



# The Community Empowerment in Tourism Development in Batu City

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## ABSTRACT

Industrial Tourism has great potential can develop rapidly. One of the areas in Indonesia is Batu as developing tourism city in East Java. Batu designated its area as Batu Tourism city by promoting several sectors, namely tourism, agriculture and Small Micro Enterprise. The developing of tourism consists of several factors; government policies, regulation tourism development on Community Based Tourism therefore tourism actors will be lack of information, so that indigenous people have not been able to manage, enjoying the results of the tourism sector. This research tries to answer about (1) The community empowerment in tourism development in Batu (2) What are the inhibited supporting factors for community empowerment tourism development in Batu. The method used on making journal with qualitative method, which is descriptive research tends to use analysis. Data were collected from government agencies, by observing documenting and interviewing informant. Based on the research results, it was found, community empowerment tourism development in Batu has been well-implemented. The RPJMD program, which is translation of the Mayor's vision and mission, supports the increasing of tourism potential in Batu. Community empowerment includes tourism village development strategy in such as potential development, institutional characteristics / revitalization of BUMDES. Supporting factors for community empowerment in tourism development include the existence of village funds are focused not only on infrastructure but also improving the community's economy. The role of community leaders, religious leaders who influence society in a good government system is to determine the direction of policy and governance.

**Keywords:** Community empowerment; Policy; Tourism village

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## 1. INTRODUCTION

Tourism is an industry with great potential and can be developed rapidly. Many countries have developed tourism as a leading sector of their country, because it can be a generator of the economy in the region. One of city in Indonesia which developing tourism is Batu East Java. Batu has established and solidified its area as Tourism City by promoting several sectors, namely tourism, agriculture and Small Medium Micro Enterprises. Batu has great tourism potential, such as natural, artificial, and cultural tourism. About 60% of the area of Batu are forest which cannot be used for industrial purposes. Therefore, its natural conditions are still maintained.

Batu has abundant tourist attraction. According to Malang Times daily in 2019, Batu were visited over 7.2 million visitors per year. Even in a pandemic situation like today, when Indonesia's economy is decreased -5%, the City can be survived and has increased income up to 3% from tourism sector. Batu is known as one of the leading tourist cities in Indonesia because of the potential of extraordinary natural beauty. Even Batu is dubbed as De Kleine Zwitserland or Little Switzerland in Java island. This city has 3 sub-districts, 5 sub-districts and 19 villages from the 3 sub-districts it has very diverse tourist objects, from history, retail, education, to natural areas. Some of them can be seen in the Table 1.

**Table 1.** Tourism Attraction Sub - districts in Batu City

<b>Sub District</b>	<b>Number of Attraction</b>
Batu	74
Bumiaji	51
Junrejo	24

*Resource: Dinas Pariwisata Kota Batu, 2019*

The number of tourism potentials in would be wasted, if it is not developed. The purpose of developing tourism is to improve the economy in the region, which make the role of the community becomes more important. Community empowerment is an effort to develop and empower community conditions actively and continuously based on the principles of social justice (Zubaedi, 2013: 4).

Empowerment is a process to improve community capacity and as a direction to be able to change their lives. The community empowerment program is managed with a bottom-up approach, where the implementation of activities in the field could be done by the initiative and aspirations of the community, starting from planning, implementation to supervision of development implementation (Suhartini, 2005: 11-12).

Community-based tourism is tourism where the community or local residents play an important and major role in decision making, to influence and benefit their lives and environment (Sunyoto Usman, 2008: 56). In the community-based tourism contained the concept of community empowerment, which are essentially always linked to the characteristics of the target as a community that has the characteristics, background, of an empowered community.

Community-based tourism is an opportunity to mobilize all the potential and dynamics of society, in order to balance the role of large-scale tourism businesses, community-based tourism is not just a small and local effort, but a global community collaboration.

This research is important to provide an overview, input, and recommendations to government which related to community empowerment in tourism development.

