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AGRO-TOURISM:
EDUCATING, CONSERVING,
AND EMPOWERING

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**International Seminar on Agro-tourism
Development (ISAD 2011)**

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Field Trip held on 6 December 2011
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THE ROLE OF NATURAL RESOURCES AND SOCIO-CULTURAL ASPECTS AS THE BASIC COMPONENTS IN THE TOURISM VILLAGE DEVELOPMENT IN ADMINISTRATIVE TERRITORY OF YOGYAKARTA (DIY) PROVINCE

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ABSTRACT

Village as an agglomeration of settlement in the rural area has many potential. Considering its potential, many villages are developed into tourism area. The development of villages into tourism objects which based on sustainable agriculture must be based on uniqueness potential and strong historical aspect. There are many aspects that can be considered as uniqueness and historical potential, such as natural resources and socio-cultural aspects. Natural resources are formed through a very long natural process so that it gives differences among regions. These differences become competitive value, meaning that a region which has competitive advantage in its natural condition has bigger potential to be developed than a region which has limited natural resources. The other aspect is socio-cultural; this aspect gives uniqueness in the social interaction and social atmosphere. A region will become more comfortable if it is supported by a solid and friendly social life. In the development, many regions are failed to be developed into tourism village because of its limited potential, whereas regions which have strong natural resources and socio-cultural are well-developed. A village with its strong natural resources and socio-cultural will be able to have such sustainable development.

KEY WORDS: natural resources, socio-cultural, tourism village

INTRODUCTION

Village as an agglomeration of settlement in the rural area has many potential. In the village development, many aspects must be considered in order to make the village to have a sustainable development and human creativity development mission as the main part of the development aim. In the other hand, the nature and the environment of the village still be kept in accordance with the main function of life and it also gives benefits for the prosperity improvement.

The first consideration is the need of sustainable development concept realization as a model of resources exploitation for human importance by considering environmental aspect so that it can fulfill the importance of present generation and future generation. A sustainable development must be translated into economic, social, and environmental aspects, and also the sustainable

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Table 2. Kinds of facilities / tourism objects provided in the tourism village area in DIY year 2011

No	Kinds of facilities / tourism objects	Number	Percentage (%)
1	Cultural arts (arts, culture, <i>merti dusun</i> , <i>labuhan</i>)	44	26
2	Agriculture	26	15
3	Nature and environment (natural tourism, karsts, sea biota, fauna, educational forest)	23	13
4	Culinary	11	6
5	Crafts (batik, earthenware vessels, stone, leather, plaited mats, woven cloth)	19	11
6	Nature (cave)	7	4
7	Beach and water tourism	5	3
8	Sites	4	2
9	Building (cultural house, batik and agriculture museum, historical place, dome house)	5	3
10	OW (tourism object)	5	3
11	Outbound	6	4
12	Religion	3	2
13	Others (dragon boat, recreation park, rock climbing, biological park, off-road, fishing, tracking, litter processing, education)	13	8
Total		171	100

Source: Department of Tourism DIY Province (Revised)

Table 3. Prototype of tourism villages which have an achievement in the province level based on components of potentials, community supports, and activities in DIY year 2011

No	Region / Tourism village	Components		
		Potentials	Community Supports	Activities
1	Pentingsari Cangkringan Sleman	Natural tourism, nature (kuning river, pawon river), agriculture, flora and fauna, plaiting mats craft, traditional Javanese mansion, culture: ritual tradition (<i>selamatan</i> , <i>saparan</i> , <i>wiwit</i>), village special food, tempeh, historical places preservation	Agreement on keeping security, orderliness, clean culture, freshness, beauty, environment friendly, tourists friendly, prosperity improvement, and community empowerment	Tourism-aware group, tourism effort management (<i>home stay</i>), seven enchantment, training of traditional arts and handicrafts from natural resources, language course, comparative study, park decorating, tracking path making, dancing and music studio opening
2	Kebun Agung Imogiri Bantul	Agricultural land of 117,670 ha (with agriculture activities: plowing, harrowing, planting, harvesting), dam (water tourism, oar, boat), flora and fauna, crafts (earthenware vessels and plaited mats), culture (mortar tradition art, traditional music art, <i>jathilan</i> , and others), culinary (<i>gudeg manggar</i> , <i>jagah tempe</i> , <i>wedang uwuh</i> , tubers food), and historical places.	Good community support in the security, orderliness, cleanliness, freshness, beauty, hospitality, memories, prosperity improvement	Culture and tourism training, tourism package provision, data collection, marketing and promotion, mutual cooperation link with related institution
3	Brayut Pandowoharjo Sleman	Agricultural and cultural arts potential (traditional music art, traditional dance), traditional house, well-preserved local tradition	Good supports, security, orderliness, freshness, beauty, hospitality, memories, and prosper	Agricultural training, dancing course, traditional music art, traditional plays, traditional food cooking package, <i>kuda lumping</i> attraction, ritual meal, mutual cooperation link, marketing and promotion

Source: Department of Tourism DIY Province, 2009

Table 3 shows that tourism village has potential on its natural environment aspect which is dominated by agricultural life, culture, and accommodation (home stay). In accordance with

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Manurung opinion, types of product and service category 1 about views and attractions of environment and culture become an important factor.

