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## Community Empowerment Model Through Village Intitutions To Organize Events (Studies In Tourism Pilot Areas)

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**Abstract** .The Indonesian tourism industry is very important for development because it can increase its contribution to gross domestic product (GDP). Recently, community-based tourism (CBT) has developed, which refers to a type of sustainable tourism. Community-based tourism aims to create a fairer distribution of tourism income, improve cultural preservation, and increase environmental protection by directly involving local communities in tourism management. The aim of the research is to determine community empowerment through village institutions to organize events, in a tourism village pilot as a case study. Qualitative research that focuses on community empowerment where the informants in this research are village heads, village officials, Pokdarwis administrators, tourism village managers, and economic driving community groups. The research results show that although production, accommodation and accessibility units have not yet been formed, the division of labor with reference to the main tasks and functions of each institution in the tourism village pilot, has produced culinary products, arts groups and agro-tourism areas.

**Keyword:** Community Based Tourism (CBT), Community Empowerment, Institutions, Tourism Village Pilots.

### INTRODUCTION

The Indonesian tourism industry is very important for development because it can increase its contribution to gross domestic product (GDP). GDP growth will result in higher foreign exchange earnings. It cannot be denied that each foreign tourist spends an average of between \$2,000 and \$3,000 per visit. This creates jobs for the community thereby reducing unemployment. Recently, community-based tourism (CBT) has developed, which refers to a type of sustainable tourism where local communities are actively involved in planning, developing and managing tourism activities. Community-based tourism (CBT) opportunities serve as a tool for community-based development and effective disaster risk reduction and recovery (Carrizosa et al. 2018). Community-Based Tourism is a tourism strategy that emphasizes community empowerment and participation in tourism management and development (Wibowo & Darsono, 2022).

The main idea of community tourism is to empower local residents and communities economically and socially by enabling them to participate and benefit from tourism initiatives. Through community-based tourism impact opportunities, the main goal of community-based tourism is to ensure that the benefits of tourism to the community are maximized.

In the decades before society recognized the importance of local communities and assets, the tourism industry existed solely as a traditional tourism model in which large corporations or outside investors often controlled the industry, providing limited economic

benefits to local residents. This is different from community-based tourism, which aims to create a fairer distribution of tourism income, increase cultural preservation, and increase environmental protection by directly involving local communities in tourism management.

Community empowerment in the tourism industry has a significant impact, especially in terms of the local economy. Involvement in the hospitality industry improves the livelihoods of women small shop owners and managers, and also has the potential to facilitate sustainable empowerment for future generations, providing them with education, choice, control and opportunity (McMillan et al., 2011). Tourism has more or less changed the traditions of society, especially women, who started working at home by gaining strength both in economic, social and individual terms by entering business by taking advantage of the opportunities provided by the world of tourism (Cicek, et al., 2017). However, in its development, community empowerment is still at the third stage of Arnstein's eight stages of participation. The characteristics of the third ladder are where the community is passively involved by only being given information about activities and plans to be carried out that have been previously decided. Community opinions and ideas are not a consideration that can influence decision making (Linggarjati, et al., 2019).

Community empowerment through institutions in tourism pilot areas is intended to provide authority and freedom to regulate the management of tourist attractions themselves. With the problems mentioned above, the aim of this research is to determine community empowerment through village institutions to organize events, in pilot tourist areas as a case study.

## **RESEARCH METHOD**

Qualitative research uses the case study method, which is in-depth research about individuals, a group, an organization, an activity program, and so on at a certain time. The goal is to obtain a complete and in-depth description of an entity. Case studies produce data that is then analyzed to produce theories. As with the procedures for obtaining qualitative research data, case study data is obtained from interviews, observations and archives. Case studies according to (Arikunto 1990:215), "viewed from the scope of the area, case research only covers a very narrow area or subject, but in terms of the nature of the research, case research is more in-depth and discusses the possibility of solving actual problems by collecting data, organize and classify them and interpret them".

