

Training and Development of Community Competence in Managing Tourism

Islahuddin¹, Farid Said¹, Andri Machmuri¹

¹Makassar Tourism Polytechnic, Indonesia

Corresponding Author: Islahuddin

Email: islahuddin@poltekparmakassar.ac.id

Abstract. *Kambo Village, located in Palopo, South Sulawesi, has excellent potential to develop into a tourist destination emphasizing local customs and traditions. However, this potential has not been fully utilized because the quality of tour packages sold to tourists still needs to be improved. This article highlights the importance of developing tour packages in Kambo Tourism Village through a structured approach, which includes initial studies, tour package development, community education, and marketing and sales. This development should be based on a SWOT analysis to identify strengths, weaknesses, opportunities, and threats. Strategies being considered include expanding natural and cultural tour packages, working with travel agencies, digital promotion, and improving facilities and amenities. With the right approach, Kambo Tourism Village can become a competitive and growing tourism destination, making a significant contribution to the economic improvement and welfare of the local community.*

Keywords: *Kambo Tourism Village, Tourism Development, Tour Packages, SWOT Analysis*

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INTRODUCTION

Higher education is an educational institution that plays an important role in providing access to higher education, enabling students to expand their knowledge, skills, and understanding in various disciplines (Barth et al., 2002). Its main function is as a center for further learning that supports the intellectual, professional, and social development of students. Higher education offers a variety of sciences, from natural and social sciences to arts and humanities, in its curriculum. As a scientific community, higher education must create an environment that supports the teaching and learning process, both theoretical and practical. The campus environment, both physical and non-physical, must facilitate a critical, interactive, and collaborative atmosphere, so that students can improve their scientific analysis skills. The campus is also a place where problems can be solved, ideas exchanged, and analytical skills developed scientifically (Safitri, 2022).

One form of higher education is vocational education, which emphasizes applied skills. Vocational education is organized in diploma programs to applied bachelor's degrees, and can be developed up to applied masters or doctorates by the government. This education is under the supervision of the relevant Ministry (Abdullah Alazzam & Mohammad, 2022). The operation of higher education institutions in Indonesia must follow the Tridharma of Higher Education, which includes education and teaching, research, and community service (Prihatin, 2023). Community service is an activity carried out by the academic community in applying science and technology to improve public welfare and educate the nation's life (Arrozi et al., 2020). This activity is carried out in various forms according to academic expertise and culture, as well as the socio-cultural

conditions of the community (Muniarty et al., 2022). The results of this service are used for the development of science, enrichment of learning resources, and learning of the academic community (Nurdin, 2023). The government also provides awards for the results of community service published in international journals, obtaining patents, or producing appropriate technology (Hidayat & Bayudhigantara, 2023).

Makassar Tourism Polytechnic (Poltekpar Makassar) is a civil service college under the Ministry of Tourism and Creative Economy. Poltekpar Makassar is known nationally and internationally, and is a center for marine tourism in Indonesia. Poltekpar Makassar was originally called the Ujungpandang Tourism Education and Training Center, and has changed its status to Polytechnic. The vision of Poltekpar Makassar is to become a leading tourism college based on Indonesian personality and internationally competitive by 2024. Its mission includes producing superior tourism human resources, developing applied research based on local knowledge, and developing community service through appropriate technological innovation, local wisdom, and environmental sustainability.

One of the implementations of the Tridharma of Higher Education by Poltekpar Makassar is through applied community service. A concrete example is in Kambo Tourism Village, Mungkajang District, Palopo City, South Sulawesi. This village is known as a pioneering tourist village that is heading towards a developing tourist village, and has entered the top 50 best tourist villages in Indonesia in 2022 (DataIndonesia.id, April 2023). The leading tourism products in Kambo Village include beautiful sunrise views, homestay services, creative economy products, as well as cleanliness, health, safety, and environmental sustainability. The development of tourism activities packaged in the form of tour packages will facilitate the management of Kambo Tourism Village in marketing its village to domestic and foreign tourists. For this reason, it is necessary to increase the competence of the community, especially the tourism awareness group (POKDARWIS), in designing and promoting tour packages. This study will produce a training module for compiling tour packages and virtual designs for tour package flyers.

Situation Analysis

Travel patterns, both by foreign and domestic tourists, are now shifting from mass or group tourism to more individual and diverse. Tourists are now looking for more personal and explorative experiences, which include activities such as adventure, ecotourism, cultural tourism, and homestays. This change shows a shift in tourists' perceptions and behavior towards tourist destinations, where they want unique and authentic experiences. The government and tourism industry players need to pay attention to this trend in developing tourist destinations and services in order to meet the increasingly diverse expectations of tourists (Kastenholz et al., 2016).

