

# Community Involvement in Tourism Development: As Strategy for Poverty Alleviation after the earthquake (Case Study: Kasongan Village Yogyakarta)

Mila Karmilah<sup>1</sup>, Wiendu Nuryanti<sup>2</sup>, Nindyo Soewarno<sup>3</sup>, Bakti Setiawan<sup>4</sup>

<sup>1</sup>Faculty member of Department of Urban and City Planning Sultan Agung Islamic University of Semarang, Indonesia, karmilahmila@gmail.com

Ph.D candidate Department of Architecture and Planning Gadjahmada University Yogyakarta, Indonesia

<sup>2</sup>Professor, Department of Architecture and Planning GMU Yogyakarta, Indonesia, wiendu@gmail.com

<sup>3</sup>Professor, Department of Architecture and Planning GMU Yogyakarta, Indonesia

<sup>4</sup>Professor, Department of Architecture and Planning GMU Yogyakarta, Indonesia

**Abstract-** Kasongan it is very important village due to tourism that based on small scale enterprised, and after the earthquake hit Kasongan not only the village was collapse but also the small scale enterprised that people earn their living. This thesis discusses the involvement and participation of local communities in tourism development using a case study in Kasongan village. The research is guided by three research questions: (1) what are the views of local people towards community involvement in tourism development especially after the earthquake; (2) what are appropriate roles and participate of local people in tourism development; and (3) what are the views of the local people on the contribution of tourism development towards poverty alleviation.

Based on the findings, this research concludes that local people a role in the tourism development decision-making process. In general, local people want to see decisions about tourism development in their area made jointly by government officials and local leaders in consultation with the local community. Tourism development is contributing positively towards poverty alleviation, and has made improvement on accessibility, prices of goods and services, employment, income-generating.

**Index Terms-** Tourism, Community, and Poverty Alleviation

## I. INTRODUCTION

Poverty is one of the very important development indicators for tourism.....The success of the development program will be clearly observed in the significant changes in magnitude of poverty per se. It why The government fundamentally concern with the effort to alleviate the poverty (Janiaton. D, 2005).

It has been quite long that tourism sector becomes a reliable sector with respect to the effort to alleviating the poverty. The governments of developing countries are highly convinced that the development programs of tourism has the very potential to alleviate the poverty of the majority of their people when it is designed on the basis of the objective reality of the life of those suffering under the poverty and the implementation meet with the planning of tourism. Concerning to the very wide scope of its implementation, the contribution of the tourism to poverty alleviation can be optimized by augmenting the multiplier effect

in job opportunity entrepreneurial opportunity and income distribution.

In Indonesia there is an interesting shifts in discourse, paradigm and policy development from development to empowerment. On the other hand the development also brings a lot of disparity between rural and urban life. The negative impact of development is the poverty that affects more by the villagers. Though it is admitted that in a macro scale the contribution of the tourism sector to the foreign exchange and the creation of job opportunity is significant, in a micro scale there is not any empirical fact found about the correlation between magnitude of the foreign exchange and the changes of the people in poverty.

## II. AIM OF RESEARCH

This study aims to reveal the relationship between (a) views of local people towards community involvement in tourism development especially after the earthquake; (2) the roles local people in tourism development; and (3) the views of the local people due tourism development towards poverty alleviation to improved quality of life.

## III. RESEARCH METHOD

The current research explores the experience of women and men in a natural context by adopting phenomenological approach. In particular the author visited Kasongan in several times. At the first visit took place in Mei 2007. No formal preparation were made at that time since the visit was not undertaken for research purposes. Only when the author arrived at Kasongan she started observing with more professional eye, participating in activity and venturing to talk with people that make the pottery. The visit offered the opportunity to gain clarity from her own preconditions and to design the methodology.

