attractions. At that time, we were very happy to see them because they were very different. We were very enthusiastic in welcoming them. However, they came for activities and when the day approached sunset, they immediately went home. They usually came in groups of 3 to 5 people. They didn't come here every day, but maybe visited twice a month. At that time, we didn't understand their purpose of coming here for tourism. We were still very unfamiliar with tourism at that time. We didn't understand at all. (Local community of Koja Doi, 2024)”

The development of regenerative tourism in the Koja Doi Tourism Village has been forming local institutions since 2016. Tourism awareness groups have become the main focus in tourism development, especially in the "Sapta Pesona" (Seven Charms) program. At this stage, the community has begun to understand the benefits of tourism. The development of tourism product components is also being carried out by the local community. Activities undertaken by the local community include organizing tourist attractions, improving accessibility, developing tourism infrastructure, and maintaining environmental cleanliness. The community is highly motivated to contribute to the development of regenerative tourism foundations.

Tourists visiting Koja Doi Tourism Village are highly diverse. Various perceptions are attached to Koja Doi Tourism Village. These perceptions are based on the components of regenerative tourism products present in Koja Doi Tourism Village. Social reality indicates that the appearance of the destination's face acts as a magnet for tourists to visit. This becomes a crucial issue and leads tourists to attach their perceptions to the existence of regenerative tourism development in Koja Doi Tourism Village. This makes tourists have a strong desire to visit and even express an intention to visit again. Tourists' perceptions are always based on the framework of regenerative tourism destinations. The following is an excerpt from interviews with tourists that can be attached.

"When it comes to discussing the allure of natural and cultural tourism, we really appreciate it because the conditions are still very authentic. However, accessibility to get here remains a challenge for us. Often, we face difficulties due to the services of transportation modes. After visiting here, looking at the tourism facilities, we think they are quite good. The tourism conditions here are excellent, but there is still a lack of attractive tourism packages offered to tourists, so the tourism activities here are still minimal (tourists, 2024)."

The development of regenerative tourism in Koja Doi Tourist Village has involved various stakeholders. The engagement of these stakeholders is intended to contribute to enhancing the development of regenerative tourism. However, the involvement of stakeholders is temporary, and thus, it is not optimal in supporting the development of regenerative tourism in Koja Doi Tourist Village. Based on empirical conditions, it can be observed that Koja Doi Tourist Village has many limitations, requiring active and intensive contributions from stakeholders. However, the factual situation indicates that this is not progressing as it should, affecting the current development of regenerative tourism. The researcher can outline the involvement of stakeholders in the development of regenerative tourism in Koja Doi Tourist Village as follows.

Table 4 Stakeholder Typology in Regenerative Tourism Development in Koja Doi Tourist Village

Stakeholders Typology	Form of Involvement	Periodization	Existing Status
Non-Governmental Organization (NGO) Asidewi Sikka Regency	Transformation of Koja Doi Village into a tourist village	2016-2022	Non active
Business	Providing glass-bottom boat facilities, snorkeling, and diving equipment	2019-2020	Non active
Government	Providing several gazebos and 1 glass-bottom boat	2019-2020	Non active
Media	Regenerative tourism promotion	-	-
Academic	Regenerative tourism development	2022-2024	Less active

Source: Research (2024)

The development of regenerative tourism in Koja Doi Tourism Village was initially initiated thanks to the encouragement of the "Tourism Village Association" at the district level of Sikka. Many activities were carried out, such as: inventorying tourism potentials, forming tourism-aware groups, art groups, and tourism human resources

training. During that period, various media outlets covered the development of tourism in Koja Doi Tourism Village, including mongabay, tribun news, kompas, and others. Although these media outlets covered the development of tourism, their coverage was mainly situational. Over time, there has been a decline in up-to-date information on regenerative tourism in Koja Doi Tourism Village. Empirically, there has been no media collaboration with the village government to cover regenerative tourism activities. However, Koja Doi Tourism Village now has its own website that is part of the "Indonesian Tourism Village Network." The tourism content on the website only contains general information and some regenerative tourism products. This is because the management has not fully understood the use of the website. The following are excerpts from interviews conducted by researchers with the tourism-aware group.