Tourism villages, or known by various local names such as "kampung" or "gampong", are places that have unique tourism potential, allowing visitors to experience rural life and traditions. Tourism villages offer a different experience from conventional tourism, with attractions such as the daily activities of local people, natural beauty, and authentic cultural uniqueness. Visitors can participate in activities such as traditional farming, local crafts, or watch art and cultural performances. In addition, tourism villages also support the local economy through direct interaction with residents and purchasing local products (Kastenholz et al., 2016).

Kambo is a sub-district in Palopo City, South Sulawesi, with geographical characteristics in the form of mountains, valleys, and beautiful plains. Based on Regional Regulation Number 9 of 2012 concerning the Palopo City RTRW, Kambo was designated as a tourism area. In 2019, Kambo was officially recognized as a tourist village, with various attractions such as Puncak Sarangsarang, Durian Fruit Garden Agrotourism, and mountain bike trails. Kambo's tourism potential is very worthy of being marketed to the community, both local and outside Palopo, supported by adequate infrastructure.

Despite having promising potential and attractions and having won awards at the 2022 Tourism Village event, Kambo Tourism Village does not yet have a tour package offered to tourists. An effective tour package must be based on a travel pattern prepared together with the Tourism Office and related associations, including facilities, accessibility, attractions, and the readiness of the local community to welcome tourists. Ease of access to information, especially through social media, is also an important factor in attracting tourists to Kambo Tourism Village.

Literature Review

Tourism destination development must prioritize three main elements: attractions, accessibility, and amenities. Attractions are the main attractions that drive tourist visits, while accessibility ensures that tourists can easily reach the destination. Amenities, or supporting facilities, enhance the comfort and experience of tourists during their visit (Birru et al., 2024). Tourist attractions include natural beauty, cultural heritage, and recreational facilities. Attraction development must involve collaboration between the government and the private sector as well as the participation of local communities to be sustainable (Marín-González et al., 2022). Destinations that fail to offer unique and interesting attractions will struggle to attract tourists (Yang et al., 2020). Accessibility is not only about physical infrastructure, but also about innovations that make tourism more inclusive for all, including those with disabilities (Godtman Kling, Ioannides, and Mittuniversitetet Fakulteten för humanvetenskap. n.d.). This supports sustainable and inclusive tourism (Gillovic & McIntosh, 2020). Amenities such as accommodation, food and beverage facilities, and public services greatly determine tourist satisfaction and destination success (Robustin et al., 2018).

Tour packages, which combine various services and activities, play an important role in attracting more visitors and driving local economic growth. Well-designed packages enhance the reputation of a destination and provide valuable experiences, which ultimately strengthen the attractiveness and sustainability of the destination. Overall, the integration of attractions, accessibility, amenities, and tour packages is essential for the development of sustainable tourism destinations.

METHODS

To improve the tourism sector, it is important to plan assistance for Tourism Villages in creating tour packages. The first step is to conduct a local potential study through a tourist attraction survey and SWOT analysis to identify strengths and opportunities. After that, tour packages are developed based on guidelines from the Tourism Office and related associations, covering various activities such as agrotourism and culinary tourism, which are made in digital form to facilitate tourist access. Training local communities in destination management, promotion, and cultural preservation is essential to increase their capacity as friendly and professional hosts. Promotion is carried out through social media and collaboration with travel bloggers. Periodic evaluation ensures continuous improvement in the assistance program and management of Tourism Villages.

RESULTS AND DISCUSSION

Kambo Village, located in Palopo City, South Sulawesi, is an area with a long history as part of the Luwu Kingdom. This area is known for its strategic position in trade, especially through interactions with foreign nations such as the Dutch and Portuguese who brought new cultural and technological influences (Pulubuhu, 2020; Tiyaningsih, 2022). The colonial period left a significant impact on the social and economic structure of the Kambo community, which continued until Indonesian independence. Geographically, Kambo is located between coordinates 2°59'12.54"S to 3°1'28.15"S south latitude and 120°10'20.05"E to 120°7'42.99"E east longitude. With an area of 11.42 km², this area has a varied landscape from lowlands to hills, with a tropical climate that supports agriculture and plantations (Fisu et al., 2022). Kambo also has high rainfall, which contributes to soil fertility, although some areas are prone to flooding during heavy rains.

Kambo's population consists of various ethnicities, including Bugis, Toraja, and immigrants from other areas in South Sulawesi. The majority of the population is Bugis, who are known for their maritime culture and strong social system. Population growth in Kambo is in line with the development of Palopo City as an urbanization center in South Sulawesi, creating complex and diverse social dynamics in the daily lives of the community. Kambo has high tourism potential but has not been fully developed. Some of the tourist attractions in this area include natural scenery such as mountains and rivers, as well as cultural and historical sites that are interesting for tourists interested in Bugis cultural heritage. The local government has begun to identify this potential to increase regional income and the welfare of the local community.

