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## DEVELOPMENT POLICY OF SUSTAINABLE LIFE COMMUNITY IN CENTRAL JAVA TOURISM VILLAGE, INDONESIA

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### **Abstract**

*Urban society with high mobility prefer to visit tourist attractions to enjoy the natural tourist attraction. One of the tourist villages developed enough in Boyolali district is Samiran Tourism Village. This Tourism Village located in Selo, between the slopes of Mount Merapi and Merbabu. This study aims to determine the pattern of community change with the village of Samiran into a tourist village, the level of visitor satisfaction, and village tour manager. This research used survey method to visitor / village tour manager and proportional stratified random sampling technique with sampling of linkage research approach at Samiran tourism village were ask for participation of visitor / village tour manager to assess service organization and to assess service quality between visitor and manager. This study were found that quality of service in Samiran tourist village is given able to increase customer / visitor satisfaction as well as to increase income from society that support the existence of tourist village in sustainable development.*

**Key: tourism village, pattern of community change, sustainable development.**

### **INTRODUCTION**

Central Java is one of the provinces in Indonesia which has a very strategic geographical location in the middle of Java Island makes Central Java has a strong tourist attraction to attract tourists to visit both domestic and foreign tourists. In the policy of Central Java Tourism development as stipulated in the Tourism Industry Plan (RIP) (Haryanto, 2006) Central Java region is divided into 4 sub-region development areas of tourist destinations include:

1. Region A, Merapi-Merbabu Area Includes: Semarang City, Semarang District, Salatiga District, Boyolali District, Klaten District, Purworejo District, Surakarta Regency, Wonogiri Regency, Sragen Regency, Karanganyar Regency, Kendal District, Wonosobo Regency, Temanggung Regency, Regency Magelang And Kodya Magelang.
2. Region B, Demak-Rembang Area Includes: Demak Regency, Jepara District, Kudus District, Pati Regency, Blora Regency, Rembang Regency, and Grobogan District.



3. Region C, Pekalongan-Tegal Area Includes: Batang Regency, Brebes Regency, Tegal Regency, Tegal Regency, Pemalang Regency, Pekalongan Regency and Pekalongan Regency.

4. Area D, Cilacap-Banjarnegara Area Cover: Cilacap Regency, Purbalingga Regency, Banjarnegara Regency, Banyumas Regency and Kebumen Regency.

The tourists began to enjoy the tourist attractions that not only presents the potential of natural beauty, but rather lead to tours that provide the interaction with local communities. The existence of shifting tourist visits to this village then began to develop a special tour called the tourist village thick with cultural appeal and live together with local residents. With the development of tourist villages it will be able to add more diverse tourist attraction and able to attract tourists to tour in the village, which then will be able to increase economic activity in the local village so as to create equitable development and the tourist village is able to compete with other tourist attractions.

The social acceptance of the community and the participation of the community towards the existence of tourism activities in the area of his residence is considered good by the Chairman of Pokdarwis Patrawisa because of the public awareness in maintaining the cleanliness of the environment and the good reception towards the visiting tourists. Synchronization with the regulation is considered good enough according to the staff of the Department of Tourism because of the coordination of tourism activities and there is good supervision because during this tourism activities are always monitored and tone assistance by the Department of Tourism. According to Chairman of Pokdarwis Patrawisa, the expenses incurred for tourism management are sourced from village funds, grant funds, and grants from related agencies. According to the staff of the Department of Tourism, many investors are interested to invest or invest because it sees a variety of potential.

The reason for choosing Desa Wisata as a tourism village is feasible to be developed because it is supported by the existence of various tourism potential as well as interesting natural conditions. Therefore development in the village is expected to attract tourists to visit. Backgrounded by some of these conditions, it is necessary an alternative appropriate development strategies in the context of the management of Tourism Village. The development of rural tourism is driven by three factors. First, rural areas have relatively more authentic natural and cultural potential than urban areas, rural communities still practice culturally and harmonious topographical customs and rituals. Second, rural areas have relatively original physical environments or have not been heavily polluted by various types of pollution compared to urban areas. Third, to a certain extent the rural areas face relatively slow economic growth, so that the optimal utilization of local economic, social and cultural potentials is a rationale in the development of rural tourism, Tourism in rural areas seems to be influenced and idealized today by the myth of nature, the quest for an original *communitas* (Bessière, 1998).

