Community-Based Tourism as an Effort to Increase Women's Participation and Social Inclusion Receiving Tourism Benefits

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Abstract. Today's tourism is the alternative maintaining the community's environmental, economic, and cultural heritage. Hence, seeing the enormous opportunity for tourism contribution to sustainable development, efforts are needed to accelerate SDGs in Indonesia through tourism. Community involvement or participation is one of the keys to achieving this goal. In carrying out this research, researchers focused on community involvement, especially women's. This study aims to analyze women's participation and social inclusion in tourism benefits and develop strategies to increase women's participation and social inclusion in tourism benefits. The research location took place in several community-based tourist attractions in Cirebon City. This research design uses quantitative and qualitative approaches. It describes women's participation in community-based tourism development and optimization by forming development strategies. Based on the Importance Performance analysis results on the performance of women's involvement, it depicts the increase in participation needs to be raised, with the average performance being at a point of 4.9 and a vital perspective score of 6.4. Based on the conducted FGDs results, the main strategic recommendations are to increase women's confidence and competence, both those who have already participated and those who have the potential to attend tourism, including benefiting from it.

Keywords: Tourism · Community · Women's participation

1   Introduction

Today's tourism is the prima donna of alternative in maintaining the community's environmental, economic, and cultural heritage. In line with the World Tourism Organization and the United Nations Development Program (2017), tourism development must be essential in providing sustainable solutions for society, the environment, prosperity, and peace. The tourism development agenda supports new development agreements that encourage change towards sustainable development (Sustainable Development Goals/SDGs).

The Sustainable Development Goals are a critical plan for developing tourism in Indonesia. Furthermore, at the United Nations General Assembly, 2017, the International Year of Sustainable Tourism for Development was declared. This momentum is an impetus to raise awareness of tourism actors (community, Government, private sector) in Indonesia to work together in implementing sustainable tourism as a whole.

Presidential Regulation of the Republic of Indonesia Number 59 of 2017 concerning Implementation of the Achievement of Sustainable Development Goals is the basis for regional and central governments implementing the TPB/SDGs agenda. Furthermore, UNWTO (2017) added that in the context of the 2030 SDGs Agenda, sustainable tourism encourages changes in policies, business practices, and consumer behavior towards a tourism sector that can contribute to the SDGs in five main areas, namely:

1. Sustainable economic growth
2. Social inclusiveness, employment, and poverty reduction
3. Resource efficiency, environmental protection, and climate change
4. Cultural values, diversity, and cultural heritage
5. Mutual understanding, peace, and security.

The expectations of tourism implementation in the five main areas of the SDGs have experienced a significant positive effect. Sustainable economic growth can be seen in the World Travel & Tourism Council report (2017), outlining the strength of the tourism economy, representing 10% of the World's Gross Domestic Product. In the same document, the WTTC stated that employees' contribution in the tourism sector is one in every ten jobs globally related to employment and poverty reduction. In addition to the concept of ecotourism, according to Ceballos-Lascurain (1996), nature conservation characteristics have little impact on the environment and provide economic benefits for the local community. Cultural preservation places tourism efforts on environmental protection and the availability of cultural resources.

Hence, seeing the enormous opportunity for tourism's contribution to sustainable development, efforts are needed to accelerate SDGs in Indonesia through tourism. Community involvement or participation is one of the keys to achieving this goal. In line with Okazaki (2008), community participation in the tourism planning is a way of implementing sustainable tourism. Furthermore, Miyakuni and Stoep (2006) explain that integrating tourism needs with the community's needs is robust. Therefore, in addition to improving the tourism experience and the economy, community involvement in tourism can maintain residents' quality of life.

In conducting this research, researchers focused on community involvement, especially women's participation and social inclusion in tourism benefits. As a result, women's involvement in development in Indonesia, including in the tourism sector, has been regulated by applicable regulations. These provisions intend to encourage the quality of women's capacities and competencies in empowering tourism development. One of them is Presidential Instruction Number 9 of 2000 concerning Gender Mainstreaming in National Development and Minister of Home Affairs Regulation Number 67 of 2011, which states that the Government must develop gender-responsive development policies.

