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Economic Empowerment of Agro Tourism “Jawaunik” (Java Unique): A Case Study in Indonesia

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Abstract

The purpose of this study is to find out how to empower the community in developing Unique Javanese Agro Tourism in the Klaten regency, Central Java Indonesia. Community economic empowerment is carried out by 1) conservation-based development, namely the pattern of community development while maintaining the authenticity of ecosystems by seeking to preserve natural, historical, cultural, and recreational natural resources. Community development can be done in stages, that is, carried out before the area becomes an object of agro-tourism and after the area becomes an object of agro tourism, 2) Community empowerment in the development of unique Javanese agro-tourism can be done with the development of community-based agro-tourism, intended to pattern community development that places agro-tourism as empowering farmers to obtain good value from agricultural products as well as from tourist visits; the dual effect of absorption of agricultural products by tourism businesses and developers of agro-tourism areas/regions; by the government as an area to develop agro-tourism; synergy between communities; and the role of tourism institutions and agricultural institutions in fostering agro-tourism so that this can enhance the aesthetic value and beauty of nature.

Keywords: Agro Tourism, Community Development, Economic Empowerment, Indonesia

JEL Classification Code: Q10, Q15, Z32

1. Introduction

Tourism destination governance is currently a topic discussed in the scientific literature. It considers the views of various stakeholders in tourism development (Gajdošik et al., 2018; Lee & Syah, 2018). Regency Klaten in the Central Java Provincial Government is one of the 35 districts/cities that have strategic values and have a very important role in the process of regional growth in Central Java. The Klaten regency area is located on a very strategic route because it is directly adjacent to the special region of Yogyakarta.

Klaten Regency is one of the districts in Central Java that has many tourist destinations. Many of Klaten's tours are famous and suitable to be visited while on vacation. The position of the city which is on the border between the cities of Yogyakarta and Surakarta, Klaten is often a stopover for people going to Surakarta and Yogyakarta. Now Klaten has a new tour that is very suitable to be visited. This new Klaten tourism is called Unique Javanese Agro-tourism or Klaten Unique Jawanesia. This unique Javanese agro-tourism in Klaten offers a complete tourist area and is equipped with various facilities and interesting and intragenic photo spots.

Agro-tourism refers to people visiting working farms or other agricultural operations for the purpose of enjoyment, education, or other active involvement. Agro-tourism encompasses a wide variety of activities and provides a means for farmers to diversify and supplement their income. Agro-tourism can also be said as a combination of agriculture and tourism. According to Sastrayuda (2010), The concept of agrotourism is a direct expansion of ecotourism, which encourages visitors to experience agricultural life first hand. Agro-tourism is gathering strong support from small communities as rural people have realized the benefits of sustainable development brought about by similar forms

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of natural travel. Agro-tourism is a form of tourism that capitalizes on rural culture as a tourist attraction. It has gained a new dimension as a potential income- and employment-generating activity. The symbiosis between tourism and agriculture that can be found in agro-tourism is a key element of eco-friendly and socially responsible tourism.

The purpose of agritourism is to form a new integrated tourism product that contributes to the sustainable development of rural areas. In turn, the sustainable development of rural areas involves a holistic approach where daily basic needs of rural populations must be covered by reliable public utilities combined with technical, socioeconomic, and environmental conditions to support regional economies and urban-rural linkages. The problem is how rural communities are nurtured on an ongoing basis so that the potentials of the regions are explored optimally and they can provide maximum results for farmers, rural communities, entrepreneurs and become a reliable source of income. In line with that, there needs to be a pattern of agro-tourism development so that tourism actors and agricultural actors can synergistically plan, organize, program agro-tourism which is beneficial for the community, businessmen, and the government.

Areks et al. (2015) investigated the effects of the use of the promotion mix, which comprised advertising, sales promotion, event and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing, and personal selling, on the level of the tourist visits to the natural tourist objects. Results showed that marketing mix factors such as product, price, promotion, and location will greatly influence the interest of tourist visits. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, and the government stating that promotion factors are one factor in increasing tourist visits (Ginting, 2016; Purnomo, et al., 2020). Cultural factors are one of the determinants of tourist attraction. Another thing that must be emphasized is the promotion factor (Kirom, 2016). Huraerah (2011) described indicators of community empowerment in 5 levels, namely: (1) The first level of empowerment is the fulfillment of basic needs; (2) The second level of empowerment is mastery and access to various systems and resources needed; (3) The third level of empowerment is having full awareness of various potentials, strengths, and weaknesses of self and its environment; (4) The fourth level of empowerment is the ability to actively participate in various activities that benefit the wider environment; (5) The fifth level of empowerment is the ability to control themselves and their environment.

