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Community Based Tourism and Poverty Alleviation: Evaluating the Success of PakuanVIT's Integrated Approach

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Abstract: This paper emphasizes the significant contribution of the tourism sector in poverty alleviation through community empowerment within the Village Tourism program. The aim of this study is to elaborate on a program designed to be more applicable and to deliver tangible impacts. The research method used in this study is participatory observation, involving key community figures in Pakuan village as informants. The Village Tourism program, named PakuanVIT, has demonstrated social, economic, environmental, and well-being impacts through the social innovation carried out by the CSR program of PT Pertamina Patra Niaga Integrated Terminal Ampenan. The integration of four aspects of community empowerment within PakuanVIT is key to the program's sustainability, which is expected to significantly reduce poverty levels.

Keywords: Community Based Tourism, Poverty, PakuanVIT, Corporate Social Responsibility (CSR), PT Pertamina Patra Niaga Integrated Terminal Ampenan, Sustainability

INTRODUCTION

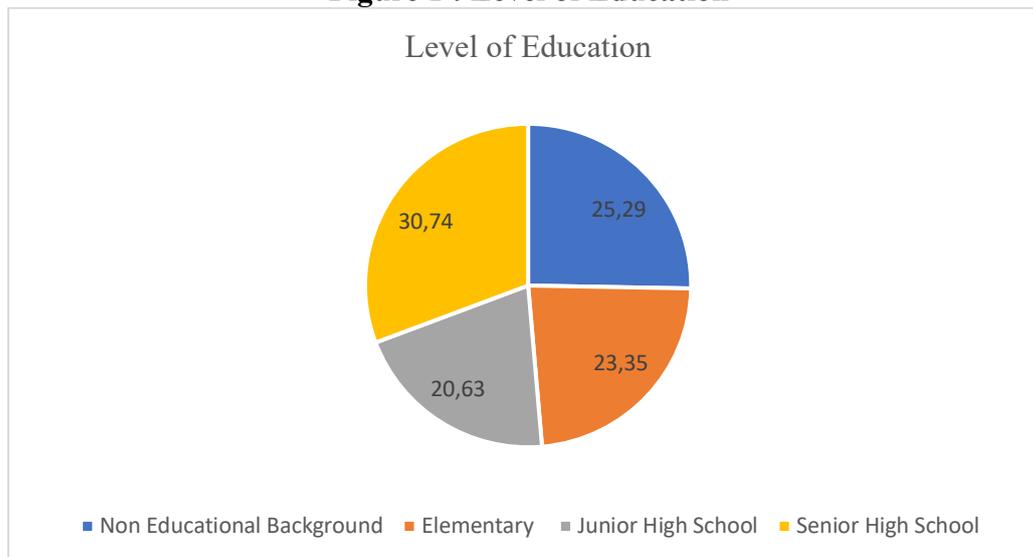
The contribution of the tourism sector to the growth of a nation is quite significant because it can generate foreign exchange for the country and create many job opportunities. With the presence of the tourism sector, not only can it grow and create economic sustainability, but it can contribute to social development and cultural development of the local area (Nikoli & Lazakidou, 2019). Reports from many studies (Vorlaufer, 1996; de Kadt, 1979; Roe, et.al., 2004; WTTC, 2006) conclude that the tourism sector makes many contributions in the form of employment, increasing income (foreign exchange), and equitable development (Igoumenakis et al., 1999). In Indonesia, the foreign exchange contribution from tourism has increased continuously. The GDP and foreign exchange in tourism have shown an upward trend during the 2011-2019 period, with tourism GDP rising from 4% in 2011 to 55% in 2019 and tourism foreign exchange from USD 855 billion in 2011 to USD 1691 billion in 2019 (National Budget Analysis and Financial Accountability Center, 2023). The employment impact, according to the 2018-2021 Tourism and Creative Economy Labor Statistics, indicates

that out of every 100 workers, 16 are employed in the tourism sector, with a labor share reaching 16.22% and an average annual labor growth rate of 4.07%, with the highest absorption of 41.75% in the tourism goods trade sub-sector in 2021(Pariwisata et al., 2022)Lombok, as one of the national tourism destinations, has contributed to regional development, employment absorption, and the development of public facilities and infrastructure(Saroji, 2018)Although these figures are macro and constantly changing with the dynamic tourism sector.

