



CONFERENCE PROCEEDINGS

SOCIAL AND CULTURAL ISSUES IN ASEAN

ICONAS 2014 - Yogyakarta, October 1st - 2nd 2014

International Conference on ASEAN Studies - Inner and Outer Look of
Southeast Asia in 2015: Championing ASEAN Community

Conference Proceeding

SOCIAL AND CULTURAL ISSUES IN ASEAN

INTERNATIONAL CONFERENCE ON ASEAN STUDIES 2014
(ICONAS)

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FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS GADJAH MADA**

Conference Proceeding
Social and Cultural Issues in ASEAN
International Conference on ASEAN Studies 2014 (ICONAS)

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Published by:

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STRENGTHENING SOCIO-CULTURAL PILLAR OF ASEAN THROUGH TOURISM VILLAGE: CASE OF YOGYAKARTA

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STRENGTHENING SOCIO-CULTURAL PILLAR OF ASEAN THROUGH TOURISM VILLAGE: CASE OF YOGYAKARTA

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Abstract

One of important thing in implementing ASEAN Community blueprint is how ready the community create positive actions to strengthen the 3 pillars, especially socio-cultural pillar. In the case of Yogyakarta it is an interesting question: how to manage traditional heritage, culture, and people as some potencies to support socio-cultural community of ASEAN? The local communities in tourism village of Yogyakarta play important role that support the competitiveness to “sale” traditional and cultural strengths. Some evidences show that tourism villages have big contribution in promoting cultural richness that attracts so many foreigners. And ASEAN people become one of top ranking visitors of tourism destination in Yogyakarta. It is a must that the government of Special Province of Yogyakarta along with local community maximizes the potency of Yogyakarta for supporting socio-cultural pillar of ASEAN through tourism village. Some actions should be accomplished: 1) developing uniqueness of each tourism village, 2) improving its infrastructure and 3) increasing capability of its human resources through empowering its local community.

Keywords: ASEAN Community, socio-cultural community, tourism village

Introduction

Tourism village now become a new trend in tourism sector. The Ministry of Tourism and Creative Economy in Indonesia has revealed plans to develop 561 tourism villages in 2014. The project will span 19 provinces and is designed for visitors/tourists discover traditional life at local Indonesian villages, where residents maintain indigenous cultures and live just as their ancestors did centuries ago (Indonesia to develop over 500 tourism villages in 2014, <http://www.breakingtravelnews.com/news/article/indonesia-to-develop-over-500-tourism-villages-in-2014/>).

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Tourism village has specific characteristic that developed by villagers for attracting visitors. That characteristic managed and packaged in order to become a tourism destination. In tourism village the integration between attraction, accommodation and facilities merged in people's live with their habit, custom and tradition (Tourism Village, *central-java-tourism.com/desa-wisata/.../about.html*)

But not only a tourism village has some special characteristics as tourism object with its natural traditions and culture, a tourism village is also supported by some factors, such as local cuisine/food, agriculture system and social system. Besides, pure nature and environment are additional values for a tourism village.

Good facilities to provide a village becoming a tourism object are also important. These facilities make visitors who come to a tourism village enjoy their vacation. Basically, the development of tourism villages needs supporting facilities, such as transportation, telecommunication, medical, and accommodation facilities. Visitors can spend the nights in homestay provided in the village. It gives visitors an unforgettable moment because they can feel a natural village atmosphere.

Yogyakarta is one of distinctive, traditional characterized province with more than 100 tourism village spread around Sleman, Bantul, Gunungkidul, Kulonprogo and kota Yogyakarta. Each tourism village has its own speciality; some of them explore natural adventure like Bejiharjo (Pindul cave) in Gunungkidul or Kalibiru in Kulonprogo. Some others promote the daily activities of villagers (planting rice, fishing, painting batik, making terracota products) like Kebonagung and Kasongan in Bantul, and Bobung in Gunungkidul. And the others promoting traditional customs like kenduren, mert desa, jathilan, gejog lesung as seen in Puton Bantul, or Pentingsari Sleman.

What is distinctive one in the development of tourism village in Yogyakarta is that all tourism village initiated by villagers. The formerly Head of Object and Tourism Destination of DIY Province: Sinang Sukanta explained that the development of tourism village in Yogyakarta first initiated by villagers and supported by local government to create a unique, distinctive tourism object based on creativity and participation of villagers aimed for attracting tourists, so that they enjoy their experience in tourism village and come back again in the future (Interview, July 8, 2014).

