

Community-Based Ecotourism In Indonesia: A Case Study In Nglanggeran Tourism Village

Muhammad Iqbal

Department of Political Science National Cheng Kung University, Taiwan
U18097019@ncku.edu.tw

Yunita Elianda

**Department of Government Studies Universitas Islam Negeri Sulthan Thaha
Saifuddin Jambi**
yunitaelianda@gmail.com

Nurhadiyanti

**Department of Government Studies Sekolah Tinggi Ilmu Sosial dan Ilmu Politik
Raja Haji**
nurhadiyanti95@gmail.com

Ali Akbar

**Department of Government Affairs and Administration Universitas
Muhammadiyah Yogyakarta**
aligozaru@gmail.com

Abstract

Nglanggeran Tourism Village has now successfully developed a tourism village with the concept of ecotourism. The purpose of this study is to analyze the involvement of the community in encouraging the strengthening of ecotourism in Nglanggeran village. The research method approach was carried out qualitative by using NVivo 12 Plus data analysis. The findings in this research are Youth Organizations, Tourism Management, Small Business Actors, Native, and Pokdarwis (Tourism Awareness Group) have a vital role in tourism development in Nglanggeran Village.

Keywords: *Community-Based Tourism; Ecotourism; Nglanggeran Tourism Village; Yogyakarta*

BACKGROUND

The development and development of natural tourism (eco-tourism) has two main objectives, namely increasing local people's income and maintaining the surrounding natural environment. It is not easy to combine the two things in one activity (Choi & Sirakaya, 2006). The most important thing is community participation in these activities. The community referred to in this case is the local community. The participation of the local community is crucial to the sustainability of the natural tourism development program. As stated by Okazaki (Okazaki, 2008), that community participation in the tourism planning process needs to support as an effort to implement sustainable tourism.

The management of community-based eco-tourism (CBE) expected to guarantee the sustainability and welfare of local communities (Phelan, Ruhanen, & Mair, 2020). Therefore, understanding and awareness of the community as a basis for participation is an essential aspect of conservation and maintenance of nature-based tourism areas, such as the Nglanggeran Tourism Village. The awareness of the local community, which is the spirit of participation, needs to be continually grown and developed massively, systematically and planned (Regmi & Walter, 2016). The will, opportunity and ability as a prerequisite for

participation must grow and develop independently and sustainably. If the preconditions have not yet arisen, the initiator's first attempt is to raise that awareness (Kim, Xie, & Cirella, 2019). These efforts can be carried out in parallel with community-based tourism development and development activities because it is the local people who should get the first and foremost benefits from developing the Nglanggeran Tourism Village.

The Community-based Eco-tourism model is tourism development based on strong community participation (Figure 1). The development and management of tourism villages in the Nglanggeran Tourism Village development area is a form of community-based eco-tourism (CBE). With the existence of community-based eco-tourism does not mean that the community will run their own eco-tourism business (Kry et al., 2020).

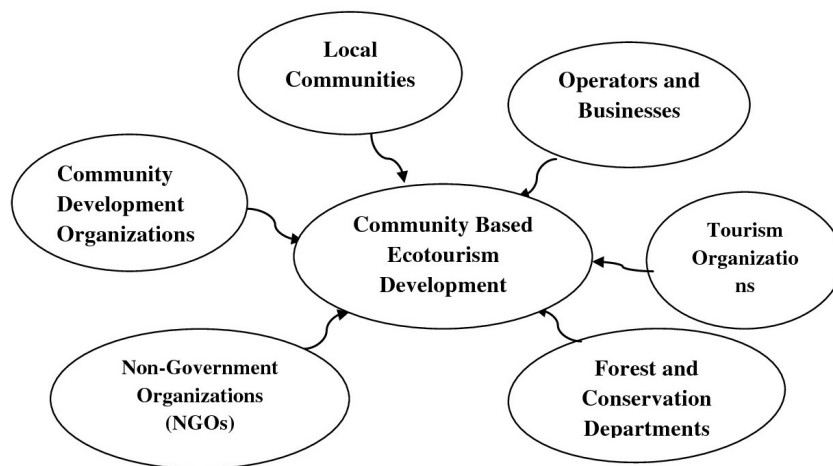


Figure 1 Community-based Ecotourism model

The level of eco-tourism implementation needs to be seen as part of integrated development planning carried out in an area. Eventually, the involvement of related parties starting from Local Community, Operators And Businesses, Tourism Organization, Forest And Conversation Departement, Non-Government Organization (NGO), Community Development Organization (levels are expected to build a network and run a partnership that is good according to their respective roles and expertise (Walter, 2016).

A right tourism sector must apply the concept of sustainable and environmentally friendly to minimize the negative impacts of tourism. One form of sustainable tourism is eco-tourism (Susilawati, 2016). Eco-tourism is a form of tourism activities to natural areas to conserve the environment and culture and the welfare of the local community. However, eco-tourism can also degrade natural resources that are used as the main attraction if it is not managed appropriately using responsible preservation principles (Tsaur, Lin, & Lin, 2006). Moreover, mismanagement can be a threat to the existence of natural resources (Choi & Sirakaya, 2006). Tourism managers in the Nglanggeran Ancient Volcano Ecotourism Region have begun to realize the negative impacts that will be caused. Therefore they begin to implement measures that can prevent these negative impacts. Tourism managers continue to develop innovations in the tourism sector and begin to apply the principle of eco-tourism (Wang, Cater, & Low, 2016).

