

STAKEHOLDERS' PERSPECTIVES ON THE DEVELOPMENT OF RINDU HATI TOURISM DESTINATION VILLAGE IN BENGKULU PROVINCE, INDONESIA

Andi Makhrian^{*, a,1}, Fachri Eka Saputra^{b,2}

^{a, b} Universitas Bengkulu, Bengkulu, Indonesia

¹ andy.unib@gmail.com*, ² fachri_mgt@unib.ac.id

Abstract

Rindu Hati village is one of the most potential tourism destination villages in Bengkulu Province, Indonesia. The most outstanding features of *Rindu Hati* village are river rafting and glamping, offering natural environmental scenery, an exceptionally adventurous, and wilderness experience. This research aims to identify stakeholders' perspectives on the development of *Rindu Hati* tourism destination village in socio-cultural empowerment, environmental quality, economic growth, and tourists' satisfaction post-visit. The development of the tourism destination village is viewed from multiple stakeholders' perspectives, including visitors, destination management, the surrounding community, and local government. A qualitative research design was used to answer the research questions. Several informants engaged with *Rindu Hati* tourism destination village were interviewed to collect data. The results show various stakeholders' perspectives on the sustainable development of *Rindu Hati* tourism destination village. Destination management and the surrounding community carry out their respective roles in village development, while the local government has not yet assisted in village development. Issues regarding waste, local wisdom, and preserving the natural environment discussed in this research become the community and destination managers' concerns.

Keywords: *Socio-Cultural Empowerment, Environmental Quality, Economic Growth, Tourists' Satisfaction, Rindu Hati Tourism Destination Village.*

I. INTRODUCTION

Indonesia has rich natural resources, with various potentials for developing the tourism sector [1], [2]. Bengkulu Province, located in the southern part of Sumatra, has natural potential in mountains, beaches, rivers, waterfalls, and tropical rain forests. Its potential has not yet been exposed nationally and internationally. The government's focus on developing tourism destination villages also positively impacts the growth of tourism destination villages in Bengkulu Province. One of the potential tourism destination villages is *Rindu Hati*. The most prominent feature of *Rindu Hati* village is the white water rafting and glamping, offering a panoramic view of the natural environment and a unique tropical rainforest adventure experience. Visitors can also rent a trail bike to explore wild and beautiful forest areas. The *Rindu Hati* tourism destination village has successfully attracted tourists to visit this tourism object with its potential.

The popularity of white water rafting and glamping in the village of *Rindu Hati* has attracted people who like sports and adventures. Environmentalists, planners, and activists expect to see severe environmental and social impacts due to travel activities in the area surrounding the destination [3]. As far as our literature observations are concerned, no prospective rafting and camping studies have been conducted to assess the rate of gradual change or to demonstrate an impact on the immediate environment in and around camping and sports sites [4]–[6]. In addition, this study focuses on observing various

matters related to the sustainable development of tourism destination villages from the perspective of stakeholders, including the socio-cultural empowerment of the community and the implications of tourism village development on the economic growth of the surrounding community. This research offers some recommendations to stakeholders in developing strategic planning of *Rindu Hati* tourism destination village. Recommendations cover environmental, economic, and socio-cultural perspectives holistically. The results of this study are also expected to reveal the factors that tourists consider can increase their satisfaction with the tourism object. Tourists' consideration can be used to evaluate destination management in improving customers' satisfaction in visiting *Rindu Hati* tourism destination village.

