


**GOVERNMENT FUNCTIONS ACCELERATION IN TOURIST VILLAGE DEVELOPMENT:  
A CASE STUDY OF DERMAJI VILLAGE**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 13 January 2023</p> <p><b>Accepted</b> 07 March 2023</p>	<p><b>Purpose:</b> The current research analyzes the local government’s functions in developing a village into a tourism destination.</p> <p><b>Theoretical framework:</b> Using a qualitative data interaction model as the underpinning theoretical framework, which was presented by Miles et al. (2014), to accomplish this, this current research conducts a componential interactive data analysis model.</p> <p><b>Design/methodology/approach:</b> This research used Ryaas Rasyid’s concepts of regulatory function, service function, empowerment function and development function. These functions’ implementation was viewed from Cooper’s theory of tourism object components. The research used the descriptive method with a qualitative approach, applying field studies, observations, interviews, and documentation for data collection.</p> <p><b>Findings:</b> It has been revealed that the obstacles include: no regional regulations yet regarding tourist villages; lack of competent human resources; lack of promotional activities; lack of government support; lack of coordination between stakeholders; insufficient tourism facilities and infrastructure; and lack of guidance to tourism development actors by local governments. In overcoming it, local governments are making efforts to improve the quality of human resources, increase promotional activities through the internet as well as repackaging tourist attractions activities; coordinate between sectors in planning and implementation, allocate funds to establish appropriate tourism facilities and infrastructure; offering more guidance to the community and tourism business actors and also allocating special funds for the construction of road access to the Dermaji Village as a tourism destination.</p> <p><b>Research, Practical &amp; Social implications:</b> The implication drawn from this research helps the researchers and stakeholders develop a Tourist Village to encourage local development and increase the welfare and prosperity of the local community.</p> <p><b>Originality/value:</b> This finding found that the roles of local government, the village government, the private sector, tourism organizations and the community have significant in managing tourism villages.</p>
<p><b>Keywords:</b></p> <p>Government Functions; Development; Tourism Village.</p> <div data-bbox="172 981 480 1223" style="text-align: center;">  </div>	<p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i3.1296">https://doi.org/10.26668/businessreview/2023.v8i3.1296</a></p>

**O GOVERNO ACELERA AS FUNÇÕES NO DESENVOLVIMENTO TURÍSTICO DA ALDEIA: UM ESTUDO DE CASO DO VILAREJO DERMAJI**

**RESUMO**

**Objetivo:** A pesquisa atual analisa as funções do governo local no desenvolvimento de uma vila em um destino turístico.

**Estrutura teórica:** Usando um modelo de interação de dados qualitativos como estrutura teórica subjacente, que foi apresentado por Miles et al. (2014), para realizar isto, esta pesquisa atual conduz um modelo de análise de dados interativos componentizados.

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**Design/metodologia/abordagem:** Esta pesquisa utilizou os conceitos de Ryaas Rasyid de função reguladora, função de serviço, função de empoderamento e função de desenvolvimento. A implementação destas funções foi vista a partir da teoria Cooper de componentes de objetos de turismo. A pesquisa utilizou o método descritivo com uma abordagem qualitativa, aplicando estudos de campo, observações, entrevistas e documentação para coleta de dados.

**Descobertas:** Foi revelado que os obstáculos incluem: nenhuma regulamentação regional ainda relativa a vilas turísticas; falta de recursos humanos competentes; falta de atividades promocionais; falta de apoio governamental; falta de coordenação entre os participantes; instalações e infra-estrutura turística insuficientes; e falta de orientação aos agentes de desenvolvimento turístico pelos governos locais. Ao superá-la, os governos locais estão fazendo esforços para melhorar a qualidade dos recursos humanos, aumentar as atividades promocionais através da Internet, bem como reembalar as atividades de atrações turísticas; coordenar entre setores no planejamento e implementação, alocar fundos para estabelecer instalações e infra-estrutura turísticas apropriadas; oferecer mais orientação à comunidade e aos atores empresariais do turismo e também alocar fundos especiais para a construção do acesso rodoviário à Vila Dermaji como destino turístico.

**Pesquisa, implicações práticas e sociais:** A implicação extraída desta pesquisa ajuda os pesquisadores e interessados a desenvolver uma Aldeia Turística para incentivar o desenvolvimento local e aumentar o bem-estar e prosperidade da comunidade local.

**Originalidade/valor:** Esta descoberta descobriu que os papéis do governo local, do governo da aldeia, do setor privado, das organizações turísticas e da comunidade têm um papel significativo na gestão das aldeias turísticas.

**Palavras-chave:** Funções do Governo, Desenvolvimento, Aldeia Turística.

## ACELERACIÓN DE LAS FUNCIONES GUBERNAMENTALES EN EL DESARROLLO DE ALDEAS TURÍSTICAS: UN ESTUDIO DE CASO DEL PUEBLO DE DERMAJI

### RESUMEN

**Propósito:** La presente investigación analiza las funciones del gobierno local en el desarrollo de una aldea para convertirla en destino turístico.