In phenomenology is a generic term that refers to all the views of the social sciences which assumes that human consciousness and the meaning of opinion as a focus for understanding social action. Of course, in relation to cultural studies was subjective view of informants is necessary. Opinion would be valid if there is intersubjective process between cultural researchers with informants. In phenomenology the researcher attempts to taking account of its psychological origin and casual

explanations which the scientist may be able to provide (Marleau Ponty 1962). Thus phenomenological approaches can be applied to those disciplines, such as tourism where the focus is in understanding human experience (Casmir 1983).

Participant observation provided complementary forms of experimental material to those collected from face to face conversations. In phenomenological research close observation, where the researcher enters the "world of immediate experience" (Hussrel 1970), entails data gathering that remains natural and authentic (Sarantakos 2005).

#### IV. LITERATURE READING

##### 1. The Roles of Community Due to Poverty Alleviation

The term empowerment is sometimes very difficult to distinguish from the strengthening of the community and community development (community development). In practice the terminology often overlap, interchangeable and refer to a similar understanding. Cook (1994) underline that specific development or community development is a concept relating to the improvement or development. This is a particular type of change towards a positive direction. In short community development is a particular type of a deliberate attempt to spur an increase or community development. While Giarci (2001) sees community development as a matter of having the center of attention in helping people in various age groups to grow and evolve through various facilitation and support to enable them to decide, plan and take action to manage and develop their physical environment and social welfare. This process facilitates the strengthening of the local economy and allows people to take collective action and conduct political pressure and bring a concerted effort to initiate changes at the local level where networking becomes one of the key words. Bartle (2003) defines community development as a means to make society more complex and powerful. This is a social change in which society becomes more complex, growing local institutions, collective power is increased and qualitative changes in the organization. Based on the intersection and replace mutual understanding of community development and community empowerment, it can simply be summarized some key essence in community empowerment. "Community empowerment is an intentional effort to facilitate local communities in planning, deciding and managing local resources owned through collective action and networking so that in the end they have the ability and independence in economic, ecological, and social".

Poverty continues to be a phenomenal issue throughout the history of Indonesia as a nation state. In the countries that mismanaged, there is no bigger issue, in addition to the problems of poverty. Poverty has made millions of children can not have a good education, lack of health financing, lack of savings and lack of investment, lack of access to public services, lack of jobs, lack of social security and protection of the family, the strengthening of urbanization to the city, and worse, poverty causes millions of people to meet the needs of food, clothing and shelter are limited. Poverty, causing the villagers are willing to sacrifice anything for the sake of survival, safety life (Scott, 1981).

Poverty becomes a perfect excuse for Human Development Index (HDI) that low. Overall quality of Indonesia people is still

relatively low, compared to the other countries in the world. Based on the Human Development Report 2004 which uses 2002 data, the rate Human Development Index (HDI) Indonesia is 0.692. The index number is a composite of life expectancy at birth of 66.6 years, literacy rates of people aged 15 years and over by 87.9 percent, combined gross enrollment rate in basic education to higher education by 65 percent, and the Domestic Revenue gross per capita calculated at purchasing power parity (purchasing power parity) of U.S. \$ 3,230. Indonesia's HDI ranks only 111th out of 177 countries (Kompas, 2004).

##### 2. Tourism as Strategy To Alleviate Poverty

Based on the analyses that have been made, expert (de Kadt, 1979; Mathieson and Wall; Luebben, 1995; Max, 2004) ultimately concluded that the significant contribution of the tourism to the economic development of a country or a region may clearly be observed in there form which are: the widening the job opportunity, the increase in foreign exchange and the equal distribution of interregional development.

Choice on the tourism sector for poverty alleviation does not mean limited efforts of poverty alleviation from the economical point of view. Poverty, in the context of tourism development, is not only limited to the meaning of poverty in economical and physical aspect but also includes cultural, ethical and morals poverty. The increasing contribution of the tourism sector in national economic growth, job opportunity and developing community activities in the tourism sector as shown from data above has proved that the tourism sector has an important role in improving national economy recovery and community based economy. On the other hand, the increasing creativity of local culture, rising social interaction among people and the increasing ethics of social intercourse among others, are positive side of the tourism sector in alleviating social poverty.

