

# Implementation Of Community-Based Tourism In Relation To Women's Entrepreneurship Spirit In The Tourist Area Of Kenjeran Beach Surabaya

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**Abstract:** Community-based tourism development is closely related to community empowerment and gender mainstreaming. The existence of the Kenjeran Beach Amusement Park managed by the Surabaya City Government provides ample opportunities for local residents to trade around tourist attractions. The obstacle to developing community-based tourism lies in the low ability of human resources in the field of entrepreneurship to increase business scale, innovate and improve according to the demands and standards of tourists. The Kenjeran Beach Amusement Park merchant community has a role as an arm of the government to manage and develop community-based tourism in the Kenjeran Beach Amusement Park.

**Key words:** *Entrepreneurship spirit, community-based tourism, women's entrepreneurship*

## BACKGROUND

Article 2 of Law No. 10 of 2009 on Tourism stipulates that tourism shall be organized based on the benefit, family, fair and equitable, balance, independence, preservation, participatory, sustainable, democratic, equality and unity principles. Meanwhile, Article 3 stipulates that tourism serves to meet the physical, spiritual and intellectual needs of every tourist by recreation and travel as well as increasing the State's income. Article 4 stipulates that tourism aims to: 1) increase economic growth; 2) improve people's welfare; 3) eradicate poverty; 4) overcome unemployment; 5) conserve nature, environment and resources; 6) advance culture; 7) improve the image of the nation; 8) cultivate the love for the country; 9) strengthen national identity and unity; and 10) strengthen friendship among nations.

Therefore, Surabaya tourism with all of its dynamics cannot be separated from the principles, functions and objectives of tourism as mandated in the legislation above. The present study put an important emphasis on the participatory and equality principles, where community-based tourism (CBT) is a practice and representation of the participatory principle and the study subjects, women craftsmen of processed marine products, were closely related to the equality principle. The increasingly advanced tourism, on the one hand, should be positively correlated to the increasing number of people actively involved in tourism development, at least around the tourist areas, and provide wider opportunities for women to obtain decent jobs and be self-employed in the tourism sector on the other.

The importance of the present study was its main subject of study, which was a group of female crafters of processed seafood products in the tourist area of Kenjeran Beach Surabaya. They drive and embody CBT amidst the dynamics of Surabaya's tourism development in general. On the other hand, the perceived gender discrimination is quite strong to attach women as a subordinated party to men, both in the private and public sphere – in this case, jobs and entrepreneurship in the tourism sector. Processed seafood products consist of crackers, snacks, salted fish, shrimp paste and shrimp sauce (*Kompas, Edisi Jawa Timur*, 1/4/09, p. K).

The present study was a descriptive study to identify the following: first, what is the pattern of the application of community-based tourism in the tourist area of Kenjeran Beach Surabaya? Second, what is the role of female crafters of processed seafood products in driving community-based tourism in the tourist area of Kenjeran Beach Surabaya? Third, how does women's entrepreneurial spirit influences the implementation of community-based tourism? Fourth, how does women's entrepreneurship spirit develop community-based tourism in the tourist area of Kenjeran Beach Surabaya?

## LITERATURE REVIEW

The references supporting the present study were broadly divided into: first, community-based tourism, which also relates to the theory of local community participation around tourist attractions; second, entrepreneurship spirit, especially business management and development in the tourism sector; third, community empowerment and women empowerment in particular. References were taken from journals on related topics, books, regulations and program documents as well as relevant government agency policies.

### **Community-Based Tourism**

The world tourism paradigm of the 21<sup>st</sup> century which is a reflection of the political climate of the international tourism community puts more emphasis and leads future tourism to the following conditions: back to nature and basic culture, community-based tourism development, consumer protection. The UN-World Tourism Organization releases the theme of international tourism development which emphasizes 3 important issues: poverty alleviation, job creation and social harmony.

Community-based tourism (CBT) is tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least the part of the tourist income is set aside for projects which provide benefits to the community as a whole. Community based tourism enables the tourist to discover local habits and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources (responsibletravel.com).

