

# The Role of Youth in Tourism Awareness Movement in West Detusoko Tourism Village, Ende Regency

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| ABSTRACT   | ARTICLE INFO   |
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| <p>This study investigates the pivotal role of local youth in promoting tourism awareness. The research is conducted in Detusoko Barat Village, located within the Detusoko District of Ende Regency, East Nusa Tenggara. Employing a qualitative research design, the study utilises purposive sampling to identify participants. Data collection methods included observation and in-depth interviews to seven informants to gain comprehensive insights into their experiences and perspectives. The findings indicate that while the youth in Detusoko Barat are positioned as vital agents of change and development within the context of tourism, their roles in advancing the tourism awareness movement are not being fully realised. The research highlights gaps in engagement, suggesting that further efforts are needed to empower youth and optimise their contributions to tourism development. Ultimately, this study underscores the importance of actively involving local youth in tourism initiatives. It advocates for strategies to enhance their roles, promoting a more robust and conscious tourism culture in Detusoko Barat Village.</p> <p>© 2021 Kantor Jurnal dan Publikasi UPI</p> | <p><b>Article History:</b><br/><i>Submitted/Received 05 Oktober 2024</i><br/><i>First Revised 27 November 2024</i><br/><i>Accepted 29 November 2024</i><br/><i>First Available online 29 November 2024</i><br/><i>Publication Date 29 November 2024</i></p> <hr/> <p><b>Keyword:</b><br/><i>Youth Role, Tourism Awareness, Movement, West Detusoko, Tourism Village, Ende Regency.</i></p> |

## 1. INTRODUCTION

Tourism is one of the sectors with significant potential to drive economic and social development in Indonesia. With its abundant natural and cultural wealth, Indonesia has become a popular destination for both domestic and international tourists. Detusoko Barat Tourism Village, located in Ende Regency, East Nusa Tenggara, exemplifies this potential. Since being designated as a tourism village in 2018, Detusoko Barat has sought to develop ecotourism and community-based tourism (CBT). In this context, the role of youth is crucial, as they are the next generation endowed with the energy and innovation necessary to build and sustain the tourism industry in their village. Youth involvement in the movement for tourism awareness is not merely a responsibility; it is also an opportunity to develop personal potential and contribute to the progress of their village. However, despite numerous training sessions and outreach efforts by the government and various organizations, youth participation in Detusoko Barat Tourism Village remains low. Many young people prefer to engage in farming or pursue other jobs they perceive as more promising than participating in the tourism sector. This indicates a gap between potential and reality, where youth have yet to fully realize the benefits that can be derived from engaging in tourism.

Previous research encompasses various studies conducted by prior researchers, including conventional research, theses, dissertations, and journals that are relevant to the forthcoming study. These studies provide a foundational framework for the author in formulating the proposal. One pertinent study is by Hariyanto (2012), titled "Building Tourism Awareness Character in Destinations through Local Sundanese Wisdom." Utilizing a qualitative descriptive approach, this research indicates that its findings can serve as a reference for developing tourism awareness character in destination areas, particularly in West Java. Additionally, Rizal (2017) conducted a study titled "The Role of Youth in Regional Development in the Socio-Cultural and Economic Sectors in Dairi Regency," employing a quantitative descriptive methodology. The results reveal a positive relationship between the role of youth in socio-cultural and economic development, wherein youth as agents of change, development, and modernization contribute 34.5% to regional development. Lastly, Siti (2022) performed an analysis titled "The Role of Youth in Developing the Tourism Sector in Sito Hilir Village, Tapanuli Tengah Regency, Pandan District," also using a quantitative descriptive approach. This research found that the roles of youth as agents of change and development significantly influence tourism development, with a significance level of 0.00, while the role as an agent of modernization did not demonstrate significant influence. Overall, these previous studies offer valuable insights that inspire and inform the author in the preparation of this proposal.

In this context, the movement for tourism awareness becomes vital for enhancing public awareness, especially among youth, about their roles as good hosts for tourists. This program aligns with the vision of the Indonesian Ministry of Tourism and Creative Economy to create safe, orderly, cool, beautiful, friendly, and memorable tourist destinations (known as *Sapta Pesona*). Therefore, this study aims to delve deeper into the role of youth in the tourism awareness movement in Detusoko Barat Tourism Village, as well as the challenges they face in participating. Using a qualitative approach, this research will explore youth perceptions of the tourism industry and their involvement in various activities that support the development of the tourism village. By examining their experiences and perspectives, this study is expected to provide valuable insights for stakeholders in formulating more effective strategies to empower youth, enabling them to actively contribute to sustainable tourism

development in Detusoko Barat. Based on this background, the researcher is motivated to conduct a study titled "The Role of Youth in the Tourism Awareness Movement in Detusoko Barat Tourism Village, Ende Regency." The research question to be addressed is: *What is the role of youth in the tourism awareness movement in Detusoko Barat Tourism Village, Ende Regency?* This study aims to provide a clearer picture of the roles and contributions of youth in tourism development, as well as recommendations for policymakers and the local community. The anticipated benefits of this research can be categorized into two main areas: academic benefits and practical benefits. From an academic perspective, this study aims to fulfill one of the requirements for obtaining a Bachelor of Applied Tourism degree (S.Tr.Par) and serves as an implementation of the knowledge acquired during the coursework in the Tourism Department at the State Polytechnic of Kupang. Furthermore, the findings of this research are expected to serve as a reference for future researchers, broadening their insights and knowledge, as well as enhancing their ability to think objectively, thereby contributing to scientific discourse.

