

## The management of rural tourism in Barru Regency from a supply and demand perspective

### *Pengelolaan wisata perdesaan di Kabupaten Barru dalam perspektif penawaran dan permintaan*

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#### Abstract

There is limited literature on the study of rural tourism, particularly related to supply and demand. This study aims to (1) identify the supply and demand aspects of rural tourism, (2) describe the concept of rural tourism based on supply and demand data. This research employs a qualitative approach in examining rural tourism in Paccekke Village, Barru Regency, for six months in the period from April to September 2021. The authors collected information through interviews with the local community and authority of Paccekke Tourism Village and direct observation. The study reveals that local communities and village officials have the opportunity to manage and develop villages through the concept of rural tourism. There are three types of supply: existing potential supply, supply of tour packages, and alternative tourism supply. This paper divides the demand for rural tourism into two parts, including products that can meet the tourists' needs and prepared and managed rural tourism products. This study concludes that rural tourism can be realised by combining the concepts of supply and demand. This study contributes to the management and development of the village through the concept of rural tourism. This research strengthens the theory/concept of supply and demand in examining the reality of rural tourism development.

**Keywords:** supply and demand; rural tourism; rural tourism products

#### Abstrak

Literatur tentang studi desa wisata masih terbatas, khususnya yang berkaitan dengan penawaran dan permintaan. Penelitian ini bertujuan untuk (1) mengidentifikasi aspek penawaran dan permintaan desa wisata, (2) mendeskripsikan konsep desa wisata berdasarkan data penawaran dan permintaan. Penelitian ini menggunakan pendekatan kualitatif dalam mengkaji desa wisata di Desa Paccekke Kabupaten Barru selama enam bulan dalam kurun waktu April hingga September 2021. Penulis mengumpulkan informasi melalui wawancara dengan masyarakat setempat dan otoritas Desa Wisata Paccekke dan observasi langsung. Kajian tersebut mengungkapkan bahwa masyarakat lokal dan perangkat desa memiliki peluang untuk mengelola dan mengembangkan desa melalui konsep desa wisata. Ada tiga jenis pasokan: pasokan potensial yang ada, pasokan paket wisata, dan pasokan wisata alternatif. Tulisan ini membagi permintaan desa wisata menjadi dua bagian, yaitu produk yang dapat memenuhi kebutuhan wisatawan dan produk desa wisata yang disiapkan dan dikelola. Studi ini menyimpulkan bahwa desa wisata dapat diwujudkan dengan menggabungkan konsep penawaran dan permintaan. Kajian ini memberikan kontribusi dalam pengelolaan dan pengembangan desa melalui konsep desa wisata. Penelitian ini memperkuat teori/konsep supply and demand dalam menelaah realitas pembangunan desa wisata.

**Kata kunci:** permintaan dan penawaran; wisata perdesaan; produk wisata perdesaan

## Introduction

Indonesia is one of the world's tourism destinations that offer historical, cultural, natural experiences and various types of tourism for tourists. Indonesia's tourism resources are spread across various areas, both in urban and rural areas. Visits to rural areas by tourists are no longer new in tourism but are necessary

for those who are motivated to see, feel, and experience the rural atmosphere. The spread of tourism potential in rural areas is a driving force for people to increasingly manage nature and culture through rural tourism. The visit of foreign tourists to Indonesia supports efforts to attract the number of visits to rural areas. Providing services based on rural activities has created employment opportunities for youth groups, even for the elderly, through various businesses (Ohe & Ciani 2012, Mirani & Farahani 2015). Visits to villages in the context of tourism activities are a form of implementing rural tourism and a reason for developing rural tourism.

Rural tourism has become the study of various academics from different perspectives. First, community social organisations have an essential role in encouraging community participation and developing tourism efforts (Hwang & Stewart 2017, Junaid 2021). Second, rural tourism needs to consider aspects of the stability of an area and the season of tourist visits to impact sustainably manage rural tourism (Martinez et al. 2019). Third, the government plays an essential role in managing rural tourism and helping business actors solve problems (Liu et al. 2020). Community participation, community empowerment and poverty alleviation are strategies in achieving sustainable tourism goals (Gao & Wu 2017, Wahyuni & Anom 2018, Subagyo & Andayani 2019, Sari 2020). Rural tourism is often associated with tourist villages because the village is the primary source of tourism activities. Therefore, academics view the importance of studying rural tourism to achieve village and community development goals.

