



# Community participation tourist attraction development in Jabal Kelor - a case study

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## Abstract

Community-based tourism is an evolutionary form of the concept of mass tourism. One of the primary keys to developing community-based tourism is community participation. The process of developing Jabal Kelor tourism destinations has created several types of community participation. The researchers used a semi-structured interview with key informants involved in developing Jabal Kelor. Observation and documentation was used to check data validity. Interactive data analysis techniques took place continuously the data reached saturation point. The research results indicate that community participation in developing Jabal Kelor tourism destinations consists of participation of the community in areas such as inter alia such as idea formulation, participation, physical participation, skills and education participation, and also financial participation. The originality of this paper is the identification of community participation in efforts to develop Jabal Kelor tourism destinations. The less optimal form of community participation in Jabal Kelor is participation education and skills, and financial participation. The reason for this is the lack of community insight, and the people there are weak economic communities and they battle to make a livelihood.

**Keywords:** Community participation, community-based tourism, rural tourism, Jabal Kelor.

## Introduction

Tourism has become one of the mainstay sectors in various countries to obtain significant international income. Tourism also functions as a tool to reduce poverty (UNWTO, 2004). Southeast Asia enjoyed an additional nine million international tourists in 2017. This figure was the highest number of all subregions in Asia at that time. Indonesia occupies the 4th highest position after Thailand, Singapore and Malaysia in receiving revenue from international tourism in Southeast Asia (UNWTO, 2018). Rural tourism has become an important sector in developing countries due to various impacts such as giving pride to the culture, sense of belonging, skills development and economic growth for the poor. It is also important to note that tourism plays a considerable role in poverty reduction but far more energy should be used in promoting it in rural communities and in an ethical manner. (Nicolaidis, 2020).

Currently, various tourism organizations in the world have used a sustainable tourism approach in order to balance the objectives to meet needs and conservation (UNWTO, 2002).



One key to the success of tourism in order to be sustainable is community participation (Okazaki, 2008). According to McCloskey et al. (2011), community involvement includes coordinating efforts between individuals to improve the quality of life of local communities by achieving common goals while achieving the individual goals of each member of the community. Coordination is the result of strong ties and relationships, and it is important to establish contacts, maintain interaction between community members. Community participation can give a sense of belonging, trust and credibility to all members of the community (Rasoolimanesh & Jaafar, 2016). Citizens' perceptions of the benefits and impacts of tourism also affect community support in tourism development (Telfer & Sharpley, 2018). Perceptions about beneficial effects on society encourage residents to promote tourism growth, while perceptions about adverse effects prevent them from promoting tourism growth (Sharpley, 2014).

Besides, people's perceptions about the positive and negative impacts of tourism development affect their participation in tourism activities and the sustainability of any tourism development (Nicholas & Ko, 2009). Several studies identified community participation as a basis for sustainable tourism development (Okazaki, 2008; Jamal & Watt, 2011; Tosun, 2000). To achieve an increase in the quality of life and encourage economic development through tourism requires the assistance and coordination of the community to resolve conflicts between personal interests and disputes in the public interest (Siririsak, 2009).

The purpose of this study was to present an analysis of various forms of community participation in Jabal Kelor. A particular geographical area in the Special Region of Yogyakarta, Indonesia. Jabal Kelor is a new tourist attraction that arises as a result of the indirect impact of the vision of tourism development in the Special Region of Yogyakarta. Attractions managed by the community with all the limitations of access, facilities, insights, knowledge and financial capital. The literature on community participation is in the second part. The third part contains an explanation of the geographical area of the research subject. In the fourth section explained the methodology and in the last section about the results and conclusions.

## **Literature Review**

Community participation is a foundation for creating sustainable tourism; community participation has also played an essential role in the planning stage to its implementation (Lind & Simmons, 2017). The purpose of community participation is that the community is aware that they have the power to make decisions, and they are entitled to benefit from the tourism development that they have planned (Tosun, 2000). Therefore, community involvement from the planning process to decision making is generally found to be mandatory (Chok, Macbeth & Warren, 2007).

