

Development of Klaisu Village AS a Sustainable Tourism Village: Natural Potential, Culture, and Infrastructure Challenges

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Abstract

The development of tourism villages is one of the strategies to improve the local economy, especially in areas that have great natural and cultural potential. Klaisu Village, located in Jayapura Regency, has great potential to be developed as a sustainable tourism village, but still faces challenges in terms of infrastructure and limited community knowledge in tourism management. This research aims to identify the potential, challenges, and development strategies of Klaisu Village as a sustainable tourism village. This research used a descriptive qualitative approach with a case study method. The population of this study consisted of Klaisu Village community involved in the tourism sector, using purposive sampling technique. The research sample totalled 15 informants consisting of the village head, tourism managers, and people directly involved in the tourism business. The research was conducted in Klaisu Village, Jayapura Regency, Papua, for three months, from October to December 2024. The results showed that Klaisu Village has tremendous natural potential, but limited infrastructure is the main obstacle. In addition, the development of tourism based on cocoa, coffee and vanilla farming also has great opportunities, but requires improving community skills in tourism management and environmental conservation. The implication of this research is the importance of collaboration between the government, community, and private sector to support the development of sustainable tourism villages.

Keywords: *Village Tourism, Nature Management, Community Empowerment*

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Introduction

Improving the quality of life of village communities depends on their ability to manage and utilise their natural and cultural resources. Villages that are able to maximise this potential can achieve sustainable economic independence, which in turn can improve the quality of life of their communities. One example of a village with such potential is Klaisu Village in Jayapura Regency, Papua Province. This village holds extraordinary natural wealth, with mountain scenery, distinctive flora and fauna, and cultural heritage that can be used as a tourist attraction. Despite being declared a Tourism Village, Klaisu Village faces major challenges in terms of limited infrastructure and accessibility, which prevents the village from optimally developing as a sustainable tourism destination. Therefore, it is important to conduct this research to explore the potential of Klaisu Village, identify the challenges faced, and provide solutions related to the development of a tourist village that can support the local economy and improve community welfare in a sustainable manner (Suharyanto, 2021).

Klaisu Village was chosen as a research object because it has tremendous natural potential, which includes a variety of natural resources and agricultural products that can be processed into agricultural-based educational tourism. The village is known for its abundant cocoa potential, which is often traded in the form of raw beans without product diversification. However, by empowering farmers through training in cocoa cultivation and processing, such as chocolate making, Klaisu Village has the potential to become a tourist destination based on cocoa cultivation. In addition, Klaisu Village is also a producer of high-

quality coffee, especially Arabica and Robusta coffee grown by smallholders using traditional farming methods. This coffee cultivation can be developed into coffee farming-based tourism, where visitors can learn about coffee cultivation techniques as well as coffee processing from upstream to downstream. The existence of vanilla plants growing around Klaisu Village adds to the wealth of local agricultural products that can be a unique educational tourism attraction. In addition, the natural beauty of Klaisu Village, which includes the phenomenon of waterfalls and mountain scenery with stunning morning mist, makes it an ideal place to develop as an ecotourism destination.

However, despite this potential, Klaisu Village has not been fully recognised and utilised as a tourist village, and accessibility to this village is very limited. This makes Klaisu Village a very relevant research object to be studied in more depth. The unique natural and cultural potential of Klaisu Village distinguishes it from other villages that are more advanced in managing tourism potential. This research aims to formulate an effective village potential management strategy so that Klaisu Village can overcome the challenges faced and realise its tourism potential more optimally (Hasan, 2020).

This research will examine several interrelated variables in the development of tourism villages in Klaisu Village, namely natural and cultural potential, infrastructure and accessibility, and community participation in the management of tourism villages. The natural and cultural diversity of Klaisu Village is the main attraction that can attract tourists. However, to optimise this potential, the development of infrastructure and accessibility is a crucial factor. Adequate infrastructure, such as good roads, smooth transportation, and other supporting facilities, are needed to support the smooth access of tourists to Klaisu Village. In addition, community participation in the development and management of tourist destinations is also an important factor that determines the success of a tourist village. These three variables are interrelated, where the inability to manage one of the variables can hinder the achievement of overall village potential (Heryani & Suhardi, 2022).