The most critical question that needs deeper field study is the empirical evidence of the tourism sector in reducing poverty. Poverty reduction is a national priority in various sectors (Bappenas, 2024)This means that all development sectors are oriented towards reducing poverty, increasing income, and improving social welfare. The tourism sector, which generates significant foreign exchange, also has the potential and opportunity to address poverty issues, particularly among those living in tourist destination areas (Damanik, 2005).

Although the number of poor people in Lombok Barat Regency decreased from 2018 to 2022, the growth trend shows highly fluctuating data. In 2018, the number of poor people was 110.69 thousand or 16.46% of the total population of Lombok Barat Regency. In 2019, the percentage of poor people decreased to 15.20%, and the poverty percentage continued to decline to 13.39% in 2022. Meanwhile, the poverty line in Lombok Barat Regency increased yearly during the 2018-2022 period, from Rp 412,487 in 2018 to Rp 503,509 in 2022. This is also supported by the fact that the quality of human resources, as seen from skills/expertise, also influences a person's quality of life. Data from BPS-Statistics from Lombok Barat Regency in 2023 show the following education percentages:

Figure 1 : Level of Education



Source : BPS-Statistics from Lombok Barat Regency, 2023

The percentage of the population aged 15 years and over who do not have an elementary school diploma is relatively high compared to other categories, at 25.29%. Meanwhile, for the population aged 15 years and over who have a diploma, the highest percentage is at the high school diploma or equivalent category, with a percentage of 30.74%, followed by 23.35% with the highest diploma at the elementary level/equivalent, and 20.63% with the highest diploma at the junior high school level/equivalent in 2022 (BPS-Statistics from Lombok Barat Regency, 2024).

In the discourse on poverty alleviation through tourism development, many ideas and innovations have been proposed to realize the contribution of the tourism sector to improving community welfare. Concrete steps taken by international institutions with the major theme of

pro-poor tourism (Braman and FAA, 2001; Bennett et al., 1999; Ashley and Haysom, 2004) are examples of how tourism resource management is conducted more effectively (Chok et al., 2007), so that it can eliminate poverty in tourist destination areas in Indonesia.

The social innovation carried out by Corporate Social Responsibility (CSR) program of PT Pertamina Patra Niaga Integrated Terminal Ampenan in reducing poverty through the tourism sector is by formulating and establishing an area as a tourist destination, namely the PakuanVIT (Pakuan Village Integrated Tourism). The tourism village development program optimizes local resources in the form of landscapes and culture. It involves multiple stakeholders, such as the Lombok Barat Regency Tourism Office, indigenous community leaders in Pakuan Village, the University of Mataram, and other tourism villages. This program seeks to promote systemic change in the community by optimizing resources into tourist destinations.

Many poor countries in Africa, Asia, and Latin America have relatively succeeded in eliminating poverty through community-based tourism development. This was achieved because all parties share the same vision: tourism will only be sustainable if it contributes positively to poverty reduction, especially for those living in tourist areas. Therefore, it is interesting to elaborate further on action programs designed to be applicable and have a tangible impact on the surrounding community, particularly those around the company and Indonesia in general. This paper sharpens the empirical facts regarding the contribution of tourism sector development from PT Pertamina Patra Niaga Integrated Terminal Ampenan's CSR program to poverty alleviation through an applicable empowerment scheme. This model will inspire stakeholders to design similar programs that focus on strengthening local communities' capacity to manage natural and tourism resources.

