

## Opportunities and Challenges of Implementing the One Village One Product (OVOP) Model for Cooperative and Tourism Development in Southwest Sumba

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### ABSTRACT

This research examines the application of the One Village One Product (OVOP) model for cooperative and tourism development in Southwest Sumba, East Nusa Tenggara. Southwest Sumba has great potential in the cooperative and tourism sectors, but still faces major challenges in improving community welfare. OVOP, which began to be recognised in Japan in 1980, aims to empower communities by developing local superior products that can compete in the global market. This research uses a qualitative approach with interviews and documentation analysis to explore opportunities and challenges in implementing the OVOP model in Southwest Sumba. The results showed that although the OVOP programme can improve the competitiveness of local products and create business opportunities, the main challenges are limited infrastructure, weak management, and lack of human resource capacity. Therefore, stronger collaboration between the government, cooperatives, and tourism actors is needed to overcome these obstacles. In conclusion, the implementation of OVOP in Southwest Sumba can have a positive impact if supported by appropriate policies, increasing the capacity of business actors, and strengthening cooperatives as a forum for managing local superior products.

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## **INTRODUCTION**

Southwest Sumba, located in East Nusa Tenggara (NTT), is one of the regions that has great potential in the development of the cooperative and tourism sectors (Azizpour et al., 2023b). Although the region is rich in natural and cultural resources, the challenges faced in improving community welfare are considerable (Murthi et al., 2019). One approach that can accelerate economic development in Southwest Sumba is the implementation of One Village One Product (OVOP) (Erwan, 2023). This concept has proven effective in various regions of the world in improving the quality of life of the community through the empowerment of local superior products that have competitiveness in the global market (Rusdiono & Darmawan Sudagung, 2024).

One Village One Product (OVOP) is an economic development model that focuses on empowering villages by identifying and developing superior products that characterise each region (Shohibul et al., 2019). Each village is directed to select products that can be mass-produced and marketed both locally and internationally (Liu et al., 2024). OVOP does not only lead to the development of agricultural or handicraft-based products, but also includes cultural and tourism potential as part of the attraction that can improve the village economy (Hariani, 2019). In this context, OVOP is not just an economic strategy, but also a tool to introduce the cultural wealth and tourism potential that exists in the area (Rauf et al., 2023b).

## **LITERATURE REVIEW**

The potential of Southwest Sumba to develop OVOP is enormous. Geographically, the area is surrounded by beautiful beaches and rich in local culture, such as the famous Sumba ikat weaving, wood carving, and other handicrafts (Njonge, 2023). The natural and cultural beauty of this region has great potential to be used as a flagship product in OVOP development (Ndione & Suzuki, 2019). Various local products, such as ikat weaving, handicraft products, and even natural tourism potential such as beaches and cultural sites, can be the main attraction promoted to tourists and markets outside the region (Rusdiono & Sudagung, 2024).

Along with abundant potential, the management of the cooperative and tourism sectors in Southwest Sumba still faces a number of challenges that need to be overcome (Sijabat & Fataron, 2024). One of the main obstacles is the lack of an integrated management system between the cooperative sector and the tourism sector (Nurunnisha & Saudi, 2019). Most cooperatives in Southwest Sumba still rely on the traditional agricultural sector and have difficulties in marketing their products, both in the local and global markets (Azizpour et al., 2023a). On the other hand, the tourism sector, although starting to develop, has not been able to have a significant impact on the overall community economy (Rauf et al., 2023a). This is due to the limited management of certain tourist destinations and the lack of optimal promotion of other tourism potential in Southwest Sumba (Koswara, Gemiharjo, et al., 2020).

The development of a more integrated cooperative and tourism sector can be supported by a good and effective information system (Nailufar & Sufitrayati, 2020). An adequate information system will assist in product management,

distribution, and promotion of superior products, and facilitate communication between various related parties, such as the government, community, and business actors (Bostancı & Batalhão, 2019). Integrated information technology can also expand the market reach for village superior products, as well as facilitate wider tourism promotion, both nationally and internationally (Xu et al., 2020). This will increase the efficiency of product distribution, introduce local culture, and in turn, increase the number of tourist visits that have a positive impact on the regional economy (Hartono et al., 2020).