Like all types of economic development, the development of tourism destination villages can create changes that threaten the quality of life. Changes in the community's quality of life factors around the destination are the tourist-host relationship and the development of the tourist village itself [3], [4]. The social and cultural changes of the host community include changes in value systems, traditional lifestyles, family relationships, individual behavior, or community structures. In the absence of previous research on white water rafting and glamping in Bengkulu province, there are no data to compare or analyze our latest findings. The general idea is to promote economic activity, increase the production of local resources, and assist in infrastructure

development without considering the negative socio-cultural impacts [3], [4], [6]–[9]. The rapid growth of white water rafting and glamping in the village of *Rindu Hati* raises questions about sustainability. Using the concept of sustainable development, the purpose of this article is to assess the socio-cultural impact of white water rafting and glamping in *Rindu Hati* village. Due to the lack of quantitative data to support our recent findings, our understanding of the potentially profound ecological, social and cultural impacts of adventure sports on the surrounding environment remains equally limited. Does a rafting tour provide a clear reciprocal relationship with the surrounding environment? Some studies even regret that rafting tourism impacts deteriorating water and forest quality, which this observation has not been adequately assessed.

II. STUDY AREA

Administratively, *Rindu Hati* Village is located in Taba Penanjung District, Central Bengkulu Regency. *Rindu Hati* Village is an area of approximately 58 hectares, divided between villages, agricultural land, and plantation land. *Rindu Hati* village is quiet and surrounded by hills. *Rindu Hati* Village is approximately 46.5 Km from Bengkulu city with a travel time of roughly 40 minutes using two-wheeled and four-wheeled vehicles. With a relatively close and short distance from the capital city of Bengkulu, it makes *Rindu Hati* village a weekend getaway destination. It is a perfect place for a vacation with family.

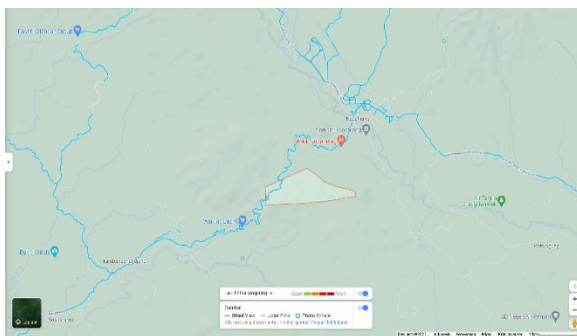


FIGURE 1. MAPS OF THE STUDY AREA

Rindu Hati village is the first tourist village in Central Bengkulu Regency. It is also the first village to develop the village tourism sector in Central Bengkulu. It presents a variety of beautiful and exciting tourist objects, such as rainfalls, hills, glamping, traditional house, and river flow which are perfect for white water rafting, and many more.

III. METHOD

In this study, the researchers use a qualitative descriptive approach. This approach leads the researchers to understand in-depth the elements of tourism destinations on rafting tours and the tourism

development process based on the tourism elements. This research explicitly identifies stakeholders' perspectives on the development of *Rindu Hati* tourism destination village in terms of socio-cultural empowerment, environmental quality, and economic growth of the surrounding community. The techniques used to collect data were observation, documentation, and interview. Informants were selected through the purposive sampling technique. The purposive sampling technique included parties with a large enough share in the community and the development of white-water rafting tourism: visitors, destination management, the surrounding community, and local government. Testing the validity of the data used the triangulation technique.

A. Growth of Glamping (Glamour Camping)

Glamping at *Rindu Hati* is one of the destination objects being developed by the local government with the assistance of the Central Bengkulu Regional Government. Glamping at *Rindu Hati* is expected to increase the tourism sector in Central Bengkulu. *Rindu Hati* is located at the end of the village. Glamping adjacent to the *Rindu Hati* River and overlooking the rice fields with a hilly background gives a stunning impression. Although it is still under construction, Glamping *Rindu Hati* has been visited by many tourists who come to take pictures with the backdrop of neatly lined huts and are surrounded by natural forest trees.



FIGURE 2. GLAMPING AT THE *RINDU HATI* VILLAGE

Rindu Hati glamping activity offers beautiful hill views. Endu Hill is a stone hill located in *Rindu Hati* Village. Endu hill is gaining popularity because it is one of the rock-climbing tourists sites in Central Bengkulu,

besides Kandis Hill in Karang Tinggi District. Endu Hill has a superb location and is suitable for tourists who like extreme sports such as rock climbing. Besides being able to experience the sport of rock climbing, Endu Hill is also an equally exciting spot to enjoy the sunset and sunrise in Bengkulu.

