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PREFACE

Indonesia has become part of global dynamics since entering the world trade globalization before the colonial era. Nowadays, the globalization process is increasing and marked by the development of communication technology, as if it becomes one large space. Connectivity is the keyword to explain the current phenomenon of globalization which is renowned as the next capitalism era or global era. The globalization has major impacts on: *first*, domination and hegemony of the western culture that emerges hybridization of culture in response to the weakening of our national cultural identity. *Second*, the national economy is more threatened by dominations of multi-national companies. *Third*, the rise of universal values such as human rights protection and democratic government.

Globalization is also threatening the existence of institutions that produce modern sciences, such as universities and research institutions due to the penetration of neoliberalism to those productive research institutions. As a consequence, there is a massive commodification of science, the ideology of neoliberalism empties into demands that sciences and their research results can be instantly and simply used to overcome various social problems and urge social changes. All sorts of sciences are forced to be able to provide long term outcomes which can be quantitatively measured and those outcomes become the basis to assess the performance of an institution. As a result, there are many superior programs emerged but are lacking of theory and substance, and yet become the priority in institutions that considered themselves to be having the authority in producing modern social sciences. Therefore, the role of social science humanity in this global era is to enlighten and encourage the emancipatory awareness of the community as well as to provide a variety of alternative methods to the people, thus they are able to turn themselves into an independent subject in this global era.

The role to restore humanity, to give enlightenment, and to promote emancipation can be done by observing five main aspects. First, by increasing the awareness to respect ethnic and religious diversity in order to create social cohesion. Second, by stimulating the community transformation from post reformation into a fair and prosperous society. Third, by following the transformation with an inclusive economic development and strengthening the competitiveness of residence. Fourth, by rising the emancipatory awareness needed to strengthen the democracy and autonomy of the nation. And fifth, by providing the description on the community development in the region and also formulizing the role of Indonesia in the region.

In order to discuss the matters, the IPSK-LIPI Deputies held an International Conference on Social Sciences and Humanities (ICSSH) LIPI 2016. There are seven main themes discussed in the conference.

- Panel 1: The Indonesian Diversity Nowadays
- Panel 2: Social and Cultural Transformation in Post Reformation in Indonesia
- Panel 3: Advancing an Inclusive Economic Growth for the Competitiveness of Nations Reinforcement
- Panel 4: Strengthening the Democracy and Indonesia's International Role
- Panel 5: Indonesia and Area Studies in the Global Era
- Panel 6: The Population Dynamics in the Context of Globalization and Environmental Changes
- Panel 7: ASEAN Community Beyond 2015: Challenge and Opportunity

All of these papers from the seven panels are compiled in this proceeding. This compilation has been revised based on inputs from reviewers and during the presentations in the conference.

Finally, we realize that this proceeding is not free from mistakes and errors. Hence, we highly appreciate any suggestion and constructive criticism in order to enhance this proceeding in the future.

Jakarta, 10 January 2017

Editor

Katubi

Indriana Kartini

COMMUNITY BASED TOURISM DEVELOPMENT FOR SUSTAINABLE LIVELIHOODS IN LUMAJANG–MALANG REGENCY EAST JAVA

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Abstract

Border district of Malang and Lumajang in East Java Province has many natural tourist potential. The potential of many that have not been managed optimally. Morphology of volcanic regions produce landforms make the government or the people around the trouble to open access roads to tourist sites. In 2015 a group of people in the District Ampel Gading Malang open access to Pancawarna waterfall. In the same year a group of people in the District Pronojiwo Lumajang open access to the Kapas Biru waterfall. The entire access is opened independently by the surrounding community. After a year of community managers (*panitia*) more and more. This research is a quantitative research so that the subjects in this study a number of four *panitia* in the subdistrict Pronojiwo, Lumajang and four *panitia* in subdistrict Ampel Gading, Malang. Data collection using interviews and questionnaires. The analysis used to generate community based tourism development planning for sustainable livelihoods in the border district of Lumajang Malang East Java is a SWOT analysis with quantitative models. The *panitia* realized the benefits of the diversity of livelihoods that they now manage. Previously they only focus on one source of livelihood as farmers salak, cloves, coffee, or cassava. But there is a threat behind this travel twisted form of unfair competition. Minimize this there needs to be management and coordination between travel *panitia*. Strategies in developing community based tourism for sustainable livelihoods are (1) Training to improve management capabilities; (2) The local government intervention to prevent conflict among the *panitia*; (3) Deverified attractions, facilities and infrastructure in destination tourism object to overcome seasonal threat.