Nurhidayati (2008) defines CBT as: 1) a form of tourism that provide opportunities for local people to control and be involved in tourism management and development; 2) people not directly involved in tourism businesses also benefit; 3) demand political empowerment and democratization and distribution of profits to disadvantaged communities in rural areas.

Thus, in essence, CBT is an embodiment of the expansion of the impact of the tourism sector on local economic development of communities around the tourist area. Efforts are taken through opportunities given to the community to get jobs and entrepreneurship opportunities in the tourism sector more broadly. The present study specifically focused on the role and involvement of women with their spirit, mentality and typical entrepreneurship instinct with the specification of processed seafood products.

Community-based tourism development can also be defined as an activity of local communities to promote various values and create a community filled with energy by utilizing nature, culture, history, industry, talented people, and other resources in full. Community-based tourism development aspires all components of the community to think, discuss, and take concrete actions (Natori, 2001 (in Madiun, 2010)).

Community-based tourism development in various fields requires absolute conditions, that is, the community as an agent of development should master the substance of the development to be undertaken. Understanding the concept of tourism development is critical for the community who will undertake the development, in preparation for the development.

### **Theory of Participation**

Tourism planning should be directed to a pattern of sustainable tourism development by actively involving stakeholders, especially the local community, starting from the planning, voluntary action, and maintenance of tourist attractions; thus, tourism development needs to be more "bottom-up" since the community itself who will shape the area constitutes the major actor of tourism and reaps the direct impacts (Soedibyo & Habibie, 2005).

In the context of tourism development, participation is achieved by means of, first, managing the surrounding of one's own home and each area by maintaining order, giving greater attention to efforts of greening and preservation of the environment by participating in reforestation movement; second, being friendly to someone or tourists as a reflection of a good attitude in relationships; third, providing clean and safe tourist facilities, such as hotels and transportation; fourth, complying with the rules; fifth, preserving rural art; sixth, playing an active role in implementing preventive measures against crime and other actions that harm tourism. Factors affecting community participation in tourism development programs are: first, the willingness to improve their standard of living; second, the desire to preserve the surrounding natural wealth; third, the desire to maintain the security of their area from negative influences; and, fourth, the desire to maintain and introduce the local culture (ibid).

### **Entrepreneurship Spirit**

In 2006, Copernicus Marketing Consulting & Research conducted a research on the success of women in marketing. The findings showed that 81% of them wanted to become Chief Marketing Officer (CMO) in the future relative to men with only 68%. Women succeed in marketing since they listen to consumers better. A total of 45% of respondents said that women understand the importance of "emotional connection with the brand". In addition, women are fond of collaboration and have a desire to influence and not to command their colleagues (*Majalah Mix*, March 2009, p. 31).

The object of the preset study was the merchants in Kenjeran Beach Amusement Park, who were entirely women and could be categorized as SMEs. According to Hafsa (2000: 150), SEs and SMEs in Indonesia experienced internal problems, including: 1) low professionalism of small business management personnel in terms of entrepreneurship, management, production techniques, product development, quality control, due to the entrepreneur's low level of education; 2) limited capital and lack of access to banks and markets, resulting in weak capital structure; 3) inadequate technological mastery.

Hall Hill (*Asian Survey*, 2001) said that SMEs constituted the important subject of studies and policies in Indonesia today. The reasons included: first, SMEs in each country provide a vital role for economic development by the wider community since it employs more than 60 percent of the workforce. Second, it is clearly and consistently a priority of the Indonesian government currently. Third, it has a special meaning when it is related to the issue of equity.

Law No. 9 of 1995 concerning Small Businesses stipulates that small and medium business sector are those that have a net worth of a maximum of IDR 200 million, excluding land and buildings where the business is located or, have a maximum annual sales of IDR 1 billion.

