

**THE SUCCESS FACTORS OF RURAL COMMUNITY  
BASED TOURISM IN INDONESIA**

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**Abstract**

The practices showed that tourism has been recognized as a concept which contributes to local economic development. The research of Community Based Tourism was abundant but fails to provide detailed touching when it implemented at the rural level at developing countries. The paper attempt to enrich this discussion by providing key success factors of CBT's sustainable in five water objects tourism. A conceptual model from Thailand experience used as a basic framework and developed based on rural Indonesia context. The descriptive analysis used to identify the determinant factor of CBT in those areas from online questionnaires. Data collected from 221 respondents. The study had identified three factors; ownership, participation, and responsibility as key determinants success factors.

**Keywords:** Basic infrastructure, Financial Benefit, Local Government, Traditional Culture.

## **I. Introduction**

Community Based Tourism (CBT) is a tourism management concept that fully engages the community. Many aspects focus on defining CBT. Some experts emphasize that CBT is a concept of sustainable development, as quoted from (Ellis & Sheridan, 2015): CBT can be a tool for sustainable development in the least developed countries. Other researchers say that CBT is based on the concept of sustainable development as it promotes local community participation for more just and holistic development. CBT shares the goals of sustainable development in that it strives to be socially equitable, ecologically sound, and economically viable for the long term (Dodds, Ali, & Galaski, 2016).

CBT is also believed to be a way to empower people. CBT is believed to have the potential to provide some unique opportunities for communities by not only offering financial benefits but also enhancing their involvement and participation in tourism planning and development in their areas in innovative ways (Nitikasetsoontorn, 2015). CBT is tourism which residents manage their resources in the community as the tourism supply and provide it to tourist. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole. For the host community to use tourism as a strategy for community development; it should apply a "holistic" view to analysis and understand the community situation (Polnyotee & Thadaniti, 2015).

Research on CBT has been carried out by experts with varying focus. Community participation is the most focused aspect discussed by researchers. The application of CBT is an approach to tourism development with participatory planning. Community participation is the main support in the preparation of community-based tourism development planning because the main objective of the development is to focus more on the interests of the local community so that the programs that are made are right on target and provide maximum benefits to the local community. Looking at the existing forms of community participation, it can be found that there are two forms of community participation on Samalona Island, namely direct participation (active) and indirect participation (passive) (Nurdin, 2016). Community participation was often through representation, which is interpreted in relation to local practices (Mayaka, Croy, Cox, & Croy, 2017). However, when it comes to the operationalization of the participation process in the destination community, many dilemmas appear and many questions are raised, such as how the participatory tourism development approach will be initiated, who will initiate it and what should be the best form and mode of participation (Petrie & Piveevie, 2016). Other studies discuss the participation of amenity migrants in the development of CBT and its effect on local society using a case study conducted in Alajar (South West Spain) (Ruiz-ballesteros & Rafael, 2016). Meanwhile, (Towner & Towner, 2016) concluded that foreign ownership and lack of government support as the major barriers to participation. The study conducted in Laos identified three distinctive groups according to levels of participation and responsibilities adopted, namely active participation, passive participation, and nonparticipation (Park, Phandanouvong, & Kim, 2017). Research result (Rodrigues & Prideaux, 2017) indicate that participation,

partnerships, encouragement, and acquisition of skills are important elements in developing CBT.

In addition to participation, another focus that is widely discussed is ownership. Ownership along with participation is considered important in the management of CBT (Towner & Towner, 2016). CBT must be recognized for its proper social justice and redistributive perspective linked to the alternative development approach. CBT, therefore, is anchored in concepts of alternative development through issues such as self-reliance, empowerment, and sustainability where ownership, level of involvement and distribution of benefits are the recurrent issues (Saayman & Giampiccoli, 2015). Furthermore, it can be concluded that CBT is understood to be managed and owned by the community, for the community (Purbasari & Manaf, 2018). But ownership alone is not enough, transfer of ownership from an external actor to the community will only be successful if the community has the required management skills necessary to run the project as a commercial business (Rodrigues & Prideaux, 2017). Basically, ownership of the property at the destination enhances their sense of attachment to the destination (Chubchuwong, Beise-zee, & Speece, 2015).

