

Fishermen Community Participation in Tiku Awareness Tourism Group on Sustainable Tourism Development

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Implementing sustainable tourism development within tourist villages has emerged as a growing trend in the tourism industry, catering to the contemporary needs of tourists and serving as a valuable economic resource. It is also regarded as a gauge of the successful execution of sustainable tourism within local communities, exemplifying their active involvement in harnessing the tourism potential of their regions. This article seeks to chronicle the execution of sustainable tourism development in coastal areas, focusing on village-based tourism due to its profound impact on local economies and the transformations in people's ways of life. To illustrate this, a case study was conducted in South Tiku Village, Tanjung Mutiara District, Agam Regency. The research employed a descriptive qualitative modeling approach and in-depth interviews involving village stakeholders, Pokdarwis/the Awareness Tourism Group (Kelompok Sadar Wisata), and the South Tiku Tourism Village community. As a result, it became evident that the residents of Tiku Tourist Village have effectively harnessed their village's potential through sustainable tourism development. This is substantiated by the notable increase in income among the South Tiku Tourist Village community, primarily attributable to tourism-related activities. Furthermore, this transformation has seen former fishermen transition into tourism entrepreneurs, reshaping their livelihoods.

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Introduction

As the world's largest archipelagic nation, Indonesia boasts an exceptionally diverse marine ecosystem and biodiversity. Beyond its ecological significance, potential marine resources can enhance the local fishing village economies and offer a source of future enjoyment for the broader community (Antimova et al., 2012; Pigram & Wahab, 2005; Utami et al., 2019). The Indonesian government is dedicated to creating marine protected areas, each of which will be crucial in advancing sustainable local fisheries and human

resource management based on local knowledge (Utami et al., 2019). Exploring these matters and related concerns demonstrates that various methods of marine resource conservation management are vital components of poverty reduction efforts among fishermen in coastal communities (Allison & Ellis, 2001; Zamzami & Aliman, 2021). Local fishermen engage in a range of activities related to coastal and marine resource conservation, guided by local values and traditional wisdom, which can contribute to achieving a balance in conservation objectives (Clark, 2002; Ferrol-Schulte et al., 2015; Halim et al., 2019).

Tourism is a key driver of economic growth and community well-being. Contemporary tourism development must take into account the sustainability of tourist destinations, the benefits for local communities, and its environmental impact (Dermawan, 2010; Eriksson et al., 2019; Walpole & Goodwin, 2000). Effective development is achieved through the implementation of sustainable tourism development. Sustainable tourism development takes into account the current and future economic, social, and environmental consequences, as well as the needs of tourists, the tourism industry, the environment, and local communities (Dangi & Jamal, 2016; Markus, 2010; White et al., 2005). There are several aspects of implementation, one of which is the economic sustainability of businesses, leading to increased job opportunities and poverty reduction. These factors play a significant role in empowering local communities in the pursuit of sustainable tourism development. Empowering local communities leads to the establishment of tourism villages as destinations.

A tourist village is a form of all-inclusive tourist destination that integrates tourist attractions, facilities, accommodations, and accessibility, all of which represent the fabric of community life and incorporate established processes and traditions (Amerta, 2017; Chambers, 2009; Okazaki, 2008; Salazar, 2012). This is aimed at broadening the understanding of village culture and engaging in local community activities while also increasing visitor interest and lengthening their stay. Many of these are referred to as 'rural tourism attractions' because they are structured around rural activities that align with the daily life of the local community. The full participation of local communities is closely linked to the development of the tourism village (Kibicho, 2008; Rahajeng & Maharani, 2018; Rahmawati et al., 2020; Walpole & Goodwin, 2000). These communities are the ones who directly experience both the positive and negative effects of tourism growth in their vicinity. One of these effects is economic impact. Within the economic aspect, which is one of the four pillars comprising the sustainable tourism development framework, community empowerment is crucial and requires attention. To enhance economic well-being, community empowerment is primarily assessed through the economic implications perceived by the local community (Amerta, 2017; Clifton & Benson, 2006; Dangi & Jamal, 2016; Harrison, 2001; Stronza, 2001).

