

The Evaluation of the Tourism Village Development Program in Temajuk Village, Paloh District, Sambas Regency

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ABSTRACT: The problem of this research is driven from the inadequate facilities at the Tourism Village of Temajuk Village, Paloh Subdistrict, which fail to meet visitors' needs, consequently leading to suboptimal visitor numbers. This study aims to describe and analyze the compliance perspective and the what's happening perspective in evaluating the Tourism Village Development Policy in Temajuk Village, Paloh Subdistrict, Sambas Regency. This research utilized a descriptive qualitative approach. The findings indicate that from the compliance perspective, the tourism village development policy in Temajuk Village shows that most involved parties adhere to regulations and policies set by the local government. However, challenges persist in policy implementation, particularly regarding a deeper understanding of sustainability principles and environmentally friendly natural resource management. From what's happening perspective, the evaluation results reveal that tourism village development in Temajuk Village has shown fairly significant progress in several aspects. Nevertheless, challenges remain concerning the optimal utilization of local resources and the provision of adequate infrastructure to support the tourism sector. Based on these conclusions, this research provides recommendations, namely the need to improve coordination, educate the community, and strengthen supporting infrastructure. More efficient management grounded in sustainability principles will be very important for the long-term success of this policy.

KEYWORDS: The Tourism Village, Development Program, Program Evaluation

INTRODUCTION

The enactment of Sambas Regent Regulation No. 51 of 2020 concerning Tourism Villages confirms that the tourism potential of villages in Sambas Regency is a driving force for the local economy, a leading sector expected to operate sustainably. Tourism villages integrate attractions, accommodations, and supporting facilities within a community life structure that adheres to established customs and traditions. The goal is to increase local income through tourism, create jobs, encourage local businesses, and educate visitors about local culture, traditions, and customs, as well as preserve them through tourism activities.

A tourism village is a community unit that lives in the same area and interacts with each other to jointly manage their residences as an area with tourism potential and develop it along with other potentials. Communities in tourism villages play a key role as hosts to tourists, so their attitudes and behaviors reflect the noble values of Indonesian hospitality. Communities can facilitate tourists through accommodations that support tourism development, such as homestays, souvenirs, and tour guide services, which can boost the community's economy. This economic development is achieved by utilizing all available potential.

Temajuk Village is one of the tourist villages in Paloh District, Sambas Regency. This is stipulated in Sambas Regent Decree No. 443/DISPARPORA/2021 concerning the Designation of Temajuk Village, Paloh District, as a Tourist Village in Sambas Regency. Temajuk Village possesses considerable natural tourism potential that has not been optimally developed, such as Camar Bulan Resort, Camat Bulan Beach, Teluk Atong, JLO, Batu Nenek, Tanjung Dato, Teluk Melaka Beach, and Temajuk Mangrove. The establishment of this tourist village in Temajuk Village, Sambas Regency, aims to optimize the village's natural and cultural potential. Temajuk Village boasts natural beauty, such as beaches and mangrove forests, which can be utilized for tourism activities. The number of tourists visiting Temajuk Village, Paloh District, from 2019 to 2023 can be seen in Table 1.1.

Based on table 1.1, it shows that there was an increase from 2019 – 2023, but from 2019 to 2020 there was a decrease of around 61.26% in the number of tourists visiting, due to Covid. This is the subject of a study on the implementation of the Sambas Regency government policy to increase tourist visits to tourist attractions in Temajuk Village, Paloh District, such as the Teluk Atong Parking tourist attraction, Tiara Parking, JLO Parking, Camar Bulan Resort/Upside Down House Entrance Ticket, and Camar Bulan Beach, near the market.

