

**The Strategy of Rural Tourism Development Based on Green Economy Concept
(A Study on Gubugklakah Village in Malang, East Java – Indonesia)**

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Abstrak

The purpose of the study was to examine how Gubugklakah Village becomes an International tourism object based on Green Economy concept. This study applied a qualitative design. The data from this study were analyzed comprehensively and descriptively. The results of the study showed that Gubugklakah Village has successfully performed Green Economy concept as a tourism object due to its consistency in providing an eco-friendly environment, natural resource, and human resource..

Keywords: *Green Economy, Human resource, Rural tourism.*

INTRODUCTION

Globalization nowadays has created current and sophisticated phenomena that should be concerned about. The power of networking plays an important role in connecting people across countries all over the world, especially Indonesian people. As a consequence, its power consecutively affects tourism sector. As predicted by World Tourism Organization (WTO), the global tourism sector will significantly increase by 1.6 billion visitors in 2020, as previously 613 million visitors in 1997 (Tourism-Global Industry, 2017).

Based on the data released by the Ministry of Tourism and Indonesia's Statistics Agency, the number of foreign tourist arrivals in Indonesia has grown steadily between 2010 and 2014. The data of tourists were 7,002,944

in 2010; 7,649,731 in 2011; 8,044,462 in 2012; 8,802,129 in 2013; and 9,435,411 in 2014 (Monthly Report of Foreign Tourists, 2017). At the end of 2014, the most attractive tourism objects are Bali, Jakarta, and Batam which contributes 40, 30, and 25 percent respectively (Tempo.co, 2014).

In spite of inferiority of favorite destination, Malang Regency has been adequately developing tourism as an excellent eco-cultural sector. According to its official website, the numbers of domestic tourists from 2001 to 2005 were 2,351,266 in 2001; 2,258,639 in 2002; 2,242,529 in 2003; 2,130,403 in 2004; and 2,174,134 in 2005 (Adapted from ODTW organized by PD Jasa Yasa of the total 322,306 workers). The number of visits was from 882 in 2001 to

4,312 in 2006 (Strategic Plan of Cultural & Tourism Agencies).

The availability of rich natural resources becomes an excellent sector to optimize the potential areas and resources in Malang. The potential areas are still developed by the local government thus creating profitable tourism destination for both national and international levels. One of the international tourism objects is Gubugklakah Village which located in Poncokusumo.

Gubugklakah Village has great attractions for tourists – beautiful scenery, interesting culture, and historical heritage. The massive collaboration between local community and government is expected to develop tourism object in Malang Regency. Gubugklakah Village has an advantage of geographical position which located on the slope of Bromo Mountain (National Park of Bromo Tengger and Semeru).

Rural village of Gubugklakah has two advantages, strategic location, and infrastructure. The current location is in protected forest area which supports sustainable tourism object in implementing the eco-green concept. Commonly, the local community should highly consider natural tourism as a heritage for generations. Thus, the government plays a significant role in controlling and maintaining its existence. The availability of infrastructure of Gubugklakah Village is represented as an iconic tourism

object in Malang. Despite its popularity, the establishment of infrastructure is steadily developed by the government.

The aim of this study was to investigate how Gubugklakah Village becomes an International tourism object based on Green Economy concept. Hence, the author argued that Gubugklakah Village implements Green Economy strategy of UNEP (United Nations Environment Programme) to promote tourism destination.

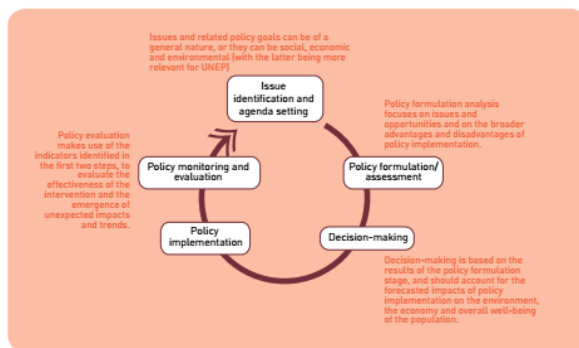
Literature Review

At the beginning of 20th century, Green Economy concept appears to solve socio-environmental issues and create opportunities for industrial sector (small and medium scale enterprises). Waste issues become a major concern in the environmental sector. Green Economy concept offers effectiveness and efficiency by utilizing friendly technology. The use of friendly technology, of course, cannot be separated from the demand and pressure from the local community. The pressure finally leads to the change of market demand in accordance with the change of new era (Makower and Pike, 2009).