However, rural tourism requires studies from other aspects, one of which is how to manage rural tourism from a supply and demand perspective. The tourism literature is mainly focused on the village aspect internally. The academics have not prioritised combination of internal and external aspects in rural tourism management. Supply and demand analysis is an internal and external aspect of a village, including if the village will be managed in rural tourism. A study by Bel et al. (2015) on rural tourism in France shows that activities and offers intended for tourists in villages impact the amount of tourist expenditure. However, studies on managing rural tourism by looking at the supply and demand aspects have not been studied comprehensively. Therefore, this study fills the limitations of the tourism literature on rural tourism with a study in Barru Regency, South Sulawesi Province.

Through the Tourism Office, the local government of Barru Regency encourages village management and development through the tourism village program. Paccekke Village in Barru Regency is prioritized for promotion and management through the tourism village concept. This study uses the term rural tourism, although local governments and local communities tend to use the term tourism village in the daily context. Paccekke Village, with its tourism potential, needs to be managed; one approach that needs to be applied is rural tourism from a supply and demand point of view. Local communities and village governments need to manage villages through rural tourism so that recognition and implementation as a tourism village are run sustainably.

Visiting a village to travel is often termed rural tourism. Rural tourism offers all the activities that can be offered to tourists or that can be done by tourists while in rural areas. Rural tourism is often separated or distinguished by urban tourism, a tourism activity by visiting and conducting tourism activities in urban areas. The terms rural tourism and urban tourism are distinguished from the use of the administrative area, the destination of tourist visits. Various activities can be covered by rural tourism, such as hunting activities, ecotourism, fishing, cultural tourism, and various types of tourism available in rural areas (Farrell & Russell 2011, Demonja & Baćac 2012, Hall et al. 2016, Su et al. 2019). The large variety of activities in rural areas makes rural tourism include many types of tourism. This depends on the offers and services provided by village managers through rural tourism packages.

Tourist travel is an activity that involves rural areas and urban areas. There is an inseparable relationship between rural and urban tourism (Nkemngu 2017). Therefore, when travelling, tourists will pass through urban and rural areas. Furthermore, tourism activities will result in the exchange of information between tourists and residents in tourism destinations, increasing knowledge and understanding of the cultural values of a society (Van Leeuwen 2015, Gon 2017). Thus, rural tourism can offer experiences for tourists according to the potential of a village. Rural tourism is a type of tourism that continues to experience growth. The increasing interest of the world's population to visit rural areas and carry out tourism activities in rural areas indicates the need for rural tourism (Hall et al. 2016). Today's tourism activities

are increasingly focused on rural areas because they offer varied experiences and a combination of various types of tourism. Villages that become tourist sites are managed and developed through village tourism. Village tourism is a rural area that offers an atmosphere and experience of rural authenticity from various sides of life, for example, economic, cultural, social and environmental (Komariah et al. 2018, Wahyuni 2019). The use of villages for tourism purposes makes the terms rural and village tourism seem helpful in supporting rural development (Junaid 2020). In the context of this study, the terms rural tourism and village tourism are not distinguished but rather emphasise the use of rural tourism in assessing aspects of demand and supply in villages.

Supply and demand are terms often used in economics and tourism. Supply is often associated with goods and services offered to users by paying attention to aspects of quantity and price under certain conditions (Kasdi 2016). Supply is goods or commodities available in an area ready to be sold to meet consumer or customer needs (Gilarso 2003). Supply has several factors: the price of goods, production costs, and the number of producers (Gilarso 2003). In tourism studies, supply is similar to tourism products potentially offered to tourists.

