

Community Empowerment In Tourism Development : Concepts And Implications

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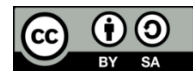
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ABSTRACT

Tourism is a sector that provides income for the country's economy. One of the tourism management concepts that can be applied with local communities is known as Community-Based Tourism (CBT). The basic principle of Community-based Tourism is to make the community the main actor through empowering various tourism activities and maximizing the benefits of tourism for the community. The successful development of Community-Based Tourism has a positive impact on economic, social, cultural, political and environmental aspects.

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1. INTRODUCTION

Tourism for a country is important. With tourism, a country or especially the local government where the tourist attraction is located, will get income from the income of each tourist attraction [1]. The tourism industry is a collection of interrelated tourism businesses that aim to meet the needs of tourists in organizing tourism. In order to meet the needs of tourists in organizing tourism, cooperation from various parties including the local community, government, local government, and tourism entrepreneurs is needed. The World Tourism Organization (UNWTO) stated that 2016 marked the seventh year in a row of sustained growth in international tourism (UNWTO, 2017). This is also evidenced by the position of tourism as an economic export category in the global

ranking, where tourism ranks third after chemicals and fuels, and ahead of automotive and food products. It is an important element of economic diversification for both developing and developed countries and in developing countries it is a major export sector.

Tourism is a sector that contributes greatly to the economy. To make this sector successful, it requires intelligence in managing existing tourism assets, both natural and cultural assets. The successful tourism is not only to attract tourists to come as the main target, but rather to develop opportunities for community businesses in it to develop and progress. At present, tourism development efforts that are oriented towards local communities are considered to be less than optimal. Community empowerment is needed to manage tourism potential, the

surrounding community must be involved in managing tourism [2]. The local community has an important role, especially for the development of the tourism industry. The development of community-based tourism emphasizes the role or active participation of the community in developing tourism. In the context of tourism, community engagement refers to the development of systems that enable all relevant community stakeholder groups to fully participate in collaborative decision-making, and share ownership of responsibilities and benefits [3].

Community-based tourism is one of the tourism concepts that includes community participation as the main element in tourism in order to achieve sustainable tourism development goals [4]. Community-based tourism (CBT) is a type of sustainable tourism that promotes pro-poor strategies [5]. Community-based tourism (CBT) has considerable potential to make a significant contribution to sustainable local development [6].

The problem that arises is that the development of the tourism industry has not been directed at developing community-based tourism. This is because community-based tourism has not been seen as capable of bringing various benefits, where the community has a very important role in supporting tourism development. The concept of community-based tourism development emphasizes the role or active participation of the community in developing tourism. In fact, one of the goals of community-based tourism is to realize sustainable tourism development. By using the concept of community-based tourism (CBT), the community is expected to have contribution in tourism management. The local community has a very important role to play in realizing sustainable tourism. The community is the party that most understands the conditions, potential and characteristics of existing tourist objects, and is the main driver of tourism activities that can engender tourism activities in accordance with existing local potential, thus the objectives of tourism activities will be more easily achieved [7].

The role of government, local government, and tourism entrepreneurs is also very much needed to realize sustainable tourism. Contributions from external parties, for example government and industry, are needed to develop community-based tourism. The relationships with external actors are very important for developing tourism [8].

2. LITERATURE REVIEW

2.1 *Community Empowerment Concepts in the Context of Tourism Development*

Tourism is increasingly seen as a development tool for many countries to solve the problems they face. Tourism is seen as having a number of roles in this context, including the potential to increase income, foreign exchange, employment, economic diversification, and to empower individuals and communities [9]. In the tourism context, community empowerment is seen as a way to realize sustainable tourism development [3], [10]. Community empowerment is to create an atmosphere, condition or climate that allows the potential of the community to develop and can play an active role in developing empowerment and tourism in a sustainable manner [11], [12]. Tourism relies on the goodwill and cooperation of local communities [13]. Encouraging local communities to participate in tourism planning and management can enhance sustainable local development [14].

In the tourism development, community empowerment is a vital element in the implementation of sustainable tourism. Community empowerment is synonymous with giving power and voice to marginalized groups and local communities, so that it is based on collective action and the involvement of all community members rather than individual action [15].

Community empowerment should include meeting the real and perceived needs of the community, better access to resources, managing local organizations, and controlling environmental aspects socially through community capacity building, thus local involvement and future support for tourism

development have been considered as a key tool for sustainable tourism development [16]. Community empowerment that is integrated with tourism development uses a Community Based Tourism approach [11], [17]–[20].

2.2 *Community-Based Tourism (CBT) Concept*

Community-Based Tourism (CBT) is defined as tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources (ASEAN Community Based Tourism Standard). Community-based tourism is a form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations related to their well-being, and includes sustainable economic, social and environmental development. Even community-based tourism can also help local communities in generating income, diversifying the local economy, preserving culture, preserving the environment and providing educational opportunities [21].

