

# **CHAPTER I**

## **INTRODUCTION**

### **1.1. Background**

Tourism plays an important role in Indonesia's development which is supported by natural wealth, biodiversity of flora and fauna, historical relics, and cultural diversity that has enormous tourism potential. It is because Indonesia is an archipelagic country. Tourism activities that are commonly developed in Indonesia are nature tourism. The government seeks to improve in developing the tourism sector as one of the non-oil and gas sector producing foreign exchange. The government's attention to the tourism sector is also indicated by the issuance of Law No.10 of 2009, where it is explained that the condition of nature, flora, and fauna, as a gift of God Almighty, as well as ancient relics, historical relics, arts, and culture owned by the Indonesian nation are the resources and capital of tourism development for the improvement of prosperity and welfare of the people as contained in Pancasila and Opening of the Undang-Undang Dasar Republic of Indonesia Year 1945.

Tourism in this century is a form of the largest industry in the world. Tourism is able to increase foreign exchange in a country in large numbers. The development of tourism is felt increased rapidly, so it is not surprising that every country is trying to improve the tourism industry as a large foreign exchange earner in other words oriented to economic problems, by exploiting the culture and. Tourism development in tourist destination area is expected to be able to pay

attention to the preservation of local customs, and culture. It is also able to provide additional income to the community in the tourist destination. The existence of physical development as well as the influx of tourist in and out will influence the local community, so that early attention will be needed to the impact of tourism development in an area of tourist destination in order to realize the development of tourism that is able to maintain the preservation of cultural values and efficient for the community, With the issuance of Law No.22 of 1999 on Regional Government, in which also regulated about the implementation of Regional Autonomy to make the tourism sector as an alternative option to increase revenue for the region. The type of tourism which then gets the attention of the government to be developed in Indonesia today is nature tourism, nature reserve tour, tourism that considers nature conservation which became known as ecotourism concept.

The issuance of the Minister of Home Affairs Regulation No. 33 of 2009 on Guidelines for Ecotourism Development in the Region, has encouraged the Regional Government to develop ecotourism which has recently become a trend in tourism activities in Indonesia. Broadly speaking, this rule explains that ecotourism is a potential natural resources, environment, and the uniqueness of nature and culture that can be one of the leading sectors of the region that has not been developed optimally. Thus, in the framework of ecotourism development in the regions optimally need planning strategy, utilization, controlling, institutional strengthening, and community empowerment by taking into account social, economic, ecological norms, and involving stakeholders in managing ecotourism

potential. Government policy to declare ecotourism as well as response to the ever increasing environmental and natural resource degradation that worries the international world. Ecotourism development also aims to meet the demands of tourist who generally come from the city, want a new atmosphere in the countryside or in nature away from the noise, hustle and bustle of the city. While for foreign tourist who come from the industrial area, eager to make a meaningful trip by looking at areas or regions whose atmosphere is different from the area of origin (Chafid Fandeli, 2000: 57). Tourism development basically needs to be paid attention to economic aspect as well as other side also pay attention aspect of nature conservation and local society (Chafid Fandeli, 2000: 58). Some areas in Indonesia also develop ecotourism, one of them in Dieng, central Java Province.

Dieng plateau is a plateau that occurs due to volcanic eruptions. Dieng plateau area is divided into several plateau. The first plain has a height of approximately 2090 meters above sea level surrounded by a series of mountains they are Perahu mountain, Jurang Grawah mountain which is in the south as well as Pangonan mountain and Sipandu mountain located in the west. The second level lies to the west of the first plain with altitude of approximately 1950 meters flanked by mount Nagasari, pengamun – amun mountain and Gajah Mungkur mountain. The third plain with a height of approximately 1630 until 1772 meters. Dieng plateau has been perceived by various managers. Since entering the global tourism market in 1970. Dieng has been positioned as the Nepal of Indonesia, having its own Hindu temples, situated in the middle of a dense, very cold mountain forest. Since then foreign tourist began to visit Dieng.

Tourism Object Dieng Plateau is located in two regency, namely Banjarnegara and Wonosobo regency. So in the development effort must use approach of development of borderless tourism, that is tourism characteristic which is activity is developed by community around in its management. Tourism development in Dieng tourism area must have orientation to build collective attraction to attract tourist traffic from various tourism object in Dieng tourism area which is administratively located in Banjarnegara and Wonosobo Regency (RIPP Jawa Tengah 2004-2009: 3). Dieng Plateau is one of the most interesting and potential tourist destinations in Central Java, with the character of a typical tourist type that is a blend of nature tourism and cultural tourism.

Based on the explanation above the writer interested to conduct research by determining the appropriate title, namely **“Development of Community Based Ecotourism in Dieng, Banjarnegara Regency, Central Java Province”**.

## **1.2. Research Question**

Based on the background above then the writer proposed some formulation of the problem as follows:

1. What is Banjarnegara Regency Policy in Regional Cooperation towards Management and Development of Dieng Plateau Ecotourism Area?
2. How the impacts of Community Based Ecotourism in Dieng?

### **1.3. Research Objectives**

According to the formulation of the problems that have been stated before, the objectives of this research are as follows:

1. Knowing Banjarnegara Regency Policy in Regional Cooperation towards Management and Development of Dieng Plateau Ecotourism Area
2. Knowing the impacts of Community Based Ecotourism in Dieng

### **1.4. Benefits of Research**

This research is expected to deliver benefits, there are:

1. Theoretical benefits

It is expected that with this research is able to enrich the studies for academics, especially in the study of Governmental Science the role of society in the management of tourism object.

2. Practical Benefits

- a. For the Government

As a material of consideration in making policies in the field of public role, especially in Dieng Plateau, Banjarnegara Regency, Central Java Province.

- b. For the Society

It is expected that this research can be a guideline for the surrounding community in developing the existing tourism object and increase people's income.

c. For a Similar Study

The results of the study are expected to provide information to the students about the role of the community in managing Dieng Plateau Ecotourism Object in conducting similar research.

