



Towards Model of Community Economic Empowerment through Tourism Activities in Bogor Regency, West Java, Indonesia

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ABSTRACT

The root of the problems in Puncak area is the least tourism products developed in accordance with the sustainable principles. Local tourism actors and entrepreneurs engaged in tourism tend to offer modern man-made tourism facilities and less concern with local resources. This paper aims at attempting to find patterns or models of economic empowerment through tourism in a rural setting. Through a series of discussion at the level of decision maker and the village communities in 3 sub districts, we explore, analyze and propose the most acceptable arrangement for economic empowerment in the 3 selected villages. The proposed model is agreed and will be implemented for the next year government budget for a pilot project with various stakeholders' supports. It is expected the model is able to accelerate rural economic development, and the expansion of tourism businesses are managed in a sustainable manner.

Keywords: Model, Community, Economic Empowerment, Tourism

JEL Classifications: O35, R11, Z32

1. INTRODUCTION

Puncak area is included in Jabodetabek or Jakarta and its surrounding metropolitan areas and is part of the main economic activities in Java Economic Corridor. Puncak area has also an important position in national development. Government Regulation No. 26 Year 2008 on National Spatial Planning assigns Puncak as part of the Corridor Development of Bogor-Puncak-Cianjur (Bopunjur) and surrounding areas, with the leading sectors of tourism, agriculture, industry and fisheries. To optimize its function this corridor now is at the stage of rehabilitation/revitalization of the area to support the acceleration and expansion of the economy (GOI, 2011).

As a tourist destination area, the development of tourism in Puncak is basically targeted to the creation of jobs for the welfare improvement of the community and increase revenues through the development of tourism businesses. However access for local people to be involved in the tourism business is still limited, both considered from the aspect of human resource capacity and

business capital. Tenure by investors from outside the region became one of the obstacles in creating synergy and economic cooperation in the tourism sector between the local people and employers. Limitations of the development of economic activity in the area have led to the need of efforts to find solutions through: (1) The optimization of other tourism potential untapped and developed in the community, such as crafts, arts, and the like which can accelerate economic development, and (2), optimization of community involvement in tourism business run by private.

This research has important value in an attempt to find patterns or models of economic empowerment through tourism which is expected to accelerate rural economic development, and the expansion of tourism businesses that are managed in a sustainable manner.

2. METHODS

The method used in this study is a qualitative approach which aims to understand the social phenomena holistically. The strategy

used in this study is a case study. Assessment methods used in this study is a desk study (literature) and comparative analysis. Detailed discussions are undertaken to obtain confirmation of the stakeholders.

This research is part of 3 years research program in which in this part it intended to identify suitable model of economic empowerment for the communities. It was conducted in four stages, namely: The preparation phase and initial assessment, identification and evaluation of models, mapping and analysis of the role of stakeholders, and formulation of the model. In each of the phase we identify various points of perspectives from relevant stakeholders including their existing conditions, their comments and also preferences. Stakeholders here are all actors involved in tourism industry in Puncak area. We identify as many as 53 bodies/entities/authorities and champions being involved in this study. Series of visit and meeting with stakeholders were done that nearly 15 field visits have been conducted from preliminary survey, observation and survey, and FGDs have been performed during for about 1½ year period since 2014.

3. CONCEPT OF COMMUNITY ECONOMIC DEVELOPMENT

The concept of economic empowerment began to emerge during the industrial revolution, around the 18th century, when industrialization created a community production of factor ruler and worker-controlled society. In developing countries, empowerment appears when development has to some extent created economic inequality, degradation of natural resources, and public alienation from the factors of production by the ruler (Hutomo, 2000). Meanwhile Sumodiningrat (1999) defines economic empowerment may also be defined as an effort to make the economy strong, large, modern, and highly competitive in the market. Blakely and Leigh (2010) provide different definition of community economic empowerment. They explained that economic empowerment is achieved if standards of living can be maintained and improved through a process and physical development that are based on the principles of justice and sustainability.

The root of the problem is usually found as structural constraints hindering the people's ability to participate in the economy. A top down approach is then usually delivered to raise economic empowerment of the people through structural changes such as resource allocation, institutional building and strengthening, technology, and human resource development (Sumodiningrat, 1999). A different perspective is given suggesting three important things in economic empowerment, in which it must be able to set a minimum standard of life, reduce inequality, and encouraging sustainable resource use and production (Hairunisyah, 2014, Mansuri and Vijayendra, 2004).