In the era of ASEAN community, tourism village will contribute in promoting people-to-people contact between Indonesia people and other 9 ASEAN countries people. It is interesting to explore the potency of tourism village in Yogyakarta to support one pillar of ASEAN community: socio-cultural

pillar. This paper will describe about tourism village phenomena in Yogyakarta, its contribution for strengthening ASEAN socio-cultural pillar of ASEAN Community and some agenda to be accomplished in promoting tourism village.

Tourism Village in Yogyakarta

Developing tourism village is one of important policy of Daerah Istimewa Yogyakarta (DIY)/ Yogyakarta Special Region province. The government seriously creates some policies to support tourism village. The Department of Culture and Department of Tourism DIY Province continuously conduct some research and effort to promote and develop tourism village potencies. Since 1995 DIY governor issued Decision Letter Number 325.KPTS/1995 on 24 November 1995 regarding the establishment of 32 culture village (Dinas Kebudayaan Provinsi DIY, 2005: I-1).

That policy followed by some departments by doing research on tourism village: its potencies, obstacles dan problem solving solutions. One example was what The Cultural Departement of DIY province has been done in 2005. This department did some researches in order to improve cultural village management in DIY province. Sinang Sukanta explained:

Tourists come to Jōgja because Jogja has a lot of tourism object which is close one and another. But they still stay in a short term ...

The best one is the repeater, not only they come and then forget the place. The biggest (repeater) numberis from Netherland. Jogja perceived as a good place for tourism... Traditionally they visit Borobudur, Prambanan, Kraton, and Malioboro. They came for the first time, second time. What we think: what next? So that we create new destinations. Finally we tried to seek and create new destinations based on Law Number 10/2009 that stated that community should be the actor, not audience so... that we developed tourism village. The tourism villages were not created by the government, but from community initiatives (Interview, July 8, 2014).

The local government supports the community idea to develop tourism village. Some departments intensively conducted some projects aimed to improve the existence of tourism village. The Department of Culture of DIY province completed some strategic programs to strengthen the culture village and tourism village, for example: create festivals on ritual celebration, traditional culture festivals, comparative study on cultural group, workshop on cultural performance management, networking on cultural community,

supporting funding for cultural group costume, supporting funding for creating cultural villages, socialization programs on cultural villages, Javanese speech contest, etc. (Laporan Dinas Kebudayaan Provinsi DIY, 2005: V7-9).

The same action conducted by Department of Tourism and Culture of Gunungkidul. In 2008 this department has completed site plan of tourism village Bobung in Gunungkidul. The result was the development of tourism village based on community participation (community based tourism). The community actively participated in tourism activities, since planning process, development and execution program and its management process. This model is suitable for characteristic and type of tourism village that based on local human resources (Dinas Pariwisata dan Kebudayaan Gunungkidul, 2008: IV-26).

And also the local government of Gunungkidul actively supported the development of local tourism potencies. As seen on strategic planning from the Department of Culture and Tourism Gunungkidul 2006-2010 that committed to: (1) create the facilities of tourism objects to increase the number of tourists, (2) improve the capability of human resources and strengthen coordination among stakeholders in tourism, (3) best action in choosing tourism promotion, (4) data collecting and maintenance of cultural heritage, (5) increasing community income and prosperity in tourism village. These steps proved as commitment to support national government and provincial government in order to develop tourism sector (Laporan Dinas Kebudayaan dan Pariwisata Gunungkidul, 2010: 2).

Nowadays some tourism villages of Yogyakarta grow faster, while some others still in preparation step. Kembangarum tourism village is one that is in leading position. Kembangarum tourism village was established in 2005. Located at 13 hectare land in Sleman, this place offers education and nature for its visitors, especially for children. They can learn about painting and read a lot of book in the library that located near a river. Some Javanese traditional games can be enjoyed in this place, for example *egrang*, *engklek*, *dakon*, *gobak sodor*, etc. Fishing and swimming are other attractive activities. This tourism village offers some tourism package: (1) Spending night in a unique traditional house. In Kembangarum we can find a Javanese traditional house rent for visitors. This house made of bamboo, decorated by *wayangs* and beautiful pictures. Visitors will enjoy calm and cool atmosphere and beautiful panorama, (2) Painting, will be another experience. Visitors will learn how to paint and they can bring it home. Also they can learn how to paint batik, (3) Massage for relaxation that can be enjoyed in the riverside, (4) Culinary will be also interesting. Traditional culinary offered by Kembangarum is *nasi takir* made from banana leaf (<http://desawisatasleman.wordpress.com/desa-wisata-kembangarum/> diakses 4 Mei 2014).