METHOD

In conducting this research, we used a descriptive qualitative research method. The techniques include Participatory observation, where researchers observe and participate directly to identify and understand how the driving forces perceive their work. This observation is more specifically participatory. This involvement is manifested during an adequate research period, living with the community under study. This method will encompass three criteria in research: reliability, validity, and generalizability, which will hopefully clarify the analysis and interpretation of the data obtained. Additionally, researchers also used interview techniques. The interview model is conducted with various approaches, such as open greetings, avoiding repetition, asking questions, showing ignorance, taking turns in dialogue so that no one dominates the conversation, shortening the language delivered, so it is not convoluted, allowing breaks for the speaker and listener to think briefly about what they want to say, and closing the conversation (Spradley, 1997). In this method, the researcher conducts both unstructured and structured interviews, adjusted to the conditions of informants in the field. The researcher asks the informants to express their opinions on specific events, which can serve as a basis for subsequent research.

Furthermore, researchers also use audiovisual data collection techniques. This serves as a tool to record or document an event that is difficult to repeat in the activities carried out by a community. Visual sociology and visual anthropology experts use films, videos, and photos to interpret what is being recorded and documented regarding social life (Noorman & Lincoln, 1994). In the research we are developing, photo documentation becomes an indispensable aspect. Photography has a natural place in reporting, viewing the primary as a reflection rather than an interpretation of the photographer himself (Noorman & Lincoln, 1994). This means that photos are natural reflections of societal behavior, so what is contained in the photos is close to objective results as they display records of human activities that may not be obtainable at other times.

To support field research, documents used to complement research data include historical evidence in the field, history books, meeting minutes, records of the development of Pakuan Tourism Village, and so on. This method is a simple, cheap, easily accessible, and historically insightful approach (Denzin, 1994). After all the data is collected, researchers process and analyze it. Noeng Muhadjir (1998: 104) defines data analysis as "an effort to search and organize systematically the observation notes, interviews, and others to enhance the researcher's understanding of the case studied and present it as findings to others." The process involves data reduction after collection, followed by interpreting field findings. Researchers continuously draw conclusions while in the field. These conclusions are also verified during the research process by (1) rethinking during writing, (2) reviewing field notes, (3) reexamining and discussing with colleagues to develop intersubjective agreement, and (4) making extensive efforts to place findings within a set of other data.

RESULTS AND DISCUSSION

PakuanVIT Empowerment’s Target is for Non-Skilled Labor

The process undertaken by CSR Pertamina Patra Niaga Integrated Terminal Ampenan to address surrounding social issues is by establishing the PakuanVIT. In its journey, it certainly cannot be carried out independently; the involvement of the local community is necessary. This process is called empowerment. Hikmat (2001:12) explains that often the process of empowerment is hindered by factors that do not support it, such as social trust, innovation, creativity, over-dependence on the government, or low human resource quality(Hikmat, 2001).

The main target of empowerment is the community group with significant social problems, including poverty. This study defines poverty as the inability of an individual due to a lack of capability and skills. Therefore, the PakuanVIT tourism village development program involves 23 non-skilled youths in the Pokdarwis Village Tourism Awareness Group, housewives, farmers, and laborers. The location is in Pakuan Village, Narmada District, Lombok Barat Regency. The details are as follows:

Figure 2 : PakuanVIT Empowerment Targets

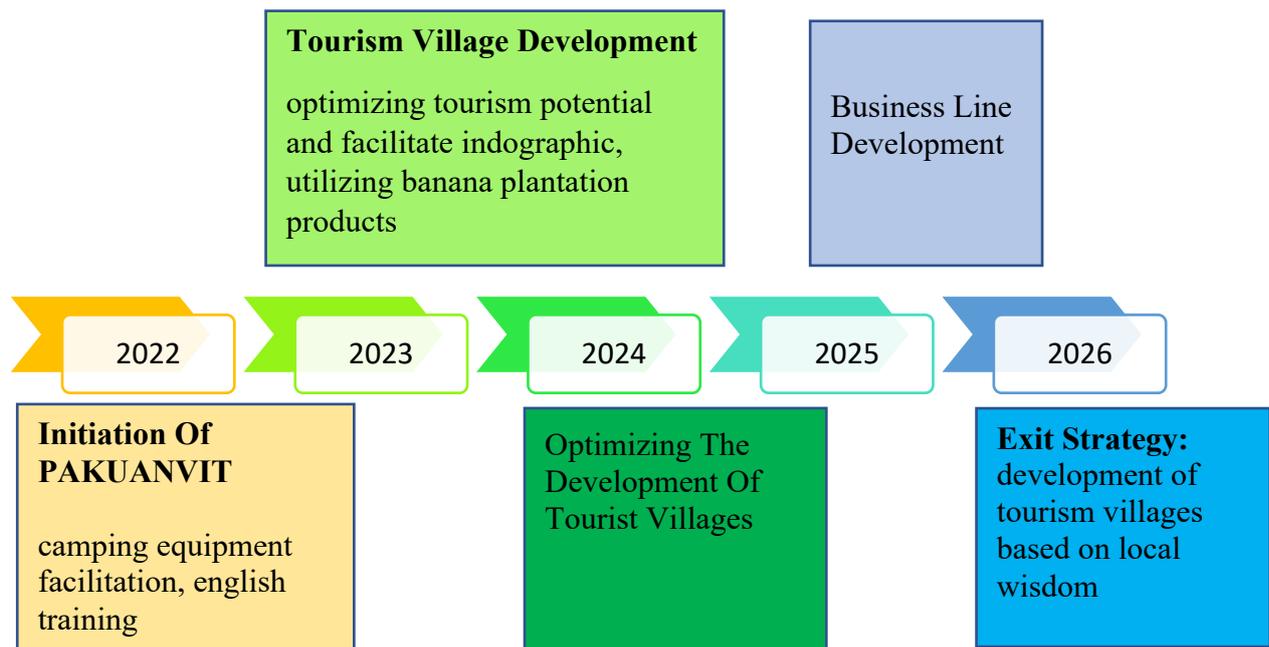
Vulnerable Group Category	Type of Vulnerability	Vulnerable Group Empowered
Non-Skilled Youth (Seasonal Unemployed)	Assets and Access	23
Housewives	Assets and Access	11
Farmers and Farm Laborers	Assets and Access	10

Source: Primary Data from Researchers

The activities carried out by CSR Pertamina Patra Niaga Integrated Terminal Ampenan include providing opportunities to participate in tourism-based economic development activities with sustainable innovation. Women who were previously housewives are also part of this empowerment target, enabling them to improve their family's economy through the development and marketing of local products. Meanwhile, farmers and laborers, who may not seem directly related to the tourism sector, are given the opportunity to be involved in local wisdom-based tourism development through agricultural education tourism.

Although not all can yet be involved in the development of PakuanVIT, the hope is that in the future, it will be able to reach all layers of the community around Pakuan Village. This aligns with the empowerment process carried out by CSR Pertamina Patra Niaga Integrated Terminal Ampenan, which is outlined in the development roadmap as follows:

Figure 3 : PakuanVIT Roadmap



Source: Pertamina Patra Niaga Integrated Terminal Ampenan document, 2024

PakuanVIT was initiated as a tourism village in 2022 with several key agendas, including providing training to support tourism service activities, such as English language training, screen printing, and processing local materials into souvenirs. In addition, the provision of facilities such as camping equipment also became a focus to support tourism service activities.

In 2023, the focus of CSR Pertamina Patra Niaga Integrated Terminal Ampenan was to optimize the potential and facilitate tourism infographics, as well as to utilize the abundant agricultural products from the community, such as bananas. The focus in 2024 will be on optimizing village management, while the following years will be geared towards business development, with the ultimate goal of establishing an exit strategy for PakuanVIT as a tourism village based on local wisdom by 2026.