The empowerment of local communities is facilitated through the involvement of regional community organizations known as Pokdarwis (*Kelompok Sadar Wisata/The Awareness Tourism Group*) in the development of sustainable tourism (Antimova et al., 2012; Gusriza, 2021; Pigram & Wahab, 2005; Utami et al., 2019). Pokdarwis is one of the contributors to a tourist destination, especially the Tourism Village. This group serves as an example of an informal institution comprising community members, a tourism-oriented group striving to promote tourism, as well as community stakeholders who play pivotal roles in fostering and implementing tourism awareness (Khairi et al., 2022; Padli, 2023; G. G. Sari & Firzal, 2019). The Awareness Tourism Group represents an alternative

approach to tourism development centered around tourism awareness campaigns (Bhakti, 2023; R. E. Sari et al., 2021; Wispandono et al., 2022). The Community Tourism group, already established in the West Sumatra Province, continues to expand each year, with 31 Pokdarwis already established in various village areas, including one in an ancient village transformed into a tourist village in the Agam Regency.

Implementing sustainable tourism development must consider current and future implications on the economy, society, and the environment while addressing stakeholder requirements (Kibicho, 2008; Okazaki, 2008; Yunanto et al., 2019). The implementation continues to emphasize the following elements: 1) Sustainable resource utilization and conservation; 2) Respect for and preservation of the socio-cultural aspects of indigenous communities; 3) Preservation of traditional cultural heritage and values; 4) Sustained economic viability and increased employment opportunities, contributing to poverty reduction. (Allison & Ellis, 2001; Kibicho, 2008; Martin & Novicevic, 2010; Okazaki, 2008; Yunanto et al., 2019; Zamzami et al., 2019). These aspects are effectively implemented through tourism villages.

Tourism villages, as a type of tourist attraction, integrate attractions, amenities, accessibility, and accommodation by involving the local population. This packaging is designed to reflect the customs and practices of the community where it is being offered. The creation of tourism villages involves the participation of the community, often facilitated through organizations like *Kelompok Sadar Wisata/Pokdarwis*, which act as key stakeholders (Bhakti, 2023; Nadia & Jumriani, 2023; Ningsih, 2022). Some other name of organizations found from previous studies which involving in tourism awareness are tour guide group (*Kelompok Pemandu Wisata*) (Cahyawati et al., 2021; Wijaya et al., 2022), tourism village communities (*Komunitas Desa Wisata*) (Nurchayono, 2017),

These organizations play a vital role in increasing tourism awareness and have a strong connection with the community. Several factors affecting increasing tourism awareness are utilizing digital marketing and social media, hosting cultural events and festivals, celebrity endorsement and influencer marketing, and improving infrastructure development (Aktoin, 2022; Padli, 2023; G. G. Sari & Firzal, 2019; Sufiawan et al., 2022; Wahyuni, 2021). The involvement of Pokdarwis in the community demonstrates that sustainable tourism development in tourist villages requires active community participation. Community empowerment is realized through community involvement, which involves the community's willingness to contribute to development planning and the implementation of development programs (Hanana et al., 2017; Padli, 2023; G. G. Sari & Firzal, 2019; Wahyuni, 2021).

In previous studies, some factors affecting the tourism awareness are positive experiences shared by friends, family, or online reviews can influence others' decisions to visit a destination, highlighting the importance of providing excellent hospitality and memorable experiences (Antimova et al., 2012; Fahmi & Putra, 2021). With growing environmental concerns, promoting sustainable and eco-friendly tourism practices can appeal to conscious travelers and generate positive awareness for destinations committed to preserving natural resources and minimizing negative impacts (Bhakti, 2023; Pigram & Wahab, 2005), and Effective crisis management and transparent communication during natural disasters, pandemics, or other crises can help maintain trust in a destination's safety and resilience, ensuring that tourism awareness remains strong even during challenging times (Antimova et al., 2012; Fahmi & Putra, 2021)

