

EMPOWERING RURAL WOMEN'S ROLE MODEL IN TOURISM IN BATU CITY

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ABSTRACT

Needs of rural women to increase their participation in the field of tourism development vary based on characteristics of the potential for village and community. The opportunities available for rural women to improve their participation in quite diverse areas of tourism development, among others, opened the services of accommodation (accommodation) in the form of homestay villages tourist destination, packaging of agricultural products into packages by-by a typical, cultivate ornamental plants to be made by- by tourism, agriculture presents the results as typical food products, food kiosks and others.

Development of tourism sector in the town of Batu are expected to absorb the labor force so that it can reduce unemployment. Sectors that can absorb labor is generally located in the industrial sector, handicrafts, restaurants and hospitality services. The type of work is not only dominated by men but also women. Based on employment data Batu, showed that almost all of their employment status is dominated by men, in other words the male is always more than women, except for unpaid work status. For unpaid work status male workers for 2425 people, while women as much as 4586 people.

Keywords: women workers, tourists, tourism

INTRODUCTION

The contribution of women in developing tourism in a region is not small, but the limited attention to the sector to make contributions of women in the tourism industry is not so apparent. The tourism sector is developed in the Stone Town is the tourism culture and nuances of naturebased tourism that is a model of national cultural and natural feel of the mountains. This model can be developed tourism as well and if it can potentially involve all layers of society as a supporter of the Rock City area tourism sector development. In empowering the community, should not be forgotten empowerment of women. Women's empowerment in the tourism sector is something quite interesting, because the tourism sector in the public sector in the conventional menupakan working area men and women working areas in the domestic sector (Anom., 2000).

Along with the development of tourism in the town of Stone, will be many employment opportunities that can arise dimanfaatkan by women. This is because

the women working in the public sector is very limited. Limitations of business in the public sector due to lack tersediaannya jobs in the tourism business involving rural women. Role limitations caused by women, among others, education, skills and knowledge they are still very limited. These limitations lead to their lack of the opportunity to participate in the field of tourism development.

Needs of rural women to increase their participation in the field of tourism development vary based on characteristics of the potential for village and community. Some of these needs include education and training and counseling and guidance in the development of attractions / attractions such as local arts performances, providing homestay, knowledge and skills in the tourism business such as production of souvenirs, catering, provision of telecommunications / telephone, health, and development of other tourism businesses.

Opportunities available to rural women in enhancing their participation in a diverse field of tourism development, among others, opened the

services of accommodation (accommodation) in the form of homestay villages tourist destination, package of agricultural products into the package by-the distinctive, cultivated ornamental plants to be made by- by tourism, agriculture presents the results as typical food products, opened a food stall, making souvenirs, souvenir kiosk, providing tour guiding services, to form the performing arts groups involving women, opening a catering service, and others. This research was conducted in two phases, first phase (first year) mengkaji about mapping the city of Rock and the economic potential of women workers identifikasi potential. In the second model of empowerment for women in the development of tourism sector in the city of stone. In the first year of this research focuses on efforts to find out:

1. Economic Potential of Stone Town in supporting the tourism sector.
2. Working conditions of women / housewives in the town of Batu
3. Women's business development strategy to support the tourism sector in the town of Batu
4. Model of female empowerment (women) Batu in developing tourism sector.
5. Identification of women's business potential in each district in the town of Batu.

Literature Review

Some research has focused his discussion on the problem of the role of women. Sylvia Chant in Sinclair (1997:135) mentions that the role of women in the field of tourism in a country different from the role of women in other countries. In their study provides an example that Chant bahwa "... While in Mexican tourist resorts women are commonly employed as hotel chambermaids and laundry workers, in the Philippines, it is usually men who prevail in these positions. For example, a report by Lee (1981) indicates that in Manila hotels most room cleaners and laundry Workers are male, with one of the functions of room boys being to procure hospitality girls for guests. Indeed, the informal 'sexual service' sector attached to hotels is heavily reliant on male intermediaries and would arguably function less effectively with female brokers. Another possible reason is taht offered by Ron O'Grady (1983: 11) who notes that foreigners visiting the Philippines are so accustomed to viewing local