Some business opportunities that communities can develop in the tourism sector are as follows: first, provision of tourists' amenities, comprising of:

- Accommodation, where the community can provide part of their homes for tourists (home stays) and be the host, or provide small-scale commercial accommodation (lodges), which do not need to be luxurious but meet the cleanliness and safety standards. This preparation is another alternative to more classy hotels.
- Food Service, where the community can provide food and drink services. Studies on domestic tourist behavior demonstrated that their need for this service was quite high. It is possible to serve foreign tourists, provided that the basic conditions of hygiene can be met. The problem lies in 'cleanliness' and 'serving methods', in which the community in general is not yet aware of what should not be done since it is still acceptable in their own point of view; for example, handling food with bare hands. This food service can or should display Indonesian food and beverages or, especially, regional food and beverages.
- Tour guides, local people as those who know the ins and outs of their area are the best choice for guides, for example, guides for entering forested tourist areas, trekking, diving and so on.

The second is the provision of transportation services (accessibilities), locally or regionally, consisting of :

- Traditional *andong* (carriage) transport, as transportation and attraction, and other public transportation, such as taxibike, traditional boat, can all be done by the community.
- Inter-city and inter-island transportation using mini buses, private vehicles concurrently serving as rent cars, motorboats or traditional boats. Utilization of people's vehicles is even an important part in the series of tourist experiences.

The third is other services such as photographers at tourist sites, salons and massages, such as those found in Kuta, photo studios for local clothes, self-painting, telephone booths, and others. The fourth is souvenirs which are favored by tourists and made by people with inherited skills and creativity. These souvenirs can be:

- Traditional hand crafts: weavings, *songket*, carvings and so on.
- Contemporary crafts: recycled paper, glass painting, dried flowers.
- Food products: crackers, sweets, special cakes and so on.
- Agricultural products: ornamental plants, cut flowers, vegetables, packaged fruit for souvenirs, and others.

In addition to services directly delivered to domestic and foreign tourists, the most important part is community participation or community economic development that does not directly serve tourists, but meet the demands of other tourism industries (meeting the needs of the second stage), namely being suppliers of hotel needs for:

- Agricultural products for consumption; rice, vegetables, fruits, eggs, milk, etc.
- Functional items and accessories; waste baskets, tissue paper containers, recycled art paper, candles and so on.
- Special services, such as landscaping, including nurseries, maintenance or cut flower businesses.
- Souvenirs for promotion: ballpoints with puppet stems, sandalwood or simply wood with artistic touches, ceramic ashtrays and various other items.
- Special furniture, such as chairs, sofas, tables that can be used by the tourism industry.
- Etc.

### **Community Empowerment**

The populist economy can simply be defined as an economy that rests on and sides with the people or the wider public. In order to strengthen the position and role of the people's economy in the national economy, efforts will be made to accelerate structural changes, which require fundamental steps which include allocating resources, strengthening institutions, and empowering human resources or empowering communities.

Community empowerment in this case includes two conceptions: the concept of community development and the concept of community-based development. The concept of community development comprises ideas of increasing community empowerment through improving the individuals belonging to the community. This empowerment improvement is pursued through efforts to improve health and education, assuming that a physically and mentally healthy and educated community is expected to be more creative and innovative to form a community with a high level of empowerment.

Thus, community empowerment can be defined as: first, efforts to improve the ability and independence. Community empowerment is not merely an effort to increase income, but it has a deeper meaning, including the enforcement of democratic economy and people's economic sovereignty. Economic activities take place from the people, by the people, and for the people; and this is what is referred to as the people's economy. The people's economy can be established depending on the mastery of technology, ownership of capital, access to markets, and information and management skills, in addition to the supportive political environment.

The two conceptions are a unity in the sense that each is closely related; the empowered people should also be given the opportunity to participate in development in accordance with their capacities and desires. With regard to enhancing empowerment, the empowerment concept includes 2 (two) aspects: first, *enabling*, which is to create an environment and atmosphere that allows people to develop; second, *empowering*, which is to strengthen the potential of the community and establish individual characters to be more capable and self-reliant in the face of challenges and problems of life in the development. Included in this concept of empowerment is protection against unequal forces.

