

Exploring The Community Participation, Tourism Village, And Social-Economic To Environment Impact (Case Study: Pentingsari Village, Yogyakarta)

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Abstract : *Pentingsari is one of tourist village destination areas because of the unique culture and beauty environment. This study aims to development the community participation in recent area of an effective tourism village that increases the economic growth, socio-cultural and environmental. The development of tourism in Indonesia is familiar with the trend of ecotourism as one approach to tourism development (Chang et al., 2012). This study uses a qualitative approach by adopting the interpretive paradigm. Result findings show empowerment of rural communities in Pentingsari village can maximize the utilization of potential of nature and environment, as well as to empower communities by maximizing the utilization of social culture, customs and historical heritage of rural communities by maximizing the potential of agriculture and plantation. Overall, government can improve the local economy, particularly encouraging for emergence of new entrepreneurs in this area, entrepreneur will boost the competitiveness of businesses in this village with an increase in entrepreneurial spirit by socio-economic and environmental impacts.*

Keywords: *community participation, tourism village, socio-economic, and environment impact.*

I. INTRODUCTION

Nature-based tourism and rural tourism (travel) is quite high (Sastrayuda, 2010). Many things cannot be applied fully as the lack optimal of empowerment of rural communities, lack of attention to preservation of rural environment as a tourist attraction, as well as the lack of knowledge about governance good rural travel in order to produce maximum economic impact (Sastrayuda, 2010). In addition, financial result of management of tourist village is often less enjoyed by local community (Salazar, 2011). One effort to change the mindset and behavior of stakeholders in tourism activities by giving depth to community and local government on the importance of good governance in operation of rural tourism based on local communities. This will also pay attention to participation and well-being of rural communities, culture impact, and environment sustainability of natural resources and not simply think of vast number of tourists visiting the region (Chang et al., 2012).

The Government of Republic of Indonesia also showed a strong desire to develop rural tourism by providing funding and guidance to tourist village. In 2012, government of Republic of Indonesia to develop as many as 978 tourist villages through the National Program for Community Empowerment (PNPM).

Table 1. PNPM Mandiri Tourism Village Tourism Development

Year	Fund	Village	Province
2009	Rp 8,75 million	104	17
2010	Rp19,57 million	200	29
2011	Rp 61,7 million	569	33
2012	Rp 121,45 million	978	33
2013	Rp123,25 million	980	33

Sources: Kuntadi (2013) dan Prihtiyani (2011).

Tourism village development in Indonesia in particular is very striking in three areas, namely in province of Central Java, Yogyakarta and Bali. Tourism development in Yogyakarta and Central Java are supported by geographical location of villages around the attractions that are well known as a beautiful natural, Yogyakarta surrounding as Borobudur and Prambanan area, Tourism Village Pentingsari (as 1st in 2009) and support of coaching from the local government and media to communicate between managers. Forum Communications Tourism Village in Yogyakarta and Festival Village, held by local Tourism Office has been supporting the growth of number of tourist village in region. Tourism Village Pentingsari as one of tourist village in Yogyakarta contributes significantly to development of community-based tourism in Yogyakarta. This is an indicator that Tourism Village in Pentingsari is very popular to involve the local communities. The programs

offered at each tour package are includes camping and outbound activities, cultural attractions batik, wayang suket, historical tours, tracking and culinary tours.

The success of sustainable tourism development through the program is determined by tourist village cooperative relationship as a fundamental element of local community participation in planning and project management of a tourist village (Garrod, 2001). However, some empirical studies indicate the presence of obstacles in building the relationship, so thon essence of program the tourist village, which is the public welfare is difficult to materialize. The process of top-down decision-making that is commonly used by tourism authorities are often at odds with the interests of local community (Byrd, 2007; Carmin et al., 2003). The success of development of sustainable tourism in tourist village lies in empowerment of local community participation as an actor in building, owning and managing direct tourist facilities and services.

Efforts to develop the tourism sector is very holistic and multi dimensions to build capacity and empower local communities (Ardika, 2011). Aspects of natural resources, culture, customs, religion, and character of local community contribute to this holistic. Tourism can play an important role in reducing poverty (Men and Pitana 2010). Participation of citizens in management of tourist village not only facilitate their understanding of local tourism (Byrd, 2007), but also improve the quality of planning and decision to include the views of locals (Beierle & Konisky, 2000; Carmin et al., 2003).

Generally, it's very difficult to accurately quantify tourism and world's largest industry, accounting for about 5.5% of world's Gross National Product and 6% of employment, then growing fast (Glasson et al., 1995). Most governments can encourage the growth of tourism in their respective countries in order to support the economic development. Overall, for poor countries, regions, towns, and cities, tourism is seen as the fast track to development. Hall (1995) said thon main reason why governments, particularly in developing countries can encourage the tourism investment because of expectations that it will contribute and participation to economic development as well.