B. Environmental Quality

From the first entry into *Rindu Hati* village, visitors have begun to see the beauty of the village, which is entirely organized with house buildings lined up along the village road. Visitors can see the villagers' rice fields, stretching green as far as the eye can see when entering the village. The rice fields are decorated with clear river flows with stones that break the river flow. *Rindu Hati* village also offers a fascinating white water rafting tour. The rocky *Rindu Hati* River is perfect for playing white water rafting.

In addition, *Rindu Hati* also offers waterfall tours. Many tourists have already known the beauty and the lovely of the *Rindu Hati* waterfall. *Rindu Hati* waterfall is indeed one of the reasons for tourists to travel to *Rindu Hati* Village. *Rindu Hati* waterfall is located in the village forest, which can be reached by foot for about 30 minutes from the village residents' settlements. However, it is quite a far distance to walk; after arriving at *Rindu Hati* waterfall, all tiredness on the trip pays off with its beauty and lovely.

In addition to having a good impact, the lousy implications caused by this tourism village is the problem of environmental conservation, namely waste. The waste generated is also a fundamental problem for tourism managers, namely the endpoint of waste disposal. Road access which is often used as a benchmark for tourists related to the location of a tour becomes an obstacle in the development of tourism destinations. It lacks excavation of tourist objects in this area, such as a 7-level waterfall, stone ship, lake princess, and natural cliffs.

C. Environmental Quality

The existence of *Rindu Hati* village impacts the surrounding community, especially in improving the quality of life because this tourism destination can improve the community's economy. According to some visitors, the managers of *Rindu Hati* tourism village have made progress and have sufficiently strengthened the tourism potential [10]–[12]. Some visitors say that the service is also good and the manager is friendly. The community also obtains economic added value through entrance fees and merchants. These merchants allow residents to sell in the environment around the destination and the development of other supporting business centers, such as the coffee home industry, accessories and craft, and several other supporting micros and small businesses.