### **Women Empowerment**

The obstacle encountered is that there are many women with low education, lacking skills for certain matters, especially the latest technology. Women's low quality of life is caused by the limited participation, opportunities, and access and control to participate in various fields of development, both as agents of change and as beneficiaries of development. Other factors that cause women's low quality of life include the socio-cultural climate or environment not yet conducive to women's progress. One of the results of the Johannesburg Declaration (2002) was to provide opportunities for women to improve their quality of life (Irwan, 2009).

The Government of Indonesia has formulated a vision of women's empowerment: "Justice and Gender Equality, Child Welfare and Protection in Family, Community, National and State Life." In order to realize the vision, there are several missions that need to be achieved:

1. Improvement of women's quality of life in the areas of:
  - a. Integrated education and training consisting of spiritual, intellectual and practical education;
  - b. Health and family planning;
  - c. Economy and employment;
  - d. Politics and law;
  - e. Development and information resources;
  - f. Social and state welfare.
2. Promotion of gender equality and justice:
3. Elimination of all forms of violence against women based on the "zero tolerance policy", one that cannot tolerate the slightest act of violence against women.
4. Respect for the dignity and human rights of women as well as respect for and protection of women's reproductive functions.
5. Child welfare and protection.

In order to successfully achieve the missions of women's empowerment, there are several policies for the development of women's empowerment:

1. One-stop policy and gender mainstreaming in enhancing women's position and role.
2. Improvement of the quality of women's human resources in order to achieve women's improved position and role.
3. Legal and regulatory reforms.
4. "Zero-tolerance policy" in the elimination of violence against women.
5. Improvement of women's dignity and human rights.
6. Empowerment of government institutions in empowering women.
7. Improvement of the quality of women's roles and independence and organizations.
8. Increased community participation.
9. Expansion of the reach of women's empowerment.
10. Increased implementation of international commitments (*ibid*).

## METHODS

The methods of the present study included observation, interview and questionnaire. The present study used primary and secondary data. Primary data were obtained through interviews, questionnaires and field observations. Samples of the visitors of Kenjeran Beach were taken by the accidental sampling method (Kusmayadi, 2004). Secondary data were obtained by means of the policy desk review of the Surabaya Culture and Tourism Office, the Women's Empowerment and Family Planning Agency of the East Java Provincial Government, the Community Empowerment and Family Planning Agency of Surabaya City Government, the management of Kenjeran Beach, and information, news and discourses from the mass media related to the research topic.

Interviews were made by gathering information in structured questions asked to the merchant association of Kenjeran Beach Amusement Park, most of which being women of processed seafood products, the management of the Kenjeran Beach tourist area, and Surabaya tourism stakeholders consisting of the Surabaya Culture and Tourism Office and the Surabaya Tourism Association Promotion Board.

## ANALYSIS AND DISCUSSION

### Overview of the Research Location

The Kenjeran Beach Amusement Park is a natural beach tourist attraction covering an area of  $\pm 2.3$  hectares managed by the Surabaya City Government. It is located in the eastern part of the city of Surabaya, precisely in Kelurahan Kenjeran. This tourist attraction is open every day, from 7:00 to 18:00 with an entrance ticket of IDR 10,000 for children and IDR 15,000 for adults.

Tourist attractions available in the Kenjeran Beach Amusement Park include children's playground, windsurfing, sea cruises and tourist events. Meanwhile, the facilities available include toilets, souvenir shops, prayer rooms, and traditional markets.

The merchant booths the area of the Kenjeran Beach Amusement Park are levy-charged (based on Regulation of Surabaya City Number 9 of 2007 regarding Levies on Recreation and Sport Points) at varied rates per meter square for food stalls, souvenir markets and fish markets and paid monthly.

According to the Chairman of the Community Resilience Institute (LKMK) of Kelurahan Kenjeran and the Coordinator of the Community Self-Reliance Institute (BKM) of Kenjeran Kelurahan, in 2009 Kenjeran Kelurahan received PNPM funds of IDR 200 million allocated for three areas of activity. First, the environmental activities included the construction of two toilets sized 3x4 meters and road paving of 50m<sup>2</sup>. Second, the economic areas included savings and loan funds worth IDR 115 million used by 24 people (craftsmen and merchants around Kenjeran) where each individual got a loan of IDR 500,000. Third, the social areas included equipment (television and mother's uniform) assistance for early childhood education (PAUD).