The tourism village policy is in accordance with Sambas Regent Decree No. 443/DISPARPORA/2021 concerning the

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Designation of Temajuk Village, Paloh District, as a Tourism Village in Sambas Regency, and is furthered by Decree No. 032 of 2021 from the Head of the Sambas Regency Tourism, Youth, and Sports Office, concerning the Establishment of the Temajuk Village Tourism Awareness Group, Paloh District. The objectives are as follows:

- a. Actualization of community-based tourism destinations, including cultural tourism, agricultural tourism, culinary tourism, water tourism, attraction tourism, and historical tourism;
- b. Optimizing the environmental quality of the Tourism Village community and the cultural and tourism potential of each Tourism Village;
- c. Preserving the local community's way of life and arts and culture; and
- d. Manifesting areas that align with the concept of tourism charm (safe, orderly, clean, cool, beautiful, friendly, and memorable).

Table 1.1 Number of Tourist Visitors 2019-2023

No	Tahun	Jumlah Pengunjung (Orang)
1	2019	19,440
2	2020	11.909
3	2021	25.170
4	2022	29.652
5	2023	41.076

Sources: Diaspora, Sambas Regency, Sept 2024

The Tourism Village in Temajuk Village, Paloh District, is not balanced with Regional Government policies that pay attention to environmental, social, and economic carrying capacity, so that its supporting subsystems such as public transportation routes and means, roads, community participation, accommodation, and documentation and culinary facilities are still lacking. Viewed from the four aspects above, the Tourism Village of Temajuk Village, Paloh District, only fulfills one aspect of tourism, namely the aspect of the object. In addition, the quality and quantity of Tourism Village elements can be assessed from amenities, which mean services to tourists. Amenities are also defined as the completeness of supporting facilities such as the availability of accommodation and other supporting tourism facilities around the tourist area.

LITERATURE REVIEW

According to Akbar (2018:28), "evaluation produces policy-relevant knowledge about discrepancies between expected and actual policy performance." Furthermore, Akbar argues that evaluation emphasizes the creation of value premises necessary to generate information about policy and answer the question of what difference it makes.

According to this opinion, it can be argued that evaluation can be equated with appraisal, rating, and assessment—words that express efforts to analyze policy outcomes in terms of their value units. More specifically, evaluation concerns the production of information about the value or benefits of policy outcomes. When policy outcomes actually have value, this means that they will contribute to the specified goals or objectives. In other words, the policy or program has achieved a significant level of performance, and it means that policy issues have been clarified or addressed.

Evaluation can assist policymakers in the policy assessment stage of the policy-making process, thus not only generating conclusions about the extent to which problems have been resolved but also contributing to clarification and criticism of the values underlying the policy, will also facilitate adjustment and reformulation of the problem.

The development of a tourism village in Temajuk Village, Paloh District, Sambas Regency, is a strategic effort aimed at boosting the regional economy while preserving local culture and nature. Temajuk Village, located on the Indonesia-Malaysia border, boasts immense natural resources, including beautiful beaches, tropical forests, and extraordinary biodiversity. The uniqueness of the local culture also attracts tourists. However, to ensure that the development of this tourism village provides maximum and sustainable benefits to the community and the region, a planned and systematic evaluation of public policies is essential.

Tayibnaxis (2018:119) states that process evaluation —provides an overview of what is happening in a program and ensures the existence and accessibility of the physical and structural elements of the program. This evaluation assesses whether specific elements such as facilities, staff, places, or services are being developed or delivered according to plan.

According to Ripley (Kusumanegara 2019:125), there are two aspects that need to be considered in implementation evaluation: compliance and what's happening.

1. Compliance Perspective

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The compliance perspective views administrative agents and the individuals within them as functional within an administrative hierarchy. In other words, this perspective demonstrates the boundaries between superior and subordinate positions within bureaucratic units and bureaucrats. The compliance perspective focuses on whether implementation is in accordance with the plan. The basic consideration is that a plan must be followed to achieve success. This focus is considered very limited because it only questions how the program has been implemented.

2. The What's Happening Perspective

The What's Happening Perspective assumes that many factors influence the implementation of a policy or program. Based on this assumption, studies focus on identifying and specifying the factors that influence implementation.

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METHOD

This research will be conducted using descriptive research. According to Nazir (2011:63), descriptive research is "a study that examines the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present."

