



## The Important Factor behind the Different Scales of Tourism through CBT

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### Article

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### Abstract

Community-based tourism is a tourism development approach with a high level of local community involvement and can be accounted for by social and environmental aspects (Hayati, 2014). Umbul Ponggok is the Community Based Tourism in Klaten Regency and reaches national level tourism. Umbul Ponggok is developed by people through BUMDes and uses Dana Desa to fund it. On the other side, the small world is the regional Community-Based Tourism in Banyumas Regency and especially located in the Baturaden tourism area. This attraction is built and managed by the community through pokdarwis in the Baturaden Tourism Area. Based on that fact, the study aims to evaluate the main factor of CBT management, which produce the different levels and scale of tourist attraction. The research uses the deductive-qualitative-rationalistic paradigm. As a result, good promotion, learning exchange, and legal organization have a significant role to escalate the tourism level.

**Keywords:** Tourism; Community; Management

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### Introduction

Tourism development through the development of tourist villages is a kind of central government strategic program to develop villages economically and physically (infrastructure). The tourism village triggers the community to increase the capacity of human resources, especially in supporting tourism. The village ministry has launched tourism villages in many regions based on this idea. It created many types of village tourism focused on environmental, cultural, or even artificial attractions. Environmental tourism uses nature views such as mountains, seas, lakes, springs, and so on to attract visitors. Cultural tourism stressing on cultural performance to attract tourists. Moreover, they also built an artificial attraction to support the existing strength.

Punggol is a village located in Klaten Regency, which has succeeded in building the Umbul Ponggok tourism village. Umbul ponggok was built through village funds (Anggaran Dana Desa) from the ministry of finance. The development of Ponggok Umbul tourism is carried out with the management of village enterprises (BUMDes). Umbul Ponggok uses springs as the main attraction and supports it with artificial attractions such as water rides and photo spots. The Umbul Ponggok is national-level tourism that attracts tourists from Java and outside Java, such

as Kalimantan and Sulawesi. Meanwhile, in Banyumas Regency, particularly Ketenger Village, an artificial attraction is built called Small World. This area has beautiful natural scenery considering its position on the slopes of Mount Slamet. Attractions in this small world are many miniatures of historical buildings, landmarks, or wonders of the world. In addition, this area also has thematic gardens with photo spots. Small world Banyumas is regional-scale tourism known in Central Java, Yogyakarta, and West Java. The Small World in Ketenger is initiated, managed, and developed by the Ketenger Community. Hence, the tourism benefits spread equally based on their participation.

Based on these facts, both of them use the CBT approach in developing tourism. It is identified by the fact that the idea and process of development and management involve the community. Moreover, both of them also use natural potency and build artificial attractions to complement the attraction. However, these two objects have different tourism scales. Thus, the concern of the study is finding the factors that distinguish the level of tourism that uses a community-based tourism approach.

## Research Method

Tourism is a conscious human activity that receives services alternately between people within a country itself or abroad, including the occupancy of people from other regions for a while seeking diverse and varied satisfactions (Yoeti, 2008). Community-Based Tourism is tourism that is aware of cultural, social, and environmental sustainability (Dewi et al, 2019). Several basic principles in Community Based Tourism (Suansri, 2003), namely: 1) Recognize, support, and promote community ownership in tourism; 2) Involving community members from every stage of tourism development in various aspects; 3) Promote pride in the community concerned; 4) Improve the quality of life; 5) Ensure environmental sustainability; 6) Protect the characteristics (uniqueness) and culture of the local community; 7) Develop cross-cultural learning.

In tourism activities, several parties have a role and are directly involved in tourism activities. The following image illustrates an illustration of stakeholders in tourism [2].

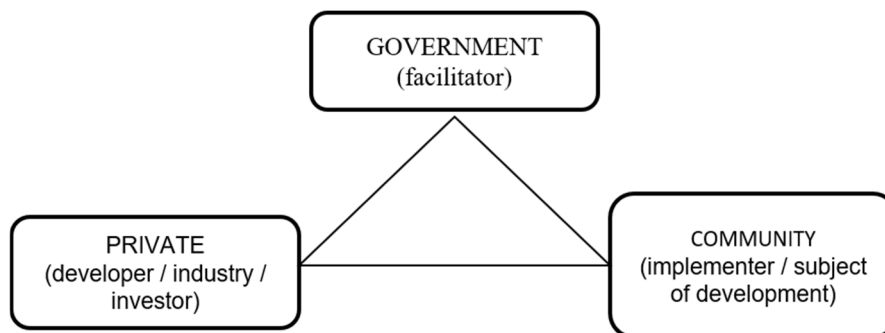


Figure 1. Stakeholders in Tourism

Community-Based Tourism (CBT) is an understanding related to the certainty of benefits obtained by the community and the existence of planning assistance efforts that defend local communities and other groups who have an interest in local tourism, and tourism management that provides a more significant control room for realizing the welfare of the local community (Sunaryo, 2013). The research regarding "The important factor behind the different scales of tourism through CBT (case study in Umbul Pongkok compared to Small World Banyumas)" is conducted by Deductive – Qualitative – Rationalistic. The deductive is conducted by remaining literature regarding community-based tourism and then clarifying it to the field data. Qualitative is implemented by using comparative and descriptive qualitative analysis. Rationalism means the study stresses the rational relationship between tourism and community participation. This research uses several data collection tools such as a secondary survey, virtual observation, and field observation terms data collecting activity. The data is collected from 2020 to 2022.

