VILLAGE TOURISM DEVELOPMENT
BASE ON COMMUNITY DEVELOPMENT

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The main components for development of the Village Tourism base on community

- Tourism Destination Development
- Institutional Building
- Tourism Industry Development
- Marketing
We need 5 steps to achieve the main components

Step 1: IDENTIFICATION POTENTIAL AND COMPETITION TOURIST ATTRACTION
This step helps to:
Defining goals and objectives; Establish the main problem; Conduct feasibility studies (studies appropriateness), SUPPLY AND DEMAND; Make decisions development OF VILLAGE TOURISM

Step 2: SET UP INSTITUTIONAL.
This step helps to:
Identifying stakeholders interests; Creating effective working relationships (identification as a “driver” or “champion”)
Every program requires a person who can coordinate activities, gather support and be a point the center of the activity. Establish a Tourism Village community forum; Build Partnership

Step 3: PLANNING AND PRODUCT DEVELOPMENT TOURISM
This step helps:
Analyzing issues that are needed for planning and development;
What is the interest of tourists to visit the village? What is the opinion of the village community regarding the development of tourism in the village? Are they supportive or reject it? How tourism can be contribute to society?

STEP 4: IMPROVE CAPACITY HUMAN RESOURCES
This step helps to:
Conduct capacity building training human Resources

STEP 5: MARKET AND MARKETING
This step helps to:
Understand Tourism Villages BASE ON COMDEV as a tourism product; • Develop a marketing plan; Promoting. Make a website to promote the Village Tourism Using social media (Facebook, Twitter, youtube, flickr and others) and find a way so that the VILLAGE Tourism can also be covered in relevant travel networks / websites / blogs, such as Trip Advisor, Lonely Planet, and the other
THANK YOU