

# Building a development strategy towards community-based tourism (CBT) in Thekelan Hamlet

*by* Badrus Zaman

---

**Submission date:** 23-May-2022 10:49AM (UTC+0700)

**Submission ID:** 1842170255

**File name:** Rezagama\_2021\_IOP\_Conf.\_Ser.\_Earth\_Environ.\_Sci.\_623\_012029.pdf (387.54K)

**Word count:** 3032

**Character count:** 17294

PAPER · OPEN ACCESS

## Building a development strategy towards community-based tourism (CBT) in Thekelan Hamlet

To cite this article: A Rezagama *et al* 2021 *IOP Conf. Ser.: Earth Environ. Sci.* **623** 012029

View the [article online](#) for updates and enhancements.

You may also like

- [Nanostructure fabrication using block copolymers](#)

I W Hamley

3

- [The standard Gaussian model for block copolymer melts](#)

M W Matsen

- [The Role of Village Tourism in Environmental Education and Social Disaster Management](#)

Saliman, Satriyo Wibowo, Anik Widiastuti et al.



The Electrochemical Society  
Advancing solid state & electrochemical science & technology

**241st ECS Meeting**

Vancouver, BC, Canada. May 29 – June 2, 2022

ECS Plenary Lecture featuring  
**Prof. Jeff Dahn,**  
Dalhousie University

Register now!

The banner features the ECS logo, a 'Register now!' button with a checkmark, and a photograph of Prof. Jeff Dahn pointing at a whiteboard. The background of the banner shows the Science World building in Vancouver, BC, Canada, with its distinctive geodesic dome structure.

## 2 Building a development strategy towards community-based tourism (CBT) in Thekelan Hamlet

A Rezagama<sup>1</sup>, M A Budihardjo<sup>1</sup>, B Zaman<sup>1</sup>, E Yohana<sup>2</sup>, B S Ramadan<sup>1\*</sup>, R P Safitri<sup>1</sup>

<sup>1</sup> Department of Environmental Engineering, Faculty of Engineering, Universitas Diponegoro, Tembalang, Semarang, 50275, Indonesia

<sup>2</sup> Department of Mechanical Engineering, Faculty of Engineering, Universitas Diponegoro Tembalang, Semarang, 50275, Indonesia

bimastyaji@live.undip.ac.id

**Abstract.** Thekelan Hamlet, located in Batur, Getasan, Semarang Regency, has a suitable location as a tourism village. However, tourist activities have not involved the residents as a whole and only focus on enjoying natural tourism. The development of tourism with the concept of education in Thekelan Hamlet has the potential to increase residents' income through the integration and development of local wisdom in Community Based Tourism (CBT). Thus, tourists can enjoy the beauty of nature and have the opportunity to interact with the lifestyle of its local community. The purpose of this study was to examine the existing conditions of the Thekelan Hamlet to develop a strategy for developing and managing the tourist village of Thekelan Village according to the concept of Community-Based Tourism (CBT). Based on the study results, it was found that Thekelan Hamlet has the carrying capacity as a tourist village in the form of local wisdom of its people, various tourist attractions, and active tourism activities. In developing Thekelan Hamlet tourism, strategies are formulated by integrating the strengths, weaknesses, potentials, and challenges of Thekelan as a tourist village and emphasizing the concept of Community-Based Tourism (CBT), for example, a collaboration between the community and local government, innovation in various service packages tourism and developing the quality of local human resources related to tourism.

### 1. 9 Introduction

A tourist village is a rural area that reflects the village's authenticity in the form of socio-economic life, socio-culture, customs, health, unique building architecture and village spatial structure, unique, attractive economic activities, and the potential to develop various tourism components. The components developed are examples of attractions, accommodation, culinary, and other tourism needs [1]. The criteria for being a tourist village include five things, namely attractiveness, accessibility, public facilities and tourist facilities, community empowerment, and marketing [2]. The tourism village is currently experiencing a significant development because many people are getting tired of modern tourism activities and want to re-experience life in the countryside with the community and rural communities' socio-cultural activities [3]. According to Suansri (2003), CBT (Community Based Tourism) focuses on environmental, social, and cultural



sustainability into one package. It is managed and owned by the community to enable visitors to increase their awareness and learn about the local community and life [4].

