

Analysis of The Implementation of Community-Based Tourism in Sidomulyo Tourism Village, Jember Regency

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Abstract. This study aimed to analyze the implementation of community-based tourism in the development of Sidomulyo Tourism Village. The data of this study were collected through observation, interview, documentation, and focus group discussion. A qualitative research method was applied in analysing the data. The results of the study showed that the implementation of community-based tourism in Sidomulyo is still partly accomplished. The involvement of the community in the planning, management and evaluation of the tourism village must be improved as well. Several things need to be increased, including the quality of tourist attractions, the digital promotion system, the ticketing system, the quality of human resources as well as the sanitation and the environmental sustainability. The results of this study are beneficial to be used as the basis for further tourism development in Sidomulyo. Hence, the tourism sector has a great contribution toward the economic and social welfare of the community.

Keywords: Community-Based Tourism, Tourism Village, Tourism Development

1 Introduction

Nowadays, tourism has become a necessity for almost everyone as their activities and business have increased [1]. Most tourists visit a tourist destination for recreation and relaxation besides various other motives. The rapid development of tourism can support the economic establishment of tourist destination countries in the medium and long term. It is for this reason that tourism can generate significant foreign exchange without exporting any products directly, or it can be called invisible exports [2]. In Indonesia, tourism has proven to be the second largest generator of GDP (Gross Domestic Product) after CPO (Crude Palm Oil) in the non-oil and gas sector in 2018 [3]. After the Covid-19 pandemic, tourism can recover and is predicted to continuously increase in the next following years.

Although it produces many benefits, especially in the economic field, tourism is like two different sides of a coin. If managed properly, tourism can increase the distribution of people's income, strengthen cultural identity and conserve biodiversity [4]. So, it contributes to the development of a country or region. On the other hand, if tourism is not managed properly and

leads to mass tourism, it will have negative impacts such as environmental pollution, a clean water crisis, and also natural and cultural degradation [4]. Worse yet, tourism does not contribute to improving the welfare of local communities [4].

Tourism development should be based on the concept of sustainable tourism development to optimize positive and minimize negative impacts. One of the forms of sustainable tourism development concept is community-based tourism or CBT [5]. Community-Based Tourism or CBT is 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 [6]. The concrete form of CBT is a tourism village [7]. Though, the application of CBT can be conducted in a rural or urban area [8].

A tourism village is a form of integration between attractions, accommodations, and supporting facilities presented in a community life structure that integrates with existing procedures and traditions [7]. Sidomulyo is a tourism village located in Silo District, Jember Regency. Sidomulyo Tourism Village has a variety of nature and cultural-based tourist attractions, namely sheep farming, etawa goat farming, root fossil crafts, Ketakasi Coffee Processing, and cultural arts of the local community. Sidomulyo Tourism Village was established in 2017 by the community initiative. Even though it is relatively new, Sidomulyo Tourism Village has made it into the top 300 of 3419 Tourism Villages in the 2022 Indonesian Tourism Village Award (ADWI) selection.

Apart from being a tourism village, Sidomulyo is also famous for the village coffee-producing that is quite successful in Jember Regency. The coffee produced is Robusta coffee with the best quality. Sidomulyo's coffee beans have been shipped to America and Europe. The research about Sidomulyo has been done by researchers before. Some of them discussed social capital in the Ketakasi Coffee Cooperative, the development of processed coffee products, and the sustainability of the coffee plantation area in Sidomulyo Village. The success of Sidomulyo Village as a coffee-producing village in Jember is due to the strong social capital owned by the cooperative that manages and process it [9-10]. The social capital owned by Kopi Ketakasi Cooperative is a network, trust, reciprocity, norms, and values [9-10]. The Ketakasi Coffee Cooperative has a network with several agencies such as Bank Indonesia, Jember University, and PT. Indocom Citra Persana, Puslitkoka, and the Jember Regency Cooperative Service [9]. Community trust is so high in cooperatives that they want to participate in every program cooperative [9]. There is reciprocity between the Kopi Ketakasi Cooperative and its partner institutions [9]. The norms that exist in the community regarding manners, kinship, and harmony as well as cooperative values such as a sense of nurturing and cooperation also strengthen the running of the coffee business in Sidomulyo Village [9]. The sustainability index of the Coffee Plantation Business Area in Sidomulyo Village is also good at 59.5% [11]. This means that the coffee business in Sidomulyo Village will continue to take place while taking into account sensitive factors such as policies, counseling to increase coffee farmers' knowledge, additional capital for cooperative production units, and cooperation with wet processing farmers [11-12].