Research subjects as informants who determine the research results. (Moleong, 2018: 112) states that "the main data sources in qualitative research are words and actions, the rest is

additional data such as documents and others". In this research, the data source is the statement made by the research subject. Another source of data is documentation which acts as a reinforcement and support for the data obtained. The informants in this research were sub-district heads, sub-district officials, Pokdarwis administrators, tourism village managers, and economic driving community groups (UMKM), youth organizations, cultural groups (gamelan), farmer groups, farmer women's groups, and LPMK. The research location was carried out in Kalisegoro Village, Gunung Pati District, Semarang City, and the research period started from December 2022 to February 2023.

The data analysis model used in this research uses the Miles and Huberman model of interactive data analysis. According to Miles and Huberman (1992: 15-21) data analysis in qualitative research has three stages, including: 1. Data reduction is an activity of selecting, focusing attention and simplifying rough data obtained in the field. 2. Presentation of data based on the data reduction above, then data related to the research can be presented, and 3. Drawing conclusions is obtained through sharing information obtained starting from data collection to data processing which is then strengthened with supporting theoretical evidence.

## **RESULTS AND DISCUSSION**

The formation of Pokdarwis, tourism village managers, economic driving community groups such as arts groups, culinary groups, youth groups and MSME groups aims to develop institutions in tourism pilot areas, all of which is in the context of realizing CBT (Community based tourism) which has been established by local village officials. The CBT model is determined by the sub-district head who then forms a tourism management organization whose aim is to utilize sub-district assets for tourism activities and serve tourist packages, while Pokdarwis as a community group provides tourism service units from community-owned assets.

Planning for the formation of village institutions involves many local communities in several stages, including:

1. Pre-Activity (Problem Inventory).

At this stage, an inventory of problems regarding institutional aspects, Human Resources (HR), products and promotions in the tourism pilot area is carried out.

2. Focus group discussion (FGD)

Results of Inventory and Field Review. At this stage, the results of an inventory of institutional-related problems in the tourism pilot area are discussed. The results of the problem are product potential mapping and marketing as follows:

- 1) Natural Tourism Attractions
- 2) Cultural Tourism Attractions
- 3) Artificial Tourist Attractions
- 4) Main Facilities.
- 5) Supporting Facilities
- 6) Accessibility
- 7) Marketing

The documentation can be seen in Figure 1 below:

**Figure 1. Focus Group Discussion (FGD) Inventory and Mapping of Problems Related to Institutions in Pilot Tourism Areas**



Sumber: FGD Rintisan Kawasan Wisata 2023

From the picture above, it can be seen that planning for the formation and arrangement of institutions in pioneering tourist areas can be carried out by several elements of society, including sub-district officials, sub-district heads, local PKK driving groups, people's economic driving groups and other elements of society. From the results of the focus group discussion, several decisions were agreed upon, including:

#### **Village Institutions (Institutions Managed by Village Officials)**

At the sub-district institution, it was decided regarding the division of main tasks and functions that Village Assets which are tourist attractions, amenities and accessibility will be managed by BUMDes. Residents' assets which become tourist attractions, amenities and accessibility will be managed by Pokdarwis. The role of the tourism manager is to create tourism packages using village assets and community assets. Arts groups will be activated to support tourist attractions and become the main filler in planned cultural events. Village-Owned Enterprises (BUMDes) themselves are village businesses managed by village officials and as legal entities. The formation of BUMDes is based on considerations of several things, including:

1. Based on the initiative and wishes of sub-district officials and the community,
2. Has the potential to advance business in the economy,
3. There are abundant natural resources in the village area,
4. The existence of human resources (HR) who will be able to manage BUMDes

5. Capital participation from the village government in the form of financing and village inventory which is handed over to be managed as part of the BUMDes business.

### **Pokdarwis Institution (Community Managed Institution)**

At this institution together with sub-district officials, all RW heads, all RT heads, all heads of farmer groups, PKK and all heads of existing organizations including Karang Taruna, discussed the formation of the Pokdarwis Team, and about the duties of each of these groups. Next, identify the conditions and potential that exist in the tourism pilot area.

