

Community Participation Toward Impact of Rural Tourism (A Case Study at Desa Krapyak, Central Java)

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Abstract -Desa Krapyak (Krapyak Village) is a potential rural village located in sub-district of North Pekalongan, Central of Java with the potential of tourism to develop. This research focuses on the impact of community participation toward rural tourism in Desa Krapyak. Understanding that tourism development may result in many and complex impacts suggest that local elected officials, the tourism industry and community residents need to work the impact of tourism community participation toward tourism (Kreag, 2010). Community participation toward tourism in Desa Krapyak were measured by adapting the tourism impact scale developed by Kreag (2010). The study of community participation toward impacts of rural tourism in Desa Krapyak was conducted by means of questionnaire composed of economic, social, and environmental impacts. Questionnaires were distributed to local residents. The response rate was 100%. A descriptive statistics (SPSS 21) to analyze the respondents' community participation toward impacts of rural tourism development in Desa Krapyak. Findings from the data analysis shows that community participation are significant value towards impact in Economic dimensions from the Tourism impact. And findings also identifies the positive impact of community participation to the rural in Social and Cultural dimensions.

Key words: *community participation, rural tourism and tourism impact*

I. INTRODUCTION

Tourism industry is considered the largest and most diverse in the world. Many countries take a reasonable profit from this dynamic industry as a major source of income, employment, private sector growth and infrastructure development. Community travel for a variety of reasons. Increased tourism growth has occurred in a rather short time, a fact that demands considerable attention. Many people who were previously considered traveling as reality may not now be able to buy. Build a guest house (guest house), recreational centers in different places helped collect a big budget for major cities are competing to build such centers in addition to airports and rural areas. Services provided by travel agencies and people involved in the tourism industry as well as the facilities provided by the state tourism offices and advanced technology eventually create a healthier, peaceful, safe and enjoyable trip for potential tourists (Parsaeian & Erabi, 2004).

In any country, the entrance of travelers in accordance with the increase in income and economic opportunity through economic activity that occurred in various sectors (Maddah, 2008). Because tourism is one industry that brings the greatest advantage in the world. And in line with this, the World Tourism Organization (WTO) uses the concept of rural tourism to determine the tourism product that gives visitors a personal contact, a sense of the physical environment and human countryside and as far as possible, allowing them to participate in traditional activities and lifestyles of local communities. According to the WTO that are considered a part of the rural tourism is like: climbing, adventure travel, educational travel, sports, art and historical attractions. Based on WTO prospects of tourism in 2020, the number of tourists worldwide will increase to reach 1.6 billion people (Negrusa, Cosma, and Bota, 2007).

Beeton (2006) found a rural tourism that occurs in non-urban settings where human activity is present. While Negrusa, Cosma & Bota (2007) defines rural tourism as a form of tourism offered by people from rural areas, with accommodation small scale and by implication an important component of their activities in the countryside and the habits of the tourism life seems to be to develop an elitist bias as expanding the social base with the participation of all segments of society is clearly not visible. The important role of participatory community-based organizations such as cooperatives in promoting

tourism has not gone well. As a result, concepts such as sustainable tourism, poverty alleviation through tourism, community tourism and others, which can be best implemented through participatory institutions can not be popularized in a big way. However, the development of rural tourism has become a top priority of all national economic agenda (Verma, 2008).

This research was located in Desa Krapyak, Central Java. As part of the district of Kuningan which is located in Central Java province, Krapyak is a village that has advantages compared with other villages in the area. This village have some potential the strong traditon of culture, culinary, he last village that leads to the foot of Mount Ciremai, with fresh cool air and beautiful natural scenery. Cibuntu area covers 1,048,741 hectares, consisting of two hamlets with the population of 988 people consisting of 254 families (profile of Desa Krapyak, 2016).

Krapyak have strong believe in religion, mostly populated by Moselm. The community is also unique, where all members of the community are closely bonded with one another. The kinship is honored within the members of the community as well as between the village and communities outside with *Kepala Desa* as the guardian.