**Marco teórico:** Utilizando un modelo de interacción de datos cualitativos como marco teórico subyacente, que fue presentado por Miles et al. (2014), para lograrlo, esta investigación actual lleva a cabo un modelo de análisis de datos interactivo componencial.

**Diseño/metodología/enfoque:** Esta investigación utilizó los conceptos de Ryaas Rasyid de función reguladora, función de servicio, función de empoderamiento y función de desarrollo. La aplicación de estas funciones se consideró desde la teoría de Cooper sobre los componentes del objeto turístico. La investigación utilizó el método descriptivo con un enfoque cualitativo, aplicando estudios de campo, observaciones, entrevistas y documentación para la recogida de datos.

**Resultados:** Se ha revelado que entre los obstáculos se encuentran: la inexistencia aún de normativas regionales relativas a las villas turísticas; la falta de recursos humanos competentes; la falta de actividades promocionales; la falta de apoyo gubernamental; la falta de coordinación entre las partes interesadas; la insuficiencia de instalaciones e infraestructuras turísticas; y la falta de orientación a los agentes del desarrollo turístico por parte de los gobiernos locales. Para superarlo, los gobiernos locales se están esforzando por mejorar la calidad de los recursos humanos, aumentar las actividades de promoción a través de Internet, así como reorientar las actividades de atracción turística; coordinar los sectores en la planificación y ejecución, asignar fondos para establecer instalaciones e infraestructuras turísticas adecuadas; ofrecer más orientación a la comunidad y a los agentes empresariales del turismo y también asignar fondos especiales para la construcción de carreteras de acceso a la aldea de Dermaji como destino turístico.

**Investigación, implicaciones prácticas y sociales:** Las implicaciones extraídas de esta investigación ayudan a los investigadores y a las partes interesadas a desarrollar una Aldea Turística para fomentar el desarrollo local y aumentar el bienestar y la prosperidad de la comunidad local.

**Originalidad/valor:** Este hallazgo encontró que los roles del gobierno local, el gobierno de la aldea, el sector privado, las organizaciones turísticas y la comunidad tienen importancia en la gestión de las aldeas turísticas.

**Palabras clave:** Funciones del Gobierno, Desarrollo, Aldea Turística.

## INTRODUCTION

Tourism sector development has been one of the primary work programs of the Government of Indonesia, and it is meant to be sustainable development following the national development objectives. The sector is seen as an alternative to increasing local revenue from the non-oil and gas sector, expanding employment opportunities and absorbing the workforce. The purpose is to encourage local development and increase the welfare and prosperity of the people by enriching the national culture and maintaining the national personality by prioritizing local knowledge, wisdom and values as the basis for tourism development.

Glickman & Servon (1998) defines tourism as a whole relationship and interaction between humans who only exist temporarily in a place and that place. Hans Buchli and Schulaland, as cited in Warpani & Warpani (2007, p. 28), further define tourism as a “combination of various activities engaged in by people who leave their residence to a certain area temporarily.” There is a similarity in the definition of tourism, i.e., leaving their daily residence to go to another place for a while. Thus, the discussion of tourism will inevitably discuss a location or space to accommodate any tourism activity.

Banyumas Regency in Central Java Province, Indonesia, is a regency with tourism potential, from nature to educational tourism. A kind of alternative tourism referred to as a tourist village is being developed in addition to existing nature-based attractions. This tourist village offers tourism activities that emphasize experiential elements and active forms of tourism that involve tourists having direct contact with the local community. By highlighting the characteristics of the local culture, it is expected that the tourist village will be able to compete with other destinations.

Based on information from the Banyumas Regency Tourism Office, the tourist destinations in Banyumas Regency are mostly nature-based such as Curug Penganten in Baturraden Sub-district; Curug Cipendok in Cilongok Sub-district; Telaga Sunyi (Silent Lake) in Sumbang Sub-district, and Bukit Watu Meja in Kebasen Sub-district. A tourist village is a rural village designated for tourism activities and special characteristics aimed to make it unique tourism.

Dermaji Village in Lumbir Sub-district, Banyumas Regency, is one of the villages with natural and local cultural potential that can be developed into a tourist village. This village can be reached in about one hour from Purwokerto, the capital of Banyumas Regency, by road with relatively good access to the village. Dermaji Village has beautiful nature-based tourist destinations such as mountains and the Dermaji river. Based on the results of preliminary

observations in Dermaji Village, tourism attractions that can be developed in Dermaji Village include:

- Curug Wanasuta (managed by Perusahaan Umum Kehutanan Negara or commonly abbreviated as Perum Perhutani or Perhutani (a State-Owned Enterprise in the form of a Public Company (Perum) which has the task and authority to manage state forest resources on the islands of Java and Madura)
- Naladipa Museum (managed by the village)
- Village arts, such as Ebeg, Kentongan, Lengger, and the uniqueness of acculturation of Sundanese and Javanese arts called Sintren traditional dance, etc.
- Village Local Wisdom, such as Sedekah Bumi (a traditional ceremony that symbolizes gratitude to God who has provided sustenance through the earth in the form of agricultural products), Rembug Desa (one of the traditional values in the pattern of decision-making at the village level, which has been passed down from generation to generation), and Gotong Royong or Mutual Assistance (the term for working together to achieve a desired result), etc.

