

# ENHANCING RURAL TOURISM THROUGH LOW-COST ECOTOURISM: THE INTEGRATED SCIENCE TECHNO PARK MODEL IN TELUK PEREPAT VILLAGE

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## Article history:

Received: November 2024

Revised: November 2024

Accepted: November 2024

**ABSTRACT** Rural tourism has the potential to significantly contribute to local economies, particularly in remote areas, by promoting sustainable practices and preserving cultural heritage. However, the challenge lies in developing cost-effective and environmentally friendly tourism models that benefit both the local community and the environment. This study explores the potential of integrating a Low-Cost Ecotourism approach through the establishment of an Integrated Science Techno Park model in Teluk Perepat Village. The objective is to design a sustainable tourism framework that can enhance rural development while minimizing ecological impact. The study employed a mixed-methods approach, including field observations, interviews with local stakeholders, and analysis of existing tourism infrastructure. Main findings suggest that by leveraging local natural resources and fostering community-based ecotourism, Teluk Perepat could attract eco-conscious tourists and provide new income streams without significant financial investment. The integration of science and technology, particularly through interactive educational programs about environmental conservation, was identified as a critical component. The results indicate that the model could serve as a replicable strategy for other rural areas. The study concludes that enhancing rural tourism through low-cost ecotourism can be a viable pathway to sustainable development. It is recommended that local governments and stakeholders prioritize community engagement and infrastructure investment to ensure long-term success.

**KEYWORDS:** *Community-Based Tourism; Ecotourism; Rural Development; Sustainable Tourism; Techno Park Model*

## **1. INTRODUCTION**

The development of the tourism sector, particularly edu-tourism, has increasingly gained attention as a strategic approach to enhancing the well-being of rural communities. Tanjung Pinang II Village holds significant potential for developing agriculture- and culture-based edu-tourism, which can attract tourists while simultaneously providing economic benefits to the local population. With the right marketing strategies, the number of tourist visits to rural ecotourism destinations can be increased (Ariyanti et al., 2022). However, efforts to develop edu-tourism have not yet been fully optimized, necessitating a comprehensive strategy to enhance the effectiveness of this program.

This study aims to enhance rural tourism in Teluk Perepat, located in Tanjung Pinang II Village, Ogan Ilir, through the implementation of an integrated science and technology park model focused on the development of low-cost ecotourism. The tourism sector holds significant potential for increasing regional revenue through the development of well-planned and sustainable tourist destinations (Febriantoko & Mayasari, 2018). The observed phenomenon indicates that tourism, particularly ecotourism, has the potential not only as a source of income but also as a means of empowering the local community. The abundant natural resources, such as the scenic beauty of the beaches and the rich biodiversity of flora and fauna, serve as key attractions that need to be optimized. However, the challenges faced include a lack of supporting infrastructure, such as road accessibility and public facilities, as well as insufficient community knowledge regarding the proper and relevant management of tourism and associated technologies.

The population in this study consists of the local community of Teluk Perepat Village, including farmer groups, youth, women, small and medium-sized enterprises (SMEs) in the tourism sector, and the local government. These groups are expected to actively participate in the development and management of ecotourism, making them not only subjects of tourism but also key stakeholders in decision-making and the implementation of tourism activities. The integration of ecotourism management with agrosilvopastoral practices and SMEs can contribute to achieving the Sustainable Development Goals (SDGs) in the village (Ariyanti et al., 2024). Community participation and engagement in the community service program involve training and workshops facilitated by academics and practitioners. These activities include the introduction of renewable energy technologies, training in natural resource management, and education on digital marketing to promote tourism potential. The application of digital technology in ecotourism can enhance community involvement in destination management (Mayasari, Febriantoko, Putra, et al., 2023). Additionally, local residents will be involved in identifying tourism potentials, developing tourism packages, and managing existing tourism facilities. Through this collaboration, it is expected that

the community of Tanjung Pinang II Village will enhance their capacity to manage sustainable and competitive tourism while also gaining significant economic benefits from ecotourism activities.