From a practical standpoint, the results of this study are intended to provide valuable contributions to the village government in efforts to encourage community engagement, particularly among the youth, in tourism activities within Detusoko Barat Tourism Village. Additionally, this research aims to inform the local community about the importance of tourism education for young people, fostering awareness of the potential benefits and opportunities that the tourism sector can offer.

## **2. METHODS**

The research aims to understand how youth contribute to and engage in tourism initiatives within Detusoko Barat Tourism Village. Furthermore, this study uses a qualitative research approach to analyse the youth role in the tourism development. In-depth interview is conducted to 7 participants including the community leader, chairman of the tourism community association (*Pokdarwis*), three youth representatives, and two local residents. The interview aims to provide a rich, detailed understanding of the participants' views and interactions in the context of tourism awareness and how the youth perspective on the awareness of developing tourism.

Data analysis will follow three main steps: data reduction, data presentation, and conclusion drawing and verification. Data reduction focuses on important themes, patterns, and insights while discarding irrelevant information. Data presentation provides a descriptive narrative, supplemented by quotes from informants and illustrative examples. Finally, conclusion drawing and verification synthesises findings to address research questions, ensuring consistency across data sources and methods.

## **3. RESULTS AND DISCUSSION**

### **3.1. Overview of Detusoko Barat Village**

Detusoko Barat Village is one of 20 villages in Detusoko District, Ende Regency. Situated approximately 33 kilometers from Ende and 144 kilometers from Maumere, it lies at the foot

of Mount Kelimutu and along the main Trans Flores route, making it a crucial access point for visitors to Lake Kelimutu.

Etymologically, "Detusoko" is derived from the Lio language. "Detu" means "plateau," while "Soko" refers to a type of king grass used for livestock fodder. In Lio cultural tradition, Detusoko is praised as a peaceful and fertile land.

Unlike other Lio regions with histories of conflict, Detusoko is a communal territory held peacefully by the indigenous Lio people. Three major clans inhabit the village: Soro Woo Leda Bhuja, Remba Gega, and Kopo Mite Kasa Nggalo.

Established in 1996, Detusoko Barat initially functioned as a preparatory village under a community leader. It comprises four hamlets: Woloone, Pemonago, Wolobudu, and Nuagiu. The village is renowned for its rice cultivation, transforming former dry lands into productive rice fields.

Located in Detusoko Subdistrict, Ende Regency, the village is approximately 300 meters from the subdistrict capital and 30 km from the regency capital. It covers an area of around 385.7 hectares at an elevation of 800 meters above sea level, featuring both flat and hilly terrain. The agricultural area spans 20 hectares, with crops including rice, corn, cassava, sweet potatoes, avocados, mangoes, bananas, and other fruits. Additionally, the plantation area covers 48 hectares, with coffee, cloves, cocoa, and nutmeg as the main products. The village experiences a tropical climate, with average daily temperatures ranging from 23°C to 30°C and a six-month rainy season from October to April.



Source : Google Maps (2022)

**Figure 1.** Map of Detusoko West Village.

Figure 1 illustrates the location of the village. It is geographically bordered by Ranga and Wolomage Villages to the north, Roga Village and the Kelimutu National Park to the south, Detusoko Urban Village to the east, and Wolofeo Village to the west.

### **3.2. The tourism potentials at Detusoko Barat Village**

Detusoko Barat Village, a charming village nestled in Ende Regency, Indonesia, boasts a population of around 810 individuals spread across four hamlets. While agriculture remains the primary source of income, the village has blossomed into a recognized tourism destination, ranking fourth among developing villages in the Indonesian Tourism Village Awards (*Anugrah Desa Wisata Indonesia*). Detusoko Barat's strategic location, just 33 km from Ende city, makes it easily accessible. While amenities are limited, visitors can find comfortable homestays in local houses, delicious dining options, and souvenir shops.

Detusoko Barat embraces sustainable tourism practices, integrating agriculture and ecotourism initiatives. The village government, in collaboration with local enterprises and community groups, actively manages tourism potential by offering curated experiences that showcase local life.

