



Mapping the Potential of Tourism Villages in Improving the Economy of Communities in Maluku Subdistrict, West Sumbawa Regency

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ABSTRACT

This research is motivated by the suboptimal utilization of tourism potential in Maluku District, West Sumbawa Regency, which boasts natural and cultural riches but is still heavily dependent on the mining sector. The purpose of this study is to map the potential of tourism villages using the 4A/5A concept (Attraction, Accessibility, Amenities, Ancillary, Activities) and analyze their contribution to improving the local economy. Using descriptive qualitative methods, data collection was conducted through in-depth interviews, field observations, and documentation in five villages: Maluku, Benete, Bukit Damai, Mantun, and Pasir Putih. The results show that Pasir Putih and Mantun villages have the highest level of readiness with strong marine tourism attractions, while Benete Village has unique industrial educational tourism potential. Conversely, Maluku and Bukit Damai Villages still require basic interventions in the aspects of amenities and institutions. Implicatively, this mapping serves as a strategic foundation for post-mining economic diversification policies through the creation of new jobs, the growth of MSMEs, and the strengthening of *Community Based Tourism (CBT)*.

INTRODUCTION

Tourism is a strategic sector with a significant multiplier effect in driving regional economic growth. The shift in development paradigm from sectoral to regional has positioned villages not as objects but as subjects of development, empowered with autonomy to manage their potential. In West Sumbawa Regency, the tourism sector is projected as a future economic pillar to reduce heavy dependence on the mining sector, given the non-renewable nature of mineral resources (BPS West Sumbawa Regency, 2024).

Maluk District, a strategic area in West Sumbawa Regency, with an area of 38.83 km² and a population of approximately 12,874 in 2024, faces significant economic transition challenges. The presence of mining industries such as PT Amman Mineral Nusa Tenggara in the Benete area has dominated the local economic structure for two decades. However, data from the Central Statistics Agency (2024) demonstrates the vulnerability of this structure, with the open unemployment rate in Maluk District reaching 7.4%, ironically higher than the district average of 6.1%. This indicates that the mining sector is capital-intensive but limited in its ability to sustainably absorb local labor.

The phenomenon of inequality is also evident in the tourism sector's contribution to the Gross Regional Domestic Product (GRDP) of Maluk District, which remains below 5%. This is despite the region boasting exotic coastal landscapes and a rich local culture. Initial observations indicate that of the five villages in Maluk District, only Pasir Putih Village has initiated tourism activities, while the other villages – Maluk, Benete, Bukit Damai, and Mantun – have yet to systematically document their potential. This spatial data gap hinders targeted policy interventions.

A fundamental problem hampering tourism acceleration in Maluku is the lack of a comprehensive potential database (evidence-based mapping). Supporting infrastructure at several potential locations remains minimal; data from the Public Works and Public Housing Agency (PUPR) (2024) indicates that only 42% of access roads to non-primary tourist locations are paved. Furthermore, local institutions such as Tourism Awareness Groups (Pokdarwis) in most villages remain inactive or dormant, preventing the existing natural potential from being converted into economic value for the community.

To establish this research within the academic landscape, several relevant previous studies were analyzed. Hadi's (2022) study on village tourism potential inventory emphasized that mapping is a fundamental step in regional planning. However, his study focused solely on physical inventory without deeply linking it to post-mining economic transition strategies. On the other hand, an external study by Luga et al. (2016) specifically focused on the coastal areas of West Sumbawa. Luga analyzed that the development of Maluk Village as a tourist town was not accompanied by adequate environmental carrying capacity, potentially leading to long-term negative impacts.

Mamengko and Kuntari's (2020) research provides a perspective on marine tourism management based on Community-Based Tourism (CBT). Their findings confirm that involving coastal communities in tourism management can absorb local labor and significantly increase income. Complementing this study, Insani

et al. (2024) highlighted the role of macro-accessibility (airports) in West Sumbawa tourism, emphasizing that connectivity is key. However, this research failed to address micro-readiness aspects at the village level.

The analysis of previous research identified a significant research gap. Most studies focused on evaluating existing destinations or analyzing their macro-environmental impacts. Few studies specifically mapped the potential of villages as pre-policy instruments in the context of regions transitioning from a mining economy to a tourism economy. This study addresses this gap by integrating the concept of spatial-descriptive mapping with local economic impact analysis.