In developing tourism, several things need to be considered regarding tourism infrastructure, tourist facilities, infrastructure and the surrounding community. Tourism development is an effort both develop and utilize tourist objects and tourist attractions that are realized, among others in the form of natural beauty, diversity of flora and fauna, traditions and culture as well as historical and ancient relics (Oka A Yoeti, 1992: 12).

## **2. LITERATURE REVIEW**

### **Tourism**

According to Yoeti, (1992: 103). Tourism comes from two words, namely *Pari* and *Wisata*. *Pari* can be interpreted as several, quantity, around or complete. Meanwhile, tourism can be defined as a trip or traveling which has synonymous with the word "travel" in English. On that basis, the word "tourism" can also be interpreted as a trip made many times or around from one place to another which in English also called "Tour".

Meanwhile, based on law no. 10 in 2009 concerning tourism, that the state of nature, flora and fauna as a gift to one only God, as well as the historical, artistic, and cultural heritage of the Indonesian are the resources and capital for tourism development to increase the prosperity and welfare for people as contained in the Pancasila and the Preamble to the 1945 Constitution of the Republic of Indonesia.

Tourism has potential economic resource due to attracted considerable investment for its region. According to Hari Karyono (1977: 15) defines tourism as the overall activities of the government, business world, and society to organize, manage and serve the needs of tourists.

According to Pendit (1994), there are several types of tourism that are well known, including: (1) Cultural tourism, is a trip on the basis of a desire to broaden one's outlook on life by visiting other places or abroad, studying the situation of the people, their habit and customs itself, their way of life, their culture and arts; (2) Health tourism, namely a tourist's journey with the aim of exchanging the daily conditions and environment where he lives for the sake of resting in a physical and spiritual sense; (3) Sports tourism, namely tourists traveling with the aim of exercising or intentionally taking part in an active sporting event in a place or country; (4) Commercial tourism, which includes travel to visit exhibitions and fairs of a commercial nature, such as industry fairs, trade shows and so on; (5) Industrial tourism, which is a trip made by a group of pupil and college's students or lay people to visit industrial or complex area, with the aim and purpose of conducting a review or research; (6) Marine Tourism, namely tourism that is widely associated with lakes, beaches or the sea; (7) Nature reserve tourism, which is a type of tourism usually

organized by travel agents or agencies by arranging tours to places or areas of nature reserves, protected parks, forest in mountainous areas and so on, whose sustainability protected by law.

### **Empowerment**

Empowerment is a process that has stages and it is not an instant process. Community empowerment is a process or way to increasing the standard of living or quality of the community through certain activities to the characteristics of the community in the area. According to Chatarina Rusmiyati (2011: 16) empowerment is a way that people, organizations and communities are directed to be able to control their lives, or empowerment is considered a process of making people strong enough to participate in events and institutions that affect their lives. In addition, the concept of empowerment is related to the terms empowered and helpless. As Winarni (Ambar Teguh S, 2004: 79) states 33 that the essence of empowerment includes three things, namely development (enabling), strengthening potential or power (empowering), creating independence. For this reason, the community empowerment program is directed at the community to grow and develop into a empowered society, where the community can overcome the needs and problems faced based on the potential and resources they have.

### **Public**

Society is a form of living together for a long time where it produces a custom, according to Ralph Linton (in SoerjonoSoekanto, 2006: 22) society is any group of people who have lived and worked together long enough, where they can organize themselves and think themselves as a social entity with clearly defined boundaries.

Meanwhile, according to Selo Soemardjan society (in SoerjonoSoekanto, 2006: 22) are people who live together who produce 34 cultures and they have the same area, identity, habits, traditions, attitudes, and feelings of unity bounded by similarities. According to Emile Durkheim (in Soleman B. Taneko, 1984: 11) that society is an objective reality independently, free from the individuals who are its members. Society as a group of people, in which there are several elements included. The elements are: (1) Society is a human being who lives together; (2) Mixed for a long time; (3) They realize that they are a unity; (4) They are a system of living together.