A more simplistic understanding of economic empowerment is the strengthening of the public to be able to obtain the factors of production and economic empowerment cannot stand alone, it must be supported by social empowerment, political, and even psychological (Yuliana, 2010). Narayan (1995) defines

empowerment as “the expansion of assets and capabilities of poor people to participate in, negotiate with, influence, control, and hold accountable institutions that affect their lives.”

The above concepts all indicate that community economic empowerment can be observed as a process of change from a situation of less power to a state that more ability to control and to improve a community's life and destiny. This transition required certain circumstances that all stakeholders may play its role accordingly. A deeper insight into understanding of the role of tourism and cultural values within certain community context will be important (Altinay, et al. 2016).

4. COMMUNITY ECONOMIC MODEL IN TOURISM IN INDONESIA

Some models of economic empowerment have been developed by the Government of Indonesia as a form of responsibility to improve the welfare of society. Several programs of economic empowerment for the society are designed to facilitate opportunities for entrepreneurship, such as the National Community Empowerment Program and the People's Business Credit (KUR). There are also programs that are in the form of mentoring, such as Women's Empowerment Development Local Economy (P3EL) and Education Gender-Based Family (PKBG). The program is one of the government's efforts in empowering women in field-based economy with local potential (Yuliana, 2010).

Other community economic empowerment model developed by the Government is consistent Regional Innovation System (SIDA)-based clusters. It is an innovative development process in which peer groups are interconnected in an area because of the togetherness and complementarities. SIDA-based clusters involving universities, employers, communities, and government research institutes in the area (BMPB, 2015).

Various models of economic empowerment in tourism have also developed in some tourism areas, either initiated by the government, the tourism business, and community. There have been developed the tourism cluster developed by community in the area of well-known Borobudur Temple, in Central Java. Tourism ventures, such as hotel business, tourist attractions management, travel agencies has orchestrated efforts to empower the local economy through the development of partnerships with local potential that exists in society (IMCT, 2011). The government has also developed a model of economic empowerment in the field of tourism in some areas in order to support empowerment and poverty reduction even in Bali with the tourism village program.

5. ACTIVITIES IN THE TOURISM SECTOR

Puncak area lies in the southern part of Bogor Regency consisting of three (3) districts, the District of Cisarua, Ciawi Districts, and District of Megamendung. Puncak area develops as a tourism destination that is continually crowded with tourists. Variety of nature, culture, and artificial attraction are scattered along the

main road of Puncak. Economic activities that support tourism businesses are emerging from tourist attraction, hotel or restaurant to other economic activities serving the tourism sector provided by the community.

Based on Bogor local planning agency exposure, the number of people involved in tourism in Bogor district is approximately 3,00,000 people, but the real number who are involved directly or indirectly is expected much more than the calculation (BRLG, 2006). The number and types of tourism businesses that are developed will be able to encourage more community involvement as well. The existence of hotels and restaurants and travel agencies or tour operator and other types of supporting businesses will absorb a lot of labor in this sector.

The increase of tourist arrivals to Puncak Region has economic impacts for the community. Many typical foreign tourists mainly from middle east countries have relatively long duration of visits (1-4 weeks) (BRLG, 2006). The characteristics of tourists who prefer to mingle with communities have created jobs for the local community among others motorcycle rental and services, laundry, cook, masseur, hawkers from villa to villa, car rental businesses and car driver. In a more formal relationship between tourism sector and community happen in the form of the needs of raw materials and the need for cultural arts activities/performance.

Economic empowerment through tourism will be important in strengthening the structure of industry and services in the area of Puncak to realize Java Economic Corridor as Services. However Puncak Region also faced with the challenge of preserving the environment of this region to continue to perform its function as water catchment areas. Therefore any development especially in economic sector must also consider conservation in water and environmental carrying capacity. That is one of the strategies in the acceleration and expansion of economic development in Java Corridor.

6. COMMUNITY ECONOMIC DEVELOPMENT MODEL IN PUNCAK

Mapping and analyzing the process of empowerment of communities that have been developed in the area of Bogor Regency indicates that there are five categories of modes of economic empowerment.