Agro-tourism development follows the principles of sustainable and environmentally sound agricultural development, which not only focuses on the development of the production sector but also on the processing sector, as well as strengthening farmer institutions and improving

markets (Gunarto 2017). Agro-tourist activities would have the added benefit of promoting sustainable agricultural practices. Agro-tourism means that tourist activity whose aims is not only to familiarize oneself with farming activity and recreation in an agricultural environment but also to help farmers to get some benefit by help of capitalization their own resources from agriculture, which is the main profit source. It aims basically at providing alternative solutions towards enhancing farmers' activities (employment opportunities for rural community) by diversifying farm operation and offering some kind of services and agro-touristic goods to visitors and finally improving farmers' income/salaries (Djamaludin, 2013). The development of agro-tourism must consider the following principles; 1) arrangement and management of areas and sustainable spatial planning. 2) Disseminating information and giving farmers an understanding of the importance of preserving culture, natural resources, and the environment. 3) Improve historical values and the peculiarities of a region. 4) Tourism service facilities offered that provide comfort and increase tourist interest. 5) Value added to the surrounding community especially farmers 6) Paying attention to sustainable development (Kristiana & Stephanie 2016).

Every development should be carried out through a comprehensive study, both in terms of concepts, methods, processes, and procedures. The concept can be expressed as an idea and knowledge that is still abstract, while the method is the way that will be done to achieve the goal. The process is the stage that is passed to achieve the goal, while the procedure is a series of specific steps in completing an activity (Fadhil 2018). The development of technology in processing a product greatly facilitates the performance of a company, one of which is to be able to add value to the product produced (Retnoningsih & Prabowo, 2016). Various factors can threaten the security and comfort of tourists such as local conflicts, natural disasters, criminal acts, and social behavior of the community so that it can cause a decrease in security for tourists. For tourists, security and comfort will be the deciding factor for making a trip to a tourism destination (Khalik 2014). Tourism infrastructure is the basis of tourism development, as well as a base for utilization of destination resources infrastructure boosts tourism development by raising the attractiveness and competitiveness of a destination. Tourists usually expect facilities in their chosen destination to be comparable to what they enjoy at home. Therefore, good infrastructure in a destination pulls demand for its products (Fajriah & Massadun 2014).

The problems encountered in developing tourism in the Klaten regency are the need to increase the development of tourism marketing, the development of tourism destinations, and the improvement of human resources related to tourism. The purpose of this study is 1) to describe the environmental characteristics of agro-tourism, 2) identifying the condition

of the object of agro-tourism as a tourist destination area, and 3) analyzing the management of unique community-based Java agro-tourism in Wonosari village.

This research is very important to be examined to contribute to the regional government of Klaten regency in formulating policies in developing economic empowerment-based tourist destinations that have a positive impact on the environment and society in Wonosari district (see Table 1), Klaten Regency. Formulation of research problem: What are the differences in approaches to the involvement of residents in the issue of economic governance of destination governance? Are perceptions of tourism’s positive and negative impacts different regarding the involvement of economic empowerment in tourism according to government objectives?

2. Literature Review

Regional Tourism Destination is a place where all activities related to tourism can be carried out with the availability of tourist attractions and facilities for tourists (Suwena, 2010). Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local government. Tourism development can be said to be successful if the development can be carried out together with developing the community. That way tourism development can provide economic, social, and cultural benefits to the local community and can

create a multiplier effect. Community-based tourism is a type of tourism that emphasizes the development of local communities. It is a type of tourism where local communities invite tourists into their communities, giving them insight into their culture and daily lives. It is a form of sustainable tourism that allows travelers to connect closely to the local community they visit (Hadiwijoyo, 2012).

This type of tourism is owned and managed by the community to increase awareness and learning about the local way of life for tourists. Through the concept of community-based tourism, it can give an idea of how the local community must be actively involved and given the opportunity to participate because the ultimate goal to be achieved is to improve the welfare and quality of life of the community itself (Martin & Martina, 2018). The effort to empower local communities is by involving them in a variety of tourism development activities including agro-tourism management.

