

Empowerment and strengthening of community resilience

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Empowerment and strengthening of community resilience in developing ecotourism destination in *Grangsil* Hamlet, Malang Regency, Indonesia

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Abstract. The tourism development sector in Indonesia is currently experiencing rapid growth. The Government, through the Village Fund Policy, gives serious attention to developing rural areas in the context of equitable development in Indonesia. The Village Fund policy implies that almost all rural areas promote the agricultural tourism sector with local life characteristics. Community resilience is the ability to anticipate risks, limit impacts, and recover quickly through survival, adaptability, evolution, and growth in the face of rapid change. Human-centered development is needed to align development with community empowerment and the role of existing community resources. The Human-Center development strategy will encourage an active role in increasing public participation. An understanding of sustainable tourism development not only in terms of sustainable development but also in how the tourism business can be sustainable. That means that developing ecologically sustainable tourism must pay attention to aspects of market demand trends, marketing, and the best service in running a tourism business. Tourism managers must have the ability to manage, plan, and analyze markets as a basis for managing excellent tourism services. This discussion aims to create a model of community-based rural development approach through an empowerment process to improve community resilience in the management of rural ecotourism destinations. Community empowerment and capacity building are carried out through a participatory and environmentally friendly tourism development assistance process. This study uses Participatory Research methods, through mentoring activities in research sites (in-situ) and mentoring on campus (ex-situ) as a learning process and increasing motivation to develop themselves, and organizations in strengthening community resilience. The results showed that togetherness, cooperation, and work motivation were essential factors in community empowerment efforts and increasing community resilience in *Grangsil* Hamlet.

Keyword: Community empowerment and strengthening, Ecotourism destination development, and Community resilience

Introduction

1.1. Background

Rural areas that called villages dominate the Indonesian territory. The amount based on the Ministry of Home Affairs regulation, No. 56 of 2015, as many as 74,754 initially, and now it has increased to 74,910 villages in the country [1]. The tourism development sector in Indonesia is currently experiencing rapid growth. Jambangan Village, Dampit Subdistrict, is one of 390 villages in Malang Regency. Kampong Bunga Grangsil (KBG) located in Jambangan Village, which located on the slopes of Mount Semeru with a cool temperature of fertile land, based on agriculture with beautiful natural scenery. These natural conditions make the village of Jambangan, especially Grangsil hamlet, very potential to be developed into an ecological tourism destination. The socio-cultural potential of the community and the geo-morphological potential of Jambangan Village also strongly support the development of eco-tourism destinations.

The Government, through the Village Fund Policy, gives serious attention to developing rural areas in the context of equitable development in Indonesia [2]. The Village Fund policy implies that almost all rural areas promote agricultural tourism [3] sector with local life characteristics. Community resilience [4] is the ability to anticipate risks, limit impacts, and recover quickly through survival, adaptability, evolution, and growth in the face of rapid change [4],[5]. Human-centered development is needed to align development with community empowerment [6] and the role of existing community resources [3]. The Human-Centre development strategy will encourage an active role in increasing public participation Sustainable tourism development [5] [8] [9] requires a more comprehensive understanding not only in terms of sustainable development but also in how the operationalization of tourism business can be sustainable [6]. The ideal development process is, of course, through a rural planning and design process that can accommodate the potential of rural areas. Higher education as a center of expertise certainly has a significant role in "maintaining" the development of this rural area so that it not misdirected. The University of Merdeka Malang, through the Institute for Research and Community Service, has launched UNMER to build a village for Indonesia.

Changes in the planning and design paradigm in rural areas have experienced significant changes. Exploration of village or agricultural potential (physical and non-physical) is a strategic step in developing rural areas. An understanding of the potential for sociocultural, technological, and local knowledge (local wisdom) is essential to build a unique character in rural development. How this wise attitude can do is the answer to the meeting between the potential and design dilemmas of rural areas. Referring to G. Haughton [7], physical "interventions" carried out in agricultural development efforts must refer to the potential of the village both in terms of socio-cultural, and technological, as well as local knowledge. A participatory approach [8] by involving village communities is an appropriate alternative in the sustainable development process [9].