The comparative analysis was conducted to compare two places that implement community-based building tourism. It will compare the component of CBT tourism such as the principle of CBT, its characteristics, and dimensions. The study results in the difference between phenomena in Pongkok Village and Ketenger Village. It will elaborate on the tourism level in the places. The conclusion of the study will describe the important factor behind the different levels of tourism. Table

1 shows the principle, characteristics, and dimensions of CBT (Boronyak et al, 2010) and (Suansri, 2003).

**Table 1**  
**The principle, characteristics, and the dimension of CBT**

No	CBT Component
Principle	
1	Local community involvement in management
2	Benefit expansion even to indirect contribution
3	Community empowerment and equal benefit distribution.
Characteristic	
1	Optimum participation includes imitation, support, and management
2	Participation of the community in all steps of tourism development
3	Improving the spirit and pride of the community
4	Improving the community's quality of life
5	Keeping environment sustainability
6	Conserv the local content and culture
7	Allowing the knowledge exchange
8	Respect for cultural diversity
9	Distribute the benefit equally
10	Optimizing community involvement and participation
Dimension	
1	Economy
2	Social
3	Culture
4	Environment
5	Politic

Source : Boronyak et al, 2010 and Suansri, 2003

## Results and Discussion

Community-based tourism is the paradigm that focuses on people’s participation to establish and develop tourist attractions in their area. Hence, the people’s initiative, management, and involvement in the tourism activity become the main point to measure community-based tourism performance. Besides that, the scale and spread of the tourism benefit also become an important point to measure the CBT. In terms of measuring CBT performance through how far the attraction full fill the CBT Principle, CBT characteristics, and Dimension, this study elaborates into three-part, they are characteristic of attraction, the component of CBT, and discussion.

### Characteristics of attraction

Ponggok Village was built as a tourist village relying on the Umbul Ponggok spring as the main attraction. Umbul Ponggok, which has clear water, is made by water rides. Besides that, inside the pennant itself, there is an underwater photo spot. This ponggok banner was initiated by the community through the Tirta Mandiri Village Enterprise (BUMDes). This BUMDes not only manages the Umbul Ponggok tourism but also empowers the community in supporting this tourism. Supporting activities developed include agriculture and fisheries to fulfill tourists' culinary delights, crafts, and souvenirs for tourists. The development of the Ponggok pennant directly increases village income by around 4 billion per year. Meanwhile, the existence of Umbul Ponggok indirectly creates new occupations in tourist transportation, trade, services, and other supporting activities. Illustration of Umbul Ponggok condition [Figure 2].



Figure 2 Attraction in Umbul Ponggok

Small world is artificial tourism that utilizes the natural beauty of the slopes of Mount Slamet. The small world can be authorized as an educational tour that displays the landmark buildings, and historical and cultural values from all over the world in miniature. This small world is initiated, built, and managed by the community independently. This tourist destination is located in Ketenger Village, Banyumas Regency. This small world contributes directly to the income of community groups through ticket sales and reaches up to 1 billion per year. Indirectly, the community gets additional income from the sale of culinary, souvenirs, and other services. This object is a regional-level destination known to the people of southern Central Java, Jogjakarta, and eastern West Java. The illustration of Small World Ketenger's attractions (Figure 3).



Figure 3 Attraction in Small World Ketenger

Either Ponggok or Ketenger succeeded to apply community-based tourism. It is supported by several strengths such as nature potency, well human resources, and well strategic CBT management. These are the important keys to developing community-based tourism (Hong et al, 2021). Nature potency is used as the main attraction of tourism in both locations. Good human resources are illustrated by the ability of the community to initiate tourism. Good CBT management is reflected by the existence of tourism organizations (BUMDes Tirta Mandiri in Ponggok and Ketenger Community in Ketenger).

### Component of CBT

Community-based tourism is a tourism approach that emphasizes the participation of local communities in building and managing tourism. The results of this tourism must be distributed equitably and fairly to the community according to their contribution. Indirect benefits can even be felt by people who do not play or have an indirect role in this tourism development. Table 2 shows the principles of CBT that are implemented in the two tourism objects.