The assessment carried out results that the Ecotourism Principle, according to The International Ecotourism Society (TIES) in the Proto Volcano Ecotourism Area in Nglanggeran, has generally been applied. The best principle of its application is to build awareness and respect for the environment. This principle is applied in the form of active efforts to conserve the environment, cooperation activities, holding environmental events, as well as providing physical and non-physical appeals related to the rules of the eco-tourism area. Then the principle of eco-tourism which is quite well implemented is the principle of respecting human rights and work agreements, characterized by efforts to enforce work shifts, provide training, and have good cooperation patterns (Masud, Aldakhil, Nassani, & Azam, 2017).

The management of community-based eco-tourism (CBE) expected to guarantee the sustainability and welfare of local communities (Phelan, Ruhanen, & Mair, 2020). Therefore, understanding and awareness of the community as a basis for participation is an essential aspect of conservation and maintenance of nature-based tourism areas, such as the Nglanggeran Tourism Village. The awareness of the local community, which is the spirit of participation, needs to be continually grown and developed massively, systematically and planned (Regmi & Walter, 2016). The will, opportunity and ability as a prerequisite for participation must grow and develop independently and sustainably. If the preconditions have not yet arisen, the initiator's first attempt is to raise that awareness (Kim, Xie, & Cirella, 2019). These efforts can be carried out in parallel with community-based tourism development and development activities because it is the local people who should get the first and foremost benefits from developing the Nglanggeran Tourism Village.

The Community-based Eco-tourism model is tourism development based on strong community participation (Figure 1). The development and management of tourism villages in the Nglanggeran Tourism Village development area is a form of community-based eco-tourism (CBE). However, community participation in developing tourism in Nglanggeran village is still not optimal. Public awareness of the importance of tourism development is still deficient. Besides, other elements of society have not contributed optimally. With the existence of community-based eco-tourism does not mean that the community will run their own eco-tourism business (Kry et al., 2020).

KAJIAN LITERATUR

a. Ecotourism

The term "eco-tourism" can be interpreted as a trip by a tourist to a remote area to enjoy and learn about nature, history and culture in an area, where tourism patterns help the economy of local communities and support the preservation of nature (Pulungan et al., 2013). Actors and experts in the field of eco-tourism agree to emphasize that eco-tourism patterns should minimize negative impacts on local environment and culture and be able to increase economic income for local people and conservation value. Some critical aspects of eco-tourism are (Pulungan et al., 2013):

1. The number of visitors is limited or arranged to fit the carrying capacity of the environment and socio-cultural community (vs mass tourism)
2. Eco-friendly tourism patterns (conservation value)
3. Patterns of local culture and customs-friendly tourism (educational and tourism value)

4. Directly help the local economy (economic value)
5. The initial capital needed for infrastructure is not large (the value of community participation and the economy).

Eco-tourism is a tourism activity that pays great attention to the preservation of tourism resources. Furthermore mentioned, there are three eco-tourism perspectives, namely (Susilawati, 2016).

1. Eco-tourism as a product is all attractions based on natural resources.
2. Eco-tourism, as a market, namely travel, is directed at efforts to preserve the environment.
3. Eco-tourism is a development approach a method of utilizing and managing environmentally friendly tourism resources.

According to the Ministry of Culture and Tourism of the Republic of Indonesia (2009), eco-tourism has many definitions, all of which based on tourism whose activities refer to 5 (five) essential elements, namely :

1. Provide experience and education to tourists, to increase understanding and appreciation of the tourist destinations that they visit. Education is provided through an understanding of the importance of environmental preservation, while the experience provided through creative tourism activities accompanied by excellent service.
2. Minimize negative impacts that can damage the environmental and cultural characteristics of the area visited.
3. Involve the community in its management and implementation.
4. They are providing economic benefits, especially to local communities. Therefore, eco-tourism activities must be profitable.
5. Can continue to survive and continue.

Based on the elements of eco-tourism, there are several areas of eco-tourism, namely for education, community empowerment, economic improvement, and efforts in conservation activities.

b. Community-Based Eco-Tourism

Community-based eco-tourism Community-based eco-tourism is a pattern of eco-tourism development that supports and enables full involvement by local communities in the planning, implementation and management of eco-tourism businesses and all benefits (Bhalla, Coghlan, & Bhattacharya, 2016). Community-based eco-tourism is an eco-tourism business that emphasizes the active role of the community. Based on the fact that people know nature and culture that are potential and selling points as tourist attractions, so that community involvement is absolute (Lonn, Mizoue, Ota, Kajisa, & Yoshida, 2018). The pattern of community-based eco-tourism recognizes the rights of local communities to manage tourism activities in areas that they own customarily or as managers (Pookhao Sonjai, Bushell, Hawkins, & Staiff, 2018).