Natural tourism resources that support tourism activities are tourism supplies. In rural tourism, rural nature consisting of land, mountains, beaches, water, flora and fauna is part of the tourism offering (Edgell et al. 2008). Other needs of tourists are also essential such as accommodation, restaurants, shopping centres and public transportation (Edgell et al. 2008). The supply side of rural tourism covers all aspects of a destination, such as the hospitality of residents and other available products. The supply aspect of rural tourism is seen internally from a village as a tourism destination. There are three categories of supply: price or pricing, quality, and knowledge or information about the location (Edgell et al. 2008). Price consists of the affordability of the destination and the exchange of the services obtained by tourists. Quality refers to adequate accommodation, variety of activities, and the local environment. Furthermore, knowledge or information about the location includes good transportation, the safety of the places visited and visitor information. Tourists visiting rural areas need these three aspects to get a quality travel experience.

Demand refers to the needs of tourists (visitors) before and during a visit to a tourism destination. In rural tourism, demand refers to the needs or things that tourists need to run well and provide a quality experience. Tourist needs are very complex and include all tourism products that tourists can feel or enjoy. Demand is often associated with goods that become customers' needs to meet their needs. Demand is the number of goods customers request in a certain period at a specified price (Putong 2002). This definition refers to the study of economics because the demand for goods is related to the needs of users or customers in a certain period. Demand in the context of these goods can be understood by looking at factors, namely, the price of goods, the income of consumers or users and the number of buyers (Sukirno 2002). Demand in tourism can be interpreted as the interest and motivation of tourists to visit villages or tourist destinations (Edgell et al. 2008). Every tourist has a different motivation in travelling. However, tourists' motivation is inseparable from the aspects of the offers available in tourist destinations.

A tourism destination consists of various elements that make up a destination. Tourism destinations cover various economic, social, cultural, environmental and social factors. Many aspects form tourism destinations so that tourism demand has a relationship with one aspect and another. For example, rural tourism covers the availability of natural and cultural resources of a village and the interest of tourists to visit. Demand and supply in rural tourism are inseparable units, so the analysis of rural tourism will examine two interrelated aspects. Meeting the needs of tourists to encourage interest and motivation will be influenced by the availability of information. Therefore, internet media (online information) influences tourist demand. The utilisation of internet media in disseminating information is an effort to meet tourist demand. Although a village has a supply, information about a village's products and services is needed. The availability of tourism information can impact tourists' perceptions and preferences to travel. Supply is the aspect of producers who offer travel experiences, while demand is the side of consumers who will buy tourism services or products. Supply and demand is a unity that forms the occurrence of tourism activities.

This study aims to (1) identify and analyse the supply and demand aspects of rural tourism (2) describe the concept of rural tourism management from supply and demand. This study adopts the concept of supply and demand in examining the reality of the management and development of rural tourism in Paccekke Village, Barru Regency. This research strengthens the concept of supply and demand in rural tourism. The management and development of rural tourism need to see the actual conditions in the village. Identifying and analysing village potential through rural tourism is an essential step in developing villages and meeting the quality of tourist visits to tourism destinations.

## Research Method

This study employs a qualitative approach, emphasising information or data obtained directly from research informants. A qualitative approach aims to describe and provide an understanding of social reality by examining the state of a place, region, human social life, and humans' perspective as informants (Snape & Spencer 2003). The study used qualitative data in words or descriptions sourced from primary sources, researcher notes and secondary data. The authors obtained primary data from in-depth interviews with residents or local people willing to spend time in these interviews. Direct observation allows researchers to get an overview of the factual conditions of the research location by utilising field notes or researchers' notes. The research was implemented in three phases: planning, data collection, and data analysis. First, the authors wrote a research proposal and reported the research plan to the authors' institution. After receiving a research permit, the authors visited the research area, met the local authority for the research permit and analysed the research data through an ongoing research data process.

The authors conducted research in Paccekke Village, Barru Regency (South Sulawesi Province) for six months in the period from April to September 2021. Informants who participated in this study were community leaders, tourism awareness groups, employees or village officials. Before the data collection process, the authors conveyed the aims and objectives to the research informants. Informants were selected based on their willingness to participate in research interviews by considering the principle of purposive sampling, a strategy for determining informants based on research objectives. As a result, eight community members became research informants. The authors approached the residents to participate in research interviews. However, residents avoided to be interviewed as they had limited understanding of tourism. The qualitative data obtained were analysed with the principle of data reduction, including data review, classification and concluding. The writing of the results of this study uses thematic principles qualitative data analysis according to the research objectives and the main findings from research informants (Long 2007, Junaid 2016).