## 1.5. Literature Review

NO	TITLE/AUTHOR	CONTENT
1	<p>Đukić, V., Volić, I., Tišma, S., &amp; Jelinčić, D. A. (2014). Responsible community based ecotourism initiatives in protected rural areas of the Balkans: Case studies from Serbia and Croatia. <i>American Journal of Tourism Management</i>, 3(1B), 51-63.</p>	<p>Community-based ecotourism as a form of alternative tourism should embrace individuals within the community, this study compares ecotourism initiatives in rural Serbia and Croatia. The purpose of this paper is to analyze this initiative and develop a responsible, community-based eco-tourism model that can be implemented in protected rural areas beside the big cities and towns in the Danube River basin in the Balkans. The appreciation given not only from nature, but also indigenous cultures that apply to the natural sphere as part of the visitor experience, this empirical research specifically focuses on local initiatives aimed at the quality of visitor experience over two protected areas of the Ponjavica region (Serbia) and Kopački rit (Croatia). This model was developed to guide future initiatives aimed at ecotourism development in rural areas protected in the Balkans, which can meet the needs of domestic and foreign tourists, making the surrounding cities an attractive tourist destination.</p>
2	<p>Tilleman, F., &amp; Marcharis, M. (2017). The road towards community based ecotourism. <i>Maastricht University Journal of Sustainability Studies</i>, 3.</p>	<p>The tourism sector is subject to sustainability demands where the idea of sustainability is effectively integrated, resulting in ecotourism and community-driven development. Ecotourism is linked to the environment sustainability, while community-based development is linked to cultural sustainability and local livelihoods. The paper argues that ecotourism is the ultimate form of community-based sustainable tourism, which combines both developments. The Sustainable Development Guidelines of the Rio Declaration on Environment and Development (1992) describe a more sustainable way to develop ecotourism. Community-based ecotourism is believed to be the only possibility of achieving sustainable activity. While sustainable development goals require more promotion in most parts of the world, community-based ecotourism can be an effective way to apply theoretical value in practice, thereby enhancing cultural and natural preservation.</p>

3	Manu, I., & Kuuder, C. J. W. (2012). Community-based ecotourism and livelihood enhancement in Sirigu, Ghana.	Ecotourism has a large pro-poor impact on rural communities because customers come to the facility / manufacture of products thereby encouraging the creation of an economic multiplier effect. The impact of overuse of farmland over the years has led to reduced agricultural output culminating in the phenomenon of "trying livelihood" in Sirigu. Alternatively, some residents now rely on tourism development as a means of improving their livelihoods. The results of the analysis show that stakeholders have serious thoughts about tourism development. Many of the women involved in tourism-related activities and income earned by the community are quite impressive. This study recommends that village maps can be utilized by visitors to support village tourism so that domestic tourism receives more income.
4	Mearns, K. (2015). Applying sustainable tourism indicators to community-based ecotourism ventures in southern Africa. <i>Athens Journal of Tourism</i> , 2(3), 179-194.	Tourism has been proposed as a solution to many problems in developing countries and has been seen as a potential solution to long-term protection of natural resources and as a tool to meet the needs of poor communities near protected areas. Community-based ecotourism (CBE), a specific form of tourism, focuses on initiatives that are not only environmentally sensitive, but aim to give people space to control tourism and ensure that most of the benefits can be felt. Many CBEs have gotten so many obstacles in the past that they can not be sustained and consequently no longer operate. The study adopted a framework of sustainability indicators for a number of CBEs throughout South Africa, to ensure areas of concern and potential threat to the long-term sustainability of these operations.
5	Kontogeorgopoulos, N. (2005). Community-based ecotourism in Phuket and Ao Phangnga, Thailand: Partial victories and bittersweet remedies. <i>Journal of sustainable tourism</i> , 13(1), 4-23.	Community-based ecotourism offers the hope that environmental sensitivity and responsibility promoted by ecotourism can also serve the political, economic, and social interests of the community. However, in practice there are difficulties in implementing community-based ecotourism. This paper discusses the feasibility of community-based ecotourism in Phuket and Ao Phangnga in southern Thailand. The paper argues that community-based ecotourism in southern Thailand is only partially successful, and requires four tradeoffs: success and survival at the expense of isolation of ecotourism spaces and structural independence; local employment and benefits at the expense of local initiation and control; social status and mobility at the expense of social cohesion and harmony; and new



		environment at the expense of ecological sustainability. Apart from these tradeoffs, the benefits of ecotourism in Phuket are still outweigh than costs in terms of community development.
6	Đukić, V., & Volić, I. (2017). The Importance of Documenting and Including Traditional Wisdom in Community-Based Ecotourism Planning: A Case Study of the Nature Park Ponjavica in the Village of Omoljica (Serbia). <i>SAGE Open</i> , 7(1), 2158244016681048.	This research is in accordance with community-based tourism theory, which is a concept that respects the natural resources and culture of certain communities and encourages the participation of its members in the process of making tourism products. This study discusses the planning stage and aims to provide insight into the process of establishing community-based tourism. Its main element is documenting and describing everything that could be part of what is known as "traditional wisdom", that is, skills and knowledge of traditional life practices. The research was conducted in the village of Omoljica, Serbia. In this study also discusses the relationship between short-term bottom-up initiatives and long-term strategic planning of specific ecotourism objectives, which will embrace the traditional way of life of rural communities. The contribution of this research, in addition to documenting and describing the "traditional wisdom" of specific rural communities located in protected areas covering certain local social systems, will be reflected in the creation of a set of guidelines for sustainable development, rural, community-based ecotourism as the development of protected areas near the city - big city postsocialist countries.
7	Ahdekivi, V. (2016). Community-based ecotourism in the modern world: best practices and common challenges.	This study shows that community empowerment and shared decision-making among all stakeholders is the key to successful community-based ecotourism. Other aspects depend on the ecological, cultural and political landscape. But regardless of location and model, much of the evidence suggests that community empowerment and joint decision making are the foundation for building a long-term, community-based ecotourism initiative that has a positive impact. The process of community empowerment can be actualized by assessing the level of participation in the community and measuring the willingness to participate further.