The implementation of the OVOP model in Southwest Sumba has great potential to have a significant impact on community welfare (Tanjung et al., 2024). This programme can introduce regional superior products, develop cooperatives in a sustainable manner, and expand the local product market (Ningtyas, 2022). With an increase in the number of tourists coming to enjoy the natural beauty and local culture, the community's economy can grow significantly (Monika & Pratiwi, 2022). Therefore, the success of the OVOP programme in this area can strengthen the network of cooperation between the government, the community, and the private sector, which in turn will contribute positively to regional economic development (Kerti & Rohaniah, 2019).

However, to achieve such success, the implementation of OVOP in Southwest Sumba requires an in-depth study of the appropriate development model (Novita et al., 2021). One important element in this study is the selection of superior products that are in accordance with the local natural and cultural potential, as well as an understanding of existing market needs (Rakhmawati, 2019). In addition, product development not only needs to pay attention to economic aspects, but must also ensure environmental and social sustainability, both in natural resource management and in the development of an environmentally friendly tourism sector (Ardiansyah et al., 2021).

In addition, social and cultural factors are also very important in the OVOP planning and implementation process. The people of Southwest Sumba have very strong local wisdom, which needs to be maintained and preserved in every stage of economic development (Irawati & Wantara, 2023). Therefore, the success of the OVOP programme will not only be measured in terms of economic improvement, but also by the extent to which this programme can maintain and preserve local social and cultural values (Nailufar & Wahyuni, 2019). The active involvement of the community in every stage of the programme will ensure that they feel ownership and a role in this development process (Fitri, 2022).

Previous research articles conducted by (Thanh et al., 2018) which discusses One Village One Product (OVOP)-A rural development strategy and early adaptation in Vietnam, the case of Quang Ninh Province. Furthermore, research from (Azizpour et al., 2023b) which explains the Explanatory Components of the Establishment of One Village One Product (OVOP) Strategy for Rural Entrepreneurship (Case: Shazand District, Markazi Province). Furthermore, research from (Koswara, Gemiharto, et al., 2020) which discusses Rural Tourism Development as a One Village One Product (Ovop) Approach in West Bandung Regency. Finally, research from (Della Monika et al., 2022) which explains the Analysis of One Village One Product (OVOP)-based MSME

Empowerment Strategy through Business Development (Case Study on MSME Batik Sentra Dagam Village, Purbalingga Regency).

Most previous research has emphasised the development of local superior products in the context of OVOP, with little attention to the integration of the cooperative and tourism sectors as a more holistic economic development model. In many areas that have implemented OVOP, the cooperative sector often stands apart from the tourism sector, even though both have great potential to support each other.

This research aims to look at the opportunities and challenges of implementing One Village One Product (OVOP) as a model for cooperative and tourism development in Southwest Sumba, East Nusa Tenggara. This research focuses on the opportunities and challenges of cooperatives and tourism when combined in one model so that they are mutually beneficial, where superior products from cooperatives can be promoted and sold through the tourism sector and designing a cooperative and tourism development model through the OVOP programme in Southwest Sumba. Thus, this model will not only increase community income through the development of superior products but also encourage more tourist visits to the area. Although the One Village One Product (OVOP) concept has been applied in various regions of the world, including in Japan, Thailand, and several regions in Indonesia, the implementation of OVOP in regions with different geographical, social, and economic conditions, such as Southwest Sumba in East Nusa Tenggara, is still very limited. Most of the research that has been done on OVOP focuses on areas with better infrastructure, as well as limited resource management. In the context of Southwest Sumba, which is located in a remote region with unique social and cultural characteristics, the application of OVOP has very different challenges and opportunities compared to more urbanised areas. Therefore, research on the application of OVOP in this area is still minimal and requires a more in-depth study.