Development process based on optimizing local resources

PakuanVIT is located in Pakuan Village, Narmada District, Lombok Barat Regency. This village has now become one of the tourist destinations based on the local community's wisdom. Pakuan Village has a population of 1,029 households or 3,164 people, consisting of 1,593 males and 1,571 females. The village is divided into five hamlets: Pesantek, Tatar Daye, Jurang Malang, Jurang Mekar, and Kumbi. Pakuan Village offers natural attractions in the form of waterfalls, which serve as potential tourist spots, including Batu Santek Waterfall, Tibu Bunter Waterfall, Jaran Kurus Waterfall, Elen Pati Waterfall, and Segenter Waterfall. Additionally, Pakuan Village also features a man-made religious attraction, the Pakuan China Mosque, which is a site of interest for tourists.

The primary focus of community empowerment by CSR Pertamina Patra Niaga Integrated Terminal Ampenan is in Pakuan Village. The main reason for this is the significant potential for developing nature tourism in the area, particularly in the management and promotion of Batu Santek Waterfall. With support from the CSR's program of Pertamina Patra Niaga Integrated Terminal Ampenan, the community of Pakuan Village is expected to enhance their ability to manage tourism independently and sustainably, thereby providing long-term

economic benefits for both the Pakuan Tourism Awareness Group (Pokdarwis) and the entire village population.

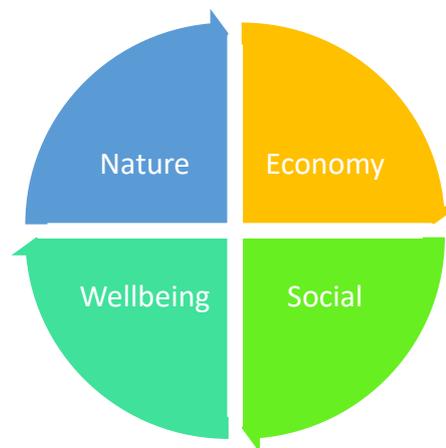
Four Pillars of PakuanVIT Approach

In the past few decades, there has been rapid tourism growth in developing countries such as those in Africa, Latin America, and Southeast Asia. While this growth has brought positive stories of economic growth and development, the expansion of the tourism sector has also left less favorable outcomes. These include uneven development distribution, leading to social conflicts, economic asset disputes that widen the gap between the rich and the poor, and environmental degradation due to massive exploitation to meet economic targets.

Although the constitution's concern to the villages grants full authority for autonomy and asset management to improve the economy of its residents, the development of a village into a tourism village must prioritize the concept of social sustainability. The goal is to prevent large-scale exploitation of nature, environmental and social pollution, social exploitation, and other negative impacts.

In the development of PakuanVIT, together with the community, has formulated four pillars for the development of the tourism village. The development of a tourism village is a strategic approach aimed at improving the quality of life for the local community by utilizing existing tourism potential. Therefore, the four pillars of this approach are nature, economy, social, and wellbeing. These four pillars serve as important foundations for creating sustainable and inclusive tourism.

Figure 4 : Four Pillars PakuanVIT



Source: Pertamina Patra Niaga IT Ampenan document, 2024

Sustainable development theory, as explained by the Brundtland Commission (1987), emphasizes that development should meet the needs of the present generation without compromising the ability of future generations to meet their own needs (United Nation, 1987). Research by Buckley (2012) shows that proper management of natural tourist destinations can reduce negative environmental impacts, such as pollution and habitat destruction. Therefore, the nature aspect is crucial to consider. The CSR Pertamina Patra Niaga Integrated Terminal Ampenan's community empowerment in the PakuanVIT program focuses on the protection and preservation of ecosystems, especially in natural tourist areas such as waterfalls. The presence of these waterfalls is not only a tourist attraction but also a vital part of the broader ecosystem. Wise management is required to maintain environmental sustainability.

The second pillar, economy, emphasizes the importance of creating new job opportunities for the local community. With the development of the tourism village, the community can engage as tourism managers, guides, or micro, small, and medium enterprises (MSMEs) providing products and services for tourists. According to a World Bank report (2017), tourism development can drive the local economy, create jobs, and increase community income. In PakuanVIT, efforts are made to create economic diversification that does not solely depend on the tourism sector but also develops other sectors that can support the community's economic sustainability. Promoting local products, such as handicrafts and traditional cuisine, is one strategy to attract more visitors and provide significant economic benefits to the community.