The first strategy to foster greater strength of the tourism sector to reduced poverty is trying to encourage the growth of domestic tourists. From the economic side, approximately 29.8 million domestic tourist (Statistical Bureau, 2004) will directly be able to expand economic transactions to the lowest segment of society. The important is that the growth of domestic tourists will drive this is the introduction of educational effort in the sense of nature and culture through various interactions carried out between tourists with local communities.

The efforts to encourage the growth of domestic tourism, can be done through the introduction of cultural tourism from elementary school, making educational tour packages, ease of accessibility through inter-regional transportation system settings and inter-capital transport, promotion of the tourist attraction that exist in the territories, the creation of the activity-supporting activities such as drawing competitions ODTW, writing competitions and so on.

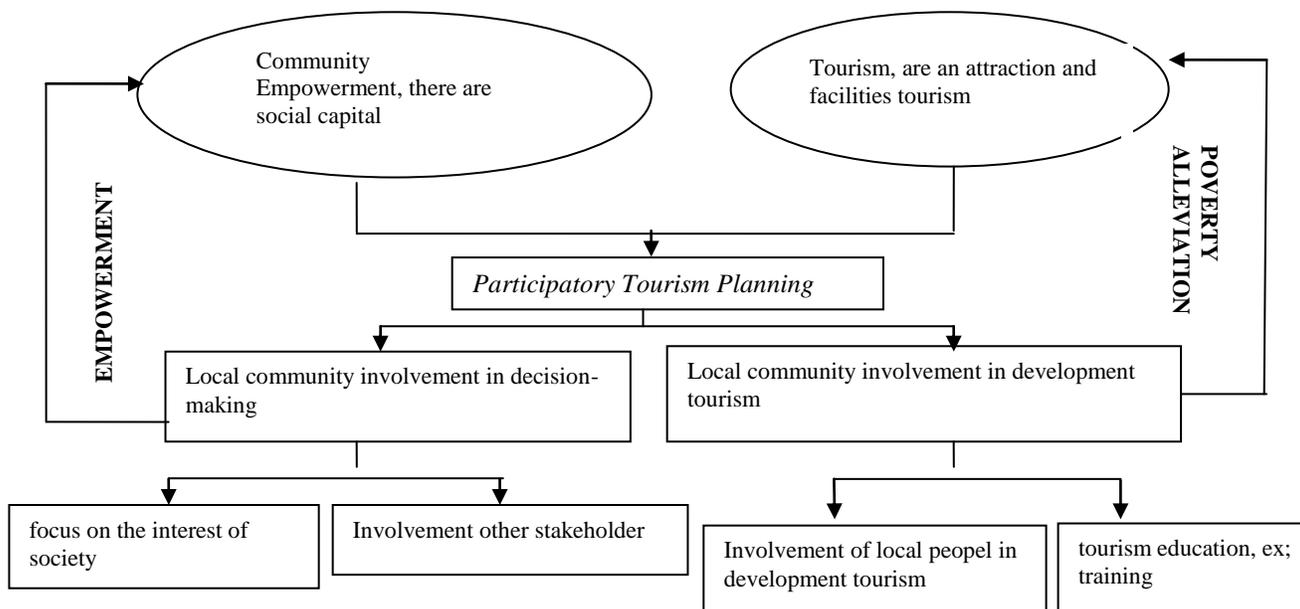
Another very important strategy is to seek to develop the concept of community based tourism that is the basis of the Sustainable Tourism Development. This concept asserts that society is no longer the object of development but as a determinant of development - building itself. As a determinant of development, the community will be able to alleviate themselves from poverty and reduce the level of dependence on external factors (Ashley and Hayhom 2004)

Tourism is therefore an appropriate mechanism for poverty reduction. It not only contributes to economic growth but can also have social, environmental and cultural benefits and costs. Tourism provides employment opportunities by diversifying and increasing income which reduces the vulnerability of the poor. Through increased national income (foreign exchange earnings and taxation), additional funds can be diverted to poverty reduction program There are several advantages due to inherent characteristics of tourism which make the sector conducive for pro poor growth. These advantages are (as stated in *Tourism and Poverty Alleviation*, WTO, 2002):

- a. Tourism is consumed at the point of production increasing opportunities for individual and micro-enterprises to sell additional products or services.
- b. The restriction of access to international markets as faced by the traditional sectors of developing countries is not applicable to tourism.