8	Okazaki, E. (2008). A community-based tourism model: Its conception and use. <i>Journal of sustainable tourism</i> , 16(5), 511-529.	Community participation in the tourism planning process is one way of implementing sustainable tourism. This study reviews the main theories used to address community participation, including 'ladders' citizen participation, redistribution of power, collaboration process and social capital. These theories form the basis for defining a community-based tourism (CBT) model. This study shows how this model can be used to assess the level of participation at the study sites in Palawan, Philippines. Where indigenous peoples had previously initiated community-based ecotourism projects. The project produced a number of problems, including conflicts with non-indigenous stakeholders.
9	Simane, B., & Aseres, S. A. (2016). Development of Community-Based Ecotourism, a Case of Choke Mountain and Its Environs, Ethiopia: Challenges and Opportunities. <i>Journal of Tourism, Hospitality and Sports</i> , 16.	In this study Community-based ecotourism ensures the involvement of local communities from the grassroots level to improve their standard of living. Community-based ecotourism development can be a major means of improving people's livelihoods in the Choke Mountains. Local people can participate in community-based ecotourism activities that are developed such as providing accommodation and tourist services, supplying agricultural products, handicraft sales, and cultural performances. Community-based ecotourism has an impact on the welfare of people living in Choke Mountain and surrounding areas. The economic and socio-cultural dimensions also serve as a tool for the rehabilitation of threatened Choke Mountain ecosystems.
10	Namgyel, U. (2011). Governance of community-based ecotourism in Bhutan: A case study of Nabji trail in	The Nabji Line was created in 2006 in Jigme Singye Wangchuck National Park in Bhutan as the first community-based ecotourism project in the country. The goal of the Nabji Line is to expand tourism to remote communities requiring socioeconomic opportunities as well as building local capacity to manage ecotourism activities and safeguard environmental resources. This study discusses participation and governance in the first five years of its

	<p>Jigme Singye Wangchuck national park.</p>	<p>operations (2006-2010). Participation in ecotourism activities Nabji Trail consists of two major ethnic groups, Monpa and Khengpa. Monpa villages are deep within forests and have little income because of their location, low food security and more involved in Nabji Trail tour activities than residents of the Khengpa community. The Khengpa is located closer to the main road and produces larger ones from the Monpa village and higher food security. Pricing in tourism activities, stabilizing management at the "community tourism management committee" along with a transparent and democratic process to allocate "community development funds" is a challenge found in all villages of Monpa and Khengpa. As a result, eco-tourism providers refuse to pay 10% of their income to community development funds. The study also discusses factors in and across villages, and gives greater attention to the communities involved in the project.</p>
11	<p>Eshun, G., &amp; Tonto, J. N. P. (2014). community-based ecotourism: its socio-economic impacts at Boabeng-fiema monkey Sanctuary, Ghana. <i>Bulletin of Geography. Socio-economic Series</i>, 26(26), 67-81.</p>	<p>This study discusses the socio-economic impact of ecotourism in the Boabeng-Fiema Monkey Sanctuary in Ghana. This research also discusses Boabeng and Fiema communities. Communities are facing growing challenges such as shrinking livelihood options, inadequate community involvement in ecotourism, poor conditions of visitor centers, inadequate government support and poor roads.</p>

## **1.6. Theoretical Framework**

Theoretical framework is a literature review related to the theory to be discussed in the research. In conducting a research, it requires theory as basis of the research before collecting data. To support this study, the writer used several theories that are related to the subject. The following study theories that will be discussed in this research are:

### **1.6.1. Community Based Tourism**

The historical backdrop of community based management will help comprehend the significant of community based tourism. Before the period of European investigation and colonization, characteristic of nature resource management in a significant part of the world including Southeast Asia was to a great extent town as well as plummet gather based and in this manner was intensely dependent on accepted community based resource management process (World Resource Institute, 2001). The advantages of this community based management system was that it was exceedingly versatile to local socio-economic, biological, and physical condition. Amid the colonization time frame, there was a difference in local control to top down management. Tourism community approach have attempted to re-affirm and re-built up local input. In this approach the community may build up more prominent awareness of other's expectation for the feasible utilization of the asset, and neighborhood utilize clashes. Alongside this approach there are other two fundamental approach which have shifted all

through mankind's history since it depends to a great extent on socio-cultural and political context.

Community based tourism goal might be seen by embracing an ecosystem approach, where visitors associate with nearby living (hosts, services) and non living (landscape, sunshine) to encounter a tourism item (Murphy, 1985). In any case MacIntyre (1995) called attention to community based tourism is a trendy expression, over utilized and ineffectively comprehended. In the Regional Meeting for Southeast Asia: Community-based Ecotourism Conference in Chiang Mai, Thailand Triraganon (2002) expressed that the meaning of community based tourism has not been unmistakably set up. This is not strange for a recently created thought. In any case, he noticed that this gives space for a community to characterize it in the way they see is fitting. Some may center around advancement and normal asset preservation, while others may center around group endeavor. Community based tourism ordinarily subscribe in to various comprehensively characterized objectives. Most vital, community based tourism is socially maintainable. This implies the tourism activities are developed and worked, generally, by local community members, and positively with their assent and support. In this idea, the community encourage participation. It is additionally imperative that sensible offer of the incomes is delighted in by the community. Another essential element of community based tourism is its respect for local culture, legacy, and tradition. As WTO recognized it must address the issues and desires of the individuals from society and help improve the quality of live (WTO 1983a; WTO, 1998a). Stone (1989) demonstrated that community tourism is

characterized as a sustainable approach to developing tourism in such a way ‘that intended beneficiaries are encouraged to participate in their own development through mobilizing their own resources, defining their own needs, and making their own decisions about how to meet them’ (p. 207). Wearing and McDonald (2002) concurred that the procedure of community based tourism planning should be a long term program of governance to be completed with and for the community. The World Bank (in Duer, 2000) gave one clarification of the community based tourism idea as : The association of inhabitants of a community in the decision making process who keep a far more prominent share of the income produced by visitors in the community. It produces occupations, reduces poverty, and it has lower affect on the area’s culture environment. It creates another feeling of pride among inhabitants and gives the assets to keeping up or redesigning the community cultural resources.