Previous studies on the development of tourism villages have mostly focused on villages that already have good infrastructure or have been operating as tourist destinations for longer (Sutaryo, 2019). Meanwhile, research that examines tourist villages in areas that do not have adequate infrastructure, such as Klaisu Village, is still very limited. One relevant study is from Prasetyo (2021) which examines the development of community-based tourism villages, but has not taken into account the infrastructure challenges that exist in remote areas such as Klaisu Village. This gap shows the need for more in-depth research that not only examines natural and cultural potential, but also considers infrastructure and accessibility factors that are the main obstacles for villages like Klaisu Village.

This research aims to fill the existing gap in the study of tourism village development, especially in areas that have extraordinary natural and cultural potential but are constrained by limited infrastructure and accessibility (Tojiri & Rusdian, 2024). The novelty of this research lies in the approach that integrates the potential of nature, culture, and infrastructure in the development of sustainable tourism villages, taking into account the special challenges faced by villages in remote areas. The benefits of this research are to provide practical solutions for the Klaisu Village community in overcoming infrastructure and accessibility problems, as well as providing recommendations to local governments and other stakeholders to improve the quality of tourism village management. The purpose of this research is to formulate strategies that can encourage local economic growth, increase community participation, and realise Klaisu Village as a sustainable tourist village that can provide great economic benefits to the local community.

LITERATURE REVIEW

Natural and Cultural Potential as a Tourist Attraction

Natural and cultural potential is one of the main variables in the development of tourism villages. Natural diversity, such as mountains, rivers, beaches, and forests, as well as

the uniqueness of local culture, such as customs, arts, and crafts, play an important role in attracting tourists (Suryani, 2021). The natural potential possessed by a village can provide a different and immersive tourism experience for visitors, which in turn increases tourism attractiveness. In addition, the local culture that is thick and unbroken from the history of the village community is often an aspect that tourists look for, be it in the form of traditional ceremonies, cultural festivals, or traditional activities such as handicrafts and agriculture (Tariq, 2018).

In Klaisu Village, the natural beauty that includes mountains and waterfalls, as well as the rich culture of the community related to traditional traditions and handicrafts, are potentials that need to be managed properly. Along with the increasing demand of tourists for a more authentic experience, sustainable management of this natural and cultural potential can be a determining factor for the successful development of Klaisu Village as a tourist village (Mulyana, 2019).

Infrastructure and Accessibility

Infrastructure and accessibility are key variables that determine the extent to which a village can develop its tourism potential. According to Wibowo and Kartika (2020), good infrastructure, including adequate road access, efficient transport systems, as well as the availability of supportive public facilities such as inns and restaurants, are necessary to support tourism development. High accessibility allows tourists to visit the village easily, which in turn increases the number of visits and economic potential derived from the tourism sector.

However, in many remote villages, including Klaisu Village, infrastructure issues are often a major obstacle in developing tourism potential. Difficult roads, lack of public transport facilities, and limited availability of accommodation can reduce the attractiveness of the village as a tourist destination (Hadi, 2020). Therefore, this research will also focus on the importance of improving infrastructure and accessibility to support the smooth flow of tourists and the sustainable development of tourism villages.

Community Participation in Tourism Village Management

Community participation is an important variable in sustainable tourism village management. According to Firdaus (2022), the successful development of a tourist village is highly dependent on the extent to which the community is involved in the process of planning, managing, and marketing the tourist destination. This participation includes not only involvement in major decisions, but also in day-to-day activities related to the maintenance of tourist facilities, training for local labour, and the provision of services to tourists (Raharjo, 2021).

Community participation in the management of tourism villages has a significant impact on long-term success because the communities involved will have a sense of ownership and responsibility for the continuity of the tourist destination. . In addition, this participation also improves the economic welfare of the community through the creation of employment opportunities and the development of micro and small businesses related to the tourism sector (Kurniawan, 2019). Klaisu Village, which has natural and cultural wealth, requires active community involvement in the management of tourist destinations. Without the support and participation of the community in developing the existing potential, this village will not be able to achieve its goal as a sustainable tourism village. Therefore, this research will also examine the forms of community participation that can be optimised to support the development of Klaisu Village as a tourist village.

Natural Resource Management and Environmental Conservation

Natural resource management and environmental conservation are important issues in the development of sustainable tourism villages. As explained by Rahman (2020), tourism

activities that are not managed properly can cause environmental damage, such as damage to natural habitats, pollution, and loss of biodiversity. Therefore, wise and sustainable management of natural resources is needed so that tourist destinations can continue to attract tourists without damaging the surrounding environment.

In Klaisu Village, the management of natural resources, especially those related to natural beauty such as waterfalls and mountains, is very important to be considered so as not to reduce the attractiveness of the tourism. Environmental conservation, which includes waste management, preservation of local flora and fauna, and the use of environmentally friendly energy, must be part of the management of tourist villages (Hadi et al., 2021).

