

## Mapping Village Potential to Tourism Village in Tunggu Village, Aru Islands Sub-District

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### Abstract

**Purpose:** This study aims to explore and map the untapped potential of Tunggu Village, a coastal area with resources like marine products, waterfalls, Mairang Island, and mangrove forests. The goal is to highlight how these assets can be developed to boost the local economy and turn the village into a unique tourist destination.

**Method:** The project involves mapping Tunggu's tourism and economic potential, focusing on marine tourism, mangrove education tours, and cultural heritage. Data will be gathered through site visits and community discussions to identify key resources and development opportunities.

**Practical Applications:** The mapping will guide village authorities in increasing income through marine tourism, seafood processing, educational tours, and cultural tourism. Developing these areas offers sustainable growth and new revenue streams for the community.

**Conclusion:** The study provides a plan for unlocking Tunggu Village's potential, offering a pathway to economic development through tourism and local resources. Success will require collaboration between the village, local government, and community members.



## Introduction

Indonesia is an archipelagic country rich in diversity of art, culture, and nature. It consists of islands and seas that are famous for their coastal wealth. The tourism potential in Indonesia is very large considering its uniqueness (Al-Bakry, 2023; Soleha, 2023). Because the greatest wealth in Indonesia is the coastal area, the coastal area is very suitable to be explored as a tourist area.

The Aru Islands Regency is a regency located on the coast of the border islands; many villages directly adjacent to the sea have good natural potential (Kumaseh et al., 2020; Sahunilawane et al., 2024; Sofia & Baharuddin, 2023). One of the villages located on the coast is Tungu Village in Central Aru District, Aru Islands Regency. The people of Tungu Village which is located on the seacoast have not realized the potential of the area, many only consider the village as an ordinary village, even though if you look deeper some potentials can be developed such as pond products, marine products and tourism potential in the form of waterfalls, small islands called Mairang and forest Mangrove. To make this village a unique tourist village and to produce something, it is necessary to map the potential of Tungu ini village. Mapping the potential of villages in Tungu village is the first step during the plan to form a tourism village, so that the results of this writing can be used as a roadmap for the beginning of developing the tourism village.

This village has uniqueness and differences with other villages, so it can be glimpsed by the district government to be used as a tourist village. To get there, an excavation of potential is needed which will later become a tourist attraction. The potential that has existed so far has not been mapped, so mapping the potential in the village area is needed.

In an interview with the Head of Tungu Village, it is known that village managers do not have adequate management skills in managing businesses and BUMDes, have not been formed, so the ability to see opportunities for business development has not been maximized. In addition, it is also realized that the ability of village apparatus to identify business opportunities for the development of BUMDes business units is still very low. Similarly, the ability to manage BUMDes to start a business is still low. Based on the above problems, this community service activity aims to improve the knowledge and technical skills of the village apparatus in mapping tourism potential and building Bumdes in Tungu Village.

## Method

The activity begins with a field survey, identifying problems, studying relevant theories, and establishing a theoretical foundation that will then be applied in a contextual, ideal product design model. The implementation method follows this approach:

- a. Comprehensive Approach – This approach aims to provide a thorough solution to all aspects related to planning. It is applied by studying various factors as part of the design process in a proportional and necessary manner.
- b. Integrated Approach – This approach integrates the interests of various parties involved in the planning process and the pre-structuring of the design. It is implemented through discussions and coordination with relevant stakeholders (actors, regional stakeholders, and resource persons) to enhance the quality of the design outcomes.
- c. Realistic Approach – This combines ideal and pragmatic considerations to find solutions or directions for implementable and contextually appropriate pre-design planning.

The community service method will involve mapping the village potential and establishing Bumdes in Tungu Village.

Stages of Implementation:

1. Contact the village authorities.
2. Provide knowledge on how to map village potential and form BUMDes.
3. Compare and present examples of tourism mapping and business

development/BUMDes from similar geographical areas, focusing on income generation and community welfare.

4. Evaluate the sustainability of this community service program (PKM).

## Result

Based on the above issues, the team will provide training on mapping village potential and developing appropriate businesses/BUMDes in line with the field of public sector accounting. The training addresses the challenges faced by village managers on small border islands, particularly in mapping village potential from various aspects. After completing the mapping, an evaluation will be conducted by distributing evaluation sheets to gather feedback from participants on the mapping results.

This activity was attended by 30 participants, including village officials and community members. The community showed enthusiastic participation and raised many questions regarding future assistance.

Tourism potential mapping resulting from PkM:

1. Marine Tourism: The small island of Mairang can be developed as a marine tourism hub, featuring cottages with scenic photo spots, culinary attractions, and banana boats. The area can also be used to produce fish and process karaka crabs into frozen or ready-to-cook food.
2. Study Tour: Mangroves can be utilized for educational tours and picnic areas.
3. Forest Tour: There is a waterfall that could be developed as a tourist attraction.
4. Cultural Tourism: Local customs such as traditional dances and SASI, a practice of local wisdom in nature conservation, can be promoted.