From previous studies, it is known that the concentration of research on Sidomulyo Village is mostly carried out in the Ketakasi coffee cooperative. Meanwhile, research on the tourism aspect of Sidomulyo Village has never been carried out considering that currently, Sidomulyo Village has begun to diversify the village economy through the development of tourist villages. From the various attractions it has, Sidomulyo has the potential to become a leading

tourist village in Jember Regency. However, as a new tourist village, Sidomulyo still requires an integrated, systematic, and sustainable development stage following the concept of community-based tourism. Sidomulyo has the potential to be a superior tourism village in Jember Regency. However, as a new tourism village, Sidomulyo still requires an integrated, systematic, and sustainable development stage with the concept of community-based tourism.

Based on the description above, this research aimed to analyze the implementation of CBT in the development of Sidomulyo Tourism Village. The benchmark used in this research was the ASEAN Community-Based Standard. Hopefully, the results of this research can be the evaluation material for community-based tourism development in Sidomulyo Village. So Sidomulyo tourism development can be beneficial for improving the socio-economic welfare of the community and environmental sustainability in the long term.

2 Method

The location of this research was Sidomulyo Tourism Village, Silo District, Jember Regency, East Java. Data were collected through observation, interviews, documentation, and focus group discussions. The function of observation was to analyze the characteristics of Sidomulyo's area and society. Then, the interview and focus group discussion were to explore more information regarding the existing conditions of CBT implementation. The documentation process was done by collecting regulatory documents, village profiles, and related study materials.

In conducting interviews, the selection technique for informants used a random sampling method at various levels of society. The triangulation technique was carried out to test the validity of the information obtained. Each result of the interviews was compared to the other interview results and related documents. Then, the data analysis was conducted using qualitative methods. This was done by grouping the data according to several categories based on ASEAN Community-Based Standard including community ownership and management, contribution to social welfare, contribution to preserving and improving the environment, encouraging interaction between local communities and guests, quality of tour services and tour guides, quality of service, food and beverage, accommodation quality, and the performance of a CBT-friendly travel agency for interpretation and analysis.

3 Results and Discussions

3.1 The Implementation of Community- Based Tourism in Sidomulyo Tourism Village

Referring to the ASEAN community-based standard, there are eight assessment criteria for Community-Based Tourism implementation. Those are community ownership and management, contribution to social welfare, contribution to preserving and improving the environment, encouraging interaction between local communities and guests, quality of tour services and tour guides, quality of service, food and beverage, accommodation quality, and the performance of a CBT-friendly travel agency [6-7]. The Implementation of Community-Based Tourism in Sidomulyo Tourism Village can be seen in Table 1.

Table 1. Implementation of ASEAN Community Based Tourism Standard in Sidomulyo Tourism Village

No	Criteria	Indicators			
		Fully Complies	Partly Complies	Does not Comply	Not Applicable
1	Community ownership and management				
	1.1 Effective and transparent governance arrangement exist		√		
	1.2 Legitimate establishment		√		
	1.3 Effective and transparent management exists		√		
	1.4 Effective partnerships exist		√		
2	Contribution to social well-being				
	2.1 Human dignity is maintained	√			
	2.2 Benefits and costs are shared equitably		√		
	2.3 Links exist to regional economies		√		
	2.4 Cultural integrity is maintained and valued cultural traditions		√		
3	Contribution to conserve and improve the environment				
	3.1 Natural resources are being conserved		√		
	3.2 conservation activities to improve the environment		√		
4	Encouragement of interaction between the local community and guests				
	4.1 Guest and local community interaction exists			√	
	4.2 sustainability of community-based tourism products			√	
5	Quality tour and guiding services				
	5.1 ensuring local guide quality and expertise				√
	5.2 managed tours and activities to ensure quality				√
6	Quality food and beverage service				
	6.1 ensuring food and beverage service provider quality		√		
	6.2 managed food and beverage services to ensure quality		√		
7	Quality accommodations				
	7.1 Ensuring accommodation service provider quality			√	
	7.2 managed accommodation to ensure quality			√	
8	Performance of CBT Friendly Tour Operators				
	8.1 Commitment to CBT ideals				√
	8.2 Contribution to community and nature protection				√
	8.3 Support for the local economy				√
	8.4 Promotion of joy of discovery, knowledge and respect				√
	8.5 Satisfying and safe experience for tourists and the community				√