6.1. Community as Workers in the Tourism Business

This mode is the simplest relationship and most widely grown in the area of Bogor regency. For example Taman Safari, a zoo-like park in Puncak, about 70% of its workforce is a resident of the surrounding villages, especially the village of Cibereum. Similarly the workforce at Seruni, Park of the Sun, even as many as 95% of its workforce are locals.

6.2. Community as Supplier of Tourism Business

In this mode, individual community member supply the production needs of the tourism industry, both in the form of foodstuffs, food,

and souvenirs. The process of community empowerment as the needs of the tourism business is done through the process of selling direct common trade conducted by tourism businesses.

6.3. Community-tourism Business Partnerships

Mode of community empowerment with the partnership carried out through public institutions (business and non-business). Such empowerment model consists of two types. First, the groups from community develop their own partnerships with tourism businesses. Second, groups/organizations and the community do partnerships under the coordination and mediated by village-owned enterprises.

6.4. Community as a Tourism Manager

In this mode a selected person within the community is appointed as a coordinator and therefore the planner as well as operator of a tourist object belongs to tourism investor. This model however required the capacity of the manager that relatively scarce in Puncak.

6.5. Community-tourism Business Intermediator

Community empowerment model in this category is the appointment of selected person as middleman or intermediary between tourism formal sectors with community, mainly in the economic relationship e.g. marketing local products to formal tourism business.

7. ECONOMIC EMPOWERMENT OF TOURISM DEVELOPMENT MODEL IN PUNCAK

Based on intensive discussion with stakeholders, the critical factors in developing model of economic empowerment in tourism in Puncak Area have been identified. Among the points agreed by stakeholders are more intensive community member participation, job creation, income generation, equality, and sustainability (see also Mansuri and Vijayendra, 2004; Isham et al., 1995; Narayan, 1995).

Based on the pattern of interaction among communities, tourism investors, government as regulators; existing modes of economic relationships among tourism actors; stakeholders mapping; and also the guidance from National Government (IMCT, 2011), then the model of economic empowerment are proposed and agreed by all stakeholders to optimize the benefits the community and tourism actors.

a. Institutionalized economic partnership between communities and tourism businesses.

In this model, economic empowerment is implemented through developing partnerships between communities and tourism businesses that are more coordinated and mediated by an institution. This model consists of two institutional forms, namely:

1. Existing institution under the control of village for example village-owned enterprises, or local government representative.
2. New independent institution is specifically set up consisting of representatives of all stakeholders in tourism development in the area.

- b. The Institutionalized cluster model of tourism businesses. This model of economic empowerment is a model that organizing efforts to grouping tourism activities and their business supporters based on certain site having potency to be promoted as tourist destination. This cluster might serve as incubator for business development, which has the function of coaching, and marketing as well. Tourist Village is one concept representing this model in which a village with all its resources and potencies is managed as a cluster of tourism activities, in which sub cluster of a more specific products are exist. Among the characteristics of institutional Tourism Business Cluster is: (a) An institution that act as business entity so that it can perform the function of business, (b) managed by community groups.

8. CONCLUSION

Economic empowerment through tourism in Indonesia are currently become one program nationally as one solution in utilizing tourism resources socio-economic problems. Economic empowerment in tourism sector have happened in various patterns that to some extent may need a better formulation adjusted to local condition and to new paradigm of participation and sustainability.

Various critical factors determine the success of economic empowerment in tourist sector at the level of community. Those factors will be important to be considered in the implementation of any models mainly to achieve and improve the credibility of the tourist business as well as the support and acceptance of local communities.

The diversity of people's economic potential in Puncak region can be a basic stuff to realization of economic empowerment in tourism. Mapping of economic potential and also the existence of current economic empowerment a first step to optimize the empowerment efforts. Knowledge of the characteristics of the economic potential of the community and society in depth capacity is needed to determine the model of economic empowerment in accordance with the characteristics of the economic and socio-cultural activities of the community in the area of Puncak.

An implementation of the proposed model will be intended to test the model on its effectiveness of the model in the field. Three selected villages have prepared to be the pilot project of the model. A stakeholder's commitment and coordination have been prepared.

Lessons learned and success story will be identified for evaluation and possible implementation in other villages in the region.

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