This mapping can serve as a guide for village officials and the community to increase village income by developing the identified potentials. It is hoped that support will come from the village government, community, and district government to bring this plan to fruition.

*Figure 1. Documentation of community service activities*



*Figure 2. Community service team and the participants*



## **Discussion**

The mapping of village potential in Tungu Village, Aru Islands Sub-District, reveals significant opportunities for transforming the area into a thriving tourism destination. The village boasts a wealth of natural and cultural resources, including Mairang Island, mangrove forests, waterfalls, and rich cultural traditions such as the SASI system. However, much of this potential remains underutilized, making it crucial to identify and organize these assets to guide sustainable development efforts.

One of the village's main attractions is Mairang Island, which holds great potential for marine tourism. By developing cottages, scenic photo spots, and offering unique culinary experiences, Tungu can cater to tourists seeking a coastal getaway. The island's marine products, including fish and karaka crabs, also present opportunities for processing seafood into frozen or ready-to-cook food, adding value to the local economy and providing an additional income stream for the community (Dahda & Gutama, 2023; Meiji et al., 2023). Alongside marine tourism, mangrove forests in the area offer a chance for educational and eco-friendly tourism. Mangrove tours can serve as both recreational activities and learning experiences, combining nature conservation with tourism (Andri & Masrilurrahman, 2023; Kurniawan et al., 2023; Mutia et al., 2023). Additionally, the village's waterfalls offer opportunities for nature-based tourism, appealing to visitors interested in hiking and exploring the outdoors.

Cultural tourism in Tungu Village is equally promising, with local traditions such as dance and the SASI system providing unique experiences for visitors. Promoting these cultural aspects alongside natural attractions could give tourists a well-rounded experience of the village's heritage. Events or festivals showcasing traditional practices would further enhance the village's appeal, particularly to those seeking an authentic cultural experience.

The potential transformation of Tungu Village into a tourism destination would not only boost the local economy but also strengthen the community's sense of identity and pride. The development of village-owned enterprises (BUMDes) will be crucial in managing tourism resources and ensuring fair distribution of income generated from tourism. Training programs in tourism management, hospitality, and small business development will also be necessary to equip the local community with the skills needed to support and sustain the tourism industry (Afriyana et al., 2022; Marhendi et al., 2022; Nabella et al., 2022).

In conclusion, mapping the tourism potential of Tungu Village is a critical step toward realizing its untapped resources. By focusing on marine, eco-friendly, and cultural tourism, and with the active support of the village government, local stakeholders, and the community, Tungu can become a model for sustainable rural tourism in the region. However, coordinated efforts are required to ensure that development is inclusive, environmentally conscious, and economically beneficial for all involved.

## **Conclusion**

The outlined plan demonstrates a comprehensive approach to leveraging the untapped potential of villages, particularly on the border of small islands, through strategic mapping and development of businesses or BUMDes. By integrating public sector accounting principles, the initiative aims to empower village managers with knowledge and tools to identify and nurture various aspects of village potential.

The active involvement of both village apparatus and the community, with 30 participants engaging enthusiastically, underscores the relevance and importance of this endeavor. The mapping exercise revealed promising opportunities across marine, educational, ecological, and cultural domains, highlighting specific avenues for tourism development. The proposed initiatives—such as establishing marine tourism centers, educational tours, leveraging natural resources like mangroves and forests, and preserving local cultural heritage—present tangible pathways for enhancing village income.

Moreover, the emphasis on feedback collection and evaluation through distributed

sheets reflects a commitment to continuous improvement and responsiveness to community needs. Ultimately, the success of this initiative hinges on collaborative support from the village, community, and district governments. If realized effectively, this strategic mapping can serve as a blueprint, guiding both village apparatus and the community towards sustainable economic growth and preservation of local resources.

### Acknowledgements

The success and depth of this outlined plan owe much to the collective efforts and commitment of various stakeholders involved. The initiative's comprehensive nature and potential impact are a testament to the dedication and collaboration of village apparatus, community members, and the 30 participants who actively engaged in this endeavor. Their enthusiastic involvement and contributions significantly enriched the mapping exercise, revealing invaluable opportunities and laying the groundwork for future development.

Additionally, the insights and feedback provided by the participants through the evaluation sheets are invaluable. This continuous dialogue and participation underscore the community's vested interest in shaping their village's future and ensuring that initiatives align with their needs and aspirations.

Furthermore, the initiative's alignment with public sector accounting principles speaks volumes about the commitment to a structured and accountable approach to village development. It's this integration of knowledge and principles that empowers village managers and stakeholders to make informed decisions for sustainable growth.

Lastly, the crucial role played by the village, community, and district governments cannot be understated. Their collaborative support is indispensable in translating these plans into tangible actions that will benefit the village and its residents. This acknowledgment reflects the collective dedication and synergy among all involved parties, highlighting their indispensable roles in shaping a brighter future for the village and fostering sustainable development.

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