Rural communities [10], with their advantages and disadvantages, can develop themselves together. The development of information and communication technology that is still not adequately reached by rural people has made them limited in their ability to build their villages. Thus the empowerment of rural communities is an essential effort to eliminate this gap. The unique characteristics of rural communities with their social and cultural institutional potential and local knowledge are significant in the process of community empowerment [6], [11]. The development of ecotourism [12],[13],[14] destination of the Grangsil hamlet community is a joint effort to increase the community's economic capability together in realizing the resilience of Grangsil communities in facing future challenges.

1.2. Problem statement

The problem of empowering and strengthening the community in Grangsil Hamlet in developing community-based ecotourism destinations concerns the organization of Kampong Boenga Grangsil (KBG) as well as enhancing the managerial capacity of its managers. Sustainable development is one of the concepts to realize community resilience through the process of community empowerment and strengthening. Understanding aspects of community resilience in terms of sustainable tourism is fundamental to identifying problems in developing rural tourism destinations. The main problems in efforts to develop ecotourism destinations in rural areas classified into three essential points namely;

- (1) what fundamental aspects considered in developing rural ecotourism destinations;
- (2) what are the indicators of empowerment and strengthening of rural communities; and
- (3) how these factors contribute to community resilience in developing rural ecotourism destinations, especially in Grangsil Hamlet.

1.3. Objective

The purpose of this discussion is to obtain a model of community empowerment [14] approach in developing community-based [15] ecotourism [6] destinations to achieve community resilience [6] in Grangsil Hamlet. Community empowerment and capacity building are carried out through a participatory, environmentally friendly tourism development assistance process.

Theoretical Reviews

The development of tourism villages and thematic villages is currently rife as a result of government funding from the village. Characteristics and uniqueness of natural conditions, socio-cultural rural communities become an attraction like a magnet for the development of tourist destinations. In addition to the unique location, according to Putri & Asnawi [16], the factor of local community involvement, financing, the role of driving figures, and relationships between institutions are important factors in the development of tourist destinations.

In general, the factors influencing the success of rural tourism development classified into internal and external factors. Internal factors include; tourist objects or attractions, good accessibility, social capital, security, availability of supporting facilities for tourism, and the natural environment while external factors include; relationships with other tourist objects and destinations, the role of stakeholders, and local government [14].

2.1. Community Resilience

Rural ecotourism development is a potential alternative solution for rural economic development [17]. Efforts to increase agricultural economic activities through the development of ecotourism are strategic efforts for the community to achieve a better life economically. The main idea is how the villages do sustainable village development projects and promote agricultural tourism activities based on the ability of local communities. The success of rural development through rural economic growth will increase the resilience of rural communities.

Community resilience is the ability to anticipate risks, limit impacts, and recover quickly through survival, adaptability, evolution, and growth in the face of rapid change [4]. Another understanding of the concept of community resilience based on the ability or capacity of individuals or communities to deal with pressure, overcome difficulties, or adapt positively to extreme changes [17]. Human-centered development is needed to align development with community empowerment and the role of existing community resources. The Human-Centre development strategy will encourage an active role in increasing public participation.

2.2. Ecotourism destination development

In the last few decades, ecotourism has developed rapidly. Ecotourism development is a concept that has the potential to create positive environmental and social impacts. However, if not implemented correctly will be able to damage the environment such as tourism development instantly. The International Ecotourism Society (TIES) defines ecotourism as follows: "Ecotourism is a responsible trip to natural areas that preserve the environment and maintain the welfare of the local community." [12]. The World Conservation Union defines ecotourism as follows: "It is an environmentally responsible trip and a visit to a relatively undisturbed natural area, to enjoy and appreciate nature (and any accompanying cultural features - both past and present) that promote conservation, have a low

negative visitor impact, and provide social engagement economically active profitably." The two definitions above have a similar and complementary nature related to visits to natural areas, are committed to protecting the natural environment (natural and socio-cultural), minimizing negative impacts and community involvement to develop community resilience sustainably. Physical intervention in the natural environment must be in favor of environmental preservation efforts in the broadest sense. Increasing the ability of the people in the context of community welfare is done through community empowerment efforts that regard to ecological, economic, and socio-cultural development. Community empowerment efforts in developing ecotourism destinations are efforts to prepare conditions for community resilience in facing the challenges of welfare change in the future. Thus, sustainable tourism development has a dimension of the economy, environment, and socio-cultural [6].