II. LITERATURE REVIEW

In order to explore this research, according to a review of research of Wilson and Wilde (2003) has revealed that community participation has dimmensions and factored items as follows:

A. Influence

Influence is a form of participation in terms of how a partnership involving the public in shaping the regeneration plans or activities and in all the decision makers (decision making). In dimension affects are the things that made reference measurements:

- (1)The community is recognized and valued as an equal partner at all srages of the process.
- (2)There is meaningful community representation on all decision making bodies from initiation.
- (3)All community members have the opprotunity to participate.
- (4)Communities have access to and control over resources.
- (5)Evaluation of regeneration partnership incorporates a community agenda

B. Inclusivity

Inclusivity is the participation in which there is a way of partnerships ensure all groups and interests in society can participate, and the various ways in which the gap can be overcome. In iklusivitas there are things that made reference measurements, namely:

- (1) Full volunteer or unpaid workers is greatly appreciated.
- (2) Getting the equality of opportunity or opportunities in policy decisions in accordance with their respective position.
- (3) To set up the regeneration of the young generation while maintaining diversity and the interests of the community concerned.

C. Communication

Communication here is meant is the way the partnership developed an effective way to share information with the public and clear procedures in an effort to maximize public participation. In communication there are things that made reference measurements, namely:

- (1) A two-way information strategy is developed and implemented.
- (2) Programme and project procedures are clear and accessible.

D. Capacity

Capacity is how a partnership to provide the resources needed by the community to participate and support the local people and those from partner institutions to develop the understanding, knowledge and skills of the communities. In the capacity of things that are used as a benchmark or reference ratings are:

- (1) All members of the community have the opportunity to participate.
- (2) Understanding, knowledge and skills are developed to support partnership working among communities.

Whereas based on the research of Kreag (2010), understanding that tourism development may result in many and complex impacts suggest that local elected officials, the tourism industry and community residents need to workthe impact of tourism can be sorted into three general categories:

E. Economic Impact

Tourism increases employment opportunities. Additional jobs, ranging from low wages to pay up on a high professional positions in management and technical fields, generating incomes and improving living standards. Particularly in rural areas, diversification created by tourism helps people who may be dependent on a single industry. As tourism grows, additional opportunities are created for investment, development, and infrastructure spending. Tourism often induces improvements in public facilities such as water, sewer, sidewalks, lighting, parking, public toilets, litter control, and landscape. Such improvements benefit tourists and residents alike. Likewise, tourism encourages improved transportation infrastructure so that enhanced road, airport, public transportation, and non-traditional transportation (eg, roads). Tourism encourages new elements to join the retail mix, increasing the opportunity to shop and add a healthy competitiveness. Often increase tax revenues society. Lodging and sales taxes primarily to increase, but the additional tax revenue, including land travel and other transportation tax, business tax and fuel tax.

In line with the above opinion, according Stynes (1997) has a wide range of economic impacts of tourism. Tourists contribute to sales, profits, employment, tax revenue, and income in an area. The most immediate impact in the mainstream tourism sector - lodging, restaurants, transportation, entertainment, and retail trade. Through secondary effects, tourism affect most sectors of the economy. Analysis of the economic impact of tourism activities typically focus on changes in sales, income, and employment in the region resulting from tourism activity.

The impact of tourism can be said to be more than the result of a specific event or travel facilities. The impact of emerging human behavior as modified, derived from "the interaction between change agents and sub-systems in which they are violated". The relationship between the various categories of the impact of tourism; economic, physical and social development is close so interpreted and show complex and difficult to measure and plan. Parameters to tolerate the carrying capacity limit goal area, the economic, physical and social sub-system determines the dimensions and direction of travel impacts. These limits have been exceeded when the impact becomes negative. When compared to the physical and social impacts of tourism, the economy is relatively easy to measure. This is because the physical and social impacts are often composed by intangible and unmatched, making it difficult to count or analyze numerically (Mathieson and Wall, 1992). One of the main issues that arise when discussing the economic impact of tourism is the scale (Mason, 2003). Despite all the above factors intertwined in real life and the economic impact affects and is affected by the natural environment and the socio-cultural factors, the impact of learning here, are those of the economic impact. Keep in mind that the impact of tourism is not only a social, environmental or economic, but there are many interrelated levels. The economic impact is very clear in less developed countries. However, there seems to be a trade-off situation, in which the positive effects outweigh the negative ones (Mason, 2003). In general, the study of the economic impact is likely to have a more positive point of view, focusing on a number of benefits that can bring the benefits of tourism although this has been accompanied by a number of charges (Mathieson and Wall, 1992). There are several categories of economic impact that is usually included in the assessment of the economic impact, at least not directly, among others:

- Contributes to the income and living standards.
- Improves the local economy.
- Increases employment opportunities.
- Increases investment, construction, and infrastructure spending.
- Increase tax revenues.
- Improves public utility infrastructure.
- Improves the transport infrastructure.
- Increases opportunities for shopping.
- Economic impact (direct, indirect and induced spending) is widespread in the community.
- Creates new business opportunities.