women as sexual objects that they often behave improperly to those who service their rooms and for this reason management have to substitute male for female workers" From these quotations can be seen that the position of women in the field of tourism in several countries including the Philippines is relatively low. In addition, the position of women also get a bad image. Women who work in hotels, for example, is often associated with sexual services, or services so that women seemed to have no self esteem. In relation to the involvement of women in the field of international tourism, the study also concluded that "... international tourism is not radically different from other economic sectors such as industry or agribusiness, in that it comprises distinctively feminized segments which are usually towards the lower end of the hierarchy in terms of status and earnings" (Sinclair, 1997:161). From the position and role of women in the field of tourism has he also mentioned some advantages that can be obtained by women in the future of its involvement in tourism development, among other things: 1) in some contexts there is a chance for women to develop tourism and highly profitable business; 2) the existence opportunity to interact with other nations, especially women from other countries so that they can increase their knowledge about the role of women in various contexts. In addition, it can increase women's access to Jobs and income that would make them more reflective face various situations; 3) tourism has created an opportunity to gain easier access in obtaining high-paying jobs in the formal sector and this has helped increase the visibility of women in national economies and cause the growth of public recognition the role of women.

Tourism Development.

Empowerment of Rural Women in the Field of Tourism Various studies have been conducted on the empowerment of women. Similarly, research on the development of tourism has also been used by various experts. However, research that combines both these fields, primarily related to efforts to empower rural women in the field of tourism development, is still very limited. In fact, these two fields have a symbiotic relationship (Symbiotic Relationship) is strong. Tourism development requires the participation and contribution of women, so women can enjoy the fruits of tourism development.

In Indonesia especially, research that aims to produce a model of empowerment of rural women in the field of tourism development, has not been done. While development of tourism in Indonesia has received considerable attention from the government and targeted for "... replaced other major sectors of foreign exchange earnings such as gas *and* timber (Wiwoho & Said, 1996).

Menurut Klidas (2001: 18) "empowerment is seen as pursuing the narrow end of individual/group autonomy; ... It is defined as enhancing individual or group development to its full potential". Empowerment is associated with efforts to raise the presence of someone or a group of people from a weak position to be able to develop themselves optimally.

While the empowerment of women has more to do with improving the quality of their involvement and participation in field work occupied (Saparinah Sadli, 1995). According to Jamieson (1993: 97) women's empowerment in the tourism sector more emphasis on: 1) organizing and managing the process which involves efforts to change attitudes after so many long-established male dominance in many areas of work; 2) inventory process is related to efforts to provide opportunities to women to develop their capabilities so they can participate in the field of community development, and 3) delivery process that includes efforts to provide the opportunity for women to participate and contribute in the field of tourism development associated with accommodation, restaurants, travel bureaus, and development of various cultural products of art and tradition as a tourist attraction. However, the empowerment efforts made by Jamieson (1993: 97) has not been focused on rural women. Although according to statistical data in recent years the participation of women in various fields of work to show improvement, but improvement is still limited in terms of number or quantity, has not touched its quality (Saparinah Sadli, 1995; Hariyati Soebadio, 1995). In fact, the empowerment of women is not only a matter of quantity but rather on its quality.

Portrait of Informal

Women Workers Informal workers are those who work in the informal sector, which according to the interpretation of the Law No.13 year 2003 concerning employment are those who "work outside

working relationship", which means no labor agreement governing the elements of work, wages and commands. According to the General terms Manpower Ministry, in the informal sector as a whole is meant to commercial businesses and noncommercial that is not listed (or economic activity), which have no formal organizational structure, and are generally characterized by: family owned, small-scale activities, labor intensive, using technology already in adaptation, and the reliance on local resources. In the informal sector can also mean as the unit of small-scale businesses that produce goods and services, and generally included in the class who have not received services from government, or get help from the government that makes the business grow. Meanwhile, according to BPS, informal activity is attempted or work alone on your own risk, try your own risk with the help of non-permanent workers, and work that is not in the pay-as those who assist a person derives income or profits, but did not receive wages well the form of both goods. Picture of female informal workers according Sakernas (February 2007), are as follows:

- Working Age Population (aged 15 years and over), the estimate of 162.3 million, with 50% of them (81.15 million) was wanita. Sebesar 56% (45.4 million) from the working-age women, only primary education or below, sebanyak 17, 7 million (21.8%) junior high school education, 14.0 million (17.2%) high school education and only 3.8 million (4.7%), educated college / graduate.
- Not all of the working age population, came as the labor force. Of the 162.3 million working-age population, amounting to 108.1 million is the labor force, while 54.2 million are still in school, as housewives, retirees, and others.
- Of the 108.1 million workforce, only 97.5 million (90.2%) who work are another 10.5 million (4.7 million of them women), still menganggur. Menurut BPS (2007), the unemployment rate open in Indonesia in February 2007 reached 9.75%, declined in all states in August 2006 compared to (10.28%), and so on the condition of february in 2006 (10.40%).

RESULTS AND DISCUSSION

Gender Analysis

One method that can be used to analyze the existence of gender gaps in various areas of life known as gender analysis. Gender analysis is the process of analyzing data and information systematically about men and women to identify and disclose the position, function, roles and responsibilities of men and women as well as influencing factors. (UNFPA, Ministry of PP and BKKBN, 2003). The gender analysis conducted as an initial step in the framework of the preparation of policies and programs are gender responsive activities. Gender analysis begins with data and facts as well as information about gender, ie disaggregated data between men and women both quantitatively and qualitatively. With the expected gender analysis gender gap can be identified and analyzed so that it can be found precisely the problem-solving steps. Gender analysis is very important, especially for decision makers and planners in every sector, due to the expected gender analysis of gender issues can be resolved or narrowed so that gender-oriented programs that can be realized. Sara H Longwe develop gender analysis technique known as "Framework Pemampuan Female." Method of Sara H. Longwe basing on the importance of development for women, how to deal with gender issues such as constraints empowerment of women in an effort to meet the specific needs of women and achieving gender equality. Empowerment of women involves three things: (1) capacity building means building the capacity of women, (2) cultural change is cultural change in favor to women, (3) structural adjustment is a structural adjustment pro-women. Empowerment efforts aimed at achieving well-being of society through gender equality.

Criteria of analysis used in this method consists of five (five) criteria, namely: (1) welfare, (2) access, (3) awareness, (4) participation, (5) control. Dimensions of welfare can be measured simply by the fulfillment of basic needs such as food, health, housing, etc., the extent enjoyed by women and men. Dimension access and control of resources refers to the extent to which boys and women the opportunity and be able to take decisions on production resources, the extent to which men and women have access to and control over resources like land, labor, credit,

information and skills. There is inequality between women and men in resource productivity resulted in women and men differently. Dimensions of critical awareness or consciousness is emphasized on the need to attempt a critical awareness that the gender gap occurred because of cultural and social factors can be changed in character. The gap occurs because of the assumption that socio-economic position of women is lower than men. Awareness means the growth of a critical attitude. Dimensional representation is not participation shown by the lower classes in the institutions of which impressed the elite. Empowerment efforts geared towards the organization of women so involved in the decision making process and their interests are represented. Dimensional control view of gender disparity in the allocation of power between women and men, in every field. Who mastered the tools of work, labor, capital formation, and others. Empowerment is aimed at a balanced allocation of power between women and men.

Potential Spatial Batu

Potential spatial or region in this study, first approached with a typology based on geography and topography of each region in Batu. With this approach, the complexity of the phenomena can be described subsequently every stone in the city's diverse regions with different variations of the complex. This means that the inventory potential Batu region can not simply be separated from other accompanying phenomena. Thus, menginventarisasikan potential in a region can not stand alone secarsa exclusive of the whole area in Batu. Potential areas in this study is limited understanding as that which is closely related to the physical shape and even act as a support for the continuation of economic activities in Batu. In this context the potential of the region is identical with the tools and infrastructure that menujang economic activity.