The urgency of this research lies in the West Sumbawa Regency Government's urgent need to develop an economic diversification roadmap. Without accurate mapping, village fund allocations and regional investments risk being misdirected. This mapping is expected to provide an empirical basis for village governments in developing Village Medium-Term Development Plans (RPJMDes) oriented toward economic independence. Based on the above explanation, this study aims to present factual data on the potential of tourism villages in Maluku District and analyze how this potential can be capitalized on to improve the community's economy, particularly the MSME and creative economy sectors, as a post-mining economic safety net.

LITERATURE REVIEW

Village Development and Community Based Tourism (CBT)

Chambers' (1995) Village Development Theory emphasizes a development-from-below approach, in which village communities must be the primary actors. This aligns with the concept of Community-Based Tourism (CBT), defined by Suansri (2003) as tourism that takes environmental, social, and cultural sustainability into account and is managed by the community for their own well-being. In the Maluku context, CBT is relevant to ensure that communities are not mere spectators amidst large-scale tourism investments.

Cooper's 4A/5A Concept

To map the potential systematically, this study adopted Cooper et al.'s (1998) framework which consists of:

- a) *Attraction*(Attraction): A natural, cultural, or man-made attraction.
- b) *Accessibility*(Accessibility): Ease of reaching the destination (transportation, roads).
- c) *Amenities*(Amenities): Supporting facilities (accommodation, culinary, toilets).
- d) *Ancillary*(Institutional): Organizational support (Pokdarwis, regulations).
- e) *Activities*(Activities): Variety of activities that tourists can do.

Community Economic Development

According to Todaro and Smith (2011), economic development is not just about increasing per capita income, but also reducing poverty and inequality. In the context of tourism, economic impact is measured through job creation,

business opportunities for MSMEs, and the multiplier effect of tourist spending circulating locally (Yoeti, 2008).

METHODOLOGY

This research uses a qualitative approach with descriptive methods. The research location covers five villages in Maluku District: Maluku, Benete, Bukit Damai, Mantun, and Pasir Putih. The locations were selected based on the heterogeneous characteristics of the area: coastal, hilly, and mining areas.

The data sources consist of primary data obtained through in-depth interviews with the Village Head, BUMDes administrators, Pokdarwis members, and MSMEs, as well as direct field observations to verify the physical condition of the 4A. Secondary data were obtained from the RPJMDes document, BPS data, and regional regulations.

The data analysis technique refers to the Miles and Huberman (2014) model, which includes data reduction, namely grouping potentials based on the 4A criteria, data presentation, and drawing conclusions. Data validity was tested through source triangulation, namely comparing statements from village officials with those from the community, and method triangulation, namely comparing interview results with observations.

RESEARCH RESULTS AND DISCUSSION

Mapping the Potential of Tourism Villages in Maluku District

Based on the results of field observations and in-depth analysis using the 4A/5A instrument, the following are details of the potential and analysis for each village in Maluku District.

1. Pasir Putih Village

Pasir Putih Village is a coastal village in Maluku District, geographically oriented directly facing the Indian Ocean. Known for its beautiful coastline, the village has become a favorite destination for local tourists and surrounding mine workers seeking weekend recreation. As one of the earliest villages to show signs of tourism, Pasir Putih Village possesses strong natural resources for further development. Mapping results indicate that despite its extraordinary natural potential, existing management remains sporadic and requires more structured managerial intervention to become a sustainable, leading destination.

Table 1. Mapping of the Potential of Pasir Putih Village Tourism Village

| 4A/5A components | Condition of Pasir Putih Village | Information |
|------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| Attractions | White sand beaches, clear sea water, sunset, fishing activities, seafood | Natural and cultural attractions are very strong |
| Accessibility | The village road is paved, some access to the beach is a dirt road, signs are still minimal. | Main access is good, internal access needs improvement |
| Amenities | Simple stalls, self-help gazebos, simple parking; there are standard toilets or homestays | Amenities available |
| Activities | Swimming, fishing, picnicking, photography; snorkeling potential, culinary tourism, fishermen education | Tourism activities are still natural, requiring tour packages |

| | | |
|---------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------|
| Ancillary (Supporting Services) | Pokdarwis exists but is passive, BUMDes has not managed tourism, village support is not yet structured | Institutions need to be strengthened |
|---------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------|

Source: Processed Primary Data, 2025

Pasir Putih Village is a coastal village in Maluku District, directly adjacent to the Indian Ocean, with an area of approximately 9.8 km² and a population of approximately 2,340 people. As its name suggests, Pasir Putih Village boasts a strong natural attraction: a stretch of pristine white sandy beach with clear blue waters and stunning sunset views. Field findings indicate that local tourists and mining industry workers frequently visit the area on weekends. Within the framework of Cooper's (1998) 4A/5A model, these natural attractions are the primary determinants of tourist motivation, thus meeting the most crucial basic elements as a tourist destination.