## **METHODOLOGY**

This research uses a qualitative approach with the aim of looking at the opportunities and challenges of implementing the One Village One Product (OVOP) model in cooperative and tourism development in Southwest Sumba. This research is descriptive, exploring the experiences and views of communities and stakeholders on the potential and challenges of developing local superior products and the tourism sector. Data were collected through in-depth interviews, Focus Group Discussions (FGDs), field observations, and document analyses. Interviews were conducted with stakeholders, such as the government, cooperative managers, and tourism businesses, to understand their views on OVOP and the barriers that exist. FGDs will involve local communities to explore ideas and solutions related to OVOP implementation, while field observations will provide a real picture of cooperative and tourism management. Relevant documents, such as policy reports and tourism sector data, will also be analysed.

The research process includes identifying research locations in villages with superior product potential, data collection through interview, FGD, and observation techniques, and thematic analysis to identify key issues related to

OVOP implementation. Data validity will be maintained through source triangulation and member checking. In addition, this research follows ethical principles, by ensuring the confidentiality of participants and transparency of the research process. The results of this research are expected to provide strategic recommendations for developing cooperatives and tourism based on sustainable local superior products, as well as the utilisation of information technology to improve the efficiency and competitiveness of products from Southwest Sumba.

## **RESEARCH RESULT AND DISCUSSION**

### ***Socio-cultural Conditions of the People of Southwest Sumba***

Socio-Cultural Conditions of the People of Southwest Sumba About half of the population of SBD still adhere to the traditional religion of Marapu. Other residents are Protestants, Catholics, Muslims, Hindus and the rest are Buddhists (Asmara et al., 2024). This is due to the strong influence of their customs, especially in Kodi, West Wewewa and East Wewewa sub-districts where almost half of the population are Marapu adherents. Most of the population depends on agriculture for their livelihood. Because of the soil, cacao and tobacco can grow well. The livestock sector is also a major source of additional income for the local population. Buffaloes are widely used in the implementation of traditional ceremonies. In addition, buffaloes are also used to cultivate agricultural land traditionally. In SBD Regency, you can still find areas that have historical value, both in terms of history and socio-culture. Kadung Tana village, Watu Karagata and Bulu Peka Mila are areas with megalithic tombs. Also in Tarung village, half a kilometre from Waikabubak town, there are megalithic tombs characterised by buffalo horns and pig tusks, which in the past were sacred animals. In the past, it was forbidden for women to enter through the men's door. But now, both men and women can walk through the door without feeling guilty. The nuances of the past are even more perfect when the traditional house is combined with a stone grave, which reminds the life of the megalithic period, the great stone age as one of the characteristics in the prehistoric era. There is no doubt that SBD in particular is a paradise for megalith researchers. In every corner of towns and villages it is easy to find menhirs, large stones like poles or monuments that are erected on the ground, as a sign of remembrance and a symbol of the spirits of ancestors. Likewise, dolmen, prehistoric monuments in the form of flat stone tables supported by stone pillars, in various sizes are very easy to find in every village. But, in the last decade, the habit of pulling out gravestones that resemble stone tables has 'faded', not to say 'disappeared'.

### ***Development of Southwest Sumba Tourism Resources***

Southwest Sumba has great potential in the tourism sector, which includes marine tourism, nature tourism, cultural tourism, and cultural attractions. Kodi sub-district is rich in tourism objects, at least it has several tourism objects that are continuously developed by its accessibility infrastructure, namely the Tosi Traditional village (Pero Batang Village), Pasola (Pero Batang and Ate Dalo Villages) and Pero Beach (Pero Batang Village). Aside from being a tourist destination, Kodi sub-district has a well-known home industry that has its own

specific charm, namely woven fabrics that can penetrate the national market. Kodi Bangedo sub-district is rich in tourism objects, at least it has several tourism objects that are continuously developed for their accessibility infrastructure, namely the Rangga Baki Traditional Village, Ratenggaro (Umbu Ngedo Village), Pasola (Wainyapu Village). Apart from being a tourist destination/object, Kodi Bangedo Sub-district has a well-known home industry that has its own specific charm, namely woven fabrics that can penetrate the national market.