Thekelan Hamlet is located in Batur Village, Getasan District, Semarang Regency, Central Java. It has a suitable location for tourism, which is 3 km from the Kopeng Tourism Area and Perhutani Treetop Tourism Area. Besides, Thekelan Hamlet is also a climbing route for Mount Merbabu. The current condition, Thekelan Hamlet, has received several visits from universities and schools for comparative study activities and live-in programs. However, the problem is that the current tourist activities do not involve residents and are still enjoying nature tourism only. The number of tourists visiting each month is also uncertain because they only rely on partners. The primary income of the people of Thekelan Hamlet, including the lower middle class, with professions as farmers and breeders, averaging Rp. 30000 - Rp. 75000 per household/day.

Meanwhile, income from tourists cannot be ascertained every month. The absence of comprehensive awareness of the importance of tourism villages in improving the economy is a challenge in a paradigm shift. Tourism development with the concept of Community-Based Tourism (CBT) in Thekelan Hamlet can increase community income. The community culture that reflects local wisdom must be developed and integrated into it so that tourists are treated to natural beauty and have the opportunity to interact with the lifestyle of the local community [5]. Therefore, it is necessary to conduct a study on the development of educational tourism that includes natural potential and local wisdom to revitalize culture to improve the community's economic condition.

The development of a tourism village in previous studies was carried out by integrating the local community's participation or commonly referred to by using Community-Based Tourism (CBT). It is because tourism stems from the community's awareness of the need to build tourism that is beneficial to local communities' needs, initiatives, and opportunities [6]. Andriyanto and Damayanti (2018) identified the development of Pentingsari Tourism Village, which was carried out by empowering the community using the inner resources approach [7]. Andri et al. (2019) used a SWOT analysis with a weighting matrix of Internal Factors Evaluation (IFE) and External Factors Evaluation (EFE) in developing a community-based tourism development strategy in Untung Jawa Island [6]. A community-based tourism village development strategy can be formulated through focus group discussions (FDG) [8]. Community participation through the Information Communication Tourism program in tourism marketing in Wonosalam, Jombang Regency [9]. The development of tourism villages with community participation can be carried out through training modules [10].

Based on several studies conducted, there are various methods and strategies for developing community-based tourism villages. However, based on the literature review obtained, the recommended strategy is still general and not concrete to implement as an action plan. Thus, the purpose of this study was to determine the characteristics of Thekelan Hamlet in arranging community-based tourism hamlet development strategies in terms of socio-cultural, institutional, tourist objects, and local community participation. It is hoped that the role of the community-based tourism hamlet in Thekelan Hamlet will be formed because of the linkage between the local economy, the conservation of natural resources, and the preservation of local culture and can run sustainably. It takes a strong commitment to nature and society to get positive impacts, such as preserving the natural environment and improving local communities' welfare.

## 2. Methodology

This research was conducted in Thekelan Hamlet, Batur Village, Getasan District, Semarang Regency. This research was conducted from July to August 2019. In this study, qualitative research was carried out by conducting a SWOT analysis of the object, producing output in an action plan. Data collection was carried out using in-depth interviews with stakeholders, observation, and literature or literature studies. The selection of sources is made by using the snowball sampling method. Data analysis was carried out

continuously from the time of the research's conceptual preparation, during data collection in the location, and afterward. The reduction is made to select, simplify, transform data, sharpen, direct, remove unnecessary, and organize. Data presentation is made in the form of narrative text, matrices, graphs, and charts. Furthermore, a verified conclusion is drawn during the study.

### 3. Results and discussion

#### 3.1. Tourist attraction

The potential attractions of Thekelan hamlet are:

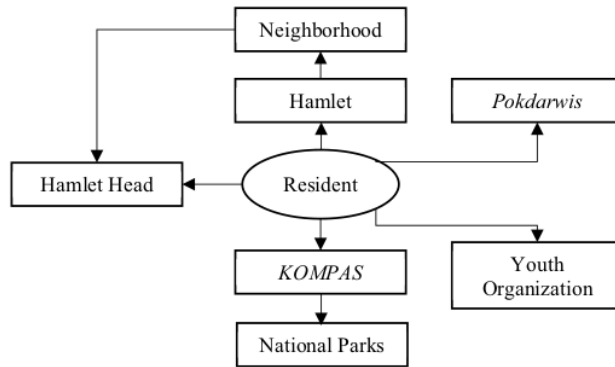
- a. Mount Merbabu Climbing Route: Thekelan is one of the climbing routes of Merbabu. This route consists of several posts to reach the top of the triangulation and Kentengsongo (3142 mdp).
- b. *Watu Telu*: It is located in the east of Thekelan Hamlet. It offers the natural beauty of pine forests, sunrise, and sunset, with a background of Mount Sindoro, Sumbing, Lawu, Telomoyo, and Mount Ungaran. Visitors can also use the camping ground provided and feel the beauty of nature.
- c. Downhill Trails: Thekelan also provides downhill bike paths. No less attractive, this one is a special interest tour that mountain bikers often visit to conquer obstacles because the downhill track passes steeply and tests adrenaline.
- d. *Bukit Bintang*: It is located in the west of Thekelan Hamlet. This place is an exciting spot to enjoy star views at night.
- e. Pine Forests: Pine Forest is located in the east of Thekelan hamlet, which is also close to Watu Telu and its beauty.
- f. *Grinjingan*: Grinjingan waterfall is located in the east of Thekelan Hamlet.
- g. Travel Live In: Institutions or schools can carry out activities and stay overnight at residents' homes in Thekelan Hamlet to experience residents' life and activities in this peaceful and tolerant hamlet. The committee and activity participants can make and implement an activity plan that has been made in Thekelan village at an affordable cost.
- h. *Dolan Ladang*: Visitors can experience the excitement of farming and participate in community harvesting activities (potatoes, tomatoes, broccoli, carrots, cabbage, and others). Visitors can also buy fresh produce to take home.
- i. *Dolan Kandang*: Visitors can participate in raising livestock (goats, cows, and chickens), experience feeding livestock, and at the same time, join in the milk-expressing process