This research was conducted in Temajuk Village, Paloh District, Sambas Regency. The considerations for selecting this research location were: there are internal problems related to the existing tourism village facilities in Temajuk Village, Paloh District, which are still inadequate to meet the tourism needs of visitors. There is also a lack of a souvenir shop or outlet to sell the community's crafts, preventing the community from selling their handicrafts.

The data analysis used in this study was qualitative analysis. Data analysis in qualitative research is the process of simplifying data into a form that is easier to read and interpret. Based on these stages, the data analysis stages in this study are as follows: data collection, data reduction, data presentation, and drawing conclusions.

RESULT AND DISCUSSION

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Interviews with residents of Temajuk Village revealed that implementing agents' compliance with the Village Tourism Development policy in Temajuk Village is still lacking due to frequent changes in implementing agents. While the response to the implementation of the Village Tourism Development policy in Temajuk Village has been positive, the intensity of the policy's implementation has decreased due to obstacles encountered in the field during the implementation process, such as a lack of trained local tour guides. Tourism villages require professional and trained tour guides to provide accurate information about tourist attractions, culture, and village history. If local human resources lack adequate training, the quality of the tourist experience can be reduced.

These statements indicate that implementing agents' compliance with the provisions and regulations stipulated in the policy. The level of implementer compliance with the Village Tourism Development policy is one measure of the success of its implementation. The compliance approach refers to the implementer's behavior, whether it aligns with the standards, procedures, and rules established by the policy. It also examines the extent to which implementers understand and comply with the policy's mandate.

The implementation of the Tourism Village Development policy in Temajuk Village is in accordance with the Sambas Regent's Decree Number 443/DISPARPORA/2021, concerning the Determination of Temajuk Village, Paloh District, as a Tourism Village, Sambas Regency. This decree serves as the legal basis and reference for various parties in developing tourism villages in Temajuk Village. The implementation of the Tourism Village Development policy in Temajuk Village based on the Sambas Regent's Decree aims to make this village an attractive and sustainable tourist destination. The steps taken involve careful planning, community empowerment, infrastructure development, digital promotion, and natural and cultural preservation. In addition, collaboration between the government, community, and the private sector is key to the success of this policy. Through a coordinated and sustainable approach, Temajuk Village is expected to become a leading tourist destination that provides economic and social benefits to the local community.

An interview with the Temajuk Village Head revealed that: the implementation of the tourism village development policy in Temajuk Village is essentially an alternative to accommodate the needs of tourists with special interests. Tourism villages have indeed been popular with tourists, most of whom reside in urban areas. Many tourist attractions in rural areas have the potential to attract tourists. These attractions include natural scenery, historical and cultural heritage, and various folk arts and crafts, which have long attracted tourists. Likewise, the diverse cultural riches of the Temajuk Village community, such as customs and traditional lifestyles, can be packaged into tourism products that can be offered to tourists.

Based on this statement, it can be assumed that the implementation of the tourism village development policy is based on efforts that can provide numerous benefits, such as providing employment opportunities, increasing additional income for residents living around tourist attractions, and simultaneously encouraging local economic strengthening, increasing local revenue (PAD), and developing local arts and culture. Furthermore, the development of tourism villages in Temajuk Village is also expected to become an economic development asset for Sambas Regency, particularly as an alternative economic development for the Temajuk community.

Temajuk Village, located in Paloh District, Sambas Regency, has been designated a tourist village based on Sambas Regent Decree No. 443/DISPARPORA/2021. This designation marks a significant step in efforts to develop a sustainable tourism sector in the village. However, the success of implementing tourism village development policies depends heavily on the village's resources, including human resources, facilities and infrastructure, and partnerships between various parties. This will positively impact the local community, open new economic opportunities, and preserve the natural and cultural heritage of Temajuk Village, Paloh District.