The research interest was to encourage the development of a tourist village as an alternative option that presents the beauty of nature-based tourism and local cultural wisdom based on the values of the heritage of local ancestors. Dermaji Village has the potential to be developed into a Tourist Village, with political will from the local government for serving the function of regulation, development, empowerment, and political action from all stakeholders. Existing data on the area indicates limited agricultural land and narrow job opportunities. For a sustainable economic breakthrough, the Banyumas Regency Government and the Dermaji Village authorities urgently need to create jobs and improve the village economy. Based on the problem discussed in this research, the research questions are formulated as follows:

- What is the management perspective in developing Dermaji Village in Lumbir Sub-district, Banyumas Regency, to become a tourist village?
- What are the obstacles in the management perspective in developing Dermaji Village into a tourism village?
- How to overcome the obstacles to developing Dermaji Village into a tourism village?

## LITERATURE REVIEW

### Acceleration

Acceleration is increasing speed. In this research, acceleration is an increase in the speed of integrated public transportation management in the transportation system viewed from the process, input, output and outcome perspective.

### Government Functions

Government functions generally include providing public services, regulating and protecting the community, and developing. The duties and obligations of the government are to make regulations on public services, development of productive resources, protect public order and peace, preservation of socio-cultural values and national unity, development of democratic life, achievement of justice and equity, environmental preservation, implementation and enforce laws and regulations, supporting national development and developing social, national and state life based on Pancasila and maintaining the integrity and sustainability of the Unitary State of the Republic of Indonesia. Max Weber, as cited in Dahl (1994, p. 13), notes that government should maintain order and enforce rules within its boundary. Ndraha (2003, p. 76) explains the functions of government as follows:

“There are two kinds of government functions, primary function and secondary. The government’s primary function is to provide public services that are not privatized, including defense and security and civil and bureaucratic services. Secondary function as a provider of public needs and demands for goods and services they cannot fulfill themselves”.

Ndraha (2003, p. 73) explains secondary functions as “a function related to the public economic, political and social conditions; the higher the standard of living, the stronger the public bargaining position, the more integrative the public being governed becomes, and therefore the less the secondary function of the government becomes”.

According to Ryaas Rasyid, as cited in Labolo (2006, p. 22), government functions are divided into four: Regulation, Public service, Empowerment, and Development. The four government functions above are the functions carried out by the government in exercising its rights and obligations to meet public expectations regarding the ideal government behavior in its status and position.

### Tourism Concept

Spillane (1990, p. 20) notes tourism “as an activity of traveling to get pleasure, seek satisfaction, knowing something, improving health, enjoying sports or resting, fulfilling duties,

making pilgrimages and others". The forms of tourist visits are expressed by Spillane (1995, p. 31) as follows:

- Individual and collective tourism
- Long-term tourism, short-term tourism,
- Tourism using transportation
- Active and passive tourism

Thus, the types and forms of tourism vary widely according to existing criteria. Types and forms of tourism are elastic in the category due to tourism's development adjustment.

### **Tourist Village Concept**

Fandeli (2002, p. 20) states that a tourist village is a rural area that offers authenticity in terms of socio-culture, customs, daily life, traditional architecture, and village spatial structure, which is presented in the form of integration of tourism components, such as attractions, accommodation and facilities. The traditional village life gave the reason for developing a tourist village. The landscape, the uniqueness of nature with everything in it, and the beauty and comfort of its climate are reasons for tourists to experience something different. If the tourist village is managed properly, it can help maintain a community's traditional social and cultural structure. But on the other hand, if the development of a tourist village is not managed well, it can damage the social and cultural structure of the village, and it can even damage tourist objects that make up its main attraction. Therefore, a tourist village development planning and management that pays attention to the environment and the community's indigenous culture is needed to make the planning development and management of a tourist village useful for various aspects of the life of the village community.

In developing a tourist village, it is necessary to carefully consider several aspects supporting its success, both in planning and implementation. According to Jayadinata et al. (2006, p. 292), the aspects referred to include: Human Resources, Financial aspects, Facilities and Infrastructure, Characteristic Aspects of Tradition and Characteristics of Agroindustry. Furthermore, Jayadinata et al (2006) also explained that rural tourism development provides various social, environmental, and economic benefits.

