

**ECOTOURISM**  
and  
SUSTAINABLE TOURISM DEVELOPMENT IN INDONESIA  
*Potentials, Lessons and Best Practices*

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# **DEVELOPING COMMUNITY BASED TOURISM THROUGH NATIONAL PROGRAMME OF COMMUNITY EMPOWERMENT ON TOURISM IN INDONESIA**

*By : Syahirin Abdulah, Frans Teguh, Retno Darumurti, Doto Yogantoro,  
Maladi and Ricky Avenzora*

## **INTRODUCTION**

The implementation of National Program of Community Empowerment on Tourism (NPCE; in Indonesia so called PNPM Mandiri Pariwisata) initiated by the Ministry of Cultural and Tourism due to the Regulation No. PM.26/UM.001/MKP/2010 about General Guideline's on NPCE on Tourism through Rural Tourism; which was completed by the Ministry of Cultural and Tourism Regulation No.KM.18/HM.001/MKP/2011 about The Guidelines of NPCE on Tourism. This government program was to accelerate poverty countermeasure and reduce unemployment.

The guideline mentioned that tourism has a characteristic of potential power which is in-site, attached to a very long chain of values (to the future as well as to the past); and also a local resource based industry. In tourism industry, transactions are only enabled by the visit of the tourists to the production site, therefore the community gain the benefit (income) directly. Tourism transactions will have positive effect on the values chain, and enhance the economy significantly. Tourism and cultural industry's characteristic which is very local resource friendly and provide many employments will be very

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effective in reducing unemployment and opening business opportunities in the district area. Further, the guideline (2012) also explains that NPCE on Independent Tourism activity should be focused on the development of target areas which have related functions and tourism attraction in the form of variety of nature, culture, and hand-made resources as well as tourism industry's facilities which is the motor of tourism activity in rural areas.

The Strategic Plan of the Ministry of Tourism and Creative Economy (2012) explains that poverty countermeasure programme targeted to reduce absolute poverty level from 14.1% in the year 2009 to 8-10% in the year 2014 and improve income distribution with family based-social security, community empowerment, and elaboration of community economy opportunities. For this purpose, priority programme assigned to the Ministry of Tourism and Creative Economy in the year 2012-2014 is the implementation of NPCE on Tourism through the development of rural tourism.

In the year 2009, Directorate of Community Empowerment under the General Directorate of the Development of Tourism Destination has implemented NPCE on Tourism in the form of the development of rural tourism, 10 villages in 17 provinces has been transformed into tourism villages and the number has increased to 200 villages (in 29 provinces) by the year 2010. In the year 2011, 569 villages in 33 provinces has implemented this programme and this programme was continued until the year 2012 with 978 villages and another 979 villages by the year 2013. (Ministry of Tourism and Creative Economy, 2013).

In the development of a rural tourism, NPCE on Tourism emphasize the importance of the village community's role in every process, they are expected to be the doer in all tourism village's activity. The Guideline of NPCE on Tourism defines a tourism village as *"a form of integration of attraction, accommodation, and facilities which is presented in a community life structure together with the valid customs and tradition"*. Furthermore the guideline explain that the community living around the center of village activity is an inseparable component of the development of tourism activity in respected area; they can have the role of supporting the tourist attraction and also supplier of certain components needed for the tourism activities.

In relation to the development of creative economy in a tourism village, the quality of tourism needs to be measured by the length of tourist's stay. The higher the quality, the longer the tourists willingness to stay, and the more expenses they are willing to spend which will increase the income of the local community which at the end will increase their capability of continuing and enhancing any quality needed. For that reason, the NPCE on Tourism

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(NPCET) seriously supports the development of tourism villages; in order to immediately increase the capacity and capability of the community to make efforts; covering both the community in the villages area, and the community which has linkages in functions and roles (as a supporting object, raw materials and logistic supplier, etc.). In time, the dynamics is expected to be able to empower and increase the welfare of poor community living near the tourist attraction or the tourism activity center.

The availability of employment in the tourism villages will prevent urbanization, which consequently contribute to the loss of the human resources and potential youth for developing their own villages. On the other hand, the opportunity of doing trading near the tourism attraction also has potential negative effects on the tourism activity, especially if the situation does not managed under an appropriate design concept, cleanliness and beauty of the local tourism attraction. Therefore, every decision making process in NPCET emphasize the consideration of preservation and sustainability of the program by involving related community and institutions.