The third pillar, Social, focuses on strengthening the community and ensuring their participation in the development of the Pakuan tourism village. Local community involvement in the planning and management of tourist destinations is essential to create a sense of ownership and responsibility towards the environment and local culture. The final pillar is Wellbeing. This pillar aims to facilitate personal development and foster opportunities for future collaboration with other stakeholders. An example of activities aimed at achieving social and wellbeing aspects is making the community the main subject of development. The leaders of the PakuanVIT program are local heroes who are continually mentored to become drivers and influencers for others in the community. Thus, even after CSR Pertamina Patra Niaga Integrated Terminal Ampenan's assistance ends, they will continue to progress independently towards achieving even greater goals.

Discussion

Education and Optimization of Human Resources as a Strategy to Overcome Poverty

Education is one of the key factors that must be addressed in the issue of poverty. The aspect of human resource development is an investment in progress, managed as a long-term investment related to the knowledge and skills that will be acquired. The development pattern of a tourism village can certainly be explored through targeted community assistance aimed at increasing the capacity of its human resources. A participatory approach, as mentioned in the three models of approach for building tourism villages involves three approaches (Ikhwanto, 2022):

- a. **Conscientization:** This is a process of building understanding aimed at influencing awareness and behavior through action plans and their implementation, so that the people of Pakuan Village are aware of the potential they possess to build a community-managed tourism village.
- b. **Community Organizing:** This involves efforts to manage the community so that they understand and are aware of their vulnerabilities, capacities, and environmental conditions, as well as mobilizing the community to respond to problems or meet their needs by optimizing existing resources. Therefore, community participation in the development of the tourism village is crucial for its sustainability.
- c. **Resources Delivery:** This involves providing understanding and guidance to the community regarding the potential they have and how it can be utilized.

In the categorization of community empowerment targets through the Pakuan Tourism Village program, it is evident that the management of human resources focuses on key aspects of the individuals who play a role in the community. Targeting youths, housewives, and heads of households impacts decision-making processes and community engagement in tourism development programs.

In this educational concept, awareness must be instilled at the initial stage. The primary drivers in the development of the tourism village are believed to be the youth. The table above shows that the youth involved are those at risk of becoming seasonally unemployed. These

youth are considered vulnerable because they lack adequate assets and access. The development of a tourism village is offered as an alternative for these youths to actively participate during their free time. Empowerment programs focused on enhancing specific skills and abilities will boost confidence and provide opportunities that they can see as accessible.

Similarly, housewives are also considered a vulnerable group because their activities are often confined to household chores, limiting their economic independence and making them susceptible to the monotony of daily routines. In the context of tourism village development, housewives have great potential as key drivers. Their skills in food presentation and management are essential aspects. It cannot be denied that the economic and welfare improvement of a tourism village is partly achieved through the efficiency of production costs and the selling prices of the food served. Education and skill enhancement for housewives are also crucial elements in building a tourism village.

Another important group within the community are farmers and farm laborers. Farmers and farm laborers are a vulnerable group that needs support because educating them also means improving the effectiveness of natural resource management in the area when exploring nature as a tourist attraction. Today, Pakuan Village prioritizes natural resources, making the role of farmers in managing these resources crucial.

Youth, housewives, and farmers are key subjects that need to be empowered to reduce poverty levels. The goal is for them to gain strength or ability to:

- a. Meet their basic needs, giving them freedom—not only to express their opinions but also to be free from hunger, ignorance, and illness.
- b. Access productive resources that enable them to increase their income and obtain the goods or services they need.
- c. Participate in the development process and in making decisions that affect them (Suharto, 2014: 57-58).

The output or final result of each empowerment effort in the development of a cultural village will create tourism agents from within the community itself. Empowerment, according to James A. (as cited in Suhaimini, 2016: 17), is a development process in which the community takes the initiative to start social activities aimed at improving their situation and conditions. Empowerment can be considered successful and yield satisfying results if the community actively participates in the empowerment process. Once the process of forming agents is complete, the consistency of tourism activities can be ensured, as awareness has been formed as a spirit of progress and togetherness.