Green Economy is defined by UNEP as “one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological

scarcities. It is low carbon, resource efficient and socially inclusive”. Meanwhile, another expert defined Green Economy as a systematic series of activities of economy related to production, distribution, goods, and service in which affects life quality of local community in long-term without ignoring the environment. In short, Green Economy concept yields several crucial aspects, such as production, distribution, consumption, life quality, and reducing environmental risks.

In the guideline book issued by UNEP, there are several strategies in implementing Green Economy concept. First, identifying an issue which developed in the middle of people and then analyzing its effect on society, economy, and environment. Second, identifying outcome and analyzing the assessment of policy effect towards social welfare in positive or negative sides. Third, monitoring and evaluating policy towards the environment, investment, and other sectors.



Picture 1. The Strategies of Green Economy Implementation

METHODS

This study applied a qualitative design (descriptively qualitative). The design aims at describing the real condition based on the fact without changing the information. Moreover, the design aims at obtaining accurate information regarding the consideration of local government in developing tourism based nature in Indonesia and analyzing its effect on Gubugklakah Village – Malang Regency.

The subjects of the study were utilized to search for information about location and condition of Gubugklakah. The author should be selective in determining the subject of the study carefully under certain criteria. In this study, the subjects involved were (1) staff of Gubugklakah Village and (2) official staff of Department of Tourism of Malang Regency.

The data were collected using observation, interview, and documentation. Guba and Lincoln (1981) revealed that the reasons behind the use of observation technique: (1) it is based on real experience; (2) it allows the author to record particular event in different circumstances; (3) it allows the author to record related situation by utilizing proportional information and data; (4) it is an alternative to avoid bias in data; (5) it

allows the author to comprehend complicated situations. In this study, the process of observation is to observe supporting parts of problems found in Gubugklakah Village.

Documentation as an instrument was used in this study to assist the process of data analysis in the form of written source. The author collects the secondary data by studying literature review and recording. According to Lincoln and Guba (in Sonhaji, 1994), the recording was defined as a statement to prove the existence of an event. The data are collected by using documentation regarding the development of tourism sector in Indonesia through the blog, internet, and photos of Gubugklakah Village in Malang Regency.

RESULTS AND DISCUSSION

The Role of Pokdarwis in Developing Rural Tourism

Gubugklakah Village is a potential tourism object that should be promoted to the international level. Commonly, this village has three excellence sectors, namely (1) nature tourism, such as *Coban Pelangi*, *Coban Gereja*, *Coban Trisula*, and *Coban Pancut* Waterfalls, and other agro-culture tourism; (2) culture tourism, such as *Bantengan* Art Festival, *Kuda Lumpung* (a traditional Javanese dance depicting a group of

horsemen), *Tayuban*, *Wayang Kulit* (a traditional art of puppet-shadow), and *Wayang Topeng* (a traditional mask dance in Java); and (3) vocational tourism, such as rafting, paintball, airsoft gun, outbound, Kursi Mountain geo-tracking, apple calligraphy, and educational agriculture tourism.

Tourism objects of Gubugklakah should likely to be promoted to the international level due to its potency and wealth that must be organized by the government and the local community. The local community has formed *Pokdarwis* (the Global Code of Ethics for Tourism) to promote the quality of Gubugklakah Village through outreach regarding the role and importance of rural tourism.

Discussion activity with the teenager conducted by *Pokdarwis* aims at promoting social awareness about the role of rural tourism as an economic booster in Gubugklakah Village. Without the existence of youth participation, it is hard to achieve rural tourism based international level. Afterward, the next step taken by *Pokdarwis* is improving foreign language acquisition. It aims at delivering basic knowledge about foreign language to the teenager. According to the expert in the school of five languages in Malang City, the language mastery is

absolutely needed by the local community in the village in which it becomes an attraction for foreign tourists. Without the language mastery, the goals cannot be achieved in the form of promoting rural tourism due to foreign tourists prefer to hear the narration from the local community directly.