### **THE DINAMIC AND MOTIVATION OF NPCET PARTICIPANTS**

Budget and human resources limitation, coordination constraints and relatively short fiscal time of national budget are classic problems encountered in the implementation of NPCET. Those classic problems caused more trouble to the high interest of the community submitting proposals to get the NPCET. The principle of equity and other principles which ideally needs to be followed in the allocation of the funding must be in line with other strategy in determining the recipient. With all the limitations and constraints, thousands of proposals are impossible to be verified one by one, therefore the determination of the grantee mostly based on the letter of recommendation issued by the local government. Through this strategy, the local government not only received the confidence and delegation of task, but also are expected to give attention and be responsible of any development of the tourism village program that will take place in their area.

Nevertheless, basically, candidates of NPCET recipient have to be able to show indication of well preparation in developing tourism village. There are some points of general criteria need to be fulfilled: (a) the identification of tourism resources; (b) strategy to develop the resources; and (c) potential market. To start developing a village, first they have to identify the nature resources, cultural resources and other potential resources, and the variety or tourism attraction, and the uniqueness of the village, which will be able to

attract tourists to visit the village. Tourism village counts heavily on the efforts of the community in carrying out life in the rural setting, as the lifestyle and simple mindset, hospitality, and unique ways to solve daily problems forms a certain of attractiveness.

Further, the development of rural tourism needs to give attention to four important elements, which are competition, marketing, collaboration and networking, globalization, and the development of business strategy. Therefore, every candidate needs to pay attention to every regional planning in their area; especially about the stimulation of business development monitoring the development of competitors, and also the variety of products quality, and knowledge of market changes. In developing market, they need to pay attention to customer expectation. They need to have knowledge of competition, challenges and opportunities to develop local products, market segments, and promotion strategies, including communication and the use of information technology. Networking is also important, especially on the involvement of local community for the sustainability of the tourism villages

Observations on the proposals and ideas submitted in NPCET conclude that the development of rural tourism can be categorized into 4 groups (a) Cultural attraction-based tourism village; (b) Natural attraction-based tourism village; (c) Handicraft attraction-based tourism village; and (d) Other attraction-based tourism village. The development of Penglipuran Tourism Village in Bali, Kebon Arum Tourism Village in Yogyakarta and Sade Tourism Village in Lombok were proposed as cultural attraction-based tourism village while Senaru Tourism Village (Lombok), Lhoksado Tourism Village (South Kalimantan), Sumber Rejo Tourism Village (Batu, East Java), Rantih Tourism Village (West Sumatera) were proposed as natural attraction-based tourism village. In line with the main activity of the community, Tembi Tourism Village Kasongan Tourism Village (Yogyakarta) and Banyumulek Tourism Village (Lombok) were proposed as handicraft attraction-based tourism village. Special other attraction (like caves, trekking, and beach) were proposed by Bejiharjo Tourism Village in Yogyakarta (caves), Nglanggeran Tourism Village in Yogyakarta (rock climbing), Dieng Kulon Tourism Village in Mid-Java (lake) and Olele Tourism Village in Gorontalo (coastal).

**Cultural attraction-based tourism village.** In regards of the development of cultural attraction-based tourism village, proposals submitted shows high interest of the local community to preserve variety of culture; protection of the nature; protection of the original and local culture, especially traditional knowledge; also to strengthen, build, and support community's capability in preserving and using its traditional skills. Those motivations were declared in the form of proposing education and training process, for the community

as well as the tourism industry and tourists, regarding hospitality behavior.

In regards of culinary tourism, as one of the cultural element, the candidates also have high orientation for having support in producing food that can be used as "oleh-oleh" (gift as souvenir given by the tourists to their family/close acquaintance back at home). Further, the candidates also show high interest in building their economy through homestay program and perfection on their traditional art and music.

**Natural attraction-based tourism village.** Natural attraction-based tourism village is located near natural ecotourism destination which has to be preserved as it is easily be polluted. The original nature needs to be handled carefully. Therefore, the tourists need to be aware and the management needs to involve them in preserving the area. Serious management is needed in order to give benefits to the nature and community preservation. For example, limitation of visitors might be needed in order to save the ecosystem, rare plants, and animal habitat; while the economical exploration by the community needs to consider every aspect.