Community-Based Tourism (CBT) as tourism concept that takes environmental, social and cultural sustainability aspects in the community into account [22]. Community-Based Tourism (CBT) is a tool for community development and environmental conservation. The World Tourism Organization (WTO) points out, sustainable tourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

CBT can be considered as a tourism typology regarding the type of management carried out at a tourist destination. The

community participation approach has been largely considered as an integral part of sustainable tourism development as it contributes to cultural and environmental conservation [23]. CBT addresses social needs, provides power as well as redistribution of costs and benefits and division of decision-making among a large number of stakeholders, including more local agents, which is usually overlooked in non-CBT tourism [24]. CBT is defined as a type of sustainable tourism that aims to involve local residents in running and managing tourism projects as a means of alleviating poverty and providing alternative sources of income for community members [25].

Community-Based Tourism exists not as a concept that will answer the question of how local people benefit from tourism, but rather to answer the question of how tourism contributes to the local community development process [26]. Thus Community-Based Tourism can be formulated as an effort to direct tourism development that preserves the cultural heritage of local communities and the natural environment while increasing the socio-economic welfare of local communities [27]. Community-Based Tourism (CBT) has been widely identified for its ability to boost the local economy, and has been introduced in many countries [28].

Community-based tourism is the development of tourism by empowering local communities with the aim of maintaining the sustainable culture, customs and local wisdom of a place [29]. Community-based tourism has the hope that the distribution of benefits from tourism businesses will be more directly accepted by the community. The community is the core player in the planning and implementation process, community involvement can be through an elected village committee.

Community-Based Tourism (CBT) is developed based on the idea of the tourism industry focusing on receiving communities, where tourists and local residents are given the same priority in that relationship, in contrast to other types of tourism which are generally focused on demand [30]. Community-based tourism can be defined as tourism managed by and for local communities [31]. Community-based tourism provides local communities with a high quality of life, encourages greater value from traditional culture and preserves the natural environment through tourism planning and management [15]. CBT has a strong potential to benefit and empower communities, especially through capacity building, partnerships, and collaboration and despite the complex and ambiguous intra-community power dynamics it creates among private, public, and community stakeholders [32].

Community-based tourism is an empowerment approach that involves and places the community as an important actor in the context of a new development paradigm, namely sustainable development (sustainable development paradigm). Community-based tourism is an opportunity to attract all the potentials and dynamics of the community in order to balance the role of large-scale tourism businesses. Community-based tourism does not merely mean a small and local effort, but needs to be placed in the context of global community cooperation.

From some of the reviews above, it can be concluded that community-based tourism is tourism where the community or local residents play an important and major role in making decisions that affect and benefit their lives and environment. Based on some of the definitions related to community-based tourism above, it can be seen that the role or participation of the community in developing tourism is the main element

related to this community-based tourism development model.

Conceptually, community-based tourism (CBT) places the community as the main actor in tourism development, in practice there are principles that must exist to support the success of tourism development. CBT principles can be categorized into four namely; social, economic, cultural and political [33]. There are two approaches related to the application of planning principles in the tourism context [34]. The first approach, which tends to be associated with formal planning systems, places great emphasis on the potential benefits of ecotourism. The second approach tends to be associated with the term participatory planning which is more concerned with provisions and arrangements that are more balanced between developments and controlled planning. The Nederland Development Organization (SNV) put forward four CBT principles including sustainable economy, ecological sustainability, unified institutions, and fairness in the distribution of costs and benefits throughout the community.

In implementing CBT, there are five basic principles, namely economic principle, social principle, cultural principle, political principle and environmental principle. Economic principle is related to the ownership of tourism businesses and the distribution of profits/income to members of the community. Social principle is related to the internal quality of the community. Cultural principle is related to efforts to maintain culture and cultural tolerance through tourism activities. Political principle is related to the power to participate in determining the percentage of income (income distribution), and environmental dimension is related to the maintenance of

environmental quality and tourism activities [35].

Scheyvens (1999) identified four CBT principles, namely economic (related to income and work); psychological (considering community pride and self-esteem); social (community cohesion and welfare); and politics (shifting the balance between the powerful and the powerless, between the dominant and the dependent, for greater political equality) [36].

3. METHODS

Metode Lots of books, research, and surveys about community involvement in tourism or community-based tourism have been conducted. Community participation interest in tourism seems to have roots in America in the early 1970s. In 1972 Gunn campaigned for the use of a shared forum attended by community leaders, constituencies, and expected tourism designers. Gunn said that the benefits of the community approach he advocates for could benefit both residents and visitors.

The concept of community-based tourism was first popularized by Murphy (1985), tourism products are locally articulated and consumed, so tourism products and their consumers must be visible to local residents who are often very aware of the impact of tourism. Therefore tourism must involve local communities, as part of tourism products, including the industry must also involve local communities in decision making. The local community will also have to bear the cumulative impact of tourism development and they will need greater input, how the community is packaged and sold as a tourism product [13].