Education and Training in the Tourism Industry

Education and training for local communities in the tourism industry is one of the main supporting factors in the development of a successful tourism village. Good education can improve the skills of the community in terms of tourist services, cleaning, security, as well as local craft and art skills. According to Novita (2021), training programmes that focus on improving the community's ability to serve tourists as well as in maintaining the quality of tourist destinations can improve the quality of the tourist experience and in turn will increase their satisfaction.

Klaisu Village, which has recently developed its tourism sector, needs adequate education and training programmes for the local community so that they can provide the best services for tourists. This training could include basic services for tourists, making handicrafts based on local culture, and increasing knowledge on environmentally friendly ways of running tourism activities (Prasetyo, 2022).

Analysis Method

This research used a descriptive qualitative approach with the aim of exploring the potential and challenges in developing Klaisu Village as a sustainable tourism village (Yakin et al., 2023). The qualitative approach was chosen because this research aims to understand the social and cultural phenomena that exist in the Klaisu Village community, as well as to obtain in-depth information about the problems faced in tourism development. The research design is exploratory, as it aims to identify potentials and obstacles in tourism development that have not been fully explored and managed.

Location and Time of Research

This research was conducted in Klaisu Village, which is located in Jayapura Regency, Papua Province. Klaisu Village was chosen as the research location because it has great natural and cultural potential but has not been fully optimised as a tourist village. The research was conducted over three months, from October to December 2024. During this period, researchers will conduct data collection through interviews, observations, and relevant documentation studies.

Population and Sampling Technique

The population in this study is the Klaisu Village community involved in tourism activities, including the village head, community leaders, tourism managers, and residents who have tourism-related businesses (e.g. traders, lodging, and tourism service providers). This population was chosen because they have direct knowledge and experience of the village's social and economic conditions as well as its tourism potential.

The sampling technique used is purposive sampling technique, where samples are selected based on certain criteria relevant to the focus of this research. The sample will consist of 15 key informants consisting of:

1. 5 village heads or village government officials
2. 5 local tour operators

3. 5 people directly involved in tourism activities

The selection of this sample was based on the consideration that they have relevant information regarding the management of natural and cultural potential, as well as the challenges faced in developing tourism villages.

Research Instruments

The instruments used in this study were semi-structured interviews and participatory observation (Tojiri et al, 2023).

1. Semi-Structured Interview

Semi-structured interviews were used to obtain in-depth information about the views, experiences, and expectations of the community towards the development of tourism villages in Klaisu Village. These interviews will be conducted using a flexible interview guide that allows researchers to adjust questions to the conditions or answers given by respondents.

2. Participatory Observation

Researchers will also conduct participatory observations to understand the social and cultural dynamics in Klaisu Village, as well as to identify natural and cultural potentials that can be developed as tourist attractions. Observations are conducted directly in the field to observe the daily life of the community and activities related to tourism.

3. Documentation

Documentation in the form of secondary data will also be used to enrich the analysis, such as village reports, data on infrastructure, and photographs related to the natural and cultural potential of Klaisu Village.

Data Source

The main data sources in this research consist of:

1. Primary Data

Primary data was obtained from interviews and direct observations in the field with key informants involved in tourism activities in Klaisu Village. Interviews were conducted directly and recorded in detail to obtain authentic information.

2. Secondary Data

Secondary data was obtained from documents related to Klaisu Village, such as village government reports, statistical data on the village's economic and social conditions, as well as previous studies on the development of tourism villages in similar areas.

Results and Discussion

Research Results

Natural and Cultural Potential of Klaisu Village

Klaisu Village has enormous natural potential, such as enchanting mountains, beautiful waterfalls, and typical Papuan flora and fauna that are very potential to be developed as tourist destinations. Based on direct observation, Klaisu Village waterfall is one of the interesting natural attractions, although access to this place is still limited and requires infrastructure improvements. This natural beauty, coupled with the fog phenomenon that often appears in the "land above the clouds" area, makes it a very potential natural tourism attraction.

In addition, the cultural diversity of the Klaisu Village community, such as traditional ceremonies, traditional dances, and handicrafts, is a tourist attraction that has not been optimised. The community still lives a traditional life that is very thick with local cultural values that can be used as learning materials for tourists.