Based on field observations and interviews with one member of the LKMK, some of the obstacles and weaknesses experienced by female merchants in the Kenjeran Beach Amusement Park were as follows. First, there was a low quality of human resources. Second, the business management was run 'in shambles'. That is, business management was not based on appropriate management principles where business turnover and profits were managed in such a way as to sustain business in the



future. Third, there was reluctance of merchants to accept positive, useful and important inputs for the progress and future of their businesses. They were not open to new ideas and matters related to business management, especially stimuli to innovate and create unique products.

The merchants of shellfish crafts in the Kenjeran Beach Amusement Park had an average turnover of IDR 200,000 to IDR 300,000 per day. In total, the number of shellfish craft merchants in Kenjeran Beach Amusement Park was 38 people, smoked fish merchants 26 people, and processed seafood product (crackers, *lorjuk*, salted fish, etc.) merchants 40 people. The management of the Kenjeran Beach Amusement Park also provided convenience and facilitation to local residents to sell around the tourist area. Likewise, the local residents were free to enter the tourist area. The Kenjeran Beach Amusement Park is located in Kelurahan Kenjeran of Kecamatan Bulak, also adjacent to Kelurahan Sukolilo of Kecamatan Bulak.

Data showed that the percentage of businesses engaged in fisheries was higher than that of supermarket/convenience store businesses. These data convincingly demonstrated that the people around the Kenjeran Beach Amusement Park were indeed more interested in the fishery businesses. This was also supported by their sea surroundings.

Table 1  
 Number of Trading Businesses

DESCRIPTION	NUMBER
Convenience store	23 business units
Fishery	30 business units
Total	53 business units

Source: Report of Profile Data Compilation of Kelurahan Sukolilo Village, Kecamatan Bulak 2017

**The Kenjeran Beach Amusement Park**

In this section we will show how many visitors kenjeran beach amusement park for 4 years.

Table 2  
 Visitors to the Kenjeran Beach Amusement Park, 2014–2017

Years			
2014	2015	2016	May 2017
248,876	269,547	326,683	131,478

Source: Regional Technical Implementation Unit (UPTD) of the Kenjeran Beach Amusement Park

An increase in the number of tourist visits would have an impact on increasing regional income from the Kenjeran Beach Amusement Park. Thus, this increase indicates that this tourist attraction is in demand mostly by domestic tourists. Opportunities for community-based tourism development are increasingly wide open with the positive indicators of the progress of this tourist attraction. On the other hand, in terms of the socio-economic situation of the surrounding area, namely Kelurahan Kenjeran and Kelurahan Sukolilo, the presence of the tourist attraction has not been able to drive every potential of the community to capitalize on the presence of the tourist attraction in their area more productively. There were a number of underlying factors, including the lack of confidence and sound business planning to boost the economy in the tourism sector.

Another background related to this was that the female merchants around the tourist attraction were less confident to try new things and took a bit of risk. Rather, they preferred imitating and following the steps of other merchants. It was indicated by the lack of unique local commodities originating from their habits. Most of the community’s commodities focused on processed seafood and shellfish.

Overcoming this obstacle, it is necessary to intensify programs from the relevant government agencies or other parties to guide the community to find new business plans that are unique, creative and worth selling while utilizing local resources. The synergistic programs from the Community Empowerment and Family Planning Agency, the Culture and Tourism Office, and the Marine and Fisheries Office, by collaborating with universities or other institutions, to further mobilize the economic potential of the community around the Kenjeran Beach Amusement Park is of significance.