In addition to its natural beauty, Pasir Putih Village boasts a rich coastal cultural heritage, such as traditional fishing activities and seafood culinary traditions. The daily lives of these communities offer significant opportunities for the development of Community-Based Tourism (CBT). According to Scheyvens (1999), authentic local culture can provide added educational value for tourists. This means that Pasir Putih offers not only visual beauty but also cultural experiences that can be packaged into educational tourism packages, such as learning to fish or process seafood with local residents.

In terms of accessibility, the village's location is quite strategic, being close to the main route of Maluku District, with a paved road in good condition. Internal access to specific beach locations still consists of dirt roads and minimal directional signs. This is an important consideration, considering that Cooper (1998) emphasized that ease of internal access significantly impacts the comfort and smoothness of the tourist experience. Improving internal access is absolutely necessary to prevent tourist concentration in one location and allow them to explore the full potential of the beach.

The condition of amenities in Pasir Putih Village is still in its early stages of development. Available facilities are dominated by community-led initiatives, such as simple stalls and gazebos. The lack of adequate standard tourist facilities, such as clean, well-maintained toilets and a standardized tourist information center, poses a barrier. Amenities are a key factor in keeping tourists comfortable and staying longer (Yoeti, 2008). This lack of facilities leads to shorter tourist stays, which in turn reduces the amount of tourism spending that reaches the community.

The institutional aspect (ancillary) is the weakest point that needs immediate improvement. Although the Pokdarwis (Tourism Group) and BUMDes (Village-Owned Enterprise) have been established, their role in tourism management is not yet optimal. Pokdarwis remains passive, and BUMDes has not yet prioritized tourism. Referring to West Sumatra Regional Regulation No. 8 of 2020, institutional strengthening is an absolute requirement for tourism villages. Without professional and participatory management, Pasir Putih's extraordinary natural potential is at risk of being mismanaged or even damaged by uncontrolled tourism activities.

2. Maluk Village

As the sub-district capital, Maluk Village plays a central role not only as the seat of government but also as a hub of economic activity and services. Its strategic location makes it the main gateway for visitors to Maluk District. Although currently better known for its administrative and commercial functions, Maluk Village actually holds hidden potential in the form of beautiful rural landscapes and vibrant community activities. Mapping in this village is focused on exploring alternative tourism potential that can complement the marine tourism in the surrounding villages.

Table 2. Mapping of the Potential of Maluk Village Tourism Village

| 4A/5A components | Condition of Maluk Village | Information |
|---------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Attractions | Natural views, agricultural areas, beautiful village atmosphere, farming community activities | Basic attractions are there but not yet prominent |
| Accessibility | Access to undeveloped natural areas | Poor accessibility |
| Amenities | Food stalls, cafes, simple homestays, tourist shops; public toilets are available but need improvement. | Relatively better amenities |
| Activities | Community activities: farming, livestock raising, village culture; potential for light trekking. | Tourism activities have not yet been established |
| Ancillary (Supporting Services) | Pokdarwis is inactive; BUMDes has not focused on tourism; there is no tourism management unit yet | Weak Institutions |

Source: Processed Primary Data, 2025

Maluk Village plays a central role as the government and economic center of Maluk District. Its strategic location along the inter-district route makes it the main gateway for tourists entering the district. Maluk Village's potential attractions are more rural tourism-oriented, with natural agricultural landscapes, a serene village atmosphere, and vibrant community activities ranging from farming to trade. While its natural attractions are not as iconic as those in coastal areas, the diversity of community activities creates opportunities for village tourism, offering a village life experience.