Kambo Village is located in a lowland surrounded by mountains and hills, giving it a distinctive geographical character. Based on Regional Regulation Number 9 of 2012 concerning the Palopo City RTRW, Kambo is designated as a tourism area (Palopo City RTRW, 2012–2023). In 2019, Kambo was officially recognized as a Tourism Village through the Decree of the Mayor of Palopo, which was then renewed in 2022. The main tourist attractions in Bukit Kambo include: 1) Sarangsarang Peak: Offers stunning views and typical Sulawesi biodiversity; 2) Bukit Bintang: An ideal place to witness the beauty of Palopo City from a height, both day and night; 3) Mountain Bike Track: A challenging mountain bike track, attractive for extreme sports lovers; 4) Agrotourism and Fruit Festival: Allows tourists to enjoy agrotourism activities, such as harvesting durian fruit directly from the garden, as well as participating in the annual fruit festival planned by the government.



Figure 1. Brainstorming Atmosphere in Tudang Sipulung Format

Accessibility and Amenities

Bukit Kambo is located about 15 kilometers from Palopo City, with fairly good road access although there is no adequate public transportation. The amenities available at Bukit Kambo include simple homestays to hotels, as well as several cafes and restaurants managed by local residents.

Development of Tour Packages

The creation of tour packages in Kambo Tourism Village is carried out by understanding and identifying the experiences that are to be offered to tourists, covering all stages of the trip (Yogatama, 2023). This tour package is designed to provide an in-depth experience that is in accordance with market expectations and needs. Tourism value chain analysis is carried out to ensure that each component in the package provides significant added value (Aryapranata, 2024). It is also important to implement the right marketing strategy, through accurate market segmentation, to design tour packages that target various segments of tourists, such as families, couples, or adventurers (Ciptosari & Wadhi, 2023). Customer satisfaction evaluation is carried out periodically for continuous adjustment and improvement (Aryapranata, 2023; Hamsal & Abdinagoro, 2021).

SWOT Analysis of Bukit Kambo Tourism Potential To develop sustainable tourism, it is important to conduct a SWOT analysis to identify the strengths, weaknesses, opportunities, and

threats that may be faced in developing Bukit Kambo tourism potential (Azizah, 2021; Margaretha, 2024).

Strength: 1) Attractive natural beauty (Puncak Sarangsarang, Bukit Bintang, mountain bike trails); 2) Unique cultural and agrotourism attractions (palm sugar making, fruit festival); 3) Quite good accessibility with asphalt roads; 4) Awards in the Cleanliness, Health, Safety, and Environment Sustainability (CHSE) category.

Weakness: 1) Limited facilities and amenities (public transportation, supporting tourist amenities); 2) Lack of promotion and ready-to-offer tourist packages; 3) Limited supporting infrastructure such as winding roads.

Opportunities: 1) Growing alternative tourism trends; 2) Potential for collaboration with travel agencies; 3) Promotion through social media and digital platforms.

Threats: 1) Competition with other tourist destinations; 3) Unpredictable changes in weather and geographical conditions; 4) Rapid changes in tourism trends.

Tour Package Development Strategy

Based on the SWOT analysis, several strategies for developing tourism packages in Kambo Tourism Village include: 1) Development of Natural and Cultural Tourism Packages: Leveraging natural beauty and cultural attractions to create authentic experiences in line with alternative tourism trends; 2) Collaboration with Travel Agencies: Using natural and cultural attractions to build partnerships with travel agencies; 3) Attractive Digital Promotion: Creating attractive visual promotional content for social media; 4) Improving Facilities and Amenities: Working with government or private parties to improve facilities and amenities; 5) Creating Unique Experiences: Creating tourism experiences that are not easily found elsewhere to stay competitive; 6) Diversifying Tour Packages: Developing various types of tour packages to attract various market segments and reduce dependence on one type of tourism.

CONCLUSION

The Importance of Developing Tour Packages in Kambo Tourism Village: Kambo Tourism Village is a very potential tourist attraction with various unique natural and cultural attractions. However, this potential has not been optimally utilized due to the lack of ready-to-use tour packages for tourists. The development of well-organized tour packages will help introduce the uniqueness of this village to domestic and international tourists and thereby improve the local economy. The Need for Training for Local Residents: To increase the growth and progress of Kambo Tourism from day to day, training and capacity building are needed for local residents, especially tourism awareness groups (POKDARWIS). This training is very important to help the general public in purchasing tour packages, choosing tourist destinations, and marketing their local potential more effectively. Expanded Tourism Development Strategy: Tourism development in Kambo Village must be based on a SWOT analysis that emphasizes strengths, weaknesses, opportunities, and threats. Kambo Tourism Village can become a competitive and sustainable tourist destination amidst changing global tourism trends by utilizing natural beauty and cultural uniqueness, as well as collaborating with travel agencies and utilizing digital promotions.

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