The cooperative actions of the apparatuses of Kelurahan Kenjeran and Kelurahan Sukolilo are positive that need to be maintained and improved in a more concrete work program. The presence of the BKM and LKMK of Kelurahan Kenjeran, for example, seemed to be able to dynamize government programs within the community. Likewise, the linkage of these institutes with the existence of female merchants in the vicinity of the Kenjeran Beach Amusement Park constitutes an institutional form capable of establishing a synergy among merchants and between merchants and the management of the Kenjeran Beach Amusement Park.

**Questionnaire Results**

We will present the results of the questionnaire that was filled by the visitors of the Kenjeran Beach Amusement Park. Distributed this questionnaire during holidays. With the hope of getting respondents from all walks of life. in the first group, the description of respondents can be distinguished in terms of age, gender and occupation. For the second group, we describe

respondents in terms of housewives, employees, retiree and others. In the final classification, we focus on the issue of expenditure.

Table 3  
 Description of Respondents (1)

Description	Gender		Age (years)				Last education			
	Male	female	20-30	31-40	41-50	> 50	Elementary School	Junior High School	Senior High school/ Vocational School	D1-bachelor degree
Total	52	68	55	47	11	7	5	9	83	23

Table 4  
 Description of Respondents (2)

Description	Occupation					
	Housewife	Private employee	Government employee	Self-employed	Retiree	Other
Total	45	43	4	21	1	6

Table 5  
 Respondents' Expenditures in the Kenjeran Beach Amusement Park

Description	Total Expenditures			Types of Expenditure		
	<IDR 50,000	IDR 50,000–100,000	>IDR 100,000	Souvenirs	Entertainment	Souvenirs & Entertainment
Total	33	52	35	29	12	79

The questionnaire, completed by 120 respondents, was divided into 2 categories of statements of, first, those related to the tourist attractions of the Kenjeran Beach Amusement Park (10 items). The items in this section elaborated the implementation of the *Sapta Pesona Wisata* values in the Kenjeran Beach Amusement Park (safety, cleanliness, orderliness, coolness, beauty, hospitality, and provision of memorable memories to tourists). Most respondents agreed to the following statements. With regard to the first statement that the Kenjeran Beach Amusement Park is an attractive tourist attraction, 21 respondents strongly agreed, 87 respondents agreed and 12 respondents disagreed. For the second statement that the Kenjeran Beach Amusement Park is a pleasant tourist attraction, 24 respondents strongly agreed, 86 respondents agreed, 8 respondents disagreed and 2 respondents strongly disagreed. With regard to the third statement that the Kenjeran Beach Amusement Park is gated, 16 respondents strongly agreed, 77 respondents agreed, 26 respondents disagreed, and 1 respondent strongly disagreed. For the fourth statement that traveling in the Kenjeran Beach Amusement Park is favorable, 13 respondents strongly agreed, 86 respondents agreed, and 21 respondents disagreed. For the fifth statement regarding recommending others to travel to the Kenjeran Beach Amusement Park, 30 respondents strongly agreed, 79 respondents agreed, 9 respondents disagreed, and 2 respondents strongly disagreed. With regard to the sixth statement concerning the beach attractiveness of the Kenjeran Beach Amusement Park, 30 respondents strongly agreed, 80 respondents agreed, and 10 respondents disagreed. For the seventh statement that the Kenjeran Beach Amusement Park is well managed, 16 respondents strongly disagreed, 77 respondents agreed, 25 respondents disagreed, and 2 respondents strongly disagreed. With regard to the eighth statement concerning the cost efficiency of traveling in the Kenjeran Beach Amusement Park, 40 respondents strongly agreed, 79 respondents agreed, and 1 respondents disagreed. For the ninth statement that the people around the Kenjeran Beach Amusement Park are friendly, 21 respondents strongly agreed, 88 respondents agreed, 9 respondents disagreed, and 2 respondents strongly disagreed. However, respondents also highlighted the weakness of the Kenjeran Beach Amusement Park by doubting the quality of cleanliness around the tourist area, in which 7 respondents strongly agreed, 47 respondents agreed, 56 respondents disagreed, and 10 respondents strongly disagreed.