According to Manurung in Iwan Nugroho (2011), the product and the service of ecotourism is divided into six categories: (1) views and attractions of nature and culture, (2) landscape benefit (climbing route), (3) accommodation (tourism lodgings, restaurants), (4) tools and equipments, (5) education and skill, (6) appreciation. Tourism village as a tourism destination generally has many types of combination and theoretically if it has more types of combination then the potential of that tourism village will be better.

DEVELOPMENT STRATEGY (INSTITUTION PARTICIPATION, SYNERGY AMONG TOURISM VILLAGES)

Institution Role

There is a management and support of the institution both in internal and external, internal aspect support especially the management aspect on the tourism village implementation as an effort which has social and economy nuance with the improvement of skills and abilities to manage the tourism village. It needs an arrangement and a coordination of related institutions both in the level of region, private, and local government to be done externally. It needs coordination as early as possible to direct the final aim of tourism village development in DIY province, considering the fact that the growth level of tourism village and community participation in the tourism village development is up to 78 tourism villages.

The success of tourism village development is determined by the tourism package which is offered by tourism village organizer. Generally, every tourism village has potential. But the administration problem related to the region and lots of tourism village organizer make the tourism package becomes stack among regions.

Institutional support from outside is very needed, a tourism village which is still developing will need outside synergy for arranging the visitors enter and keep or increase its local resources without changing its specific local advantages. This need includes many thing such as; information system, promotion, accommodation and transportation, package support which is not provided at the location but very needed for completing, means and infrastructure which are provided by private/government/universities especially for improving local community ability on the tourism village management.

Community Participation Capacity Improvement

The freedom of every individu and community for improving their participation capacity indicates public place expansion for building themselves, their groups, and also their regions. More public involvement in the decision making, especially on the policy which is related to its existance is a new paradigm whose implementation must be forced (Budi Widayanto, 2010). According to UNCSD (2000), ecotourism is a sustainable tourism that: (1) guarantee equivalent, effective and active participation from all of the stakeholders, (2) guarantee local people

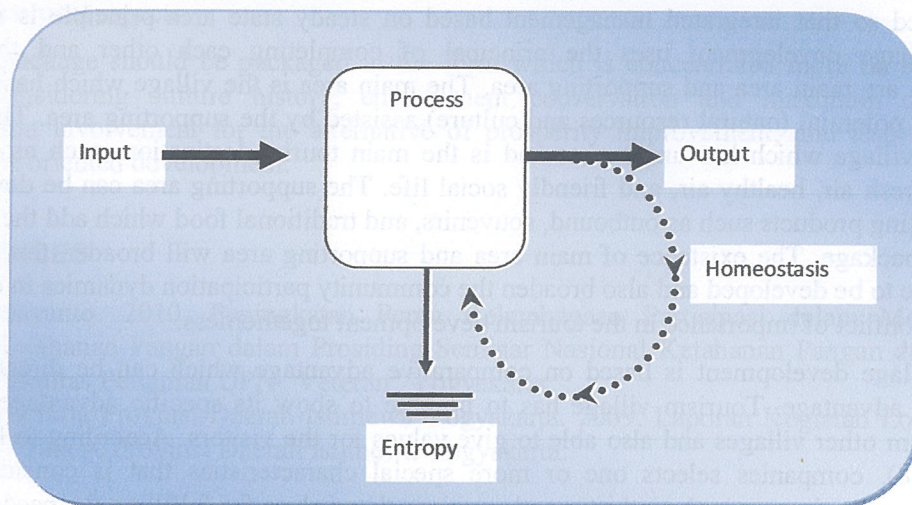
participation in the community, land, and region development activities, (3) lift up the local people mechanism on control and conservation of the resources.

Tourism village which is well developed must be able to guarantee the capacity of community participation to its maximum. Maximum community participation will ease the control and the management of the existing resources as the basis of tourism village development. Participation will also give short term prosperity effect and guarantee the sustainability environment conservation. Participation management has to involve the relationship aspect among tourism villages so that the prosperity and sustainability of the effort and environment can also be broaden (related to the interregional synergy).