Issue Identification

To develop Green Economy strategy, both *Pokdarwis* and local community initially identify the problem related to the environment. Based on the data released by National Park of Bromo Tengger and Semeru, there are 112,000 tourists come along Bromo and Semeru Mountains from January to June 2012 (travel.tempco.co., 2017). The data also recorded that there are 80,000 domestic and 6,681 foreign tourists visit Bromo Mountain in May (Tribunnews, 2015). The high intensity of visit affects the existence and popularity of Gubugklakah Village. However, the issue of waste management still appears in the middle of the tourism sector.

According to the information delivered by the Head of Gubugklakah Village, Ngadiono, the environment issue appears as the increase of visits number among tourists to National Park of Bromo Tengger and Semeru during 2011-2012. The existence of Gubugklakah Village is considered as

supporting tourism for National Park of Bromo Tengger and Semeru. This advantage cannot be separated from waste management issue. If the government does not handle this situation, the problem will affect the number of visits in the future.

Based on the data analysis, the effect of a waste issue in Gubugklakah is derived from the increased number of visits to National Park of Bromo Tengger and Semeru and Coban Pelangi Waterfall. Based on the data from National Park of Bromo Tengger and Semeru, waste management becomes major problem faced by the local community. Head of National Park of Bromo Tengger and Semeru, Ayu Dewi Utara, stated that the increased number of visits poorly affects the ecosystem. Specifically, the most widely found wastes are tissue and plastics in that area.

These kinds of waste could disturb natural balance in the ecosystem, such as soil nutrient composition in Gubugklakah Village. In economic aspect, the higher number of visits, the greater number of waste that should be solved. Based on issue identification, the local community of Gubugklakah Village would decide the consideration (public policy) to solve the problem.

Policy Formulation

In solving the problem, the Head of Gubugklakah Village and local community are collaborated to create policy formulation. The first policy is to establish trash cans for all homestay in the territory of Gubugklakah Village. The second is to conduct outreach about environmental awareness systematically to the local community and all visitors. Those two policies are projected to overcome the problem – waste management issue.

These policies lead to positive and negative effects. The positive effect of the policy can decrease the volume of waste. Based on the observation conducted by Head of Gubugklakah Village and *Pokdarwis* (the Global Code of Ethics for Tourism), the volume of waste is decreased significantly. The positive effect is considered as the change of local community and tourist perception towards the establishment of a tourism destination. However, the negative effect of the policy relates to the problems faced in developing tourism sector. Thus, the advantage of this effect leads to social awareness regarding the importance of the tourism concept based environment.

Another policy formulation is a discussion. This approach is conducted by *Pokdarwis* with cultural actors to promote village tourism based international level.

Through the promotion, the tourism object has a selling point to the foreign tourist. The discussion is considered important which focuses on art and culture preservations.

Another attempt is an outreach for the local community of Gubugklakah Village. The outreach is given to the owner of the homestay, such as deliberating quality service for the visitor and maintaining sustainable resources. The aim is to create the sense of security and comfort among the visitors. The outreach is also given to local community regarding the use of internet access in promoting rural tourism. This strategy has been conducted by the students of Gajah Mada University through community service program.

Aside from discussion and outreach activities, the local community and *Pokdarwis* also hold culture festivals – such as *bantengan*, *kuda lumping*, and carnival, and traditional games – such as *egrang* (stilt walker), *galah asin* (the core game is facing the opponent so as not to get away over the line to the last line in a back and forth, and to win all the members of the group should complete the process back and forth in a predetermined area of the field), and *bola bekel*. Another activity is related to the

agriculture sector and projected to support tourism object.

The Role of Local and Central Government

Based on the author's argument above, the development of Gubugklakah Village will occur if there is an active collaboration between local government and village tourism manager. It has been shown by local government in promoting tourism sector in Gubugklakah Village. The major role conducted by the local government is providing practical training for *Pokdarwis*.