Maluk Village's biggest challenge lies in accessibility to specific natural potential sites that have not yet been properly developed. While access to the village center is very smooth, routes to hilly areas or rice fields with potential for trekking or cycling remain difficult to reach. In Cooper's (1998) theory, accessibility is not just about main roads, but also connectivity to attractions. This limitation makes Maluk Village's natural potential seem hidden and difficult for general tourists to enjoy.

Maluk Village's comparative advantage lies in its relatively better-developed amenities compared to other villages. The presence of food stalls, cafes, simple lodgings, and grocery stores provides basic comfort for tourists. These facilities exist because the village serves as the sub-district's economic center. This is crucial, as good amenities can support the village as a basecamp or transit point for tourists exploring other surrounding villages. Development

strategies can focus on providing accommodations and culinary delights that support regional tourism.

Structured tourism activities have not yet been established. Potential activities such as agricultural education (planting and harvesting), light trekking, or cultural tourism are still just ideas and have not yet been packaged into a marketable tourism product. Cooper (1998) states that activity variety is key to increasing attractiveness. Without a clear package of activities, tourists will simply view Maluk Village as a passing place or simply looking for food, without any in-depth interaction that would generate greater economic value.

Institutionally, the condition of Maluk Village is quite concerning in the tourism context. The Tourism Group (Pokdarwis) is inactive, and there is no specific tourism management unit under the Village-Owned Enterprise (BUMDes). This results in the absence of a conductor to orchestrate tourism development. Referring to the Tourism Village Regulation (West Sumbawa Regency Government, 2020), Maluk Village is currently in a pre-development phase. Policy intervention from the village government is needed to reactivate tourism institutions and begin designing simple tourism packages that utilize existing amenities.

3. Bukit Damai Village

Located in the hilly eastern part of the sub-district, Bukit Damai Village offers a contrasting atmosphere to the hustle and bustle of the coastal areas and the sub-district center. With a topography dominated by agricultural land and community forests, the village has a calm and serene character, making it a perfect candidate for the development of nature-based tourism and tranquil retreat tourism. Mapping in Bukit Damai Village aims to identify untapped green tourism potential, which could be an attractive alternative for tourists seeking a back-to-nature experience.

Table 3. Mapping of the Potential of Bukit Damai Village Tourism Village

| 4A/5A components | Conditions of Bukit Damai Village | Information |
|---------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| Attractions | Hill views, farmland, quiet villages, mutual cooperation culture; no prominent tourist attractions yet | Natural attractions exist, but are low by tourist standards. |
| Accessibility | Most of the village roads are paved; access to the hill spot is still a dirt road. | Main access is quite good |
| Amenities | There are no special tourist facilities; only village stalls and basic facilities. | Amenities are very limited |
| Activities | Farming community activities, village culture; potential for light trekking tourism | Tourism activities have not yet been established |
| Ancillary (Supporting Services) | Pokdarwis is not yet active; BUMDes does not yet manage tourism; coordination is still limited | Weak institutions |

Source: Processed Primary Data, 2025

Bukit Damai Village, as its name suggests, offers a tranquil, hilly landscape in the eastern part of the sub-district. Covering an area of 11.2 km², the village is

dominated by agricultural land and community forests. Its main attractions are the serenity and green panoramas that contrast with the hustle and bustle of the mining area or the sub-district center. This potential is ideal for developing eco-tourism or retreat tourism, targeting travelers seeking tranquility. Furthermore, the strong culture of mutual cooperation (*gotong royong*) serves as a valuable social asset for the development of community-based tourism.

Despite its pristine natural beauty, Bukit Damai Village's attractions are categorized as minor natural attractions in Cooper's model. This means its appeal is not yet strong enough to attract tourists on its own without development or combination with other attractions. While the village's main access point is well-paved, access to the hilltop viewpoint is still via a dirt road that is difficult for ordinary vehicles to navigate. This hinders the exploration of the natural tourism potential, which could be the village's main selling point.

Amenities in Bukit Damai Village are very limited, even minimal. There are no homestays, public toilets specifically for tourists, or culinary centers. The village stalls that exist only serve the basic needs of local residents. According to Yoeti (2008), this lack of amenities is a major barrier to ensuring tourist comfort. Without basic facilities, it is difficult to expect tourists to visit, let alone stay overnight. The village requires significant initial investment to build basic tourism infrastructure.