Keyword: Community based tourism, Sustainable livelihood

INTRODUCTION

Many concepts are conceived in tourism development. One is the community based tourism (Community Based Tourism or CBT). This concept is a tourism development that involves the public and can be justified on social and environmental aspects (CIFOR, 2004). This concept emphasizes flexibility in its application (Tasci et al, 2013), but the government provides a frame of reference that is stiff, so often fail in practice (Tosun, 2000).

CBT aims to empower people with the main target community. An understanding of the society/community is very broad. Society does not just mean those who live in an area, but also including the relationship in it (Salazar, 2012). Communities can be defined as a union of mutual support, equality characteristics of the landscape, culture, identity, had a habit, traditions, attitudes, and social groups such as villages or tribes who claim to be members of a group that is usually based on a joint decision and feel bonded to one other (Mann, 2000; Soekanto, 2006).

Context of sustainable tourism development is already aware of the importance of CBT since last two decades. CBT make the tourism industry more sustainable by focussing on local participation and acceptance of the community in the planning and development of tourism (Pearce, 1992; Timothy, 1999).

It is also explained by Rozemeijer (2001) that there are at least three advantages in CBT, i.e. (1) CBT provides additional revenue and new jobs in rural areas, (2) the benefits derived from nature will make people have a perspective of sustainable manage nature, and (3) CBT adds value by diversifying tourism products nationwide tour.

Diversification of income is one of the variables in the sustainable livelihoods. Main source of livelihood remains as before. But with the development of community-based tourism enterprises will make the community's dependency on nature as the main livelihood will be reduced (CIFOR, 2004). The main income as farmers have been able to meet the needs of the people living in the border district of Malang-Lumajang. They are reluctant to develop tourism because of the difficult terrain. As a result of tourism in this region does not develop to the maximum.

In September 2013, appeared a show on one television station that broadcast a group of young people looking for new destinations tourism object (DTO). It became a trend for young people to find new DTO in their respective regions. A very rapid change in the border district of Malang-Lumajang that in 1990 only the DTO (Tetes Cave), whereas now (2016) has eight DTO. Eighth DTO is managed by small groups in society called the *panitia*. The *panitia* is generally a group of farmers who happen to agricultural land directly adjacent or have direct access to DTO.

Rapid changes that generate opportunities and challenges in developing tourism. The most rational answer to the problems of the tourism development is to analyze the needs of the community and combine with the plans of the local government. On this basis then this article is divided into several sections, i.e. (1) introduction, (2) key concept, (3) research methods, (4) physiography, (5) discussion, and (6) conclusion.

KEY CONCEPT

Sustainable development can be seen as the paradigm of the parent for sustainable tourism (Sharpley, 2002) as well as the sustainable livelihood approach to development (Tao & Wall, 2009). Sustainable livelihoods approach used in the context of tourism in some studies (Eddins and Cottrel, 2013), but the relationship between tourism and sustainable livelihoods is not fully understood, although many people in developing countries rely on tourism for their livelihood.

The purpose of sustainable livelihoods is achieved through an adaptive strategy is built on participation, empowerment, contemporary knowledge, technology, financial services, and improvements in government policy (DFID, 1999; Scoones, 1998). Sustainable livelihoods approach generally focusing on the existing capital of the local communities in the five based asset capital: natural, financial, physical, human, and social (DFID, 1999; Scoones, 1998). This approach must be people-centered, dynamic, and bridge the gap between macro and micro development activities (Simpson, 2009). Similarly, community-based tourism destination is to provide livelihood benefits for local residents and protect the local culture and environment while developing economic industry (Simpson, 2009).

Shen et al (2009) modifies the framework of sustainable livelihoods DFID (1999) to better fit the context of tourism. Here is a framework of sustainable livelihoods for tourism.