Tourism development in Tourism Village is inseparable from the active role of the community as well as an effort to empower local people to improve their welfare and preserve the arts of culture. According Israel *et al.* (2015), community empowerment is an effort to improve the dignity of society in the present condition is not able to escape from poverty trap and backwardness. Community empowerment itself requires a process, the notion of empowerment as a refers to a series of actions or steps that are carried out systematically chronologically reflecting the steps to change the less or less



empowered into empowerment, the concept of empowerment has been examined in diverse disciplines and professional fields with widely varying definitions and assumptions.

## **LITERATURE REVIEW**

### **Tourism Village**

Tourist village in a simple sense is a tourist attraction that has the potential of superior art and culture in a rural area in the local government. The tourist village is a village that lives independently with its potential and can sell various attractions-attractions as a tourist attraction without involving investors.

Development of tourism potential in a region can increase local revenue (PAD) with the management applying the concept of ecotourism. Local Revenue which is an illustration of the regional financial potential in general relies on the elements of local taxes and regional restribusi. In relation to the local revenue from the sector of restribusi, the region can explore the potential of natural resources in the form of tourism object. The Government recognizes that the tourism sector is not the largest contributor to local revenues, but has the potential to increase local revenues.

### **Visitor Satisfaction**

Visitor satisfaction was measured using a multi-item scale based on an adaptation of the universal scale, also applied in other studies, and included four items capturing affective, cognitive and fulfilment components of satisfaction (Zabkar *et al.*, 2010). Comparison between the two will cause a sense of satisfaction or dissatisfaction so that perception has a close relationship with the level of satisfaction. The main factor determining customer satisfaction is customer perception of service quality. Quality of service is built on the comparison of two main factors: visitor perceptions of the actual service they receive (perceived service) with the actual service they expect or want (expected service). If the reality is more than expected, then the service can be said good quality whereas if the reality is less than expected, it is said not qualified. (del Bosque & Martin, 2008).

Quality is regarded as a relative measure of the good of a product or service consisting of design quality and conformity. The quality of the design is a function of product specification while the quality of conformity is a measure how much juah a product meets the requirements or specifications that have been set (Olsen, 2002). Quality is determined by the customer, the customer wants products and services that meet their needs and expectations at a certain price level that indicates the value of the product.

### **Community empowerment**

Empowerment means an effort or power that is done by individuals or communities so that society can be efficient in fulfilling their life need in a more prosperous direction. empowerment can be an organization and community directed to be able to control his life or empowerment is considered a process of making people strong enough to participate in events and institutions that affect his life. the process of empowerment or the process of empowerment / strength / ability, and / or the process of providing power / strength / ability of the party having power to the party who is not or less powerless (Mittal & Kamakura, 2001). The target of empowerment in question is who will be the group or community that will be in the empowerment.

Community empowerment is a development aspect, the nature of national development using community participation as a way of selecting relevant indicators is



proposed to provide a number of key benefits according to Fraser *et al.* (2005), is the development of the whole person and the whole community, in other words empowering the community to have meaning in developing, establishing, menswadayakan, and strengthening the bargaining position of underclass society towards the forces of emphasis in all fields and life sectors. In addition, it also means protecting and defending in favor of the weak, to prevent unfair competition and exploitation of the weak, The process of selecting indicators was designed to create a baseline of information so that the impact of new and improved forest management practices could be monitored. According to Freebairn & King (2003) the importance of community development that focuses on the economic sector is for the community to improve the welfare of the population through growth this sector, without neglecting the role of other sectors, and at the same time can reduce the level of poverty of the population.

The impact of tourism on the economy can be positive and can also be negative. In general, these impacts are grouped by Bramwell & lane (1993) as follows: impact on foreign exchange earnings; impact on community income; impact on employment opportunities; impact on prices and tariffs; impact on the distribution of benefits and benefits; impact on ownership and control; impact on development; and the impact on government revenues. The environmental movement began as a protest movement.

Tourism provides benefits as a positive impact and losses as a negative impact. Some of the benefits of tourism to the economy include the following: one source of foreign exchange; generate income for the community; generate jobs; improving the economic structure, the increase of people's income from the tourism industry makes the economic structure of society better, the society can improve the lives of working in the tourism industry; open investment opportunities; encouraging entrepreneurial activity (enterpreneurships).

### **Guest Services Management**

Guest service management is a customer service procedure that involves all physical facilities including human resources owned by the company. The service system should be made in a simple, not convoluted and in accordance with the standards set by the company. For that the company must be able to re-design the service system, if the service provided does not satisfy the customer. The redesign of the service system does not necessarily mean changing the total service system, but it can be done only a certain part which becomes the critical point of service quality determinant. For example, by shortening service procedures or employees are required to do work quickly by creating a one stop service. People who interact directly or do not interact directly with the customer must provide the customer with sincere (empathy), responsive, friendly, focused, and realizing that customer satisfaction is everything. For that the company must also pay attention to the needs of its internal customers (employees) by creating a conducive working environment, a sense of security in work, reasonable income, humane, performance appraisal system that can foster motivation. There is no point in the company making a service strategy and applying it well to satisfy its external customers, while at the same time the company fails to satisfy its internal customers, and vice versa.