Ceballos-Lascurain (1996) said that eco-tourism is a type of tourism to promote conservation has low visitor impact of tourism to provide the beneficially active socio-economic involvement of local populations and to promote the visitor awareness in environmental conservation. According to Carter (1991), green or eco-tourism focuses on the need to promote a symbiotic, or at worst, co-existent relationship between tourism and environmental conservation. So, suggest thon two concepts of sustainable development and eco-tourism are interrelated and both advocate for secure livelihoods of poor, equitable distribution of tourism benefits, equal participation in decision-making by stakeholders and promote the environmental conservation.

An assessment of tourism's contribution to economic developments in host regions requires an analysis of backward and forward linkages between tourism and other sectors, an understanding of spatial location of tourism activities and identification of beneficiaries of economic impact. Tourism can be analyzed for national and regional development, bringing employment, exchange earnings, balance of payments advantages and important infrastructure developments for locals and visitors (Glasson et al., 1995).

II. Data and Methodology

Tourist village management involves public participation in developing economic, socio-cultural, and tackle environmental problems felt by people in village of Pentingsari, Yogyakarta. This concept shows that management of tourist village should pay attention to dynamic economic, social, and cultural life guard and preserve the natural environment.

This study used a qualitative approach by adopting the interpretive paradigm. This paradigm requires researchers to understand way of thinking of actors under study (Denzin and Lincoln 2011; Veal, 2006; Jennings, 2010). Research conducted in Pentingsari tourist village is qualitative descriptive method qualitative analytical. Qualitative Analytical describe the management of tourist villages through community participation and impact on the economic, social, cultural and environment. Data obtained from in-depth interview is in form of recorded interviews of key informants, made the interview transcript. While the purposive sampling technique is regarded as the most effective means selecting key individuals to be interviewed. Regarding the number of respondents drawn snow bowling technique. Tourism village has been developed in Indonesia with the adoption of several tourist villages. For example, Pentingsari village's Tourism established as one of tourist villages in Yogyakarta and contributes to development of community-based tourism.

III. Results

According to Head of Yogyakarta Tourism, Tourism Village is one of national government programs in an effort to increase tourist visits to Indonesia, especially for tourists who have a special interest in environmental issues. Tourism Village in Pentingsari is being originated from this village election as a national champion in field of environment and reforestation. This is one of 37 tourism village located throughout Sleman with unique facilities of different rooms. Tourism Village in Pentingsari has a specific nature conservation and sustainable environment, besides the several historic heritage places are promoted for tourists. According to one resident, Pentingsari village is very rich with relics of historical objects and antiquity preserved as an attraction for tourists visiting this village. Pentingsari rural community participation is very good to jointly maintain security and comfort of environment.

The existence tourism village in Pentingsari is inseparable from the existence of Merapi Mount in this village, and presence of mountain is considered an advantage for people of this village, because many tourists who come and stay. Between villages and hamlets in Pentingsari have a relationship with the past history of a unique, because this village as a buffer region of volcanoes, had experienced destroyed by a blast of hot lava mountain. Tourism Village is located in Umbulharjo, Cangkringan, Sleman and Yogyakarta. Pentingsari village is situated on the slopes of Mount Merapi, which a few years ago had erupted. The village is also within walking distance of Kali Adem tourist destinations which have cool air and unspoiled natural conditions. Tourism Village in Pentingsari is located at ± 600 meters and at a distance of 12.5 km and distance is ± 22 km from the city center taken approximately 50 minutes drive from the city. Most residents / households in village have lodging facilities are available on tourism village among a meeting place, a field for activities, places and outbound facilities. Pentingsari village has a genuine rural scenery, cool with minimal air temperature $17,1^{\circ}\text{C}$ and maximum temperature of 25°C , and has a special specification, which is close to mountain areas:

- Attractions: Nature, include: the natural environment
- Attractions: Culture, include: a relic of colonialism
- Attractions: Special Interest, include: sports nature.
- Attractions: Agro/Tourism Village, include: agricultural and historical heritage.

In managing a Tourism Village needed a vision and a mission to identify and plan the direction of village, so that managers create a management strategy to achieve the vision and mission. The vision of Tourism Village in Pentingsari is improved the living standards for people in field of nature-based economy to cultural and agricultural. The missions of tourism village in Pentingsari are:

- Empowerment of rural communities in village by maximizing the potential utilization of nature and environment.
- Empowerment of rural communities in Pentingsari by maximizing the utilization of social culture, customs and historical heritage of rural communities in this village by maximizing the potential of agriculture and plantation.