A participatory approach will allow the implementation of sustainable tourism principles that will direct the community towards a positive attitude with the creation of efforts to conserve local natural resources and thus environmental preservation (Tosun, 2006). Residents who participate in the management and development of tourism will benefit in the form of improving the quality of life of tourism and the preservation of the surrounding environment (Nicholas, Thapa & Ko, 2009). Besides, the benefits they will get are increased ownership, increasing the development of social networks, and instilling greater appreciation and understanding of the value of the local area (Gursoy, Jurovski & Uysal, 2002; Tosun & Timothy, 2003).

In the case of rural tourism, sometimes the idea of creating and developing a new tourist attraction is not always centred on the government. According to Lamberti et al. (2011), the idea to develop a new tourist attraction sometimes comes from the local community itself. Some residents who are the originators of the idea of tourism development are called

cosmopolitan agents; they play a crucial role in accelerating the development of local tourism. Cosmopolitan agents are knowledgeable and knowledgeable residents who take the initiative and act as catalysts in tourism development (Iorio & Corsale, 2014). They also build social capital to create bonds and strengthen relationships between community members to achieve common goals (Jóhannesson, Skaptadóttir & Benediktsson, 2003). In the participatory planning process, the stakeholders gather to have a discussion; they share ideas to formulate a common goal, set a joint plan to carry out the plan together (Nicolaidis, 2015; Araujo & Bramwell, 1999). The next process is for the communities to form coordination committees to improve communication, transfer of knowledge and skills between community members (Beritelli, 2011). This is so that in order to overcome knowledge gaps and technical efforts among community members (Frisk & Larson, 2011) so that villages are increasingly becoming homes for "villagers" (Ballesteros & Feria, 2016).

### Description of the Geographical Area

Jabal Kelor is located in the hamlet of Dadap Kulon, Bawuran Village, Pleret District, Bantul Regency, Special Province of Yogyakarta, Indonesia. Jabal Kelor is a tourist destination that consists of Gebang Peak, Sosok peak and a mountain bike track in the hilly area with narrow and steep road conditions. Tourist attractions offered at these two peaks are viewing natural panoramas and watching significant events together. Besides sport tourism lovers can do mountain bike racing training at Gebang Bike Park. Tourists can visit Jabal Kelor from 5am to 1 pm. Entrance fees and fees for using the bike track are still voluntary. Entrance fees and fees for using the bike track are still voluntary.



Figure 1. Map of the special region of Yogyakarta

Currently, a group of Dadap Kulon hamlet communities manages Jabal Kelor tourist destinations. A group of people who manage Jabal Kelor are called a tourism-aware community, also known as POKDARWIS. A young man (name unknown) led the tourism-conscious community from Dadap Kulon Village. Members' deliberations are held once every 35 days. Jabal Kelor's tourism-aware community structure (POKDARWIS) consists of a

chairperson and deputy, two secretaries, two treasurers and sixteen different divisions of which almost all of the members are Dadap Kulon youths. The main livelihoods of the Dadap Kulon hamlet community are based on farming and livestock keeping. At the beginning of the management of Jabal Kelor, there were four community groups jointly managing Jabal Kelor, but over time, the majority of those managing only came from the fourth community group. Managers allow for the involvement of communities outside the village of Bawuran who want to contribute to the development of Jabal Kelor. The manager adopted this policy because of the limited management insight in managing Jabal Kelor tourist destinations.

Residents from three other community groups did not mind this, because they have limited insight into tourism, are busy farming and taking care of livestock. Besides, there is a threat from the smell of garbage that smells way up to the peak known as Sosok. The location of peak Sosok is close to the garbage disposal in the Special Region of Yogyakarta so that the smell of garbage can reach the peak on windy days. The smell of garbage will increasingly smell after exposure to rain. Besides the smell of garbage also depends on the direction of the wind, if the wind blows from south to north, then the smell of garbage will not be too thick, but if from the opposite direction, people will smell the garbage and this is not conducive to tourism or even general habitation.