## MATERIALS AND METHODS

This research was conducted in Samiran Village, Boyolali District. The method used in this research is survey method with quantitative analysis using path analysis or Path Analysis. The technique used is proportional stratified random sampling with sampling approach of research linkage in Samiran tourism village ask for participation of visitor / village tour manager to assess service organization and to assess service quality between visitor and manager. Scale measurement of indicators in this study using Likert scale, ie starting from the smallest means very not agree given the value / score 1 (one) to the greatest value is strongly agree given the score / score 5 (five). This research was analyzed by using descriptive statistical analysis procedure that is analysis by using tables, graphs, diagrams, average to describe the object under study.

## RESULTS AND DISCUSSION

**Table 1. Influence Between Variables**

No	From	To	T score	P score	Criteria
1	X <sub>1</sub>	Y	2,32	0,02	P < 0,05
2	X <sub>1</sub>	Z	2,28	0,01	P < 0,05
3	X <sub>2</sub>	Y	2,10	0,03	P < 0,05
4	X <sub>2</sub>	Z	2,03	0,02	P < 0,05
5	Y	Z	6,05	0,01	P < 0,05

### **Effect of Management Participation on Service Management**

Based on the table, it can be seen that management participation has significant effect on service management (P <0,05). Tourist village in Indonesia can be used as a tourist village, and has the effect of providing satisfaction to visitors. How to provide cooperation to tour agents or tour managers from anywhere else to synergize with the village manager that is managing the participation of visitors as the main ingredient. A manager / visitor when participating in village tourism activities that welcome guests, serving guests to the sights. The government as a leader, the village government in this regency, the village government, the village coaches, the people in the village and no less important the managers of tourism services. It is in accordance with the opinion Simmons (1994) that if there is cooperation by related parties, including the surrounding communities in the tourist attractions reduce the conflict or the problems that exist so that can be avoided, anticipated and sought the way penyelesaiannya. Most often measures of efficiency are concerned about the amount of time, personnel and other agency resources required to effect the public participation programme. The community participation in developing the tourist village of samiran in the form of every element of society has made efforts to develop the tourist village.

### **Effect of Visitor Participation on Service Management**

Based on the table, it can be seen that visitor participation has significant effect on service management (P <0,05). The nature of tourism development poses additional challenges in the design and implementation of community participation in planning. The development of a tourist village of a samiran to become a tourist destination can be interesting to be visited by potential tourists. The development of the tourist village is done with the introduction of the tourist village to the general public who cooperates



with the tourism ministry for promotion so that the visitors can visit the villages of the samiran. The arrival of tourists / visitors to the village samiran accompanied by the construction of tourism accommodation will also provide benefits arising from the development process in the form of job opportunities and business opportunities. It is in accordance with the opinion Keller (1984) suggest that tourism often has a high degree of initial involvement and acceptance from the residents of destination areas. However, the ability of the villages to change access to opportunities and benefits still needs to be improved for better. Various kinds of businesses that grow in the area of the tourist village of samiran only a small part which is a form of participation in taking advantage of opportunities from the arrival of tourists. The tourist village of the samiran has been able to actively participate in making it into a large-scale business opportunity, some of which are capable of developing small businesses, which require little capital and low competence.

#### **Service Management Against Visitors and Managers Quality**

Based on the table, it can be seen that Service Management has significant effect on Visitors and Managers Quality ( $P < 0,05$ ). The consequences of a service quality approach have an essential importance to defend themselves and achieve success in the face of competition. The saturation of modern tourist form and want to re-feel the life in the countryside and interact with the community and cultural social activities led to the development of tourism in rural areas are packaged in the form of tourist villages. Strategies, policies, coaching and programs aimed at improving the management of the samiran village empower local communities in development activities, so as to create a conducive tourism business development. Thus, it is expected that the samiran village can act as the subject of development is not only used as the object of development. Butler (1976) argue that the availability of adequate facilities and infrastructure can support the development of tourist villages so that the community and stakeholders can participate and contribute and feel the good impacts on the development of village tourism.

#### **CONCLUSION**

Assessment of visitors and the participation of managers in managing the village tour can provide satisfaction to visitors. The impact is that economic income increases for the community. It will make tourism sustainable in the tourist village of the samiran so that government policies related to tourism can be run.

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