### **Management Concept**

Stoner (1996) refers to management as a process consisting of planning, organizing, directing, and monitoring members and other resources to achieve predetermined

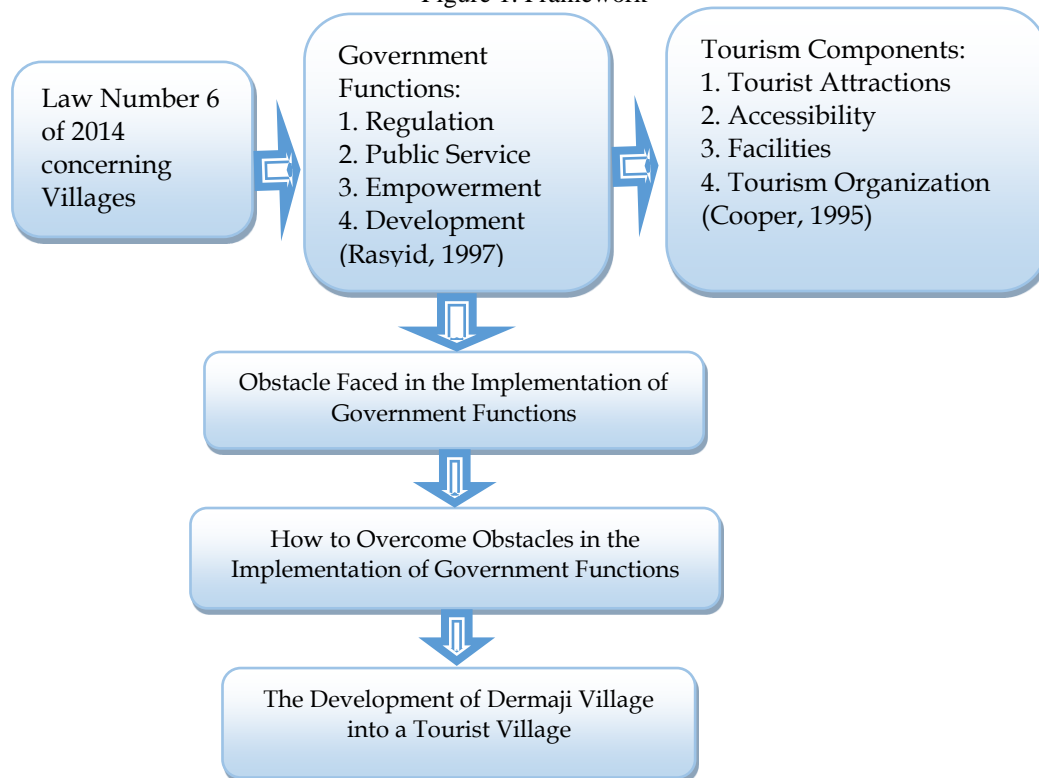
organizational goals, emphasizing that management should be focused on processes and systems. Therefore, if the processes and systems of planning, organizing, directing, and monitoring are not good enough, the overall management process is not good. Thus, implementing good management becomes a problem solution in an organization. To achieve efficiency in the organization, it is necessary to have the underlying principles following the philosophy put forward by Frederick W. Taylor. Management development is the best method to carry out each predetermined task and good cooperation between management and personnel management.

### **Framework**

The thought framework aims to provide an overview of the basic theory used in this study to show the flow of thinking appropriately and simultaneously accommodate all existing problems and their models and solutions. In this research, the emphasis is on the function of the local government in developing Dermaji Village into a tourist village. So far, developing Dermaji Village into a Tourist Village has not been run optimally. So, the government needs to develop programs that support the progress of the community's economy, in this case, the Tourist Village development program.

The local government function refers to Law number 6 of 2014 concerning Villages and Law number 9 of 2015 concerning Local Government. Tourist village development refers to Law number 10 of 2009 concerning Tourism. This research consists of one variable, the government's function in developing Dermaji Village into a Tourist Village, by using a theory that is also used as a guide in analyzing the local government function in developing tourism villages, a theory put forward by Rasyid (1997. P. 11) regarding the government functions of regulation, public service, empowerment and development. Components of tourism by Cooper, as cited in Sugiyama (2011, p. 41), include tourist attractions, accessibility, facilities, and tourism organizations. The obstacles faced in implementing government functions include the competence of the apparatus still of low quality, promotional activities carried out by the local government not running optimally, lack of coordination between the government, the private sector and the community, minimum budget allocated specifically to fulfill completeness of tourism facilities, and road access is still not up to standard. Efforts to overcome obstacles in implementing government functions include increasing promotional activities through the internet and outside the region, improving human resources quality, allocating special funds, allocating funds to develop facilities and infrastructure, and allocating special funds for constructing roads.