Community empowerment is a deliberate effort to facilitate local communities in planning, deciding, and managing local resources are owned through collective action and networking so that in the end they have the abilities and independence in economic, ecological, and social. Community empowerment is closely related to sustainable development, where society is expected to have the ability to use resources to optimal production mechanisms, economic, social, and environmentally sustainable. In the mechanisms of

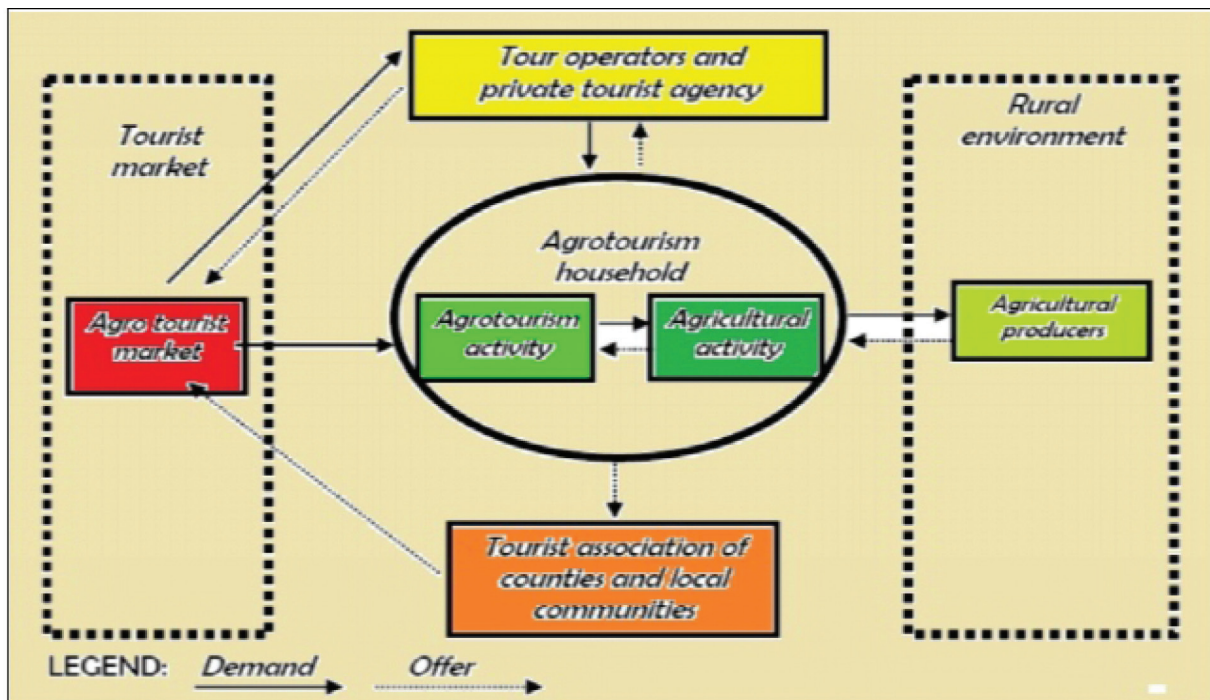


Figure 1: Supply and Demand Agro-Tourism

production, community empowerment trying to accommodate the use of production resources which include livestock, land, capital, and business tools that belong to the community so that it is able to produce effectively and efficiently (Mazhenova et al., 2016). On the one hand, tourism is seen as a mechanism to reduce environmental pollution and thus protect natural resources (Sinclair-Maragh et al., 2015), on the other hand, tourism development has a negative impact on the environment, which leads to extensive construction, noise, and air pollution, parking problems, and congestion (Bestard & Nadal, 2007; Liu et al., 1987; Lundberg, 2017). The development of green tourism agro-tourism models based on economic empowerment, innovative approaches are things that absolutely need attention.