## Results and Discussion

### An overview of Paccekke Village, Barru Regency

The Ministry of Tourism and Creative Economy of the Republic of Indonesia recognises Paccekke Village as a tourist village. This recognition is supported by the Tourism Office of Barru Regency and it has become one of the leading villages for tourist destinations. Rural tourism can be a concept for the development of Paccekke Village, Soppeng Riaja District, following geographical conditions and the potential for village tourism. The regional and village governments of Barru Regency manage the potential and support the realisation of tourism villages through villages in the region. A tourist village is an option considering that Barru Regency has a village worthy of being a tourist destination. Barru Regency has mountainous nature, land, and culture in the villages. Paccekke Village is one of the potential villages to be developed in rural tourism and can be a driving force for villages in the Barru Regency area through rural tourism. Five villages are priorities for the local government to manage and develop through rural tourism.

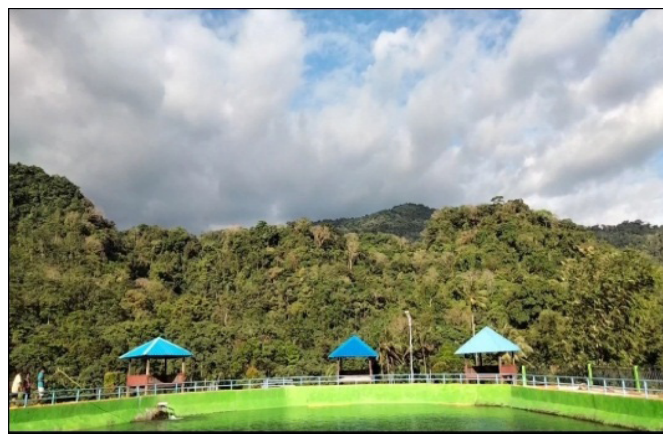
Paccekke Village is located in a high mountain area with a rural natural atmosphere (see Figure 1). The natural conditions of the mountains make access to the village a challenge for tourists who will visit. Tourists have to travel about 30 minutes from the Barru Regency axis road. The trip can be reached by

using a car or motorbike, but with the principle of prudence. During their trip to the village, tourists can enjoy the natural atmosphere to their left and right. The natural atmosphere with rice fields, villages, mountains, and trees can allow villages to be managed and developed as rural tourism.



**Figure 1.**  
Paccekke Village in Barru Regency, South Sulawesi of Indonesia  
Source: Sam (2010)

Paccekke Village has natural, cultural and artificial-based tourist attractions. Batu Sitongkoe, natural scenery, and Pattila springs are examples of nature-based tourist attractions in the village. The TRI Paccekke Monument and Embung Paccekke are artificial tourist attractions that support the village for historical and family tourism activities. The Paccekke Monument is a relic of the Indonesian Army, a historical location and the forerunner of the formation of the Indonesian Army in Sulawesi (see Figure 3). The Paccekke Embung is a source of irrigation for agricultural land and plantations, built in cooperation and equipped with tourist facilities (see Figure 2). Tourists can do various activities at the Embung Paccekke pond, namely, swimming, fishing and enjoying gazebo facilities, toilets and relaxation stones while enjoying the beautiful rural atmosphere. Visitors can only access the Paccekke Embung by using two-wheeled vehicles. Paccekke Village has a tourist attraction culture, namely, Mappadandang, Mattojang, and Mappabitte. Mappadandang is related to harvest parties, or rice fields held three times a year. Mattojang is a giant swing or swing activity where the community is involved in the activity. Mappabitte is a cockfighting activity, a banned tradition against Islamic law.