The other leading one in Sleman is Pentingsari tourism village that established as a tourism village in 2008. This village located at Merapi mountain surrounded by river Kuning dan river Pawon. Some interesting tourism objects offered by this village: (1) Sendangsari Secret Waterfall. The villagers believe that they will be young forever if they drink or wipe their face with the water, (2) *luweng*, a place where prince Diponegoro hid from Deutch army in colonial period, (3) Joglo house for meeting and cultural performance, (4) Nature tourism: planting rice, vegetables, (5) Mystique *Dakon* stone. The villagers believe that this stone used to be a place for arranging strategy for combating Deutch army in colonial era, (6) Sacrificed stone that is believed as a place for sacrificed snake, the son of Baru Klinting- a famous snake in Javanese mythology, (7) *ponteng*, a place where river Kuning and river Pawon meet, and there is a cave where the son of snake Baru Klinting lived, (8) tracking through riverside, rice field, tunnel and forest (<http://desawisatasleman.wordpress.com/desa-wisata-pentingsari/> Yogyakarta, 4 Mei 2014).

Not only Sleman, but Bantul also offers some interesting tourism village. For example Kreet that located at Sendangsari village, Pajangan, Bantul, Yogyakarta, around 12 km northwest of Yogyakarta. Kreet is very famous for its batik mask and wooden craft (wooden statue, wayang, wooden souvernirs) with Javanese traditional motives, like parangrusak, *parangbarong*, *kawung*, *garuda*, *sidorahayu*, *sidomukti*. This tourism village also offers visitors to stay for a night or several nights at Kreet for deeper their knowledge about batik. The community will welcome visitor at their homestay. Usually the villager conduct a ritual named Merti Dusun as a symbol for their thanks to god of the abundance of rice crop. A *gunungan* (a *mountain* formation made of fruits and foods) prepared by villagers, and they walk along the village and stop at pendopo.

Some Potencies for Stronger ASEAN Community

In 2015 ASEAN enter new step of its cohesion by binding its commitment as an ASEAN community. This big community supported by 3 pillars: (1) security pillar, (2) economic pillar and (3) socio-cultural pillar. One of important thing in the third pillar (socio-cultural) is how ASEAN citizens interact in a community conscious of its ties of history, aware of its cultural heritage and bound by a common regional identity (Vientiane Action Programme 2004-2010: 39).

In the same time, as an impact of globalization many of the regional's traditional societies with their rich and distinctive cultural norms and practices are facing new challenges. As ASEAN continues in its community-building

efforts, the concern is how to fulfill its aspirations for progress and prosperity while at the same time preserving its rich cultural heritage. Thus, the ASEAN community envisaged to emerge from regional integration by 2020 is where people, amidst the diversity of their historical and cultural experience, are conscious of a common regional identity. This sense of regional identity and solidarity will have been built on years of cumulative interaction in all facets of social and economic life and at all levels –communities, governments and civil society.

Under the ASEAN Socio Cultural Community Plan of Action, the goal of creating an ASEAN identity involves: (1) mainstreaming the promotion of ASEAN awareness, regional identity and values in national communication plans, education curricula, people-to-people contact mainly through culture, arts and sports, especially among the youth and the promotion of ASEAN languages learning through scholarship and exchanges of linguist, (2) preserving and promoting ASEAN cultural heritage and living traditions, as vehicle to better understand the link between culture and development, and as source of inspiration for future endeavours, (3) fostering dialogues among civilizations, cultures and religions as a means to foster better understanding, build confidence and address threats to peace and security and (4) promoting ASEAN's standing in the international community (Vientiane Action Programme 2004-2010: 45).