The mapping was carried out by exploring several product potentials, marketing the results of product development and institutional formation in the pilot area sub-districts, which include the following:

#### **1. Natural tourist attractions**

It was mapped that in the natural tourism pilot area, there are five locations with spring natural views and there are natural views around the Akhtara Kaina Housing Complex.

#### **2. Cultural Tourism Attractions**

Cultural tourism was identified in pioneering tourist areas such as the Muludan cultural procession, the Apitan memorial procession, the Aji Laras Karawitan Art, and the Sanggar Sidohayu Karawitan Art.

#### **3. Artificial Tourist Attractions**

It was mapped that there were artificial tourism in pioneering tourist areas, such as two agro/plantation tourism locations, and durian fruit picking. Furthermore, there is an educational tourist location about caring for waste, how to make compost fertilizer, and sorting waste.

#### **4. Main Facilities.**

Several main facilities were mapped as a pioneering inventory of tourist areas that could facilitate tourism activities, including the secretariat office as a place of information. Public facilities such as hand washing/hand sanitizer stations, rubbish bins in key strategic places, several location signs with direction boards and finally an open stage.

#### **5. Supporting Facilities**

Mapped supporting facilities for the sustainability of tourist areas such as souvenir/souvenir kiosks, various kinds of typical Semarang souvenirs managed by MSMEs in pioneering tourist areas. There is a meeting room that is managed as a meeting place for tourism activists. Sound system/loudspeakers as a supporting tool for activities.

#### **6. Accessibility**

It was identified that the condition of the road from the district capital to the tourist location was in good condition. Meanwhile, the type of road from the municipal capital to the location is paved and the travel time from the municipal capital to the location is less than one hour. Likewise, the number of signposts from the district capital to the location of the area is complete and clear. Furthermore, for the type of vehicle that goes to the area, you can use public and private transportation.

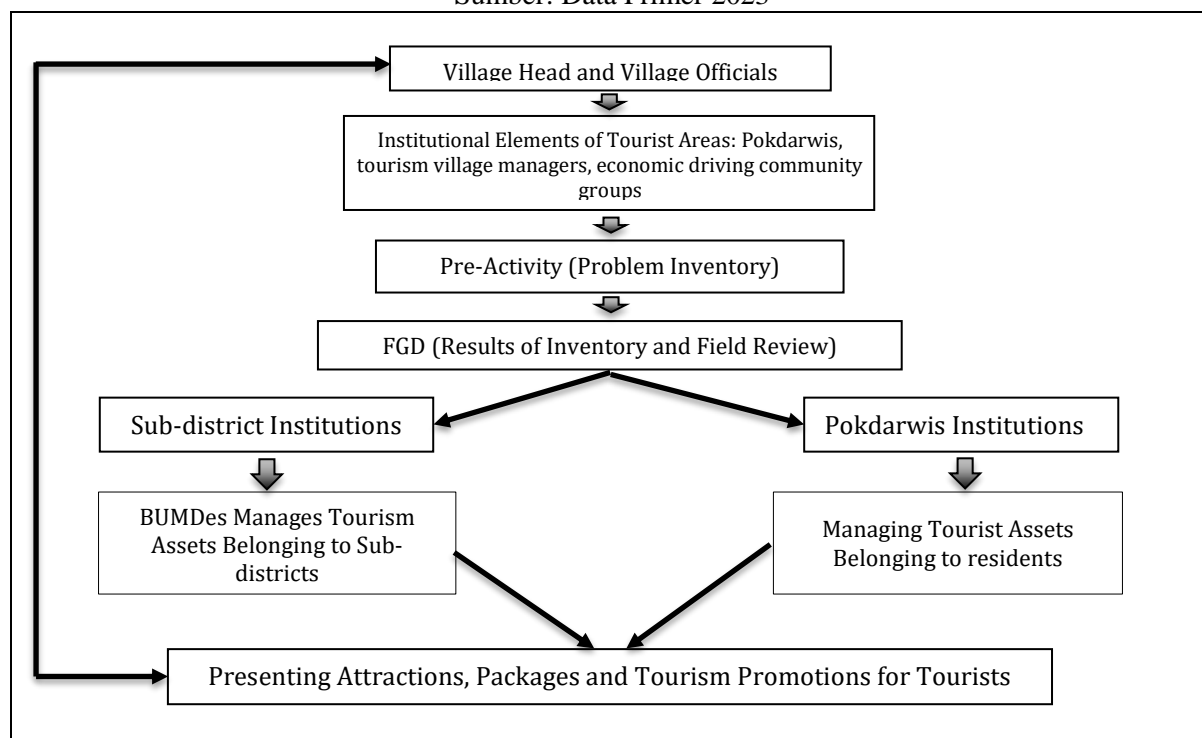
Fulfilling the success of tourist areas, especially start-ups, must pay attention to several elements that must be fulfilled. In accordance with the opinion expressed by Cooper (2005), the basic elements of tourism success can be divided into four components that a tourist attraction must have, including attractions, accessibility, amenities and ancillaries. Meanwhile, Buhalis (2000) put forward a different theory, that the components of successful tourism