Adequate resources and proper management are key to ensuring that village tourism development policies are effectively implemented and bring economic, social, and cultural benefits to the local community. In this context, resources for policy implementation in Temajuk Village encompass various interrelated aspects, such as infrastructure, human resources (HR), community involvement, and support from the local government and the private sector. The objective of this policy is to improve the quality and quantity of tourist destinations, introduce Temajuk's natural and cultural tourism potential to tourists, and create jobs for the local community. Therefore, the existence of strong resources is an absolute requirement for this policy to be effective, so that it can have a positive impact on the economic, social, and cultural and environmental aspects.

2. What's Happening Perspective

The What's Happening perspective assumes that many factors influence the implementation of a policy or program. It specifies the factors that influence implementation. Good performance and impact are indicators of successful policy implementation. The success of development policies is also assessed from the perspective of the implementation process and the perspective of outcomes. From the process perspective, a government program is considered successful if its implementation complies with the guidelines and implementing regulations established by the program creator, including implementation methods, implementing agents, target groups, and program benefits. A tourism village development policy may be successful from a process perspective, but may fail from an impact perspective, or vice versa. Evaluation of policy implementation from a what's happening perspective can include short-term results and influencing factors.

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The implementation process involves many actors. In other words, the more complex a government policy, the more actors are involved. Those implementing tourism village development policies must possess the necessary skills to carry out their duties. A lack of well-trained personnel will hamper policy implementation. This indicator demonstrates that the implementation process involves more than just one actor, but many. Implementers involved in a program are not limited to government and bureaucrats, but also include actors outside the government, such as non-governmental organizations, which are identified as stakeholders.

An interview with the Head of the Tourism Awareness Group in Temajuk Village, Paloh District, Sambas Regency, stated that the implementation of the tourism village policy in Temajuk Village is heavily influenced by various factors, both internal (such as community involvement and human resource readiness) and external (such as government support and funding availability). For this policy to be successful, solid collaboration between the government, community, and private sector is required, as well as appropriate strategies for infrastructure management, promotion, and environmental preservation. Understanding these factors will significantly assist in optimizing the implementation of the tourism village development policy in Temajuk Village, thereby positively impacting the local community by opening up new economic opportunities.

In response to this statement, it can be assumed that various factors, both internal and external, influence the implementation of the tourism village policy in Temajuk Village. Local community involvement, the availability of trained human resources, adequate infrastructure, government support, and funding availability are all highly influential elements. For this policy to be successful, synergy between the government, community, and private sector is needed in managing and promoting tourism villages. Furthermore, the application of sustainability and environmental conservation principles is crucial to ensure the short- and long-term success of this policy.

Short-term outcomes focus on short-term implementation measures that still provide significant benefits for both tourism managers and the local community. In this context, the primary focus of the tourism village policy is to promote Temajuk Village as an attractive tourism destination, improve community capacity in tourism management, and facilitate easy access for visitors. Some expected short-term outcomes include increasing the number of tourists, improving basic infrastructure such as road access, empowering local communities through tourism skills training, and intensifying tourism village promotion through digital platforms and social media.

CONCLUSIONS

Based on the description of the research results presented in the previous chapter, several conclusions can be drawn:

1. Compliance Perspective

Compliance of policy implementing agents in developing tourism villages in Temajuk Village shows a fairly positive level, although challenges remain in several aspects. The implementation of tourism village development policies in Temajuk Village, Paloh District, Sambas Regency, has generally shown positive progress, although various challenges remain. The availability of facilities and resources for tourism village development in Temajuk Village has begun to take shape, but there are still several shortcomings that need to be addressed. For example, basic infrastructure, accommodation facilities, and community empowerment have shown positive results, although their quality and capacity still need to be improved.

2. What's Happening Perspective

The implementation of tourism village development policies in Temajuk Village is influenced by various interrelated factors, such as human resource management, infrastructure availability and quality, active local community involvement, government support, wise utilization of natural and cultural potential, and funding factors. The success of short-term achievements in the tourism village development policy in Temajuk Village shows quite positive results, although there are still several challenges that need to be overcome to achieve more optimal results in the longer term.

ACKNOWLEDGMENT

The writing team would like to thank all parties involved in the research process through to writing the article. The local government of Sambas Regency, the company, and the faculty who cannot be mentioned one by one.

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