

The Effort of Increasing People's Income through Community Participation-Based Tourism Village in Gunungsari in the Sub-District of Bumiaji in the City of Batu

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Abstract: The objective of this study is to identify the development of community participation-based tourism village, identify the influence of tourism village program on increases in community income, and to identify job opportunities based on the developed business. This study uses descriptive qualitative method, so it requires elaborations on all research stages. The stages are analysis of tourism village development, analysis of community's participation, and analysis of income. Previous studies conclude that the development of tourism village is closely related with the role of the community and the uniqueness of the village. The result of this study shows that Gunungsari village has many potentials. In terms of cultural tourism, this village has wayang kulit, jaran kepeng dor, terbang jidor, sanduk dance, bantengan, and pencak silat. In terms of agrotourism, this village has many rose farms where tourist can have the experience of harvesting the flowers, arrange them, or extract them for perfume should the accommodations and infrastructures are available. It is expected that this tourism village can upgrade its community from land owners to tourism entrepreneurs and from farm labors to tourist attraction performers. This improvement is also expected to provide youngsters with jobs such as tour guide, photographer, ticket booth attendants, and parking lot attendants, not to mention employment in livestock farming.

Keywords: tourism village program, participation, income increase.

1. INTRODUCTION

The city of Batu is an area with agricultural potential, mainly in livestock, food crops, and horticultural crops. Gunungsari, which is located 2.5 km away from the sub-district center, covers an area of 453,037 ha. Its main commodity comes from farms and plantation. Beautiful waterfall and rose farms with outstanding scenery are also available, not to mention cow farms. The beauty of the village has not been optimally exploited due to the lack of explorations on the village's potential, poor attention from local policy makers, and poor capacity of local human resource. The beauty of the rose farms has not been introduced as tourist destination. The product of the farms is only sold to markets without optimizing it. In this village roses are wasted, without any effort to take the economic benefit from them such as extracting them for herbal ingredients and perfume. Gunungsari is categorized into tourism village, prioritized to be developed into the Tourism Village of Batu City. The support from its community plays a pivotal role in tourism village development (Karyono, 1997). It improves the economic activity and the income of the people. Therefore, exploration on the village's potential can help the development of tourism village, and the activities in such village can increase people's income.

Objective

The objectives of this study are:

1. to identify the development of community based-tourism village in the research object,
2. to identify the influence of tourism village program on income increase, and
3. to identify employment opportunity based on the business types.

Target

1. Community, by providing information about efforts to increase people's income through tourism village program;
2. Academics, by providing data to be used as references in decision making regarding the development of tourism village;

2. METHOD

1. Analysis

The analysis of Gunungsari tourism village was conducted descriptively and qualitatively. Therefore, elaboration of all research stages is needed. The stages are tourism village development analysis, community participation analysis, and income increase analysis.

2. Tourism Village Development Analysis

At this stage the researcher observes the potentials and problems in the research object by identifying the originality of natural resource, artificial resource, and human resource, followed by observing the unique local culture of the village such as local food and culinary product, crafts potential to be sold as souvenir, and people's activity that may attract the attention of tourists. Finally, internal and external potentials and problems are identified to determine the direction of tourism village development. The research activity is explained in detail in Figure 1.

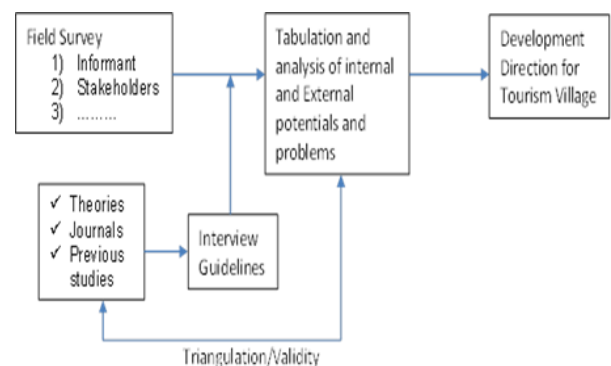


Figure 1. Chart of analysis for tourism village development

3. Community's Participation Analysis

At this stage the researcher analyzed the participation of the community in the research object through direct observations, interviews, and questionnaires. The detail of the analysis on the participation of Gunungsari people is presented in the following figure 2.

