

Community-Based Ecotourism: A Case Study of *Pentingsari* Village

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Abstract

Environment is related to tourism as one of its components to maintain tourism sustainability. Eco-tourism is environment-based tourism that run by community to improve community capital which lived in its community. The community capitals that can be an input to community-based tourism which will practice the eco-tourism. This research aimed to explain how the eco-tourism could be implemented through community-based tourism. The findings of this research were *Pentingsari* tourism village reached self-organization through community-based tourism concept by using human and social capitals that the community have, *Pentingsari* tourism village reached self-sustainability through community-based tourism concept by using natural and cultural capitals, and from self-organization and self-sustainability *Pentingsari* tourism village could provide eco-tourism to its tourists. This research concluded eco-tourism in *Pentingsari* village could be reached by using self-organization and self-sustainability. Self-organization and self-sustainability could be reached by using community capitals in community-based tourism concept to develop the tourism in *Pentingsari*.

Keywords: *capital; community; ecotourism; sustainable; village*

Introduction

Rural tourism become one of creative solution of community empowerment (Tseng et al., 2019). Natural resource-based tourism as a creative solution for community empowerment. Community empowerment in the tourism sector is closely related to community-based tourism. Community-based tourism utilizes existing natural resources to become tourism attractions. Community empowerment that can be done in community-based tourism is to strengthen daily activities related to natural resources as a social system that can be used as a tourism attraction.

Utilization of natural resources as a tourism attraction must be balanced with disaster mitigation preparations. No matter how good the management of the tourism environment, there will always be a potential threat of natural disasters if there is engineering in a natural resource, where if it is developed as a tourist area, of course there will be engineering in it (Aji et al., 2021). Therefore, disaster mitigation planning must be carried out to prepare oneself in the event of a disaster. Disaster management can be done by empowering local communities. Local communities need to be trained to prepare themselves in disaster mitigation so that their tourism areas can minimize the impact of disasters in the event of a disaster. The benefits that can be obtained from community empowerment in the tourism sector are numerous. Information about the area itself can be spread and increase public knowledge of the

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existence of tourism areas. In its development, if a tourism area is widely known, of course there will be many tourists visiting the tourism area. This can create a lot of benefits for the local community. With community empowerment, tourism can generate financial benefits that can be directly received by local communities.

Tourism itself is known to have a multiplier effect where the tourism sector itself is able to influence other sectors that intersect with the tourism sector either directly or indirectly. The direct effect that can be affected by the tourism sector is tourism supporting sectors such as accommodation in the form of restaurants and hotels. Tourists who come to a tourism area will benefit the local community by buying food at restaurants or staying at hotels. This can also trigger employment in the accommodation sector such as waitresses to hotel security. Indirect effects that can be affected by the tourism sector are sectors that provide supply to the needs of sectors that are directly affected. The agricultural sector, which supplies food in restaurants, can enjoy the effects of the tourism sector. In addition, informal sectors such as parking attendants can also benefit from the tourism sector itself.

Tourism itself is a sector that is closely related to other sectors. Tourism is proven to have an effect on social and economic development (Aji & Faniza, 2021a). Social developments related to tourism are related to tourism which has event attractions that cause social changes from the effects of tourism events themselves (Hariyanto, 2020). In addition, it can also be caused by tourism attractions developed from local culture where the location of the tourism object is (Agustina, 2020). Economic development in tourism itself is always dynamic and develops following the development of time and also unexpected events (Priyanto et al., 2020). These developments often result in spatial changes in the region (Faniza & Pradoto, 2020). Changes in tourism itself have been analysed several times with the results of changes in tourist characteristics (Aji & Faniza, 2021b).

Community based tourism is related to the management of the tourism area itself by the local

community. This is done to develop the people's economy through tourism. Community-based tourism changes local community into self-organization and self-sustainability by developing natural and human resources. In addition, community-based tourism applications are carried out through the development of cultural resources and social systems that live in the local community (Han, 2019; Y.-C. Lee et al., 2019). In relation to community-based tourism, there are several characteristics of community-based tourism which are socially capable of empowering local communities, especially in the management of tourism attractions, economically able to increase the income of local communities, and politically able to increase the power of local communities over their tourism (Sugesti et al., 2017).