Community-based eco-tourism can create employment opportunities for local communities, and reduce poverty, where eco-tourism income is from tourist services for tourists: guide fees; transportation costs; homestay; sell crafts, etc. (P. Walter, Regmi, & Khanal, 2018). Eco-tourism has a positive impact on the preservation of the environment and local indigenous culture which in the end expected to be able to foster identity and pride among the local population that grows due to increased eco-tourism activities. Having a community-based eco-tourism pattern does not mean that the community will run their own eco-tourism business. The level of eco-tourism implementation needs to be as part of integrated development planning carried out in an area (Ven, 2016). Eventually, the involvement of related parties starting from Local Community, Operators And Businesses, Tourism Organization, Forest And Conversation Departement, Non-Government Organization (NGO), Community Development Organization expected to build a network and run a good partnership according to their respective roles and expertise.

Some critical aspects of community-based eco-tourism are (Wang, Cater, & Low, 2016).:

1. The community forms a committee or institution for the management of eco-tourism activities in their area, with support from the government and community organizations (the value of community participation and education)
2. The principle of local ownership (= management and ownership by the local community) is applied wherever possible to the facilities and pre-facilities of eco-tourism, eco-tourism areas, etc. (the value of community participation)
3. Homestay is the first choice for accommodation facilities at tourist sites (economic and educational value)
4. Guides are local people (the value of community participation)

Pioneering, management and maintenance of tourism objects are the responsibility of the local community, including determining the cost (= fee) for tourists (economic value and tourism).

RESEARCH METHODOLOGY

This research is descriptive with qualitative explanations. Descriptive research is research that seeks to express a problem and circumstances as they are, for that researchers are limited to only disclosing facts and not using hypotheses. Descriptive research aims to accurately describe individual traits and social conditions that arise in society to be used as research objects (Moleong, 2012).

Qualitative research is methods that explore and interpret meaning by some individuals or groups of people ascribed to social or humanitarian problems. This qualitative research process begins with asking questions, procedures, collecting specific data from participants, analyzing data in general and precisely to interpret the meaning of data (Craswell, 2012).

In-depth interviews with informants carried out data collection. (Guba & Licoln, 1994) Described the interview as a purposeful conversation. The purpose of the interview is to obtain formations here and now from people, events, activities, organizations, feelings, motivations, claims, concerns, and other listings; reconstructions of such listings as they

were experienced in the past. Projections from such listings are expected to be experienced in the future; verification, correction and information development (member checking) (Ahmadi, 2015).

The stages of the analysis are carried out as follows: (a) existing data based on the results of interviews collected; (b) determine the code and node; (c) carry out the coding process; (d) Analysis using Nvivo 12 Plus, (e) describing the results of the analysis of Nvivo 12 Plus.

RESULT AND DISCUSSION

a. Nglanggeran Ecotourism Village

Nglanggeran Tourism Village in Nglanggeran Village, Patuk District, Gunungkidul Regency, Special Region of Yogyakarta. Located in the Baturagung region in the northern part of Gunungkidul Regency with altitudes between 200-700 meters above sea level with an average air temperature of 23-27 C, a distance of 20 km from the city of Wonosari and 25 km from the city of Yogyakarta. Nglanggeran Village is a tourist village located in Patuk District, Gunungkidul Regency. At this time Nglanggeran has four tourist destinations, namely the Ancient Fire Gung tourism, which is the main tourist attraction, Nglanggeran dam, fruit gardens and Kedung Kandang waterfall. But before 2008, Nglanggeran Village was one of the most impoverished villages in Gunungkidul district. Most of the population used to work as farmers, builders, woodworkers and some went abroad as migrant workers (Indonesian workers). The majority of the population in Nglanggeran are those who are in the productive age between 20-30 years. But due to lack of education and employment resulted in high unemployment in the village of Nglanggeran. They were located in the mountains of Mount Kars, causing this place to lack water and dry. Limited natural resources and infrastructure make this area isolated.

With all the existing limitations, people continue to depend on their livelihood by living as farmers. Even though they are aware that their water resources are not enough for agriculture, they still do it for their survival. With a variety of background issues above, slowly, the community began to look at the potential of the tourism sector as one of the village development strategies. Entering 1999, the people of Nglanggeran Village began to develop an ancient volcanic tourist attraction. In the beginning, the community development was started by Sugeng Handoko and local youths. Sugeng Handoko and his senior youths in several hamlets in Nglanggeran village began to form a community to develop the existing tourism potential. The community is named "Karang Taruna Bukit Putra Mandiri or the Purba Mandiri Youth Center". Through the community founded by Sugeng Handoko and young people began to develop the concept of ecotourism based on local communities.

b. Community-Best Tourism in Nglanggeran Ecotourism Village

Nglanggeran Tourism Village received the ASEAN Community Based Tourism Award (CBT) in January 2017 (Travel Guide). The tour manager makes the existing village atmosphere as a tourist attraction offered. This "rural feel" attraction is the main attraction to offer as a tourist attraction, especially targeting urban communities who

want to feel the feel of village life. The tourism manager emphasizes the sustainability aspect of developing tourism in the Nglanggeran Tourism Village.