For strengthening the foundations of regional social cohesion, some step should be prepared: (1) Promote ASEAN awareness with the ultimate goal of fostering an ASEAN regional identity by promoting interactions and exchanges among artists, writers, media practitioners, scholars, students, cultural entrepreneurs, professionals, experts in culture and sports and others, (2) promote people-to-people, especially among the youth through youth volunteer programmes and youth camps, (3) promote ASEAN languages learning through scholarships and exchange of linguists, (4) coordinate efforts for the documentation, preservation and safeguarding of national and regional treasures and other properties, antiquities and works of historic, archaeological, anthropological and scientific significance, (5) Enhance ASEAN cooperation in culture and information to formulate and implement effective and efficient programmes in a concerted manner in order to promote the rich and vast cultures of ASEAN, (6) promote confidence-building at national and regional levels by promoting the learning core of values, customs and traditions and integrating multiple perspectives on civilizations through regular dialogue mechanism and (7) promote an image of unity, stability and dynamism of ASEAN by strengthening contacts with mass media, the international fora and the other channel of communications (Vientiane Action Programme 2004-2010: 53).

In the case of Yogyakarta, it is an interesting phenomenon that some countries of ASEAN: Malaysia, Singapore ranked in top ten visitors of Yogyakarta tourism destination. Followed then by Thailand and Phillipine. Although these countries not ranked at the top ten position, but they contribute significant number of visitors. As seen in table below, there is an increasing number of foreign tourists visited Yogyakarta from 2008-2012:

Table 1: Tourists Visit to Yogyakarta 2008-2012

Year	Foreign	Percentage (%)	Domestic	Percentage (%)	Total	Percentage
2008	12,660	24.64	1,156,097	0.86	1,284,757	2.83
2009	13,492	8.42	1,286,565	11.29	1,426,057	11.00
2010	152,843	9.57	1,304,137	1.37	1,456,980	2.17
2011	169,565	1.94	1,438,129	10.27	1,607,694	10.34
2012	197,751	16.62	2,162,422	50.36	2,360,173	46.80

Source: Statistik Kepariwisata DIY, 2012.

The first position of foreign visitor number in Yogyakarta is Netherland, followed by Malaysia at the second position, Japan at third position, France and Germany at the fourth and fifth position. For years these countries become major foreign visitors of Yogyakarta. The top ten position of foreign tourist in Yogyakarta can be seen as follows:

Table 2: Top Ten Foreign Tourist of Yogyakarta 2008-2012

No.	2008			2009			2010			2011			2012		
	Country	Number	%	Country	Number	%	Country	Number	%	Country	Number	%	Country	Number	%
1	Netherl	27,228	21.	Netherl	25,745	18	Netherl	28,577	18.	Netherl	33,567	19.80	Netherla	32,025	16.19
2	Malaysi	17,955	13.	Malaysi	16,150	11.	Malaysi	16,809	11.	Malaysi	18,575	10.95	Malaysia	20,729	10.48
3	Japan	16,638	12.	Japan	13,835	9.	Japan	15,949	10.	Japan	16,908	9.97	Japan	19,618	9.92
4	France	9,634	7.4	France	12,346	8.	France	15,407	10.	France	14,412	8.50	France	19,074	9.65
5	Germa	6,762	5.2	German	8,12	5.	German	8,052	5.2	German	9,911	5.84	Germany	10,314	5.22
6	USA	6,550	5.	USA	6,350	4.	USA	7,040	4.	USA	8,302	4.90	USA	9,225	4.67
7	Austral	4,947	3.	Australi	6,177	4.	Australi	6,880	4.5	Australi	7,133	4.21	Australia	9,136	4.62
8	Englan	3,861	3.	Englan	4,982	3.	Englan	5,346	3.5	Englan	6,439	3.80	England	8,343	4.22
9	Belgiu	3,251	2.5	Belgia	4,847	3.	Belgia	4,607	3.	Belgia	5,262	3.10	Belgia	5,181	2.62
10	Singap	3,111	2.	Singapo	4,148	2.	Singapo	3,875	2.5	Singapo	4,328	2.55	Singapor	4,860	2.46
11	Other	28,723	22	Other	36,600	26	Other	40,301	26	Other	44,728	26.38	Other	59,245	29.96
	Total	12,660	10	Total	139,492	10	Total	152,843	10	Total	169,565	100	Total	197,751	100

Source: Statistik Kepariwisata DIY, 2012.