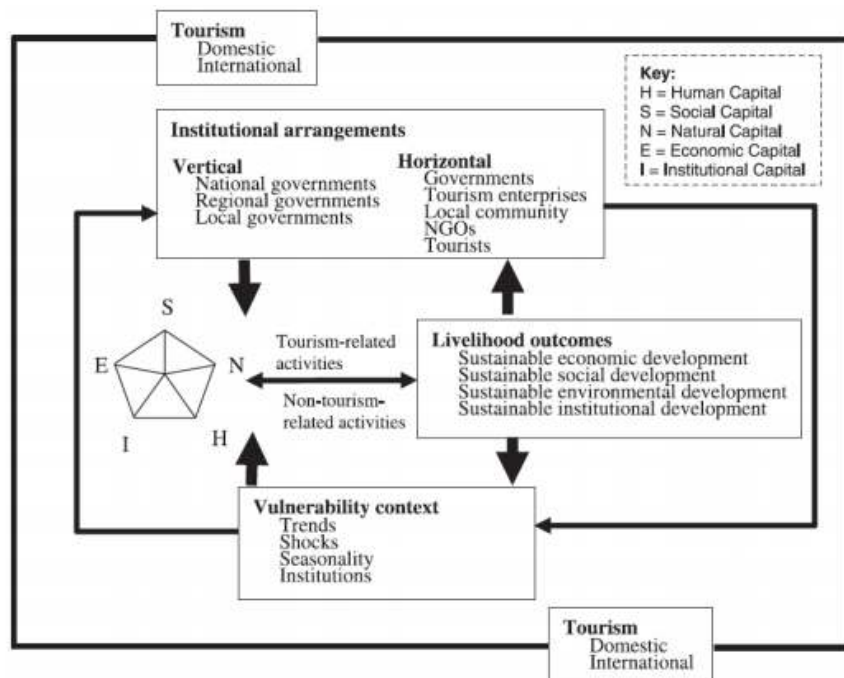


Fig. 1. Sustainable Livelihoods Framework for Tourism
Source: Shen et al (2009)

Shen et al (2009) explains that sustainable livelihood to tourism is more complex than the basic framework. Not only consisted of the key components of sustainability, but it involves a vulnerability context, livelihood strategies and outcomes, as well as a variety of methodological approaches for the assessment of sustainable livelihoods.

RESEARCH METHODS

Location researchers located in subdistrict Ampel Gading, Malang and subdistrict Pronojiwo, Lumajang. There are four DTO developed by communities in each region so that in total there are eight community based tourism development. The DTO descriptions are as follows.

Table 1. Destination Tourism Object in Malang and Lumajang

No	District Malang	District Lumajang
1	Tlaga Biru waterfall	Kapas Biru waterfall
2	Panca Warna waterfall	Panorama Tebing Tinggi
3	Coban Ciblungan	Kabut Pelangi waterfall
4	Coban Sewu	Tumpak Sewu waterfall

Source: Primary Data, 2016

The analysis is the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) and SWOT analysis with quantitative models. According Muta'ali (2015) states that the Internal Factor Evaluation (IFE) is performed to obtain the power factor to be used and the factors to be anticipated weakness. External Factor Evaluation (EFE) carried out to develop the factors that should translate into opportunities and threats factors that need to be avoided. SWOT Analysis is a strategic planning method used to evaluate the strengths, weakness, opportunities, and threats in a development activity (Muta'ali, 2015). SWOT analysis with quantitative models using the assumption that every state is always in pairs,

where every force there is always a hidden weakness and every opportunity that is open there is always a threat that must be wary of.

The use of SWOT analysis with quantitative models used to analyze the factors systematically for sustainable development planning CBT. In general there are three stages in conducting this analysis, namely (1) data collection, (2) analysis of data, and (3) decision. Usage analysis of internal and external factors will determine the appropriate strategy to create sustainable tourism.

PHYSIOGROAHOY

The research location is situated in the border district of Malang and Lumajang. For Malang in subdistrict Ampelgading and Lumajang in subdistrict Pronojiwo. Characteristics of both regions included in the volcanic group. From the analysis of the land system map East Java scale of 1: 100,000 in getting the results that the study area is located on a landform lava flow (v.1.2) and old volcanic hills backs (V.3.2.1). Results of volcanic landform is generally a hilly area. The impact is hard to build accessibility.

Behind these obstacles volcanic landforms save a lot of natural potential, such as minerals, panoramic landscapes and biological richness in the form of animals and plants. This potential is widely used by the local community to develop agriculture. Data show that the majority of potential village main work in the two areas of research are farmers, primary products such as grain and hoticulture (PODES Malang and Lumajang 2014).

In general, there is a landform lava flow canyons that have been formed for a long time so as to produce a beautiful cliff. Gorge to meet with the river flow around it will produce a waterfall. This potential is then used by the residents as a new DTO. Here is a description of the location of waterfalls presented on the map terrain.