Figure 1. Southwest Sumba Tourism Potential

Source: Researcher 2024

With the diversity of this tourism sector, SBD has the opportunity to become a major tourist destination, both for domestic and international tourists. Based on Law No. 10/2009 on the National Tourism Planning Programme, the government has the responsibility to develop micro, small, medium enterprises (MSMEs), and cooperatives in the tourism sector. One way this can be done is by making policies that support small businesses in the tourism sector and facilitating partnerships between small and large businesses. This is in line with the spirit of creating sustainable tourism, increasing competitiveness, and providing economic benefits to local communities.

In this context, tourism development in Southwest Sumba is highly dependent on the ability to meet the needs of tourists. Travellers as the main consumers have an important role in assessing and determining the direction of tourism development. Surveys and interviews with tourists show that although tourism potential is huge, there are still many things that need to be improved, especially in terms of tourist attractions, accessibility of tourist attractions, as well as supporting facilities such as lodging, food stalls, and public hygiene. Therefore, there needs to be cooperation between the government, the community, and the private sector to improve and enhance the quality of existing tourism services and facilities.

Sustainable tourism development is the main key in maintaining the balance between natural resource management and economic sustainability. Tourism products that are oriented towards customer satisfaction and pay attention to the carrying capacity of natural resources will be able to attract more tourists. This will also increase the income of the community, small businesses, and the government. SBD, in particular, must improve the quality of its tourism products, not only to attract tourists, but also to improve the image of Indonesian tourism that is often perceived as low quality. To maintain its competitiveness, tourism managers in SBD need to offer innovative new products, as well as improve the quality of existing tourist attractions by introducing more attractive

products, such as revamping tourist attractions, and improving the quality of the tourist experience.

To achieve this, several important factors need to be considered, including the available tourism potential, such as non-biological nature (beaches, mountains, lakes), biological nature (flora and fauna), and man-made products related to local culture. These four aspects, if managed properly, will result in sustainable tourism that has a positive impact on local communities and the environment. Professional management in this case is needed, to maintain the authenticity of culture and natural beauty that is the main attraction of SBD. Good management also includes environmental management, maintenance of tourist attractions, as well as supervision and control so that negative impacts on the environment can be minimised.

Facilities and accessibility also play an important role in the development of the tourism sector in Southwest Sumba. The availability of adequate facilities, such as accommodation (hotels, inns, homestays), food stalls, public toilets, and power plants, must be in line with adequate accessibility, namely the transport infrastructure that connects tourists to and from tourist destinations, either by land, sea or air. Good infrastructure includes not only quantity, but also quality, comfort, and safety for tourists. With complete facilities and easy accessibility, SBD can ensure the comfort of tourists and encourage them to stay longer and enjoy more attractions.

Overall, the development of tourism resources in Southwest Sumba requires a synergy between government policies, active community participation, and professional management that is able to maintain environmental sustainability and provide optimal economic benefits. By paying attention to the needs of tourists, developing sustainable tourist attractions, and improving the quality of facilities and accessibility, SBD has the potential to become one of the leading tourism destinations in Indonesia, which not only brings economic benefits, but also preserves the natural beauty and local culture that are the main attractions.

#### ***Development of other Village Unit Cooperatives in the Southwest Sumba Region***

The development of Village Unit Cooperatives in Southwest Sumba shows that the cooperative sector has great potential in driving the local economy although it still faces a number of challenges. Village Unit Cooperatives (KUD) in Southwest Sumba play an important role in empowering village communities, especially in managing existing economic resources, such as the agricultural and livestock sectors. Through cooperatives, village communities can access various services that are very helpful in their daily economic lives. These services include financial services, joint purchasing, and more organised marketing of their products. This allows communities to get better and more stable prices, reduce dependence on middlemen, and strengthen their bargaining power in the market.

Nonetheless, the effectiveness of cooperatives in SBD is still not optimal, and several issues hindering their progress need to be addressed. One of the main challenges is the lack of professional management. Many cooperatives manage their businesses in a less structured manner, reducing their competitiveness and

sustainability. Another issue faced is limited access to capital to develop cooperative businesses, whether in terms of capital to expand businesses or infrastructure development needed to increase production and marketing capacity. In addition, the low skills of co-operative members in managing their businesses is also an obstacle. Many cooperative members do not have adequate knowledge in business management, marketing techniques, and financial bookkeeping, which affects the overall performance of the cooperative.