"We have not yet collaborated with the media. However, currently, we also have a tourism village website to produce regenerative tourism content in this village. This website is integrated into the network of tourism village associations throughout Indonesia. However, we do not yet understand how to manage it. Therefore, our tourism content is still quite basic as it is on the website. We do not yet understand its further development and are still considering how to use it (Tourism Awareness Group, 2024)."

Diversification of regenerative tourism products aims to strengthen the sustainability of the tourism destination ecosystem to enhance the quality of life for the local community and sustain the regenerative tourism destination ecosystem. Koja Doi Tourism Village is a beautiful destination rich in natural and cultural heritage. Geographically, its location is highly strategic for developing a regenerative tourism model. Efforts to enhance the positive impact of tourism on the local community see the diversification of tourism products as a crucial step. Koja Doi Tourism Village packages natural and cultural tourism products to address social demands. Regardless, the diversification of regenerative tourism products is also in line with anticipating the development of regional tourism and the imperative of the global tourism paradigm to formulate sustainability-oriented tourism. The diversification of regenerative tourism products in Koja Doi Tourism Village can be observed in the following table.

Table 5 Regenerative Tourism Product Diversification in Koja Doi Village

Regenerative Tourism Product	Types of Regenerative Tourism Activities	Description of Regenerative Tourism Activities	Implementation
Natural tourism products	Trekking, sightseeing, snorkeling, diving, coral transplantation, mangrove planting	Introducing conservation experiences in both terrestrial and marine tourism to tourists	Not fully realized yet
Cultural tourism products	Handicraft workshop, local art exhibition, and traditional festival	Introducing the socio-cultural values inherited through generations to tourists	
Tourism facility products	The development of homestays as accommodation for tourists and other supporting facilities	Promoting community participation in the tourism sector by developing homestay programs and promoting local culinary dishes as	Has it been realized well enough

an integral part of the tourist experience.

Source: Research (2024)

The diversification of tourism products that has been carried out still faces challenges in its development. The capacity of the local community poses a fundamental issue in realizing regenerative tourism product diversification. This is due to various limitations faced by the local community, including a shortage of human resources in tourism, financial resources for the development of supporting facilities for tourism products, and a lack of synergy among stakeholders. Attention to the capacity of the local community is crucial, as it will impact the diversification of regenerative tourism products. Therefore, the development of the local community's capacity becomes a key factor in fostering the diversification of regenerative tourism products in Koja Doi Tourist Village.

Participation Levels of Local Communities in the Development of Regenerative Tourism in Koja Doi Village

The development of regenerative tourism in Koja Doi Tourist Village indeed involves the local community in planning and management. The local community is not only the target but also an actor in the dynamics of the regenerative tourism system. However, the participation of the local community in this context is not yet significant. This can be observed through the identification of sustainability goals, the development of strategies, and joint decision-making in preserving natural and cultural resources as products of regenerative tourism. The destination management system for tourism has not been formulated in a structured, systematic, and massive manner. Therefore, the local community faces difficulties in implementing regenerative tourism destination management in Koja Doi Tourist Village. The researcher can attach a crucial framework in the planning and destination management of tourism as follows.

Table 6 Regenerative Tourism Planning and Management in Koja Doi Tourist Village

Planning and Management	Description	Implementation
Identification of sustainability goals	Environmental conservation, empowerment of local communities, preservation of cultural heritage, development of local economy, sustainable infrastructure development, and tourist experiences	Not significantly realized yet
Strategy development	Development priorities, development objectives, and development alternatives	Not significantly realized yet
Collaborative decision-making	Tourism planning and distribution of tourism benefits	Has been significantly implemented
Environmental Impact Monitoring	Monitoring of regenerative tourism activities	There is no significant monitoring system available yet
Visitor regulation	Visitor Management System	No visitor regulations available

Source: Research (2024)

The implementation of regenerative tourism planning and management is not effective and efficient due to the limited capacity of the community and the involvement of other stakeholders. The limitations in capacity affect the overall implementation of the regenerative tourism management system. The involvement of other stakeholders has not contributed significantly to planning and management. As a consequence, the Koja Doi Tourism Village does not yet have a structured regenerative tourism management system. The researchers observe that there are many crucial aspects that have not been addressed, such as development orientation and tourism impact mitigation. Empirically, the development of the local community's capacity has not been significantly undertaken.