Synergy with Systemic Approach among Tourism Village

Tourism village development tends to be localized on the administration frame of one tourism village importance, whereas as tourism area, the interactions of social, economic, and environmental will always occur. A tourism village area will be better if those interactions are intensified for improving the regions and the competitive advantages. Technically, the need on developing its tourism potential will not be able to limit itself because it will be more integral and efficient if the need which is not existed in the environment can be fulfilled by its surrounding area.

Management among tourism village regions is needed to give mutual benefit distribution among regions so that it will give bigger multiplier effect both in among regions or among other sectors. The relation among villages enables the provision of tourism packages which has more variation and more interesting by decreasing the involvement of aspects from outside area.



Simple Model of Ecotourism Dynamics
Source (Iwan Nugroho, 2011)

According to Iwan Nugroho (2011), ecosystem development in the context of region planning presents characteristics of system approach and public resources. These two things are the conceptual background of environmental and natural resources management, also as the determiner of region competitiveness. Tourism village development as a part of ecotourism development uses ecological principle and concept by using Odum (1971) concept which said that ecotourism area is a description of tropical system which is dominated by producers.

Its shaper component depends on the input (from hinterland, other functional area, international influence), input in the form of material (nutrient and hydrology cycle), energy (organic material and geological process) and information (science, technology, and local wisdom). Then the interaction process occurs between the producer and consumer (balance). A good region will give a high share from sector service by the participation of local community, for the region, it will provide various continual products, not only raw material products of natural resources but also manufacture, information, souvenirs and accessories service, education and training.

The processing activity produces output in the form of materials (tourism products and services), energy (climate, temperature, air, water) and information (science, knowledge, skill, and wisdom) which flows to another ecological and social system. Entropy is a form of inefficiency, less production output, pointed to chaotic system and it can spread to its surrounding areas. While homeostatic is a mechanism for creating tourism village condition which is steady state and it is done with several policies, institutions, and private and government participation.

The appearance of new tourism villages will cause social envy among tourism villages if it is not well-managed so that integrated management based on steady state area principle is needed. Tourism village development uses the principal of completing each other and the area stratification are main area and supporting area. The main area is the village which has unique and specific potential (natural resources and culture) assisted by the supporting area. The main area is the village which has uniqueness and is the main tourist destination, such as; beauty landscape, fresh air, healthy air, and friendly social life. The supporting area can be developed with supporting products such as outbound, souvenirs, and traditional food which add the variety of tourism package. The existence of main area and supporting area will broaden the tourism village scope to be developed and also broaden the community participation dynamics in order to reduce the conflict of importance in the tourism development togetherness.

Tourism village development is based on comparative advantage which can be directed into competitive advantage. Tourism village has to be able to show its specific advantage that is different from other villages and also able to give values for the visitors. According to Michael Porter (2008), companies selects one or more special characteristics that is considered as important by many buyers in the industry and positions themselves for fulfilling the needs. Each tourism village has to be able to sell its uniqueness based on the resources that is owned by that village and this uniqueness has value that is considered as important for the visitors (consumers). Referring to table 3, the potential that is owned by Pentingsari, Cangkringan, Sleman and Kebun Agung Imogiri, Bantul is almost the same which is concentrated more on its natural resources management. Pentingsari Village, Cangkringan, Sleman is located at the foot of Mount Merapi, by presenting natural tourism (kuning river and pawon river) then the tourism package will include not only tracking but also selling knowledge and technology related to the river. Consumers will not only enjoy the beauty of landscape but also learn about the nature, starts

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from identifying many kinds of plants and the its benefit for human, water quality, conservation, even touching socio-cultural aspects of the local surrounding community. In other case, Kebun Agung Imogiri, Bantul presents agricultural activities such as plowing, harrowing, planting, and harvesting which will give agricultural activities experience for the visitors (consumers). Besides that, Kebun Agung Imogiri Bantul also explores deeper about knowledge and technology in the agricultural field starts from working experience in the rice field, knowledge about plant cultivation technology, harvesting, up to product processing by using efficient technology so that the visitors will have integrated understanding about agriculture.

Tourism village can take position on differentiation focus strategy based on its own resources so that it can strengthen its competitive advantages. In the tourism village development, the government plays an important role in managing the tourism village in such integrated way so that it can strengthen the village competitive advantages.

CONCLUSIONS

The quantity and quality development of tourism village must be accepted as positive thing as the form of community participation in the national development in broader meaning. The management must involve many sides, the community (managerial community), the service supporter, the private institution and universities, and also the local government. This development dynamics must be managed well in order to give benefits both in economic, social, and environment aspects.

Tourism package should be packaged in the form which is concentrated more on educational aspect, considering culture history, environment conservation and maximum community participation involvement for the alternative of prosperity improvement, and also to support sustainable oriented development.

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