The main components for the development of ecotourism concept tourism villages are the development of tourism objects, institutions, tourism industry development, and marketing (Figure 1). The socio-cultural conditions of rural communities such as arts and culture and the character of rural communities also used as a component in the procurement of tourist attractions alongside the natural environment and village economy. **Figure 2** show the main components for the development of ecotourism are

Development of Attraction

The development of attractions in the Nglanggeran Tourism Village followed by the development of human resources and tourism support facilities. Improving the quality of supporting infrastructure such as roads and water reservoirs to support ecotourism is also carried out. Connectivity with cities, districts, and other tourist destinations continue to be improved. The community is also involved in the process of developing tourism villages from various fields such as the Tourism Awareness Group to tourism supporting business partners.

Purba Volcano Nglanggeran is one of the leading tourist attractions in the village. The Nglanggeran Ancient Volcano is the initial capital for the development of the Nglanggeran Tourism Village, which used as a significant attraction for both local and foreign tourists. Over time, new tourism attractions have been developing, which have increasingly led to the concept of ecotourism such as reservoirs, Kedung Kendang water tourism, plantation tourism, processing of plantation products, and green villages.

Institutional

Institutions in Nglanggeran Tourism Village support bottom-up tourism development planning. Social institutions and community groups have a synergy with the village government to develop tourism. The synergy between these stakeholders is a cause of the success of infrastructure improvements, such as the provision of a reservoir to support ecotourism as well as new attractions and community land management by the community as smallholder land.

Institutional strength is the key to the successful development of tourism in the Nglanggeran Tourism Village. The existence of innovative and responsible community groups can foster a sense of government trust, so that cooperation can be established between two elements that have their respective functions and influences. Even Nglanggeran Tourism Village can attract private parties to contribute to the development of village tourism through CSR.

Tourism Industry Development

The tourism industry is the management of businesses and tourism assets that are interrelated in the form of management of attractions, tourism-related businesses,

institutions, partnerships, and financing. A tourism development strategy that focuses on rural attractions requires the Nglanggeran Tourism Village to develop attractions based on daily community activities in the management of natural and human resources in the village. Efforts to develop the tourism industry in Nglanggeran Tourism Village include the development of a processing industry whose products are processed from plantations in the village, for example, processing cocoa from cocoa plantations, cooperation built with the private sector both in the form of CSR and fostering the economy managed collectively by BUMDes.

Marketing

Tourism managers of Nglanggeran Tourism Village carry out promotion and marketing of tourism products by developing information systems through print media, electronic media, and social media. The existence of articles, websites, and social media that contains information about tourist attractions and products of community businesses, are some examples of implementations that have been carried out by local tourism managers. The website that can be visited and contains information about Nglanggeran Tourism Village is gunungapipurba.com, and this will facilitate prospective tourists in finding information related to tourism in Nglanggeran Tourism Village.

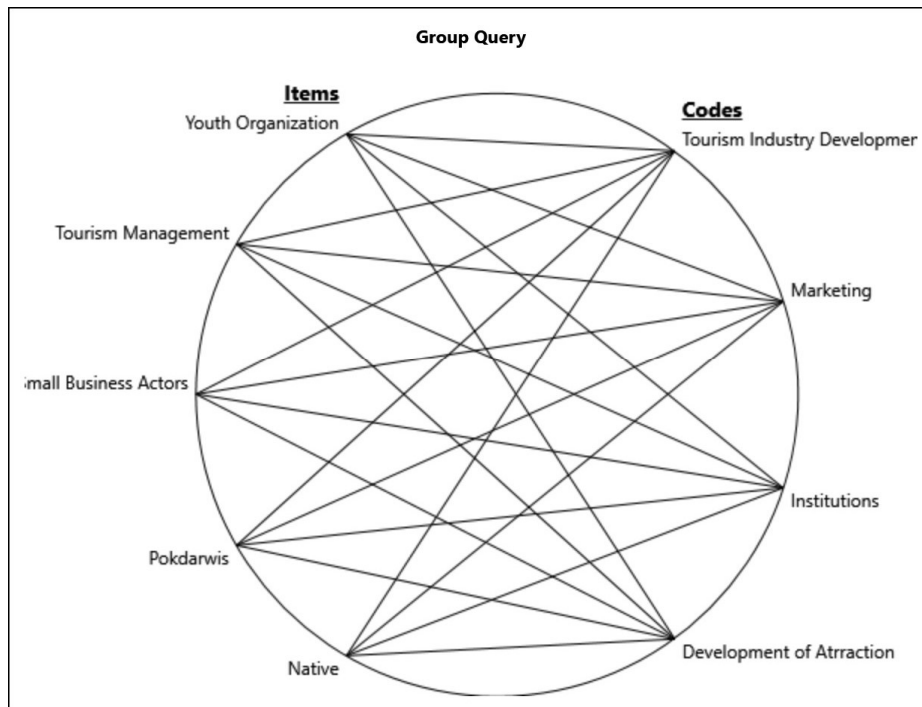


Figure 2 Connectedness Community Based Eco-Tourism

Based on figure 2, there is a relationship between each actor to develop an environment or nature-based tourism. Nature and environment-based tourism are viral in the village of Nglanggeran, even overseas. Foreign tourists also come to the

Nglanggeran tourism village to experience how the village's natural environment is transformed into a very eco-friendly tourist area. By involving all sectors in the village of Nglanggaran, the manager, in this case, Pokdarwis, can optimize the development of the Nglanggeran tourism village.

