

Conference Paper

How Local Community Could Contribute to the Tourism Development in Rural Area?

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Abstract

This article explains that participation in tourism means the active involvement of a person or group of people. To contribute in tourism development program, the community should be accorded from decision-making, planning, implementation, monitoring to evaluation and problem-solving, with full awareness that the program or tourism activities that are beneficial to those involved. By using the result of the research in Wanayasa from 2013–2016, the strategy will be implemented to improve the tourism development in some rural areas by local community. Therefore, it will help the answer of the question 'how can local community contribute toward tourism development in rural areas?'. In order to remark the strategy, an explanation of community participation has to be acknowledged.

Keywords: community participation, local contribution, rural tourism

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Received: 8 June 2018
Accepted: 17 July 2018
Published: 8 August 2018

Publishing services provided by
Knowledge E

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Selection and Peer-review under the responsibility of the 2nd ICVHE Conference Committee.

1. Introduction

There has been a growing amount of literature that attempts tourism as an economic profit option for local community development. However, there is little evidence on the literature that portray the nature of interaction between local communities and tourism development [3] which is one of the core elements for developing a tourism industry in a destination. At the same time, other scholars recognizes that the involvement of the local community in tourism development is considerable, there have been some debates about their role.

In most recent tourism development literature it appears that local communities form an integral part of the tourism development agenda ([3, 4, 8]; Tosun 2006). Given the community participation is also the involvement of a person or group in a social interaction in a particular situation with the awareness of its actions beneficial to the group. Adi (2007: 27) emphasizes engagement can take place on the process of identifying the problem and the potential, formulation and decision-making on alternative solutions to overcome problems, implementation as an effort to overcome problems,

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and the process of evaluating the changes that occur. Participation in tourism means the active involvement of a person or group of people (consciously) to contribute voluntarily in tourism programs from decision-making, planning, implementation, monitoring to evaluation and problem-solving, with full awareness that the program or Tourism activities that are beneficial to those who involved. Community participation allows for sustainable tourism development in a community within the tourist area. Meanwhile, Komarudin (2013) argues that community participation is an important part of tourism development because it enables multiple stakeholders to build strong political leadership and common consensus efforts to build community participation, the delegates propose ideas in developing active community participation.

However, there have been many debates whether tourism development was a blessing or a blast. Researches have shown that although tourism brings many positive impacts, it can also causes the loss of sustainability in terms of economic, environmental and social value of the site, especially if it is not properly planned [1]. While tourism can revitalize local economies and strengthen local identity in some areas, it can change economic structural, damage local tradition and social relations between one region to other regions. Therefore, it can damage the viability of local community and environment in such rural destinations. This article explains on how the local communities could contribute the tourism development in rural area. It examines these using a case study of Wanayasa, Purwakarta. This is followed by a detailed discussion of the results for local community in rural tourism of Wanayasa research for 2013–2016. Then the article ends with discussion and conclusion of major findings.

2. Local Communities and Tourism Development

To understand the current widespread use of the term 'communities' one needs to understand what makes a 'community' [2]. Most conservation study views the 'community' as a small spatial unit, homogenous social structure with shared norms and common interest [2, 12]. Although current literature on tourism development has noted that community is central to sustainable tourism development, they seldom devote much attention to analyze the concept of community or how community affects the outcome.

Sherl and Edwards (2007) describe local communities as groups of people with a common identity and who may be involved in an array of related aspects of livelihoods. They further note that local communities often have customary rights related to the

area and its natural resources and a strong relationship with the area culturally, socially, economically, and spiritually.

According to Aref et al. (2010) a community refers to a group individuals living or working within the same geographic area with some shared cultures or common interests. This geographical definition of community essentials to understand how community development is linked [12].

Tourism development can be linked and explained better using two concepts: sustainable tourism and sustainable development. The World Tourism Organization defines sustainable tourism as "tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essential ecological processes, biological diversity and life supporting systems" (Shah et al. 2002).

Studies conducted by scholars have explained that in order to anticipate detrimental impact of tourism development in rural areas, the involvement of local community is essential [15, 17]. The role of community participation in planning and development is defined as a partnership built on collaboration among various stakeholders through which the opinion of local people are considered and appreciated deliberately [15]. In the context of rural tourism, community participation is seen as an active involvement of local communities to solve problems and to control over rural tourism development initiatives, decisions and resources which affect their quality of lives or the lives of others [5]. Therefore, community participation is also crucial determinant in tourism planning and development.

3. Communities as Key Stakeholders in Tourism Development

There are different actors involved in tourism development, including private sector, government, donor agencies, civil societies and local people themselves. Local communities are regarded as important asset in tourism development as it within their premises that these activities take place. Local communities are also regarded as legitimate and moral stakeholders in tourism development [7, 8]. Mayers (2005) divides stakeholders into two categories: the first are the stakeholders who affect decisions and the second category are those stakeholders who are affected by decisions. The degree of involvement of local communities in various decision-making and policy issues is determined by the extent to which they affect or are affected by these decisions and policies. At the same time, Pongporant (2011) noted that "local tourism

development requires people who are affected by tourism to be involved in both the planning process and the implementation of policies and action plans."

4. Case Studies are Profiles

Wanayasa is tourism development area (TDA) in the Purwakarta Regency which is living rural landscape area with enormous potential of natural and cultural resources. It is a district comprising three *Desa* or villages, which are Desa Kiarapedes, Desa Wanayasa and Desa Bojong, The main priority for tourism development is Desa Wanayasa and followed by Desa Bojong and Desa Kiarapedes. According to Tourism Master Plan of West Java, the tourism development in Wanayasa is geared toward nature tourism, ecotourism and health tourism.