According to M. E. Wood [12] the ecotourism component consists of; (1) Contributes to conservation of biodiversity; (2) Sustains the wellbeing of local people; (3) Includes an interpretation / learning experience; (4) Involves responsible action on the part of tourists and the tourism industry; (5) Is delivered primarily to small groups by small-scale businesses; (6) Requires lowest possible consumption of non-renewable resources; and (7) Stresses local participation, ownership and business opportunities, particularly for rural people.

2.3. Community empowerment and strengthening

The understanding of Sustainable tourism development [3][18][19] is not only in terms of sustainable development [5] but also in how the tourism business can sustain. That means that developing sustainable ecological tourism [6] must pay attention to aspects of market demand trends, marketing, and excellent service in running a tourism business [20]. Tourism managers must have the ability to manage, plan, and analysis of the market as a basis for managing excellent tourism services. Maintaining the tourism business to be sustainable requires efforts to improve management competencies through empowering and strengthening managers. Maintaining the tourism business to be sustainable requires efforts to improve management competence through empowering and strengthening managers. Managers of rural tourism businesses must come from local communities that enhanced through the process of community empowerment and strengthening.

Community development efforts in rural areas will be more successful if carried out through a process of community empowerment [20]. Community empowerment will increase awareness to increase community participation [21] [22] in various aspects of rural life. This understanding is consistent with the views of Pamatang, Sianipar, and Yudoko [23], that community empowerment strategies will encourage an active role in increasing community participation in rural development. Increasing the active part of the community can be done through efforts to:

- 1) Development of community participation through brainstorming forums to involve them at the individual level, as well as community organizations.
- 2) Institutional structures and processes of community social organization's development to improve socio-economic independence.
- 3) Production-consumption system development to increase the economic benefit of joint activities in the context of developing village-owned business entities.

Community empowerment [10][21][22] has to be the ultimate goal of every community development project, included eco-tourism development. While development often interpreted as a flow of resources to society, empowerment encourages and attracts the full participation of all community members to change their entity from the inside out [23]. Empowerment must be the ultimate goal of every community development project. While development often interpreted as a flow of resources to society, empowerment encourages and attracts the full participation of all members of the community to change their world from the inside out. As a process, the empowerment of learning about people's knowledge and expertise in managing tourist destinations. Mentoring as a process of community empowerment requires assistants who are experts in their fields.

Methodology

This study uses Participatory Research methods, through mentoring activities in research sites (in-situ) and mentoring on campus (ex-situ) as a learning process and increasing motivation to develop themselves, and organizations in strengthening community resilience. Refer to the explaining above, the purpose of this discussion is to obtain a model of community empowerment approach in developing community-based ecotourism destinations to achieve community resilience in Grangsil Hamlet. Three stages are carried out in this study, namely;

- (1) Problem identification of fundamental aspects that considered in developing of the Grangsil Hamlet rural ecotourism destinations;
- (2) The phase of brainstorming and extracting potential and problems in developing tourist destinations, providing assistance and strengthening organizations and institutions; and improving understanding and skills of excellent service in rural ecotourism businesses;
- (3) Analysis and synthesis stage of data collected through interviews to equalize perceptions among stakeholders to develop models of community empowerment and capacity building through a participatory, environmentally friendly tourism development assistance process.

Result and Discussion

The Grangsil sub-village is located on the slopes of Mount Semeru and inhabited by more than 600 families who have a primary occupation as ornamental plant farmers and flowers that occupied more than 30 years ago. Through the community's potential, both the ability to grow ornamental plants and flowers, the ability to make parks, and the social capital of the Grangsil community, agreed to jointly develop a tourist destination in Grangsil Village named "Kampoeng Boenga Grangsil" (KBG). As a rural area, the livelihood community in this area is by farmers with a relatively good work ethic, a sense of cooperation, and high morale. The Grangsil Hamlet community has an exceptional Social Capital [24], specifically in cooperation culture.