Community empowerment can be developed in accordance with the multiplier effect of the tourism sector. The community can be empowered in sectors that intersect with the tourism sector itself, both those that have direct and indirect effects. Local communities can be empowered to become waiters in restaurants that provide services in tourism areas and are also part of hotel management. In addition, restaurants that provide services in tourism areas can take supplies from local farmers to empower local communities who work in the agricultural sector. The absorption of local resources like this can be further developed to improve the economy of the people who live in the tourism area itself.

Self-organization is the ability of the community to utilize local resources in a sustainable manner (Saputri et al., 2018). In addition, self-organization is also related to the development of local institutions managed by the local community (Masud et al., 2017). Self-sustainability is the ability of the community to maintain and pass down natural resources and cultural resources to future generations (Adhelia et al., 2015). Besides self-sustainability is also related to the ability of the community to provide economic prospects to the next generation (Salvatore et al., 2018).

Ecotourism is one form of tourism development that can be done to maintain environmental

sustainability. Ecotourism supports environmental conservation along with education about the environment so that tourists play a role in protecting the environment. Ecotourism is able to provide social and economic benefits, because ecotourism is able to protect the environment where local people live. People can still do their daily activities and generate economic benefits from tourists who are present at their place. This also makes ecotourism able to keep culture alive because the concept of sustainability avoids significant changes in terms of infrastructure (Cobbinah et al., 2017). Although in the other hand tourism need communication and information sector to improve and develop in this disruptive era (Aji et al., 2018). Ecotourism needs community capitals and empowerment to make the community have increasing income (Junaid, 2021).

Ecotourism is a form of empowerment that can be developed in all nature-based tourism areas. Tourism attractions that utilize nature will always develop as long as the existing natural resources are always maintained. The communication and information sector related to tourism actually focuses not only on tourism promotion, but also on educating the wider community about the importance of maintaining environmental sustainability which is a tourism attraction itself. As long as a tourism area has a sustainable environment, it will also become sustainable tourism because the main attractions themselves are sustainable. Another factor that can be a parameter is the presence of local communities who participate in maintaining the sustainability of the environment itself. One of the tourism areas where the local community helps maintain the sustainability of the tourism environment is the *Pentingsari* tourism village.

Pentingsari tourism village is located in *Umbulharjo* village, *Cangkringan* district, Sleman regency. *Pentingsari* tourism village use community-based tourism as its main management to manage the tourism in there. Community members in *Pentingsari* tourism village participate to manage the tourism in their village. *Pentingsari* tourism village use ecotourism concept to run the tourism which utilise natural resources as main attraction (Aji, 2019). In

Pentingsari tourism village, the concept of ecotourism which managed by community-based tourism can improve the wealth of community and reduce poverty (Aji, 2020). Community members participate to be empowered by tourism itself. Therefore *Pentingsari* tourism village is one of the best tourism village in Sleman regency (Andrianto & Damayanti, 2018). The purpose of this research is to explain how the eco-tourism can be implemented through community-based tourism.

Research Method

This research method is qualitative approach which use case study as its method. Case study describe certain phenomena in certain location that in other location is not occurred. This research uses single holistic model that has three rational case which are to confirm theory, unique phenomena, and uncover something. This research uses holistic model because only has 1 unit analysis (Robert k. Yin, 2009).

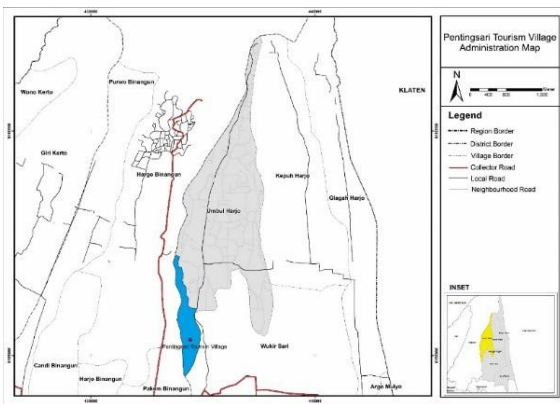
Case study of this research need to collect data, in order to collect data observation and in-depth interview are used. Observation is used for knowing importance of certain phenomena by recording and documenting the occurred phenomena while in-depth interview is collecting data directly from authorised informants (Yunus, 2010). The informant is Mr. Doto as the head of tourism village who has been in head of *Pentingsari* tourism village position since the beginning of *Pentingsari* tourism village and Mr. Setiawan as tourist organiser. Observation and in-depth interview are used to find community capital related data in *Pentingsari* tourism village to see the self-organisation and self-sustainability. The collected data must have epistemic values such as descriptively adequate, reactivity transparent, and relevant (Zahle, 2019). After that analysed by using descriptive analysis to describe reason behind a phenomenon (Taguchi, 2018).