Sustainable tourism, as observed in tourist villages, relies on the full engagement of the local population. This engagement involves exploration, participation, growth, consolidation, and progression toward realizing the tourism potential (Amerta, 2017; Bhakti, 2023; Salazar, 2012; Yuan et al., 2017). The exploration of the local community ensures the viability of the tourism industry, in which Pokdarwis plays a significant role. Pokdarwis' involvement in the tourism village context has been discussed, and their success in facilitating the tourism industry in South Tiku was evident when they were recognized as the best Pokdarwis in the tourism sector.

The South Tiku Pokdarwis recorded over 600 visitors on weekdays, and this number significantly increased during weekends and holidays, reaching between 1,500 to 2,000 tourists per day. On national holidays and long weekends, it could even reach up to 4,000 visitors (Table 1). It's important to note that these figures pertain only to visits to the small beachside café and do not include group visits for Homestay and Educational Tours.

Table 1

Tourist visitation data in South Tiku Tourism Village from 2018 to 2022

Year	Domestic Tourist (Person)	Foreign Tourist (Person)
2018	25,000	450
2019	30,000	500
2020	5,000	30
2021	4,000	25
2022	10,000	100

Source: *West Sumatra Government Tourism Office, 2022, modified by author*)

Pokdarwis openly conducts socialization efforts and shares future policy plans and the economic benefits of the tourism business. South Tiku leverages its cultural aspects as attractions, such as the Fast Festival, an annual event featuring traditional food and games. This serves the dual purpose of preserving tradition and prolonging tourists' stays in South Tiku Village. The surge in visitor numbers can also be attributed to the impact of social media, serving as a pivotal promotional tool. Consequently, South Tiku has gained considerable recognition. Social media posts featuring South Tiku and the small café along the beach have proven to be effective promotional tools. The active involvement of 20 South Tiku Pokdarwis members, who belong to productive groups and are responsible for social media promotions, has also played a significant role.

The community's growing awareness of the economic prospects of Pokdarwis' tourism ventures has increased participation in the tourism sector. This is evident in the substantial rise in Pokdarwis membership, which has expanded from its initial 20 members. This increase underscores the fulfillment of employment opportunities through tourism businesses. The management's performance is closely linked to the economic impact on the local community, underscoring the pivotal role of community engagement. Based on the above, this article aims to further explore community participation related to economic implications in the South Tiku Village Tourism Village within the framework of sustainable tourism development.

Methods

Research Location

The research was conducted through on-site interviews with fishing communities in the South Tiku Village in the Tanjung Mutiara District. South Tiku Village comprises seven sub-villages, which are as follows: 1) Gasan Kaciak Sub-village with an area of 1,141 hectares. 2) Banda Tower Sub-village with an area of 724 hectares, 3) Pasa Tiku Sub-village with an area of 111 hectares. 4) Jorong Pasia Tiku Sub-village with an area of 100 hectares. 5) Kampung Darek Sub-village with an area of 520 hectares, 6) Pasia Paneh Sub-village with an area of 605 hectares, 7) Nibuang River Sub-village with an area of 385 hectares.



Picture 1. Map of Village of South Tiku

Four of these sub-villages are situated in coastal areas (making up 21% of the total), while the remaining 15 are not located along the coast (comprising 79% of the total). The population engaged in coastal livelihoods includes 2,152 fishing households, accounting for 37% of the total population. South Tiku Village is bounded by Tiku V Jorong Village to the North, Batang Gasan Village to the South, the Indonesian Ocean to the West, and North Tiku Village to the East. The altitudes in South Tiku Village range from 2 meters above sea level, with an average temperature between 26°C and 30°C, and an average annual rainfall of 2,000 mm. The livelihood data of South Tiku residents is detailed in the following table.