F. Environmental Impact

According Kreag (2010) there are several categories of environmental impacts are:

- Protection of selected natural environments or prevention of further environmental damage.
- Preservation of historic buildings and monuments.

- Improvement the appearance of the area (visual and aesthetic).
- An “clean” industry or business (no smokestacks).

G. Social and Cultural Impact

Social and cultural consequences in consideration for the impact of tourism can either be an asset to the community. Effect of tourists bring diverse values to society and influence the behavior and family life. Individual and collective community may try to please tourists or adopt tourist behavior. The interaction between the citizens and tourists can affect creative expression by providing new opportunities (positive) or by stifling individuality with the new restrictions (negative). Increased tourism can encourage people to adopt a different moral behaviors such as increased understanding between the sexes (positive) or an increase in drug use (negative). Safety and health facilities and staff tended to increase in the same time security issues such as crime and improve the accident. The traditional ceremony can be renewed and revived by travelers or lost interest in alternative activities. Community organizations can be refreshed by face or overwhelmed by tourism opportunities related problems. Disasters such as natural disasters, lack of energy, terrorism, political unrest, disease, chemical spills, or even extensive negative publicity could kill tourism suddenly but sometimes can attract curious visitors. Tourism can improve the quality of life in the region by increasing the number of tourist, recreational opportunities, and services. Tourism offers citizens the opportunity to meet interesting people, make friends, learn about the world, and they will face a new perspective. Experiencing different cultures enriches the practice experience, broaden horizons and improve the knowledge and appreciation of the different approaches to life. Often, diminished interest in the culture of the host was revived by the rise of cultural heritage as part of the development of tourism, which increased the demand for exhibition history and culture. This interest by travelers in the culture and local history provides an opportunity to support the preservation of historical artifacts and architecture. By learning more about others, their differences become less threatening and more interesting. At the same time, tourism often promotes psychological satisfaction level of the opportunities created by the development of tourism and through interaction with tourists. Tourism can come into the community with social and cultural side of the dark. Illegal activities tend to increase in a relaxed atmosphere in the tourist area. Underage drinking increases can be a problem especially in coastal communities or regions with a festival involving alcohol. It's easier to be anonymous where strangers are taken for granted; bustling tourist traffic can increase the presence of contraband smugglers and buyers. Lifestyle changes such as changes in travel patterns local to avoid travel congestion and avoid shopping downtown can ruin a social and cultural community. Hotels, restaurants and shops can encourage tourism development into residential areas, forcing changes in the physical structure of a community. The development of tourist facilities in a prime location may cause the locals to be or feel excluded from those resources. As a local ethnic culture change to fit the needs of tourism, language and cultural practices can be changed. In places where the long-term visitors tend to congregate, social cliques, such as tourist condominiums, may conflict with local interests and work to influence local issues. The impact of the "demonstration effect" of tourists (residents adopt the behavior of tourists) and the addition of tourist facilities can change a habit, like the habit of dating, especially those who have a more structured cultural or traditional. Potential meet and marry a non-local partner may be stressful family. Here are some categories of social and cultural impact, namely:

- Improves the quality of life.
- Facilitates visitor attendance (education experience).
- Positive changes in values and customs.
- Promotes cultural exchange.
- Improves understanding of different communities.
- Preserves cultural identity and the host population.
- Increases the demand for exhibition history and culture.
- Greater tolerance social differences.
- Satisfaction psychological needs.

III. METHODS

To examine community participation toward impact of rural tourism development in Desa Krapyak, Central Java, this research was conducted through a quantitative study using a questionnaire distributed to respondents. Limitation of respondents used in this study is that people with age has been reached or over 15 years. In accordance with the recommendation of Hair et al. (2010), the number of respondents who used according to the number of parameters. Samples were obtained randomly, by distributing questionnaires to people in Desa Krapyak, Pekalongan Regency in Central Java.

The variables in this study consisted of the independent variable (X) and the dependent variable (Y). The independent variable in this study is Community Participation (X), while the dependent variable is the Impact of Rural Tourism Development (Y).

This study was designed to test the model the relationship between the influence attitudes and participation of the community to the impact of the establishment of a tourist village. The variables in this study is the participation (Community Participation) is a dimension that affects the formation of Village Tourism Krapyak.