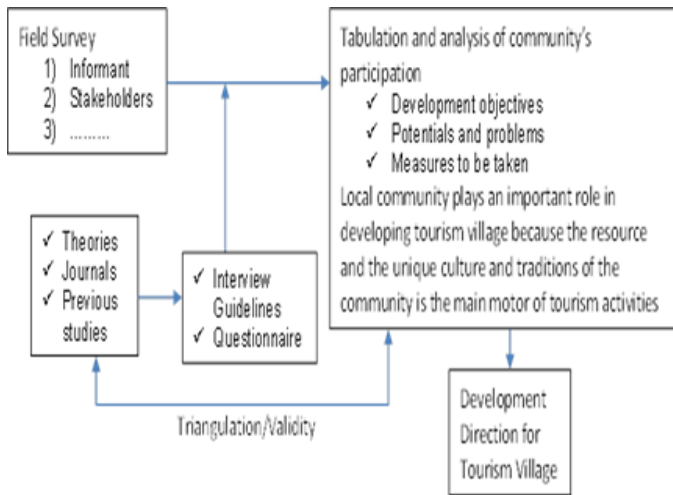


Figure.2 Chart on people participation analysis

4. Income Increase Analysis

At this stage the researcher analyzes the existing activities and any other activities possible for development based on the available secondary data consisting of population structure, number of labor force, employed people based on business field, and work force absorption. The results produce estimations of employment opportunity based on the business field. The following figure 1.3 explains more about the analysis

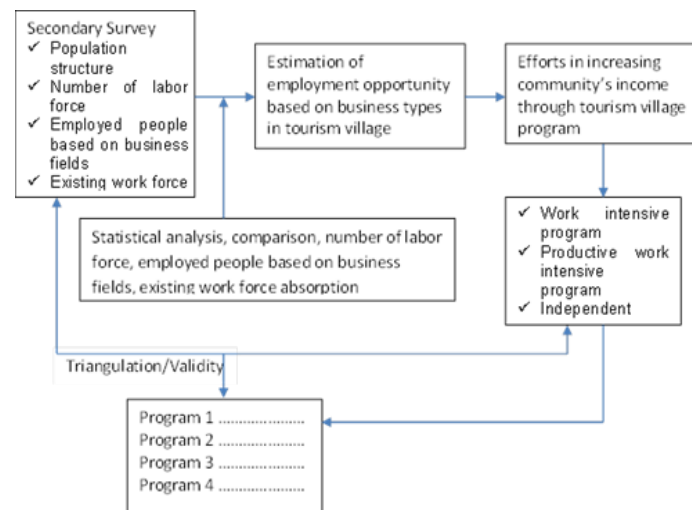


Figure 3. Chart of Income increase analysis

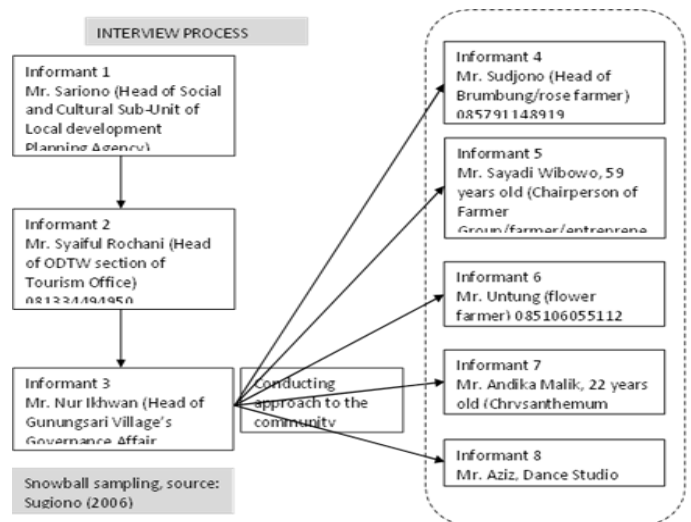
3 DISCUSSION

1.Previous studies

Previous studies conclude that the development of tourism village is closely related with the role of the community and the uniqueness of the village. The potentials of Gunungsari village are as follow.

- Gunungsari village covers an area of 453,037 ha, located 2.5 km from the sub-district center
- The featured products of the village come from farms and plantations.
- Natural tourist attraction of this village is Cendana waterfall.
- Flowers grown in Gunungsari for business are Roses, Asters, Hydrangeas, Zinnias, Fillows, Peacocks, and Chrysanthemums).
- Cow farms are available.
- This village has a beautiful mountainous panoramic scenery.