Overall some of the principle viewpoints in CBT definitions are the community long term sustainability, preservation of local assets and cultures, community participation and support, advantages to local community for example, income, jobs, pride, and life change. The understanding of community based tourism definitions accentuate that these components ought to be exist in CBT idea. Norris, Wilber, and Marin (1995) indicated that community based tourism goals are community advantages and participation. The goals focus on “community” as the centre of tourism development. It was relevant to the Canadian Universities Consortium Urban Environmental Management Project

Training and Technology Transfer Program in the Greater Mekong Sub region (CUCUEMP, 2000). McIntosh (in Murphy 1985) explained CBT goals are:

1. To maintain the traditional pattern of agriculture
2. To encourage those forms of tourism with the greatest local benefit
3. To create jobs at most of the existing settlements within the tourist region,  
and
4. To safeguard the identity of local communities by seeking to retain and develop the cultural heritage

Comparative however extraordinary accentuation is built up by Robert and Hall (2001) who watched that community based tourism advancement should identify with local needs, include local community in procedures of sustainable tourism management and improvement, and be grounded in the groups and social orders which draw upon the assets of that condition and add to its cultural development.

In research agenda for Municipal and Community based Tourism in Canada, Getz (1983 cited in Nicholls, 1993) argued that community based goals are:

1. To stabilize or increase the population
2. To create employment
3. To increase incomes

4. To enhance community viability
5. To foster social welfare and integration
6. To strengthen local culture
7. To increase local leisure opportunities
8. To assist conservation
9. To enhance local amenity

From these expansive contemplations, Scheyvens (1999) compressed a definitive objective of community tourism which is to engage the goal of community at four levels, psychological, political, economic, and social levels. Economic strengthening ought to guarantee enduring monetary addition for a destination community. Psychological strengthening should improve the confidence of community members by acknowledgement of the uniqueness and value of the culture, natural assets, and traditional information of the community. Social strengthening intends to keep up the community's balance, in other words, community union is enhanced as people and families cooperate to build a successful tourism wander. Political strengthening should respect the community's voices and concern as aides for tourism ventures from the attainability organize through to implementation.

It is trusted that CBT will be accomplished if achieving these objectives. The discoveries in this study will research the past discussion in the theme of successful criteria for CBT improvement. The survey from CBT arranging can



help comprehend the general methodologies that appropriate and recommended for community based tourism development.

The audit would then be able to be contrasted with the discoveries while investigating any proposed venture for creating CBT. Wearing and McDonald (2002) recommended that for planning in rural and isolated zones there must be an upgrade of the social organizations and the decision making processes in communities. MacIntyre (1995) called attention to a center issue for comprehensive tourism community planning which is taking cultural, social, and economic reality into thought and furthermore planning with local knowledge and values in adjust with national, international, and worldwide trends. The community based tourism arranging ought to think about the uniqueness of specific community, the structure, objectives, and topics from various conditions, development designs, cultural values and phases of development in every community. Simply, people are different (Hatton, 2002) and this should be considered in the planning procedure. The uniqueness of every community can be identified with Sofield's (1993) idea of "pioneer space" where he expressed that desirable development ought to be small scale, village based tourism using a restricted scope of middle technology. Such tourism ought to be "delicate", culturally and environmentally arranged, with the accentuation on a conventional experience for the visitor. He recommended that such tourism fits developing countries including the Solomon Islands where his work was led. Power relations in a community are likewise huge for planning. Reed (1997) underlined this issue in community planning. He expressed that a community based tourism planning

process is a case of a more formal instrument for saddling citizen opinion about improvement issues. Its presentation may give a setting to expressing new, potentially competitive, interests in the process, substance and additionally players of local development.

Contrasts in communities and the distinctive power inside communities can likewise be obstacle to tourism planning. Leach et al. (1997) watched that one principal suspicion fundamental community based approach is that 'communities' exist, and that they are moderately homogeneous with individuals having common characters. "In reality, caste, gender, age, wealth, origin and different parts of social identity gap and cross-cut that called 'community boundaries'. Instead of shared convictions and interests, diverse and regularly clashing values and resource priorities invade social life and might be struggled or bargained over". No consideration has been paid to control as a critical component of social relations. Leach's remark fortifies the view that there has been a neglect of the critical approach to the community definition in the tourism literature. To comprehend regardless of whether community based tourism is practical, contribution from every principle group included, for example, the decision maker, the community, the visitor, and the operator ought to be built up. All things considered, each group can't be viewed as homogenous and there are sub-groups inside a group, who may see the world in an different way. This issue ought not be ignored; in this manner, the comprehension of "social representations", which is one of the study framework may be valuable to increase each groups bits of knowledge.

### **1.6.2. Ecotourism**

The term of ecotourism was first cutting-edge by Hector Ceballos-Lascurain, and has created bolster, and open deliberation, since that time (Beeton, 1998). Components like the expanding consciousness of world environmental problems, and the rising want of rich Westerners to visit nature-based environments and experience 'others' are distinguished as the primary main driving forces behind the dramatic extension of the ecotourism industry (Hawkins, 1994; Scheyvens, 2002). Furthermore, the upsurge of disappointment with unregulated mass tourism is additionally a vital patron advancing the emergence of ecotourism (Blamey, 1995; Orams, 1995). There is no general definition grasped in ecotourism, and there are no less than 85 definitions about ecotourism in circulation (Fennell, 2002). There are different classifications of ecotourism, it was 'hard' versus 'soft' (Weaver, 2006), 'deep' versus 'shallow'(Cater, 2002). A few (Boo, 1990; Kutay, referred to in Gould, 2004) consider ecotourism as equivalent to nature-based tourism. Interestingly, creators, for example, Blamey (1995), Page and Dowling (2001), and Weaver (2005), know about the unmistakable contrast amongst ecotourism and nature-based tourism, particularly as far as ecotourism satisfying an educational reason, and in addition promoting conservation (Weaver, 2005). Rymer (referred to in Page and Dowling, 2001) makes additionally comment about the unmistakable element of ecotourism, which lies in its striving purposefully towards minimum environmental issues.