However, there is a positive side that should be appreciated in the development of cooperatives in SBD. Public awareness of the importance of cooperative life is very high, which is reflected in the number of registered cooperative members. The people of SBD show great enthusiasm for the existence of cooperatives, and this is the main capital for further development. Based on the data, there are various types of cooperatives active in SBD, including 6 units of Village Unit Cooperatives, 3 units of Livestock Cooperatives, 16 units of Multipurpose Cooperatives, and 6 units of Savings and Loan Cooperatives. In addition, there are also Women's Cooperatives with 6 units, Farmer Group Associations with 2 units, and Garden Cooperatives with 2 units. The existence of these various cooperatives reflects the diversity of businesses developing in SBD, from the agricultural sector to livestock and savings and loan businesses.

The diversity of cooperative types shows that people in SBD are very open to various forms of cooperatives that can improve their economic welfare. However, to maximise this potential, further efforts are needed to improve cooperative management, provide training to cooperative members, and strengthen access to easier and more affordable financing. One way this can be done is by introducing a more integrated cooperative concept, where cooperatives function not only as economic institutions, but also as empowerment institutions that help members develop skills, improve market access, and increase production capacity. In addition, collaboration between cooperatives and other sectors such as the government, financial institutions, and private investors will strengthen the capacity of cooperatives to thrive and support sustainable regional economic growth. And with the right steps, cooperatives in Southwest Sumba have great potential to become the main pillar of the regional economy, capable of encouraging communities to be more independent and competitive, and providing significant social and economic benefits to the people of SBD.

### ***Integrated Tourism and Cooperative Development Using the One Village One Product (OVOP) Model in Southwest Sumba***

The integrated development of tourism and cooperatives is formed in one comprehensive programme that can meet the needs of regional, national and international communities. The programme is One Village One Product (OVOP), which is a government effort to increase the added value of regional superior products in order to improve the welfare of the community in a cooperative forum. The term OVOP (*One Village One Product*) has been known in Japan since 1980, popularised by Prof. Morihiko Hiramatsu. OVOP itself is a concept that programmes an area to create one product that has its own uniqueness so that it

can be developed into a business opportunity that provides considerable income for the region. The objectives of the OVOP Programme are Local but Global, Independence and Creativity and Human Resource Development.

**OVOP Programme Product Criteria**

1. Is a regional favourite that has been developed for generations
2. Is a typical product of the local area
3. Based on local resources
4. Have a product appearance and quality that is in line with market demands
5. Has broad market opportunities, both domestic and international
6. Has high economic value.

The OVOP programme is expected to realise the independence, creativity and welfare of local communities. The local government must encourage the community to be more creative and innovative, ‘The maximum encouragement of local government micro and small businesses are able to make breakthroughs in improving quality and productivity’. However, the development of superior products through the OVOP approach is one of the activity models as an elaboration of government policy in accordance with Presidential Instruction Number 6 of 2007 concerning Policies for Accelerating Real Sector Development and Empowerment of Micro, Small and Medium Enterprises.

The target is to increase product market opportunities, increase the effectiveness and development of small and medium industrial centres through the OVOP approach. The OVOP approach will process and run ‘bottom up’ with the identification of problems, potential, and feasibility of superior product development in a region. The success of the OVOP programme is determined by the active participation of the entire community and cross-actors through cooperatives. Therefore, in the future, it is expected that cooperatives as a reliable forum for modernising the businesses of their members have clarity about superior products and are ready to introduce, develop and market them to the outside world.