Community Empowerment in the paradigm of community-based empowerment create functions of the community as a subject that actively participates in the development stage and an object that enjoys the results of government services. The goal to be achieved from empowerment is to form independent individuals and communities. So that their assets and abilities increase and can improve the standard of living of both individuals and groups in their economic, socio-cultural and political life.

Community-based tourism development is nothing but empowering people to become independent. Furthermore, they can have their own income and do not always depend on financial assistance from the central and local governments. According to Ambar Teguh S. (2004: 83), there are several stages of community empowerment that must be passed to make people can be named as independent, including: (1) The stage of awareness and formation of behavior towards conscious and caring behavior so that they feel they need to increase their capacity; (2) The ability transformation stage is in the form of insight into knowledge, skills to open insights and provide basic skills to help them take a role in development; (3) The stage of increasing intellectual abilities, innovative skills which initiatives and abilities are formed to lead to independence.

## **3. METHODS**

The research uses a free frame of mind, rejects rigid structural forms, and allows the research process to develop. By adhering to such a point of view, the approach that is more suitable to the problems and objectives of this research is a qualitative approach. A qualitative approach is a naturalistic or interpretive approach by focusing on understanding the meaning of humans both in terms of behavior, decisions, beliefs, values, or others and understanding the mental mapping used by informants to understand and interpret an event around them (Wahyuni: 2015; Djamal: 2015)

In this study, a qualitative approach was taken on the grounds that this research requires exploration because it makes easier for researchers to explain facts in the field clearly and in detail. In addition, the purpose of this study is to explore an event that occurs in the surrounding environment, especially in the development of tourism in community empowerment in Batu City. In this study, the data obtained came from two sources.

### **Primary data**

Primary data is data obtained by researchers directly from the source or data that is obtained directly from the field. Techniques in obtaining data are collecting data by taking data from government agencies, observing, documenting and interviewing informant sources in the field. The sources of direct data from the research are: (1) Key informants are including the Batu City Government; (2) Supporting Informants include Tourism Affected Communities in Batu City.

### **Secondary data**

Secondary data is data obtained indirectly from the source, this data is in the form of documents, reports, articles that are related to the problem under study. In this case, secondary data is obtained from data documents from the Dinas Pariwisata, Bapelitbangda and BPS Kota Batu.

## **4. RESULTS AND DISCUSSION**

Based on the research results, it was found that community empowerment in tourism development in Batu City has been implemented well. The RPJMD program, which is a translation of the Mayor's vision and mission, supports increasing tourism potential in Batu City. The form of support from the Batu city government is through the government budget program, the construction of infrastructure such as the construction of art buildings and theaters, where after renovation the Art Gallery began to be used by artists for various exhibition activities which include inventory and enrichment of tourism objects both in painting, development. the freedom to be creative in regional cultural arts, the development of regional cultural arts as a tourist attraction, the development of cultural arts facilities and infrastructure, as well as the development of cultural tourism events, the development of a cable car which is currently in the process of improving infrastructure to attract tourists, the development of agroforestry and ecotourism, development of tourism object locations, tourism promotion programs, culinary tours and tourism markets.

The development of Batu City as a Tourism Center based on Environmentally Friendly Agriculture is focused on tourism development through strengthening the image of the tourism industry based on local culture and agro-tourism, promoting regional tourism and strengthening the city branding of Batu as a Tourism City at the national level, and competent and professional tourism and brand shining. Batu favoring three sectors, namely, Tourism, Agriculture and MSMEs.

The government has also created policies to increase investment competitiveness and economic opportunities in an integrated tourism economy strategic area as an attraction and tourism object. In order to create a conducive investment climate, the Batu City Government provides guarantees of convenience to potential investors. The four guarantees of convenience, namely Ease of licensing, Ease of providing land or land, Ease of availability of electrical energy and Ease of availability of quality labor and resolution of labor problems in a democratic manner. Other guarantees provided are the investment climate in Batu City which is more competitive compared to other regions, as well as adequate natural resources, sufficient human resources and a relatively conducive socio-political atmosphere.