Potential of Pentingsari Village

Tourism Village in Pentingsari has a relic of antiquity to be historic places that are promoted by tourists, namely:

- *Watu* offerings - *Watu Dakon*
- *Watu* Elephant - Pentingsari tomb, location of Tomb of Fighters 1948-1949.
- *Watu* Umbrella Spring Sari Luweng Sunan Kalidjaga, 1477.
- *Watu* Gendong -Camping.

According to village head, village communities in Pentingsari are empowered to preserve the natural environment by empowering farmer groups in agriculture, plantation and environment. In addition, fish farmer groups take advantage of water flowing in river, women farmer groups are advised to take advantage of local tubers for local food.

Tourism Development of Pentingsari Village

Strategy development activities of village community in Pentingsari to tourists who visit the Tourism Village is based on nature activities, namely:

- Agriculture. Agriculture activities are carried out by planting, growing of food crops as well as provide knowledge to travelers that farming live with soil as planting media.
- Field Plantation. Plantation activities are conducted with the cacao plantations, coffee, vanilla and cloves. Here visitors are taught how tillage, planting, crop maintenance, picking fruit until the sale of crop.

- (Jogging Tracking. Natural conditions of Tourism Village at Pentingsari is located between two rivers (Pawon rivers and Yellow rivers). It is suitable for children, adults, and elderly with a passing lane river edge through rice fields, up, and down the cliff with a very unique and beautiful tunnels, passed amid the shade of various species of forest plants.
- Outbound. Outbound activities are carried out by children by playing educational games and are taught self-reliance, while for adults were sent to river to perform outbound games by guide.
- Learning Batik. Pentingsari village has a special package for visitors who want to learn batik, participants will be taught batik on white cloth as a medium width of ½ meter batik.
- Learn to Create Janur Crafts. There are handicrafts made from coconut which would like to make a various shapes, such as flowers Virgine commonly used for weddings and make a diamond.
- Saw Mushrooms and Coffee Processing. Visitors will be escorted to see how the process of mushroom cultivation to harvest and ready to be processed into a variety of culinary. Then there is also a coffee bean processing activities started from picking, cleaning the skin, then roasted until the last traditional pulverized.

Tourism Village Management in Pentingsari

The tourist village management at this village is done by community itself. Guests are welcomed to choose the activities that will be carried out. For a group of more than 40 people prepared a special package price during their stay in Village Travel Packages Pentingsari. These village amenities include a stay on home stay per day per person full board, Rent Arena outbound/camping ground, Rent Joglo or meeting place, Rent sound system and Tour Guide, Package Tours are offered training Things Agriculture / Horticulture, and Package food and Snack includes the Welcome drink / snack (starting price), rice box, a buffet meal, and comprises a package tour; Lava and Volcano Merapi tour.

IV. CONCLUSION

Tourist village management in Pentingsari area affect on the economy, as a result of determination of a tourist village that indicated the positive impact for village citizens, where the income level of resident's and welfare of society become better. Determination of tourist village has been able to increase professionalism in management of tourist village and increase the household income, because there is an increase in business. Management of better tourist village also has been able to reduce urbanization to other major cities, and which further can be felt for management of tourist village become better, and ultimately to reduce poverty.

The management of tourist village can improves social and cultural life, because there is a relationship between a tourist village communities and environment, including in relationship concept where individuals can preserve the environment by participating in environment preservation. It is forms of symbiotic mutualism relationship. Community wants the environmental management remain unexploited and will be better again. The public has realized that environmental management will be comfort and shelter and protect the environment to attract a tourist village, because they are visitors that importance of fresh air to improve physical and spiritual health.

The community supports the development of rural tourism, but the condition of human resources is still low. It is therefore necessary training related to improving the quality of human resource development, especially related to salesperson, serves / culinary, foreign languages, good lodging management, quality of service, and field of environmental conservation. Besides, it is also necessary to increase social investment as civil society and socio-cultural preserve better.

Government should improve the local economy, particularly encouraging for emergence of new entrepreneurs in this area. With the advent of this entrepreneur will boost the competitiveness of businesses in this village. With an increase in entrepreneurial spirit, they will be able to work better and more focused. The Government provides opportunities for managers to develop tourism tourist village environment (green tourism) .Green tourism become a new trend in management of tourist destinations, is associated with health issues and environmental preservation. The government can better develop other programs because of tourist village can further enhance its role in reducing poverty. It can also be done by developing the uniqueness of each country (village tourism based on geological) and to develop a model of participatory development areas are still lagging behind, and preservation of culture or customs. Carter (1991) said that large-scale tourism development is often the precursor to small-scale entrepreneurs and this suggests that as tourism development proceeds, indigenous firms and locals gain knowledge and experience in tourism business. The government should coordinate investment infrastructure with the needs of small-scale entrepreneurs and needs of local communities, paying careful attention to environmental component and economic.

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