#### 3.2. Social/cultural activities

Thekelan Hamlet is a village with a diverse population of beliefs. The people still uphold religious and cultural norms. Customs such as welcoming residents who celebrate religious holidays such as Eid Mubarak, Christmas, and Vesak is always carried out. Traditional dance organizations are still active and continue to be preserved by residents, so every year, the earth is prayed for alms by presenting traditional dances. The community still maintains social interactions such as cooperation, tolerance, and caring for others.

#### 3.3. Organizations in the Thekelan Hamlet area

Thekelan Hamlet has one *RW*, which consists of five neighborhoods. Thekelan is de jure led by the Head of the Hamlet. The *RW* head acts as the Deputy Head of the Hamlet. There is a youth organization, Karang Taruna. Two organizations also play an active role in tourism activities, namely the Puncak Syarif Concern Community (*KOMPPAS*) and the Tourism Awareness Group (*Pokdarwis*). *KOMPPAS* is a community that handles everything from the administration of climbers and visitors to the Mount Merbabu National Park to disaster evacuations. Meanwhile, *Pokdarwis* is a community that manages village tourism activities, such as live-in. In terms of climber administration, *KOMPPAS* directly reports to the National Park.



**Figure 1.** Thekelan hamlet management organizational structure.

**6**  
3.4 SWOT analysis

**Table 1.** SWOT analysis of tourism in Thekelan Hamlet.

|  |  |  |
|--|--|--|
|  | <p><b>Strength (S) :</b></p> <ul style="list-style-type: none"> <li>▪ Collective data collection is more accessible because it is centralized in one basecamp.</li> <li>▪ Local people support and contribute to route management (such as evacuation)</li> <li>▪ There are regular patrols every week to control the state of the lane.</li> <li>▪ The path is well maintained.</li> <li>▪ Active and adaptive basecamp management</li> </ul> | <p><b>Weakness (W) :</b></p> <ul style="list-style-type: none"> <li>• Less exposed</li> <li>• There are four northern routes, one of which is Thekelan. So the competition is fierce.</li> <li>• The number of climbers is low (400+ per month)</li> <li>• The Camp Area is relatively narrow.</li> <li>• Basecamp keepers' international language skills are not very good, while many foreign tourists choose the Thekelan route.</li> <li>• Too many institutions are involved in activities in the village.</li> </ul> |
| <p><b>Opportunity (O) :</b></p> <ul style="list-style-type: none"> <li>• The NP's relationship with basecamp is good.</li> <li>• Known to foreign tourists</li> <li>• Have a good relationship with Undip</li> <li>• Many external parties (non-students) can be involved in village development.</li> <li>• Has channels to multiple media</li> </ul> | <p><b>Strategy SO :</b></p> <ul style="list-style-type: none"> <li>• Doing promotions on social media with the help of students.</li> <li>• Equip facilities in English</li> <li>• Recommended restriction of climbing quotas for other routes to National Parks</li> </ul>  | <p><b>Strategy WO :</b></p> <ul style="list-style-type: none"> <li>• Build a photobooth</li> <li>• Improve publication on social media</li> <li>• Clarify the direction of the hiking trail</li> </ul>   |