Table 2

Information regarding the means of sustenance for the residents of South Tiku

No.	Type Livelihood	Number	Amount%
1	Farmer	112	9
2	Workers	223	17
3	Fishermen	145	11
4	Home Industry	29	2

5	Merchants	406	32
6	Services	100	8
7	Civil Servant/Military	19	2
8	Others	250	19
Total		1,284	100

Source: *Primary data, 2023*

From Table 2, it can be observed that in the South Tiku Village, 125 households of fishermen (11%) are engaged in the fishing sector, while the remaining 89% are involved in various sectors, including agriculture, plantations, trade, services, public service, and other fields. The economic activities in this area revolve around five main sectors: agriculture, small-scale industries, trade, tourism, and marine and fisheries. These five sectors exhibit dominance in terms of their significant production outputs, particularly in agricultural goods and household industries, which have ripple effects on neighboring areas such as Pariaman and Padang Pariaman Regency.

As of 2022, the population of South Tiku Village stood at 13,003 individuals, comprising 6,699 males and 6,304 females (Table 3). The village had a total of 2,608 households (families).

Table 3
Demographic Structure and Age Distribution in South Tiku Village

No.	Composition	Number
1	Population	
	a. Number of male	6,699
	a. 0-15 years	2,558
	b. 16-59 years	3,675
	c. Over 60	466
	b. The number of women	6,304
	a. 0-15 years	2,368
	b. 16-59 years	3,475
	c. over 60 years	452
	c. Number of households	2,608
	Total Population	13,003

Source: *Profile of Village of South Tiku 2022*

The statistical data indicates that the most significant portion of the population in South Tiku Village falls within the age range of 20 to 50 years. This is strongly correlated with the diverse range of occupations held by the residents of South Tiku Village. To meet the requirements of the village residents, including fundamental necessities like clothing, food, and housing, as well as supplementary needs to support essential livelihoods and business endeavors, the community engages in a wide array of livelihood activities. Similarly, the villagers of South Tiku Village also pursue diverse livelihoods.

This research employed with qualitative approaches. (Babbie, 2010; Bryman, 2016; Creswell, 2011; Mikkelsen, 2005). The qualitative method delineates variables by means of defining them, offering conceptual explanations, taking notes, or observing field conditions (Babbie, 2010; Creswell, 2011). The research was carried out between May 2023 and June 2023. Data collection techniques are very important in research, without knowing the techniques of data collection, researchers will not get the data to be studied.

Data collection using 1) Observation; researchers have observed what facilities are offered by South Tiku Village at present, seen the attractions offered by the Village government, and seen how the involvement of Tourism Awareness Groups in tourism management in South Tiku Village, 2) Interviews; Using a structured interview category, this can be seen in the nature of the structured interview category, which can provide a clear picture of space and time, so that the relationship between questions given by researchers and answers from resource persons looks appropriate and structured. Researchers can explore information and data related to the existence of Tourism Awareness Groups in South Tiku Village tourism management, 3) Documentation; to collect field evidence in the research held, as evidence in the validity of the research and tangible forms in research answers on local community involvement in tourism management South Tiku Village in the form of public documents (newspapers, papers, reports), audio and visual materials such as photos, audiotapes, and vidiotapes.

Interviews

In determining informants in this study using *purposive sampling techniques* where the selection of information is based on the best position in providing the information needed, and the intended informant is in accordance with research needs. The use of this technique in order to achieve information that is in accordance with the research problem (Neuman, 2006). The informants in this study are fishing communities involved in tourism awareness groups, and agencies that will be involved in tourism development in the South Tiku Village. Key informants are fishermen who are members of the the South Tiku Village Tourism Awareness Group and other informants are the Village Government and Tourism Actors.