Source: processed by authors (2022)

The first criterion is community ownership and management. Sidomulyo Tourism Village was founded by 40 local people who have a desire to advance their village through tourism. Simultaneously with the establishment, the Tourism Awareness Group (Kelompok Sadar Wisata or Pokdarwis) has also been established as a management institution. The Sidomulyo

Tourism Village Pokdarwis has a clear organizational structure or formation. Pokdarwis members are elected by consensus. However, the function of the Pokdarwis formation has not worked optimally. It means the management institution Pokdarwis has not been able to integrate every tourist attraction into a single centralized management unit.

Every tourist attraction in Sidomulyo Tourism Village is managed by each local community group. When there are tourist visits to one of the tourist attractions, the income from these activities is only received by the manager of the related tourist attraction. It indicates that distribution income from tourism activities in Sidomulyo has not been comprehensively distributed yet to all levels of society. So, community ownership and management have not been completely implemented.

The dominance of the village government is also still high over the course of tourism management in Sidomulyo Village. As a tourism management agency, Pokdarwis cannot stand alone. All decisions related to tourism still depend on the influence of the village government. As a result, Pokdarwis became stagnant because there were no new innovations related to the development of tourism villages. The dependence of Pokdarwis on the village government can also lead to instability and chaos due to political interests [7]. If the management of the village government changes, the direction of the Pokdarwis policy can also change [7].

The second criterion is to contribute to social welfare. The development of Sidomulyo Tourism Village contributes to the community's social welfare. Most of the youth in Sidomulyo Village participate in the tourist attractions management, especially in the Ketakasi Coffee Processing. Ketakasi Coffee Processing's income is not only from tourist visits but also from export activities carried out to various countries. In addition, the village management and Pokdarwis also introduce local products such as handicrafts, food, and beverages.

Sidomulyo Tourism Village is a family-friendly village. It means that Sidomulyo Tourism Village prevents tourism activities from women and children exploitation and also other criminal acts. Thus, the Sidomulyo Tourism Village has contributed to social welfare though it still needs to be improved. Basically the concept of Community Based Tourism places more emphasis on responsible and dignified tourism. Through CBT, tourism is expected to alleviate poverty and improve social welfare [8,13,14], such as the quality of human resources, improving children's education, access to information, legal awareness, involvement of local communities in regional and national forums, and cultural pride.

The third criterion is the contribution to preserving and improving the environment. Sidomulyo Tourism Village is located at the foothill of the Gunitir Mountains or the border between Jember and Banyuwangi Regencies. Because its location is in the highlands, Sidomulyo Village has quite good natural resources. Sendang Tirto Gunitir is a tourist attraction and serves as a source of community life. This spring is used by society to irrigate their farm and fish ponds. Unfortunately, people still wash their agricultural equipment that contains pesticide residues in the springs, which can contaminate the water quality. The issue of sanitation is also an important thing that needs to be considered because most people still defecate in the river. Then, some societies still do not pay attention to the cleanliness of the house and surrounding areas.

It should be noted that environmental sanitation and hygiene are important factors in supporting the sustainability of tourist villages. A study on the Sepakung Tourism Village, Semarang Regency shows that there are five aspects that influence the sustainability of a tourism village from an ecological dimension, including the comfort of the yard, air and water pollution, waste handling, zoning for the use of tourist objects, and types of tourist objects that can be developed [15]. The yards of the residents' houses in the Sepakung Tourism Village are very clean as well as the water and air conditions which are without pollution. This is because residents have been aware of cleaning the surrounding environment and avoiding environmental pollution. Waste management has also been carried out quite well although the utilization zoning and types of tourist objects still need to be evaluated again.