Specifically in tourism village, the number of foreign visitors is still lower if we compare it with domestic visitors. But there is an increasing number of

foreign tourists in recent years, mainly from Netherland, Japan, South Korea and France. The comparison between foreign visitors and domestic visitors in tourism village can be seen at table 3.

Table 3: Number of Tourists Visited Tourism Village 2012 (January-December)

1	Kampung	Foreign	1	28	22	42	74	93	81	93	73	96	54	29	698	
		Domestic														0
		Number	1	28	22	42	74	93	81	93	73	96	54	29	698	
2	Brayut,	Foreign	2	325	24	75	48	25	28	30	32	38	34	32	28	
		Number	4	606	75	109	967	38	242	14	109	115	206	120	2.649	
		Foreign	1	300	22	26	22	26	24	25	24	26	28	26	563	
3	Tanjung,	Number	7	931	99	184	1.015	63	270	44	141	153	240	152	2.677	
		Foreign	3	38	68	46	32	28	84	65	125	35	64	60	679	
		Number	4	338	90	72	54	54	108	90	149	61	92	86	1.242	
4	Sambi,	Foreign	3	26	28	38	26	28	29	24	28	24	26	24	337	
		Number	5	35	68	75	87	67	82	38	46	67	78	77	776	
		Foreign	9	61	96	113	113	95	111	62	74	91	104	101	1.113	
5	Grogol,	Number	2	24	22	26	28	26	26	24	28	20	25	24	295	
		Foreign	5	65	125	60	110	59	70	25	35	50	70	305	1.024	
		Number	7	89	147	86	138	85	96	49	63	70	95	329	1.319	
6	Mlangi,	Foreign	1	16	18	12	14	15	12	16	14	12	14	12	173	
		Number	5	65	60	75	46	68	88	96	102	85	90	36	867	
		Foreign	7	81	78	87	60	83	100	112	116	97	104	48	1.040	
7	Candi Abang,	Number	1	18	18	12	16	13	14	12	14	18	14	16	181	
		Foreign	1	48	18	32	46	23	48	32	48	52	36	38	431	
		Number	2	66	36	44	62	36	62	44	62	70	50	54	612	

Source: Statistik Kepariwisataaan DIY, 2012.

For years Netherland become number 1 country which is the highest number of tourists from Netherland come to Yogyakarta. The reason clearly explained by Sinang Sukanta:

It correlates with the fact that Netherland had ever become expansionist, colonialist in Indonesia. They explained to their son, their grandson, that they ever lived in Indonesia, in Java, especially in Yogya. I had ever met a Netherland tourist that was eager to visit Kotabaru and Kotagede. He knew this place from his grandfather and he really wanted to see this historical place. The majority of Netherland tourist had special old memorize in Yogyakarta, so that they want to come again and again... (Interview, July, 8, 2014).

Although there is not clear information about the exact number of ASEAN tourists visited tourism village in Yogyakarta, the table below represent

the high antusias of ASEAN countries people visit Yogyakarta. Malaysia was still in the top one position with total amount of 20,729 Malaysian people visited Yogyakarta in 2012. The number followed by Singapore with 8,343 people. Meanwhile in the next rank are Thailand, Philippine and Brunei Darussalam with 5,181 people, 1,836 people and 751 people. Other ASEAN countries (Vietnam, Laos, Cambodia and Myanmar) also contributed in developing tourism sector in Yogyakarta with total amount of 2,347 people visited Yogyakarta in 2012.

Table 4: Number of ASEAN tourists Visited Yogyakarta 2012 (country/month)

No.	Country	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
1	Malaysia	1,907	2,112	1,584	2,033	3,086	2,239	1,085	551	1,274	1,396	1,891	1,570	20,729
2	Singapore	770	427	644	835	536	1,352	520	316	740	513	868	822	8,343
3	Thailand	345	305	228	825	329	528	321	670	754	405	301	169	5,181
4	Philippine	203	129	132	195	177	293	63	24	239	198	121	62	1,836
5	Brunei Darussala	6	11	14	29	194	99	49	240	18	55	18	18	751
6	other ASEAN	205	21	38	76	191	127	118	161	116	102	191	998	2,347
	Total Number													

Source: Statistik Kepariwisataaan DIY, 2012.