Klaisu Village also has great potential in the agricultural sector, especially in cocoa

and coffee cultivation. The village is famous for its abundant cocoa yields and the Arabica and Robusta coffee grown in the area. Tourism based on cocoa and coffee cultivation can be an educational attraction that attracts tourists, where visitors can learn the process of cultivation and processing of these two commodities. The existence of vanilla plants that grow naturally around Klaisu Village adds to the wealth of local agricultural products that can be an added value in the development of agriculture-based tourism.

Infrastructure and Accessibility

Although Klaisu Village has tremendous natural potential, accessibility to the village is very limited. Roads to tourist attractions, such as waterfalls, are still muddy footpaths, and access to available transport is very limited. This poses a major challenge for tourism development in the village. The inadequate roads to the main tourist sites, coupled with the distance from Jayapura city centre, make the village difficult to access by tourists, especially from outside the region.

Community Participation in Tourism Village Management

The Klaisu Village community shows a high level of participation in activities related to tourism potential, although it is still limited to local efforts. Local communities strongly support the development of tourism villages, but they still need training and information related to better tourism management. From the interviews conducted, the majority of the community expressed a desire to be more involved in tourism planning and management. However, limited knowledge and skills in tourism are obstacles in realising optimal participation.

Environmental Conservation

Klaisu Village does not yet have a formal policy governing environmental conservation to support the development of a tourist village. However, the local community has a good understanding of the importance of protecting the natural environment, although in practice this still needs more structured support. Conservation activities are still informal and not well organised. Existing natural resources, such as forests and endemic flora, are still in a natural condition, but potential environmental damage due to an increase in the number of tourists without proper management could occur if there are no more systematic conservation measures.

Education and Training in the Tourism Industry

Education and training for the community regarding tourism management in Klaisu Village is still minimal. Based on the results of interviews with several informants, the majority of residents involved in tourism businesses feel that they lack knowledge about the right way to welcome tourists, ranging from lodging management to friendly and professional services. This suggests an urgent need for training programmes for the community that can improve their skills in the tourism industry.

Discussion

Management of Natural and Cultural Potential

Klaisu Village, located in Jayapura Regency, has enormous natural and cultural potential, which can be a major attraction in the development of a sustainable tourism village. Based on a literature review, natural diversity and local culture are very important factors in attracting tourists (Suryani, 2021). The natural beauty of Klaisu Village, which includes breathtaking mountains, exotic waterfalls, and typical Papuan flora and fauna, holds tremendous appeal. Natural phenomena such as the morning mist in the "land above the clouds" provide an extraordinary experience for tourists seeking unspoiled natural beauty that has not been disturbed by development.

However, despite having such rich natural potential, this potential has not been fully utilised optimally. Accessibility to tourist attractions such as waterfalls and mountainous areas is still limited, which is a major challenge in developing the tourism sector in Klaisu

Village. Inadequate roads, lack of public transportation, and the distance from Jayapura city centre make it difficult for tourists to access the existing natural potential. Therefore, there is a need for investment and careful planning to improve transport infrastructure to open up greater opportunities for tourism development.

In addition to natural potential, Klaisu Village's local culture, which is rich in tradition, also plays an important role as a tourist attraction. The people in Klaisu Village are still very much in touch with their customary traditions, which can be seen from traditional ceremonies, traditional dances, and handicrafts. This authentic cultural experience can provide a new dimension for tourists who want to learn more about the lives of local people. Research by Suryani (2021) shows that tourism villages that combine the potential of nature and local culture in a sustainable way can provide a more in-depth and heartfelt experience for visitors, which is also true in Klaisu Village.

The agricultural sector in Klaisu Village, especially cocoa, coffee and vanilla cultivation, is also an aspect that can be utilised as part of educational tourism. Agriculture-based tourism, such as cocoa and coffee cultivation tourism, can provide a unique experience for tourists who want to learn the production process from upstream to downstream. Tourists can visit cocoa and coffee farms, watch the processing, and even buy local products such as chocolate powder or Klaisu speciality coffee as souvenirs. According to Rahman (2020), this kind of agricultural sector has great potential to support the local economy and introduce the village's superior products to the outside world.

Infrastructure and Accessibility

One of the biggest challenges in developing tourism in Klaisu Village is limited infrastructure and accessibility. As found in this research, the road to the main tourist attraction, such as the waterfall, is still in very poor condition, in the form of a muddy path that is difficult to access by vehicles. Limited transportation access also makes Klaisu Village a difficult place to reach, both by local and foreign tourists. Hadi (2020) explains that poor infrastructure quality can hinder the development of tourist destinations, especially in remote areas. This is reflected in the low number of tourists visiting Klaisu Village despite its extraordinary natural potential.