Display data and information on every area of economic facilities in Batu meant to understand in detail the condition of economic facilities in each village. Thus, the focus of the display data and maps in this study is on kedetilan and accuracy of data. This becomes important because the data and information presented will be more positive role as a database each year can be updated (improved) in accordance with the development and needs of the

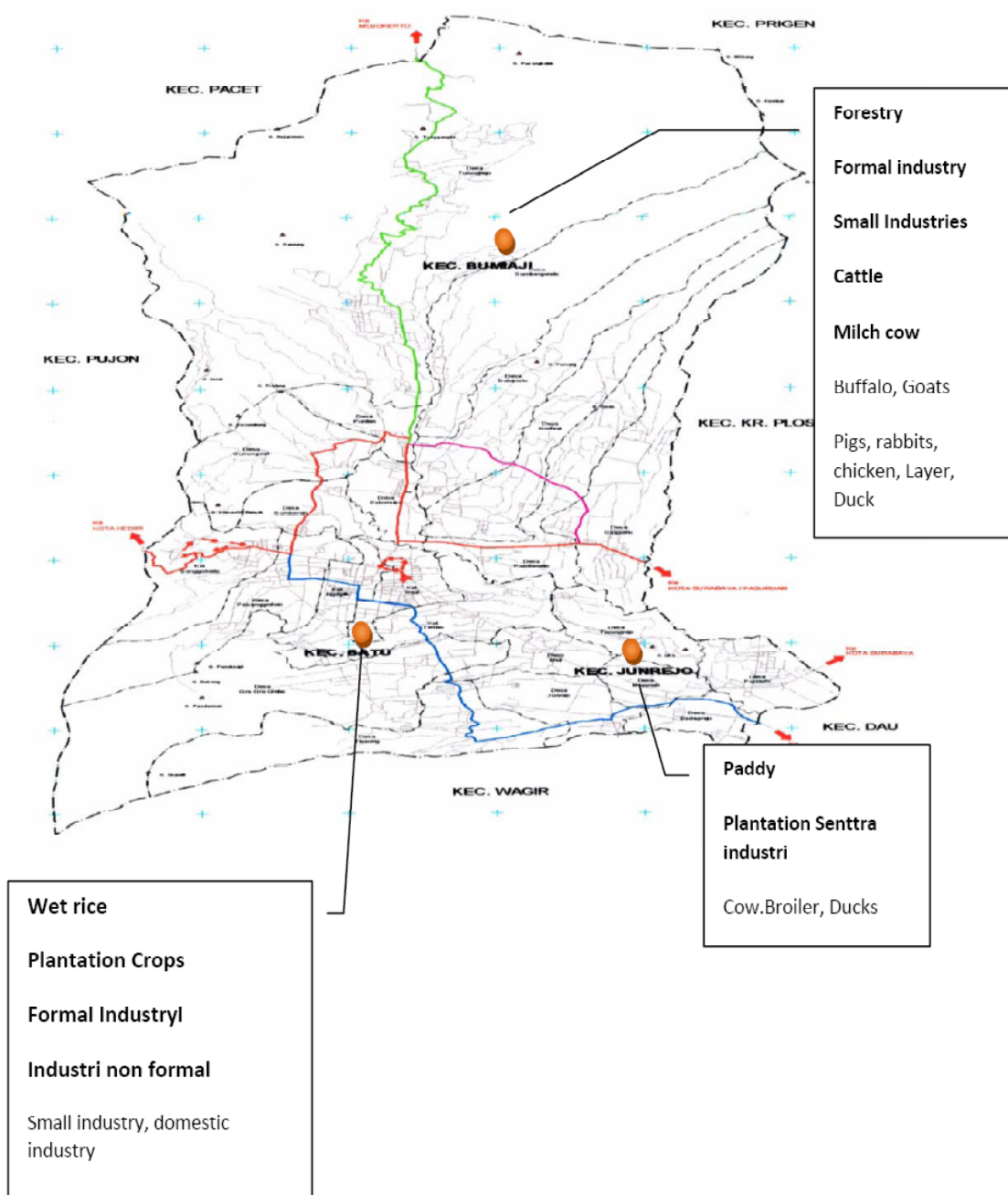


Figure 1. Map Based Commodity in Stone Town Each District

Employment Absorption

Stone Town residents who entered the age of 15 years and over or entering the working age, divided into several activities, namely: work, school, household chores, and others. Based on population census results showed that the majority (48.12%) are working. The following details the main activities of the Stone City residents over the last week. Meanwhile, residents who attended the Stone City and housekeeping each of 17:02% and 27.80. For the activities of the people