Table 4

Number of Research Informant

No.	Occupation	Number
1	Head of Village	1
2	Fishermen	5
3	Head of Pokdarwis	1
4	Members of Pokdarwis	10
5	Head of Tourism Village	1
Total Population		18

Source: *Primary data, 2023*

Analyze

Data analysis by processing data by interpreting data for analysis (Have, 2013). This step involves transcripts from interviews, scanning material, understanding what data is needed in the field or sorting and compiling the data in appropriate types or categories depending on the source of the information obtained by the researcher. Reading the entire data, in this stage, the researcher can write various special notes or general ideas about the data and information obtained at the time of the study. Analyze in more detail all the data obtained. Shows how the description and will be restated with a qualitative report, and interpret or interpret the data. The selection of research analysis was based on several criteria: 1) the research's relevance to an ecotourism development program, 2) the potential in areas with minimal environmental impact as emerging attractions, and 3) the core tourism offerings encompassing turtle breeding, diving, and island beach

excursions. Qualitative analysis was conducted to support statistic data in research. The analysis was focused on fishermen socioeconomic conditions and local government collaborations in Pokdarwis.

Results and Discussion

The success of South Tiku in enhancing its economic status through the development of tourism enterprises is intricately linked to the dedicated efforts and collaborative teamwork of all stakeholders. Achieving sustainable tourism development in South Tiku necessitates active engagement from all pertinent stakeholders and effective leadership to facilitate widespread participation and consensus building. Sustainable tourism development is an ongoing and evolving process, mandating continuous monitoring of its impacts and the implementation of preventive and corrective measures when required. This development initiative also strives to uphold tourist satisfaction levels and deliver meaningful experiences to visitors, while simultaneously raising their awareness of sustainability concerns and promoting sustainable tourism practices. Involving the community in the pursuit of sustainable tourism development entails fully empowering local residents. Within the framework of community participation theory, there are three levels: the lowest level, characterized by non-participation; tokenism; and the highest level, characterized by public power. These levels are elucidated in the following diagram (Abbott, 2013; Giampiccoli & Mtapuri, 2015).

The lower section represents a condition characterized by the absence of participation, including (1) manipulation and (2) therapy. Subsequently, there are (3) informing, (4) consultation, and (5) placation, where the three latter stages are described as the level of 'tokenism,' denoting a simplistic policy, superficial efforts, or symbolic actions aimed at achieving a goal. It does not reflect a sincere endeavor to engage the community. The subsequent sections include (6) partnerships, (7) delegation of authority, and (8) community control. This final section of the continuum illustrates the balance of power, as advocated by Abbott, and is considered the genuine form of community participation. In the manipulation and therapy stages, communication flows in only one direction, originating from authorities or decision-makers. The community remains unaware of the purpose, yet they are present at the forums (Abbott, 2013).

In the following phase, which is the tokenism level, the community is allowed to participate by expressing and listening to their opinions. However, there is no assurance that decision-makers will take their input into account. This stage has a minimal likelihood of effecting societal change. At the tokenism level, communication becomes more prevalent, but it remains predominantly one-way without reciprocity. Information is provided to the community, but they are not given the opportunity to provide feedback. Two-way communication begins to occur, but the decision-makers still retain the authority to evaluate the feasibility and existence of the proposals.

The uppermost section is regarded as an optimal form of participation, in which the community wields influence within the decision-making process. It commences with a partnership in which authority is delegated, fostering negotiations between the community and those in positions of power, encompassing aspects ranging from planning and implementation to the monitoring and evaluation processes (Aktoin, 2022; Khairunnisa, 2022; Thorpe et al., 2006). The transfer of authority from decision-makers to the community to safeguard their interests, spanning from the initial stages through monitoring and evaluation, empowers the community with distinct responsibilities for

program success. In the ultimate phase, known as citizen control, the community independently oversees various activities aligned with their agreed-upon interests, free from government intervention.