As we know, tourism village development has a required indicator, namely the establishment of a Tourism Awareness Group (Pokdarwis) with permanent managers to ensure the development of the tourism village. The expected outcomes or program outputs of the tourism awareness education program include:

- a. The community understands the benefits of tourism development for society, government, arts, and culture.
- b. The community understands their position and role as actors in tourism development.
- c. The community is aware of tourism and the components of Sapta Pesona.
- d. The community is capable of applying the components of Sapta Pesona in their participation in tourism development (Masrudi et al., 2021).

In terms of the importance of education, it strengthens the community of Pakuan Village in tourism management, while also raising awareness of the importance of access and assets in the pursuit of prosperity that can be achieved through tourism village development. Of course, the presence of a tourism village does not immediately eliminate material poverty, but through increased educational capacity, the individuals managing the tourism village are liberated from

a "poverty" mindset because they gain awareness of the importance of capacity building and optimizing their potential and that of the community within the tourism village framework.

Local Wisdom as an Approach to Creating Social Sustainability

The second stage, after awareness has been established within the community, is the development process based on the optimization of local resources, such as the landscape and culture. Natural resources and local cultural wisdom are essential components in the inventory of needs for tourism village development. This awareness will foster a collective initiative in a concept known as a "joint movement." This joint movement will, in turn, shape various relationships within the social life of the community. It is within this collective and collegial context that local wisdom will emerge.

Wisdom is a set of knowledge developed by a local community, accumulated through long-term experience with the environment in a mutually beneficial relationship between people and their surroundings, sustained and harmonized over time (Diem, 2012).

Making the waterfalls the focal point of Pakuan tourism village development is one initiative rooted in local wisdom. Pakuan Village is located in a mountainous area, surrounded by community forests, and serves as a water catchment area. Preserving the environment by involving the local community is an effort to create social sustainability, with the understanding that they are indigenous people who understand the local culture, values, and knowledge.

Transformation PakuanVIT with an Integrated Development Model

One of the strengths of PakuanVIT is its emphasis on innovation and uniqueness through a holistic approach that integrates various essential aspects for sustainable development and environmental preservation. This strength is evident in the holistic approach focused on four aspects to support social sustainability. Through an integrated and participatory approach, PakuanVIT has successfully built a community empowerment demonstration plot that maximizes local potential to boost economic activities. The hope is that this will improve the quality of education, increase employment, and ultimately reduce poverty. In our observation, the PakuanVIT program has significantly impacted the community.

Social Impact

Figure 5 : Social Impact of PakuanVIT

Contribution	Quantitative Impact	Qualitative Impact
Human resource development	Emerging 1 local hero (male) and 1 regeneration local hero (female)	Increased leadership skills and gender equality.
Youth empowerment	Involving 23 youths in the management of an integrated tourism village	Increased skills in business management and tourism services, as well as a stronger sense of ownership towards the development of their village.

Source: Primary research data

The presence of a tourism village has fostered social relationships that impact behavior sustainably. The table above shows that in its process, the development of the PakuanVIT has had various impacts. First, in the aspect of human resource development, the PakuanVIT has brought forth new visionary and directed leaders. The awareness that emerged in the community is the need for a leader figure for their groups, whether male or female. Males typically lead in physically demanding collective tasks, while female leaders coordinate domestic aspects such as food storage and logistics. The division of roles and the need for

leadership build sustainable social relations. Gender equality is also a point of awareness formed in this context. Gender equality is realized when women have adequate access to and assets for production.

In the aspect of youth empowerment, the PakuanVIT has also impacted the involvement of youths actively participating in village activities. The idea of youth involvement is essential because it affects character formation and the personal resilience of the youth, who are beginning to develop a love for their homeland. Personal resilience is a concept of human self-development that leads to becoming an individual with solid and harmonious totality (Soedarsono, 1997:50). This means that a young person, as a representation of the nation's personality, must also be built to have totality towards their country. The CSR's program of Pertamina Patra Niaga IT Ampenan, through the PakuanVIT has successfully achieved this.