Tourism activities have also not been formally established. In fact, the hilly topography holds great potential for trekking, mountain biking, or camping. Local agricultural activities could also be developed into agrotourism attractions. However, all of this potential remains dormant due to a lack of initiatives to promote it. Weak institutional frameworks, marked by the inactivity of *Pokdarwis* (tourism groups) and *BUMDes* (village-owned enterprise) in the tourism sector, are the main cause of this stagnation. The absence of a driving force leaves the village's potential untapped (Timothy, 1999).

Overall, Bukit Damai Village is still in its early stages, or pre-tourism village. The challenges are complex, ranging from attractions that need to be refined, amenities that must be built from scratch, and institutions that need to be established. The most realistic strategy for this village is to collaborate with other villages as a buffer or alternative destination, while strengthening the internal capacity of the community and village institutions to foster tourism awareness.

4. Mantun Village

Mantun Village boasts a comparative advantage in the form of a unique combination of natural landscapes, combining green hills with direct access to a strategic coastal area. Situated on the main district road, Mantun Village enjoys excellent accessibility, making it one of the villages with the most comprehensive tourism potential in Maluk District. The diverse characteristics of the area allow for the development of a variety of tourist attractions, from beach tourism to agrotourism. Mapping of this village shows a positive correlation between the richness of its natural resources and the community's readiness to welcome tourism.

Table 4. Mapping of the Potential of Mantun Village Tourism Village

| 4A/5A components | Condition of Mantun Village | Information |
|---------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| Attractions | Maluk Beach, coastal hills, gentle waves, sunset spots; coastal culture | Natural & cultural attractions are quite strong |
| Accessibility | The main asphalt road is very good, beach access is quite easy, parking area is available | Access is adequate but not optimal |
| Amenities | Tourist facilities are almost non-existent; only basic village facilities. | Amenities are very minimal |
| Activities | Swimming, light surfing, sunset viewing, seafood, beach jogging; potential watersport packages | Various tourist activities |
| Ancillary (Supporting Services) | Pokdarwis exists, and BUMDes has managed several businesses; coordination with the village is quite good. | Strong Institutions |

Source: Processed Primary Data, 2025

Mantun Village enjoys a unique location in the northern part of the district, with a landscape that combines mountains, green hills, and strategic coastline access (including access to an area known as Maluk Beach). The 10.4 km² area is inhabited by a community that primarily works as farmers, traders, and craftsmen. The strength of Mantun Village's attractions lies in its complete combination: a beach with gentle waves suitable for families, coastal hills offering expansive views, and a dynamic community culture. Within the 4A framework, Mantun Village has a highly competitive core attraction.

Accessibility is one of Mantun Village's key strengths. Located on the district's main road with excellent road infrastructure, the village is easily accessible by various types of vehicles. Access to the beach area is also relatively well-maintained, with a parking area available, although it still needs optimization. This ease of access fulfills Cooper's (1998) accessibility principle, which ensures smooth tourist movement. This situation makes Mantun highly potential as a destination for both mass tourism and special interest tourism in Maluk District.

There's a paradox in the amenities aspect. Despite its attractions and good access, the table shows that specialized tourism facilities in Mantun Village are still minimal, although narrative data mentions the presence of food stalls and simple homestays. This interpretation suggests that existing amenities may not meet tourism quality standards or are insufficient to accommodate the surge in visitors. Improving the cleanliness standards of public toilets and reorganizing the stalls to be more aesthetically pleasing and hygienic are tasks that must be completed to improve comfort.

In terms of activities, Mantun Village is very lively. Tourists can enjoy a variety of activities, from swimming and light surfing to enjoying the sunset, to jogging along the beach. This variety of activities is crucial for increasing the length of stay. Furthermore, the potential for seafood and coastal culture adds value to the experience. This demonstrates that tourism in Mantun is already organically operating; it simply requires more effective management to maximize its economic potential.

The institutional structure of Mantun Village is more prominent than in other villages. The Pokdarwis (Tourism Group) is relatively active, and the Village-Owned Enterprise (BUMDes) has begun expanding into tourism businesses. The strong coordination between the village government and community groups demonstrates strong social capital. According to Timothy's (1999) theory, local governance is key to success. With strong institutions (as shown in the table), Mantun Village has a solid foundation to accelerate its tourism development to become more professional and have a broad economic impact, meeting the criteria of KSB Regional Regulation No. 8 of 2020.