The village's fishing culture activities draw a significant number of visitors. Combined with its picturesque landscapes, beautiful scenery, and recreational activities for children, this has led to the development of beach tourism with an emphasis on educating visitors about the local fishing cultural life. The establishment of Pokdarwis South Tiku was driven by the same motivation to unlock the village's tourism potential and improve economic conditions. The organization created six business divisions, each with distinct responsibilities. These divisions include Public Relations for communication and promotion, Marketing for marketing activities, Homestay for accommodation services, Fisheries Culture and Livestock for the management of tourism attractions, and Home Industry for overseeing and developing South Tiku's products, such as dried fish, beach cuisine, and coconut drinks. Tourism and education related to natural tourism and fishing culture are increasingly attracting tourists, evident from the growing number of visitors. The long beach features a small café that serves as an amenity and tourist attraction in South Tiku. Here, tourists can relax in gazebos or small houses, enjoy South Tiku's cuisine, or take selfies. The backdrop for these photos includes the unique and natural landscape of the fishing culture land, providing a scene that can't be found everywhere. In the South Tiku study, the stages of manipulation and therapy were conducted during the exploratory phase. As a newly formed group, where the community had not yet fully grasped the functions and objectives of the tourism business, Pokdarwis South Tiku seized every opportunity to engage with the community. They provided socialization about Pokdarwis' plans and the advantages of the Tourism Business that was being initiated at that time. The initial program primarily focused on the "clean" initiative to enhance the appeal of local points of interest within the community, including cleanliness standards and waste management. The existence of Pokdarwis in South Tiku Village is one of the great potentials in the realization of effective tourism management, based on the results of interviews conducted by researchers to the Head of Village:

"...The existence of POKDARWIS South Tiku Village is very helpful in tourism management in South Tiku Village not only helps but POKDARWIS also presents interesting ideas..."

Based on interview result, the existence of POKDARWIS South Tiku Village is very helpful in improving the tourism economy so that there are many attractive offers packed with local wisdom of the community available. POKDARWIS strives to balance the needs of local communities and the needs in tourism management, although there are still many obstacles, but so far POKDARWIS has greatly contributed to the management of South Tiku Village tourism.

The degree of tokenism came into play in the subsequent phase of South Tiku's attraction development. While Pokdarwis made efforts to develop tourist attractions, they simultaneously worked towards preserving the village's authentic rural ambiance as a primary attraction. This was achieved through endeavors to employ the original architectural designs of rural buildings and the use of natural materials indigenous to South Tiku. Additionally, they controlled the construction of buildings to safeguard the landscape of South Tiku village and its natural resources. The economic benefits

stemming from tourism businesses further fueled the community's interest in the development of tourist attractions.

Numerous proposals and construction projects have emerged that do not align with the direction of Pokdarwis' tourism development, resulting in their prohibition. In the phase of community empowerment, observed through the lens of the partnership continuum, South Tiku exemplifies this in its community's engagement as Electronic Information Card, present in each Neighborhood Association (RT). The fishermen community in South Tiku plays a vital role in monitoring and evaluating the success of the tourism initiatives. They are privileged to provide input and rectify each submission on the SIE South Tiku platform. These contributions encompass updates on population data, health statistics, and agricultural and livestock-related information. However, the subsequent phases involving the delegation of authority and community control have not yet materialized in South Tiku. This is attributed to the fact that the villagers still lack a full understanding of the concept of sustainable tourism development.

People in South Tiku continue to show keen interest in the economic benefits generated by the tourism industry. This is quite understandable, considering that the financial report of the South Tiku Village's Badan Usaha Milik Nagari (Bumnag) for the year 2022 reveals that the village's total revenue from the small beachside café amounted to Rp. 201,050,998. Additionally, earnings from Live-in accommodations (homestay and educational tours) in 2023 were recorded at Rp. 28,885,000 (Primary data, 2023). With the village's net income amounting to 70% of this figure, it motivates individuals to explore tourism opportunities at the local level.

For Pokdarwis, one of the village's stakeholders, their pursuit is not solely focused on economic gains, as excessive emphasis on profit could potentially harm the local culture and lead to social conflicts within the community. The management of tourism enterprises has been conducted effectively, ensuring that all forms of physical effort and participation are economically valued. In the case of educational tours related to farming and livestock raising, landowners receive a minimum land rent fee of Rp. 50,000 per group visit, along with an additional Rp. 50,000 provided as an incentive for local guides. From the ongoing tourism business operations, those directly involved, such as farmers, landowners, and livestock keepers, receive an income incentive of at least Rp. 400,000. Community members contribute their skills and expertise to support tourism activities, for instance, serving as tour guides.