The village offers a diverse range of attractions catering to those seeking a cultural immersion, including:

- *Rice Field Exploration*: Explore rice fields, witness agricultural activities, and learn about traditional farming practices.
- *Coffee Adventures*: Embark on coffee-themed activities like learning to pick coffee beans, understanding processing methods, and enjoying a cup at the Lepalio Café.
- *Cultural Experiences*: Witness the "Nggua Uwi" ceremony, a traditional celebration of harvest and safety. Delve deeper into local culture at the Daudole Studio, where traditional dances and songs are performed.
- *Local Delights*: Savor authentic Ende cuisine prepared by local mothers and immerse yourself in the vibrant atmosphere of the traditional market.
- *Traditional Games*: Participate in the joy of playing traditional games with local children, learning about local culture and handicrafts.

Local organizations like the Village-Owned Enterprise (BUMDes) and community groups (Pokdarwis) play a crucial role in facilitating tourism activities and ensuring a smooth visitor experience.

### **3.3. The Role of Youth in Detusoko West Tourism Village, Detusoko Sub-district, Ende Regency**

The study aimed to explore the role of youth in the tourism awareness movement in Detusoko Barat Village. Through interviews with key stakeholders, including village officials, community leaders, and local youth, several key findings emerged.

#### **A. Youth as Agents of Change**

The youths show their potential as an agent of change in participating in tourism development, as mentioned by Mr. Ferry:

*"There was initial resistance from some local communities, but after seeing the results of my efforts, the community, especially the youth, began to understand the opportunities in tourism marketing. The youth started to participate in tourism activities, joining cultural groups, Pokdarwis, culinary groups, coffee bracelet crafts, establishing businesses, homestays, and more, although the income generated varies among tourism stakeholders. We also collaborate with educational institutions to send young people who wish to pursue studies in tourism, agriculture, and other fields."*

However, while the youths have the potential to be agents of change, their current level of involvement in environmental initiatives is minimal, as illustrated by Mr. Ferry, as follow: *In maintaining the environmental conditions around the tourist village, we, as village officials, have implemented a weekly community service program (Clean Friday); however, it is unfortunate that the contribution of youth to environmental upkeep remains very minimal."*

These findings is supporting the study from Nagrath (2021) that emphasising the youth as the agent and has energy to develop a country .

### **B. Youth as Agents of Development**

As agent of development, the youth have contributed to the development of tourist attractions, particularly through their involvement in cultural performances and local product development. This was illustrated by Mr. Stephen, from Pokdarwis: *"When discussing the role of youth in developing tourist attractions, several young people are involved in our Pokdarwis. For instance, in the Dudole Studio, the youth participate in playing musical instruments and performing traditional Ende Lio dances during tourist visits. However, youth involvement in this regard remains very limited."*

In addition, they also have been active in improving accessibility, especially in road construction and maintenance, as mentioned by Mr. Alvin, one of the youth interviewed for this research: *"I believe we contribute to accessibility development. I myself participated in the work on the agricultural road, which serves different hamlets."*

However, the youth participation in the development of amenities and ancillary services, such as homestays and tour guiding, is still limited. This is expressed by Mr. Ferry, as follow: *"Youth involvement in developing amenities remains minimal, as most youths prefer to observe first. They will contribute when they see opportunities in such businesses."*

This finding is aligned with Tambunan et al. (2021) that emphasised on the young people as a key actors in developing attractions, accessibility, amenities, ancillary services, safety, and comfort in enhancing cultural tourism.

### **C. Youth as Agents of Renewal**

As an agent of renewal, the youth has a role in providing digital literacy training. However, the actual uptake and utilisation of these skills among youth remain low, due to the low internet infrastructure in the village. In addition, the youth involvement can also contribute in preserving local culture and traditions is inconsistent. This finding indicates that the role of current education that has already been influenced by information technology and cultural sustainability agenda. Hence, it can be implied that youth play a role as agents of change, in particular on sustainability (Percy-Smith & Burns, 2013).

Youth are vital to the development and renewal of tourism. Their roles as agents of change, development, and renewal are evident in their contributions to cultural tourism, economic growth, and sustainable community development. By leveraging their energy, creativity, and willingness to learn, young people can significantly impact the tourism industry and help create vibrant, sustainable communities.

## **4. CONCLUSION**

This study explored the role of youth in the tourism awareness movement in Detusoko Barat Village. The findings indicate that while youth have the potential to be significant contributors to tourism development, their current involvement is limited. Youth have shown some engagement in developing attractions, improving accessibility, and participating in cultural

performances. However, their involvement in environmental conservation, amenity development, and ancillary services remains minimal. This suggests that there is a need to increase youth awareness of the benefits of tourism and provide them with the necessary skills and opportunities to participate actively.

This study was limited by several factors. Firstly, the sample size was relatively small, which may limit the generalizability of the findings. Secondly, the study relied heavily on qualitative data, which may be subjective and prone to bias. Thirdly, the study focused on a single village, and it is possible that the findings may not be representative of all rural tourism destinations in Indonesia. Due to the limitation, the future directions for this research is to conduct in-depth case studies of individual youth involved in tourism to gain a deeper understanding of their motivations, challenges, and successes.

By addressing these limitations and pursuing future research, we can gain a more comprehensive understanding of the role of youth in tourism development and develop effective strategies to empower young people to contribute to sustainable tourism.

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