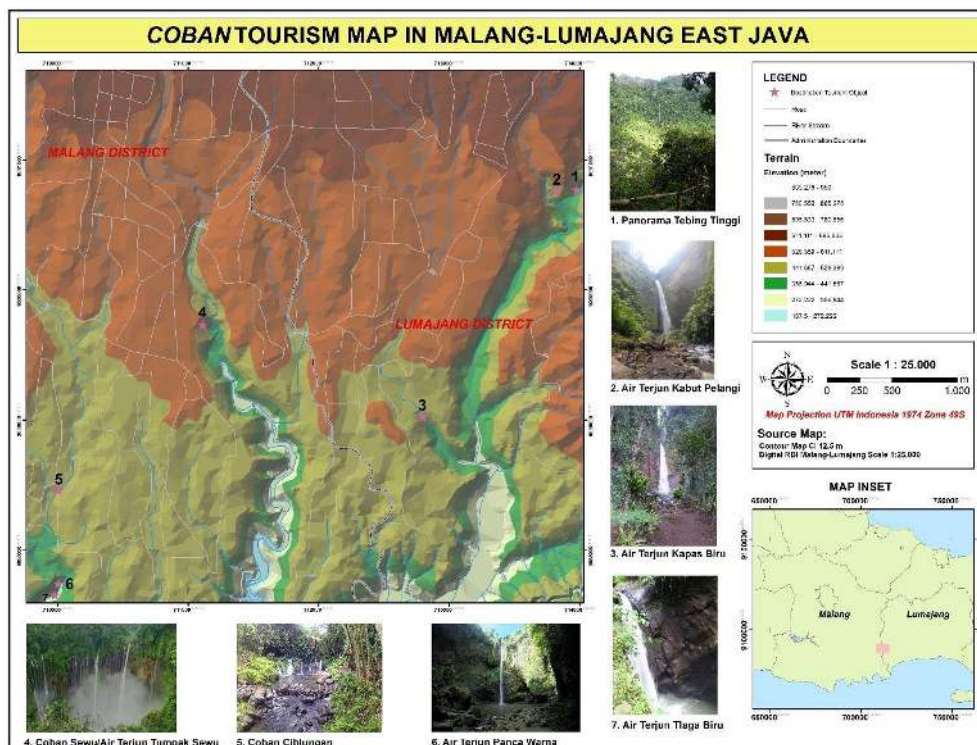


Fig. 2. Reseach Sites
 Create by: Agus Purnomo, 2016

DISCUSSION

The early part of the discussion is about the results of the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) as well as a SWOT analysis. The results of this analysis will determine what kinds of strategies that will be used in order to be sustainable community based tourism.

Table 2. Analysis of IFE and EFE

Internal Faktors Evaluation					Eksternal Faktors Evaluation				
No	Elemen	B	R	Σ	No	Elemen	B	R	Σ
<i>Strength</i>					<i>Opportunities</i>				
1	Diversity of livelihoods	0,7	4	2,8	1	Government intervention	0,7	3	2,1
2	Panorama	0,3	3	0,9	2	Tourism trend	0,3	3	0,9
Total		1	7	3,7	Total		1	6	3
<i>Weakness</i>					<i>Threat</i>				
1	Limited facilities and infrastructure	0,6	3	1,8	1	Shock	0,6	4	2,4
2	Management is not yet stable	0,4	3	1,2	2	Seasonal	0,4	3	1,2
Total		1	6	3	Total		1	7	3,6
IFE				0,7	EFE				-0,6

Source: Analysis of primary data, 2016

Explanation:

B: The weight, the degree of importance of a factor. The total of the weight in the first element should be 1 (100%)

R: Rating, is the level of influence of these factors in the development of tourism value range of 1 (poor) to 4 (out standing)

Σ : Total weight of the total value multiplication result by rating

From the calculation of IFE and EFE, the results can be written in the SWOT analysis chart. The chart consists of four quadrants, each of which will determine the strategy of development of different (Sudana, 2013). Values shown from the analysis results of community-based tourism is in quadrant II (diversification strategy).

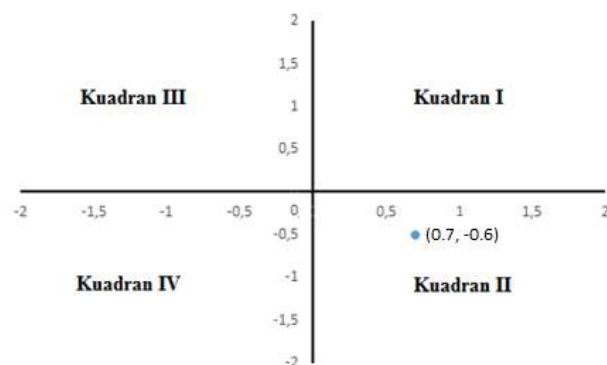


Fig. 3. SWOT Quadrants

Source: Analysis of primary data, 2016

Despite facing various threats, the development of community based tourism still have the power in terms of internal. The strategy should be applied is to use force to take advantage of long term opportunities by diversifying (market/travel services) (Rahadi, et al., 2015).