Figure 2. Map of Jabal Kelor

## Methodology

In this study, the authors used the semi-structured interview method, observation and documentation was analyzed. The author conducted interviews to find out and analyze the state of tourism, a description of community participation, forms of community participation and the results of community participation. The writer conducted semi-structured interviews with key informants such as the chairman and several members of the tourism-aware community (POKDARWIS), the village head of Bawuran and several residents. The researcher also made observations and read documentation as supporting data towards triangulation from November 2017 to January 2018. Data collected through interviews, observations, and documentation was then processed and presented in the discussion using interactive data analysis and this continued until completion so that the data was already saturated.



## Results and Discussion

Jabal Kelor is a community-based tourist attraction, which has resulted in active citizen participation in the development process. Cooperation ranging from clearing land to building footpaths that are more feasible for the general public has been carried out since 2016. The Jabal Kelor tourism attraction manager has also become increasingly provoked to think creatively in the management process, starting from looking for various references on the internet, to looking for relations out of the village to exchange ideas and ideas. In terms of funding, residents use village funds and make contributions voluntarily to build public facilities. Following below are the results of the analysis of community participation in the development of the Dadap Kulon hamlet as a community-based tourist attraction, today known as Jabal Kelor.

### Community Participation in Ideas

Since the beginning, residents have followed the idea of change in the hamlet of Dadap Kulon to become a tourist destination. The development of Jabal Kelor has triggered residents to form a simple organization and management system. Some youths invited village elders to discuss and discuss the development of Jabal Kelor and produce an organization called tourism-aware society (POKDARWIS). In management, they agreed to form a number of 12 divisions to deal with several things, starting from (1) the Accommodation division, (2) Artistic, (3) Funds and Business, (4) Media and Publications, (5) Guiding, (6) Public Relations, (7) HR Development, (8) Cleanliness and Health, (9) Arts, (10) Consumption, (11) Marketing, (12) Tourism Development, (13) Equipment, (14) Agriculture and Plantation, (15) Transportation, (16) Licensing and Security.

The community deliberated and agreed to build a mountain bike track from the summit of Sosok to the top of Gebang. To reach an agreement on the construction of the mountain bike track is not easy because it must unite the perceptions of every citizen. The reason is that the design of the mountain bike track passes through a lot of residents' lands. Besides, residents have also negotiated to manage the Yogyakarta Provincial Police bicycle race event in 2017. Citizen participation does look sturdy, but there are weaknesses felt by members of the community who are aware of tourism. Although they have formed a management organization, when they hold a meeting, not all young people dare to give their ideas and even less so directly. The reason is that almost all members of the Jabal Kelor board are village youths. Their members are still classified as teenagers but have been given responsibility to manage a tourist destination. Besides that, they have absolutely no knowledge of tourism. Not to mention the ideas submitted, must also be in the form of constructive ideas and not just random ideas based on fanciful whims.

The high hopes of the community towards the development of Jabal Kelor in improving the quality of life of all Dadap Kulon hamlet residents have indirectly put severe mental stress on every young member of the tourism-aware community. Fortunately, the chairman of the management was aware of the lack of active members during the deliberation, so the head of the manager tried to find other solutions. Youth members of tourism-aware communities are often invited to discuss the development of Jabal Kelor informally from their perspective. The head of management hopes that this way will be able to hone the courage to speak in public and trigger various creative ideas from them.

### Community Participation in Physical Form

In the beginning, there was no decent road that tourists could use if they wanted to get to the top of the Sosok. The public understands that if there is no proper road, tourists do not want to visit there and the community cannot develop the Sosok peak. Therefore, residents cooperated to open and build roads from the top of Gebang to the summit of Sosok. The



village government supports the community's efforts, and the village government also provides funds to build roads in Jabal Kelor. Besides the district government also supports the projects by providing particular financial assistance that residents use to accelerate road construction. The road which was initially in the form of steep rocks, is now neat and flat using cement, and is therefore more suitable for the general public and tourists to pass over.

The community built a mountain bike track in Jabal Kelor using bamboo trees that grew in Jabal Kelor. The bicycle path was the result of several months of community cooperation. After the residents completed the construction of roads and mountain bike track tracks, the residents focused their development on the Sosok peak area because it was considered to have more potential and a full area of land.