The Nglanggeran tourism village, which was initially only dominated by several youth leaders, has now turned into an association that has the same goals and has extraordinary development targets. The development of the tourism industry also continues to be encouraged to increase visitor appeal. The cooperation that exists in the Nglanggeran tourism village is indeed robust, both in the community and the local village government. As the only government organization, the village government of Nglanggeran is very supportive of the development of a natural tourism village that is always being watched by tourism managers and also the community.

The village government continues to monitor the development of the Nglanggeran village so that some residents of the Nglanggeran village are given specialised training to be able to process cocoa fruit into food and drinks that have high selling power. The collaboration of the villagers also helped to keep it going. In addition to the processed cacao fruit, there is also pure goat milk which is maintained by the villagers of the village itself.

Nglanggeran village, which is very famous for the ancient volcano of Nglanggeran, has become a unique attraction for the village tourism area. Every visitor can experience the experience of climbing a mountain without having to require efforts that are so high like mountain climbing in general. The tour manager will give us directions or guides to climbing the mountain. What are the things you can do and what you don't have to do while climbing the mountain. The expanse of views of the beautiful village area we will see when it is at the top of the mountain. From above you can see dense trees, village roads that are not so crowded, rice fields and various other natural scenery.

Today and in the future, the need for trips will continue to increase along with the increase in the world's population., as well as the development of a world population that is increasingly in need of refreshing due to the increasing workload. According to Fandeli (1995), the factors that drive humans to travel are:

1. The desire to escape from the pressures of daily life in the city, the desire to change the atmosphere and take advantage of leisure time;
2. Development progress in the field of communication and transportation;
3. The desire to see and gain new experiences about the culture of the community and elsewhere;
4. Increased income that can allow a person to travel far from where he lives freely.

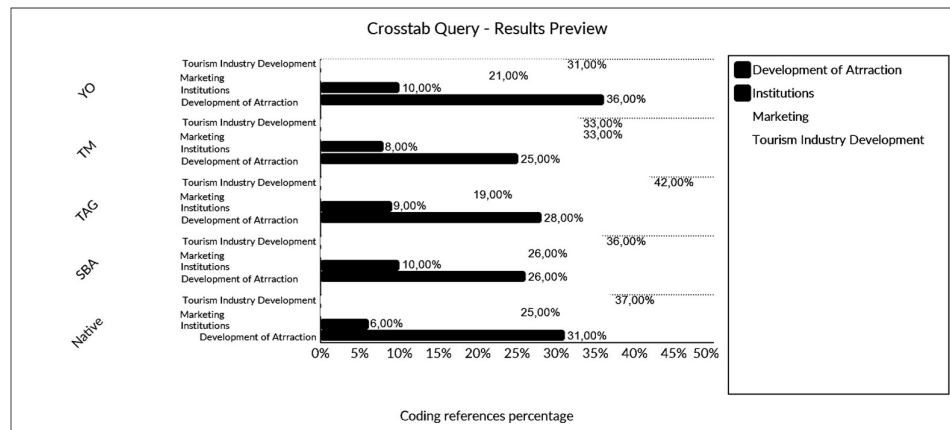


Figure 3 Result Preview of Community Based Eco-Tourism

Figure 3 shows the role of each actor in carrying out their main tasks and functions in the management of ecotourism in Nglanggeran with several actors involved in it are Youth Organizations, Tourism Management, Small Business Actors, Native, and Pokdarwis (Tourism Awareness Group). Youth Organization in the development of Tourism Industry development has a role of 31% while in marketing it is only 21%, as an institution its role is only 10%, the largest is in the Development of Atraction of 36%. This shows that the Youth Organization as a very large role in the Development of Atraction. Tourism Management which has the biggest role is Tourism Industry Development and marketing which is equal at 33%, then Development of Atraction at 25% and the smallest is Institution at only 8%. Next is the Tourism Awareness Group which has the biggest role in Tourism Industry Development by 42%, then Development of Atraction by 28%, the third is Marketing by 19% and the smallest is the Institution which is only by 9%. Next is the Small Busines Actors, which have the biggest role in Tourism Industry Development by 36%, then the second largest are Marketing and Development of Atraction with the same 26%. And the smallest is Institution which is only 10%. And the last one is Native with the biggest role in Tourism Industry Development, which has an influence of 37%, then the second most is 31% in Development of Atraction, while in marketing which only reaches 25% and the smallest is Institution which is only 6% .