The fourth criterion is about encouraging interaction between local people and guests. The number of tourist visits has increased since the development of Sidomulyo into a tourism village. Most tourists come to Sidomulyo to enjoy the tourist attraction for a few hours then the interaction between tourists and the local community is relatively low. The homestay in Sidomulyo Tourism Village has not fully utilized the society houses where tourists can interact and experience social life with the host. Homestay in Sidomulyo Tourism Village is two houses owned by the society. It was built for the needs of tourists while the owners do not live there. In other words, there is no intensive interaction between the local community and guests. In fact, the interaction between tourists and local communities is a special characteristic of Community Based Tourism where there is cultural exchange and learning between the two [16].

The fifth criterion is the quality of the tour and guide service. The management of Sidomulyo tourist attractions is still not centralized. Therefore there is no tour guide service available in Sidomulyo Tourism Village. The tourism village also does not offer an integrated tour package that connects one attraction to another. Sidomulyo Tourism Village already has a Tourism Information Center but it is not functioning optimally yet. Information board about the area plan that shows the location of tourist attractions is also not available yet. Therefore, when new tourists come to this tourism village, it will be hard to find the tourist attraction.

The sixth criterion is the quality of food and beverage service. Kinds of food and drinks available at the Sidomulyo Tourism Village are Ketakasi coffee and snacks made from local raw materials such as taro and cassava. All food and beverages produced by the community are displayed at the Ketakasi Coffee Processing Center. If seen from the quality, the food and soft drinks at the Ketakasi coffee center are very good. They also sell coffee in packaged form, both ground and the form of beans. The packaging used for coffee and snacks is adequate as well as clean. However, Sidomulyo Tourism Village has not provided traditional food in the form of heavy meals.

The seventh criterion is the quality of accommodation. There are two homestays available in the Sidomulyo Tourism Village. The home stays were built to fulfil tourist needs. Although classified as clean, homestay management standards are not implemented yet. The right concept of homestay in a tourism village is the use of society's houses as an accommodation where tourists can experience community life. However, cleanliness and regularity in managing homestays need to be implemented to ensure the comfort of tourists during their stay. The existence of homestays in tourist villages is needed to increase the length of stay of

tourists. With a homestay, tourists can enjoy the attractiveness of a tourism village longer so that their level of satisfaction is higher [17].

The eighth criterion is CBT-friendly travel agency performance. So far, the Sidomulyo Tourism Village Manager has not collaborated with local travel agencies. Most tourists know about Sidomulyo by word of mouth. Sidomulyo Tourism Village also has not held promotions through social media. For this reason, the number of tourists visiting Sidomulyo Village is also not as many as the other tourist destinations.

3.2 Recommendations for Improving the Implementation of Community Based Tourism in Sidomulyo Tourism Village

The eighth criterion is CBT-friendly travel agency performance. So far, the Sidomulyo Tourism Village Manager has not collaborated with local travel agencies. Most tourists know about Sidomulyo by word of mouth. Sidomulyo Tourism Village also has not held promotions through social media. For this reason, the number of tourists visiting Sidomulyo Village is also not as many as the other tourist destinations.

Based on the results of the analysis, there are several recommendations to improve the implementation of community-based tourism in Sidomulyo Tourism Village. The first is improving community involvement in the management of tourism villages. The formation of the Sidomulyo Tourism Village was initiated by 40 people who wanted to develop their village through tourism. Among the 40 people, some of them were elected to the village government. Some of these people are actors who have the power to influence the formation of the Sidomulyo Tourism Village. As a result, the dominance of the village government is very influential and makes the function of Pokdarwis as a tourism village manager not optimal. The dominance of the village government over the management of tourism villages is not a negative thing. However, in the future, there is a need for youth regeneration to manage tourism villages independently. The function of managing tourism villages independently is to improve the creativity and innovation of youth so that tourism can sustain and be guaranteed in the future.

In addition, it is necessary to evaluate the purpose, formation, and function of Pokdarwis as the organization that manages the Sidomulyo Tourism Village. This evaluation is needed to review whether the organization's performance is appropriate or vice versa [4]. Evaluation is needed to re-map community involvement in the tourism villages management, such as youth and women. Likewise, the benefits of the tourism village should be distributed among people of non-productive age.