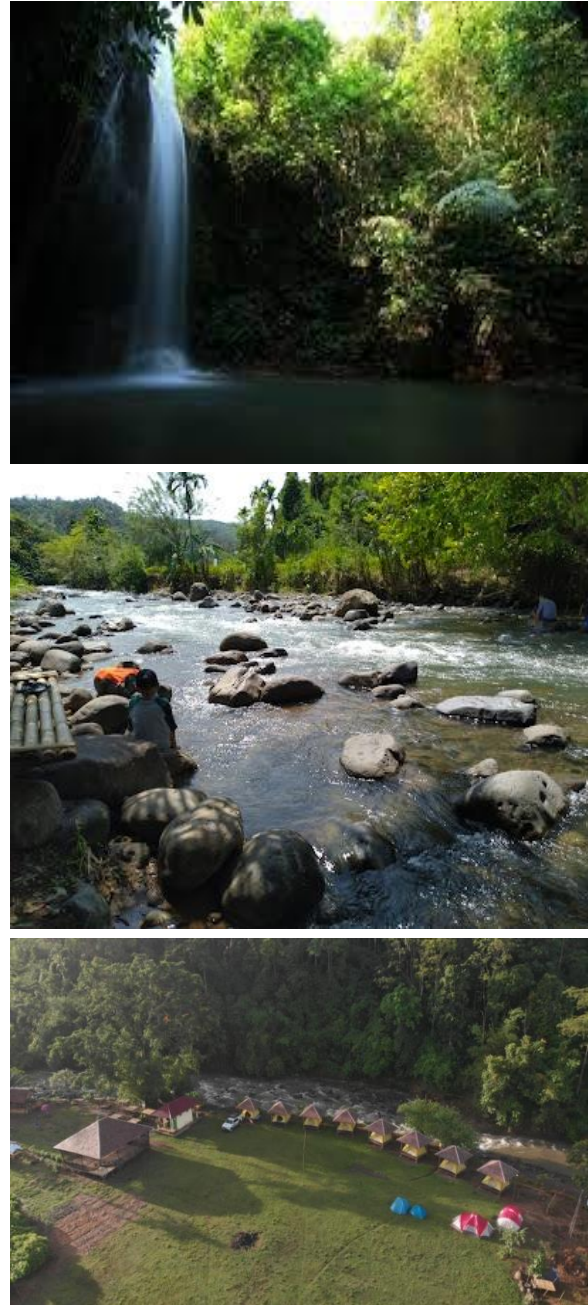


FIGURE 3. ENVIRONMENTAL CONDITION AND NATURAL RESOURCES

IV. DATA COLLECTION METHOD

To further explore stakeholders' views regarding the potential to develop the *Rindu Hati* tourism destination village, interviews were conducted with several key informants involved in managing the tourism destination village, including visitors, destination management, the surrounding community, and the local government. The results of the interviews are summarized as follows:

Zumhari, Chief Destination Manager

The development of Glamping activities involves the surrounding community. The community synergizes to help each other and carry out their respective roles,

such as guard and picket schedules. The brands jointly maintain the facilities and develop efforts to advance the Rindu Hati village.

St Mukhlis, Head of Village

The stakeholders involved in the development of Rindu Hati village are ASIHDEWI (Indonesian Tourism Destination Association) and Pok Darwi. ASIHDEWI is a group of women community who jointly develop the Rindu Hati village, while Pok Darwi is the operating field team. The government does not contribute to the tourism destination village of Rindu Hati. It does not make any efforts in developing socio-cultural empowerment of Rindu Hati village.

Tomi Marisi, Village Fund Manager

The stakeholders involved in the development of Rindu Hati village are ASIDEWI, the local community, and the Tourism Office. The Central Bengkulu Tourism Office collaborated with the Ministry of Tourism to establish a decree and mandate to have Rindu Hati village as a tourism destination village. ASIDEWI makes and distributes pamphlets about Rindu Hati's tourism destination village. Pamphlets were distributed through travel agents to hotels that have collaborated with Rindu Hati village. The contribution of the local regent government, which made a regulation regarding village funds, could be used to support tourism destination villages—the sub-district and village government support Rindu Hati village by holding activities in Rindu Hati village.

Destination Management

The main attraction of this tourism destination village, which is familiar to some of the visitors we met, is its beauty and nature. Furthermore, some people have already recognized other interesting spots in Rindu Hati, such as waterfalls, Batu Kapal, Telaga Putri Lake, and Bukit Endu. In addition to several natural locations, visitors expect other artificial spots such as photo spots, flying fox arena, outbound, etc. In addition to new tourist spots, many visitors also expect improvements in infrastructure, such as toilets and prayer rooms and road access, especially road access from one tourist spot to another.

Panji, Destination Visitor

According to some visitors, tourism village managers have made developments and have sufficiently strengthened tourism potential. Some people say that the service is also good and the friendly managers. Furthermore, some visitors are against this, saying that the managers still have not utilized the existing natural potential sufficiently. In terms of service, there are comments about the administration such as parking tickets, entry tickets, inactive managers introducing tourism objects around the village.

V. CONCLUSION AND RECOMMENDATION

Rindu Hati tourism destination village could become the nature, family, and even adventure tourism. The main attraction of this tourism destination village is its natural beauty and river flow. Furthermore, some others have already recognized spots in Rindu Hati, such as Waterfalls, Batu Kapal, Lake Telaga Putri, and Bukit Endu. In addition to some natural places, visitors expect other artificial spots, such as photo spots, flying fox arena, outbound, and others. In general, visitors expect improvements in infrastructure, such as toilets, prayer rooms, road access, especially road access from one spot to other spots.