In principle, regenerative tourism development aims to improve the quality of life of local communities and the overall sustainability of the ecosystem in the destination. The economic benefits for the local community are an essential part of the essence of regenerative tourism development. However, efforts to obtain these economic benefits must consider the sustainability of the ecosystem in the regenerative tourism destination. Regenerative tourism is indeed intended to restore the development of destinations so that a focus on sustainability can be achieved according to the desired goals. The presence of regenerative tourism stimulates the growth of Micro, Small, and Medium Enterprises (MSMEs) in Koja Doi Village. The growth of the regenerative tourism business climate in Koja Doi Village is as follows.

Table 7 Micro, Small, and Medium Tourism Businesses in Koja Doi Tourism Village

Regenerative Business	Tourism	Regenerative Business Model	Tourism	Owner	Total
Accommodation		Homestay		Local communities	15
Regenerative Tourism Services		Tour package		-	-
Regenerative Tourism Transportation Services		<i>Glass bottom boat</i>		Koja Village	Doi 1
Food and Beverage Services		Warung		Local communities	1
Tour guide services		Local tour guide		Local communities	5

Source: Research (2024)

Empirically, the growth of "Micro, Small, and Medium Enterprises" (MSMEs) in regenerative tourism in Koja Doi Tourism Village is still very minimal. The packaging of tourism packages has not been carried out at all in the growth of regenerative tourism MSMEs. However, tourism packages are crucial in attracting tourist demand. Apart from that, the development of other types of businesses is also very minimal. This has an impact on the economic implications for the local community. This situation and condition need serious attention because they affect community participation. The economic benefits obtained become one of the foundations for local communities to participate. Therefore, the development of regenerative tourism economy needs to be enhanced to provide prosperity for the local community and the sustainability of regenerative tourism in Koja Doi Tourism Village.

In the context of regenerative tourism development in the Koja Doi Tourist Village, tourism development policies are directed towards the interests of the local

community. Empirically, the formulation of these policies has not yet been carried out as a guide in regenerative tourism development. However, there is indeed discourse and actions to realize these policies in practice. The conditions of actions in this practical aspect have not met expectations so far. This is due to the scarcity of tourism human resources, making it difficult to implement these measures. The following are excerpts from the interviews that the researcher can include.

“The policy we implement is aimed at improving the quality of life for the local community here. We explore the potential of nature and culture to be developed into tourist attractions. The management is carried out by the local community itself. As for the accommodation and tourism supporting facilities, we construct them using local materials entirely. However, we have not been able to market them effectively because we are not yet proficient in digital management (tourism awareness group, 2024)”.

The Koja Doi Tourism Village emerges as an innovative example in the development of regenerative tourism. The local community adopts a holistic approach to preserve the local ecosystem and indigenous wisdom, leveraging them as strengths for art-based destination tourism products. The conservation initiative forms the core of regenerative tourism development, with a focus on the preservation of both natural and cultural aspects. The local community actively participates in maintaining the sustainability of natural resources, aiming to establish a harmonious balance between tourism and environmental conservation. Social activities related to conservation, such as mangrove tree planting, habitat rehabilitation, and environmental education for tourists, are carried out by the local community. Below are excerpts from interviews that researchers can include.

“We begin by greening our tourist village through mangrove tree planting, coral reef transplantation, beach cleaning, and stone bridge construction. These activities form the foundation of regenerative tourism products here. We develop all these products using local materials. Thanks to the presentation of these products, tourists are willing to visit here (Local community, 2024).”

The strategic development of regenerative tourism entrepreneurship in Koja Doi Tourist Village is growing quite well. However, it requires further development for resilience and sustainability. The existing conditions of this development have an impact on the economic implications for the local community. In this context, the community's perception of the economic impact plays a key role in determining the success and sustainability of regenerative tourism development. The following is an excerpt from interviews regarding the economic impact by the local community that the researcher can include.