Proposals submitted show that the candidates are aware of the importance in preserving nature in their villages. This awareness can be seen in their proposal to conduct counselling and training needed for the community, which objective is to make the future management of the tourism village and the rest of the community understand to what extent they can explore their nature without harming the environment.

Proposal submitted describe that rock climbing and outbound are also very popular and nature attraction-based villages show high interest in conducting these activities. There is a strong orientation of using the NPCET funding for buying equipment for these activities.

**Handicraft attraction-based tourism village.** Motivation description of the community to develop handicraft attraction-based tourism village can be seen in Tembi Village in West Nusa Tenggara and Kasongan Village in Yogyakarta which produce pottery, also a number of other villages in West and East Nusa Tenggara which are very motivated in developing traditional woven industry. Mostly the proposals indicate that communities from this group are motivated in using the funding for developing craftsmen organization and to build raw material supply system; none of them having orientation of using the funding for improving the quality nor diversification of their products.

**Other attraction-based tourism village.** A number of proposals of other attraction-based tourism village can be divided into two groups. The first

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group consist of villages which has a complete tourism attraction but have not found the eminent signature and therefore tend to put forward tourism activities at the same time. The second group consists of village which objectively considered to be lacking resource and attractiveness, have high motivation to move forward (which also can be a motivation to "a piece of cake" from NPCET). For whatever reason, the willingness to move forward from this group encourages them to find alternative identity developing tourism village in their area. Despite all limitation of resource they still try to "steal attention" so that their village can be helped through the funding. A number of tourism activities were packed and proposed the attractiveness of their villages.

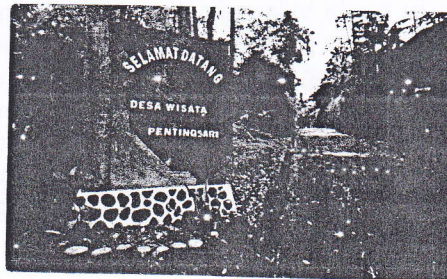
For example, Rantih Tourism Village in Sawahlunto is a village from first group. Besides the cultural attractiveness, the community also is enthusiastic to develop other attraction, like rafting in Ombilin River, trekking, biking, outbound, fishing, planting rice field, and tradition of having rice together. While the community of Goa Pindul is an example of the second group.

## MILESTONES AND LESSONS LEARNT

### Development of Natural and Cultural Ecotourism in Pentingsari Tourism Village, Yogyakarta

Pentingsari Tourism Village is located in the hilly area of Merapi mountain (one of the most active volcanoes in the world). The distance from mountain peak is only 12.5 km and the distance from Yogyakarta city center is just 22.5 km. The altitude of this village is 700 m above sea level, with steep valleys located at the west, east, and southside of the village, while the northside is a land which correspond directly to the land of Merapi mountain, making this village a naturally tourist destination.

Picture 1. The gate to Pentingsari tourism village



Courtesy : Retno Darumurti

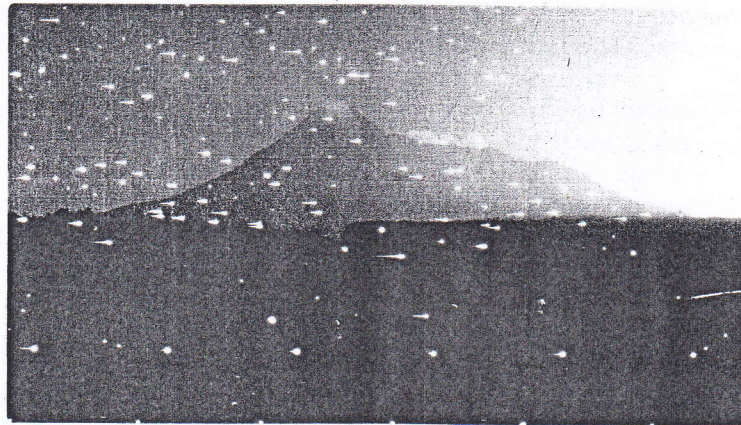
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Officially, Pentingsari village is run as a tourism village since 15 April 2008; based on the Sleman District's Decree No. 556/336. This village carries natural, cultural and agricultural theme. In this village, tourists are able to feel the life in rural area and do the same activities as the inhabitant's. They also offered lessons of nature, environment, agriculture, farming, entrepreneurship, social cultural life, various art traditions, and local wisdom which strongly rooted in the community with the typical scenery of the villages in the slope of Merapi mountain.