The local government (Department of Culture and Tourism of East Java) provides management training of rural tourism. This training is applied for rural tourism manager to develop human resource of the local community. One year after, Department of Culture and Tourism of East Java also provides ecotourism training for the manager and *Pokdarwis* respectively. Mainly, the training aims at developing rural tourism in the administrative territory. It also proposes to join national and international events. The international event that has been followed by *Pokdarwis* (the Global Code of Ethics for Tourism) of Gubugklakah Village was 'Majapahit Travel Fair 2013' in Surabaya. The exhibition under the title 'Green Tourism' aims at enhancing the industrial sector in the

form of marketing, promotion, and negotiation. This exhibition has been followed by the foreign tourists from 12 countries, such as Malaysia, Singapore, Germany, Australia, South Korea (Gyeongnam), China (Tianjin & Shanghai), Bangladesh, Kazakhstan, Sri Lanka, India, Iran, and Pakistan (Kompas, 2013). The participation of Gubugklakah Village is expected to improve the number of domestic and foreign tourists visiting that village.

Not only local government but also central government supports the rural tourism through the event of 'The International Homestay Promotional Fair 2013' which attended by representatives of ASEAN countries. The goal is to create a cooperative relationship in tourism, economy, and social sectors among ASEAN countries; and to introduce tourism object and homestay in Sawahlunto rural tourism (Kemenpar.go.id, 2013). The Department of Culture and Tourism sustainably encourages Gubugklakah Village as one of the favorite tourism objects based local community in East Java.

Evaluation and Monitoring

The stakeholder of Gubugklakah Village plays an important role in committing to rural tourism development as indigenous and responsible attempts to provide a proper

living for the local community. The green-economy concept is considered effective in managing Gubugklakah Village.

The roles of Pokdarwis could strengthen the commitment of rural tourism development and stimulate the positive programs in supporting the policy issued by the Head of Gubugklakah Village, Ngadiono, in the target area. In 2011, however, the development was not supported by the previous local government, thus the development of rural tourism should be established from the beginning.

There are several policies that have been implemented by the stakeholder of Gubugklakah Village. The aims to create sustainable economy and environment based eco-green concept. In the international level, the Green Economy concept is considered as a basic principle in deciding the policy. The global issues that frequently found are changes in the weather, depletion of the ozone layer, illegal logging, and loss of natural resources (UNDESA, 2012). It has been adopted by National Policy through 'Langkah Menuju Ekonomi Hijau' in supporting Indonesia establishment in 2030 based on Sustainable Development Goals released by the National Development Planning Agency (Bappenas). In this case, the tourism sector has initiated a

discussion about the restriction of natural resource management. This sector should be managed and developed in the form of the Green Economy concept by offering a wealth of biodiversity. The potential resources involved in the tourism sector are eco-tourism, biodiversity conservation, and science tourism (KPPN, 2012). According to the Regulation Number 10 of 2009 Chapter V Article 12, the utilization of strategic area is perceived as one of the tourism sectors which including to ring 1 and 2 (isd-indonesia.org, 2015). Hence, the strategic area should be optimally used for local community welfare.

Few of people in Gubugklakah

The policy issued by the Head of Gubugklakah Village actually supports the progress of rural tourism by integrating both national and international policies, such as establishing the regulation of waste management. *Pokdarwis* has organized land permits well. It occurs due to an active collaboration between the government and local community in managing rural tourism and supporting developmental programs in Gubugklakah Village.

CONCLUSION

The implementation of Green Economy concept is perceived as friendly economy and non-explorative atmosphere

which affects public policy, especially in Indonesia. The economy aspect also plays an important role in the development Gubugklakah Village. The local community is responsible in maintaining and sustaining the agriculture and agro tourism, especially waste management. This challenge should be faced in developing Gubugklakah Village as a rural tourism.

The participation level of local community and government can create applicable and effective policy. Since the 2000s, *Pokdarwis* expressed that Gubugklakah Village has a great natural resource that can be promoted to the international level. The economy sector within the village has rapidly increased, such as the income of local community from tourism sector. Despite its tentative property, the local community and government should promote the quality of tourism object considering the management of natural resource in avoiding natural disasters.

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