Figure 1. Framework



Source: Prepared by the author (2018)

## DATA AND METHODOLOGY

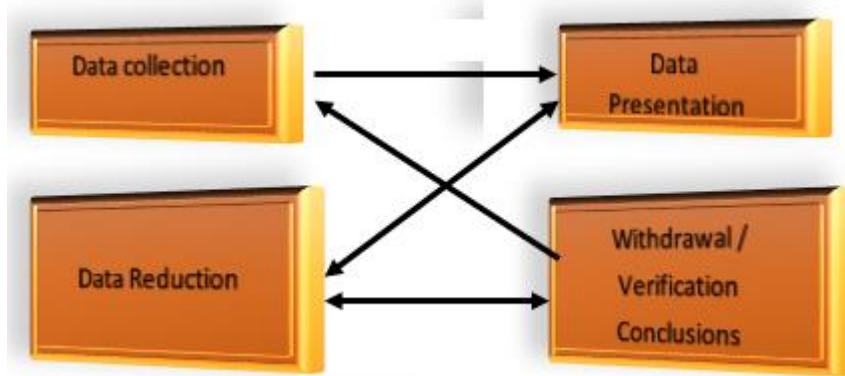
This research used a descriptive method with a qualitative approach. It describes and analyzes social reality or facts that ontologically cannot be fully understood by human limitations. The conceptual framework in this research used Ryaas Rasyid's theory which consists of four dimensions: 1) Regulation, 2) Service, 3) Empowerment, and 4) Development. Cooper's theory consists of 1) Tourist Attractions, 2) Accessibility, 3) Facilities, and 4) Tourism Organizations.

The informants in the current research consisted of various figures, which consist of the Regent of Banyumas, the Chairman of the Regional House of Representatives; the Head of Tourism and Culture Office; the Head of the Public Works Office, the Head of Dermaji Village, Head of Forest Management Unit of West Banyumas, community elements (Head of Village Consultative Council, Youth and Traditional Figures), merchants, and tourists. The determination of informants in this research used a purposive sampling technique.

Data collection techniques by observation, interviews, document review and focus group discussions. The technique of determining the validity of the data is through source and time triangulation. The data analysis technique was carried out through a qualitative data interaction model by Miles et al. (2014) in the form of the following framework:



Figure 1. Componential Interactive Data Analysis Model



Source: Miiles et al. (2014)

## RESULTS AND DISCUSSION

Government Functions acceleration from a village management perspective in Dermaji Village, Lumbir Sub-district, Banyumas Regency includes four components, as stated by Cooper et al. (1995, p. 81), consisting of tourist attractions (attraction), accessibility, facilities (amenities), and tourism organization.

### Tourist Attractions

A tourist attraction is an object that has an attraction for someone to enjoy/witness the object. Based on the data validity test analysis through source triangulation, the tourism in Dermaji Village is very potent with the distinctiveness of a mountain village. It offers the beauty of nature-based tourism objects. When connected with the concept that a tourist attraction is an object that has an attraction for someone to enjoy/witness the object, then the tourist objects in Dermaji Village are potential tourist attractions to be developed. Furthermore, Dermaji Village has the potential to be developed into a tourist village.

### Accessibility

Based on the analysis of interviews that have been tested through triangulation of sources, transportation access to villages is currently classified as “good”, including the road to Dermaji Village, even though the village is the westernmost area of the capital city of Banyumas Regency. Based on the observation results, the road conditions leading to Dermaji Village, 5 km from the state road in good condition. According to one of the informants who handled the general affairs of Dermaji Village, the existing access was quite good, especially the road from Lumbir Sub-district to Dermaji Village. However, the roads leading to the hamlet, such as the road to Citunggul hamlet, were under repair, and some were in the development

process. Based on the results of the analysis related to road accessibility to Dermaji Village, it is already good, but there are still several areas that need improvement. Accessibility is the availability of facilities and infrastructure to make it easier for tourists to visit the intended tourist attraction (Sugiyama, 2011). Conceptually, the accesses owned by Dermaji Village are village assets that benefit the village community.

### **Facilities**

Regarding tourism facilities in Dermaji Village, the results obtained through interviews, documentation and observations show that tourism facilities include a variety of facilities to meet accommodation needs such as lodging, food supply, shopping places and other services such as banking and health needs still inadequate.

Based on the results of interviews and direct observations, the tourism-supporting facilities in Dermaji Village are still inadequate. Referring to Sugiyama (2011), tourism facilities serve tourism needs. The existing tourism facilities in Dermaji Village have not been fulfilled, and there are still many lacking facilities, such as a lack of accommodations to support tourism. Amenities or tourism facilities in tourist objects are the main inscriptions for increasing tourist visits.

### **Tourism Organization**

There is an organization formed by the Tourism and Culture Office that aims to carry out development and community approaches to follow tourism development programs in their respective regions. The organization is a kind of Tourism Driving Group. Whereas the organization formed by the Village Government, BUMDes (Village-Owned Enterprises), was created to assist in managing Village tourism to increase Village's Original Income, no special organization exists, even BUMDes which was made with Village Regulations that specifically regulate Tourism. No organization manages and develops tourism in Dermaji Village. At the Sub-district level, the organization is formed by the local government, in this case, the Tourism and Culture Office. The need for tourism organizations is intended so that the cooperation between the local government and the village government can be well established in handling tourism villages.