5. Benete Village

Situated within the mining belt, Benete Village has distinctive characteristics compared to other villages in Maluku District. Its proximity to a large industrial area creates a unique socio-economic ecosystem while simultaneously opening up diverse tourism opportunities. This village possesses hybrid potential, combining the beauty of marine tourism with an educational narrative of industry and a history of social transformation. Mapping in Benete Village seeks to capture niche tourism opportunities that can leverage the well-established industrial infrastructure.

Table 5. Mapping of the Potential of Benete Village Tourism Village

| 4A/5A components | Condition of Benete Village | Information |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| Attractions | The attractive Benete Beach; fishing spots; rock cliffs; hills; village history; potential for educational mining tourism | Strong natural and educational attractions |
| Accessibility | Road access is very good; transportation is smooth because it is close to the industrial area. | Access is very supportive |
| Amenities | Complete basic facilities; potential for homestay development; availability of stalls, culinary spots, and good public facilities | Amenities support tourism development |
| Activities | Fishing, trekking, beach tourism, educational tourism, village history packages, local culinary | Tourism activities can be developed |
| Ancillary (Supporting Services) | Potential for strengthening Pokdarwis; BUMDes can open tourism business units; community support is quite strong | Institutions can be developed |

Source: Processed Primary Data, 2025

Benete Village's most distinctive characteristic lies in its proximity to an industrial mining area. Its tourism potential is a hybrid of marine tourism and industrial educational tourism. Its natural attractions include beautiful Benete Beach, exotic rock cliffs, and popular fishing spots. However, its unique selling point lies in the village's historical narrative and interaction with industry, which opens up significant opportunities for industrial tourism or educational tourism. This aligns with the concept of niche tourism, which targets specific market segments interested in unique knowledge and experiences.

Benete Village's accessibility is excellent, supported by infrastructure built to support industrial activities. Wide roads, smooth transportation, and good connectivity make it one of the most accessible villages in the sub-district. This provides significant logistical advantages for tourism development. Tourists will

experience no significant difficulties reaching the village, a key advantage in Cooper's tourism destination development model.

Another advantage of Benete Village is its complete amenities. Because it's located in a mining area, basic facilities like electricity, clean water, telecommunications, and healthcare are readily available. Culinary outlets and food stalls have also mushroomed to cater to industrial workers, which could easily be converted to serve tourists. This comprehensive basic infrastructure reduces the initial investment burden for amenities, allowing the village to focus more on developing attractions and promoting its products.

Tourist activities in Benete are diverse. In addition to traditional beach tourism, there are opportunities for hill trekking and fishing. Most interesting is the potential for educational tour packages that chronicle the village's transformation from a fishing village to an industrial one. This activity is highly relevant to current tourism trends that seek storytelling. Local cuisine is also a distinct attraction that could be further developed into a nightlife or seafood center.

Despite its impressive physical and infrastructural potential, Benete faces challenges in organizing tourism. The institution (Ancillary) has significant potential for development, but is currently not fully focused on tourism. The Tourism Awareness Group (Pokdarwis) and Village-Owned Enterprises (BUMDes) need to be encouraged to view tourism as a future economic sector post-mining. Community support is strong, recognizing the need for economic diversification. If these institutions are strengthened, Benete could become a model for a modern tourism village that harmoniously integrates industry and tourism (Putra & Darma, 2021).

Community Economic Impact Analysis

Mapping the potential of tourism villages in Maluku District plays a fundamental role in designing local economic transformation. Through accurate identification of potential, this study found that the development of tourism villages has a direct impact on the creation of new, more inclusive jobs. Data from the West Sumbawa Statistics Agency (BPS) (2024) shows that the open unemployment rate in Maluku District reached 7.4%, with a sizable productive-age population. The tourism sector opens up labor-intensive job opportunities, unlike the capital-intensive mining sector. New professions such as local tour guides, surfing instructors, homestay managers, and even cleaners and security personnel in tourist villages are emerging. This indicates a shift in the employment structure, where local workers not absorbed by the mining industry can shift to the tourism services sector, thereby reducing unemployment at the village level.