## **2. METHOD**

The implementation of this research began in June and ended in December 2023. To achieve sustainable edu-tourism development, various strategic methods were implemented in this study. These methods were designed to optimize local tourism potential, enhance community engagement, and address challenges in edu-tourism management. The approach includes collaboration with various stakeholders, in-depth analysis of village conditions, identification of key issues, and the development of academically and practically grounded solutions. Additionally, this study incorporates training and mentoring programs for local communities to enhance their capacity in managing edu-tourism independently and sustainably:

### **Collaboration with Local and Regional Governments**

Establishing strong synergy between academics, local governments, and village communities is crucial for supporting holistic edu-tourism development. This synergy fosters a mutually supportive collaboration, where academics provide knowledge and innovation, local governments formulate policies and infrastructure, and village communities manage and preserve local tourism potential. Through this collaboration, edu-tourism development can be carried out in an integrated manner, considering environmental, social, and economic aspects while ensuring long-term sustainability for all stakeholders involved.

### **Analysis of Partner's Situation and Conditions**

Identifying the potential and challenges of Tanjung Pinang II Village in tourism development is essential to maximizing its eco-tourism appeal. The existing natural and cultural potential must be supported by adequate infrastructure development. One solution to address these challenges is optimizing the allocation of village budgets for infrastructure development, such as road access and public facilities, which can accelerate eco-tourism growth and enhance the village's economic development.

### **Identification of Partner's Challenges**

Exploring the challenges in tourism development, such as limited promotion, inadequate infrastructure, and low human resource capacity, is crucial for finding effective solutions.

Insufficient promotion reduces visitor numbers, while inadequate infrastructure hampers tourist comfort. IoT-based innovations can be implemented in eco-tourism management to enhance efficiency and attractiveness. Additionally, the low capacity of human resources in tourism management affects service quality and the sector's sustainability. Identifying these challenges serves as an initial step in effectively addressing obstacles.

### **Determining Problem-Solving Strategies**

Developing a strategic plan based on both academic and practical approaches is essential to optimizing the management of edu-tourism, particularly in creating an efficient, sustainable, and community-oriented management system. The academic approach provides a strong theoretical foundation, as reflected in various studies on regional fiscal policies and government financial performance (Martini et al., 2020), which can be applied to ensure optimal budget management in edu-tourism development. This approach also incorporates principles of good governance, as explained in studies on audit results and regional government characteristics and their impact on financial performance (Febriantoko, 2020).

On the other hand, the practical approach focuses on direct implementation in the field, requiring efficient resource allocation and proper management, as discussed in studies related to the role of hotel and restaurant taxes in increasing local revenue (Wahya et al., 2022). The integration of both approaches—combining academic analysis and practical application in edu-tourism management—can accelerate the development of supporting infrastructure, optimize fund allocation, and improve tourism service quality. This, in turn, contributes to the sustainability of education-based tourism. Furthermore, the strategic plan should consider the influence of regional fiscal policies on village fund allocation and tourism management based on local resources (Febriantoko et al., 2022), to encourage active community participation and enhance regional financial independence.

### **Implementation of Edu-Tourism Practices:**

- a. **Agro Pack Practice:** Eco-tourism-based agricultural training aimed at developing environmentally friendly agricultural products as a tourist attraction.
- b. **Plant and Fish Cultivation Practice:** Strengthening the agribusiness sector through training in plant and fish cultivation as a nature-based tourism attraction.
- c. **Textile Motif Variation and Blacksmithing Products Practice:** Handicraft skill training to develop local cultural products that can be marketed as tourist souvenirs.