Innovative approaches are introducing something new so that this approach contains innovation. This innovation aims to create an attractive tourism product to increase the interest of tourists to visit. Increased interest in tourist visits will greatly affect the increase in income for tourism managers. In addition to the economic impact, innovation in the tourism sector also has a social significance which can be viewed from two perspectives. On the one hand, innovation for individual tourism organizations contributes to the improvement of working conditions (organizational innovation), full use of the intellectual and material resources (technological innovation), and implementation of commercial potential (product innovation). On the other hand, in the tourism sector, innovations have high public importance, namely contribute to overcoming the seasonality factor, sustainable tourism development, the improvement of employment, and others. Tourism product innovation is the demand for tourism enterprises to adapt to the changing tourism market must deal with; tourism product innovation is also the tourism enterprises build the fundamental guarantee for continued profitability; tourism product innovation is the increasingly fierce market competition, tourism enterprises objective need; tourism product innovation is to promote tourism industry sustained and healthy development of the fundamental driving force (Linnenluecke et al., 2013).

According to Linnenluecke et al. (2013), the development of tourism products has challenges that are different from general product development carried out by the companies. In the case of companies, product development is generally carried out using a marketing analysis approach such as sales, promotions, public relations, and so on (Chamidah, et al., 2020). Whereas tourism products have different indicators such as the level of tourist satisfaction with the products presented. The tourism products in question can be in the form of tourism components such as destination attractions, tourist facilities, accessibility, image and price offered. The critical problems in developing agro-tourism that are faced include 1) Capital, which is one component that plays an important role. Loans for small and medium enterprises with

low-interest rates will be very helpful, or with partnerships with financial institutions such as Micro-finance Institutions, Savings and Loans Cooperatives, Self-Help Groups to get proper funding. 2) The manager's ability, is the next determining factor. Human Resources are the drivers that play an active role in developing this agro-tourism business. Therefore, managers must always improve their ability to meet the demands of consumer needs. Management expertise is not only in the technical field of agriculture but also must be balanced with management capabilities. The success of the business activity is also influenced by good management, in this case, the development of agro-tourism is basically a community-based activity. 3) Not many of the managers of a business are tough fighters who can survive in various circumstances. Difficult times experienced are actually conditions that require us to collapse. It is this unyielding fighting spirit that must continue to grow along with the challenges of the times. Indeed, self-motivation is needed in each manager's personal, common vision and mission and consistency in achieving common goals. 4) Togetherness and compactness of the manager.

Community-based tourism should be a public policy of the community such as a policy of local administrative organization, district agriculture/provincial agriculture, or community organization council, etc. This aims to support other various aspects needed by the community. However, supporting agencies must clearly understand the term 'community-based tourism' and be careful in the operation. This is because community-based tourism is entirely different from general tourism. Otherwise, the community will be used as a tool for the management of general tourism which may lead to conflicts within the community. A meeting or training should be held to enhance understanding and potential in community-based tourism management. Understanding all related stakeholders in agrotourism and community-based-tourism is crucial for operating accomplishment. Stakeholders refer to any organized group of people who shares common interests or systems as stakeholder collaboration, all parties (local/ internal stakeholders/ actors: local tourism management, and local communities and external stakeholders: public/ government, profit, and non-profit institutions) involved in the process should ensure that they will obtain the benefits of the collaboration process.

3. Research Methods and Materials

Based on the background of the problem, the focus of the research and the objectives of qualitative research are with the aim of finding as much information as possible through informants and observations in the field (see Figure 2).

This research technique is carried out through interviews, observation, and documentation in the field so that research