Diversification strategies in the development of community based tourism in Malang and Lumajang aims to threat of external factors. The biggest threat is the community talkative (shock). Some residents who were on the other side of DTO was able also to develop access. So often encountered one DTO there are several entry managed by different *panitia*. This situation will lead to unfair competition (Brahmanto, 2013).

Results of case identification DTO there are three that have dual access in Malang and the entire DTO in Lumajang has dual access. Some still access recently opened three to four months ago. One of the *panitia* in Tlaga Biru waterfall and Panca Warna waterfall testified that previously were on different committees in managing both the travel. However, due to internal conflicts such member is removed and a new open access in the next village.

Threats of internal factors that most are limited facilities and infrastructure. During this time the *panitia* to build the facilities and infrastructure of shared and entrance fees amounting to IDR. 5000.00 each visitor. In the Panorama Tebing Tinggi *panitia* opens the access to borrowing from the bank amounting to IDR. 40,000,000.00. *Panitia* Panorama Tebing Tinggi now being submitted proposals of cooperation with Perhutani Probolinggo. There is a committee that has managed to establish cooperation with Perhutani, Kapas Biru waterfall.

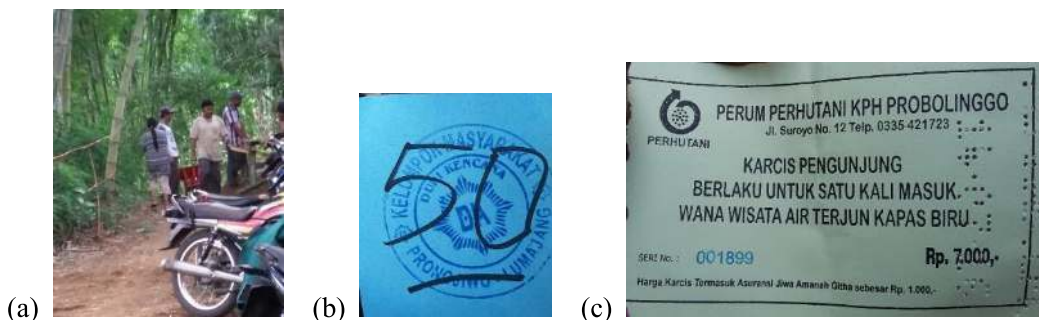


Fig. 4. (a) – *Panitia* Panorama Tebing Tinggi was open access with *gotong royong*, (b) - Ticket Panorama Tebing Tinggi, (c) – Ticket Kapas Biru waterfall

Source: Documentation Research, 2016

There are many aspects related to sustainable livelihoods. One of them is the development of a sustainable economy. Sustainable economic development can be achieved by diversifying the sources of livelihood of the community. The development of community-based tourism can provide diversification of livelihoods. The main work in the field of agriculture and horticulture crops be intensified in the rainy season. At that time travel would be very dangerous falls with the potential for flash floods. Conversely when the dry season farming less intensively and added livelihood comes from travel. Within the framework of sustainable livelihoods include the vulnerability (seasonal).

Revenue from ticket is currently being used to build infrastructure. The committee received income from parking fees. Motorcycle parking IDR. 5000.00 and cars IDR. 10,000.00. Every vehicle entering the land owner gets IDR. 1000.00 and the rest was distributed across the entire committee. Recorded daily income in the peak tourist season from eight locations DTO average IDR. 300,000.00.

Sustainable tourism development policy focus is no use of natural resources and the use of human resources in the long term (Sharpley, 2000) Aspects of management is still not stable to internal constraints in the development of community-based tourism. This factor will have an impact on the management of such travel, promotion, improvement of facilities and infrastructure, to the protection of the safety of visitors.

Required the intervention of the local government in this regard. Malang in the development plan will be to develop tourism in the southern region including the subdistrict Ampel Gading. Lumajang already give real attention to managing DTO Tumpak Sewu waterfall under *kelomPOK saDAR WISata* (POKDARWIS) – Community Tourism Tumpak Sewu and Kapas Biru waterfall under Perhutani Probolinggo.

On the basis of the fact that the most appropriate strategy is encapsulated in developing community based tourism for sustainable livelihoods are:

- (1) Training to improve management capabilities
- (2) The local government intervention to prevent conflict among organizers
- (3) Deversification attractions, facilities and infrastructure in DTO to overcome seasonal threat.

CONCLUSION

The potential of nature tourism in Malang and Lumajang can be used to diversify livelihoods. To realize the need of applying the concept of tourism development based masyarakat combined with sustainable livelihoods. SWOT analysis helped formulate appropriate strategies to address existing threats.

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