The development of the tourism sector with an effort to build a positive image and image as well as a gateway for promotion / marketing of tourism services / tourism objects that develop in society. The four main pillars in tourism development include the tourism industry, tourism destinations, marketing and tourism institutions to always strive for an integrated cross-sectoral handling, so that it can describe a form of attraction that is synergistic in attracting tourism, including traditional culture / arts which still need a touch and further infrastructure support.

Development towards future conditions is adjusted to the advantages possessed by Batu City, namely the excellence of tourism. Increasing the status to International Tourism is expected to be able to move the wheels of the community's economy, increase local income, increase investment, and open employment opportunities for the community. On the other hand, a more attractive tourism management is expected to be able to support the development of the organic agriculture sector by increasing the number of tourists visiting.

The Batu City Government tries to continue to provide encouragement to the community and third parties to develop tourism destinations, so it is hoped that many new investors will organize tourism activities by cooperating with the community as an empowerment effort ranging from management of tourism destinations, management of accommodation / hotels, transportation management, business. restaurants and other tourism businesses that can have a direct impact on the welfare of the community around the tourist attraction. The local government is also committed to providing cheap and friendly tourism services for the community. It is hoped that community-based tourism management will not burden local government budgets and increase investment in various tourism support sectors.

As a tourist destination city, one of the economic system which increase tourism in Batu is accommodation services. The number of hotels and other accommodation services in Batu in 2020 was

recorded at 80 hotels, 17 cafes, 25 restaurants, and 19 restaurants. Of the accommodation services in Batu City, the number of star hotels is quite a lot and is often used as a place for meetings or holding local and national events.

The development program through the Village Fund is also directed at physical development priorities and empowering the Community Based Tourism. Several of the tourist village developments have been inaugurated. Currently, there are no specific regulations in the form of Regional Regulations or Mayor Regulations that regulate the formation, management and development of tourist villages. The village government still refers to the development of a tourist village as an effort for the progress and welfare of the community. Furthermore, the formation of the Community Based Tourism Agreement from The Head of Village.

The stage of awareness and formation of behavior towards conscious and caring behavior so that they feel they need to increase their capacity. At this initial stage, the community is required to know and be aware of the potentials that exist in their area that can be developed, the desires and needs of the community that have benefits for the community in improving the economy and community welfare. For that we need motivation or encouragement that can make people move and be active to identify needs which can be met through community empowerment activities. This is where the government must play an active role to provide motivation and encouragement.

The Batu City Government encourages the community to know what the potential areas they have, this is done in line with the progress of development planning deliberations from the village, sub-district to city level. Various potentials are identified then the needs are sorted which are priorities for development and which are not. Things that need to be remembered in the identification process are not only based on priority standards but also have an impact on improving the economy and welfare of the community as well as the purpose of empowerment, namely to empower the community. As stated by Ross (2000) in Mangats Tampubolon, (2001: 17). This approach emphasizes the importance of stimulating the community to be able to identify their own wants and needs. This approach educates community members to be more concerned about actively activities in solving the problems they face by empowering their potential. Basically, this approach trains the community to be able to manage their potentials or resources independently. This is in accordance with the findings of research in the field which show that the awareness of the people of Batu City to manage tourism potential in their surroundings arises from the community's ability and awareness to see opportunities and opportunities as well as the desire to be able to manage their own resources independently. This is reinforced by Nursaid, (2016: 224) who states that the application of a tourism awareness attitude is expected to develop a proportional understanding between various parties, which will encourage people to participate in tourism.

The transformation stage of the ability is in the form of knowledge insight, to open insights and provide basic skills so that they can take part in development. The transformation stage of the ability in the form of insight, proficiency skill is seen in Batu after receiving various kinds of training such as training for tourism actors in particular to improve their abilities. One example that has been carried out is the Human Resource Capacity Building Training for non-star hotels held by the Batu Tourism Office involving participants from homestays, guest houses and villas by inviting professional Academic persons in their fields. This was done to increase the capacity of human resources in order to provide a skilled, professional and competing team to advance Batu. The government must pay equal attention to tourism development. Especially for small business actors who are still pioneering but can still contribute to progress in Batu.