## **Obstacles faced in the perspective of management of tourist village development in Dermaji Village**

### **Regulation Function**

The analysis results through interviews and documentation show that the obstacle in making regulations was that there is no specific regional regulation on tourism villages. This is due to the lack of competent human resources (employees) in the tourism sector. Many draft regional regulations on tourism villages are being studied and finalized. That's why there is no regional regulation on tourism villages. On the other hand, village regulations that implement village development into a tourism village in Dermaji do not yet exist. There is no specific regional policy regarding tourism village development.

From this description, it can be seen that the obstacles faced by the Regional Government of Banyumas Regency in implementing regulation functions are as follows:

- There is no special Regional Regulation regarding tourist villages. This is due to the low competence of the officials in the Banyumas Regency government, so they have not been able to make plans for tourist villages.
- Dermaji Village has not become a priority for the development of the village to become a tourist village, and this can be seen from the structure of the 2018 Village Revenue and Expenditure Budget and Village Regulation on regulating Tourist Villages.

### **Service Function**

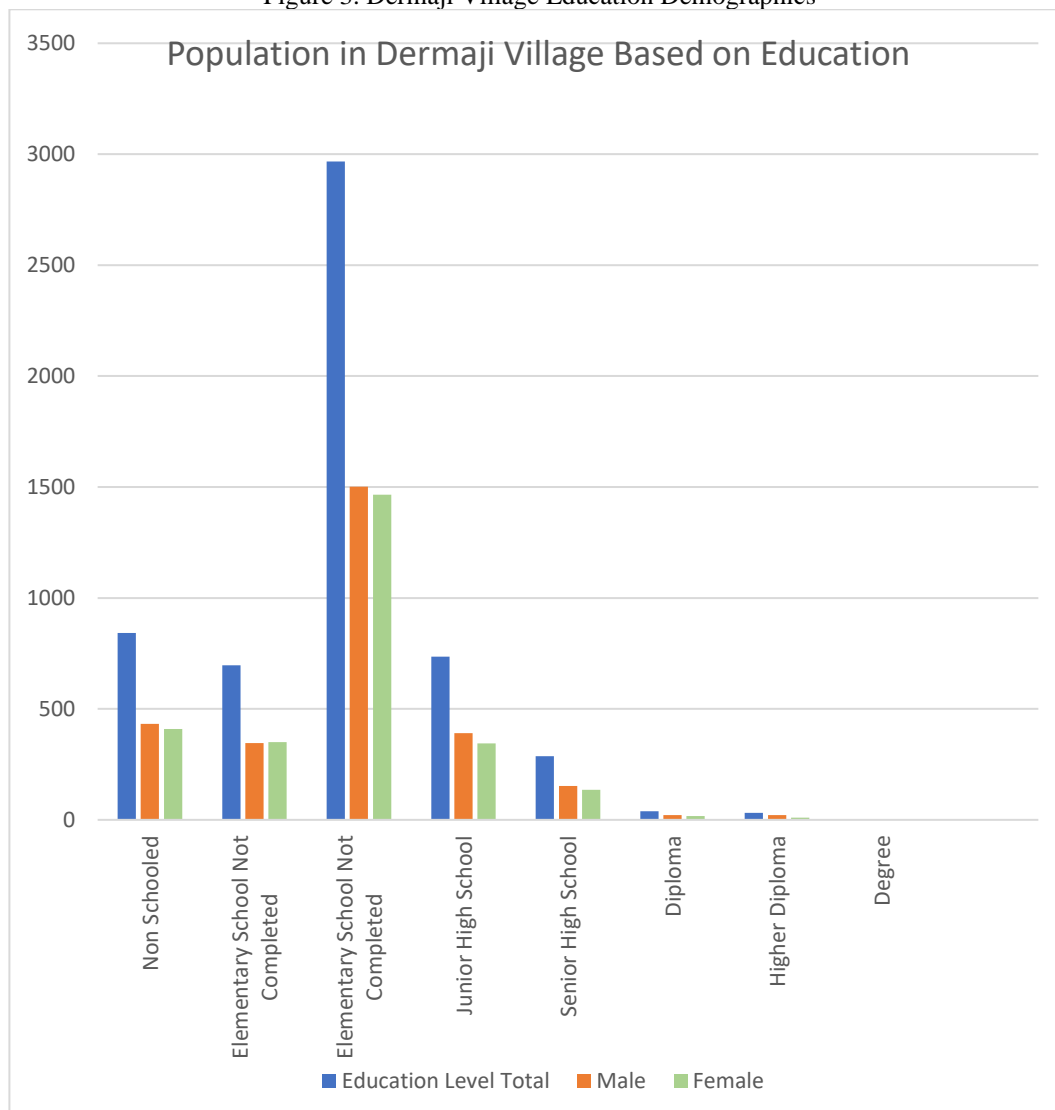
The analysis results regarding the obstacle in service functions implementation by the government show that promotional activities by the local government have not been running optimally due to the lack of competent human resources in the tourism sector. Another obstacle is the lack of coordination between the government, the private sector and the community, so the government's role in village development being a tourist village is still not optimal. The lack of competent human resources in the tourism sector is not a fundamental reason when planning tourism-related activities. This can be done by collaborating with people who understand the field of tourism and can make a comparative study of a developed tourist village.