Economically, there are benefits for us in the development of this regenerative tourism. As for employment opportunities here, they are still limited and uncertain. Our income from tourism is decent but still quite minimal. Our tourism efforts here include homestays, but the demand is not yet favorable. There is only one food stall here, and the menu options are still limited. Despite that, there has been no significant growth in other tourism ventures such as tour packages, and so on (local community, 2024).

The development of regenerative tourism in the Koja Doi Tourist Village must be able to create environmental sustainability. Regenerative tourism activities in the area should be in harmony with nature and based on the traditional efforts of the local community. Attention to the environment is crucial for the sustainability of regenerative tourism. Empirically, the local community is highly concerned about the preservation of the natural environment. For example, the use of environmentally friendly materials,

waste management, greening activities, and environmental arrangement. The presence of regenerative tourism development can stimulate improvements in the destination's environment and enhance the overall quality of life of the ecosystem, including the local community. Therefore, the local community's perception of the environmental impact of regenerative tourism is positive. The researcher can include the following excerpts from interviews.

"When there is regenerative tourism development in this village, our environmental awareness here is increasing. Various social activities related to the environment, such as cleaning up organic waste in the village, household waste, mangrove tree planting, and environmental sanitation, are carried out by the community. Our enthusiasm level is very high because gradually we have started to understand the fundamental benefits of tourism itself for us. The implementation of the 'sapta pesona' activities has been frequently done to organize our tourism village (local community, 2024)."

The development of regenerative tourism in Koja Doi Tourist Village has revitalized several local cultures. Among them are local dances, traditional weaving, and art studios. Efforts to revive these cultural products in the context of regenerative tourism have received significant support from the local community. The packaging of these cultural elements within the framework of regenerative tourism has proven to be attractive to tourists, prompting them to visit. However, economically, these cultural products still have minimal impact on the local community. Nevertheless, the enthusiasm of the local community in preserving them does not diminish with the development. The local community considers these cultural products as part of their way of life that must be preserved. Regenerative tourism serves as a platform for the local community to preserve their cultural heritage. The following are excerpts from interviews with the local community that the researcher can present.

"Before the development of tourism, cultural products here were not as vibrant as they are now. In the early stages of tourism planning here, we were encouraged to revitalize our culture. We were very enthusiastic about it. Now, we have successfully revived it, and there is a dedicated group for cultural products here. The uniqueness of our culture has attracted the attention of tourists to visit (Local community, 2024)."

In empirical terms, the local community is enthusiastic about engaging in the development of components for regenerative tourism products. The enthusiasm of the community is high in the development of regenerative tourism. However, innovation to generate economic values is still very minimal at this point. Innovation in social entrepreneurship in tourism has not been taken seriously by the local community in its development. This is due to the low level of capacity of the local community. Therefore, the researcher argues that community participation is still less active in accessing economic benefits. This requires serious attention from relevant stakeholders to enhance the capacity of the local community to access economic benefits directly.

Discussion

Empowering Local Communities in Regenerative Tourism Development in Koja Doi Tourist Village

The development of human resources in tourism is intended to ensure that regenerative tourism can fulfill its potential for job creation and have a sufficient workforce supply. The conditions should be adequate with appropriate skills to meet the future growth of the tourism market. A viable job agenda encompassing income, working conditions, personal development, freedom of expression, and equal opportunities should

be supported by targeted policies. It is crucial to understand that easily accessible training must be available to meet these needs, both at the managerial and vocational levels. Therefore, with special attention to providing skills in areas relevant to sustainable tourism and its contribution to the green economy, such as environmental management. Previous study has mentioned that tourism is frequently suggested as a development strategy (Moscardo, 2014). It's not always evident, nevertheless, if tourism significantly benefits the destination communities there (Moscardo, 2014). Thus, obtaining the required capacity for tourism development is essential for local communities, as their degree of involvement in tourist development starts with the competence they have obtained (Harun et al., 2012).