The data needed for analysis is the community capital in the *Pentingsari* tourism village. The data is then classified into types of community capital such as human capital, social capital, natural capital, and cultural capital. Then a description is

given of how the community capital can be a tool of the local community to develop sustainable tourism in the *Pentingsari* tourism village.

This research is located in *Pentingsari* tourism village. *Pentingsari* tourism village is in *Umbulharjo* village, one of villages in *Cangkringan* district. *Cangkringan* district is in the administrative area of Sleman regency, Special District of Yogyakarta. The location can be seen on Figure 1 Map of *Pentingsari* Tourism Village.

Figure 1. Map of *Pentingsari* Tourism Village
 Source: Author



Result and Discussion

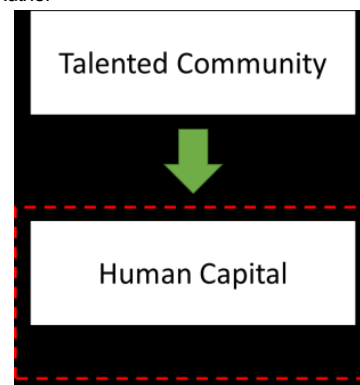
Pentingsari tourism village already practiced community-based tourism in its tourism management. Self-organisation lead tourism village to be able to sustain its utilisation of local resources and grow its local institution (Masud et al., 2017; Salvatore et al., 2018). *Pentingsari* tourism village self-organise its tourism activities whether its local institution and utilisation of its local resources.

Utilisation of local resources used community capitals as its tools. Human and social capital can perform utilisation. Human capital is community member's skill to manage the tourism that belong to their life (Kožić, 2019). Social capital is social system that lives in the community and it can attract tourist to learn and feel the social system (Rodriguez-Giron & Vanneste, 2019; Urzelai & Puig, 2019).

Human capital in *Pentingsari* tourism village. Human capital lead community to train and educate community members to fulfil community needs in tourism (Hubbard et al., 2019). Building the knowledge of community members is important to maintain tourism sustainability through community-based tourism (Razzaq et al., 2013). In recent studies, human capital is one of three variables of economic growth beside globalisation and natural resources (Zaidi et al., 2019). Human capital in *Pentingsari* is the people that live in *Pentingsari* have talent to become tourism attraction such as talent to craft *janur*, *wayang suket*, play *gamelan*, and plant *paddy*.

These talents can be a tourism supply as they perform their talent which are the tourists might not be able find all of them in another one particular place. It can increase awareness to the community that talent can be sold as tourism attraction, then the community will maintain the talent legacy as their speciality. It also makes a boost to other member of community to learn specific talent in order to sell that talent as tourism attraction. This Human capital makes Tourism Social Entrepreneurship concept worked. Member of the community will aware of their potential tourism supply and they will make money from it as an entrepreneur.

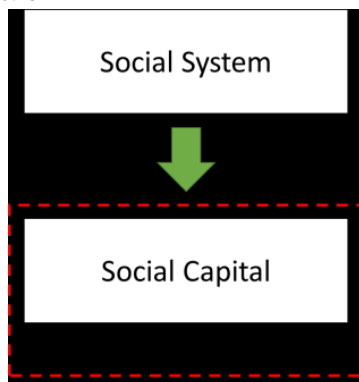
Figure 2. Human Capital of *Pentingsari*
 Source: Author