who study showed a relatively balanced between male population and female population. However for housekeeping activities are mostly done by women, namely 38 748 women, while men only 2133 men who take care of the household. Here’s the comparison of population based activities.

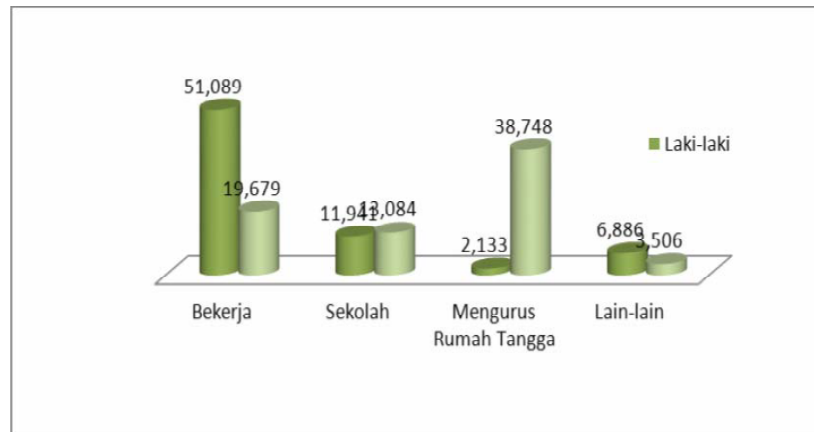


Figure 2. Population 15 Years and Over By Main Activity

Population 15 years and over Batu most work on the services sector. Services sector in 2007 was able to absorb at 20 727 men and 54 376 women, in total this sector can absorb 51.07%. Here are the details of employment of each sector in Batu. The second sector to absorb the most workers in the town of Batu are the agriculture sector. The agricultural

sector in the same year amounted to 24.539 people are able to absorb men and 10.007 women, in total this sector can absorb 23:49%. While other sectors are also able to absorb enough labor was trade. Trade sector in Batu able to absorb at 11.604 men and 7.265 women, in total this sector can absorb 12.83%.