Community-based tourism is a type of tourism that includes community participation as the main element in tourism in order to achieve tourism development goals [18], [31], [37]. The main point of community-based tourism is the level of community participation [14]. If the level of community participation is high, the success

of tourism development will be greater, but if the level of community participation in tourism development activities is low, the success will also be low [38].

In practice, the application of the concept of community-based tourism to develop tourism still encounters various obstacles and challenges. The obstacles that often arise are related to the low community participation in the tourism development process [39], [40], the lack of community participation in tourism development due to the low level of human resource participation [41]. The low level of community participation is caused by low public perceptions of tourism [28], lack of public understanding of the benefits of the tourism industry and limited access to decision-making are factors that cause slow community participation in tourism development thereby hindering tourism progress [17], [38]. From the explanation above, it can be concluded that the community-based tourism model is a type of tourism that includes community participation as the main element in tourism development in order to achieve development goals and sustainable tourism [14], [31], [37], [38]. The way that can be done to increase community participation is to provide knowledge regarding the importance of tourism development and the benefits obtained from tourism development activities [17], [42]. Thus, the development model proposed is:

1. Providing socialization, education and training to the community regarding the importance of developing Community-Based Tourism. This is based on the fact that community participation is low because the knowledge of the importance of tourism development is also low [28]. Community participation can be strengthened by cultural and technical education, thus increasing the ability of community participation [13], [24], [38], [43]. It needs a good synergy between the community, government, private parties and educational

institutions in providing outreach and education to increase community participation [30], [44]. By increasing community participation, it is expected to improve the skills that can be contributed to tourism development activities [18].

2. Stakeholder participation. The successful development of community-based tourism requires synergy between each sector such as society, government and the private sector in the development of existing tourism areas [31]. Stakeholders both at the central and regional levels have an important role. The vision of Community-Based Tourism itself is to develop the tourism industry according to the needs and aspirations of the community. This cannot be fully realized without the support of the government's role through the development and implementation of effective policies [25]. However, the role of the government that is too dominant in tourism development has an impact on low community participation in tourism development. There needs to be clear rules and management regarding the division of tasks between stakeholders [17], so that there is no longer an imbalance of authority and there is no overlapping of powers [5], [8], [24], [41]. Transparency and openness are needed between stakeholders and the community as a mechanism to ensure local community participation in planning, implementing and monitoring tourism development [42], [45]. In line with [40], [46], which put forward that tourism development must contain the principles of participation and cooperation, expressing the values of justice, equality and sustainability.
3. Utilizing the sustainable use of local resources [18]. One of the strengths of

this tourism is big dependency on local natural and cultural resources [17], [28], where these assets are owned and managed by all members of the community, both individually and in groups, including those without financial resources. This can foster concern, self-respect [47] and pride in all members of society. Thus the existing resources increase in value, price and become a reason for visitors to visit tourist attractions [27].

The successful development of Community-Based Tourism has a positive impact on economic, social, cultural, political and environmental aspects [35], [43]. The positive impact on the economic aspect is that CBT increases local business development and alleviates poverty [17], [18], [28], [30]. The presence of CBT also creates new jobs for local communities [30], [43], [48], then [6], [37], [46], suggested that CBT contributes to economic growth and increases GDP per capita.

The positive impact that arises in the cultural aspect is related to the active involvement of the community in supporting cultural preservation. This is because the party who understands the culture best is the local community, especially if there is an element of learning or exchanging cultural information in it so that it will have a positive impact on cultural preservation [17], [39], [49]. Active community participation in tourism development activities is one of the indicators of the successful CBT [14], [18], [31], [37].

The positive impact of the successful development of Community-Based Tourism on political aspect is that CBT provides opportunities to increase local community participation, increase local community independence from outside intervention, and guarantee the rights of local communities to manage their own natural resources with the support of stakeholders so that they can make a significant contribution to sustainable local development [5], [12], [37], [50]. Meanwhile, from the environmental aspect, the application of a tourism development pattern that encourages environmental preservation

is an indicator of the successful Community-Based Tourism development [20], environmental aspect significantly influences tourism development [28], [40]

4. CONCLUSION

The concept of community-based tourism was first popularized by Murphy (1985), tourism products are locally articulated and consumed, so tourism products and their consumers must be visible to local residents who are often very aware of the impact of tourism. Conceptually, community-based tourism (CBT) places the community as the main actor in tourism

development, in which in practice there are principles that must exist to support the success of tourism development. Community-based tourism is a type of tourism that includes community participation as the main element in tourism to achieve tourism development goals. The proposed conceptual model is providing socialization, education and training to the community; providing clear division of tasks between the parties involved and utilization of local resources in a sustainable manner. The successful development of Community-Based Tourism has a positive impact on economic, social, cultural, political and environmental aspects.

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