A significant economic impact is also evident in the growth of Micro, Small, and Medium Enterprises (MSMEs) and the creative economy. Field observations show that in Pasir Putih and Mantun Villages, the number of food stalls and small traders has increased along with the intensity of tourist visits on weekends. Currently, approximately 18% of the total 328 MSMEs in Maluku District are directly linked to tourism activities (KSB Cooperatives & Trade Office, 2024). This

increase demonstrates the economic multiplier effect, where tourist spending on food, drink, and transportation directly flows back to the village community. This potential remains significant for development, particularly in the innovation of typical souvenir products such as processed fish and handicrafts, which can increase the added value of local products.

At a macro level, the development of tourism villages contributes to income diversification and household economic resilience. The Maluku community's economic dependence is currently highly dependent on the mining sector, which is vulnerable to fluctuations in global commodity prices and the limited life of mines. Cash and daily tourism income provides liquidity for residents' households. According to Scheyvens (2020), community-based tourism can be an effective economic safety net for communities in developing countries. With this mapping, the Village-Owned Enterprises (BUMDes) in Benete and Mantun villages have begun designing integrated tourism business units, which are projected to contribute 15-20% to Village Original Income (PADes) in the next five years, creating village fiscal independence.

The policy implications of this mapping also encourage accelerated infrastructure development and investment. Clear potential data provides a strong bargaining position for village governments to propose improvements to roads, electricity, and clean water to the local government and attract private investors. The infrastructure built for tourism will ultimately benefit all residents for other economic activities. Blakely and Leigh (2010) emphasized that data-driven local economic planning (such as the results of this mapping) is far more effective in attracting investment because it provides certainty for stakeholders. Thus, mapping tourism potential is not simply an asset inventory, but a strategic public administration instrument for stimulating holistic, equitable, and locally-based economic development.

CONCLUSION AND RECOMMENDATION

Based on the results of the potential mapping in five villages, it can be concluded that the development of tourism villages in Maluku District shows a polarization in the level of readiness. Pasir Putih Village and Mantun Village are in the most ready-to-develop position, with advantages in marine tourism attractions and adequate accessibility, supported by community activities that are starting to move towards tourism services. Benete Village has unique potential as a niche destination that combines marine tourism and industrial education, supported by very complete basic infrastructure. Meanwhile, Maluku Village and Bukit Damai Village are still in the pioneering stage, requiring fundamental interventions in terms of providing amenities and establishing active tourism institutions. Overall, this mapping confirms that the tourism sector has real economic leverage through local labor absorption and MSME growth, making it a strategic alternative to reduce economic dependence on the mining sector in the future.

Referring to these conclusions, it is recommended that the West Sumbawa Regency Government, through the Tourism Office, immediately prepare an integrated Tourism Development Master Plan for Maluku District, to avoid

unhealthy competition between villages and ensure each village has a specific tourism theme. The Village Government is advised to allocate a minimum of 20% of Village Funds for the revitalization of BUMDes as managers of tourism business units and increasing the human resources capacity of Pokdarwis, especially in destination management and digital marketing. In addition, there is a need to accelerate improvements in internal accessibility to tourist spots in Bukit Damai Village and standardize sanitation facilities in Pasir Putih Village to improve tourist comfort, in line with the principle of Community Based Tourism which places the community as the primary beneficiary.

ADVANCED RESEARCH

Although this study has attempted to provide a comprehensive mapping of the potential of tourism villages in Maluku District, several limitations need to be acknowledged. First, this study is qualitative and descriptive, focusing on identifying potential based on the 4A/5A model. Therefore, it does not present a quantitative economic impact analysis through measuring real income or calculating the resulting economic value added precisely. Second, data collection was conducted cross-sectionally over a specific time period, thus not capturing the seasonal dynamics of tourist visits or long-term changes in village policies. Third, the analysis of institutional readiness is still based on participant observation and interviews, which may contain subjectivity from key informants, thus requiring further validation through measurable performance indicators.

Based on these limitations, it is recommended that further research deepen this study through a quantitative or mixed-method approach to more accurately measure the economic impact of tourism on household income, for example through Input-Output analysis or Multiplier Effect calculations. Future research is also recommended to conduct longitudinal studies to monitor the development of tourism village implementation after mapping, as well as evaluate the effectiveness of the role of BUMDes in managing tourism business units. In addition, studies on digital marketing strategies and the use of information technology in promoting tourism villages in the digital era are also very relevant topics to be developed, considering the importance of destination visibility in the global market.

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