Therefore, infrastructure improvements focusing on accessibility are necessary to maximise Klaisu Village's potential as a tourist destination. The local government, in collaboration with the private sector, needs to design and implement better road construction as well as improved transport facilities to ease access to the village. These measures will enable Klaisu Village to be more accessible and become a top choice for tourists.

Community Participation in Tourism Village Management

Community involvement in the management of tourism villages is one of the keys to success in sustainable tourism development. As explained by Firdaus (2022), a successful tourism village relies heavily on the active participation of local communities in every aspect of management, from planning, operations, to maintenance of tourist destinations. The Klaisu Village community shows high enthusiasm to participate in the development of tourism villages, but is still hampered by limited knowledge and skills in managing the tourism sector. The majority of communities interviewed expressed a strong desire to be more involved in tourism planning and management in their village, but they need adequate training.

Education and training in sustainable tourism management should be immediately provided to the Klaisu Village community so that they can better manage their natural and cultural potential. Training in tourism services, homestay management, and destination marketing can help improve the quality of services and tourist experiences. By involving the community in this training, they will feel responsible for the sustainability of tourist destinations in their village.

Environmental Conservation

Good environmental management is an important element in the development of a sustainable tourism village. As explained by Rahman (2020), without adequate conservation, an increase in the number of tourists can actually damage the natural attraction itself. Although the Klaisu Village community has an understanding of the importance of preserving nature, their conservation practices are still limited and not well organised. Therefore, it is important to develop a conservation policy that involves all parties, including the local community, government, and private sector, to ensure that the natural potential of Klaisu Village is maintained and not damaged by tourism development.

Structured conservation policies can include waste management, reforestation, and preservation of local flora and fauna. Educational programmes that involve the community and tourists about the importance of maintaining cleanliness and preserving nature will have a major positive impact on environmental conservation efforts.

Education and Training

One of the major challenges found in this research is the limited education and training for communities in tourism. Many communities involved in the tourism sector feel that they lack adequate training on how to welcome tourists and manage tourism businesses professionally. Training programmes that focus on tourist service skills, hygiene, and safety should be provided to ensure that communities can provide a quality and safe tourism experience for visitors.

Training on customer service, local culture-based handicraft making, and accommodation management will improve the quality of tourism in Klaisu Village. This systematic training programme will provide the community with the skills needed to improve service quality and introduce local products to tourists, which will ultimately increase the attractiveness of Klaisu Village as a unique and sustainable tourism destination.

Conclusions and Suggestions

Based on the results of research conducted in Klaisu Village, it can be concluded that Klaisu Village has great potential in the development of a sustainable tourism village. The natural beauty, which includes mountains, waterfalls, and typical Papuan flora and fauna, is the main attraction that can be further developed. In addition, the rich diversity of local culture, such as traditional traditions, dances, and handicrafts, also has the potential to become a unique educational attraction for tourists. The agricultural sector, particularly the cultivation of cocoa, coffee, and vanilla, offers great opportunities for the development of farm-based tourism that can provide a different experience for visitors. However, the development of tourism potential in Klaisu Village faces some significant challenges, particularly in terms of infrastructure and accessibility. Inadequate roads and limited transport are major obstacles that reduce the village's tourism appeal. In addition, although the community shows enthusiasm to participate in the management of the tourism village, limited knowledge and skills in the tourism sector are obstacles that need to be addressed immediately. It is also important to pay attention to environmental conservation aspects to preserve the natural and cultural attractions. Therefore, sustainable management and involving the local community in every stage of development is the key to success in realising Klaisu Village as a superior and sustainable tourism village.

To optimise the potential of Klaisu Village as a sustainable tourism village, several steps need to be taken. First, infrastructure improvements, such as road repairs and the provision of adequate transport facilities, will facilitate tourist access and encourage the growth of the tourism sector. Secondly, community empowerment through training in tourism skills, such as tour services, homestay management, and handicraft making, can increase community participation in the management of tourist destinations. In addition, the development of cocoa, coffee and vanilla farm-based tourism with an educational

approach will enrich the tourist experience and boost the local economy. The village government also needs to design an environmental conservation policy that involves the community in nature conservation, to maintain the natural tourism attractiveness of Klaisu Village. Finally, promotion through social media and digital platforms will introduce Klaisu Village more widely, attract more tourists, and optimise the village's potential as a leading tourist destination. With these steps, Klaisu Village can develop into a sustainable and profitable tourism village for the local community.

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