- c. Tourism depends not only on financial, productive and human capital but also largely on natural and cultural capital which are often assets possessed by the poor.
- d. Tourism is labour-intensive providing the poor, who have large labour reserves, with opportunities.
- e. Tourism thrives on diversity, drawing from a large resource base which increases scope for wider participation.
- f. Tourism provides important opportunities for women to find employment
- g. Tourism directly responds to poverty reduction objectives since it:

Figure of community empowerment in the development of tourism as a poverty alleviation efforts are as:



Source: many sources, 2008

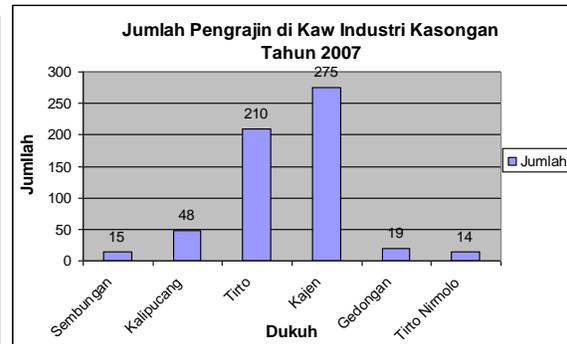
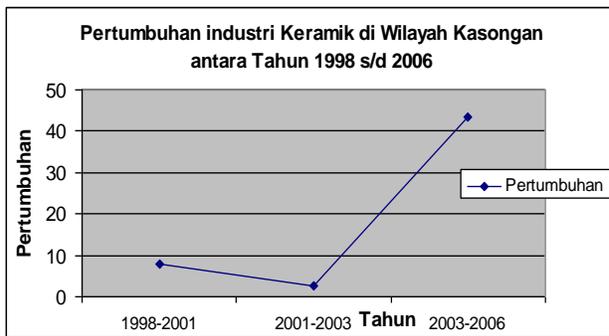
## V. STUDY RESULT

### 1. Tourism in Kasongan

The development of tourism in rural tourism starting when Kasongan village declared as a tourist village in 1988. But before the area is the village by village Kasongan predominately a ceramic craftsmen. It is then triggers the growth and development of the village as a tourist village Kasongan Crafts pottery. The distribution of the ceramic industry before the earthquake can be seen on the map below. For areas with the most craftsmen are on Kajen with 3 village of the Kajen,

Sentanan and Kasongan. The third hamlet is this which is the forerunner Kasongan tourist villages, and developing rapidly to the other like village like Tirto, Sembungan. Pucang Gedongan and Kali Pucang.

Growth in the pottery industry reached its heyday in Kasongan 2000 this can be seen from the increasing number of industrial ceramics in Kasongan as shown in the table below. On the table shows that after 2003 the development of a close very fast growth rate of 40.2%. While the largest number of craftsmen in the village and Tirto Kajen (more than 200 craftsmen)