Additionally, different countries characterize and execute ecotourism in various routes, as indicated by different countries own particular national conditions, which is particularly the case for developed and developing countries (Linbderg and McKercher, 1997). For instance, the developed countries underscore environmental protections and socio cultural parts of ecotourism, while creating developing countries are more centered around economic viewpoints in creating ecotourism (Lindberg et al., 1997). Thaman (1994) additionally contends that the idealized Western perspective of ecotourism does not work in the Pacific Islands, where inhabitants depend vigorously on sustainable utilisation of natural. As indicated by Scheyvens (2002), the idea of ecotourism is in excess of a unimportant item that happens in nature-based environment. It is seen as a potential device to engage the destination people through their active participation (Scheyvens, 2002). Wearing and Neil (1999), then again, welcome the idea of ecotourism from a more profound philosophical viewpoint, thinking about it as an enlightened experience to foster appropriate attitudes and behaviors towards nature.

Investigating the ecotourism writing, it can be seen that the dominant part of traditional definitions restrict ecotourism to highly natural, environmentally dependent tourism. Recently, nature-based ecotourism is challenged by the development of ecotourism practices in highly adjusted and urban environments (Higham and Lück, 2002; Weaver, n.d.; Zhang and Ma, 2006). Specifically, this new conceptualisation of ecotourism can be shown by means of the widened extent of ecotourism destinations. The new comprehension of ecotourism

concentrates more on the connection between the environment and tourism instead of being centered around nature-based characteristic of ecotourism. As Newsome, Moore and Dowling (2002) feature, ecotourism is much more than simply being a type of tourism that relies on the natural environment. Its focal intention is to support and enhance the environment. Additionally, Ross and Wall (1999) stress the criticalness of the foundation of constructive connections between natural environment and local people in characterizing ecotourism. Further, as the idea of "ecotourism" advanced after some time, it has a tendency to be connected more with the standards of sustainable development.

The goals of ecotourism that have been as often as possible tended to by the broad ecotourism literature stick to the standards of sustainable development. For instance, the meanings of ecotourism deciphered by Ceballos Lascurain, the Ecotourism Society and the World Conservation Union can be considered as all encompassing, since they embrace cultural, socio economic and environmental measurements. However recent interpretations have a tendency to be further developed in specifically tending to the issues of conservation and local development.

### **1.6.3. Community Based Ecotourism**

Community-based ecotourism takes on the social dimension of ecotourism is a further step by developing a form of ecotourism where local people have full

control, and involvement in it both in management and development, and the major proportion of residual benefits in society (WWF International, 2001).

Usman (1999) argues that the development of Indonesian ecotourism, the important thing to note is the participation of local communities in every tourism activity. The concept of tourism development by involving or basing on community based ecotourism, is basically giving opportunity to people who live in areas that become objects and tourist attraction to manage services for tourists. The key standards of CBET, with more broadened structure, match with sustainable tourism standards. Mowforth and Munt (1998), SCT should base on the economic, social, and environmental measurements of sustainable tourism. The current multidimensional hub of sustainable tourism can't sufficiently satisfy the standards of CBET. Bossell (1999) and Mowforth and Munt (1998) showed that, SCT ought to include economic, , social, ecological, cultural, political and technological measurements at all levels, to be specific; international, national, regional and local levels. First, community contribution in decision making process attested as an indispensable piece of sustainable tourism development. It is called attention to that; community participation empower local community prosperity. As indicated by Jamal and Getz (1995) community involvement can recuperate up the communities conveying limit towards tourism development by limiting the negative impacts of tourism, while expanding the positive effects. Arnstein (1969) mention that; local community participation can control the power structures in the community and reasonable circulation of advantages and expenses came about because of tourism development. Connell (1997, p. 250), on

the opposite side, underlined that; cooperation is 'not only about achieving the more efficient and more equitable distribution of material resources: it is also about the sharing of knowledge and the transformation of the process of learning itself in the service of people self-development.' Secondly, it is visualized that; CBET ought to be financially achievable and ought to advance the monetary development in a fitting way in importance to the furthest reaches of tourism destination. It is major in CBET that; the monetary advantages of tourism ought to be genuinely conveyed among entire community. As indicated by Wilkinson and Pratiwi (1995), fair distribution of economic advantages among community is as similarly important as the actual amount of entire advantages that local community may receive. Consequently, decent amount of economic advantages constitutes one of the important standards of CBET development. Besides, CBET wanders, in contrast with mass tourism, empower local community to proceed to their favored ways of life with no intercession in work structures. Thirdly, social strengthening of local communities involves another vital measurement of CBET. It is stated that; CBET should regard for cultural and social identity of local communities and it is capable from strengthening the social cohesiveness (Choi and Sirakaya, 2005). Furthermore, it is conceived that CBET should empower local individuals to control their own particular lives (Choi and Sirakaya, 2005). Fourthly, CBET is viewed as a political idea as far as its connection with societies political system and power distribution (Pearce, 1993; Hall, 1994). The political arrangement of the society ought to be understood carefully and collaboration ought to be set up among all stakeholder to make CBET feasible. Becker, Jahn

and Stiess (1999, p. 5) called attention to; 'the objective in the political context of sustainability is to renegotiate to the goals of future SCT and to establish a system of governance that is able to implement policies moving toward sustainability at all levels' (Choi and Sirakaya, 2005). In conclusion, CBET ought to give the environmental sustainability of the natural resources of the host destination. It is perceived that; natural resources ought to be protected and utilized relying upon its carrying capacities, consequently; the natural resource can be managed for present and next generations.

To total up, the rationale of behind CBET is to advance the protection of environment and upgrade the prosperity of the local communities. CBET means to empower local community by empowering them to participate in decision making process with the goal that fair distribution of economic and social advantages of tourism can be managed, internal collaboration, and social cohesiveness can be built up all through the local community.

#### **1.6.4. Ecotourism Development**

The development of natural tourism is the activity of utilizing space through a series of programs of development activities for nature tourism which includes the management of land use in accordance with the principle of utilization of space by accommodating all interests in an integrated, efficient, effective, harmonious, balanced and sustainable (Ministry of Forestry 2007).