**Table 2**  
**The implementation of CBT principles**

No	CBT Principle	Umbul Ponggok	Small World
1	Local community involvement in management	Members of the community participate the tourism development through BUMDes Tirta Mandiri. The BUMDes manage the people's involvement	1. Small World is imitated and managed directly by the community in Ketenger Village
2	Benefit expansion even to indirect contribution	Umbul Ponggok distributes tourism benefits through direct and indirect participation and contribution. The benefit is a multiplayer effect such as street vendor, homestay, and transportation. The BUMDes allow people to be direct participants. Through that role, they will earn a direct benefit. In the case of Crete's new job, Umbul ponggok hires about 100 local workers.	The small world created multiplayer effect such a new opportunity and business in food and craft
3	Community empowerment and equal benefit distribution.	The side effect creates an occupation in food products such as corn snacks, fish products, and others. It linked tourism and the agricultural potency	The manager of the small word directly distributes the benefit. The manager is the elder of the local community

Source: Researcher, 2022

In principle, CBT is a concept to raise local potential and involve local communities to improve the local economy. CBT has a direct impact in the form of income from empowered tourism. Indirectly raises the diversification of livelihoods from the characteristics of rural jobs to urban ones (Suriya, 2017). At Umbul Ponggok and Small World Ketenger, new jobs that have emerged are street vendors, souvenir sellers, homestay businesses, and tourist transportation businesses.

In addition to the CBT principles, the measurement of tourism characteristics is also carried out by assessing the suitability of the CBT characteristics. In community-based tourism, of course, has the following things: 1) Democratization and community group discussions; 2) Community social organization; 3) Structure and conditions as well as social stratification; 4) Social and cultural conditions of the community.

This basic component is also contained in the characteristics of tourism developed by CBT. The following is a characteristic condition of CBT in the two tourism object locations. Table 3 explains the characteristic of CBT in Ponggok and Ketenger.

**Table 3**  
**The CBT characteristic explanation**

No	CBT Characteristic	Umbul Ponggok	Small World
1	Optimum participation includes imitation, support, and management	Water is a basic need of life. Umbul ponggok is God-giving and they have to use it wisely. Through that Principe, the people create the water springs attraction without degrading the environment	Community participation in the attraction development actively and
2	Participation of the community in all steps of tourism development	BUMDes and Umbul Ponggok tourism destinations are encouraged by the community.	Small words managed and developed by people purely
3	Improving the spirit and pride of the community	The people are proud and wise of nature's potency (water springs).	The community use the natural view and added the integrable photo stop
4	Improving the community's quality of life	The benefit either direct or indirect benefit improving the people's income and escalating people's welfare	Small worlds give good revenue to the community, new jobs, and business opportunity
5	Keeping environment sustainability	Through water springs tourism, people are aware that the existence and condition of the environment affect their welfare. Hence they think about and do conserve the water springs.	Small World uses the natural landscape as an attraction. Therefore it does not affect the environmental aspect.
6	Conserv the local content and culture	Umbul Ponggok is linked to local products, especially agriculture and fishery. That activity can support the tourism activity of food vendors.	Small World was not directly built upon the local value
7	Allowing the knowledge exchange	The Umbul Ponggok team management allows the others to learn their success story.	Small World does not provide any information thoroughly about its management and its system
8	Respect for cultural diversity	Umbul Ponggok does not discriminate the visitor. Every tourist can visit and enjoy the water spring.	Small World is a free-access tourism a and preserves inclusivity to any community
9	Distribute the benefit equally	The benefit of tourism in Umbul Ponggok distribute equally based on the people's contribution and participation	Small World income split equally based on the management contribution
10	Optimizing community involvement and participation	BUMDes Tirta Mandiri organizes people's participation in all tourism development steps.	Small world empowers the community at all levels including management, facility control, and any other activity.

Source: Researcher, 2022

In the characteristics of CBT, the existence of social capital is very important. It's used to maintain the stability of cooperation between the community or tourism object actors. Organized CBT through community institutions can improve the condition of social capital gradually and continuously (Sibebe, 2005). This is the same as the development of tourism in Ponggok through the Tirta Mandiri

BUMDes. This institution is driven by village officials with community participation through village deliberations.

The good CBT approach application must contain five dimensions include economic, social, cultural, environmental, and political. The economic dimensions could measure how far the CBT generates economic benefits for improving people's welfare. The social dimension is used to ensure the CBT approach is carried out with participation, empowerment, and collaboration. The cultural dimension is used to measure how far CBT emphasizes local cultural wisdom and approaches. The environmental dimension is listed to identify how well CBT pays attention to environmental sustainability. Meanwhile, the political dimension is used to analyze how CBT is connected to a participatory political approach at the community level. Table 4 shows the dimensions of CBT in Ponggok and Ketenger.