This tourism village also provides homestay program and visits to the agricultural fields, fishing fields, and trekking around the villages through the hills. Tourists can also enjoy cultural activities regale like gamelan, classic dance, making batik, and cooking Yogyakarta typical culinary.

As Pentingsari village located in the slope of Merapi mountain ease the tourists whose going to visit Merapi mountain easy to get accomodations; besides the low price, they also can feel the village's life with beautiful and mystical Merapi milieu. Tourists will be then taken into the traditional Javanese and typical rural sphere. The fresh air of the mountain slope creates relaxing environment and release from job routinity.

**Picture 2. Merapi mountain**



Courtesy: Menak Aryananda

In terms of development phase, Pentingsari village is still a young tourism village. It's early condition was underdeveloped among other villages in Merapi area; the level of economy and community's income was relatively very low. Their life was very modest. Geographically, the location was remote,



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with very limited access to surrounding areas and with less fertile soil.

Pentingsari tourism village has 103 ha area, consists of yards, farms, river banks, and rice fields. Even this village used to be a poor village, but now the villagers' spirit of cooperation in nursing nature, environment and local wisdom has been fruitful. Nowadays, they have many natural resources and the social cultural life which are well maintained. However, until the year 2007, the villagers still isolated because of the lack of infrastructure and transportation.

To overcome the isolation, in early 2008, the villagers conducted a movement to give more values to their own social cultural and economy; they continued maintaining the tradition, local wisdom and culture and also opened their minds and build positive interactions with the outsiders. Despite the limitations, with their own spirit and encouragement from many parties, the villagers took the liberty to move forward and built a tourism village as they want to be equal with other villages.

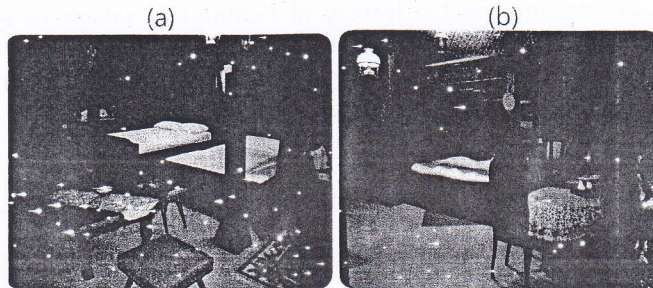
Recently, there are many things can be appreciated as tourism attractions in this village. Starts with comforting and beautiful milieu to activities like trekking or volcano tour. The village also has home stay facilities and cultural tourism attraction to be offered. Fresh air, green village and birds singing offer the beauty of natural ecotourism for the tourists during their stay. Rice fields and farms well managed by the villagers added the beauty.

Those tourism attractions inspired the villagers to develop agricultural educational tourism, at least the experience of traditional plowing. Many things can also be offered to the tourists; like cultivating fields, farming making batik, dancing, playing gamelan, goat farming, fishery, and entrepreneurship. All rice fields, farms, and ponds in the village are used as objects and tourist attraction and also as learning facilities. Therefore, about 65% of this village's visitors are student.

Homestay facilities development in this village done by providing some rooms for rent in the villagers' houses. There are 60 houses ready to welcome guests, with the typical rural hospitality of the host. Some of the houses were equipped with antique furnitures, so the tourists can experienced the past of feeling the sense of vacation to grandparents' house.

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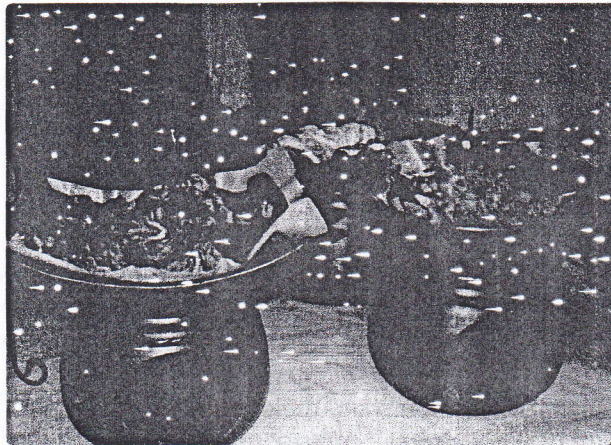
Picture 3. (a) Antiques furnitures in a homestay facility; (b) Traditional house interior



Courtesy : Retno Darumurti

During their stay, the tourists will be served with traditional culinary from the village's farms, while having friendly conversation with the hosts. The guests are also welcomed to follow daily activities in the house.