Furthermore, the Rindu Hati tourism destination village manager has made progress and sufficiently strengthened the tourism potential. The service is good, and the managers are friendly. In contrast, some visitors state that the managers have not utilized the existing natural potential sufficiently. Therefore, it is suggested to fix up the admission tickets and the lack of activeness of the managers to direct and introduce tourism objects around the village. Visitors also expect improvements in infrastructure, such as road access, prayer room facilities, toilets, canteens, trash cans, bench, outbound, climbing, photo spots, and repairing new tents child-friendly playgrounds.

Visitors also state about local cultural wisdom in Rindu Hati village. Some of them thought that the security and comfort in Rindu Hati village made them feel quite satisfied traveling in Rindu Hati village. However, they suggest that the manager needs to be more active in displaying local culture, having cultural performance, and making some hand-crafts or unique handicrafts. The cost and visitors' travel in the village are considered entirely appropriate. It is suggested to the manager to prepare a suggestion box to have visitors' needs in the future.

ACKNOWLEDGMENT

This work was undertaken as part of the “*Penelitian Unggulan Perguruan Tinggi*”. Research Institution and Community Services (LPPM), Universitas Bengkulu, Indonesia, for providing funds and supporting this study. None of the authors have a conflict of interest.

REFERENCES

- [1] N. Towner and S. Milne, “Sustainable surfing tourism development in the Mentawai Islands, Indonesia: Local stakeholder perspectives,” *Tourism Planning & Development*, vol. 14, no. 4, pp. 503–526, 2017.
- [2] N. Towner and M. Orams, “Perceptions of surfing tourism operators regarding sustainable tourism development in the Mentawai Islands, Indonesia,” *Asia Pacific journal of tourism research*, vol. 21, no. 11, pp. 1258–1273, 2016.
- [3] N. A. Farooquee, T. K. Budal, and R. K. Maikhuri, “Environmental and socio-cultural impacts of river rafting and camping on Ganga in Uttarakhand Himalaya,” *Current Science*, pp. 587–594, 2008.
- [4] P. S. Mahapatra, R. Pandey, and S. Pradhan, “River rafting in mountainous regions of Uttarakhand: Impacts, suggested

- mitigation measures and sustainability,” *Journal of Mountain Science*, vol. 9, no. 4, pp. 511–522, 2012.
- [5] I. Susilowati, L. I. Tsani, A. E. Yusuf, and H. Sasana, “Stakeholder Collaboration in The Development of Tourism Villages (Studies on Kandri Tourism Village, Gunungpati Subdistrict, Semarang City),” in *IOP Conference Series: Earth and Environmental Science*, 2020, vol. 518, no. 1, p. 012051.
- [6] A. Tirasatayapitak, C. Chaiyasain, and R. J. Beeton, “Can hybrid tourism be sustainable? White water rafting in Songpraek Village, Thailand,” *Asia Pacific Journal of Tourism Research*, vol. 20, no. 2, pp. 210–222, 2015.
- [7] L. R. Allen, H. R. Hafer, P. T. Long, and R. R. Perdue, “Rural residents’ attitudes toward recreation and tourism development,” *Journal of travel research*, vol. 31, no. 4, pp. 27–33, 1993.
- [8] M. Battaglia, T. Daddi, and F. Rizzi, “Sustainable tourism planning and consultation: evidence from the project INTER. ECO. TUR,” *European Planning Studies*, vol. 20, no. 2, pp. 193–211, 2012.
- [9] G. Review, “American Geographical Society.” 1878.
- [10] W. El Ansari, “Interprofessional collaboration: a stakeholder approach to evaluation of voluntary participation in community partnerships,” *Journal of Interprofessional Care*, vol. 15, no. 4, pp. 351–368, 2001.
- [11] F. Aref, “Barriers to community capacity building for tourism development in communities in Shiraz, Iran,” *Journal of Sustainable Tourism*, vol. 19, no. 3, pp. 347–359, 2011.
- [12] S. Cole, “Information and empowerment: The keys to achieving sustainable tourism,” *Journal of sustainable tourism*, vol. 14, no. 6, pp. 629–644, 2006.