The second category of statements related to the merchants around the Kenjeran Beach Amusement Park area (7 items). Most respondents agreed with all statements related to the implementation of community-based tourism in the Kenjeran Beach Amusement Park. Those statements related to the existence and performance of female merchants in the Kenjeran Beach Amusement Park area. With regard to the first statement concerning the availability of traditional foods with authentic flavors and supplemented with neat eating places, 38 respondents strongly agreed, 76 respondents agreed, and 6 respondents disagreed. For the second statement regarding the availability of attractive and unique food souvenirs, 31 respondents strongly agreed, 81 respondents agreed, 7 respondents disagreed, and 1 respondent strongly disagreed. For the third statement regarding the availability of attractive and unique souvenirs (handicrafts), 39 respondents strongly agreed, 80 respondents agreed, and 1 respondent disagreed. With regard to the fourth statement that the merchants in the Kenjeran Beach Amusement Park are well organized, 19 respondents strongly agreed, 68 respondents agreed, 30 respondents disagreed, and 3 respondents strongly disagreed. For the fifth statement that the merchants in the Kenjeran Beach Amusement Park are creative, 21 respondents strongly agreed, 91 respondents agreed, 6 respondents disagreed, and 2 respondents strongly disagreed. With regard to the sixth statement that the merchants in the Kenjeran Beach Amusement Park reflect strong women, 30 respondents strongly agreed, 77 respondents agreed, 11 respondents disagreed, and 2 respondents strongly disagreed. For the seventh statement that the merchants in the

Kenjeran Beach Amusement Park are friendly, 21 respondents strongly agreed, 88 respondents agreed, 6 respondents disagreed, and 5 respondents strongly disagreed.

Opportunities for the development of community-based tourism in the Kenjeran Beach Amusement Park are predicted to last a long time, due to the characteristics of the Kenjeran Beach Amusement Park as a family tourist attraction. This has its own advantages since most tourist sites that have a captive market of family tourist segment are more sensitive and aware of the people's economy, relative to those with characteristics of tourists of other segments (business, for example), which are managed in such a way that it seem to marginally absorb the products and resources of local communities.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

The conclusions of the present study are as follows:

1. Community-based tourism (CBT) has been run by the management of the Kenjeran Beach Amusement Park by providing opportunities, convenience and facilitation to local residents (women) to trade in the tourist area.
2. The entrepreneurial spirit and practice of female merchants in the Kenjeran Beach Amusement Park were undertaken in a simple pattern, without a development design that provides direction for the business scale progress.
3. The merchant association in the Kenjeran Beach Amusement Park served as the mediator between the management and the merchants to maintain a good relationship and partnership.
4. The entrepreneurship assistance and development program as a way to develop and provide more value for the implementation of community-based tourism has not been running systematically and sustainably. Assistance from related parties to develop the business scale and to direct and to strengthen entrepreneurial enthusiasm and practice among the female merchants of the Kenjeran Beach Amusement Park accompanied by measurable success indicators of the program was not yet evident.
5. Gender equality as measured by the indicator of business freedom for women was evident in the Kenjeran Beach Amusement Park. However, this positive condition has not yet been accompanied by a systematic and sustainable human resources development and quality improvement program.

### Recommendations

Several important recommendations to be followed up from the present study are as follows:

1. There is need for a systematic and sustainable human resources development and quality improvement, which is focused on structuring the business management and on the entrepreneurial spirit;
2. The Kenjeran Beach Amusement Park should continue to be managed by the Government of Surabaya City. This is because, as the merchants worried about and based on observations in several tourist sites, when the management (and ownership) of a tourist attraction is transferred from the Government to a private investor, there is a probability of the merchants' concerns and the implementation of community-based tourism will shift to game and market competition. Merchants who can trade in tourist sites will shift from local residents to residents of other regions with adequate capital to pay land rent and other costs. In order to prevent from such an alarming decision or condition, in addition to the Surabaya City Government's political commitment required, there are also the needs for the merchants' (and local residents') seriousness and hard work to maintain and improve the quality of the Kenjeran Beach Amusement Park.

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