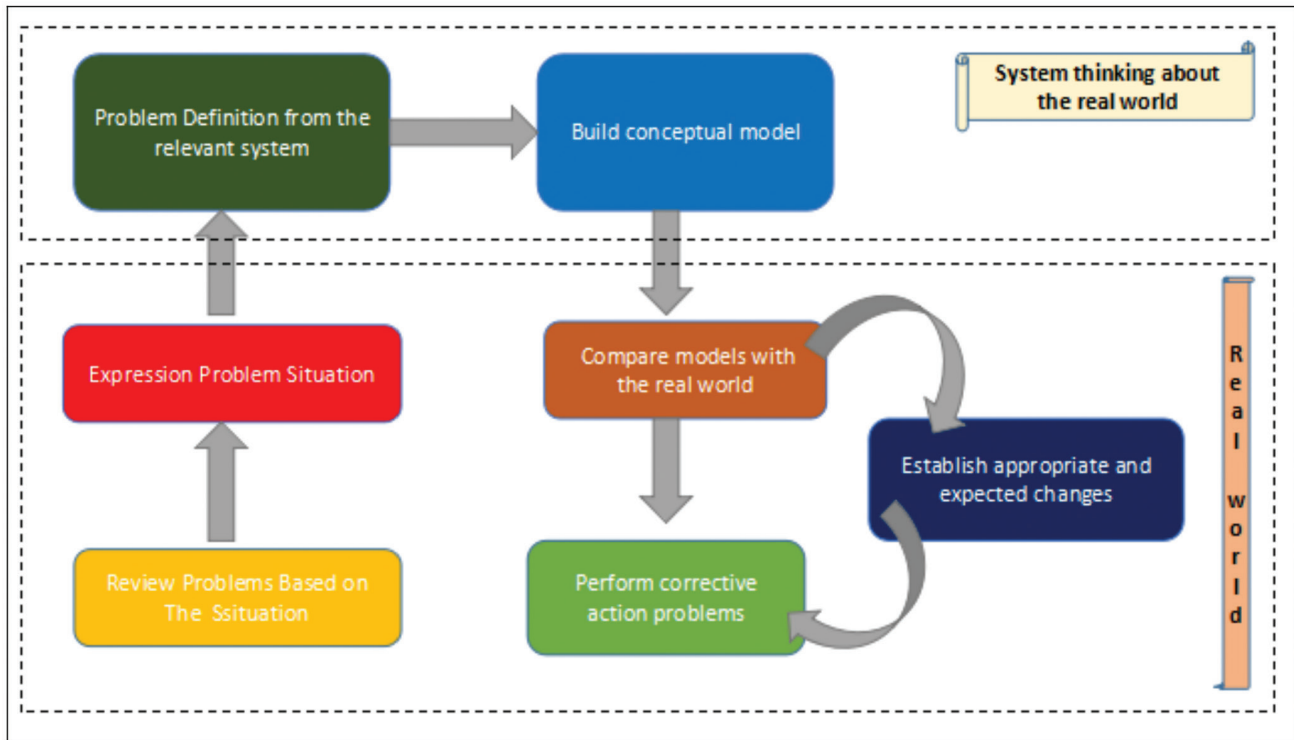


Figure 2: Flow of Research on Economic Empowerment

objectives can be achieved. This research was conducted in the Klaten regency, Central Java Province.

The selection of this sample uses the purposive sampling method, which is sample research based on certain characteristics. The location of the study was carried out in the neighborhood of Bolali village, Wonosari district, Klaten Regency as an agro-tourism area. This research is a type of descriptive research that aims to make a description of a natural and social phenomenon systematically, factually, and accurately. The method used in this study is descriptive qualitative. The process of collecting primary data is obtained through in-depth interviews, field observations, and documentation. Research generally involves data that will be processed or analyzed (Herdiansyah, 2010). The data is obtained through a series of data collection processes that are tailored to the chosen research method.

In-depth interviews were conducted with 32 informants who were considered to know the condition of the region and the problems and issues that developed. These informants included 1) the village head; 2) farmers; 3) agro-tourism managers, and 4) community members. The process of data collection is also strengthened by secondary data (through regional and institutional reports) as a support for the completeness of the information. The process of data analysis in this study was carried out by examining all data

collected from various sources such as interview results (in-depth interviews) of informants, direct observation in the field (observation), personal documents, official documents, images, and photographs. This study uses data analysis techniques namely descriptive analysis.

4. Results and Discussion

The Klaten regency government seeks to develop alternative tourism in the form of “unique Javanese agro-tourism”. The presence of unique Javanese agro-tourism can provide tangible benefits for the development of tourism, namely building rural areas and creating aesthetically pleasing environmental design if managed and designed well. Through unique Javanese agro-tourism activities, tourism functions can play a role in sustainable agricultural development as well as the function of preserving culture and society. However, there is still a need for further development of facilities and infrastructure to optimize tourist attraction while paying attention to environmental sustainability factors. Every agricultural area in the village of Bolali, Wonosari, Klaten has been arranged in such a way according to the potential of its territory. Bolali village is one of the strategic agricultural areas in Wonosari sub-district, Klaten district as an agro-tourism activity (see Table 1).