Those number proves that Yogyakarta is an interesting place for ASEAN countries people to spend holidays and enjoy so many meaningful activities, including shopping, meeting, learning traditional culture, trying javanese food and practising gamelan, painting batik, etc. Nguyen Hai, a Vietnamese student that granted Indonesia Art and Culture Scholarship (IACS) from the Ministry of Foreign Affairs of Republic of Indonesia explained his experience during his stay in tourism village Hai spent 3 months in Yogyakarta (March-June 2014) where he studied about economic, socio and political aspects of Indonesia and art and culture of Yogyakarta. While he was completing the program Hai also stayed in Puton, a tourism village located at Bantul. He impressed of his experience when he celebrated *Kenduren*, practicing *gamelan* and saw a Javanese magic dance: *Jathilan*. Hai said that there are some similar traditions between Yogyaneese and Vietnamese, for example they eat rice, planting rice in the same way. One important message he got during his stay at Puton was that a closer relationship between visitors and villagers create a special relationship, just like a big family (interview, June 12, 2014). The experience of Nguyen Hai is one of evidence how a close relationship, mutual understanding and positive

interaction between people of ASEAN countries can be mediated by tourism village.

Some Homeworks

In order to develop tourism village as a medium for strengthening socio cultural pillar of ASEAN Community it is important to build strong foundation as follows: First, improvement of tourism village infrastructure. Most of tourism village managers said that they still have difficulty to prepare comfortable, especially clean and dry restroom or toilet for foreign tourists (FGD, August 21, 2014).

For supporting tourism village, the government of Republic Indonesia through Ministry of Tourism and Creative Economy throughout 2014 improves facilities in more than 500 communities by developing tourism facilities and providing support for the local people. Each village will receive IDR75-100 million in funding, plus training sessions offered in foreign languages, art, culture and culinary skills to support low-income residents and enhance tourists' enjoyment of the rural area. Among the tourism villages being developed is Kembangarum in Yogyakarta, one of the leading cultural regions of Java (Indonesia to develop over 500 tourism villages in 2014, <http://www.breakingtravelnews.com/news/article/indonesia-to-develop-over-500-tourism-villages-in-2014/>)

Second, capacity building of human resources, mainly how to improve the lack of capability to speak foreign language (English, France, Japanese, Korean, etc). Some managers of tourism village that are interviewed said that the majority of villagers or peoples that responsible to manage tourism village lack for their ability to speak English or other foreign language (FGD, August 21, 2014).

It is easiest condition that the majority of ASEAN tourists come to tourism village are from Malaysia and Singapore, in which there is similar language used between visitors and villagers. But still it will be more interesting if Malaysian and Singaporean speak Bahasa Indonesia and practice Javanese language, while villagers practice Melayu language or English.

Also another important thing is how increasing self consciousness of the villagers that they have potencial asset to be maintained and developed. Some managers of tourism village said that they have difficulty to involve all villagers in daily life activities of tourism village because they (the villagers) still perceive that developing tourism village is not their duty. Despite, some villagers still think that they will not get big benefit from tourism village.

Third, supporting actions from Ministry of Foreign Affairs are needed to spread the promotion of tourism village. Well coordination between tourism village, local government (represented by the Department of Tourism of DIY province and the Bureau of Cooperation and Investment of DIY) and national government (represented by Ministry of Foreign Affairs) will produce great impact in promoting tourism village abroad. In the case of ASEAN Community, it is a good step for Indonesian embassies to begin to promoting tourism villages to 9 other countries and attract them to come and spend some nights at tourism village, live, learn and interact each other with our community to create brotherhood among them.

Conclusion

Tourism village functioned as an important medium for strengthening socio cultural pillar of ASEAN Community. The characteristic and many activities offered by tourism village will contribute in creating mutual understanding, friendly communication and knowing each other while learning traditional culture, habit of villagers. With the increasing number of ASEAN people visit Yogyakarta, it is a potential asset to support and creating ASEAN community through tourism village.

The simultaneously role of local and national government is very needed. The local government support is very important for developing tourism village: improve facilities and capacity building for villagers. Meanwhile, the role of national government through Ministry of Foreign Affairs of Republic of Indonesia is needed for promoting the tourism village abroad through Indonesian Embassies in all ASEAN countries.

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