Social capital in *Pentingsari* tourism village. Social capital can develop community through empowering rural community (Wu et al., 2022). Rural community have norms that contribute to social system model which make every member

of community can contribute to community itself (Kim & Shim, 2018). The community makes small firms to do services experience that serve and guide tourists (García-Villaverde et al., 2020). Social capital in *Pentingsari* is the community system including in tourism. *Pentingsari's* social tourism system is management of homestay and tourist food serving. *Pentingsari* has 60 homestays and 170 rooms. They have rolling system to divide turn of all homestay that will be used as tourist homestay, therefore there is no unused homestay, all homestay will be used because of this rolling system. Same system applied to tourist food serving. *Pentingsari* has 10 household group that consists of 10 housewives. Each group will serve 100 portions for tourist and each group has turn to serve that 100 portions, therefore every group will have their turn to work. This will strengthen Tourism Social Entrepreneurship concept as the housewives become entrepreneur in tourist food serving.

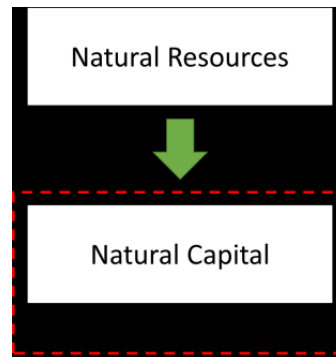
Figure 3. Social Capital of Pentingsari
 Source: Author



Self-sustainability in *Pentingsari* tourism village can be seen in its tourism attraction that utilise its natural and cultural resources as those are the community capital they have. Natural capital is natural resources that managed to become an asset which can utilised as economic tools to provide values to community itself [35]. Cultural capital is tangible and intangible culture that lived in community and have unique values to become a tourism attraction (Grzegorzcyk, 2019; Lysgård, 2019).

Natural capital in *Pentingsari* tourism village. Natural capital contributes to ecosystem value that will be able to reach community wellbeing event without monetary value (McKenna et al., 2019). Natural capital consist of natural resources can provide local development, employment, and income with proper management (Ma et al., 2019). Natural capital in *Pentingsari* is the most important to drive tourism village. Natural capital consists of flora and fauna that can be an attraction in tourism village. *Pentingsari* has some natural capital such as herbal medicine, river, coffee roasting, some rare flora like *parijoto* and *peribasem* that very difficult to find in big city, some fruit farm like mangosteen, peanuts, and paddy field, some fauna like chicken farm, fish pond and fishing activity, then the mountain activity including lava tour to Merapi which is the most active volcano in Indonesia. *Pentingsari's* Natural capital drive Tourism Social Entrepreneurship concept in tourism village activities. The farmers have side income as tourism entrepreneur.

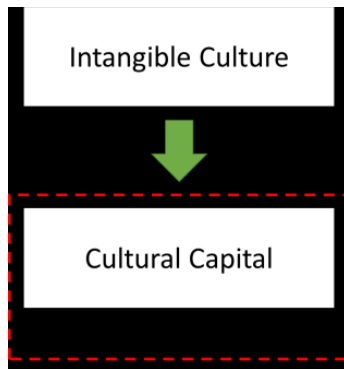
Figure 4. Natural Capital of Pentingsari
 Source: Author



Cultural capital in *Pentingsari* tourism village. Cultural capital consists of tangible and intangible culture that lives in community. Tangible culture is like traditional dress or traditional ceremony. While intangible culture is like local language (Richards, 2018). Cultural capital is culture in *Pentingsari* which used as tourism attraction. Cultural capital in *Pentingsari* consists of gamelan and herbal medicine. Gamelan is one of Javanese music instruments which only particular person can play it nowadays. It will become unique tourism attraction. Herbal medicine is also a traditional thing that not all Javanese person can create it,

therefore *Pentingsari's* tourism attraction offer the knowledge of herbal medicine. People in *Pentingsari* who can perform playing gamelan and create herbal medicine become an entrepreneur to help *Pentingsari* tourism worked.

Figure 5. Cultural Capital of *Pentingsari*
Source: Author



The results of interviews with the management of the *Pentingsari* tourism village show that some of the attractions are community capitals developed by the local community. This is the result of community empowerment that can generate profits in the tourism sector. One of the existing tourism attractions is river exploring. River exploring is an activity that tourists do by walking along the river in the *Pentingsari* tourism village. This activity aims to show the nature in the *Pentingsari* tourism village. This nature is still preserved so that tourists can see it directly by river exploring. Tourists can also walk on the river and touch the water because it is still clean and clear. This shows that a sustainable environment still exists in the *Pentingsari* tourism village.