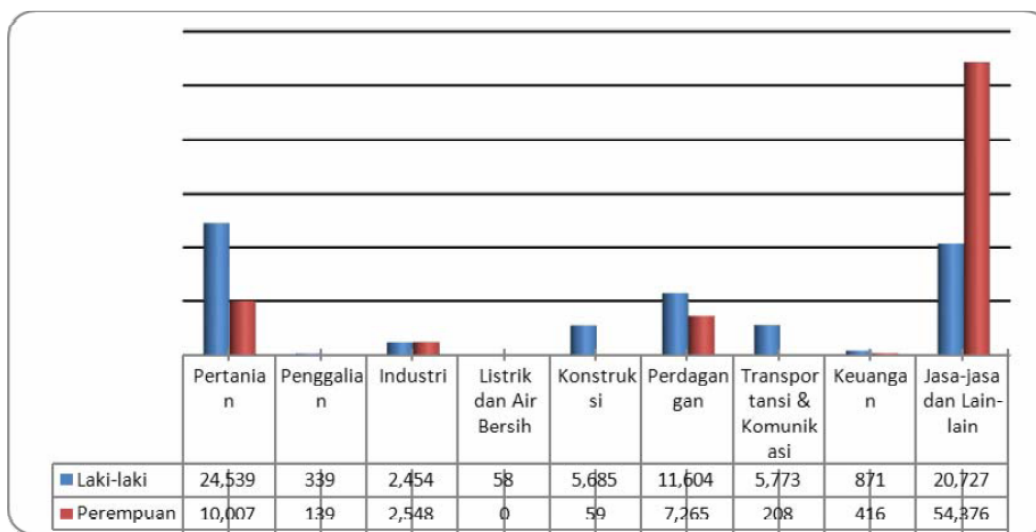


Figure.3. Population 15 Years and Over Who Worked by Industry and Sex

Based on the employment picture above shows that there are three economic sectors that can be relied upon by the City of Stone in terms of absorbing the labor force, ie service sector, agriculture, and commerce. Of the three sectors, which absorb the most male workers are the agricultural sector that is equal to 24 539 people, while the service sector and their respective trade only amounted to 20 727 people and 11 604 people. While the sector to absorb the most female workers are service sector that is equal to 54 376 people, while the sectors of agriculture and

trade for each only able to absorb for 10 007 people and 7265 people.

Working hours is one indicator to see the level of labor productivity. Judging from his working hours, most of the existing workforce in Batu worked as many as 45 to 49 hours a week. When we refer to the employment criteria, showed that most of the existing workforce in Batu has included full employment (rather than half are unemployed). The following description of working conditions Batu tenga based on the number of hours they work.

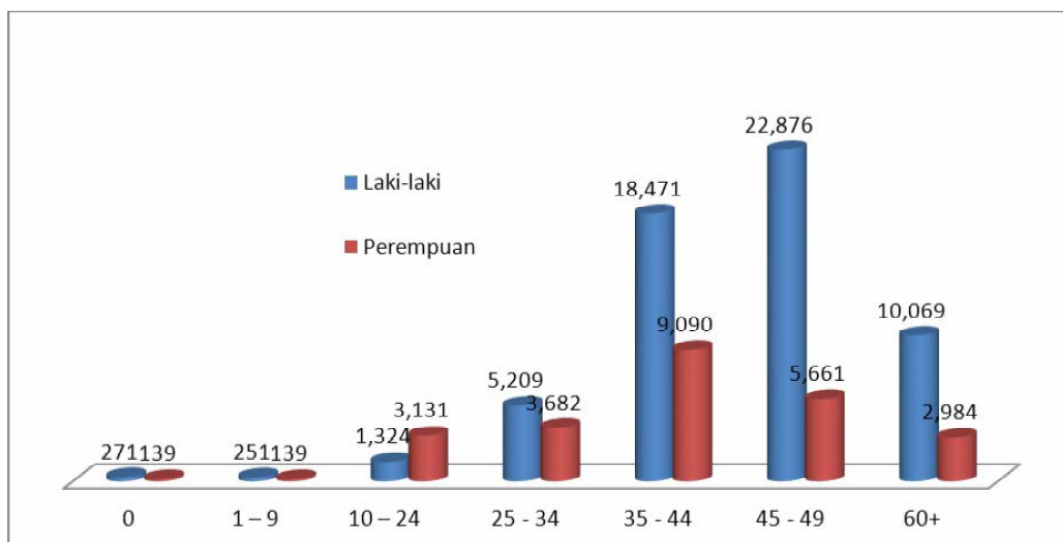


Figure 4. Workers' Men and Women by Number of Working Hours

Based on work status showed that the majority of 29% existed as workers / employees / employee. While the second and the third is the status of workers trying to free himself and agriculture. Self employed

status of workers with as many as 23:47%, while agricultural workers free of 17:58%. Here are the conditions of workers in Batu based job status.