Another aspect that is considered important in CBT is a partnership (Rodrigues & Prideaux, 2017). Collaboration is a key principle in community-based tourism approaches in most developing countries (Stone, 2015). The collaborative process is a key dimension of CBT management planning. The collaborative process requires the participation of the community, the existence of equality of power and the competence of actors as a guarantee of the sustainability of the dialogue of authentic citizens (Tresiana & Duadji, 2017). A CBT network can support the development of tourism and help enterprises to confront the challenges of deficient knowledge, funding, and marketing, prospectively improving rural livelihoods (Tolkach & King, 2015).

The three aspects above are indirectly determining the success of CBT in developing countries. Research on the determinants of success in managing CBT in Thailand successfully identified six factors, namely: (1) Participation; (2) Ownership; (3) Responsibility; (4) Sharing of resources; (5) Leadership; and (6) Partnership (Nitikasetsoontorn, 2015). This study will try to test these six aspects of managing water tourism in Indonesia. This research was also inspired by the successful management of water tourism in Umbul Ponggok Klaten (KEMENTERIAN KEUANGAN REPUBLIK INDONESIA, 2017). Based on the description above, the research questions that will be sought for solutions are: What are the key factors that can determine the success of CBT management in rural areas in Indonesia?

## **II. Method**

This study uses descriptive statistics to see the respondent's response to the six determinants of the success of CBT management. Primary data is obtained from the results of a survey of stakeholders in the management of CBT, which consists of: government, private sector, and community (Rahayu, Dewi, & Fitriana, 2016). The total number of respondents is 221 people. The sampling technique used was simple random sampling from stakeholders managing water tourism in five locations, namely:

1. Ponggok, Klaten

2. Kola Lagundih, Bangkalan
3. Situ Panjalu, Ciamis
4. Srigethuk, Jogjakarta
5. Waduk Darma, Kuningan.

The research questionnaire as the main instrument in this study was compiled based on six determining variables for the successful management of CBT, namely:

1. Participation (X1);
  2. Ownership (X2);
  3. Responsibility (X3);
  4. Sharing of resources (X4);
  5. Leadership (X5); and
  6. Partnership (X6)
7. The Success of CBT Management (Y)

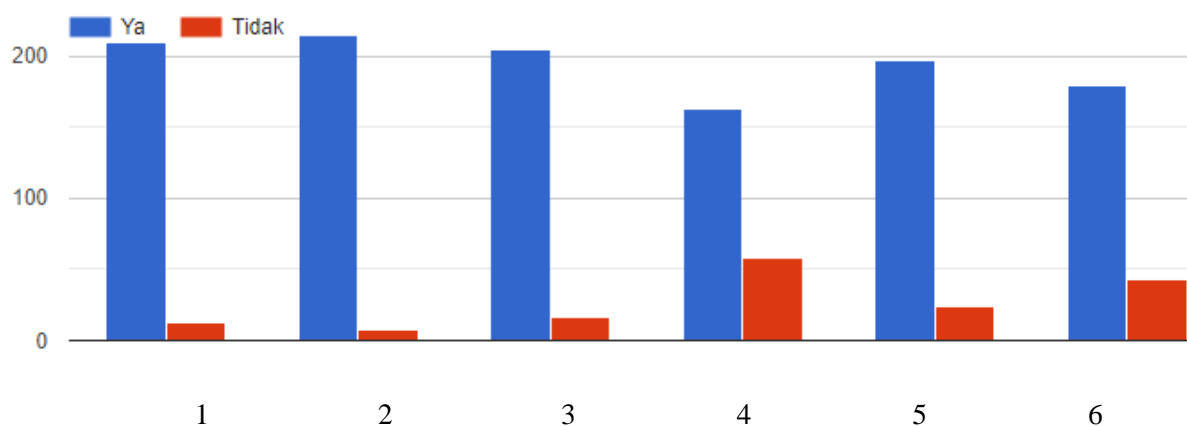
### III. Result and Discussion

The following are the results of a survey conducted on stakeholders in managing water tourism in Indonesia. The questions asked are: Does each dimension determine the success of water tourism management in Indonesia? Of the 221 respondents who were successfully captured, the data distribution was obtained as follows:

Table 1. Results of Survey

| Dimension            | Response  |          |
|----------------------|-----------|----------|
|                      | Yes       | No       |
| Participation        | 209 (95%) | 12 (5%)  |
| Ownership            | 214 (97%) | 7 (3%)   |
| Responsibility       | 205 (93%) | 16 (7%)  |
| Sharing of Resources | 163 (74%) | 58 (26%) |
| Leadership           | 197 (89%) | 24 (11%) |
| Partnership          | 179 (81%) | 42 (19%) |

The data can be described in the histogram as follows:



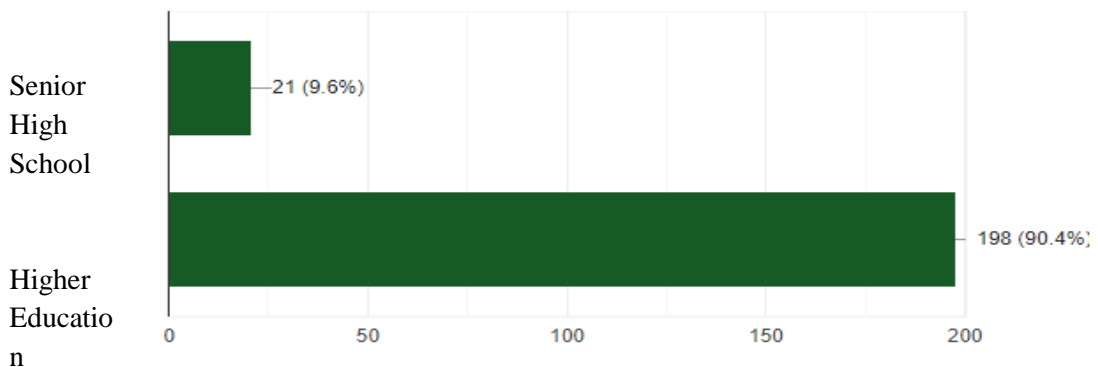
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Remarks:

1. Participation
2. Ownership
3. Responsibility
4. Sharing of Resources
5. Leadership
6. Partnership

Picture 1. Histogram of Survey Results

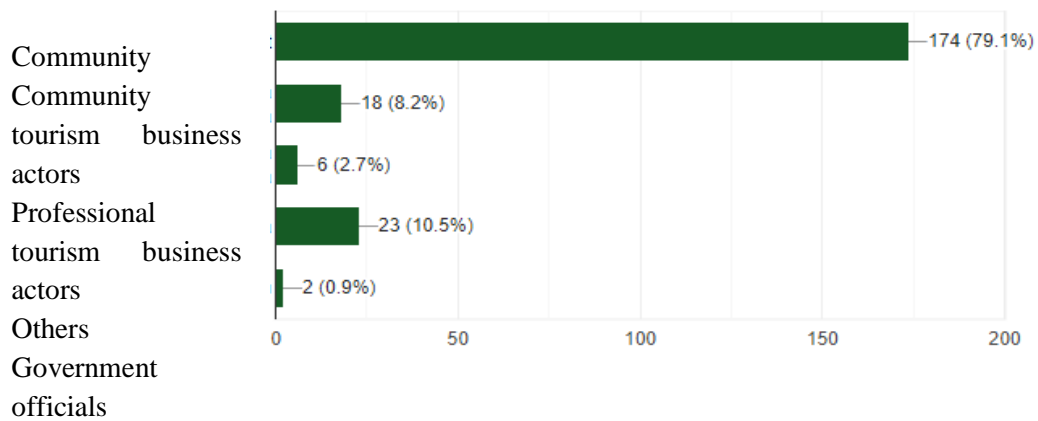
The survey results show that successive ownership, participation, and responsibility are the determinants of the success of water tourism management in Indonesia. The results are in line with the research put forward by researchers who discussed the importance of community participation in the development of CBT (Li & Hunter, 2015); (Stone, 2015); (Giampiccoli & Mtapuri, 2015); (Towner & Towner, 2016); (Park et al., 2017); (Kunjuraman & Hussin, 2017); (Mayaka et al., 2017). The survey results also support researchers who state that ownership is a determining factor for the successful management of CBT (Chubchuwong et al., 2015); (Hampton & Jeyacheya, 2015); (Jones, Diggle, & Thouless, 2015); (Dolezal & Burns, 2015). These three dimensions are perceived almost the same by all respondents, which is above 90%. This result is influenced by the education of respondents who are mostly college graduates (90,4%), as can be seen in the picture below.



Picture 2. Profile of Respondents by Education

The results will be different if the respondent's profile changes. In addition, the results of this survey are influenced by the status of the respondents. The data obtained shows the majority of respondents are the community. The survey results do not involve tourism business actors and government officials.

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Picture 3. Profile of Respondents by Status

#### IV. Conclusion

Stakeholder perceptions about the success of CBT management in Indonesia show there are three important factors, namely: ownership, participation, and responsibility. This research raises the dimension of responsibility as one of the keys to the successful management of CBT, in contrast to previous studies.

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