The stage of increasing intellectual abilities, that invented skills and abilities are formed to lead to independence. The people of Batu already have the ability to initiate and be innovative in developing tourism potentials in their hometown. As well as holding tourism events that attract tourists to visit, including the Tabebuaya festival which takes advantage of the natural beauty of trees with yellow flowers so that they are no less beautiful like the blooming of cherry blossoms in Japan, banteng cultural tourism which is the original culture in Batu City. which adds to the uniqueness and characteristics of the City itself, and traditional events that are packaged in a modern manner such as decorative kite festivals to preserve regional culture by attracting millennials to participate in enlivening it. In addition, many local residents also take advantage of the moment to sell and offer UMKM products to tourists who come to visit. This is one of the results of trainings for tourism actors in Batu City.

## **Supporting and inhibiting factors**

### ***Supporting factors***

Programs that are sustainable by encouraging innovation and creativity that are community-based, nature-based, culture-based are one of the supporting factors for community empowerment in tourism development in Batu. The existence of village funds that is focused not only on infrastructure but can also be engaged in improving the community's economy, such as the formation of Village-Owned Enterprises

(Bumdes) which is engaged in tourism development. For example, Bumdes Raharjo Strawberry Picking Tour in Pandanrejo Village. The Community Empowerment Program includes a tourism village development strategy in which there must be potential development, institutional characteristics / revitalization of Bumdes, development of facilities and infrastructure so that jobs and economic activities of the community can be created. The role of community leaders and religious figures who influence society in a good government system is to determine the direction of policy and governance. In addition, the culture of mutual cooperation which is still high in the community is a factor that supports community empowerment in the development of this tourism. When the community knows the potential they have, realizes the needs and priority scale of the development that will be carried out, coupled with the culture of mutual cooperation from the community who jointly develop for their area, which later the results of this development will also be shared by the community the region.

### **Obstacle factor**

Many factors are supporting factors for community empowerment in tourism development. However, in developing the tourism sector, there are a number of things that become obstacles in achieving these goals which are inhibiting factors, such as government policies regarding local regulations on tourism which are still minimal, regulations on tourism development regarding tourist villages do not yet exist so that in implementing development they are still groping because the absence of clear rules that become a reference in action, as well as private-owned tourism which is more famous than government-managed tourism which causes a lack of community empowerment so that indigenous people cannot manage and enjoy the results of the tourism sector. Most investors still have not taken the community together in tourism development.

In addition, the mindset of the surrounding community when it created a creativity or innovation but it is not developed further. So that it seems stagnant. Lack of qualified human resources in tourism development. There is still a lack of quantity and quality of competent and professional tourism human resources. There is still a need for support from synergistic tourism cooperation between regions within the province and the provincial area to increase the regional economy.

There are always traffic jams during holidays and the fixed season due to the lack of number of main roads and alternative roads whose class of roads have not met the feasibility, the lack of guidance for the community to be ready to become tourism human beings, Lack of human resource capacity in persuading the community regarding people's attitudes towards development tourism, the ability of community tourism conscious groups is not yet optimal and requires support for its development towards an international level, and infrastructure facilities are still limited and do not fully meet international standards.

## **5. CONCLUSION**

Community empowerment in tourism development in Batu has been carried out well. The RPJMD program, which is a translation of the Mayor's vision and mission, supports increasing tourism potential in Batu City. The stages of community empowerment have also been carried out well so that it can be seen the results of the introduction of the potential they have, the trainings that have been carried out, and the existence of innovations that arise from the stages that are passed. There are factors that affect community empowerment in tourism development in the form of supporting factors such as: innovative programs, a budget in developing tourism, the role of religious and community leaders and a culture of mutual cooperation which is still well maintained. In addition to the supporting factors above, there are still factors that inhibit community empowerment in tourism development, such as: Innovative programs that are still not sustainable, the mindset of the community, private investors who have not involved the community, inadequate human resources, and inadequate facilities and infrastructure.

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