**Figure 2.**  
Embung Paccekke, supply of rural tourism  
Source: Author's personal documentation (2021)



**Figure 3.**  
Paccekke Monument, supply of rural tourism  
Source: Author's personal documentation (2021)

### Supply and demand of rural tourism

Paccekke Village can be managed and developed through the concept of rural tourism. The local tourism stakeholders should manage internal and external aspects of the village so that tourism activities can run according to the principles of rural tourism. The internal aspect of the village is an offer that tourists can consume, for example, natural, cultural and artificial attractions. The external aspect is potential tourists' demand to visit the village. Rice fields, mountains, plantations, and natural resources that tourists can see physically and visit are a supply from Paccekke Village. The life and natural atmosphere of flora and fauna in Paccekke Village can also become tourism products. The informant (a resident of Paccekke Village) said:

“Our offer here is natural tourism such as mountains, there is also a monument to the village Embung, there is also Batu Sitongkoe tour, rocks that look like piles. Paccekke's special culinary, such as fern vegetables, tourist attractions at Embung, toilets and gazebos, and homestays. Facilities and infrastructure have an entrance, and there is also a suspension bridge that can take us to tourist attractions. Activities carried out here include farming and gardening; palm sugar and sweet wine are also available. The culture here is Mappadendang, Mattojang, held once a year if the crowd is three times a year. The attractions in Paccekke Village include monuments and cultural activity called Mattojang”. (Informant MUS).

In terms of village location, the distance from Barru Regency City to Paccekke Village, about one hour, can be both an opportunity and a challenge for rural tourism. Travelling through several areas/villages is an opportunity to supply rural tourism. However, the trip can be a challenge or obstacle for tourists who have to travel a long way, about three hours from Makassar City to Barru City. The transportation system to get to Paccekke Village still relies on private cars or motorbikes. The public transportation system to the village requires good planning and implementation so that tourists do not depend on private transportation.

The availability of accommodation in Paccekke Village still relies on residents' houses. In the concept of modern-based lodging or accommodation, Paccekke Village does not yet offer an accommodation atmosphere. Offers from the accommodation side can only take advantage of residents' homes with residents' preparation and understanding of homestays. A homestay is an option for local people to prepare rural tourism offerings. Rural tourism depends not only on the atmosphere and natural scenery of the countryside but also on the accommodation availability. Homestay has not been managed as a rural tourist accommodation because the community has not had the opportunity to receive guests.

The opportunity to manage homestays may be an option to increase the economy but requires careful preparation. Hospitality is an aspect of offering related to the local community. Paccekke Village residents have a hospitality that can be a strength in supporting rural tourism. The data collection process of the authors in Paccekke Village shows the local community's high expectations for homestay management. However, starting and managing homestay is a constraint the local community faces.

The concept of supply of rural tourism in Paccekke Village is based on three categories of supply as proposed by Edgell et al. (2008). Price is the first aspect of rural tourism demand where local people can mix and offer rural activities. Rural tourism activities are arranged in tour packages at prices that the community has determined through community organisations. Pricing of tour packages needs to consider the ability of tourists to buy tour packages. Therefore, adjusting the tourism products offered to the tourists' purchase of the package is an essential aspect of rural tourism.

In terms of quality, local communities need to ensure the availability of homestays, activities and a sustainable rural environment. Paccekke Village has fulfilled this quality element. However, local people have not optimised their homes as accommodations for tourists. Rural tourism needs to be supported by information about tourist sites. The informant stated, "the facilities provided are homestays, but that is still being planned, and there is also a gazebo where tourists can rest while enjoying the beautiful natural scenery around the reservoir. In the future, lodging or homestays will be built for tourists so that later tourists will no longer stay elsewhere" (Informant ZUL). In this study, Paccekke Village is a destination that needs to be published in various media. The use of social media is a step to promote the existence of Paccekke Village to potential tourists.

The demand aspect of rural tourism is seen from the motivation and needs of tourists to visit Paccekke Village. Local communities and village officials provide information about the motivation of visitors to enter Paccekke Village. First, the motivation and interest of visitors who visit Paccekke Village are to carry out organisational activities. The Paccekke Monument area is a campsite for students and the community. Village officials as informants revealed that the visitors were youths or teenagers who carried out camp activities and deliberation or meeting activities. Some visitors carry out recreational activities by visiting Embung Paccekke. The second aspect of rural tourism demand is educational, historical and cultural tourism. Tourists also visit Paccekke Village to know the culture and history of South Sulawesi. The existence of the TRI Paccekke monument can be an attraction for tourists while meeting tourists' historical and cultural needs. The Paccekke Monument contains information about General Sudirman's struggle in Sulawesi. This monument can improve the quality of visitors if there is a process of providing information (interpretation) to tourists. Paccekke Village has natural, cultural and artificial nature that can meet the needs of tourists for photo activities in the context of memories of visiting the Tourism Village.