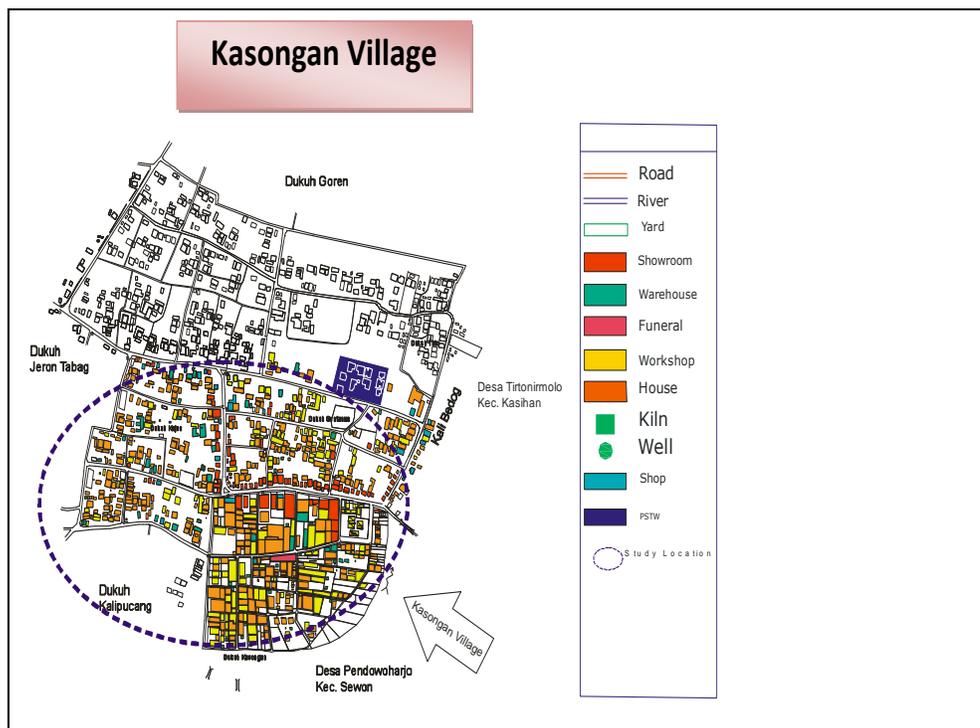


Source: Statistic Bureau of Bantul Regency 2006

**Table 1. Growth of Pottery Industry from 1998-2006**

**Table 2. The number of Pottery maker in 2007 in Kasongan Village**

The distribution of the ceramic industry can be seen on Map 1. From year to year the number of craftsmen continue to grow. The role of craftsmen as a business unit within the Ceramics Industry Kasongan very important to the ongoing industrial activities in Kasongan. According to the Technical Services Unit (UPT) Construction Crafts pottery craftsmen as Kasongan number of business units in Kasongan are as follows:



## 2. Community Development and Poverty Alleviation Through Tourism

In the subsequent development of tourist villages Kasongan have ups and downs this is caused by the increasing number of pottery makers in the region which ranges from 500 artisans, as well as natural disasters (earthquakes) that occurred on May 26, 2006, has made tourism village suffered significant damage. According to Mr. Nangsib as head of Kasongan Village that most of these villages suffered damage from severe to mild, the most severe damage occurred on RT 04 as manifested

*"... .. After the earthquake, how to, start to rise with the help of NGOs and government in the form of funds 15 Million, Kasongan village that have 344 households. The largest damage experienced by Kasongan village,,,,,,,,,,,,,,,,,,,,,."*

The earthquake has made the community around a lot of houses were damaged either as a residence as well as workshops (*brak*) then in 2006 in collaboration with NGOs outside a process of community empowerment which has now evolved into a number of activities in addition to the pottery-making activities. NGOs are assisting communities is Relief.

The institute previously helped people in the earthquake recovery, but the beginning of 2007 this institution was no longer help people in the process of restoration / repair of buildings, but more on efforts to empower the community in accordance with the capabilities and local resources. At present there are 36 members and 16 of whom were women. Currently the agency has turned into cooperatives with the Cooperative's name "Joint Kasongan" (KUB), which stands about mid-2008 after recovery program conducted by the Relief completed.

Today the KUB cooperation focus its efforts to help communities start of training improved quality pottery, to the marketing. In addition to empowering the community then the program is run by KUB village tour, making bamboo panels and manufacture of pottery (terracotta). Training provided by the Relief include finishing training, computer training and marketing. According to one member of the KUB that training can increase knowledge and useful for increasing their market segment.