Ecotourism is one of the newly developed nature tourism. The principle of natural tourism development according to the Ministry of Forestry (2007) is conservation, education, community participation, economy, and recreation. Management of nature tourism and ecotourism, according to the Ministry of Forestry (2007), includes the following:

- a. Area management covers area condition, area arrangement, and area security.
- b. The management of natural tourism products includes product development, product marketing, and product information system.
- c. Visitor management includes visitor distribution, interpretation, visitor information, and visitor safety. Visitor management is a technique for limiting, providing information, and monitoring visitors who come to a location of natural attractions to match the capability of the location of the relevant location. The carrying capacity of the region is the ability of the ecosystem to support the health of the organism while maintaining its productivity, adaptability, and ability to improve itself. Visitor management is planned for anticipate and mitigate the negative impact of the visit. Visitor management can be done directly by calculating the carrying capacity and arrangement of visitors or indirectly through the interpretation program.
- d. Impact management includes ecological impacts and social, cultural, and economic impacts. Impacts are managed in various ways depending on the

magnitude of the impact, the extent of the affected area, the significant impacts, the degree of regional sentiment, the time frame, and the ability to be updated.

- e. Institutional management includes organization, human resources, benefits, and facilities and infrastructure.

The existence of tourism development in one place will provide various benefits both for the community and the surrounding environment. Mackinnon et al (1990) argues that the development of tourism within and around protected areas is one of the best ways to bring economic benefit to remote areas by providing local people with local employment opportunities, stimulating local markets, improving transport and communications. Muntasib et al. (2004) states some basic principles of ecotourism development, ie

- 1) Direct contact with nature (Touch with nature)
- 2) Personal and social beneficial experience
- 3) Not a mass tourism
- 4) Its programs create physical and mental challenges for travelers
- 5) Interaction with the community and learning the local culture
- 6) Adaptive (adapting) to rural accommodation conditions
- 7) Experience is more important than comfort.

According to Regional Analysis Guidance of Object Operations and Natural Attraction (ADOODTWA) Director General of PHKA in 2003. The basic criteria used in the assessment of the feasibility of natural tourism are as follows:

a. Attractiveness

The natural tourist attraction is the potential tourist attraction that becomes the object of natural tourist visit such as the uniqueness of natural resources, the number of natural resources that stand out, the activities of nature tourism that can be done, the cleanliness of the location of the tourist attraction, no influence from the area, security, comfort. The criterion of attraction is given a weight of 6 because the attraction is the main capital that allows the arrival of visitors.

b. Level of relationship / accessibility

Level of relationship / accessibility is a very important factor in encouraging market potential such as condition and distance of road from the provincial capital, Distance from International / Domestic air gateway, Travel time from provincial capital. weighted value 5

c. Accommodation

Accommodation is one factor that is needed in the tourism activities of the number of lodging and the number of rooms weighs the value 3. Distance of accommodation 5 km from attractions

d. Supporting Facilities and Infrastructure

Facilities / infrastructure given weight 3 because it is a supporting factor in tourism activities supporting facilities such as restaurants, shopping centers / markets, banks, souvenir / souvenir shops, public transport and infrastructure such

as post office, telephone network, puskesmas, electricity network, drinking water network.

Suprana (1997), in the development of nature tourism in nature conservation area has development strategy and development program of Attraction Object (ODTW), such as:

1. ODTW development strategy

The development of ODTW's potential to support development objectives, particularly tourism development, encompasses aspects of development planning, institutions, infrastructure and infrastructure, natural tourism exploitation, promotion and marketing, regional management, socio-cultural and socio-economic development, research and funding.

2. ODTW development program

ODTW development in particular the development of ODTW can be realized by carrying out activities: (a) Inventory of potential, development and mapping of ODTW, (b) Evaluation and improvement of ODTW managing institutions, (c) Development and consolidation of ODTW management system, (d) , (e) Research and development of benefits, (f) Development of infrastructure and infrastructure, (g) Planning and arrangement, (h) Development of natural tourism exploitation and (i) Human resources development.

The existence of the surrounding community is very important for the sustainability of a region in the development and management of tourism. According to Butler and Boyd (2000) in Weaver (2001), if local communities did

not get benefit from an activity (ecotourism), there will be welfare gaps so people will not care about the environment. Form of ignorance of society to the environment, among others, in the form of logging and burning of land for gardening in the area of protection. Community-based management will provide sustainable results. This is because people participate so it will grow a sense of ownership and maintain a region. However, this management should take into the important value of socio-cultural society. According to Weaver (2001), in order for ecotourism to proceed with long (sustained), the positive and negative impacts of socio-culture must be considered. This will be a crucial part of the management by paying particular attention to the culture of the community itself.

In the Structure and Spatial Use Pattern on Spatial Policy (Struktur dan Pola Pemanfaatan Ruang) of Central Java Province, regional development in the economic field is prioritized in the economic field covering the agricultural sector in the broad sense, tourism, small, medium and cooperative industries supported by other sectors. Dieng area is part of the Semarang-Ambarawa-Wonosobo corridor with a development center in Semarang. While in regional development based on Dieng area priority is one of the mainstay area of Central Java Provincial Tourism. Based on the RTRW (Rencana Tata Ruang Wilayah) of Central Java Province, in order to achieve the optimization of urban area system, both the inter-city system and the development system between the city and the rear area, it is stipulated development area aimed at efforts to increase inter-regional or inter-regional linkages districts / municipalities incorporated in the unit of development. Based on the division of Central Java Province Development Unit,

Banjarnegara Regency is located in the Development Area VI and Banjarnegara Regency as the center of the Development Area VI. In the Central Java City system Banjarnegara District is included in Barlingmascakeb Area with national activities center located in Purwokerto and Banjarnegara as the center of local activities. Policy and strategy of tourism development of Central Java refers to the concept of sustainable tourism development (sustainable tourism development). Policies and strategies of tourism development in Central Java as well using the concept of borderless (unlimited tourism development) is the administrative boundary. This is because the development of a tourist area does not have to follow the administrative boundary line. It could be objects and attractions that enter in the region of Central Java has a relationship with the object and tourist attraction in the province adjacent to Central Java, so in its development must be done in an integrated manner.