Picture 4. Pentingsari village's typical culinary



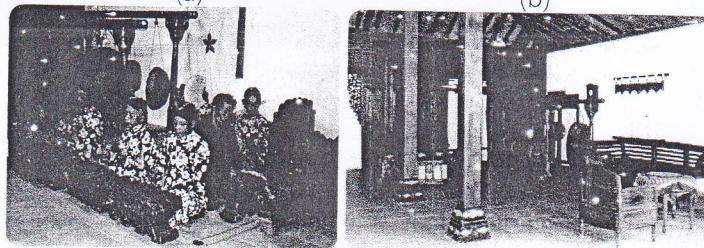
Courtesy : Retno Darumurti

In terms of art and cultural attraction, there are several eminent arts performances: (a) tourists welcoming ceremony with jathilan or punokawan dance by 5 villagers (b) Karawitan or traditional gamelan music played by 8-10 villagers. A big welcoming ceremony conducted for a big number of tourists holds in joglo house, owned by this village comunally; it is a

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traditional javanese building consists of wide rooms with no partition. In joglo house, they also conducts discussion process; as the tourists wish discuss around the history of Pentingsari village or about any efforts been done in managing the village. Further, the tourists can learn how play gamelan and Yogyakarta's classic dance, learn to string up janur (coco leafs) and following kenduri traditional ceremony.

Picture 5. (a) Traditional Music : Gamelan; (b) Traditional Building : Joglo



Courtesy : Retno Darumurti

The variation of landscapes in this village makes it possible for the villagers compose variative tourism activities. Pawon river and Kuning river is trekk area; for teenagers, children, adults, and elderly. Walking through the fields, up the hills and into the beautiful caves became a perfect experie in this village's forest.

Volcano tour offered as "a bonus package" has it's own organizer. 1 package is for sightseeing the impact of Merapi eruption in the year 2010 which wiped out 4 villages and made those villages a beautiful volca dessert. For this activity, Kaliurang Jeep Community provides 42 jeeps. Ji tour can also be done during the night, with a number of routes options. Journey usually takes 2-3 hours and the driver is also the tour guide. Besi jeeps, trail motorbike is also available for rent. There are 54 motorbikes, v a number of tracks; short track (30 minutes), medium track (2 hours), l track (3 hours), and sunrise track, starts at 4.00 a.m for 3 hours.

With those tourism attraction explained above, the visit and tour activities pattern in this village is dominated by Live-in activity (the tour stay at vilagers' home for 1-4 days and follow the villagers' activities) In programme, the activites covered are: (a) Camping in an open ground; Trekking (tour of the village's landspace: farms, rivers, and village's legen

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(c) Out bound package, Family Gathering, and Outing; (d) Agricultural activities (cow plowing, cultivating rice fields, planting vegetables); (e) Farms activities (processing coffee beans, mushroom cultivation, chocolate farming, and snakefruit farming); (f) Livestock (goat farming, fish farming, etc.); (g) Art and cultural performances (*gamelan*, dancing, *batik*, grass puppet, *kenduri* ceremony, etc.); (h) Village's culinary (local food, traditional food); and (i) Village's agri-entrepreneurship activities.

Everything they have to offer made this village not only managed to steal the attention of local tourists, but also became the foreigner's tourist destination. Field-trip of 20 (twenty) Austrian students, studying in Asia Pacific Study Centre UGM Yogyakarta and student exchange of Germany and Dutch students in Summer School Camp Faculty of Medicine Universitas Muhammadiyah Yogyakarta (UMY) in the year 2012 has managed to promote this village as foreigner's tourist destination. Their visit mostly for educational purpose. Similar visits also done by students from elementary schools and high schools from neighbouring countries.