Table 1: Strengths and Weaknesses in Management of Agro-tourism

	Advantages	Deficiency
External Internal	Flexible forms of management	A marketing chain that is too long
	Aim to improve shared prosperity	Determination of uncertain agricultural commodity price standards
	Regulations are implemented in a simple but integrated manner.	Lack of product innovation from farmers
		Less knowledge of market developments
		Limited funds for business development
		Promotional activities that are classified as minimal/lacking
Opportunity	WO Strategy	SO strategy
Interest in traveling in Indonesia High	Establish cooperation with the agency to complete the facility tourist support	Expand marketing by using technological development especially social media
Technological developments especially social media facilitate promotion	Intensive monitoring from the parties district government in particular in terms of standard facilities tourist attraction	Request support government and society even better
Loaded in the plan district layout Klaten 2011–2031	Hold promotions periodically	Create an event calendar tour

Community empowerment in the development of unique Javanese agro-tourism in the Central Java district can be done with the development of agro-tourism in rural communities. Community empowerment in the development of unique Javanese agro-tourism can be done by first, conservation-based development, namely the pattern of community development while maintaining the authenticity of ecosystems by seeking to preserve natural, historical, cultural, and recreational natural resources. The way to guide the community can be done in stages, namely, before the area becomes the object of agro-tourism and after the area becomes the object of agro-tourism.

Second, the development of community-based agro-tourism is intended as a pattern of community development that places agro-tourism as empowering farmers to obtain good value from agricultural products as well as from tourist visits; the dual effect of absorption of agricultural products by tourism businesses and developers of agro-tourism areas/regions; by the government as an area to develop agro-tourism; synergy between communities; and the role of tourism institutions and agricultural institutions in fostering agro-tourism so that this can enhance the aesthetic value and beauty of nature. This is in line with Yoeti (1996). Success in tourism development requires understanding both from the government side as a regulator and from the business side (Çavusoglu et al., 2020). The government certainly must pay attention and ensure that tourism development will be able to provide benefits while reducing the socioeconomic costs and the smallest possible environmental impacts (Pitana &

Diarta, 2009). Village communities are also fostered and empowered through tourism development so that they can increase community participation. It can be stated that agro-tourism is a business that requires harmony in all aspects. But in reality, every form of agro-tourism management turns out to have its own advantages and disadvantages.

Although community-based tourism development emphasizes community factors as its main component, its implementation also requires government involvement. The community must participate in the continuation of agro-tourism activities so that the implementation is not only based on government aspirations, but also through extracting the potential of the area set for agro-tourism activities as well as aspirations in the community (Mazhenova et al., 2016).

Management of unique Javanese agro-tourism in Bolali, Wonosari, Klaten is also carried out together with the role of the government as a facilitator to advance regional development, especially in rural areas. Agro-tourism is part of the tourism development effort in the Klaten regency which has a major contribution to the development of the region while being able to encourage growth for other sectors including agriculture. Through integrated agro-tourism management, it can play a role in providing employment opportunities to the local community. The characteristics of the natural and social environment of the community in Bolali village, Wonosari sub-district, Klaten regency strongly support integrated agro-tourism management activities accompanied by a positive response from the community towards the establishment of a unique Javanese agro-tourism area.

Through agro-tourism, the community also seeks to provide a place to sell agricultural products spread across several locations.

5. Conclusion

Based on the discussion above, this study can be summarized as follows: Community economic empowerment in the development of Unique Javanese agro-tourism can be done with conservation-based development, namely the pattern of community development while maintaining the authenticity of agro-ecosystems by striving for the preservation of natural resources, history, culture, and recreation.

Community development can be done in stages that is, carried out before the area becomes an object of agro-tourism and after the area becomes the object of agro-tourism. Community empowerment in the development of unique Javanese agro-tourism can be done with the development of community-based agro-tourism, intended to pattern community development that places agro-tourism as empowering farmers to obtain good value from agricultural products as well as from tourist visits; the dual effect of absorption of agricultural products by tourism businesses and developers of agro-tourism areas/regions; by the government as an area to develop agro-tourism; synergy between communities; and the role of tourism institutions and agricultural institutions in fostering agro-tourism so that this can enhance the aesthetic value and beauty of nature.

The condition of unique Javanese agro-tourism objects in Bolali village, Wonosari sub-district, Klaten Regency as a tourist destination area can be reviewed through the components of attractions, amenities, accessibility, and additional services as an effort to increase regional tourism development. The efforts of the government and the people of Bolali village, Wonosari subdistrict, Klaten Regency in managing agro-tourism have provided significant roles and wide-ranging opportunities that are not only limited to empowerment functions but also as a sustainable form of the environment to improve the local economy and welfare more equitably.

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