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# Developing a Community-Based Tourism Model in Rural Areas: The Case of Indonesia

By: Popi Irawan, Indonesia

## Objectives of the Program

- proposing a development model of rural tourism destination in Indonesia in the form of community-based village tourism, which bases its principles on local wisdom and values;
- helping villagers get alternative income generators besides those from agricultural commodities; and
- help alleviate poverty in more of Indonesian rural areas though the development of community-based tourism.

## Background

Since 2010, Indonesia has been trying to develop tourism as one of its vital economic generators, resulting in the opening of employment opportunities, increased foreign exchange, and economic growth. The Indonesian Ministry of Tourism reported that, in 2018, tourism ranked second as a source for Indonesian foreign exchange after exports of palm oil (Ministry of Tourism of Republic of Indonesia, 2019). With regards to the abundant natural resources in rural areas in Indonesia and varied cultures expressed tangibly and intangibly, Indonesia has opportunities to develop more of its rural areas as tourist destinations. The objectives of developing these villages, however, should be in line with efforts to maintain local cultures and preserve the natural environment. The Community-Based Rural Tourism (CBRT) model is arguably one of the best options for developing tourism in Indonesian villages since it not only provides local people with additional income but also protects the environment and helps residents maintain a balanced and harmonious lifestyle.



Fig. 2 One of spots in a rural tourism destination in Yogyakarta, Indonesia. Source: Ngalnggeran Rural Tourism Management

## Models of Development

- Structurally, management of rural tourism organization is separated from traditional village organization.
- The management of the village tourism attraction were elected democratically by whole villagers or, in some cases, by villagers' representatives in a formal meeting.
- Local villagers, predominantly young people aged not as old as 40 years, directly involve in the daily services for the tourists and do or assist such activities as guiding, assisting out bond activities, marketing, preparing food and drinks, ensuring safety and security for all visitors, and managing financial affairs of the villages.
- Gender division in the daily operation of the rural tourism destination: male are involved in almost all activities that provide services for the tourist except in preparing and cooking food. Female members are usually responsible for food serving and production.
- Those who involve directly in providing services receive the most in terms of increase of additional income.

## Types of Activities Offered for Tourists in a Rural Tourism Destination

- Agricultural activities: planting rice seeds, ploughing the field, or removing weeds.
- Activities at fish ponds: catching fish using traditional fishing tools, such as hook or net, or catching the fish by hands
- Cultural attractions: folks performances such as traditional dance, traditional music instrument performance (known as *gamelan*), learning traditional music orchestra, playing traditional games.



Fig. 3 Traditional Dance performance. Source: Ngalnggeran Rural Tourism Management



Fig. 4 Visitors are making clay pottery. Source: Ngalnggeran Rural Tourism Management

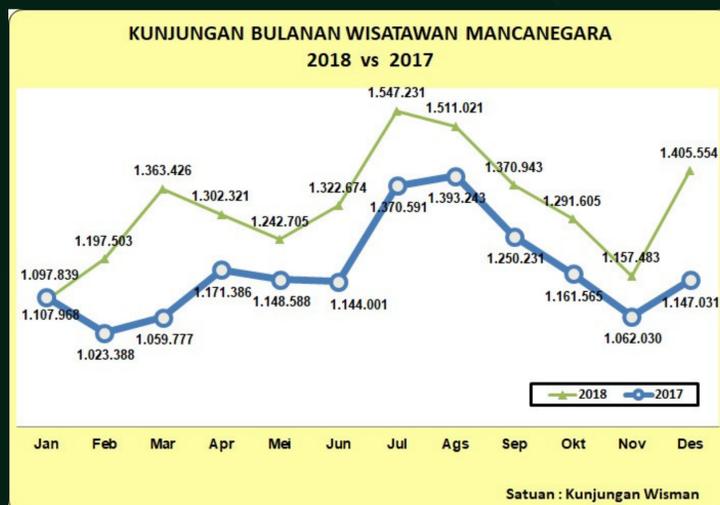


Fig. 1 International Tourist Arrivals to Indonesia 2018 VS 2017. Source: <http://www.kemepar.go.id/post/data-kunjungan-wisatawan-mancanegara-bulanan-tahun-2018>

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