River exploring itself is classified as natural capital. Another attraction that is included in the natural capital is coffee roasting. Coffee roasting is a coffee processing activity carried out by local people and is a special attraction for tourists because coffee processing is still done using traditional methods. Homegrown coffee beans are beans grown by local people in their own gardens. Furthermore, the coffee beans are collected and processed by the local community as well. This process is an attraction for tourists where tourists can see the traditional method of coffee

processing and can enjoy the coffee drink fresh after being processed on the spot. This is a good thing in community empowerment where this coffee product becomes known by tourists and it is very possible that this information will be spread to the wider community.

Another attraction is the rare flora where there are some rare plants that are very rarely found in various areas such as *parijoto* and *peribasem*. Tourists can see the cultivation carried out by local people for this *parijoto* and *peribasem*. Tourists can also buy the seeds in the local community as one of the souvenirs from the *Pentingsari* tourism village. Community empowerment in this section is able to make people take advantage of the natural resources around them as one of the tourism attractions. This certainly provides benefits for the local community both socially and economically.

Fruit farm and animal farm is another form of natural capital which is used as a tourism attraction in the *Pentingsari* tourism village. Fruit farm and animal farm become an attraction that is in demand by tourists who come from big cities. This is because in big cities there are no longer fruit farms and animal farms. The fruit farm developed as a tourism attraction in the *Pentingsari* tourism village is mangosteen. Tourists can directly visit the fruit farm, see directly, to pick the fruit directly from the tree. Meanwhile, the animal farms that are being developed as tourism attractions in the *Pentingsari* tourism village are chicken farms and tilapia farms. Tourists can walk directly to see the location of the chicken farm and observe the development of the chicken farm in the *Pentingsari* tourism village from seeding to harvesting. Meanwhile, at Tilapia Farm, tourists can do fishing at Tilapia Farm. Community empowerment carried out is training to become tourism workers who can take advantage of what is in the *Pentingsari* tourism village to be developed into a tourism attraction. This is quite easy to do considering that the things that are used as tourism attractions in the *Pentingsari* tourism village are the daily activities of the local community. With the community empowerment of the tourism sector,

local people can carry out their daily activities and get other benefits from tourism activities at the same time.

Another tourism attraction that is part of the natural capital is herbal medicine. Besides being part of natural capital, herbal medicine is also part of cultural capital. This is due to the development of the cultivation of herbal medicine in the *Pentingsari* tourism village, apart from being used as plant conservation, herbal medicine is also one of the traditional medicine cultures. Tourists can see the herbal medicine that grows in the *Pentingsari* tourism village as well as learn about the use of herbal medicine in traditional medicine. Empowerment of local communities is carried out by utilizing herbal medicine which they have been doing for generations as a tourism attraction that can provide more benefits for the local community. In addition to herbal medicine, the cultural capital in the *Pentingsari* tourism village is gamelan. Gamelan is a traditional musical instrument that is often played in various major Javanese events. Tourists can see and play gamelan musical instruments in the *Pentingsari* tourism village. It aims to introduce local culture to the wider community so that gamelan can be better known. Tourists are guided by local people to play the gamelan. This is a form of community empowerment where people who can play gamelan can be involved in tourism activities and provide benefits for local communities.

Table 1. Data of Natural and Cultural Capitals

Capital	Data
Natural	Herbal Medicine
	River Exploring
	Coffee Roasting
	Rare Flora
	Fruit Farm
	Animal Farm
Cultural	Gamelan
	Herbal Medicine