### Lessons Learnt from Pentingsari Village

Developing a tourism village can give a remarkable impact to the villagers, as a tourism village will accommodate every community's elements to be actively involved as a doer and not only as an object. Besides, this development also involved many parties; the government, private companies, and also universities to participate. Starting with involving the villagers to have pride for their own village, and then begin to manage themselves in various activities and conserving their environment. However, this was not an easy process, since we built without having real capital and tried to convert farmers into tourism service provider. The support and trust from the community and the government with its programme enable the community to plan, carry out, supervise, and benefit from the development, done by, and for the community itself.

At the moment, with population of 370 people (127 households), Pentingsari Tourism Village is capable of empowering most of the community member (> 70%). Numbers of people involved in each activity is: homestay programme at 60 households; art and cultural attraction performed by 20 peoples; local tour guides by 30 young peoples; local culinary by 30 peoples; home industri by 25 peoples; small shops of 6 shops; and security by 20 peoples.

They also utilize the village's land for camping ground (1 ha) and Kali Kuning riverbanks for trekking area. The tourism village's management cooperate with several other party in the village, such as youth farmers group, women groups, etc. Collaboration with outsiders involving the organizers for camping, art performances, livestock, and lava volcano tour around Merapi slope.

**Natural Disaster.** On the journey, many dreams and efforts done by this village's community had dispersed with the eruption of Merapi mountain on October 2010. Tourism village which was just starting to become the main activity for increasing the economy of the villagers fell apart with the eruption. The 25 ha ricefields Kali Kuning area were gone. It took more than 6 months to gain back the trust from the community and the tourists that the tourism village will managed to recover. In February 2012 this village also had another natural disaster which was a tornado, which knocked down decades old trees. Learning from the previous disaster, the community moved quickly and re-plant the trees to restore the forest and various vegetations which is the main beauty of this village.

**Women's role.** In Pentingsari village, women have a very wide role. They are not only involved in culinary provider, but also being oriented to develop skills of making typical Yogyakarta's durable snacks. Other than that, cooking demonstration is also an interesting activity for the tourists. Their mushroom chips cooking demonstration has been appreciated as a good strategy. Being nutritious and tasty, this chips is also for sale as oleh-oleh. Other souvenirs, including batik are also made by women of this village.

**Accomplishments and rewards.** In 5 years, there has been > 75,000 tourists visited this village. In the year 2008, this village was visited by 989 tourists, and has increased in the year 2010 to 19,861 tourists, and the year 2012 to 30,389 tourists. The village's income in the year 2008 was 28,000,000 IDR, increased to 250,000,000 IDR in 2010, and in the year 2012 reached 450,000,000 IDR. The profit is approximately 10%, and the rest of the income was used for homestay renovation and attraction.

With population number of 370 people (127 households), those accomplishments has managed to increase average income of the community, from 400,000 IDR/month to 600,000 IDR/month. In the village, the tourists spent around 50,000 IDR/tourist for non homestay tourist and 100,000 IDR/tourist for homestay tourist. It is relatively small amount of money, but suit with the fact that 65% of the tourists were students, 25% were companies, 5% were foreigners, and 5% were families). With that sort of income, the village can give the chance for the villagers to get additional income without having to go out of the village and therefore prevent the urbanization of the youth, empowering the women, and developing various productive economy activities.

For that kind of achievement, it is easy to understand why this village received a number of rewards:

- Second prize for Tourism Village Competition in Sleman District (June 2008);

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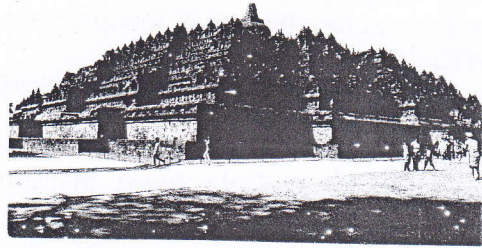
- First prize of Tourism Village Competition in Yogyakarta Province (November 2009);
- Special Award from Department of Tourism in Yogyakarta Province as Tourism Village with natural attraction (November 2009);
- Appreciation as Best Practise of Tourism Ethics at Local Level from WCTE-UNWTO (June 2011);
- Citra Pesona Wisata/Cipta Award, Ministry of Culture and Tourism (September 2011);
- 'Kedaulatan Rakyat Award', for Tourism Pioneer (September 2011);
- Citra Pesona Wisata/Cipta Award, Ministry of Tourism and Creative Economy (September 2012); and
- National Best Empowering Community for Tourism Village, Ministry of Public Welfare (Desember 2012).