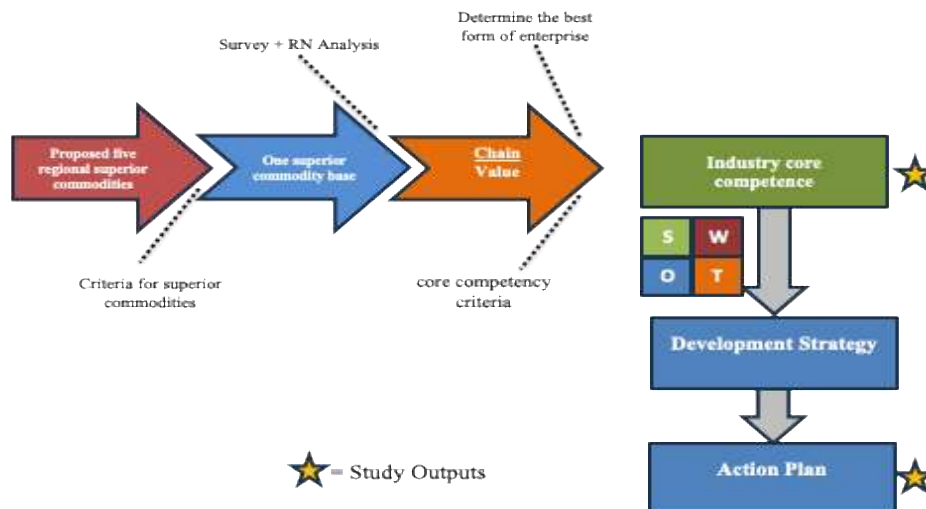


Figure 2: OVOP Programme Value Chain  
 Source: processed by the author 2024

The government needs to utilise its strengths or minimise its weaknesses in capturing opportunities and/or avoiding threats in public services that are carried out on the basis of government policies which are statements and commitments made by the government to implement the formulation of strategies to achieve goals. The resulting strategy formulation is as follows:

Table 1. SWOT Analysis of Cooperative Development

	<b>STRENGTH</b>	<b>WEAKNESS</b>
	<ol style="list-style-type: none"> <li>1. Agricultural, plantation, livestock and tourism potential</li> <li>2. Local institution support</li> <li>3. Start-up capital and excellent service from co-operative members</li> <li>4. Availability of human resources</li> <li>5. Government commitment</li> </ol>	<ol style="list-style-type: none"> <li>1. Overlapping cooperative management</li> <li>2. Limited processing of production products</li> <li>3. Have a <i>low bargaining</i> power position</li> <li>4. Low-efficiency technology</li> <li>5. Limited transportation facilities</li> <li>6. Marketing is still limited to the local environment of the community</li> </ol>
<b>OPPORTUNITIES</b>	<b>SO STRATEGY</b>	<b>WO STRATEGY</b>
<ul style="list-style-type: none"> <li>• Implementation of the OVOP programme</li> <li>• Tapping into deep market niches</li> <li>• Strong local institutions</li> <li>• Organizing the Exhibition of local potential</li> <li>• Increasing competitiveness through promotions and distribution</li> </ul>	<ul style="list-style-type: none"> <li>• OVOP Program Plan</li> <li>• Expanding market share by segmenting the market for several types of products</li> <li>• Improving the quality of human resources</li> <li>• Maintain the quality and quality of service</li> <li>• Autonomy and Independence</li> </ul>	<ul style="list-style-type: none"> <li>• Creating an investment climate</li> <li>• Improve cost efficiency</li> <li>• Increase promotions</li> <li>• Improve marketing strategies by looking at the indicators and desires of members/travelers as well as the available market share</li> <li>• Education and training</li> </ul>

THREAT	ST STRATEGY	WT STRATEGY
<ul style="list-style-type: none"> <li>• Unstable economic situation</li> <li>• Competing with the global market</li> <li>• Low product quality</li> <li>• Partnership Relationship</li> <li>• Free trade expansion</li> </ul>	<ul style="list-style-type: none"> <li>• Establishing co-operation between co-operatives and Small and Medium Enterprise</li> <li>• Improve both quality and service</li> <li>• Developing new products that have distinctive characteristics</li> <li>• Caring for the community</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with competitors by emulating their successful performance</li> <li>• Improve the image of the co-operative</li> <li>• Institutional Structuring</li> <li>• Marketing is open to local, national and international</li> </ul>