The human resources for regenerative tourism in Koja Doi Tourism Village are still very limited. The minimalism of these human resources has an impact on the development of regenerative tourism product components. This needs serious attention because it serves to enhance the growth of tourism destinations. In some previous periods, human resource development has indeed been carried out by several stakeholders. However, this development process has not yielded significant results in progressing towards self-sufficiency. In the current context, the local community is developing regenerative tourism based on existing skills, resulting in suboptimal outcomes in several areas. Therefore, a human resource development model for tourism is needed as a guide in the development of regenerative tourism. Researchers can propose the following model for the community empowerment in the development of regenerative tourism.

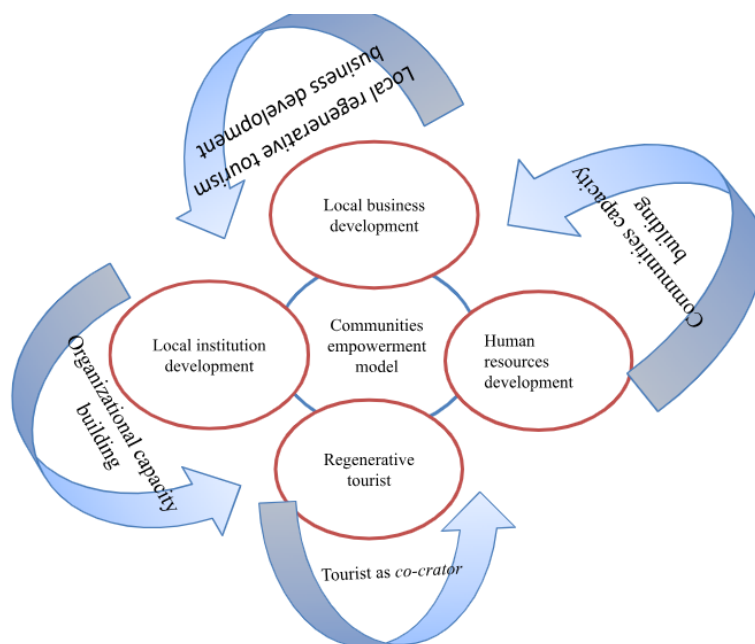


Figure 1 Communities Empowerment Model of Regenerative Tourism Development

Source: Research (2024)

The development of human resources in tourism begins with building the capacity of communities and also the capacity of local organizations. The sustained effectiveness of tourist development programs depends on an understanding of how community capacity building could promote tourism in nearby communities (Aref et al., 2010). Moreover, community development and participatory procedures at the local level

depend on capacity building. Effective community development is the outcome of the community development process, which creates social capital (Phillips & Pittman, 2014). Capacity development for these two objects should be seen as an early stage development as a preparation for product development. If both objects already have a strong foundation, it will be easier to organize destinations and industries for marketing to regenerative tourists. However, the formulation of development programs for both types of objects must be targeted to provide optimal results in the development of regenerative tourism. The formulation process must be linked to the direction plan of regenerative tourism development. The goal is to create continuity in development direction, thus realizing the envisioned aspirations.

Given that local institutions play a significant role in the development of regenerative tourism, serious attention must be given. Local institutions should focus on the mindset in regenerative tourism, considering it as a parameter to face the potential and challenges in future development. This is crucial to note because tourism is highly susceptible to changes. Social changes are perpetual in the dynamics of tourism. In response to this, the scheme of local institutions must be adaptive in understanding contemporary tourism phenomena, not only capable of enhancing development but also competing with other destinations. Through this scheme, the prospective projection of regenerative tourism development can be effectively and efficiently achieved in the future.

The local institution in Koja Doi Tourism Village has so far only been involved in the "Sapta Pesona" program in the development of regenerative tourism. However, this development has faced challenges with the regenerative tourism development model, making it difficult to enhance future quality. The mobilization of resources for development is hindered due to the lack of a governing mindset for such development. This has become a barrier to the current progress of regenerative tourism. Considering this situation, it is necessary to formulate how local institutions should evolve in the future. Therefore, the formulation of a local institution development model as a guide in mobilizing regenerative tourism in the future is highly needed.