Tourism Industry Development which played a major role was the Tourism Awareness Group (Pokdarwis), which amounted to 42.00%. Tourism Awareness Group are related parties and interests in developing ecotourism in Nglanggeran. Pokdarwis becomes the main stakeholder in Nglanggeran tourism management according to Crosby (1991) in Zubayr et al. (2014), the stakeholders are divided into several sections covering the main stakeholders, key stakeholders and supporting stakeholders. Primary Stakeholders are the parties that are directly affected, both positive and negative, by a program or project and have a direct interest in the activity. Primary stakeholders are Pokdarwis (Tourism Awareness Group) as managers of ecotourism activities in Nglanggeran that are developed so that they will later have an impact on the community around the tourist destination. community participation in the two sample villages is quite good, they are involved as tourism actors in activities that support tourist activities

while in tourist sites. Pokdarwis formed started with the awareness of young people who are members of a youth group called KarangTaruna Bukit Putra Mandiri. The joint community groups also supported the revamping of the Nglanggeran village area to become a village on the list of destination visits in GunungKidul Regency. With the cooperation of a number of youth youth groups and community groups they are trying to reform the area of the Ancient Volcano of Nglanggeran, which was originally a place for residents or communities to take stones and also cut down trees for their needs. Seeing such conditions, which if continued will damage the environment. The enthusiasm of the youth and community groups was highly expected at that time, because in this case they had not received assistance from any party and worked voluntarily. After some time, the Nglanggeran village government began to see a big commitment in the youth organization so that a tourism awareness group (Pokdarwis) was formed through SK Nglanggeran Village Head No.05 / KPTS / 1999.

Pokdarwis is the most influential stakeholder in developing Nglanggeran tourism village. This is evidenced by every interview that the author conducted, the informant always mentioned that Pokdarwis is a strong root in the formation of the Nglanggeran tourism village so that it embraces other parties or receives help and support from very influential stakeholders. As one of the stakeholders who is very influential in the development of tourism, Pokdarwis always strives to improve tourism attractiveness and maintain a conducive tourism climate at all times. Pokdarwis is responsible for almost all fields in the Nglanggeran tourism village, to ensure all components run according to agreements or plans that have been prepared previously. Of course there are many obstacles encountered by the Pokdarwis in terms of managing the Nglanggeran tourism village. One of the main problems that becomes the task of the manager is to convince the whole community to participate in forming a sustainable tourism village and jointly develop the Nglanggeran tourism village.

The largest Development Contractor is owned by the Youth Organization at 36%. This shows that the Youth Organization has a significant role in the implementation of ecotourism programs in Nglanggeran. Supporting stakeholders are stakeholders who do not have a direct interest in the activities but have a concern. Crossby (1991) in Zubayr (2014). These stakeholders can be facilitators in the development process and have quite an influence on decision making. In this research, supporting stakeholders are academics and private parties. Meanwhile, NGOs have not yet been involved in the management and development of ecotourism in Nglanggeran. Supporting stakeholders are generally users of the area, so that in planning it is not directly related to supporting stakeholders, but in relation to educational efforts for the community as well as tourists and other stakeholders, it is necessary to be involved in contributing to development especially in relation to the results of research conducted at the location of TWA Nglanggeran. Stakeholder identification shows that each stakeholder is still working partially and does not yet exist in a single development unit. There are still Gaps between key stakeholders and key stakeholders (local communities).

The party is still carrying out the function of supervision and monitoring of the area and has not yet actually carried out activities related to tourism development. Assistance to the community has not been carried out in a tangible manner. The results of interviews with key stakeholders and key stakeholders indicate that until now there has not been a synergistic relationship between stakeholders so that the development of

marine ecotourism has not been carried out optimally. The role is still limited to the supervision of the area and there has been no implementation of real activities in the field while the community is already in the order of involvement in real marine ecotourism activities. This can be seen from the provision of marine ecotourism facilities carried out by the community independently such as the construction of wooden bridges, the provision of accommodation facilities in the form of lodging floating, restaurants, small stalls, land transportation services (motorcycle taxis), and sea transportation (motorboats). Repairing the wooden bridge that connects the mainland of Seram Island and Osi Island Hamlet through mangrove forests has been carried out independently by the community. The results of interviews with stakeholders showed that the management and development of Volcano Ecotourism in Nglanggeran were not yet optimal due to several factors such as; 1) there is no institution that collaboratively can accommodate the aspirations and interests of all stakeholders in the development of marine ecotourism. The program of activities carried out is still partial and not yet comprehensive and integrated among stakeholders. The role of each stakeholder is not well integrated, this integration is important so as to minimize conflicts of interest between the stakeholders involved, 2) the absence of laws and regulations governing activities in the area that become joint regulations between stakeholders. The regulation in regulating the utilization of the potential of tourism products and markets in Nglanggeran as well as sanctions to protect the region from various forms of activities that can damage natural resources in the tourist area.

Institutions that play the most role are Youth Organizations and Small Business Actors, which together get a percentage of 10%. Whereas in institutions that have quite an active role are the Small Business Actors and also Youth Organizations. Small Business actor who has a role in providing employment or business In this case the entrepreneur is also one of the important stakeholders in the development of tourism in the village of Nglanggeran. This is because entrepreneurs or traders in Nglanggeran village can accommodate visitors in the culinary or food sector. With traders around the tourist attractions, visitors can easily buy food or the necessities they need, and the villagers also have additional income to help the economy. Nglanggeran Village is not just a tourist village that offers natural scenery. Nglanggeran village also has one of the local food or beverage management which is managed by local community groups to be an additional attraction for visitors to the Nglanggeran village. Processed foods that are managed by the PKK group of Nglanggeran village have their own outlets so that visitors can easily go to these outlets if they want to try the typical cocoa processing of Nglanggeran village. The cocoa sales and processing outlet is known as GriyaNglanggeran Chocolate, which is one of the efforts of the Nglanggeran village to help develop tourism in the Nglanggeran village.