| <b>Threat (T) :</b>  | <b>Strategy ST :</b>   | <b>Strategy WT :</b>  |
|--|--|---|
| <ul style="list-style-type: none"> <li>• It is sometimes affected by other routes during an evacuation.</li> <li>• Competition with other fairly competitive routes around the Thekelan area</li> <li>• The relationship between the hamlet bureaucracy and the bureaucracy above it is not inline.</li> </ul> | <ul style="list-style-type: none"> <li>• Directing basecamp administrators to be more active in promotion with social media</li> <li>• Implement an effective and efficient evacuation response strategy</li> <li>• Build coordination between the Government and community groups by increasing the capacity of tourism village institutions</li> </ul> | <ul style="list-style-type: none"> <li>• Provide counseling, direction, and explanation to the community, especially those who live around tourist objects, about the importance of tourism or the benefits of tourism development</li> </ul> |

3.5 *Development strategy*

Based on the SWOT analysis that has been carried out, 8 (eight) recommended development strategies for the Thekelan tourism hamlet are:

1. It involves the community in developing the tourist village starting from the planning, implementation and evaluation stages.
  - The government only acts as a facilitator.
  - Residents provide their houses as accommodation for visitors who want to spend the night in Thekelan Hamlet.
  - The community can sell various businesses selling farm products and livestock products, and as a guide in the tourist area in Thekelan Hamlet. In evaluating the ongoing program of activities, the community can be assisted by the Government.
2. Developing a hamlet tourism program unique to the community's natural and cultural potential as an attractive one-day tour package.

**Table 2.** Thekelan tourism package plan.

| <b>Package type</b> | <b>Facilities</b>   | <b>Cost</b>      |
|---------------------|---|------------------|
| Package A           | <i>Dolan ladang, dolan kandang</i> , processing place   | Rp. 35000/person |
| Package B           | <i>Dolan ladang, dolan kandang</i> , processing place, consumption (accompanied by a tour guide)                  | Rp. 85000/person |
| Package C           | <i>Dolan ladang, dolan kandang</i> , processing place, consumption, arts, souvenirs (accompanied by a tour guide) | Rp. 90000/person |

3. Developing live-in tours where institutions or schools can carry out activities while staying at residents' homes in Thekelan Hamlet to experience residents' life and activities in this peaceful and tolerant hamlet with an affordable cost.

**Tabel 3.** Thekelan lives in a tourism package plan.

| <b>Package type</b> | <b>Facilities</b>            | <b>Cost</b>      |   |
|---------------------|------------------------------|------------------|---|
| Package A           | Lodging and explore Thekelan | Rp. 30000/person | Lodging facilities:<br>• insulated space, |

| Package type | Facilities   | Cost              |                                       |
|--------------|--|-------------------|---------------------------------------|
| Package B    | Lodging, explore Thekelan, consumption ( <i>Lawuh ndeso</i> ), and souvenirs | Rp. 90000/person  | • pillow,<br>• bolster,<br>• blankets |
| Package C    | Lodging, explore Thekelan, consumption (menu request), and souvenirs.        | Rp. 125000/person | • bathroom (can ask for warm water)   |

4. Developing Merbabu climbing tours as an attractive climbing tour package to attract visitors to come and enjoy.

**Table 4.** The Merbabu climbing tour package plan

| Type                         | Cost              | The ticket includes insurance and parking. |
|------------------------------|-------------------|--|
| Domestic ( <i>Weekdays</i> ) | Rp. 18000/person  |  |
| Domestic ( <i>Weekend</i> )  | Rp. 20000/person  |  |
| International tourist        | Rp. 161000/person |  |

5. Developing downhill tourism through pine forests has the opportunity to develop tour packages to attract visitors.

**Table 5.** Thekelan downhill tour package plan.

| Type             | Cost             | The ticket includes insurance and parking |
|------------------|------------------|---|
| Downhill Package | Rp. 13000/person |   |

6. Promoting the community-based tourism village of Thekelan using printed media promotion, electronic media promotion, and internet media promotion.
7. Build coordination between the government (national park managers) and community groups by increasing tourism village institutions' capacity. This institutional capacity building aims to increase efficiency in terms of the time and resources needed to achieve goals, effectiveness, and performance responsiveness [11].
8. Increasing the human resource capacity of the people of Thekelan Hamlet by providing training, especially in the tourism sector, a training program is needed to improve the Thekelan Hamlet community's human resource [12].

