

# Empowering Women in Community Based Tourism Development in Oben Village, Nekamese District

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**Abstract**—Community Based Tourism (CBT) is determined by the role of the community including women. Women have the right, potential and also a very large role in CBT activities. The formulation of the problem in this study is how the role of women in tourism activities in developing CBT in Oben Village, Kupang Regency. This research used a qualitative descriptive analysis research method. Research subjects and objects are people in Oben Village, especially women. In this research women are key informants. Researchers will meet directly with the community in Oben Village to collect information, conduct socialization, and the final stage is to evaluate whether Women's Empowerment in developing CBT in Oben Village has been running according to the directed standards. The purpose of this research is to provide information and understanding of the importance of the role of women in the development of tourism villages.

**Keywords**—role of women, CBT

## I. INTRODUCTION

Background Tourism development also needs to use the concept of Community Based Tourism to increase community involvement. Community Based Tourism is a form of tourism that focuses on environmental, social and cultural sustainability. The development of tourism by the community is carried out with the aim of increasing tourists' awareness and learning about the local people's way of life (Suansari in Yustisia [1]). Community-Based Tourism Development aims to optimize community empowerment, increase community participation in tourism development so that it can benefit in the economic and socio-cultural fields and provide equal opportunities for all communities [1]. Community involvement in the concept of Community Based Tourism provides great opportunities for people in the field of entrepreneurship.

Tourism has the potential to contribute to better informal employment and to provide viable opportunities for entrepreneurship. Demartoto [2] states that in addition to the lack of community roles in management, the lack of success in Community Based Tourism is also caused by the lack of women's roles. Indirectly this means that the success of Community Based Tourism is determined by the role of the community including women.

Women as part of society have the right and potential to participate in community-based tourism activities. Women have a very big role in tourism activities, women are more important than men in tourism activities because of the high creativity of women [3]. The involvement of women in tourism activities is also beneficial in tourism activities both culturally and socio-economically. The involvement of women in tourism can reduce gender inequality in development. In social life, gender is not only understood and used as a social category and an analytical tool to see women in relation to men in society as described above. In an abstract level, gender is understood as "ideology" to explain the social reality that places women and men in different roles and positions. Research on the role of women in development in Indonesia is needed to support national policies and strategies related to advancing women and increasing their role in development.

Oben Village is one of the villages in Nekamese Subdistrict, Kupang Regency, East Nusa Tenggara Province, which has a vision of realizing an increase in community welfare, of course, prioritizing the role of local communities in its management. Oben Village has several tourist attractions, one of which is cultural tourism, in this case the weaving. The production of weaving in Oben Village is carried out by the village community, which mostly involves women who are already professional in weaving techniques, but in terms of sales and promotion management has not been carried out professionally.

Initial observations show that women in Oben Village are involved in tourism activities which consist of several components of tourism activities (attractions, accessibility, amenities and Ancillary Service). With the increasing number of women involved in tourism activities, it is necessary to identify their roles so that they can get recommendations to improve the quality of tourism activities. Women who work in the informal sector have not been recorded properly so to support this research it is necessary to conduct a review of women's involvement in the tourism industry.

In this regard, the author takes the title: Empowering Women in Community-Based Tourism Development in Oben Village, Nekamese District, Kupang Regency.

### A. Problem Formulation

The role of women in tourism activities is still very limited. Women's activities in tourism activities are limited to cleaning, lodging, tour guides, and cooking. Women are only guardians of tourism facilities, not as active actors in tourism. The role and participation of women in tourism activities is still considered not important. Based on the background above, the researcher's problem formulation is "How Women's Role in Tourism Activities in The Development of Community based Tourism in Oben Village, Kupang District"

### B. Research Objectives

The objective of this study is to determine the role of women in tourism activities in community-based tourism development in Oben Village, Kupang Regency.

### C. Research Benefits

The results of this research are expected to provide theoretical and practical benefits:

1) *Theoretical benefits:* The results of this study are expected to be able to contribute to the repertoire of tourism science, especially those related to tourism business.