It is also supported by statements made by a member of KUB by Mbak nFrom benefit from the training KUB is quite a lot but can not be seen because of the current orders of pottery is down, and as it was delivered that the other advantages obtained are him getting job as one of the staff at the KUB.

*..... yesterday there is training like that from the start of training to make prints, make a good mixture of clay how,, make the motifs painted finish With KUB..... there are many advantages that I have, for example now a staff in KUB office .....*

**Paket Wisata Belajar**

**Paket Wisata TK/SD**  
Merupakan paket belajar pengenalan gerabah dengan bermain membuat gerabah sederhana serta mewarnai gerabah.

**Paket Wisata SMP/SMA**  
Merupakan paket belajar pengenalan gerabah tingkat lanjut dengan membuat gerabah fungsional serta warna gerabah dengan teknik tertentu

**Paket Wisata Kursus**

**Paket Kursus Pemula-Pembuatan Gerabah**  
Merupakan paket belajar untuk masyarakat umum baik individu maupun kelompok, dimana peserta belajar teknik pembuatan keramik serta proses pembakarannya menjadi gerabah jadi

**Paket Kursus Pemula-Finishing Gerabah**  
Merupakan paket belajar memfinishing gerabah menjadi lebih menarik dengan berbagai teknik (tekstur, wash, foam, laminating, dll)

**Paket Khusus**

Merupakan paket pendukung acara belajar di Kasongan, antara lain:  
Paket Makan siang di Kasongan (Nasi Pecel Belut, Nasi Gudeg dan Kenduri) Paket Kesenian (Atraksi Prian Jawa, Jathilan, paket belajar menari Jawa)

Untuk Paket Wisata Belajar sudah termasuk kegiatan kunjungan ke bengkel kerja dan tungku untuk melihat proses pembuatan dan pembakaran gerabah.