development consist of six elements, including Attraction, Amenities, Ancillary, Activity, Accessibility, and Available Package.

The pioneering tourist area of Kalisegoro Village, Gunungpati District, Semarang City, has fulfilled several components put forward by the two expert opinions. It's just that looking at the results of observations in the field is more in line with the opinion expressed by Cooper (2005), where in this pilot area tourism is only formed in attraction units, amenities and ancillaries. Production units for accommodation and accessibility have not yet been formed, but the division of labor with reference to the main tasks and functions of each institution in the tourism pilot area has produced culinary products, arts groups and village agrotourism. In the future, there are plans that have been prepared by sub-district officials and previously established institutions, to create and reorganize production units for the main tasks and functions of accommodation and accessibility. From the results of observations, documentation and in-depth interviews with several informants and the community in general through focus group discussions (FGD), a model of community empowerment through institutions in tourism pilot areas can be found as follows:

**Figure 2. Model of Community Empowerment through Institutions in the Kalisegoro Tourism Pilot Area**

Sumber: Data Primer 2023



From the picture of the model of community empowerment through institutions in the Kalisegoro tourism pilot area above, it can be explained that community empowerment begins with the initiative of the sub-district head and sub-district officials. Then this initiative is

supported by community institutional elements in the tourist area consisting of Pokdarwis, tourist village managers, community groups driving the economy and other groups. Through activities to identify problems and obstacles at the initial meeting, focus group discussions were carried out to find solutions. From the results of the focus group discussion, a special sub-district institution was formed which formed BUMDes to manage the sub-district's tourism assets. Furthermore, another Pokdarwis institution was formed whose aim was to manage tourist assets belonging to residents. The two institutions, both sub-district institutions and Pokdarwis, jointly manage these tourism assets to provide attractions, packages and tourism promotions for tourists.

## CONCLUSION

The aim of the research is to determine community empowerment through village institutions to organize events, in pilot tourist areas. Production units for accommodation and accessibility have not yet been formed, but the division of labor with reference to the main tasks and functions of each institution in the tourism pilot area has produced culinary products, arts groups and village agrotourism. In the future, there are plans that have been prepared by sub-district officials and previously established institutions, to create and reorganize production units for the main tasks and functions of accommodation and accessibility.

Refers to community-based tourism (CBT) where local communities are actively involved in planning, developing and managing tourism activities. So the activities carried out in the tourism pilot area in Kalisegoro already fulfill the elements of community-based tourism (CBT), because there is a plan to form an institution, then develop activities by forming two institutions to manage tourism assets together. This is in line with the opinion of (Wibowo & Darsono, 2022) which states that community-based tourism is a tourism strategy that emphasizes community empowerment and participation in tourism management and development. So this research recommends the involvement of third, fourth and so on parties to support more advanced and sustainable tourism development.

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