- d. **Business and Tourism Management Assistance:** Training in SME management and tourism business operations to enhance quality and management effectiveness (Masnila et al., 2024).
- e. **Packaging Design and Website Development Assistance:** Supporting rural tourism managers in designing product packaging and developing websites for digital promotion.
- f. **Storytelling and Travel Photography Assistance:** Training in storytelling and photography to enhance tourism promotion through engaging visual content.
- g. **Tourism Package Development:** Designing tourism packages that offer educational and cultural experiences beyond mere attractions.
- h. **Financial Report Preparation for SMEs:** Training in financial management for SMEs to improve transparency and business sustainability (Martini, Satirah, et al., 2022).

These activities aim to enhance the capacity of edu-tourism managers and optimize local tourism potential in a sustainable manner.

### **Evaluation and Monitoring:**

Regular evaluation and monitoring are crucial for measuring effectiveness and ensuring the sustainability of edu-tourism development programs. This process enables the assessment of whether the established objectives have been achieved and whether the program is progressing as planned. For instance, evaluating the allocation of village funds related to tourism management can enhance transparency and accountability in financial governance (Fadila et al., 2024). Additionally, such evaluations help assess the success of regional financial management, which impacts the financial independence of local governments, as discussed in various studies on the financial autonomy of South Sumatra's regional governments (Meilanda et al., 2023).

In this context, measuring effectiveness can also include an analysis of regional fiscal performance, particularly the role of hotel and restaurant taxes in increasing local revenue to support the tourism sector (Martini, Wahya, et al., 2022). A robust internal control system, as examined in studies on the quality of financial reports in the Palembang city government (Martini et al., 2021), can further ensure that budget allocation and financial management within edu-tourism programs are executed effectively and efficiently.

A holistic, data-driven evaluation approach allows edu-tourism management to adapt to local dynamics, creating sustainable social, economic, and environmental impacts while strengthening

the financial capacity and independence of local tourism stakeholders to support regional economic growth.

### **3. RESULT AND DISCUSSION**

This study on enhancing rural tourism in Teluk Perepat Village through the Integrated Science and Technology Park (STP) model for low-cost ecotourism development yielded several important findings related to the development of sustainable rural tourism and community engagement. The findings of research and their implementation in community service become the starting point for introducing society to technology without losing the essence of humanity (Riana et al., 2024)

The implementation of the STP model has provided a comprehensive and integrated approach, combining natural resource management, infrastructure development, and community empowerment to foster sustainable ecotourism. The financial independence of regions in South Sumatra is determined by various factors, including the optimization of local revenue and efficiency in budget management at the district/city level (Thoyib et al., 2022). The effectiveness of capital expenditure programs in local working units heavily depends on proper planning to support development and economic growth .

#### **Community Engagement and Stakeholder Collaboration**

Tourists visit rural villages because they seek the experience of interacting with the rural environment and all its components (Susanto et al., 2012) The research demonstrated the effectiveness of fostering strong collaboration between various stakeholders, including local governments, academic institutions, and the community of Teluk Perepat Village. Through workshops, training programs, and joint initiatives, the local community, including farmers, youth, women, SMEs, and local government officials, were actively involved in the development and management of ecotourism projects. This involvement helped create a sense of ownership and responsibility among the villagers, which is crucial for the long-term success of the project.

#### **Capacity Building and Skills Development**

The Science and Technology Park is planned to enhance the innovation ecosystem by supporting innovative activities, startup development through incubation programs, business accelerators, and technology transfer processes (Agustian & Agustina, 2023).

The study revealed that capacity-building activities were central to empowering the local community. Training programs on eco-tourism-based agricultural practices, SME management, digital marketing, renewable energy technologies, and natural resource management were well-received and contributed significantly to increasing the skills and knowledge of local participants.

These programs enhanced the community's ability to manage tourism resources effectively and independently, ultimately contributing to the development of a sustainable tourism model in the region.