Pentingsari tourism village in Sleman District Yogyakarta Province also has received world class award for its success in managing tourism with compliance to The Ethic Codes of International Tourism. The award were presented by the Chairman of World Committee on Tourism Ethics (WCTE), Dr. David deVillers, on Tuesday, 14 June 2011 in the *Joglo* House, Pentingsari village. David de Villers stated that Pentingsari village's programs have complied to ethical principals of international tourism, such as the implementation of local community empowering (community-based tourism).

### **The Development of Natural and Cultural Ecotourism in Borobudur Tourism Village**

Borobudur temple is a Buddhist temple built in the year 800 by Buddhist followers during Syailendra's rezime. It is a historical tourism object which became the identity of Buddhist followers in Indonesia and also in the world. At the moment, Borobudur temple functioned as a sanctuary and pilgrimage destination. This temple was crowned as the world's inheritance by UNESCO in the year 1991 and has a powerful attraction for the tourists, nationally and internationally.

Picture 6. Borobudur temple



Courtesy : Menak Aryananda

The number of Borobudur temple's visitors is around 2-4 thousand people per day, but during holidays the number can reach 40-50 thousand people per day. The pilgrims or visitors will walk through the aisle while observing more than 2,672 the carvings and inscriptions in the walls. There are 504 Buddhist statues and 72 *stupa* with Buddhist statue sitting cross-legged inside it.

Picture 7. Borobudur temple's carvings



Courtesy : Menak Aryananda

Borobudur temple is located on a hill surrounded by Twin Mountains, which is Sundoro-Sumbing Mountain in the northwest-side and Merbabu-Merap Mountain in the northeast-side. At the northside is Tidar Hill and at the southside is Menoreh Hills. This temple is also located at the confluence of two rivers, Progo River and Elo River. This strategic location makes Borobudur temple has amazingly beautiful view and became the favorite object of photography of tourists from all over the world.

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The developing Borobudur tourism village is a very good strategy. Borobudur is located in Borobudur village, Magelang, Mid Java, Indonesia. The development of tourism village in this area believed to be supportive to the management of Borobudur temple as one of prominent national tourist destination. The development of this village is oriented to provide service for the tourists and prolonged their stay while visiting Borobudur temple. Packages provided –such as traditional food serving, around the village’s tour, art performances, souvenirs, homestay accomodation, and elephant riding, horse wagon and bycicle transportation- are expected to prolong their stay in this village. Other than that, the development of Borobudur tourism village is oriented to influence other villages around Borobudur and create a network of tourism villages which are able to support and improve the quality of Borobudur temple as tourism icon from this area.

**Borobudur village.** Borobudur village is a 425 ha area with population of 10,000 people; and it has managed to reduce unemployments by developing the village. Significant positive changes in this village happened after the integration of stakeholders within the government, from the village’s local government up to the national government. Borobudur village was one of the 17 poorest village in Magelang district, but now it becomes a wealthy village; with hotels, homestays, and guesthouses built for improving the tourism management in Borobudur. In the last two years, the income of this village is around 600,000,000 IDR per month. Around 30%of the income becomes the district income.

Picture 8. (a) A homestay facility in Borobudur village, (b) Traditional house interior



Courtesy : Retno Darumurti

This village provides many tour packages which can change the tourists’ opinion about Borobudur. The tourists are not only visit the temple and then go home, but they can stay in Borobudur village to enjoy *Tilik Ndeso* (village visit) tour package. There are several types of house provided as homestay facility; traditional buildings and original type of the villager’s house.

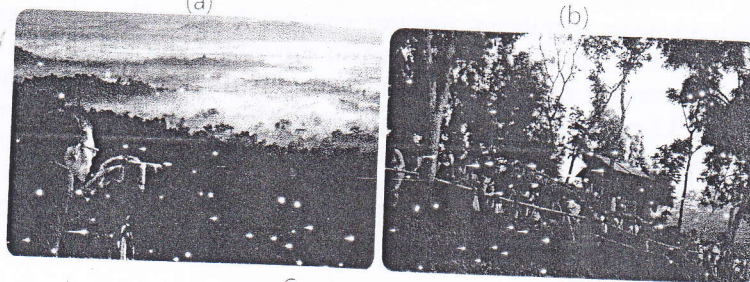


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One of the most interesting cultural attraction in this village is Pitutur Traditional Ceremony. Pitutur is a javanese word for "calling", the objective of this ceremony is to motivate all members of the community to remember their creator all the time. This ceremony is a compulsory event in Sapthember month. Besides this ceremony, there are also various cultural festival.