#### 2) *Practical benefits:*

- For the government, as input in making policies on various matters related to community-based tourism development and involving women in activities.
- For tourism entrepreneurs, it can be used as a source of information in developing strategies for community-based tourism development.
- Increase public, private and government knowledge regarding the role of women in communitybased tourism development activities.

## II. GENERAL REVIEW

### A. Women's Empowerment

The reality of injustice for women starts from marginalization, the second being of God, half the price of men, as servants, depending on men and often even treated harshly or half slave. It seems to position women as a second class community group, which has an impact on the diminishing of women's rights, including the right to education. Conditions in Indonesia in the education sector are still relatively low compared to men. The higher level of education, the less number of women who getting it.

Empowerment is a transformation of power relations between men and women at four different levels, namely family, society, market and the State. The concept of empowerment can be understood in two contexts. The scope of empowerment is not only at the individual level but also at the community level and its regulations. That is to instill rules of cultural values such as hard work, openness and responsibility. Empowerment or empowerment (empowerment) comes from

the word power which means wealth or power. Empowerment is a way by which a person, people, organization. And communication is directed to be able to control (rule over) his life. Empowerment is a process by which people become strong enough to participate in various controls over, and influence over events and institutions that affect their lives. This control includes control over various sources (including physical and intellectual) and ideology includes (beliefs, values and thoughts) so empowering women is an effort to reallocate power through changing social structures. The position of women will improve only when women can be independent and are able to control over decisions related to their lives.

There are two characteristics of women's empowerment. First, as a reflection of emancipator interests that encouraging people to participate collectively in development. Second, as a process of involving individuals or communities in the process of enlightens awareness and collective organizing so they can participate.

Empowerment of women is carried out to support and accelerate the achievement of quality of life and equal partners between men and women who are engaged in all fields or sectors. The success of women's empowerment is everyone's dream. However, to determine its success, the indicators of women's empowerment are as follows:

- There are adequate facilities to support women in pursuing education as much as possible.
- There is an increase in the participation and enthusiasm of women to seek and obtain education and teaching for themselves.
- Increasing the number of women reaching the tertiary level of education, so that in this way, women have a greater chance of developing careers as do men.
- There are an increasing number of women in the legislative, executive and government institutions.
- Increasing the involvement of women's activities in the education empowerment campaign for women.

But more than that is the creation of an egalitarian mindset and paradigm (equal rights). Women must also be able to play an active role in a number of activities which are in proportion. If all of this has been realized, then women will truly be empowered.

### B. Tourism Development

Arjana [4] argues that tourism development should focus on developing tourist attractions, both natural tourism, cultural tourism, artificial tourism, and alternative tourism. The need for tourists to enjoy natural beauty, witness cultural attractions, buy art products as souvenirs must be developed in tourism development planning in order to meet tourist needs.

### C. Community Based Tourism

In the development of a tourist destination, community participation is needed. The main principles of functionalism structure according to Sanderson [5] are as follows:

- Society is a complex system consisting of parts that are interconnected and interdependent, and each part has a significant effect on other parts.
- Every part of a society exists because that part has an important function in maintaining the existence and stability of society as a whole, so that the existence of one particular part of society can be played if its function for society as a whole can be identified.
- All societies have a mechanism to integrate themselves, namely a mechanism that can glue them together, where an important part of this mechanism is the commitment of community members to the same set of beliefs and values.
- Society tends to lead to a state of equilibrium or co - stasis and a disturbance in one part tends to cause adjustments in other parts in order to achieve stability.
- Social change is an unusual event in society, but when it does occur, and then the change will generally lead to consequences that benefit society as a whole.

## III. RESEARCH METHODS

### A. Research Types and Approaches

The type used in this research is a gender perspective qualitative research. Bogdan and Taylor in Moleong [6] define a qualitative approach as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The objective of qualitative research with a gender perspective is to see how the role of women in community-based tourism development and the extent to which women are involved in the midst of men. In this case the author uses this type of research to describe how the development of community-based tourism through strengthening the role of the weaving group (Oben Village Study).