Figure 1: Map of Wanayasa. Source: purwakarta.go.id

Wanayasa also has high potential to be developed as a cultural tourism which is considered based on its historical places and strong local identity. The local community in Wanayasa is highly enthusiastic to develop tourism in the region. It can be clearly be seen from their great effort in building and operating tourist facilities independently. Despite of the community's high enthusiasm for developing tourism, the community has not yet received their benefit from tourism. Regarding to this condition, the local authorities has made master plan for tourism development in Wanayasa.

5. Results and Discussion

The result reveals some explanation related to the description of community participation which consists of: the applicative model of local community to increase the contribution for the tourism development, the indicators that can support the establishment of aspects of local participation, also the results of the development of aspects of community participation, and the implementation needs to be done to develop aspects of community participation.

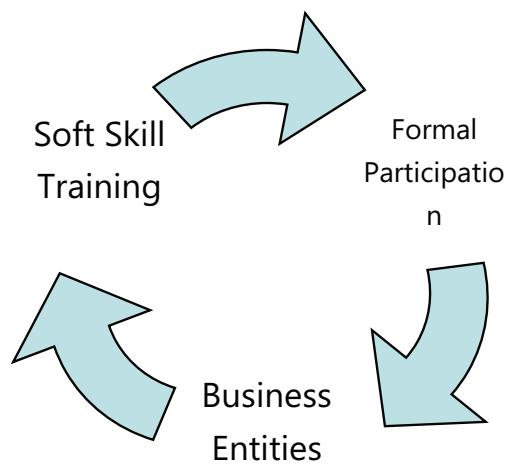


Figure 2: Applicative model for local community. Source: Result of Final Year Research of Rural Tourism Area Development Model Through Approaches of Sustainability, Community Participation and Strategic Planning: A Case Study: Wanayasa, Purwakarta [6].

This can be done through the stages, namely:

1. Social Capability Training (Soft Skill) on community members to increase awareness of cooperation among community members.
2. Formal participation of community members in planning tourism practices at the local level, such as in village and sub-district administrations.
3. Business entities or institutions that can shade the joint effort among community members, so as not to cause economic jealousy.

In other words, the stages intended by the discussions are nothing but the process of turning local manipulative local participation into self-mobilization.

Meanwhile, the indicators that can support the establishment of aspects of local participation are:

1. Establishment of annual routine activities in the framework of coaching and training of the Department of Industry and Labor

2. Providing Special Assistance Funds for groups of community members who attended the training from beginning to end so that the community remains assisted in the implementation of tourism activities
3. The public recognizes the right and the need to become a business actor to participate in tourism practice activities as an example to open a souvenir shop, restaurant, parking lot area, hygiene facility, etc.
4. Preparation of skilled workers in the field of hospitality, restaurants, travel agencies and tour guides
5. Improvement and strengthening of community skills in foreign language abilities and technical skills in tourism management
6. The formation of a Conscious Travel Group (Pokdarwis) in which the community realizes its role and responsibility as a good host for guests or visiting tourists to create a clean, safe and comfortable environment
7. Development and implementation of activities to encourage and motivate the community to be a good host in supporting tourism activities in the region
8. Establishment of cooperation among members of community groups for interests related to the development of group business
9. Community become business actors and beneficiaries of the establishment of cooperatives where the community is expected to obtain economic benefit value to improve the quality of life and social welfare of the community concerned
10. Availability of containers to shade joint efforts among community members so that business activities obtained from training activities can be carried out continuously on an ongoing basis

Generally, the applicative model of tourism development in Desa Wanayasa is referring to community based tourism. The development of community based tourism emphasizes the importance of optimizing the involvement of community in planning process, implementation and evaluation. In order to identify the model of tourism development in Desa Wanayasa, this study attempts to reveal the result of the development of aspects of community participation from every approach, and then identify the implementation needs to be done which will be the focus on destination development.

TABLE 1: The results of the local community participation and the implementation to develop the rural area tourism.

Results	Implementations
1. The community is involved in tourism activities	1. Local Government creates small and medium-scale enterprise training programs for community members to increase awareness of cooperation among community members
2. Increased skills in tourism, so that people can be absorbed as a tourism workforce	2. Local Government shall prepare guidance for the development of human resources in tourism sector
3. The formation of public awareness independently to preserve the tourist area	3. The community contributes and participates in the planning of tourism practices at the local level such as in village and sub-district administrations such as the custom of communities
4. Involvement of the community in designing and implementing in tourism programs	4. Local Governments and communities work together to establish business entities that will be managed by the community by involving local social organizations
5. Society plays an active role in the economy	
6. Develop and preserve the potential of local culture as a tourism product	
7. The availability of joint business entities	

Source: Result of Final Year Research of Rural Tourism Area Development Model Through Approaches of Sustainability, Community Participation and Strategic Planning: A Case Study: Wanayasa, Purwakarta [6].

6. Conclusion

Using a case study of Wanayasa Village, this article contributes to understanding of community participation in tourism development by bringing together perspectives from the grassroots. Local community is very enthusiastic to tourism development, and they are willing to participate in the planning process and implementation. They also have a high interest to invest in the development although their capital is very limited. Despite their interest to develop their area as tourist destination, they have a high concern. As there are high concern from the local community that tourism development must not damage natural environment nor cause moral degradation, while also could preserve the local culture, then adequate knowledge and training to participate in the conservation and preservation should be taken into account.

As discussed by Tosun (2006), the most common form of participation in most developing countries for tourism development is functional – communities only have to endorse decisions regarding tourism development issues made for them rather than by them. Communities may participate in implementation (by running small-scale tourism enterprises) or device benefit sharing mechanisms with investors but not necessarily involved in the decision-making process.

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