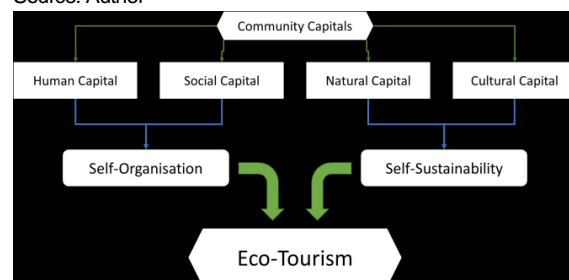
Source: Author

Ecotourism in community-based tourism has an interest in utilizing natural resources to develop environment-based tourism (Xu et al., 2017). Ecotourism is beneficial for the sustainable management of ecosystems in terms of economic,

ecological, and social culture (Yulisa et al., 2016). Ecotourism open public knowledge about environmental concerns that will have implications for the economic development of society itself. The concept of ecotourism empowers local people in environmental management and conservation to create sustainable tourism (T. H. Lee & Jan, 2019). Ecotourism in the *Pentingsari* tourism village implements community empowerment in its management. The management of *Pentingsari* tourism village is carried out by the local community by utilizing their own village environment. People in the *Pentingsari* tourism village use their environment as a tourism attraction to boost the economy. This makes *Pentingsari* tourism village that uses the concept of ecotourism into an independent and sustainable tourism village. *Pentingsari* tourism village has some private sector as supporting partner, especially in financial support (Spenceley et al., 2019). The private sector and the community joint venture to engage the tourism, in order to build environmental in *Pentingsari* sustainable. In addition, the government should be more sensitive to the development of this kind of community-based tourism village because community empowerment carried out by tourist villages can have a significant impact on the standard of living of the local community itself.

Figure 6. Ecotourism Framework of Pentingsari

Source: Author



Tourist satisfaction is also an important part of this research. Tourist satisfaction can be used as a parameter of the success of the tourism system (Aji & Faniza, 2022). In this study, the tourism system is community-based ecotourism which is applied in the *Pentingsari* tourism village. Tourist satisfaction with tourist attractions in the *Pentingsari* tourism village is considered quite

good. The results of interviews with tourist organizers show that tourists who come from big cities feel very interested in community capitals that are used by local communities as tourism attractions.

Tourists assess the human capital in the *Pentingsari* tourism village is a unique thing where the empowerment of local communities is quite successful, namely by developing tourism attractions from the expertise of local communities combined with ecotourism. This uniqueness may not necessarily be found in other cases related to tourism villages. Tourists consider the human capital in this *Pentingsari* tourism village to be a differentiator from other tourist villages.

Tourists also consider the social capital in the *Pentingsari* tourism village to be a positive thing where the management of the *Pentingsari* tourism village really takes advantage of whatever is there to develop its tourism. The development of this kind of tourism cannot be separated from the community empowerment that has been successfully carried out in the *Pentingsari* tourism village as well. This community empowerment develops a social system that involves local communities directly in tourism activities.

Tourist assessments of natural capital are emphasized on the uniqueness of natural capital owned by the *Pentingsari* tourism village. Tourists have never had experience with natural resources before. By visiting the *Pentingsari* tourism village, tourists feel new things and make the *Pentingsari* tourism village one of the interesting experiences for tourists, especially tourists who come from big cities and foreign tourists.

The most attractive thing for tourists is cultural capital. Tourists consider that the cultural capital in the *Pentingsari* tourism village is a new thing. Tourists who come from areas outside Java feel that the culture in the *Pentingsari* tourism village is a good thing. Furthermore, tourists are also amazed by the empowerment of local communities to be directly involved in tourism activities in the *Pentingsari* tourism village.

In general, tourists consider the *Pentingsari* tourism village to be quite unique ecotourism. Utilization of community capital as a tourism attraction is the main attraction for tourists, especially foreign tourists. Another thing that becomes a positive point in the assessment of tourists in the *Pentingsari* tourism village is community empowerment which is carried out in order to improve the standard of living of the local community. Local communities can take advantage of the community capitals they have as part of tourism itself. Local people do not need to change their lifestyle to run tourism, but they only need to preserve their lives locally because that is what attracts tourists who visit the *Pentingsari* tourism village.

Conclusion

Pentingsari tourism village is a tourism village that uses the concept of ecotourism in developing tourism. The concept of ecotourism maintains the existing ecosystem in the *Pentingsari* tourism village while utilizing its natural resources as a tourism attraction. In addition, tourists who come to the *Pentingsari* tourism village are also given education about environmental preservation and introduced to local culture. The tourism management in the tourist village *Pentingsari* is a community-based tourism. The community is the main actor in the implementation of tourism activities in the *Pentingsari* tourism village. *Pentingsari* tourism village applied eco-tourism through self-organisation and self-sustainability which gotten from its community capitals.

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