In CBT, community involvement or community participation is the main point [13,18]. This is emphasized to optimize the effectiveness of tourism development in communal communities such as rural or urban villages. In addition, this action also aims to make the community more independent [7]. Participation is influenced by people's perceptions of the economic, social, and environmental impacts of tourism on their livelihoods [13]. Therefore, it is necessary to socialize from Pokdarwis to the village community regarding the general description and objectives of tourism development in Sidomulyo Village.

The second is improving the quality of tourist attractions. Sidomulyo Tourism Village has several natural and cultural-based attractions, but it is still disorganized. It means that there is no holistic arrangement that adds to the attractiveness and competitiveness of these attractions. Every tourist attraction needs to have a unique selling point that attracts tourists to visit. In

addition, the quality of amenities and accessibility also needs to be improved. The number of amenities, such as public toilets, needs to be increased as well as the number of homestays that empower society's houses. The accessibility of each attraction must be supported by making regional maps and directions to guide tourists to the other tourist attraction.

The third is improving the promotion system. All attractions owned by Sidomulyo Tourism Village need to be integrated through tour packages. Tour packages in the form of visits to several attractions can also be equipped with lunch or lodging facilities using a homestay. The tour package can be promoted and sold through social media (Instagram, Facebook, TikTok, and Twitter) and websites. The use of a website can also be equipped with a reservation menu so that tourists can purchase tour packages easily. Promotion can also be done by cooperating with local tour operators so that they can help find markets in the East Java area. Along with the tourism village development, Sidomulyo Tourism Village also can collaborate with national tour operators.

The fourth is improving the quality of human resources. So far, public awareness of tourism in Sidomulyo Village is still relatively low. The only actors who have awareness of the importance of tourism for their villages are those who have been directly involved in the formation and management of tourism villages. Therefore, increasing public awareness of tourism through mentoring and socialization needs to be a specific concern for the Sidomulyo Tourism Village manager. It is necessary so that the community is prepared to welcome tourists. Some communities can also be directly involved as tour guides to educate tourists about their environment and culture. Tourism village managers need to provide opportunities for some residents to take part in training and certification of tour guides.

The fifth is sanitation improvement and environmental conservation. Instilling public awareness for a cleaner and healthier life needs to be increased. The reason is after the Covid-19 pandemic, all tourist destinations are required to apply the CHSE (Cleanliness, Health, Safety, and Environment) rules. Also, many tourists are very concerned about the cleanliness and comfort of tourist destinations. Environmental sanitation improvement can be started in the homes of each community. They are encouraged to clean the area of the house and its surroundings and provide a trash can. The village government and Pokdarwis also need to provide public bathrooms and toilets for the community and start encouraging them to do not to defecate in the river. The public also needs to be advised not to wash agricultural equipment in springs to maintain the purity and quality of the water.

4 Conclusion

The community-based tourism implementation in Sidomulyo Tourism Village is not been fully implemented or still partly accomplished. Several CBT criteria need to be significantly improved, such as community ownership and management, contribution to preserving and improving the environment, encouraging interaction between local communities and guests, quality of tour and guide services, quality of accommodation, and performance of CBT-friendly travel agencies. Other criteria, namely the contribution to social welfare, and the quality of food and beverage services need to be re-evaluated to ensure the accuracy of their implementation. Based on the results of the analysis, Sidomulyo Tourism Village still requires further development steps to support the implementation of CBT. Several things need to be increased, including the quality of tourist attractions, the digital promotion system, the

ticketing system, the quality of human resources as well as the sanitation and the environmental sustainability.

This research contributes to the current and future development process of Sidomulyo Tourism Village. The results of this research can be used by the manager of the Sidomulyo Tourism Village as evaluation material and the basis for determining management policies and further development. Analysis of CBT implementation using ASEAN community-based standards has also never been done in Sidomulyo Tourism Village and other tourist destinations in Jember Regency. By using the ASEAN community-based standard as a benchmark, hopefully, it can provide the complex suggestion for the quality of tourist destinations improvement. This research is also the first and the opening research that encourages research related to the development of Sidomulyo Tourism Village and other tourism villages in Jember. Through this research, we can learn that many tourism potentials owned by Jember Regency need to be developed optimally.

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