At first the Griya Nglanggeran Chocolate was a small business from the culinary group of the village of Nglanggeran which began to be active in 2010. Over time until there is assistance for the manufacture of various kinds of chocolate-based products. Chocolate Gallery is one of 68 businesses that is very influential in the development of tourism, this is because GriyaNglanggeran Chocolate was formed on the basis of efforts to increase the attractiveness of tourists to visit Nglanggeran village and try culinary specialties of Nglanggeran village. In addition to being able to accommodate visitors in the culinary or food sector, all traders in the Nglanggeran village have been given an understanding of the priority of food provided, so that all traders in the Nglanggeran

village always try to provide the best for migrants. These efforts are carried out aiming to provide a sense of freedom and comfort to visitors. The development of Nglanggeran village tourism is fully supported by the surrounding community, including traders in the Nglanggeran village. Nglanggeran Village is actually divided into 5 (five) hamlets or padukuhan, but for traders the dominant is in 1 (one) hamlet, the NglanggeranWetan hamlet, which is the most visited place because the Ancient Volcano and its Embung are located in the NglanggeranWetan hamlet. To find out the list of traders in the region, the following is a table listing traders in the village of Nglanggeran who participated in increasing tourism development.

In terms of Marketing actors who enter the Tourism Management has a large percentage compared with the others that is equal to 33%. Ecotourism development in Nglanggeran, marketing through promotional activities is an important aspect that must be considered. Through promotion, it is expected that an increase in the number of tourists, involvement and understanding of tourists and development (investment). Promotion is an effort to introduce and socialize ecotourism products and services by involving all stakeholders in tourism activities in Nglanggeran Village. This promotion is mostly done through social media by creating Websites and also social media accounts so that it is younger to be introduced to the outside world. The use of social media is considered quite effective in attracting tourists so that it can provide substantial reciprocity. Besides that who played an important role in the promotion of this tour also joined several groups including Pokdarwis who gave directions to the community how to enforce the promotion of ecotourism in Nglanggeran. Other assistance in this promotional activity is from travelers who post their activities on social media.

c. Theoretical Implication

The findings in the study indicate that there is a community collaboration in developing ecotourism in Nglanggran Village. The research findings indicate that Pokdarwis as a driving force has a significant role in the management of the Nglanggaran tourism village. This supports research from (Pulungan, 2013; Vens, 2016; Kry et al., 2020). Besides, the other actors also have an essential role in developing tourism in Nglanggran Village (Susilawati, 2016; Phelan, Ruhanen, & Mair, 2020).

The following is the proposed model in this study

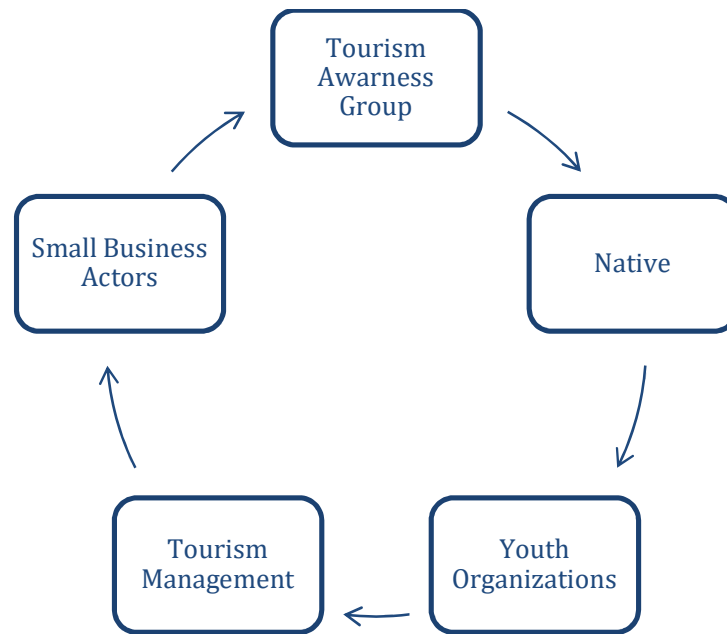


Figure 4 Proposed Model

CONCLUSION

Management of community-based ecotourism or community based tourism (CBT) is expected to ensure the sustainability and welfare of local communities. Therefore, understanding and public awareness as a basis for participation is an essential aspect in the preservation and maintenance of nature-based tourism areas, such as the Nglanggeran Tourism Village. Local community awareness which is the spirit of participation needs to be grown and developed massively, systematically and in a planned manner. Desire, opportunity and ability as a prerequisite for participation must grow and develop independently and sustainably. If the preconditions have not yet emerged, the proponent's first attempt is to raise that awareness. These efforts can be carried out in parallel with community-based tourism development and development activities because it is the local community who must get the first and foremost benefits from the development of Nglanggeran Tourism Village. The findings in the field are that tourism management emphasizes aspects of sustainability in tourism development in Nglanggeran Tourism Village. The main components in the development of the ecotourism village tourism concept are the development of attractions, institutions, tourism industry development, and marketing. In addition, the socio-cultural conditions of rural communities such as cultural arts and the character of rural communities are also used as components in the procurement of tourist attractions along with the natural environment and the village economy. The community also has a high awareness of taking part in maintaining and promoting natural tourism in the area. The success of implementing community based tourism in Nglanggeran Tourism Village is due to the role of the community itself. the community has a very significant role in the management of tourism in the village of Nglanggeran. The role of the community starting from planning, implementing to the stage of building cooperation with other stakeholders.