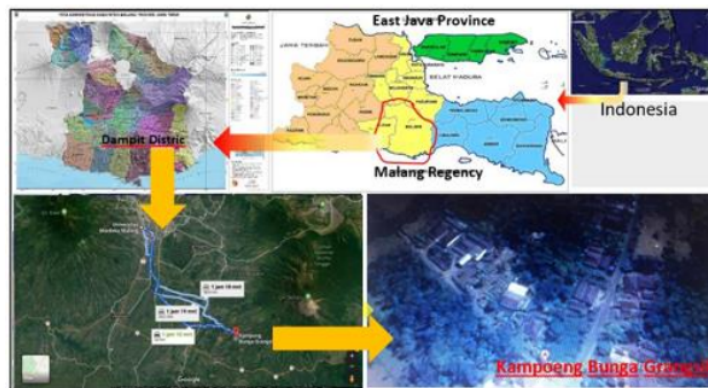


Figure 1: Location of Kampoeng Bunga Grangsil

The people of Grangsil Hamlet have extraordinary social capital, Especially the culture of cooperation. The Grangsil Hamlet community, which is dominated by farmers, has the characteristics of a resilient, hard-working, highly motivated, and work for rural ethic community. The features of rural communities that prioritize cooperation and mutual assistance are positive potentials in efforts to empower communities. The Grangsil Hamlet community is dominated by Javanese, who has the character of maintaining harmony, mutual respect, and mutual tolerance [25]. Three main principles become substantial capital in developing community resilience (social-cultural and economic) through

community empowerment and strengthening. A sense of kinship, patience, and cooperation become social capital that is needed to realize sustainable development efforts [26]–[28]. According to Sudirah's [27] research, the values of social capital can motivate them to work more productively.

The development of Grangsil Flower Village is a significant effort and dream from a group of Grangsil Hamlet Residents, Jambangan Village, Dampit District, Malang Regency who are aware of Flower Plant Agricultural Tourism. Flowering agriculture has been their livelihood for more than 20 years. Flower commodity farming from Grangsil Hamlet is regularly "exported" to the island of Bali. Its contributed to the beauty of the park on the island of Bali. The potential of Grangsil Hamlet is not only in the form of ornamental plant products but also in Human Resources who are skilled in cultivating, breeding, designing, and arranging ornamental plants into beautiful garden settings. The characteristics of a harmonious rural community and working together through Tourism Awareness Group (*PokDarWis*), have spearheaded their hopes to realize KBG ecotourism. To achieve the big idea of Desa Bunga Grangsil. The development of Kampung Bunga Grangsil guaranteed to be sustainable because the development process is carried out from the community by the community and for the community. Grangsil Community is the owner and manager of the Grangsil Tourism Tourism Village destination. This development model is an example of a sustainable village, which spurs economic improvement in the Grangsil Hamlet community.



Figure 2: Cooperation activities to build facilities at KBG

According to Wood [12], the development of Bunga Grangsil Village as an ecotourism destination has seven elements of development, that are:

1. Contributing to the conservation of biodiversity, structuring the park using local plants developed in the Grangsil hamlet.
2. The development of Grangsil Flower Village aims to improve the welfare of the local community, through the community's creative economy program
3. Kampong Bunga Grangsil destination equipped with educational tourism activities as a means of environmental learning for visitors;
4. Improving the quality of services carried out by involving tourists and the tourism industry, through tourism education efforts;
5. The development of facilities and infrastructure of the Grangsil Flower Village is carried out by participating in expanding the welfare of the community;
6. The use of local materials in the development of facilities is done to reduce the use of non-renewable resources;
7. Efforts to increase local participation, ownership, and the business community, to improve the welfare of local communities.

Community participation is one implementation of sustainable development. The potential of the Grangsil Village community, with their collaborative culture, has been able to realize their hopes of

making Grangsil a destination for Flower Tourism. The characteristics of the Grangsil community that prioritize togetherness, harmony, and mutual respect, and achieve the results of mutual agreement. Through the process of discussing shared ideas, setting goals, developing joint development, it gradually show encouraging physical results. Community service work is carried out almost every day by the community, starting to collect materials (stone, wood, bamboo, etc.), as well as managing, able to realize the idea together to make a charming flower garden as a tourist destination.