## **Management of rural tourism in supply and demand perspective**

### *Managing rural tourism from a supply perspective*

From the supply perspective, rural tourism in Paccekke Village may consist of three parts: existing resources, tourism package-based supply, and alternative tourism product supply. The first part refers to managing natural, cultural and artificial potential by looking at the tourism resources that exist today. Rural tourism cannot run if a village does not have tourism resources managed by the local community. Therefore, the supply can be the primary basis for rural tourism development. The main tourism resources in Paccekke Village are all tourism products that tourists have visited. The second supply is the opportunity to manage and design rural tourism products through tour packages. Unfortunately, local communities, especially tourism awareness groups (Pokdarwis), do not have tour packages to sell to tourists. This condition is the reason for the limited benefits of tourism for local communities. Ideally, both ready-made tour packages and tailor-made tours (alternative tour packages that suit the needs of tourists) are ready to be offered by Pokdarwis members or village officials. However, Pokdarwis members are still limited to their readiness to accompany tourists visiting Paccekke Village. Kontogeorgopoulos

& Chulikavit (2010) examined ecotourism from a supply-side perspective and argued that tour guides have an important role in providing information for tourists as well as running tour packages. Similar to rural tourism management, the local people should become the local tour guides for the tourists for a maximum result.

The third offering is the importance of alternative tourism products to sell to tourists. Rural tourism does not solely rely on village nature to become tourism products. However, other alternatives are needed so that tourist activities can vary. Paccেকে Village can create alternative tourism besides the main tourist attraction. Informants conveyed other tourism potentials, such as candlenut products, palm sugar and Paccেকে's original honey. In the context of rural tourism, the process of breaking candlenuts, processing palm sugar and producing honey is an opportunity to attract tourist visits. Agricultural products can be an alternative offer to tourists if appropriately managed. Unfortunately, limited human resources constrain the management of these alternative products. For tourism businesses provided by the local people, human resources should be the main concern of policy makers. Zontek (2016) studied human resources in a tourism context and found that innovation is essential for human resource management. Innovation for tourism business should be in line with the availability of human resources that can work on providing services for rural tourists.

#### *Managing rural tourism from a demand perspective*

The concept of rural tourism is helpful in Paccেকে Village. Although local people use the term tourism village, rural tourism has similarities in terms of implementation and utilisation of tourism resources. The demand aspect may consist of two perspectives: the fulfilled demand and the demand that needs to be prepared by the local community. For tourists who want to explore villages and rural nuances and challenges, then Paccেকে Village has been able to meet tourist demands. Various activities can be an opportunity to attract tourists if the tourism potential is managed and developed correctly. Demands in rural tourism include seeing and enjoying the rural atmosphere and participating in local cultural events and other activities. Bel et al. (2015) studied rural tourism in France and suggest that the success of rural tourism includes the participation of the tourists in various activities, staying in accommodation and enjoying gastronomic tourism. Activities are a driving force for visitors' spending in a destination.

The second demand is preparing tourism products that tourists can consume. Tourists need various service products to improve the quality of visits to Paccেকে Village. However, local tourism organisation (Pokdarwis) has not optimised their functions and role to encourage community participation. The local community requires support to understand tourism and obtain the benefit. The local community have recognised that Paccেকে Village is village tourism, but they need to manage natural and cultural resources as rural tourism products and gain income from tourism. The existence of tourism products should be in line with the role of social and local institutions that can encourage collective actions by the local residents. Hwang & Stewart's (2016) research in South Korea indicates that social organisation is part of social capital, a strategy to manage rural tourism through active participation of the local people.

Managing rural tourism from a demand perspective may include implementing a marketing mix by the local stakeholders. Camilleri (2018) affirms that marketing mix is a strategy to facilitate tourists' enjoyment of tourism products. For Croes & Ridderstaat (2018), tourism demand should include income by the residents, the price offered and the time that tourists may consume the products. This paper suggests the importance of managing rural tourism through a marketing mix. The role of local stakeholders is critical in implementing a marketing mix and implementing quality services in rural tourism.