### **Empowerment Function**

The results of the analysis through data validity testing with triangulation of sources on the obstacle in the implementation of the empowerment function are the limited human resources in developing tourist villages in Banyumas Regency due to the large number of

community groups that will be empowered. The lack of competent human resources in their fields in developing tourism villages demands the Tourism and Culture Office to maximize existing human resources. So, the implementation of their duties is less than optimal. The low human resources of local government officials are due to the lack of staff, who are tourism experts, so the guidance is not optimal. Another obstacle comes from tourism actors. This can be seen from the many tourism actors who will be fostered, so fostering is not evenly distributed due to the lack of local government human resources. Human resources with the capabilities and skills in the tourism sector at the local government level are limited, especially at the village government level, such as in the Dermaji community, whose education levels are still mostly elementary school graduates. For details, the following is a figure of the population of Dermaji Village based on education as follows:

Figure 3. Dermaji Village Education Demographics



Source: Dermaji Village (2018)

### **Development Function**

The main objective of the development function is to create community prosperity. The development function is aimed at creating prosperity in society. The development function is seen from the government's status/position and authority in developing tourist villages in Banyumas Regency, which aims to prosper the community by improving the community's economy. This development function is illustrated by how the government exercises its status authority in the community's welfare.

The results of the analysis state that the obstacle is that the development carried out by the local government is not evenly distributed for the facilities in all tourist objects, so there are still many inadequate facilities and infrastructure. Another obstacle is the lack of funds because the local government has not provided financial assistance focusing on the facilities and infrastructure for nature-based tourism objects in Dermaji Village.

### **Solutions to overcome obstacles in managing tourism village development in Dermaji Village, Lumbir Sub-district, Banyumas Regency**

#### **Regulation Function**

A program, regulation or policy that is well planned and made may fail if it is not well socialized by policy makers. Apart from making regulations, the government must also socialize, enforce and supervise the implementation of these programs, regulations and policies. The regulation function is primary because, in this case, the government's role is vital. That is, without continuous socialization in the community, it will allow government regulation to have a futile impact and will not have a positive impact on the community. The legislature will make Regional Regulations regarding tourist villages so that the development of Tourism Villages and other tourist sites can be carried out according to common hope so that all communities prosper through tourism. Furthermore, it was strengthened by the executive, in essence stating that the local government will cooperate with the Regional House of Representatives as a policy maker so that Regional Regulations regarding tourism villages are immediately drafted and ratified so that the development of tourism villages, including other tourism objects can be achieved as expected.

Tourism development from the Village Government and the Dermaji Village Consultative Council engaging in a discourse on making village regulations regarding the Tourism Village. It is important to review and explore first with the community and business actors so that they can contribute opinions regarding facts at the grassroots for effective

implementation following the plan for the welfare of the community through Village Tourism development.

Efforts made by the Regional Government of Banyumas Regency to overcome obstacles in implementing this regulatory function involved local government cooperation with related parties, in this case, the Regional House of Representatives, community and tourism business actors in villages of Banyumas Regency. This makes planning and implementing Regional Regulations concerning tourism villages effective and enables the relevant stakeholders to carry out tourism activities following the regulations made by the local government. Clear and firm sanctions must bind all levels, both the government as the implementer of the activity and the community that is the target of the activity.

The essence of regulation is to create legal order and certainty as well as a clear commitment to the development programs made by the government. The regulatory function also looks at how development actors and the wider community properly implement these regulations. Therefore, regulations are necessary and are also expected to be responsive to the development demands and problems of tourist villages in the Banyumas Regency.

### **Service Function**

According to Labolo (2006, p. 27), the service function produces justice in society because service aims to fulfill the community's rights. The government not only has the authority to govern but also should serve the community. Regarding the function of tourism village services, the head of the Tourism and Culture Office explained that Tourism and Culture Office would increase tourism promotional activities through the internet and by participating in events regarding the introduction of tourism destinations organized by the provincial government and the central government. Furthermore, there will be an increase of human resources in the Tourism and Culture Office so that they can plan, implement and manage affairs not only in the government but also in the community and will guide the community and tourism actors to find out more about the grassroots problems.

The informant also conveyed that the local government will strive to increase promotional activities at national and international levels so that tourism attractions in tourist villages can be known to foreign countries. Another effort is the government will invite all related stakeholders to take part. An informant from the Dermaji village government also stated that they would strive to coordinate with the local government in promoting their village in planning and implementation when Dermaji Village becomes one of the villages developed into a tourist village if the local government provides its services to us on handling the obstacles.

Optimizing the implementation of the service functions of the local government must, of course, be accompanied by contributions from the village government, the community and also business actors in planning, implementation and promotion. In managing tourist attractions in Dermaji Village, the community needs to be more independent in developing their village. Obstacles faced by the Regional Government of Banyumas Regency in carrying out service functions can be overcome by:

- Increasing promotional activities through the internet by promoting the attractions outside the region through participating in exhibitions organized by the provincial and central governments.
- Increasing the quality of human resources within the Regional Government and the community and business actors.
- Improving coordination between stakeholder sectors, especially between local government, private sector and community, in developing tourism Villages.
- Designate areas with villages that have the potential to be developed into tourism villages.

