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## **Tourism Village Development Strategy through Community-Based Tourism and Women's Empowerment for Sustainable Development in Bakau Serip.**

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### **Abstract**

This study focuses on the development strategy of tourism villages through the implementation of Community Based Tourism (CBT) and women's empowerment as an effort to achieve Sustainable Development Goals (SDGs) in Kampung Tua Bakau Serip, Nongsa District. Tourism villages are crucial drivers of sustainable economic and environmental development in Indonesia, yet challenges remain in optimizing human resources and managing village potential. Through partnerships between Batam International University, local communities, and corporate social responsibility (CSR) programs, various capacity-building initiatives were implemented, particularly emphasizing women's participation in creative economy activities. The development roadmap envisions Kampung Tua Bakau Serip as a "Smart Village" and Mangrove Education Study Center over the next five years. Initial results indicate that community empowerment, infrastructure improvement, and educational tourism development can significantly contribute to economic growth and environmental conservation. The research highlights the importance of sustainable community engagement in achieving long-term tourism village viability.

**Keywords:** *Community Based Tourism (CBT), Sustainable Development Goals, Kampung Bakau Serip*

## Introduction

Sustainable Development Goals (SDGs) is a global action plan agreed by world leaders including Indonesia, to end poverty, reduce inequality and protect the environment. The SDGs contain 17 Goals and 169 Targets that are expected to be achieved by 2030. The SDGs are continuation of the millennium development goals (MDGs) program initiated in 2000 which still focused on the socio-economy. While the SDGs add more environmental Proportions to its planning (Elder & Olsen, 2019). One of the government's concerns for the implementation of SDGs is the development of tourism villages. Optimal management of tourist villages can have a major impact on sustainable development goals (Jimenez et al., 2021). Based on data compiled by the Ministry of Tourism and Creative Economy (Kemenparekraf), until 2023 the development of tourism villages in Indonesia has reached 4,737 villages with 4 categories, namely pilot, developing, independent, and advanced. With development-based principles, tourism villages are expected to support sustainable development goals from several aspects. (Anggraini, Sharon, et al., 2023)

**Figure 1.1**



**Map of Tourish Village Distribution in Indonesia**

As an object of sustainable development, the development of tourism villages in Indonesia is indeed very significant from time to time. This can be seen from the involvement of Kemenparekraf in providing support to village development, starting from organizing the Anugerah Desa Wisata Indonesia (ADWI) award which has been routinely held annually since 2021, to the training provided to the community as an impact of concern for competency development. (Tomás López-Guzmán et al., n.d.) However, the growth of tourism villages in Indonesia is not supported by the development of community potential to develop their tourism villages. (Anggraini, 2021) This is one of the concerns for the government to increase the capacity of human resources in Indonesian tourist villages in order to support sustainable development goals. (Neneng Komariah et al., 2018)

Figure 1.2



The development of tourism villages in Indonesia is one form of sustainable economic development. Building a village means building the entire system in the village with the aim of improving the quality of life of the village community. According to the Village Law in Permendagri Number 114 of 2014, village development is an effort to improve the quality of life and life for the welfare of the village community, while the stages of village development consist of three stages, namely planning, implementation, and supervision. In the modern version, the concept of developing villages must be in line with village development so that village development is not only built on infrastructure improvements, but also on the potential and capacity of human resources. In other words, developing villages is building the economy of the community and is in line with the goals of sustainable development. (Anggraini, Kho, et al., 2023).

Batam is one of the cities in Riau Islands Province that has the potential for village development. In Batam, there are 7 Old Villages that are being considered for development, one of which is the Old Village in Nongsa, Sambau Village, Nongsa District, namely Bakau Serip Old Village, Kampung Tua Kampung Terih, Teluk Mata Ikan Old Village, and Nongsa Pantai Old Village. The Old Village in Nongsa has become one of the village development targets with the aim of not only developing its potential, but also developing a community-based tourism area. Thus, long-term planning is needed in mapping the concept of "building villages" and "developing villages" in order to achieve sustainable development goals. (Ciolac et al., 2017).

**Figure 1.3**



**Map of Kampung Tua Nongsa**

Kampung Tua Bakau Serip or what is known as Pandang Tak Jemu Mangrove Ecotourism is located in Nongsa District, Sambau Village. Pandang Tak Jemu Mangrove Ecotourism has received an award from ADWI as the 50 best tourist villages in Indonesia. The mangrove forest concept became popular in this tourist village after previously only being a pile of garbage a few years ago. In 2018, this Tourism Village was first introduced to the community with the concept of empowering mangrove forests as educational tourism. Mr. Gerry as the manager of this tourist village continues to work hard to make this village a tourist destination. A total of 100 families live in Kampung Tua Bakau Serip and make a living as fishermen.