### B. Research Location

The location of this research was conducted in Oben Village, Nekamesedan District, Tourism Office, Kupang Regency. The author chose the research location in Kupang Regency because Oben Village has a weaving group where the role of women's participation there is very necessary, so this phenomenon is considered quite interesting to conduct research in the village.

### C. Determination of Informants

The informants in this study were the village head, women in the weaving group, and tourism workers.

### D. Data Collection Techniques

Data collection techniques in qualitative research that are most independent of all data collection techniques are: interviews, direct observation or observation and documentation

## IV. RESULTS AND DISCUSSION

### A. General Description

Oben Village is one of the villages located in Nekamese District. With an area of 12,279.82 Ha. The population density in Nekamese District is 9,818, consisting of 4,967 males and 4,851 females. Women in Oben Village play an important role in developing tourism in the village. They are actors in tourism activities. The women act as traders and weaving craftsmen. Weaving is the main occupation of women in Oben Village. The results of the weaving process in the village are sold to the public. Tourism activities for women not only help the economy but also a place to gather and socialize. Tourism activities have created a community that makes tourism activities possible. The community of weaving craftsmen and also other components are interacting to form a system. The role of the village and local governments is very much needed in supporting the weaving groups in Oben Village so that the role of women is still needed. Weaving groups really need tourists to consume the results of weaving activities.

### B. Analysis of Research Results

Community-based tourism is a concept that emphasizes community empowerment to better understand the values and assets they have, such as culture, customs, culinary delights and lifestyle. Community-based tourism is a pattern of tourism development that focuses on the community itself. So the role and participation of the community is very important in the development of existing tourism. However, in Oben Village, community involvement, especially women, is minimal. They weave only for their personal needs, not for sale. Things like this make women unable to make money.

Community participation is the key to the success of community-based tourism development. So for the success of tourism development, community involvement, especially women, is needed. However, in reality the participation and awareness of the community in Oben Village in the development of existing tourism is still not optimal, due to lack of public awareness and awareness of the importance of the benefits of tourism. Women's empowerment is needed so that they can learn to manage tourism in the village to become a source economy for the people in Oben Village. Women in Oben Village must often be provided with socialization and practice it directly. So they can manage existing capabilities into a source of income. The opportunity to become a source of income is huge because Oben Village is a village that connects Kupang City with Baun Village (a culinary tourism spot). When tourists who want to go to Baun, they can bring souvenirs from Oben Village.

The role of local government and village government in the development of community-based tourism in Oben Village is very important which is a form of support for central government programs, but human resources are an obstacle in tourism development, so there is a need for government agencies that play an active role in improving human resources. In community-based tourism development, of course there must be cooperation between the community, village and local governments, and business actors in the tourism sector. The community needs to be given guidance and training as well as socialization about the importance of community-based tourism so that people can be enthusiastic to continue working and make something of value so that they can produce a product characterized by local culture as a form of tourism development in the economic, social and cultural fields.

## V. CONCLUSION AND SUGGESTION

### A. Conclusion

The development of the community based tourism concept needs to focus on community empowerment to play a more active role in planning, developing and managing tourist attractions in Oben Village. Community participation is the key to the success of community-based tourism development. So for the success of tourism development, community involvement is especially important, namely women. Empowerment of women is urgently needed so that they can learn to manage existing tourism to become an economic source for the community in Oben Village. The role of the Regional Government and Village Government in the development of Community Based Tourism in Oben Village is very important, so there is a need for government agencies that play an active role to facilitate human resource improvement in Oben Village. The community needs to be given motivation

and technical training in tourism management as well as socialization about the importance of Community-Based Tourism so that people can have the awareness to continue working and produce a product characterized by local culture as a form of tourism development in the creative, social and cultural economy.

### B. Suggestion

In Community-Based Tourism Development, it is necessary to have participation from the community in planning, development and management of tourist attractions in Oben Village and there is a need for the role of the Regional Government and Village Government in facilitating planning activities and developing tourist attractions as a form of support and motivation to the community in the village Oben.

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