REFERENCES

- Bhalla, P., Coghlan, A., & Bhattacharya, P. (2016). Homestays' contribution to community-based ecotourism in the Himalayan region of India. *Tourism Recreation Research*, 41(2), 213–228. <https://doi.org/10.1080/02508281.2016.1178474>
- Choi, H. S. C., & Sirakaya, E. (2006). Sustainability indicators for managing community tourism. *Tourism Management*, 27(6), 1274–1289. <https://doi.org/10.1016/j.tourman.2005.05.018>
- Kim, M., Xie, Y., & Cirella, G. T. (2019). Sustainable transformative economy: Community-based ecotourism. *Sustainability (Switzerland)*, 11(18), 1–15. <https://doi.org/10.3390/su11184977>
- Kry, S., Sasaki, N., Datta, A., Abe, I., Ken, S., & Tsusaka, T. W. (2020). Assessment of the changing levels of livelihood assets in the Kampong Phluk community with implications for community-based ecotourism. *Tourism Management Perspectives*, 34(March), 100664. <https://doi.org/10.1016/j.tmp.2020.100664>
- Lonn, P., Mizoue, N., Ota, T., Kajisa, T., & Yoshida, S. (2018). Evaluating the Contribution of Community-based Ecotourism (CBET) to Household Income and Livelihood Changes: A Case Study of the Chambok CBET Program in Cambodia. *Ecological Economics*, 151(March), 62–69. <https://doi.org/10.1016/j.ecolecon.2018.04.036>
- Masud, M. M., Aldakhil, A. M., Nassani, A. A., & Azam, M. N. (2017). Community-based ecotourism management for sustainable development of marine protected areas in Malaysia. *Ocean and Coastal Management*, 136, 104–112. <https://doi.org/10.1016/j.ocecoaman.2016.11.023>
- Okazaki, E. (2008). A community-based tourism model: Its conception and use. *Journal of Sustainable Tourism*, 16(5), 511–529. <https://doi.org/10.2167/jost782.0>
- Phelan, A., Ruhanen, L., & Mair, J. (2020). Ecosystem services approach for community-based ecotourism: towards an equitable and sustainable blue economy. *Journal of Sustainable Tourism*, 28(10), 1665–1685. <https://doi.org/10.1080/09669582.2020.1747475>

- Pookhao Sonjai, N., Bushell, R., Hawkins, M., & Staiff, R. (2018). Community-based ecotourism: beyond authenticity and the commodification of local people. *Journal of Ecotourism*, 17(3), 252–267. <https://doi.org/10.1080/14724049.2018.1503502>
- Pulungan, M., Pekon, D. I., Negri, K., Tanggamus, K., Teluk, D. I., Lombok, S., ... Salakory, R. A. (2013). Pengembeangan ekowisata berbasis masyarakat di Kepulauan Banda, Kabupaten Maluku Tengah. *Talenta Conference Series: Energy and Engineering (EE)*, 2(1), 84–92. <https://doi.org/10.32734/ee.v2i1.412>
- Regmi, K. D., & Walter, P. G. (2016). Conceptualising host learning in community-based ecotourism homestays. *Journal of Ecotourism*, 15(1), 51–63. <https://doi.org/10.1080/14724049.2015.1118108>
- Susilawati, S. (2016). Pengembangan Ekowisata Sebagai Salah Satu Upaya Pemberdayaan Sosial, Budaya Dan Ekonomi Di Masyarakat. *Jurnal Geografi Gea*, 8(1). <https://doi.org/10.17509/gea.v8i1.1690>
- Tsaur, S. H., Lin, Y. C., & Lin, J. H. (2006). Evaluating ecotourism sustainability from the integrated perspective of resource, community and tourism. *Tourism Management*, 27(4), 640–653. <https://doi.org/10.1016/j.tourman.2005.02.006>
- Ven, S. (2016). Residents' Participation, Perceived Impacts, and Support for Community-based Ecotourism in Cambodia: A Latent Profile Analysis. *Asia Pacific Journal of Tourism Research*, 21(8), 836–861. <https://doi.org/10.1080/10941665.2015.1075565>
- Walter, P. G. (2016). Catalysts for transformative learning in community-based ecotourism. *Current Issues in Tourism*, 19(13), 1356–1371. <https://doi.org/10.1080/13683500.2013.850063>
- Walter, P., Regmi, K. D., & Khanal, P. R. (2018). Host learning in community-based ecotourism in Nepal: The case of Sirubari and Ghalegaun homestays. *Tourism Management Perspectives*, 26(February), 49–58. <https://doi.org/10.1016/j.tmp.2018.02.002>
- Wang, C. C., Cater, C., & Low, T. (2016). Political challenges in community-based ecotourism. *Journal of Sustainable Tourism*, 24(11), 1555–1568. <https://doi.org/10.1080/09669582.2015.1125908>