#### *Integration of supply and demand as a strategy for rural tourism management*

Supply and demand must be in line with the management of rural tourism. The readiness of the village to offer rural tourism products is very dependent on the willingness of the community (human resources), who are the managers of rural tourism. The fulfilment of supply and demand depends on humans through the management of rural tourism. This study recommends an internal and external rural tourism management approach. Internally, tourists visiting Paccেকে Village are the most important promotional



tool. Therefore, services to tourists by village managers will impact tourist recommendations to other tourists. Externally, rural tourism is not only implemented through a potential inventory process but is managed, packaged and developed as a tour package. Implementing rural tourism in various regions in Indonesia cannot be separated from the packaging and managing tourism potential to be offered to tourists.

The role of local government officials and community members of the local community organisation (Pokdarwis) is significant in implementing rural tourism. Essential steps for managing rural tourism include using the internet as a source of information, using local communities as tour guides, and using the community as rural tourism managers. The internet is the primary medium for digital marketing activities to disseminate rural tourism resources. The local community plays a role in the digital marketing process. Pokdarwis members are local people who should act as information providers in various methods to implement the educational process of rural tourism. The provision of facilities and infrastructure to support the fulfilment of tourist needs is a joint task of the community.

Integration of supply and demand is an alternative and essential strategy in rural tourism. Slocum & Curtis (2017) propose the integration of supply and demand in rural tourism by emphasising local products, appropriate product variation and quality services to tourists. Different stakeholders have a role in implementing the aspects of supply and demand in rural tourism. This paper proposes supply and demand to encourage the involvement of various stakeholders, not just the residents. Integration is defined as a strategy to link different stakeholders to focus on managing and developing rural areas as tourism destinations (Duffy & Kim 2017).

Integration of supply and demand in rural tourism refers to the management of products and experience for tourists. Adeyinka-Ojo et al. (2014) affirm the importance of destination management in developing rural tourism. Different stakeholders have important roles in integrating supply and demand for tourists' experience. The products of rural tourism may be developed by active participation of related stakeholders in the rural area. An informant states, "tourists/visitors just come to see the natural environment of Paccekke Village. They tend to visit the rural area for a short visit" (Informant MUS). The local people should offer more experience for visitors, so they may enjoy the tourism products and stay longer in a destination. By integrating supply and demand, the local people can develop rural tourism, offering different products to tourists or visitors.

## **Conclusion**

Rural tourism is a type of tourism that continues to experience growth. Along with urban tourism growth, rural tourism offers alternative experiences for tourists. Rural tourism in Indonesia is inseparable from the tourist village, a term used by tourism stakeholders to encourage villages to become tourist destinations. This study analyses village tourism through rural tourism in terms of supply and demand. The tourists' experience of the village is a combination of the availability of natural, cultural and artificial potentials and the motivation or need to travel. Beautiful geographical conditions, the availability of facilities and infrastructure and conditions in the village can encourage tourist visits. However, offers from the village need to be supported by the motivation of tourists to visit. Paccekke Village in Barru Regency can meet the needs of tourists for rural tourism. However, it still requires good management and preparation to produce a quality experience for tourists.

This study resulted in three types of supply for rural tourism management particularly related to tourism products and the participation of different stakeholders. The first type is existing supply, defined as village resources already available in a destination. Second, offers based on packaging and management by the community in tour packages. Although this offer is not available in Paccekke Village, the package's opportunity is available and will support rural tourism. Third, the identification process of village tourism resources is essential to support rural tourism products. Combining these three offerings will become a force in rural tourism management. This research also produces two types of demands in rural tourism, including demands offered by the local community and demands that need to be prepared by a village. Tourist motivations vary in carrying out rural tourism. However, requests that need to be prepared need

to be paid attention to by village managers to fulfil tourist motivation optimally. Although there are obstacles or challenges in preparing tourism products, village managers need to make the aspects of demand and supply of tourism a driving force for village management through rural tourism. This paper strengthens the concept of supply and demand in understanding destination management, particularly rural tourism.

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