2. Interview result



After interviews with respondents selected using snowball sampling according to Sugiono (2006), followed by interview categorization, data reduction, and crosschecking with field data and field observation, it is concluded that the potentials of this village that can support tourism village development are as follow:

Cultural tourism

Wayang kulit, jaran kepong dor, terbang jidor, Sanduk dance, bantengan, and pencak silat.

Agrotourism

Flower picking, flower arrangement, and flower farming (for rose and chrysanthemum), cow milking, milk product manufacturing e.g. milk chips, and selfie spots with flower and vegetable garden as the background.

Accommodations and Infrastructure

Food stalls, restaurants, gift shops, homestays, parking lot, rentals, public toilet, entry accesses, gates, road network, drainage network, telephone network, and internet network.

Potential Participation

The potentials to be developed in this village are cultural tourism, agrotourism, and accommodations and infrastructure. The possible participations are in the area of attractions, culture, agrotourism, and accommodations. In the area of culture, the possible participation to be mobilized is Sanduk dance by Sekar Melati art group, established in 2015,

Gunungsari Village art group, POKDARWIS (Tourism-Aware Group), and the surrounding communities. The possible participation to be mobilized in agrotourism is by flower farmers, livestock farmers, and featured product manufacturers. Youngsters can participate in tourism services, and the people of Gunungsari can participate in the provision of accommodation and infrastructure.

3. Income Increase

Cultural tourism activities:

Wayang kulit, jaran kepeng dor, terbang jidor, sanduk dance, bantengan, and pencak silat, which are the existing cultural activities, are run by art and cultural groups. Unemployed youngsters who are talented in dance can join the groups, from which they receive income as well as increase their love to their own culture. Economic activities can be mobilized by opening dance studios, which later can attract tourist to come to the village.

Agrotourism Activities

The agrotourism activities in this village include rose picking, rose arranging, and perfume distilling. In addition, cow farms are also available for tourists. They can milk the cows and process the milk into milk chips. Beautiful sceneries of rose and vegetable gardens can be used as selfie backgrounds. The existing businesses in this village are rose, chrysanthemum, and cow farming. This village can develop other businesses such as rentals, attraction, tours, and photography. Those activities can upgrade people's activities, from usual farmers to tourism business owners and from usual farm labors to tourist attraction performers, and can attract tourists, whose visits can improve the economy of the community. With the development of the village into tourism village, people's activities are upgraded, from land owners to tourism entrepreneurs, from farm labors to tourist attraction performers, from unemployed to tour guides, photographers, and booth and parking lot attendants as well as livestock farmers, should they are supported by sufficient accommodations and infrastructures.

Accommodations

Accommodations to be improved are food stalls, restaurants, giftshops, homestays, parking lot, rentals, and public toilet. The existing business in this area is food stalls. Accommodations to be improved are food stalls, restaurants, giftshops, homestays, parking lots, rentals, and public toilet. The activities conducted by food stalls, restaurants, gift shops, and homestays will absorb local work force in the village. The development of Gunungsari Tourism Village will improve the economic activities of the village.

Infrastructure

The infrastructures available in this village are entry access, gates, environment road network, drainage network, telephone network, and the internet. The currently available businesses are environment road network, drainage network, and telephone network. The businesses to be developed are entry access, gates, environment road network, drainage network, telephone network, and the internet. The infrastructures potential for supporting the development of Gunungsari Tourism Village, such as construction of entry access, gates, and utilities, will increase economic activities.

This program of developing Gunungsari Tourism Village will increase economic activities, particularly in agriculture, livestock farming, and art and culture.

4. CONCLUSION

1. Areas with potentials to be developed in Gunungsari are cultural tourism, agrotourism, accommodation, and infrastructure.
2. Since local culture is preserved, people will love their culture more. Economic activities can be mobilized by opening new dance studios, which later can attract tourists to visit Gunungsari Tourism Village. The development of such village will upgrade the activities of the people, from land owners to tourism entrepreneurs, from farm labor to tourist attraction performers, from unemployed youngsters to tour guides, photographers, ticket booth and parking lot attendants, as well as livestock farmers.
3. Types of business being offered are agrotourism, accommodation, and infrastructure. The development of Gunungsari Tourism Village will improve economic activities particularly in the area of agriculture, livestock farming, art and culture, and accommodation and infrastructure.

5. REFERENCES

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