**Table 4**  
**CBT dimensions of Ponggok and Ketengert**

No	CBT Dimension	Umbul Ponggok	Small World
1	Economy	Umbul Ponggok was founded by ADD and it resulted in 4 billion per year of revenue. Besides that, it employed a younger generation who is jobless. Moreover, many new jobs are created such as street vendors, restaurants, homestays, etc.	Small World raised the community income through Tourism related activity
2	Social	BUMDes Tirta Mandiri improving the social capital of the Ponggok People. It strengthens cooperation, participation, and relationships between them	Direct community empowerment by Small World Tourism increases social solidarity and collaboration
3	Culture	The Umbul Ponggok is not a culture-based tourism attraction. However, the commitment of the people to conserve the water spring reflects their local environmental wisdom	The small world is not cultural tourism. Otherwise, it is a demonstration of the World Heritage Building
4	Environment	Umbul Ponggok is a tourist attraction that depends on the water springs' condition. Thus, the sustainability of the environment is an important thing in guaranteeing the existence of Umbul Ponggok	Tourism activity in Small World is not damaging the environment so there is no effect on environmental degradation
5	Politic	BUMDes Tirta Mandiri allows people to give advisors, critics, recommendations, and evaluations as long as they can be used to improve the quality of tourism	Small World was a result of community discussion without any political interventions.

Source: Researcher, 2022

The cultural dimension is not optimal at the two tourist sites. This is different from the CBT level which can achieve the experience of identifying the object actor. It encourages tourists to feel the cultural dimensions of the community in real conditions (Müller et al, 2020). In this cultural dimension, public awareness of "environment conservation results in income improvement "is important to maintain a community-based tourism approach (Ravikumar et al, 2022). This is fully realized by the people of Ponggok and Ketenger so that tourism development does not degrade the environment.

Based on the principles, characteristics, and dimensions, Umbul Ponggok and Small World are confirmed as community-based tourism developments. However, there are some significant differences. In terms of CBT principles, community participation in Ponggok is accommodated in an official institution (legal entity) in the form of BUMDes Tirta Mandiri. Whereas in Small World, Ketenger is not accommodated in an institution that is a legal entity. This condition affects the capacity of human resources in tourism management. Management with legal entities is more organized and stable

In terms of the characteristics of CBT, the difference between ponggok and messenger is in terms of knowledge exchange and optimizing participation. On the knowledge exchange side, Ponggok Village officially opened the opportunity for information exchange, inviting many other villages to come and share information. As a result, the popularity and number of visitors to Umbul Ponggok increased rapidly. Moreover, Umbul Ponggok, which is recognized by the ministry of finance as an example of the successful use of village funds, has implications for increasing the number of tourists. On the participation side, community organizations driven by the village government with legal entities increase the effectiveness of community participation. However, participation without official

institutions such as kitenge requires more social capital. This is because it requires the capacity of the community to cooperate and implement tourism knowledge (Santos et al., 2016).

In terms of the CBT dimensions, the differences between the two tourism objects are on the economic, social, cultural, and political sides. On the economic side, Umbul Ponggok was built with village funds. This increases the capacity of funding sources for quality tourism development. Meanwhile, development is funded through community and investor funds in Small World. This condition makes Umbul Ponggok superior. On the social side, participation through BUMDes Tirta Mandiri can maximize social organization. On the cultural side, these two tours are not cultural, but in the small world, the attractions offered indirectly provide education related to the cultural products of people in the world. Meanwhile, on the political side, the existence of BUMDes is in line with the political conditions in the area. Thus, the vision-mission of the village head will directly refer to tourism development and Tirta Mandiri BUMDes.

Based on any explanations stated before, it can be defined that the determining factors for Umbul Ponggok to become a national tourist attraction are as follows: 1) The ponggok is accommodated in a legal entity in the form of BUMDes Tirta Mandiri; 2) The ponggok is promoted by the ministry of space as an example of a successful tourism village so that many villages come to exchange information; 3) The Ponggok is funded by the Village Fund Budget which is more stable and does not refer to the personal interests of investors; 4) The existence of BUMDes could maximize the social organization's performance; 5) The political interference makes the focus of development on the village more focused.

## Conclusions

Community-based tourism is one economic development approach aiming to empower and improve the community's economy. In practice, CBT produces different levels of tourism. This is influenced by how far the principles, characteristics, and dimensions of CBT are implemented and fulfilled. At Umbul Ponggok all principles are met, but in terms of the cultural dimension, it is not implemented properly. However, an official legal organization, BUMDes Tirta Mandiri, and the exchange of knowledge between regions make Umbul Ponggok tourism at the national level. Meanwhile, in Small World Ketenger, the attractiveness of the world's cultural arts buildings and the natural scenery of Mount Slamet are the strengths of Ketenger tourism. However, because there is no legal entity organization and the capacity for tourism development is not yet high, the level of tourism is still at the local and regional levels.

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