Table 2. SWOT analysis of tourism developmenta

	STRENGTH	WEAKNESS
	<ul style="list-style-type: none"> <li>▪ Potential natural attractions, beaches and diverse cultures and customs</li> <li>▪ Local agency support</li> <li>▪ Attitudes, behaviors and hospitality of the people at DTW</li> <li>▪ Availability of human resources</li> <li>• Government commitment</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism management is not focused on cluster formation</li> <li>• Tourism product packaging is less attractive to tourists</li> <li>• The implementation of tourism marketing strategies does not satisfy consumers/tourists</li> <li>• Accessibility is still limited to some tourist destinations</li> <li>• Transport facilities are inadequate</li> </ul>

<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Implementation of the OVOP programme</li> <li>• Development of tourist and cultural attractions</li> <li>• Strong local institutions</li> <li>• Event organisation</li> <li>• Encourage capacity building competitiveness through price, after-sales service, production continuity and satisfactory service</li> </ul>	<p><b>STRATEGI SO</b></p> <ul style="list-style-type: none"> <li>• OVOP Programme Plan</li> <li>• Expansion of market share by segmenting the market for several types of products</li> <li>• Improving the quality of human resources</li> <li>• Maintaining quality and service quality</li> <li>• Develop facilities and infrastructure for special interest tourism and marine tourism</li> </ul>	<p><b>WO STRATEGY</b></p> <ul style="list-style-type: none"> <li>• Creating an investment climate</li> <li>• Improve cost efficiency</li> <li>• Develop existing tour packages to be more attractive to tourists</li> <li>• Improve access to tourist attractions and increase transport networks</li> <li>• Improve marketing strategy</li> </ul>
<p><b>THREAT</b></p> <ul style="list-style-type: none"> <li>• Unstable economic situation</li> <li>• Competing with the global market</li> <li>• Low product quality</li> <li>• Partnership Relationship</li> <li>• Free trade expansion</li> </ul>	<p><b>STRATEGY ST</b></p> <ul style="list-style-type: none"> <li>• Collaborate with airlines to promote tourism in Kupang</li> <li>• Improve both quality and service</li> <li>• Setting a pricing strategy</li> <li>• Developing new products that have distinctive characteristics</li> </ul>	<p><b>WT STRATEGY</b></p> <ul style="list-style-type: none"> <li>• Collaborate with competitors by emulating their successful performance</li> <li>• Improve the image of Kupang tourism as a safe destination for tourists to visit by focusing more on the natural and cultural aspects</li> </ul>

Through the SWOT analysis described above, a policy model for developing Cooperatives and Tourism through the OVOP program was produced as follows:

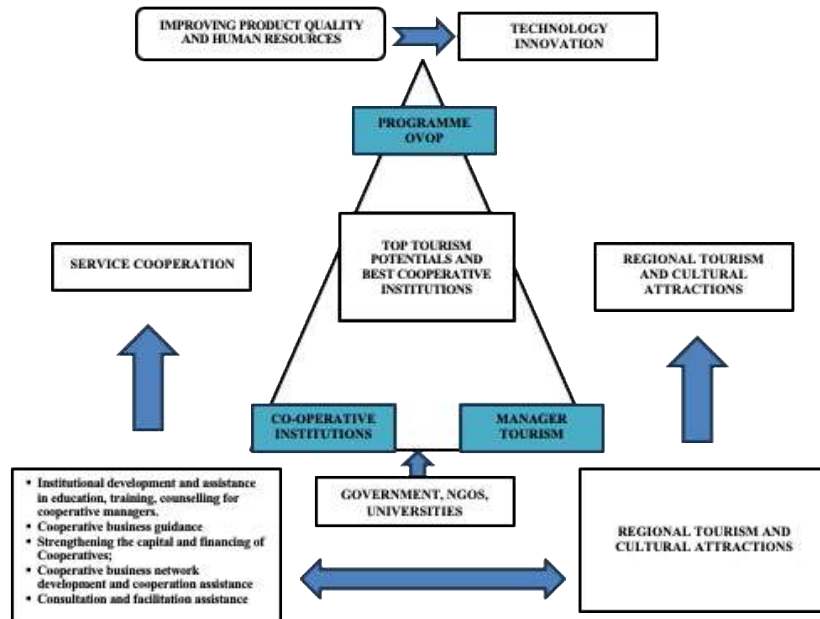


Figure 3. Policy Model for Cooperative and Tourism Development through the OVOP Programme in Southwest Sumba