### **Empowerment Function**

Rasyid (1997) states that empowerment encourages community independence. As seen from the government initiative, the empowerment function is to empower the community. The empowerment referred to in the development of a tourist village here can be in the form of awareness creation, training and guidance from the government to increase the community awareness level of the importance of this program in improving the community's economy.

This research found that the regional government is trying to guide the village government, the private sector, tourism organizations and the community in managing tourist villages. In terms of empowerment, coordination will be carried out with local governments to facilitate the village government to receive training from experts in the field of tourist villages, which can later be applied to existing tourism actors.

Empowerment as one of the functions of the government can be carried out through counseling and training aimed at increasing community awareness about the development of tourist villages in the Banyumas Regency. Empowerment can also be carried out through activities that aim to provide insights to the community and actors implementing the tourist village development program regarding business development that will encourage the

improvement of the community's standard of living. Socialization involves all levels of the community according to their expertise.

The commitment to improving the tourism sector of the Banyumas Regency Government can be seen from the results of the analysis of the commitment of the regional head to improve the quality of human resources in the Regional Government. One way this is to be done is by inviting tourism experts to guide local governments engaged in tourism. In this case, the Tourism and Culture Office can spread the knowledge they get to the community and tourism actors. Based on the results of the analysis, it was established that the efforts made by the Regional Government of Banyumas Regency in overcoming obstacles in implementing the empowerment function are to improve the quality of human resources of the Regional Government by providing skills, knowledge and training by tourism experts so that in carrying out their duties and functions, they can provide guidance equally to all communities and business actors engaged in the tourism sector. Also, to improve guidance for the community and tourism business actors to develop their village to form community independence and make the community prosperous.

### **Development Function**

Road infrastructure is one of the development priorities of the central and regional governments because the good condition of road transport will impact other sectors. According to the Regent of Banyumas, the local government will strive to build the facilities needed evenly, and road construction will prioritize tourist sites. This will always be coordinated with the Tourism and Culture Office and the Public Works Office in building and developing tourism facilities and infrastructure.

The legislature of Banyumas Regency also strengthened commitment from the executive. According to the Chairman of the Regional House of Representatives, as the Chairman, the Regional House of Representatives will work with the Local Government to allocate special development funds for tourist attractions and objects in tourist villages under development. Furthermore, it was conveyed from an informant from the Tourism and Culture office states that the head of the tourism facilities sector, of course, always strives so that existing facilities in the Tourist Village follow tourism standards to offer a satisfactory and comfortable experience to tourists.

Based on the results of the analysis carried out, it can be seen that the efforts that the Regional Government of Banyumas Regency has made in overcoming obstacles in the implementation of the development function include: complementing and improving tourism



facilities and infrastructure and allocating special funds for the construction of road access to tourist attractions in tourist villages.

## CONCLUSION

Developing Dermaji Village, Lumbir Sub-district, Banyumas Regency into a tourist village, the following aspects are as follows: there is no specific regulation function at the local government level or at the village government level that regulates tourist villages. The service functions of the Regional Government in managing attractions in the Tourist Villages are generally quite good. The empowerment function at the regional government level for tourism objects, which is the responsibility of the Tourism and Culture Office, is quite good. However, empowerment at the village level in Dermaji Village is still lacking. The development function carried out by the Regional Government of Banyumas Regency for tourist attractions under the responsibility of the Tourism and Culture Office is considered sufficient. However, developing Dermaji Village still lacks attention from the Village Government and the Regional Government of Banyumas Regency.

Obstacles faced in the implementation of local government functions in developing a tourist village include the absence of specific regional regulations regarding tourism villages due to the low competence of the Sub-district and Village governments; the service functions are still lacking in tourism promotion, limited professional tourism personnel and weak coordination between the government and the private sector; the empowerment function has limited competent human resources, and budget allocation is not prioritized. The development function faced is the lack of budget allocated to tourism facilities, all-cause the local government and village government to build facilities and infrastructure that are not optimal in carrying out their functions to promote and create better tourist villages.

In overcoming obstacles in developing a village into a tourist village in Dermaji Village, Lumbir Sub-district, Banyumas Regency, need coordination between sectors that aim to support the development of tourism villages by Increasing village potential promotion activities through internet media and conducting promotions outside the region by participating in exhibitions organized by the Government of Central Java Province and the Central Government. Also, improving the quality of human resources within the local government, community and business actors needed to carry out planning and implementation in developing the village into a tourist village can be realized properly. Furthermore, the government must allocate funds to fulfill/complete tourist facilities and infrastructure to realize tourist villages'

development and perform financial optimization (budget) for the construction of road access to tourist objects in the development village to become a tourist village.

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