As previously mentioned, the current management system quantifies any form of minor participation based on adjusted incentives provided by Pokdarwis. For Pokdarwis members directly engaged in the day-to-day operations of tourism businesses, referred to as permanent employees, a monthly salary of Rp. 750,000 is allocated, excluding commissions and other incentives.

A study conducted by Lee & Jan (2019) elucidates that tourists who express interest in rural tourism are driven by a desire for relaxation in a tranquil setting and anticipate various advantages from their destination visit. In connection with the subject of this study, South Tiku Village possesses the potential to offer attractions capable of fulfilling the desires of tourists seeking a peaceful vacation spot. The community's readiness is assured by the presence of a tourism-focused community group (Pokdarwis) that has been nurtured and equipped with an understanding of the advantages of tourism development in their local area, following relevant training provided by tourism schools.

Furthermore, homestay owners have prepared their staff with a welcoming service demeanor to ensure that tourists can enjoy healthy dining options.

According to findings from research conducted by Pfeilstetter (2021), it is emphasized that tourism-conscious groups play a pivotal role in collaboration with village authorities, tourism entrepreneurs, and academics to raise awareness among local residents regarding the potential of their villages, particularly by applying the "sapta pesona" principles. In line with these research outcomes, some of the results from community service activities, conducted by Andiani et al. between 2018 and 2022, indicated that tourism-conscious groups in several villages within Agam Regency still required guidance to enhance Pokdarwis's capabilities in performing its functions effectively. This was substantiated by various coaching sessions conducted through the Community Service program. The dedication report revealed that some of these guidance sessions focused on enhancing Pokdarwis's operational and managerial skills.

The findings from this community service program underscore the importance of addressing the needs of tourism-conscious groups in several villages within Agam Regency. All stakeholders must provide support and offer training programs related to potential development initiatives in their respective areas. All types of training and mentoring activities must be structured with a specific model in mind, as the cessation of these "P2M" activities has left a gap in knowledge transfer. The development of educational models through research may serve as a viable solution to provide knowledge and skills to all tourism-conscious groups in Agam Regency.

Challenges faced by the Tourism Awareness Groups, both in terms of management and operations, can impede the seamless execution of Pokdarwis activities and hinder their ability to fully optimize their functions and roles as partners to the government in promoting the Sapta Pesona initiative. One of the objectives of Pokdarwis' existence, as outlined in the Pokdarwis manual, is to enhance public awareness. However, the practical implementation of raising awareness, as observed by the tourism awareness group, has proven to be complex. Additionally, there is the challenge of motivating visitors to actively support the Sapta Pesona movement, particularly in the realm of hygiene. It's worth noting that brand awareness is an integral component of brand equity, which is defined as a brand symbol that enhances or diminishes the value offered by a product or service to the company or its customers. (Bhakti, 2023; R. E. Sari et al., 2021; Wispandono et al., 2022). To enhance brand equity, Pokdarwis is encouraged to demonstrate creativity and innovation when crafting tourism offerings that have the allure to draw tourists to the destination. This strategy will also influence the generation of economic improvements. The effectiveness of Pokdarwis can be gauged by the accomplishments of its human resources serving as its managers. Therefore, the advancement of the Tourism Village will truly contribute to elevating the villagers' economic status, and the endeavor to thrive in village tourism development will persist.

Pokdarwis can be considered an essential prerequisite for establishing a Tourist Attraction. This aligns with the criteria for forming tourist villages, which include attractions, accessibility, amenities, and the final component, ancillaries. Ancillaries are institutions formed by village residents, with members comprising individuals involved in tourism who possess a strong sense of concern and responsibility. They play a pivotal role in fostering a conducive environment for tourism development in their village area and realizing the Sapta Pesona initiative. This tourism development aims to bolster regional progress and deliver optimal benefits to the villagers.