Figure 3: Use local wood materials wisely as needed

The main problem in developing rural communities is to increase the capacity of private and community groups (civil society). Efforts to improve people's insights and knowledge to raise awareness of the importance of self-development are significant. Increasing individual competency and understanding can increase group awareness in the context of efforts to improve rural community participation. This study shows that more benefits in groups will increase participation rates. Individually there is a tendency for them to judge how much profit (material and non-material) they get if they take part in the assistance program. The level of participation in empowerment activities through brainstorming activities and training shows that the level of involvement varies greatly. The highest participation rates were the KBG Group 85%, the Nur Hidayah Group 70%, the Turonggo Group 60%, PKK (Dasawisma) Goup 65 %, and the Tourism Awareness Group 45% (see table 1).

Table 1: Participation rate of empowerment activities

No	Grangsil Civil Society Organization	Field of Organization	Number of member	Numer of administrator	Participation rate of empowerment activity
1	PokDarWis (Tourism Awareness Group)	Tourism and Environmentalist	30	15	45 %
2	Grangsil Flower Village Group (KBG)	Tourism	22	10	85 %
3	Turonggo Art and Cultural Group	Art and culture	26	12	60 %
4	Nur Hidayah Mosque Youth Group	Religious	40	16	70 %
5	Farmers Women Group	Farmer	38	12	55 %
6	PKK (Dasawisma) Goup	Womenhood	65	10	65 %
7	Small Medium micro business	Cullinary and creative economy	20	6	46 %
8	Youth Organization	Youth	35	10	50 %
9	Coffe Farmers Group	Coffee Farmers	38	12	47 %

Source: Field research, 2019

The level of participation strongly influenced by an understanding of the importance of the tourism village development program. Tourism awareness group with the lowest level (45%), this happens because most of the PokDarWis members are not from Grangsil Hamlet, so they have not felt

the benefits of developing Kampong Boenga Grangsil directly. This condition requires a relatively long time to be able to change the understanding of the opportunities and benefits of developing tourist villages.



Figure 4 : Activity Strengthening competencies and institutional strengthening

Table 2: Empowerment effort and strengthening indicator base on Ecotourism component

No	Ecotourism component	Strengthening Indicator component	Empowerment efforts
1	Contributes to conservation of biodiversity	Enrichment of plants and flowers typical of Grangsil Hamlet	Efforts to foster and understand the importance of local plant varieties
2	Sustains the wellbeing of local people	Community involvement for socio-cultural sustainability	Internal (research location) and external (on campus) mentoring activities
3	Interpretation / learning experience of tourism business governance	Strengthening knowledge and expertise in tourism business governance and institutions	Educational and training activities for managers of tourist destinations (KBG)
4	Involves responsible action on the part of tourists and the tourism industry	Increasing visitor's environmental awareness through strengthening information and local tour guides.	Improved local guide's ability to strengthen information to tourists
5	Is delivered primarily to small groups by small-scale businesses	Increasing community participation in developing tourism support businesses (culinary, souvenirs, etc.)	Guidance and business management training for tourism supporting MSMEs
6	Requires lowest possible consumption of non-renewable resources	The use of environmentally friendly local materials for the physical development of tourist facilities	Guidance and assistance to develop and utilize local natural resources wisely
7	Stresses local participation, ownership and business opportunities, particularly for rural people.	Increasing community participation in the development of attractions; ideas, financial, human resources, and other resources.	Increasing the motivation of the community to increasingly actively participate in the development effort of Grangsil Hamlet, according to their abilities



Figure 5-1: Discussion on the development of KBG, between the Mentoring Team, KBG Manager and the village head of Jambangan



Figure 5-2: Brainstorming and institutional strengthening activities on campus



Figure 5-3: Assistance in institutional strengthening for the management of Kampong Bunga Grangsil

Conclusion

The development of Grangsil Flower Village as the goal of Sustainable Community Based Ecotourism, requires the involvement and integration of three main parties, namely; (1) Village Partner Assistance Team; (2) Civil Society Organizations in Grangsil Hamlet, and (3) External Institutions; Local Government and Private Parties. The main factor in the success of developing BGG tourist destinations is determined mainly by the level of community participation.

Increasing community participation can do by empowering and expanding the ability of the community, and this is the key to the success of community-based tourism development. Empowerment and strengthening community capacity is a learning process, which opens the horizons of rural communities to a broader range. Increasing the community's insight and knowledge fosters awareness of the importance of self-development and the environment to increase the added value that can do in his village. Increasing individual understanding can increase group awareness to increase participation in various fields together.

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