**CSF VILLAGE TOUR**  
*Wisata Belajar Gerabah Kasongan*

*bermain sambil belajar*

*bermain sambil belajar*

JOSILO MBAYI CARIK Paksiwang, Kasongan, Yogyakarta-Indonesia

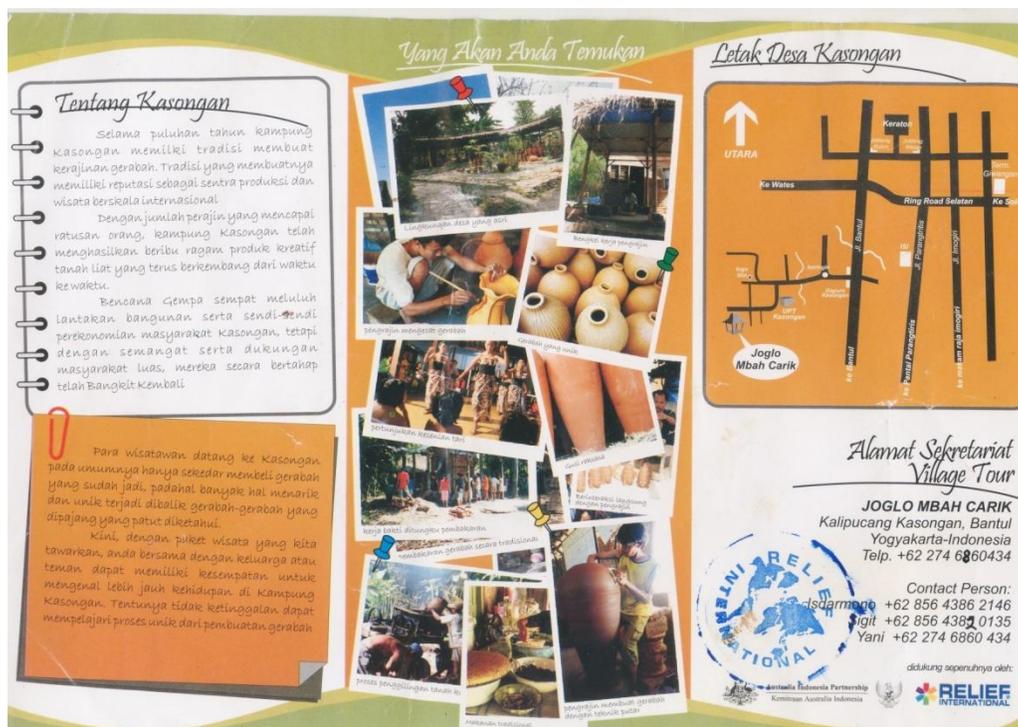


Figure 1 one of the work done by KUB in order to promote Kasongan and pottery village, through the manufacture and distribution of leaflets and brochures

As stated by one member of the KUB that most members of the empowered women / mothers are accompanied by households, which until now still continue to be assisted in improving the quality of crafts produced. In addition to providing training to women in the technical aspects of pottery-making then the KUB also helped their members to find a market like have an exhibition in Jakarta, in Jogjakarta (Plasa and Vredenburg Ambarukmo), such as those told by mbak Ndari. While efforts to find a buyer from outside still have some difficulties address to

achieving the desired quality by the consumer (buyer) as presented by Miss Yani as the Manager of KUB.

### 3. The Role of Community in Tourism Sector

As we know that Kasongan village is a village that known as pottery village, (cause all of the habitant work as pottery makers, and after Kasongan village declare a tourism village many roles taken by the community as a consequences of the tourism village, and the roles shown as the table below:

Table 3. The Role of Actor and Level of Participation in Kasongan Village

Role of Actor / Level of Participation	Community	Government	Other Stakeholders
Make a pottery (as attraction tourism)	Most of the people living as pottery craftsmen, as well as the livelihood activities of the production process is also a tourist attraction in Kasongan	In this process the government role in providing guidance related to design (UPT Kasongan)	
Marketing	Marketing process undertaken by the community there are two ways, namely to leave the showroom located on the main road, even this is one tourist attraction, (the visit and buy) pottery a second is to sell directly to buyers who	The role of government in the marketing of pottery is not maximized (the exhibition is only done if there are funds) so that the activities to market non-routine	KUB is a cooperative that was formed after the quake, often provide an opportunity for artisans to exhibit at both local and national

Source: Based on Research 2010

## VI. CONCLUSION

Based on the cases of community empowerment and its relationship with poverty eradication, then some of the conclusions obtained are:

1. Community Empowerment with improved the quality of society

Community empowerment through increased production is a crucial step in the empowerment of communities, these activities are part of community economic development through cooperatives. According to Ife (2008) that the cooperative is one of the alternatives in the development of society and to strengthen solidarity, and recommended that cooperatives are formed based on needs and local culture. In cases in Kasongan although cooperatives have been formed and has a management board but is still not running with a maximum due to the lack of monitoring and evaluation of some existing activities. Besides community involvement needs to be improved.

2. Become a subject of the programs

The idea that people should be able to define their own needs and how to comply, at the local level people mostly knew what they need is the idea of social justice and change from below that delivered by the (Chamber, 1983; Salleh 1997). In accordance with the principles of change from the bottom of one of them is respect for local knowledge and local skills. In the current conditions in Kasongan society has become a subject or citizen control in the empowerment.

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## AUTHORS

**First Author** – Mila Karmilah, Faculty member of Department of Urban and City Planning Sultan Agung Islamic University of Semarang, Indonesia, karmilahmila@gmail.com  
Ph.D candidate Department of Architecture and Planning Gadjahmada University Yogyakarta, Indonesia  
**Second Author** – Wiendu Nuryanti, Professor, Department of Architecture and Planning GMU Yogyakarta, Indonesia, wiendu@gmail.com  
**Third Author** – Nindy Soewarno, Professor, Department of Architecture and Planning GMU Yogyakarta, Indonesia  
**Fourth Author** – Bakti Setiawan, Professor, Department of Architecture and Planning GMU Yogyakarta, Indonesia