In Dieng Tourism Area there are various facilities such as: telecommunications, information, health, and security. The management of tourism object has tried to build the supporting infrastructure for tourism activities, such as toilet facilities, mushola, or gazebo. Accommodation is available in the tourist area of Dieng until now has been sufficient to meet the needs of tourists. There are various types of lodging or homestay with excellent average conditions. There are restaurants that provide a variety of food menu, as well as the souvenir sales center. In the framework of tourism development of Tourism Area Dieng, it is certainly involving various related parties and also certainly adequate funds. The parties involved include the Provincial Government

of Central Java itself, the Regional Government of Banjarnegara, Dieng Tourism Area Management as well elements of society in the area.

#### **1.6.5. Local Communities**

Community participation in tourism is a noteworthy issue confronting governments. Community participation alludes to a type of voluntary activity in which people confront the opportunities and responsibilities of citizenship (Tosun, 1999:217). The opportunities for such participation include joining during the process of self-governance, reacting to authoritative decisions that effect on one's life, and working co-operatively with others on issues of common concern (Tosun, 1999). Community participation is viewed as important to obtain community support and acknowledgment of tourism development extends and additionally to guarantee that the advantages identify with elate to the local communities needs (Tosun and Timothy, 2003:5). Local community needs to frame some portion of a participatory group in tourism for several reasons. Local communities will probably recognize what might work and what might not in local conditions; and community participation can add to the democratization process and can possibly build awareness of and interest in local and regional issues with and enthusiasm for nearby and territorial issues (Tosun and Timothy, 2003:5). With a specific end goal to amplify the positive effects of ecotourism, local communities must be incorporated into the planning and development of ecotourism ventures beginning in the early stages. With the goal for them to participate completely in the planning process, they should know about the effects

and be supportive of the development. Besides, it is vital that local communities 'have a basic level of awareness of the potential advantages and costs of tourism' to effectively take part in the planning process (Woodley, 1993).

In local communities there are tourism Community Institutions (Pokdarwis) that was important to participate in development of ecotourism in Dieng. Pokdarwis is one component in society that has an important role and contribution to form public awareness of tourism development in the region. Law No. 10 Year 2009 on Tourism explains that the Kelompok Sadar Wisata can be understood as a group that grows on the initiative and awareness of the community to participate actively maintain and preserve the sharing of attractions in order to improve the development of tourism in the area where they lives. According to the guidebook of Kelompok Sadar Wisata (2012: 18) explained in general, Pokdarwis function in tourism activities are:

- a. As a driving force of Sadar Wisata and Sapta Pesona in the tourism object environment.
- b. As Partner Government and local government (districts / municipalities) in an effort to manifest and the development of conscious tourism in the area.

The community of Dieng Kulon has established a tourism management agency called Dieng Pandawa. Kelompok Sadar Wisata (Pokdarwis) serves as a partner of the government and a facilitator in the implementation and monitoring of tourism activities that take place in the Dieng area, especially those included in the District Batur, Banjarnegara Regency. Initially the motivation to organize and



build tourism activities more oriented to agricultural tourism. Community-based ecotourism development requires the cooperation and participation of all villagers to advance it. All development programs including the tourism sector, such as those run by communities in the Dieng plateau begin with planning. Tourism planning undertaken through participatory methods with full involvement of the community in the process so that the planning is based more on the studies of the problems they face and the potential that is available in the community. The idea to learn together with Dieng residents to manage the potential in Dieng try to run through a meeting together. The role of the facilitator invites together to reflect and design the tourist village collectively.

## **1.7. Conceptual Definition**

### **1.7.1. Ecotourism**

It has the same meaning as ecotourism or ecological tourism, which means that tourists enjoy biodiversity without doing activities that cause changes to nature, or merely to admire, research and enjoy and interact with local people and attractions. Damanik (2006) explain Ecotourism can be seen from three perspectives, namely as:

1. Product
2. Market
3. Development approach.

### **1.7.2. Community-based Ecotourism**

Ecotourism can create economic value for conservation areas such as Dieng plateau. Tourists visit the Dieng plateau region to understand and appreciate the values and the tourists get benefit from personal knowledge and experience. The visitation from tourists to the highlands of Dieng, of course, provide financial benefits that can be utilized for operational costs. Community-based means that there should be a role of the community in every ecotourism activity and the community should get benefit from ecotourism exploitation, there is control over ecotourism development in order to reduce negative impacts on their area, culture and social life and engage in the management of ecotourism activities.

Scheyvens (1999) compressed a definitive objective of community based ecotourism which is to engage the impact of community at four levels:

1. Psychological
1. Political
2. Economic
3. Social levels.

### **1.8. Operational Definition**

Operational Definition is defining the variable operationally based on the observed characteristics when taking measurements carefully to an object or

phenomenon using parameters clear (Hidayat, 2009). The definition that used in this research are:

1. Community Based Ecotourism

These are some frameworks for determining the impacts of community based ecotourism initiatives on local communities

**Table 1. Ecotourism Remarks**

No	Level	Remarks of Empowerment
1	Psychological	Confidence of numerous community members is improved as a result of outside acknowledgment of the uniqueness and value of their culture, their natural resources and their traditional knowledge. Expanding confidence of community members drives them to search out further education and training opportunities. Access to work and money prompts an expansion in status for traditionally low-status segments of society.
2	Political	The community political structure, which decently represent the requirements and interests of all community groups , gives a discussion through which individuals can raise questions relating with the ecotourism and have their concerns deal with. Agencies starting or implementing the ecotourism venture search the opinions of community groups and give chances to them to be represented on decision making process.
3	Economic	Ecotourism conveys enduring financial additions to a local community. Money earned is shared between numerous family units in the community. There are visible indications of improvements from the money that is earned.
4	Social	Ecotourism keeps up or improves the local community's equilibrium. Community cohesion enhanced as individuals and families cooperate to construct a successful ecotourism development purposes.. A few funds raised are utilized for community development purposes.

## **1.9. Research Methods**

### **1.9.1. Types of Research**

This research was conducted by using qualitative research, it is research that produces descriptive data in the form of words written or spoken of persons and observable behavior by conducting a qualitative approach. This study using characteristic descriptive method to know about condition of object, system of thought or event at present with proper interpretation. This study aims to know ecotourism development as an effort of community empowerment.