Environmental Impact

In addition to social impact, CSR Pertamina Patra Niaga IT Ampenan empower program through the PakuanVIT also has environmental impacts. Based on our observations, the environmental impact can be described as follows:

Figure 6 : Environmental Impact

Contribution	Quantitative Impact	Qualitative Impact
Waste management	Reducing CO2 emissions by 82 kg CO2 Equivalent/year from burning organic waste	Reducing the risk of fire.
Nature conservation	Protection of 5 waterfalls, 20 hectares of farmland, and 437 hectares of plantations	Preserving clean water availability, increasing biodiversity, and supporting environmental sustainability.

Source: Primary research data

The table above shows the impact of the tourism village on natural management in Pakuan Village. First, there is awareness and a movement towards waste management as a tourist attraction. The natural setting becomes a primary asset in attracting visitors, so waste management is also given close attention, especially after tourism visits.

The discourse on the Green Movement has been widely heard over the past few decades. Many countries are willing to spend significant public funds to address and engage in 'environmental care' activities. On an international level, organizations like Greenpeace focus on climate, forest, ocean, agricultural ecology, nuclear disarmament, and toxic pollution issues. Similarly, in Indonesia, many communities and formal institutions are concerned with environmental issues.

Environmental wisdom (Agung, 2006) is knowledge obtained from the abstraction of experience through active adaptation to a unique environment. This knowledge is manifested in ideas, activities, and tools. In terms of impact, the Pakuan Tourism Village has fostered sustainable awareness among the community. The people of Pakuan Village have become more conscious of the importance of water management to ensure the availability of water as a continuation of tourism sustainability. Likewise, land management and the preparation of educational yet lush public spaces have become focal points of awareness.

Economic Impact

The most direct impact felt by the community from development activities is the economic impact. This is directly related to the income of the people around the Pakuan Tourism Village. Regarding the economic aspect, can be described as follows:

Figure 7 : Economic Impact

Contribution	Quantitative Impact	Qualitative Impact
Income increase	• Average group income of IDR 28,000,000/year. • Income increase for 10 farmers involved in agricultural tourism education.	Improved community welfare and the development of agriculture-based tourism.
Marketing increase	Average sales of processed banana products by MSMEs 200 pcs/month.	Improved quality of life for the local community through a circular economy.

Source: Primary research data

Economic movement becomes vibrant due to consumption, sales, production, and distribution activities. The MSME movement, where the community becomes a producer of goods to be consumed by the public, emerges as a result of the tourism village's presence. As explained above, the tourism village has increased the average income per group to IDR 28,000,000/year and increased the income of 10 farmers in the village. This has sparked a chain of welfare development that also becomes a shared interest that binds. Cooperation is built based on economic needs, strengthening social and economic relationships within the community.

In the aspect of marketing, the distribution chain will form new social networks regarding active community involvement. New livelihoods are created in the social and economic roles present in the supply chain of services and goods in the tourism village. Through these steps, PakuanVIT not only positively impacts the economy and social welfare of the community but also actively protects, maintains, and improves the environmental conditions in Pakuan Village for future generations.

CONCLUSION

The four pillars of PakuanVIT serve as a crucial foundation for sustainable tourism development. Through careful management and community involvement, PakuanVIT activities can provide significant benefits to the environment, economy, and society. However, the existing challenges must be addressed with an inclusive and sustainable approach to ensure that the tourism village program not only serves as a source of income but also as a tool for preserving culture and the environment.

Through collaboration between the local community and the private sector, specifically the CSR's program by Pertamina Patra Niaga Integrated Terminal Ampenan, we can create PakuanVIT as a tourist destination that is not only attractive to visitors but also has a positive impact on the local community and the existing ecosystem. Therefore, tourism can become a driver of positive and sustainable change for all involved parties, contributing significantly to poverty reduction.

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