**Punthuk Setumbu Hills.** The hills are one of the signatures of Borobudur tourism village. There is a natural attraction called 'Borobudur Nirwar (Heaven) Sunrise'. It is a tour to the Punthuk Setumbu Hills to see the sunrise. The Hills are in Karang Rejo village administrative area in Kecamatan Borobudur, located approximately 4 km away from Borobudur temple with the Menoreh Hills. The villagers in this area are farmers and brick makers. The village's yard are sometimes used as parking lot for the tourists.

Gambar 9. (a) Borobudur temple from Punthuk Setumbu Hills;  
(b) Photographers at Punthuk Setumbu Hills



Courtesy : Nuryazid

From Punthuk Setumbu Hills, we can see the beauty of Borobudur temple with mountains and hills as the background and decorated with mist. On day tour package starts from 4 am; the tourists will be taken to Punthuk Setumbu Hills by motorbike, cars, or *onthel* bike (old, antique bicycle). Around 30 tourists per day visits this hills to see the sunrise. This visit is also managed by tourist agencies from Yogyakarta. Many of the tourists are photographers. Those photographers wait for the Borobudur temple view from far away, with clouds, mountains, mist and sunrise as the background. During peak season the number of tourists can reach hundreds of people per day.

This journey to see sunrise is generally managed by travel agencies in Borobudur tourism village and Yogyakarta city. The most desirable package is staying one night in villages around Borobudur temple, see the sunrise in Punthuk Setumbu Hills, and breakfast. This tour package is managed by 22 villagers. Ticket price is 30,000 IDR. The income from this package was around 40,000,000 IDR per month. The income was distributed to the

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managers, travel agencies/guide, and village's treasury. After the sunrise, the tourists are invited to have breakfast at *Joglo* Guest House. The menu is traditional Javanese food. After breakfast, the tourists will be taken around the village by horsewagon, bicycle, or car (the tourist can choose the vehicle). In the afternoon, the tourists can learn how to dance or just watch the dance performance. The dance performance are *jathilan*, *kubrosiswo*, *ndayakan* and *truntung* dance. Traditional food also served for dinner. Discussions and dialogues around the tourism village conducted after dinner up until 11 pm.

### Lessons Learnt

One of the most important lessons from the tourism village in Borobudur area is that the success cannot be reached alone. A development of tourism village in an area is very difficult without supports and collaboration with other villages around it. The awareness of the Borobudur villagers on the existence of Punthuk Setumbu Hills in Karang Rejo village, managed to create a harmony and mutual collaboration between the two villages. It is very obvious that Karang Rejo village is not only a satellite, but a collaborator, mutually reinforcing one another. This collaboration is a good example of what Peters (1994; 60) defines as "joker effect", the avoidance of competition in economy development with local wisdom which has been in the society for a long time; the attitude of *eling-pakewuh* (awareness and reticent to do something forbidden).

Besides the positive accomplishments explained, another lesson learned is the "bubble gum effect." Promotions has made this area a prominent tourist destination, the number of tourists continue to rise. This is a positive effect, expected by many parties. On the other hand, the "bubble gum effect" is emerging. Some indicators to observe is the density in this area, starting to decrease the tourists' satisfaction, especially during holiday season; also the level of competitiveness starting to increase during quiet season/other than holiday season.

The efforts done by the villagers of Borobudur village and other villages around it still deserve appreciation. However, the negative impacts should be anticipated as soon as possible. Risks analysis offered by Peter (2004) might be applicable in this area. This is not only the responsibility of the local government and the villagers, but also needs to be realized as an obligation of higher government; the province government, or the Ministry of Tourism and Creative Economy.

## CLOSING

It's concluded that the development of village tourism across the country in line with the developmet of community based tourism resulting econorn social and culture impact for community. Community empowerment is evidenced by real increase of income, decent work, creating employme as well as distribution of social welfare to the community. In this context t involvement of local people is the key factors to support the suistanak community based in the country.

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