Source: Processed by Researchers 2024

The criteria for community-orientated development are as follows:

1. Advancing the community's standard of living through economic income generation
2. Equitable distribution of income among the local population
3. Preserving cultural identity and local traditions
4. Utilising all aspects of the community to sell to tourists, for example:
  - a. Developing community activities: weaving, tour guiding, culinary, building *outbound activity* facilities
  - b. Carry out various customary activities
  - c. Planning *tourism events*
  - d. Preserving culture: through shadow puppet shows
  - e. Caring for the environment (by planting dragon fruit trees along the village road)
  - f. Seeking equitable distribution of benefits to the community, and
  - g. Guaranteeing a return of profits to society.

Opportunities for the development of tourist attractions in NTT are wide open for both the community, micro, small and medium enterprises and the government. This potential can be sold to investors on the basis of the regulatory framework that has been built by the government. The concept of selling here does not mean that it is given to others to become property rights forever but as a temporary owner for a certain period of time. Furthermore, there are several tourist attraction destinations (DTW) that do not require investors but can be managed by the local community itself with government intervention through rules and policies that build business continuity from the community. For example: dance, music and cultural performances, handicraft exhibitions. There are also traditional markets and culinary specialities of the DTW.

Some of the roles that are absolutely the responsibility of the government are as follows:

1. Affirmation and consistency on land use for tourism development including certainty of ownership rights, rental systems and so on.
2. Protection of the natural environment and cultural heritage to maintain the attractiveness of tourist attractions including rules for the utilisation of these environmental resources.
3. Provision of infrastructure: roads, ports, airports, bridges, terminals and tourist transport.
4. Uncomplicated fiscal, tax, credit and business licence facilities so that people are more encouraged to do tourism businesses
5. Security and comfort of tourism through the assignment of special security at tourist attraction locations.
6. Health insurance in DTW
7. Competition regulation

To fulfil this strategic role, the government needs to develop a clear plan supported by monitoring and evaluation activities.

## **CONCLUSIONS AND RECOMMENDATIONS**

This research reveals that the implementation of the One Village One Product (OVOP) model in Southwest Sumba has great potential in developing cooperatives and the tourism sector in an integrated manner. The programme focuses on empowering local superior products, which have high competitiveness in the global market. Although it has had a positive impact on the community's economy, the main challenges in implementing the OVOP programme are limited infrastructure, lack of well-coordinated management, and human resource capacity that still needs to be improved.

The successful implementation of OVOP relies heavily on the active involvement of the community, collaboration between sectors, and adequate policy support from the local government. Cooperatives play a very important role in managing and modernising local superior product businesses, as well as introducing these products to international markets. Therefore, to increase the effectiveness of this programme, it is necessary to strengthen the capacity of business actors, improve product quality, and develop supporting infrastructure. With these steps, it is expected that the OVOP programme can optimise local economic potential, encourage the growth of the cooperative sector, and strengthen the tourism sector in Southwest Sumba.

## **ADVANCED RESEARCH**

Future research should advance the OVOP implementation model in Southwest Sumba by developing an integrated, data-driven framework that simultaneously maps product value chains, cooperative performance, and tourism flows to identify high-impact intervention points. A mixed-methods design combining geospatial analytics, digital market intelligence, and social network analysis could reveal how local cultural assets, cooperative structures, and tourism mobility interact to shape product competitiveness and community empowerment. Further studies should test digital-based OVOP innovations –

such as smart cooperative management systems, tourism-linked e-commerce, and AI-supported product branding—to evaluate their effectiveness in overcoming persistent barriers related to infrastructure, human resource capacity, and fragmented institutional coordination. Additionally, experimental policy simulations can be applied to assess how various government support schemes influence cooperative resilience, tourism revenue distribution, and long-term sustainability. This direction will enable the formulation of a more adaptive OVOP model capable of strengthening local economies while preserving cultural identity in remote regions like Southwest Sumba.

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