### **Enhancement of Local Tourism Potential**

One important aspect is economic development, with the tourism sector supporting the pace of economic equity in Indonesia (Prihanta et al., 2020). Tourism is a sector that contributes to the increase of foreign exchange in every country, particularly in Indonesia. The natural potential, culture, and traditions of Indonesia have led to the development of sustainable tourism that considers social, cultural, economic, environmental aspects, and visitor satisfaction (Rengganis & Fauziah, 2023)

The research highlighted the potential of utilizing local agricultural products and cultural crafts as key attractions for eco-tourism. Initiatives such as agro-pack practices, plant and fish cultivation, and the promotion of local handicrafts, such as textile production and blacksmithing, helped position Teluk Perepat Village as a unique destination for eco-tourism. These efforts not only provided economic opportunities for local businesses but also enhanced the cultural and ecological appeal of the region, attracting a growing number of visitors.

Tourism is a dominant driver of development in Indonesia and has provided a positive impact on the economy of both the community and the government (Dapas et al., 2020).

### **Infrastructure Development**

The development of the Science and Technology Park as a demonstration site and showcase for the application of appropriate technology based on renewable energy (Rumbayan et al., 2021).

One of the critical challenges identified during the study was the need for improved infrastructure, particularly road access and public facilities. While the development of these infrastructures is essential for increasing the comfort and accessibility of tourists, the study found that the local government's commitment to addressing these issues played a vital role in facilitating the growth of the eco-tourism sector. The allocation of village funds for infrastructure projects was a key recommendation to overcome these barriers and support the long-term development of the tourism industry.

### **Integration of Digital Tools for Promotion**

The study found that the integration of digital technologies, such as website development, digital marketing, and storytelling for travel photography, significantly enhanced the promotion and visibility of Teluk Perepat Village as a tourist destination. These tools enabled local businesses to market their products effectively, reach a broader audience, and attract more visitors. This integration also allowed the village to build a stronger online presence, contributing to a more

competitive tourism sector. Natural tourism activities in the region can boost the local economy and have both positive and negative impacts on the other side (Dewi et al., 2021).

### **Discussion**

Each village has diverse regional conditions, both in terms of its population and geographical features, which indirectly contribute to different issues and regional developments. (Pusat & Iptek, 2024)

Each tourist village has distinct potentials, yet they share a common thread of sustainability, with very high value in terms of long-term viability (Laksono et al., 2023).

The implementation of the STP model for low-cost ecotourism in Teluk Perepat Village has proven to be an effective strategy for rural tourism development. The findings align with previous studies that emphasize the importance of community involvement and local empowerment in sustainable tourism development (Martini et al., 2019). The collaborative efforts between academia, local governments, and the community created a synergetic environment conducive to sustainable tourism management. Moreover, capacity-building programs played a critical role in enhancing the community's ability to manage ecotourism initiatives, ensuring that the benefits of tourism are distributed equitably among local stakeholders.

The integration of eco-tourism with local agricultural practices and cultural heritage is a key strength of the study. In Teluk Perepat, leveraging local agricultural products and crafts not only provided income-generating opportunities but also preserved and promoted the village's cultural identity, creating a unique experience for tourists.