Institutional development needs to formulate a mindset about destinations and also involve stakeholders. The aim is to produce targeted development policies. These development policies are based on local resources to provide well-being for the local community. At the same time, regenerative innovation is required in the hospitality industry in rural areas to provide excellent services for tourists. This system will culminate in the idea and narrative of regenerative tourism for the local community. This theoretical model is expected to contribute to addressing many gaps in local institutions. Thus, regenerative tourism development can achieve the desired goals and become a prototype for the development of future tourism.

The economic performance and competitiveness of regenerative tourism destinations need to be well measured and monitored. This requires steps to support local efforts, including the interconnection of regenerative tourism with other sectors. However, it is essential to ensure that tourism products and services align with market growth. Actions taken should aim to enhance quality standards, fill product gaps, and pursue effective marketing strategies. Despite this, sector resilience also needs careful attention to ensure the sustainability of the developing products. This requires commitment from the government and stakeholders through relevant policies and analysis. For example, value chain analysis can be conducted to determine interventions

that can support the local community. Such an approach can serve as a solution to enhance the local economy in regenerative tourism destinations.

The case study on regenerative tourism development in the Koja Doi Village demonstrates that there is still a gap between the normative aspects of regenerative tourism efforts and the empirical conditions. The growth of regenerative tourism businesses remains minimal due to the low capacity of the local community. This situation and condition result in economic implications for the local community, which are still low despite the high activities in regenerative tourism. Certainly, this poses an irony in developing regenerative tourism in rural destinations. Therefore, attention to the growth of businesses and the capacity of the local community is a crucial element. This is because the development of regenerative tourism destinations will be significantly influenced by both factors. The development of both aspects is highly expected to improve the well-being of the local community in rural destinations.

The Koja Doi Tourism Village is currently in a growth phase in the development of regenerative tourism. The characteristics of Koja Doi's tourism destination show a low business growth, but the demand for services is starting to increase. Simultaneously, marketing responses have not been very significant in accessing the regenerative tourist market on a broader scale. This has an impact on the economic implications for the local community in the rural destination due to the not yet massive increase in market demand. This fundamental issue needs serious attention from relevant stakeholders to address the problem. Researchers argue that this is crucial as it affects sustainability in the development of regenerative tourism. Contributions from relevant stakeholders are highly needed to enhance the development of regenerative tourism in line with the existing capacity. Therefore, the development of a conceptual working scheme becomes important as a guide in the development of regenerative tourism in the Koja Doi Tourism Village.

When involving tourists as co-creators in regenerative tourism development, major transformations can be achieved in destinations. According to researchers, the pressure on destinations caused by the presence of tourists, which is extrapolated in sustainable thinking through regeneration will influence four fundamental aspects of regenerative tourism projects. This includes traveler mindsets, shifts in traveler perspectives, regenerative traveler behavior, and the creation of a sustainable traveler market through social media campaigns. Based on researchers' observations, the Koja Doi Tourism Village has not implemented this paradigm systemically even though at a practical level it has indicated this. Therefore, it is important to study them and consider them in the future for the future of regenerative tourism.

This conceptual framework is intended to provide a roadmap for the development of regenerative tourism entrepreneurship. The local community in the Koja Doi Tourism Village needs to be given an entrepreneurship program based on local potential. The formation of an ecosystem is also crucial to create sustainability in the development of regenerative tourism products. Simultaneously, the identification of entrepreneurial communities in rural destinations can be well mapped out. The goal is to understand the stages of individual or community entrepreneurship so that capacity development can be tailored to each stage, leading to the formation of independent entrepreneurs. If this framework is implemented, a resilient and sustainable regenerative tourism industry will emerge in rural areas. This is crucial to be done in order to enhance the local economy and improve the quality of life.

Conclusion

The development of regenerative tourism in Koja Doi Village has promising prospects for the future. The local community also has a positive attitude in supporting the development of regenerative tourism. However, there are significant limitations in the overall context of regenerative tourism product components and minimal collaboration with external stakeholders. The level of participation of the local community is predominantly focused on the "Sapta Pesona" (Seven Charms). Their participation in regenerative tourism entrepreneurship is still very limited. Based on the empirical conditions of these problems, the formulation of empowerment for the local community is highly necessary. This includes the development of human resources, local institutions development, local regenerative tourism business development and involving tourist as co creator.

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