In attracting domestic tourists to South Tiku Village, this village has a tradition of slaughtering cows and buffaloes (*Festival Babantai*), which is carried out regularly every year, with routine activities on Eid al-Fitr after fasting in the holy month of Ramadan, with around 300 cows and buffaloes (Zamzami, 2019). This tradition also provides cow and buffalo sacrifices for Eid al-Adha, which reaches 321 cows and buffaloes. Cows and buffaloes reach an average weight of 200-500 kg with an average price of Rp 16 million to Rp 20 million per head. Based on the results of interviews conducted with one of the informants, the head of the sub-village says:

'.. traditions of slaughtering cattle is intended for the expression our gratitude for the fish harvest, and become entertainment for the village community and also influential to increase income through tourist to come to our village'

Fishermen's party activities follow the tradition of slaughtering cows and buffaloes (*Festival Babantai*). The tradition aims to illustrate gratitude for the blessings given by God, especially for the abundant fish caught in the South Tiku Village. This tradition has positive values, including fostering friendship and social care for people who experience economic difficulties by providing sacrificial meat so that it can form a sense of community care in the South Tiku Village. The fishing community of South Tiku maintains this tradition because it is a social tradition that improves the economy of the people in the South Tiku Village, especially the fishing community.

Pokdarwis operates as an independent group, meaning that tourism development in the village is driven by the village's inherent strengths and resources. Moreover, Pokdarwis is tasked with self-driven growth and the creation of development opportunities rooted in their creative potential. This is because they hold the power to drive village development through the resources at their disposal. Therefore, Pokdarwis must demonstrate creativity and innovation. To create tourism products, Pokdarwis must undertake several key actions. First and foremost, they need to enhance their comprehension of tourism by recognizing the village's potential. They should also assess the existing carrying capacity and transform it into a sector capable of bolstering both individual and regional income. Consequently, villagers who are part of Pokdarwis must continuously refine their skills and explore their potential to deepen their grasp of tourism.

Establishing Pokdarwis for tourism development in South Tiku Village holds substantial benefits for the village government and its residents. This formation opens up numerous opportunities for harnessing South Tiku Village's potential as a Tourism Village. Some of the opportunities available to the Tourism Awareness Group include government support in developing tourism-related institutions. The Ministry of Tourism has dedicated deputies for industrial and institutional development in the tourism sector.

Conclusion

In response to these findings, it is recommended that the local government actively promote the tourism sector among the local population. Furthermore, it is crucial to establish Pokdarwis, an official organization tasked with advancing the tourism sector within the village. This organization should devise a program geared towards enhancing the tourism sector in alignment with the principles of Tourism 4.0. To prepare the local communities effectively, the program should encompass the following key areas: proficiency in English, adaptation to technology, identification of tourist attractions,

understanding of legal aspects, proficiency in digital marketing, and establishing collaborations with stakeholders. Regarding technology adaptation and digital marketing, it is suggested that Pokdarwis and the local government conduct regular training sessions and socialization efforts. It is imperative to elevate promotional strategies within the framework of a social media marketing program and incorporate an online reservation platform. This approach is essential to address the rapid proliferation of internet users and the prevailing operational methods of a majority of businesses.

The Tourism Awareness Group is a community-based institutional organization entrusted with the management of tourism potential within the village. As an engaged tourism institution, the Tourism Awareness Group faces challenges in effectively governing the group to achieve Pokdarwis' objectives collectively. The most significant challenge confronting Pokdarwis is the scarcity of human resources for developing and operating tourism enterprises. Additionally, there is a deficiency in foreign language proficiency, which is partly attributable to the prevailing perception that realizing Sapta Pesona is solely Pokdarwis' responsibility within the local culture. However, despite these challenges, Pokdarwis has ample opportunities to garner support from the private sector, academia, and the government, as long as the group is willing to design work programs with clear and tangible outcomes.

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