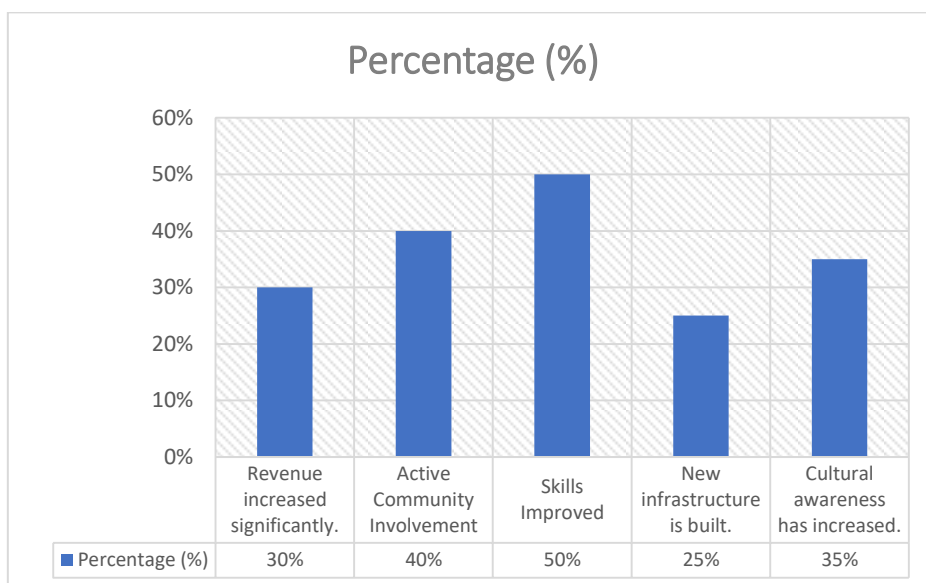
However, the study also highlighted several challenges that need to be addressed to ensure the continued growth of the eco-tourism sector. While the local community's engagement was strong, there remains a need for improved infrastructure, particularly roads and public facilities, to accommodate the growing number of tourists. The study emphasizes the importance of local governments prioritizing infrastructure investments to ensure the region's tourism growth is sustainable and accessible.

Another significant finding is the role of digital tools in enhancing tourism marketing and promotion. The use of websites and digital marketing strategies is increasingly vital in the modern tourism landscape, where online presence plays a critical role in attracting visitors.

**Table 1.** Impact of ecotourism development.

<b>Impact</b>	<b>Improvement</b>	<b>Percentage (%)</b>
Local Economic Growth: The increase in community income driven by a rise in visitor numbers and tourism-related transactions (Martini, Wahya, et al., 2022).	Revenue increased significantly.	30%
Community Empowerment: The local community is	Active Community	40%

<b>Impact</b>	<b>Improvement</b>	<b>Percentage (%)</b>
actively involved in tourism management, fostering a sense of ownership and responsibility (Ariyanti et al., 2022).	Involvement	
Skill Enhancement: The training program enhances skills in tourism management, agriculture, and digital marketing (Djumrianti et al., 2022).	Skills Improved	50%
Infrastructure Improvement: The enhancement of roads and public facilities increases accessibility and comfort for tourists (Febriantoko & Febrianty, 2018).	New infrastructure is built.	25%
Cultural and Environmental Preservation: The integration of ecotourism practices with local culture helps preserve cultural identity and the environment (Mayasari, Febriantoko, Zamheri, et al., 2023).	Cultural awareness has increased.	35%



**Figure 1.** Impact of ecotourism development.



**Figure 2.** Implementation of activities.

#### **4. CONCLUSION**

The findings of this study suggest that the Integrated Science and Technology Park model for low-cost ecotourism offers a promising framework for rural tourism development. The integration of local resources, capacity-building programs, stakeholder collaboration, and digital marketing strategies has contributed to the growth of sustainable eco-tourism in Teluk Perepat Village. However, addressing infrastructure challenges and continuously adapting to the evolving digital landscape will be crucial for ensuring the long-term success of the project. Future studies should focus on further enhancing the role of digital tools in eco-tourism promotion and exploring the potential for scaling the model to other rural areas.

#### **ACKNOWLEDGMENT**

This article is made possible through funding from the 2023 Vocational Matching Fund Program for Politeknik Negeri Sriwijaya. It is published as a form of academic contribution and recognition for students who participated as field assistant implementers in the execution of the 2023 Vocational Matching Fund activities, as stated in the Assignment Letter from the Director of Politeknik Negeri Sriwijaya, numbered 07293/PL6.4.2/ST/2023.

#### **CONFLICT OF INTERESTS**

The author of this article declares that there are no conflicts of interest in the implementation of the 2023 Vocational Matching Fund Program. All activities were conducted independently, without any influence from external parties. The content of this article is solely the responsibility of the author and does not represent the views of the funding provider, implementing faculty members, partner institutions, or Politeknik Negeri Sriwijaya.

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