Table 1. Population 15 Years and Over Who Worked by Employment Status

| Nu. | Employment Status | Male | Women | Σ | % |
|------------------|--------------------------------|---------------|---------------|---------------|------------|
| 1 | Freelance | 13,812 | 5,730 | 19,542 | 23.47 |
| 2 | Self-help Trying | 8,669 | 1,092 | 9,761 | 11.72 |
| 3 | Trying to keep workers | 2,040 | 325 | 2,365 | 2.84 |
| 4 | Workers / employees / employee | 16,525 | 8,224 | 24,749 | 29.72 |
| 5 | Free Agriculture Workers | 10,132 | 4,510 | 14,642 | 17.58 |
| 6 | Free Non Agricultural Workers | 4,837 | 358 | 5,195 | 6.24 |
| 7 | Unpaid workers | 2,425 | 4,586 | 7,011 | 8.42 |
| Batu City | | 58,440 | 24,825 | 83,265 | 100 |

Source: Statistics Batu

Self-status workers are predominantly male is counted 13 812 people, while women were 5730 people. This condition also occurred in workers' status as workers / employees / employee. Workers / employees / employee man who is in Stone Town for 16 525 people, while perempunyanya only amounted to 8224 people. The following description of the status

of jobs by sex. Based on the picture above shows that almost all of the status of jobs dominated by men, in other words the male is always more than women, except for unpaid employment status. For unpaid work status male workers for 2425 people, while women as much as 4586 people.

Thresholded Batu Tourism Sector

Stone is an area that is generally surrounded by hills and rice cultivation, this condition is a potential in developing the potential of natural wissata very promising, other than the famous Stone of the cultivation of vegetables and fruits are also expected to be a tourist town that is able to siphon revenue (PAD) especially from the tourism sector. Efforts to develop the tourism sector has started to take the Stone town development facilities, ranging from the transportation aspect to the development of tourism areas both natural attractions, culture and education. Not all areas in Batu district that has aikon tourism, this is because the development of tourist centers adapted to the geographical and cultural conditions of society. For the majority of conditions Junrejo sub regional area that borders the district of Malang, there is potential in agriculture, animal husbandry. While the potential for cultural tourism and education are at Batu subdistrict, and natural attractions are generally located in the district Bumiaji.

Development of tourism sector in the town of Batu are expected to absorb the labor force so that it can reduce unemployment. Sectors that can absorb labor is generally located in the industrial sector, handicrafts, restaurants and hospitality services. The type of work is not only dominated by men but also women.

Based on the results Wiratha (1998) in two different village tourism development in the village of Ubud, Gianyar district of Ubud, Bali provincial districts, found that in the industrial sector, women workers are concentrated (30.3%) on the business type with a wooden craft activities do not require special skills, male workers is only 18.4%. Marginalization of female workers experienced a shift in the form of women to the kinds of activities that are judged not require special skills.

Worker Participation Rate of Women in Tourism sector.

Urban development is likely driven by industrial activity, trade and services resulted in the migration of labor from rural to kota. migrasi labor tends to be done by men to seek better economic livelihood in the cities, and generally settled conditions of female

workers only region of origin because it has a dual role other than as workers as well as housewives. Participation of women workers in economic activity is not a new phenomenon in Indonesia. Many women from the “lower class” has long been familiar with employment. TPAK women workers is one of the indicators of the status of women. The higher TPAK tourism sector, especially women workers will be higher the status of women. However kodusi TPAK increase of women workers in the town of Batu are not followed by an increase in job opportunities for them.

This condition is indicated by two factors, the first is still a lot of women workers was included in the category of unpaid family workers (not rewarded). Second, more than half of women workers who work are concentrated in low-paying jobs. Based on work status, women workers more involved in the kinds of activities that include the informal sector (21.9%) were significantly higher than male workers (14.1%). This means, the more the status of women workers as workers who do not receive wages. Based on job title, experienced the marginalization of women workers as a process feminisaasi or segregation. This can be seen from the concentration of women workers into the office workers as if already terfeminisasi.

In the area that has developed its tourism, women workers (82.0%) with job title as a waiter / worker / porters while the man with the same title only 74.6%. This disebabkan by type of business that comes with tourism activities such as food stalls, restaurants, shops, souvenirs shops, flower stalls, which are generally more easily accessible by women workers.

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