**Figure 1.4**

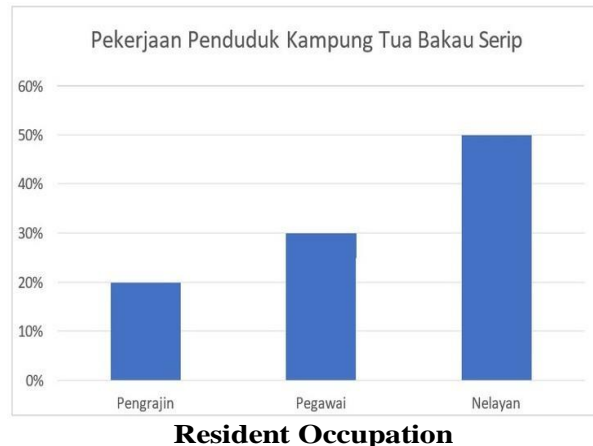


**Old Bakau Serip Village**

The growth of tourism villages in Indonesia in quantity is very significant. However, if we look back, the capacity and quality of community empowerment is still low, so that village management cannot be done optimally. The business potential that can be built in tourist villages has not been well managed. Batam International University, as a partner of Kampung Tua Bakau Serip since 2022, (Ramadhani, 2021) will endeavor to provide assistance in terms of labor and thoughts to jointly develop human resource capacity and formulate business potential so that the village can develop its business potential activities in Kampung Tua Bakau Serip can be an economic driver for the surrounding community. The initial potential that we can identify is the potential of human resources,

this potential can be seen from the type of work of the residents of Kampung Tua Bakau Serip.

**Figure 1.5**



When viewed from the large percentage of occupations of the residents of Kampung Tua Bakau Serip, 50% are fishermen, it can be concluded that when viewed from education, Kampung Tua Bakau Serip is still low. This condition encourages Batam International University to contribute in community capacity building by organizing trainings that will be attended by the tourism village manager and the local community. In addition, in this village development plan, Batam International University invites partners from within the country and abroad to jointly repair damaged mangrove tourism educational facilities so that mangrove educational tourism activities can be carried out safely again.

In the implementation of this tourism village development activity, LPPM and the Tourism study program collaborate with the TELIN company from Telkom Indonesia in the form of CSR which supports the development of tourism villages through the application of Environmental, Social, and Governance (ESG) with one of its programs, namely women empowerment through the activity "Hygiene & Sanitation Training for Tourism Village Managers in Nongsa Village" by getting direct teaching and experience from experts. Activities focus on empowering women to improve the quality of homestay managers supporting the development of tourist villages in Nongsa-Batam which includes several areas, namely Teluk Mata Ikan Village, Nongsa Beach, Bakau Serip, and Kampung Terih.

### Methods

An overview of Kampung Tua Bakau Serip is an old village in Nongsa sub-district with 100 households. Most of the residents earn a living as fishermen. 12 women in Kampung Tua Bakau Serip are members of the Creative Economy and have

products that are sold as souvenirs in Kampung Tua Bakau Serip. Educationally, children in Kampung Tua Bakau Serip only finish their education at the high school level, but some stop at elementary and junior high school. Only 1/2 of the children eventually continue their education in college. 70% of women in Kampung Tua Bakau Serip do not work, in other words only as housewives who do not have self-actualization. Kampung Tua Bakau Serip has mangrove tourism potential that has been running since 2018, namely mangrove education, (Kirsty Blackstock, 2005) but other tourism potential has not been maximally developed. The Creative Economy is already quite running, (Anggraini, Siagian, et al., 2023). but needs training in order to provide opportunities for other communities to develop themselves in entrepreneurship. The specific conditions of Kampung Tua Bakau Serip are as follows:

A. Aspects of Tourism Village Potential

Kampung Tua Bakau Serip has the potential to become a Mangrove Education Study Center in Batam City. Currently, Kampung Tua Bakau Serip has a mangrove education tour package that has been promoted to schools in Batam. Not only that, some tourists from abroad also make Kampung Tua Bakau Serip as one of the mecca to learn about mangrove forest conservation. This mangrove forest potential will be one of the activities that can improve the economy of the village community. If managed optimally, this tourism potential will have a positive impact that not only affects environmental preservation, but also economic improvement and empowerment of women through creative economic activities.