In general the basis of the development of research instruments are as follows:

The research instrument uses a Likert scale of grades 1 to 5.

Scale 1 = Strongly Agree (SS)

Scale 2 = Agree (ST)

Scale 3 = Undecided (R)

Scale 4 = Disagree (TS)

Scale 5 = Strongly Disagree (STS)

Indicators of each variable is described as follows:

- Variable Community Participation using 12 indicators based on Wilson and Wilde (2003).
- Variable Impact of Rural Tourism Development uses 17 indicators based on Kreag (2010).

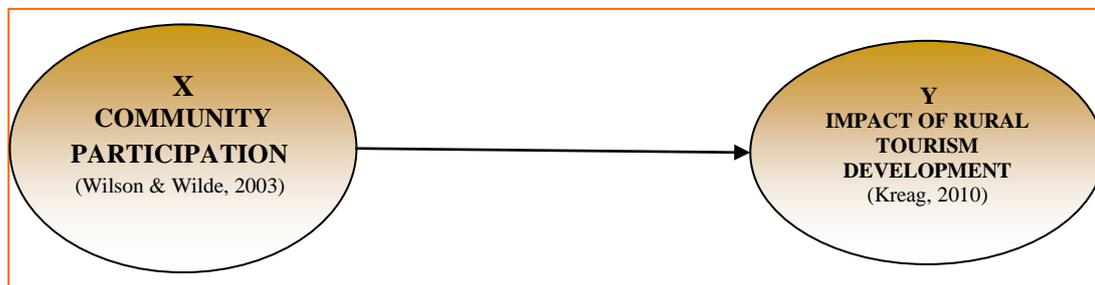


FIGURE I IMPLEMENTATION FRAMEWORK IN COMMUNITY PARTICIPATION TOWARD IMPACT OF RURAL TOURISM DEVELOPMENT IN DESA KRAPYAK, CENTRAL JAVA.

Data Analysis Methods

The study of community participation toward impacts of rural tourism in Desa Krapyak was conducted by means of questionnaire composed of economic, social, and environmental impacts. Questionnaires were distributed to local residents. A descriptive statistics (SPSS 21) to analyze the respondents' community participation toward impacts of rural tourism development in Desa Krapyak, Central Java.

IV. RESULT AND DISCUSSION

Based on the results of research studies in the hypothesis on Community Participation Toward Impact of Rural Tourism Development in Desa Krapyak, Central Java, the conclusions obtained as follows:

Findings from the data analysis shows that community participation are significant value towards impact in Economic dimensions from the Tourism impac. And community participation has a positive

and significant effect on the toward impact of rural tourism development in Desa Krapyak, Central Java with a t-value of 4.74, so it can be said that the data obtained support the hypothesis.

V. CONCLUSION

Findings from the data analysis shows that community participation are significant value towards impact in Economic dimensions from the Tourism impact. And community participation has a positive and significant effect on the toward impact of rural tourism development in Desa Krapyak, Central Java with a t-value of 4.74, so it can be said that the data obtained support the hypothesis.

This fact agrees with the opinion expressed by Theobald (2005) which states that the reality in tourism development in any destination requires appropriate participation of all stakeholders, particularly the involvement of local residents in the decision making process of tourism development. This is due to two main reasons: first, the impact of tourism development that is felt mostly by locals (Pender and Sharpley, 2005). Second, the locals considered to be an important factor that supports the development of tourism for any purpose (Shapley and Telfer, 2002). However, decision-makers and planners often occur in developing countries in the development of tourism, tend to involve government officials and developers without considering the participation of local people in tourism development (Weaver and Lawton, 2006). This prevents the security interests of the local population and support for tourism development (Murphy and Murphy, 2004).

In line with the above opinion, Mbaiwa (2004) argued that tourism is sensitive to the needs of the local population to ensure sustainable development. This can happen if all the parties collaborate in policy, implementation and monitoring of the formulation that can support the positive impact of public attitudes to tourism development. Issue of participation of local communities in tourism development have been discussed extensively in recent decades, but there have been several studies (eg, Hernandez, et al., 1996; Mason and Cheyne, 2000; Sanchez et al., 2009) which has involved the participation of local communities areas related to tourism development in the early stages of the development of tourism in developing countries, where tourism is considered as a new phenomenon. This produces a direct relationship between community participation towards impact of rural tourism development in Desa Krapyak, Centra Java.

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