### **1.9.2. Data Resources**

In the collection of data, then the researcher obtains data in accordance with several data sources as follows:

#### **1. Primary Data**

Primary data is a data source that provides data to the gatherer of data. In this research the primary data obtained in a straight line from the results of information and genuine. The writer conduct interview with Tourism Agency in Banjarnegara, Tourism Community Institutions, and head of District in Dieng.

**Table 2. Primary Data**

No	Institution	Position	Quantity
1	Cultural and Tourism Department of Banjarnegara Regency	Head of UPTD Dieng Plateau	1
2	Tourism Community Institutions (Pokdarwis)	Head of Pokdarwis Pandhawa	1
3	Head of District in Dieng	Head of District	1

## 2. Secondary Data

Secondary data is data that support primary data. It obtained by literature and documents as well as data from the researcher. The secondary data came from Structure and Spatial Use Pattern on Spatial Policy (Struktur dan Pola Pemanfaatan Ruang) of Central Java Province, RTRW (Rencana Tata Ruang Wilayah) Central Java Province, statistic data of visitor that came to Dieng from Tourism Agency of Banjarnegara Regency.

**Table 3. Secondary Data**

No	List of Data
1	Structure and Spatial Use Pattern on Spatial Policy (Struktur dan Pola Pemanfaatan Ruang) of Central Java Province
2	RTRW (Rencana Tata Ruang Wilayah) Central Java Province
3	Statistic data of visitor that came to Dieng from Tourism Agency of Banjarnegara Regency

### 1.9.3. Data Collection Technique

In this study using data collection techniques as follows:

#### 1. Observations

Observation is the assortment of techniques. The observation in this study that was done was direct observation. To get the information regarding to community based ecotourism development the writer went to the sites of Dieng Plateau

**Table 4. Place**

No	Place
1	Dieng Plateau Site
2	Historical Site in Dieng (Temple)
3	Batur District

#### 2. Documentation

Documentation is a record of past events. Documents may be in the form of writing, drawing, monumental works from someone. Documents in writing, for example, notes daily life history, stories, biographies, rules, policies and profiles. Documents in the form of images for example photos, live images and sketches. Documents in the form of works such as works of art that can be sculptures and films. In this research the writer using documentation of photograph and also using leaflet of Dieng Tourism Package.

**Table 5. Documentation**

No	Type of Documentation
1	Photos
2	Promotional Attributes (Leaflet of Dieng Plateau Tour)

3. Interview

Interview is a form of direct communication between researchers and respondents. Communication takes place in the form of a question and answer in the eye-to-eye relationship, so that motion mimic respondents are verbally complementary media patterns. Researchers in this case conduct interviews or dialogue with the Dieng people. The interview done by the researcher is a structured interview and unstructured. Unstructured interview is free interviews where researchers do not use interview guidelines that have been systematically arranged and complete for data collection. Guidelines used only an outline of the questions asked. This unstructured interview use by the writer to key person. In this technique researchers interviewed some informants.

**Table 6. List of Informant**

No	List of Informant
1	Head of UPTD Dieng Plateau
2	Head of Pokdarwis Pandhawa
3	Head of District in Dieng
4	Visitor of Dieng Plateau Area

#### **1.9.4. Technique of Data Analysis**

Data analysis is the process of organizing and sorting data so that found the theme and formulation of work hypothesis like suggested by data. Using the interpretation of the data from the collection such data is processed into qualitative data and using an interactive strategy put forward by Miles and Huberman. In principle, qualitative data analysis is done with equation of data collection process. Analysis technique performed using the data analysis techniques proposed by Miles and Huberman through the following stages:

a. Data collection process

Data collection is done by plunging into the field. In this study data collection is obtained from the record all objective and objective data in accordance with the results of observation, interviews and documentation in the field.

b. Data reduction

Data reduction is the process of selection, centralization, attention, extracting and transforming crude data from the field. This process takes place during the study, from beginning to end research. At the beginning, for example; through conceptual framework, problems, approaches, gathering data obtained. During data collection, for example create a summary, code, find the code, search for themes, write memos, and others. Reduction is part of analysis, not separate. Its function is to sharpen, classifying, directing, discarding, unnecessary, and



organize so that interpretation can be drawn. From this reduction researchers looking for the valid data.

c. Presentation of data

It is a set of organized information that gives the possibility to draw conclusions and take action. Presentation forms include narrative texts, matrices, graphs, networks, and charts. The goal is to makes it easy to read and draw conclusions. Therefore, the dish should be arranged nicely. The presentation of data is also a part of the analysis, even including data reduction. In this process the researchers categorize similar things into category or group 1, group 2, group 3 and so on. Each group exhibits typology which is in accordance with the formulation of the problem. Each typology consists of sub-sub typology that may be sequences, or priorities of events. In this stage the researchers also perform systematic display of data in order to make more easy to understand interactions between parts of it the intact context is not segmental or fragmental apart one with others. In this process, the data is classified based on core themes.

d. Draw a conclusion or verification

Conclusions are only a part of one activity of the configuration is intact. Conclusions are also on verification during the study. Those meanings emerging from the data must be tested in accordance with the truth and suitability so the validity is guaranteed. In this stage, the researcher makes the formulation of a proposition related to the principle of logic, lifting it as a finding research,

then proceed with a review over and over against existing data, a grouping of data has been formed, and the proposition has been formulated. Step furthermore reporting the complete research with the findings which is different from the existing findings.

e. SWOT Analysis

SWOT is an abbreviation of Strengths and Weaknesses (internal weaknesses) as well as Opportunities and Threats which are the external environment. Rangkuti (2006) writes that the SWOT analysis is based on logic that maximizes Strengths and Opportunities, while simultaneously minimizing Weaknesses and Threats. SWOT analysis is used to identify ecotourism resource relationships with other resources. So the strengths and weaknesses of these resources need to be confirmed from the beginning. Somewhat different from the feasibility study, ecotourism resource analysis should produce the synthesis that will be the basis of the project. Therefore, all parties, especially the local community, need to know what the strengths and weaknesses possessed by the area and object of ecotourism. According Damanik (2006), for the results of SWOT analysis should describe:

- 1) the development of ecotourism products and markets themselves
- 2) tourism organizations and institutions
- 3) core development opportunities for core ecotourism activities
- 4) services and other activities that may be developed.