#### 4. Conclusion

The people in Thekelan Hamlet still uphold their religious and cultural norms so that their daily activities become a unique attraction for visitors. Two organizations are active in Thekelan Hamlet tourism activities, namely *KOMPAS* (Puncak Syarif Community Care) and *Pokdarwis* (Tourism Awareness Group). Whereas places that have the potential for tourism attraction in Thekelan Hamlet are located in 9 locations, including the Mount Merbabu Hiking Trail, *Watu Telu*, Downhill Path, *Bukit Bintang*, Pine Forest, *Grinjingan*, Live in Tourism, *Dolan Ladang*, and *Dolan Kandang*. The strategies that can be recommended for developing tourism in Thekelan Hamlet include community involvement and participation in the development of tourist villages, tour packages at affordable prices, promotion of community-based tourism, coordination between government and the community, and improving the quality of hamlet human resources.



**Acknowledgment**

The authors would like to acknowledge Universitas Diponegoro, for funding this research by source of funds besides state budget (APBN) of Diponegoro University Fiscal Year 2020 Number 330-04/UN7.6.1/PM/2020

**References**

- [1] Hadiwijoyo S S 2012 *Perencanaan Pariwisata Pedesaan Berbasis Masyarakat* (Yogyakarta: Graha Ilmu)
- [2] Komariah N, Saepudin E and Yusup P M 2018 *J. Pariwisata Pesona* **3(2)** 158-174
- [3] Andiyani A A I, Martono E and Muhamad 2017 *J. Ketahanan Nasional* **23(1)** 1-16
- [4] Suansri P 2003 *Community Based Tourism Handbook* (Thailand: REST Project)
- [5] Suroyo B T and Handayani W 2014 *J. Perenc. Wil. dan Kota* **25** 243–261
- [6] Andri, Puspita N and Darmawan F 2019 *J. of Tourism Destination and Attraction (JTDA)* **7(1)** 1-10
- [7] Andrianto R H and Damayanti M 2018 *J. Teknik PWK* **7(4)** 242-250
- [8] Rahayu S, Dewi U and Fitriana K N 2016 *J. Penelitian Humaniora* **21(1)** 1-13
- [9] Novaria R and Rohimah A 2017 *Sem. Proc. and Call for Papers* (Indonesia: Sidoharjo) p 91-101
- [10] Trisnawati A E, Wahyono H and Wardoyo C 2018 *J. Pendidikan* **3(1)** 29-33
- [11] Rezagama A, Sariffuddin, Rudhi P and Syaria F B A 2018 *E3S Web Conf.* **73(4)** 10021
- [12] Andarani P, Lestari D F, Rezagama A and Sariffuddin S 2018 *E3S Web Conf.* **73(2)** 02019

# Building a development strategy towards community-based tourism (CBT) in Thekelan Hamlet

---

## ORIGINALITY REPORT

---

4%

SIMILARITY INDEX

2%

INTERNET SOURCES

2%

PUBLICATIONS

0%

STUDENT PAPERS

---

## PRIMARY SOURCES

---

- |   |  |      |
|---|--|------|
| 1 | Serly Anjelia, Endah Djuwendah, Elly Rasmikayati, Hepi Hapsari. "LEVEL OF COMMUNITY PARTICIPATION IN LAKSANA TOURISM VILLAGE, IBUN DISTRICT, BANDUNG REGENCY, WEST JAVA, INDONESIA", Journal of Business on Hospitality and Tourism, 2020<br>Publication | <1 % |
| 2 | Submitted to University of Waikato<br>Student Paper  | <1 % |
| 3 | M W Matsen. Journal of Physics Condensed Matter, 01/21/2002<br>Publication   | <1 % |
| 4 | <a href="http://benjapan.org">benjapan.org</a><br>Internet Source  | <1 % |
| 5 | <a href="http://garuda.kemdikbud.go.id">garuda.kemdikbud.go.id</a><br>Internet Source  | <1 % |
| 6 | <a href="http://www.researchgate.net">www.researchgate.net</a><br>Internet Source  | <1 % |
-

|    |   |      |
|----|---|------|
| 7  | "Proceedings of the Second International Conference of Construction, Infrastructure, and Materials", Springer Science and Business Media LLC, 2022<br>Publication           | <1 % |
| 8  | Blerina Vika, Ilir Vika. "Forecasting Albanian Time Series with Linear and Nonlinear Univariate Models", Academic Journal of Interdisciplinary Studies, 2021<br>Publication | <1 % |
| 9  | media.neliti.com<br>Internet Source   | <1 % |
| 10 | text-id.123dok.com<br>Internet Source   | <1 % |
| 11 | www.mdpi.com<br>Internet Source   | <1 % |
| 12 | www.ojs-journey.pib.ac.id<br>Internet Source  | <1 % |

Exclude quotes  On

Exclude matches  Off

Exclude bibliography  On