Land ownership of Sosok peak resides with the village so that residents are freer to do construction. It is different from Gebang peak, where the land belongs to several residents so that managers experience obstacles when building something, especially buildings that are permanent. The manager mobilized residents to make tables and chairs, decorative lamps, build a mosque, hall and toilet.

### **Community participation in Skills and Education**

An unfortunate case that has occurred in Jabal Kelor has become a lesson for residents about the obligation to create a safe and comfortable atmosphere in a tourist attraction. Jabal Kelor once opened 24-hour tourist visits. One night, some tourists drank alcoholic drinks, causing riots at peak Sosok, so they fought with the Sosok peak guards. The Sosok peak guards then evicted tourists from the Sosok Peak.

After the incident, the officials discussed some rules such as setting tourist visiting hours and rules that tourists should not violate. Managing a tourist attraction is indeed not easy, especially for residents of the Dadap Kulon village who do not know tourism at all. The case has provided experience for residents so that Jabal Kelor is better managed by making some rules in management and for tourists. In order to create security, order, cleanliness and comfort of the Jabal Kelor environment, the manager invites shop tenants and parking guards to go around picking up scattered garbage.

They routinely work together to clean trash both before Jabal Kelor is opened and after Jabal Kelor closes. The manager also shared skills and education aspects regarding the rules for leasing stalls at Sosok peak. At the peak of Gebang, there are several small food stalls owned by landowners there, while at Sosok peak there are six stalls that can be rented by the local community. The height of tourist visits resulted in enthusiastic residents renting these stalls. To overcome the problem of the limited number of stalls available and the massive queue of prospective tenants, the manager permitted several residents to leave their wares to the tenants. Besides, the tenants of the stalls initially had to pay a rental fee of Rp100,000 - Rp150,000 per month.

However, the manager replaced the system paying the rent with a profit-sharing system. The profit-sharing system adopted in Jabal Kelor is that Rp500 and must increase the price of each food or drink sold. The manager directs the tenants to record each sale so that the amount of food and drinks sold is multiplied by Rp500, then the amount of yield will be obtained which must be submitted to the manager. Residents had refused and protested because they found it difficult to share, but after two days, residents were able to follow the way taught by the manager. The replacement of the monthly rent payment system to profit-sharing per day is because the income obtained by the manager from the results of the monthly stall rental is tiny. It is insufficient for the cash flow to be used to build additional facilities at peak Sosok.



## Community Participation in Finance

The residents of Dadap Kulon hamlet are residents within a weak economic category. However, participation in finance carried out by residents is not only limited to donations in the form of voluntary money. Managers and residents together agreed to use all funds from the village and financial assistance from other institutions to build Jabal Kelor tourist attractions as well as to build additional facilities and attractions. The community hopes that by using all available funds, it can build better facilities so that more tours will increase incomes. Currently, this is the best effort that can be done by residents of Dadap Kulon in developing Jabal Kelor.

## Conclusions

Jabal Kelor tourism development has activated citizen participation starting from community participation in the form of ideas, such as the formation of the Jabal Kelor management organization. The formation of this organization is a fundamental step for managers to coordinate members and citizens to work together. Community participation in physical form has resulted in the construction of amenities and accessibility that can be enjoyed by tourists and residents alike. Community participation in skills and education results in several rules in management, one of which is the rules for tourist visiting and the system of revenue sharing. Community participation in finance is manifested in the sense of willingness and agreement by citizens using all available funds for the development of Jabal Kelor.

Based on the results of the research discussion above, citizen participation is essential in the development of tourism in Jabal Kelor. Community involvement can give hope that the community can learn to be independent so that they can independently manage tourism potential in their environment. Independent management can improve the quality of people's lives from economic, social, cultural, political and environmental aspects. In this case, the Jabal Kelor community has not been able to maximize financial participation and participation in either education or in skills development. Jabal Kelor has good tourism potential, so it has the opportunity to become one of the favourite tourist destinations.

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