B. Physical Aspects

Kampung Tua Bakau Serip has facilities that are used to support mangrove educational tourism activities such as educational centers, mangrove forest bridges, love aisles, camp gazebos, homestay houses, public toilets, cafeterias, and knitting huts. When viewed from the availability of facilities and infrastructure, Kampung Tua Bakau Serip already has facilities and infrastructure that are sufficient to support the activities of the tourist village, but some facilities & infrastructure already look inadequate such as mangrove bridges, aisles of love, and



mangrove education centers. As for homestays and public toilets, it is one of the facilities that must receive special attention in terms of hygiene and sanitation.

### C. Human Resource Aspects

Human resources are the main factor in creating sustainability in a tourist village. The availability of village potential and infrastructure will not provide sustainability if there are no competent resources in managing the village and have a vision and mission in developing the village. However, in addition to managers, the involvement of layers of society is also needed because the goal of building a village must be in line with building the competence of human resources in a tourist village, so that all activities carried out can become the economic wheel for a village. Human Resource Management in Kampung Tua Bakau Serip still needs attention. Currently, a total of 12 women who are mothers are involved in creative economic activities. This village building activity is expected to be the first step to provide education in improving the competence of women in Bakau Serip.

## Result and Discussion

Based on the results of field observations and an overview of the Kampung Tua Bakau Serip, this PkM activity will be aimed at village development with the direction of "Smart Village; Mangrove Education Study Center in Batam City" in the next 5 years and activities will be carried out every semester which will involve students, lecturers, and partners who are implementing ESG principles in their companies. The direction of this activity can be seen from the road picture below:

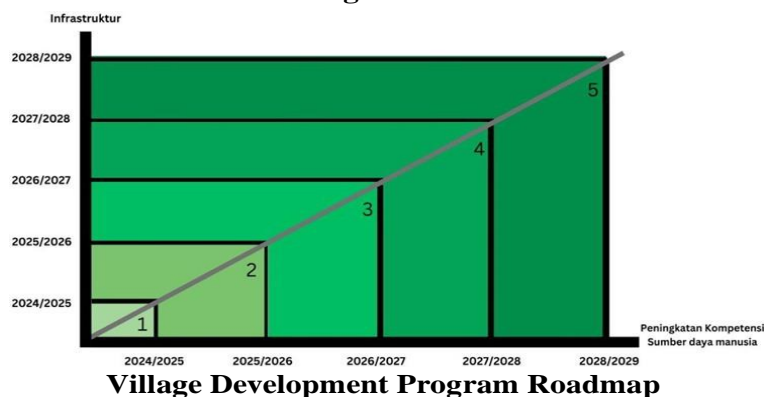
**Figure 3.1**



### Smart Village “Mangrove Education Study Center of Batam City”

From the picture above, Batam International University has a roadmap of Community Service activities for the next 5 years with the theme Smart Village "Mangrove Education Study Center in Batam City". This PkM activity will involve all study programs at Batam International University and will take roles according to their respective scientific fields. For the smart society category, it will involve English Education, Law Science, and Master of Law programs. For the Smart Governance and Economy category, the Master of Management, Management, Information Systems, Information Technology and Accounting programs will be involved. The Smart Mobility category will involve the Architecture and Civil Engineering study programs. The smart living and environment category will involve Architecture and Tourism study programs. The village development plan can be seen in the diagram below:

**Figure 3.2**



The village development program roadmap is designed to determine targets for improving human resource competencies and infrastructure. Stage 1, is the initial stage of developing community competencies by involving at least 10% of the community layers to make contributions in developing the village. Stage one is the introductory stage, as well as the stage that determines a tourist village will have sustainability in the next 5 years. The target of training and strengthening the competence of Human Resources is the community who will become champions in managing a business unit in the village. If Bakau Serip Tourism Village has 6 business units, such as homestay, mangrove education, camping ground, creative economy, product development, and catering, then there are at least 6 champions who will be trained to develop competencies in their respective business fields. Followed by competency development, the proceeds from the business units in the village will be set aside for infrastructure development starting with procuring materials until the construction will be carried out by



the village community. If stage one is successful, then stages 2, 3, 4, and 5 are expected to run according to plan.

### Conclusions

The development of Kampung Tua Bakau Serip as a tourism village demonstrates the crucial role of Community Based Tourism (CBT) and women's empowerment in achieving Sustainable Development Goals (SDGs). Although the village possesses strong tourism potential, especially through mangrove educational tourism, challenges persist in human resource competency and infrastructure maintenance. By implementing a structured roadmap and collaborative efforts involving universities, corporations, and the local community, it is possible to gradually build the village into a "Smart Village" and a Mangrove Education Study Center. Strengthening the capacity of local residents, particularly women, and optimizing tourism and creative economy sectors are essential steps toward fostering sustainable economic growth and environmental conservation. The success of this initiative depends on consistent community engagement, targeted training programs, and sustainable business unit development within the village.

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