The magnitude of the potential for efforts is to increase women's participation and social inclusion in receiving tourism benefits through community-based tourism development. However, this potential will be in vain if there is no support from policymakers, actors involved, and women's enthusiasm for tourism development. Therefore, to avoid beautiful efforts at the policy level without realizing the need to fulfil the criteria for community-based destinations, it is necessary to conduct a study of community-based tourism development models as an effort to increase women's participation and social inclusion in tourism benefits by involving all interested stakeholder components so by looking at the existing priority scale gradually.

2   Method

This research occurred in several tourist objects, areas, and community-based tourist destinations in Cirebon. The selected location on the site has several leading tourist attractions in community-based tourism and many women's involvement in various tourism communities. This type of research is descriptive quantitative, and qualitative, through the description of women's participation in community-based tourism development and optimization through the formation of development models. An effort to see the quality factors of women's involvement, including importance and venue conditions (performance), used importance-performance analysis. Martilla and James (1977) was the first to introduce the Importance Performance Analysis (IPA) method to measure the relationship between perceptions and priorities for improving product/service quality, also known as quadrant analysis.

3   Results and Discussion

Calculating the Resident Empowerment Through Tourism Scale (RETS) can identify the community empowerment in tourism. RETS is a concept used to measure the condition of empowered communities due to tourism. The measurement of the empowered state is based on assessing the community's perception of tourism in the region. Boley & McGehee (2014) formulated this concept by adopting the tourism empowerment theory by Scheyvens (1999). In Scheyvens' theory, there are four dimensions of women's empowerment in tourism: economic, psychological, social, and political. However, in the RETS concept, only three dimensions of charge are measured: psychological, social, and political empowerment (Boley & McGehee, 2014). Economic empowerment is not included in the RETS calculation because it only focuses on the community's economic welfare, so individuals cannot apply it. In addition, acquiring secondary data, such as income and labor source, can identify economic empowerment (Boley & McGehee, 2014).

The dimension of psychological empowerment is an empowerment dimension that has a psychological impact, one of which is increasing the community's sense of pride because of tourism. This sense of dignity grows from the presence of tourists who visit their area and learn about the existing culture (Scheyvens, 2000). Statements one, two, three, and four on the dimensions of psychological empowerment indicate the average value is somewhat satisfactory, namely 5.4., 5.1., 5.2, and 5.3. Besculides, Lee, &

McCormick (2002) argue that with tourism, people realize that other people or tourists value the culture and environment in their area. So, when tourists learn about the community's culture, they become proud as owners of the culture (Driver, Brown & Peterson: 1991 in Besculides, Lee & McCormick, 2002).

The dimension of social empowerment is an empowerment dimension that impacts the more extraordinary relationship between individuals and other individuals or groups, increasing cohesiveness in society and opening opportunities for individuals to be involved in the community. In statements one, two, and three dimensions of social empowerment, the average value is somewhat satisfactory, 4.9., 5.2., and 4.8, respectively. Scheyvens (1999) states that interactions in society are increasing with tourism. Existing individuals and groups work together to build better tourism. More influential community groups also indicate social empowerment, including women's groups (Scheyvens, 2000).

The dimension of political empowerment is a dimension of assignment in which the community has the space to channel their concerns about tourism. The community is aware of the right to have an opinion and be involved in making decisions to develop tourism. In statements one, two, and three dimensions of social empowerment, the average value shows somewhat satisfactory, namely 4.5., 4.8., 4.7., 4.6. Average or below psychological and social values. Scheyvens (2000) found that women's involvement in the decision-making process for tourism advancement at the village level was minimal. It is because women feel that the head of the family or the man have sufficiently represented their voices (Wariyatun, 2001) (Table 1).

After obtaining data on stakeholders' orientation to the involvement of women in tourism development, a representative Cartesian diagram presented the results. By incorporating all the elements of importance and performance into a Cartesian graph, it can explain the ranking and identify needed actions (Fig. 1).

Quadrant I (Concentrated here). According to the respondents, the attributes in this quadrant have a high level of importance, but their performance is still low. The implication is that the prioritized features in this quadrant are essential for improvement. The attributes contained in this quadrant include, among others, 2.1 Forming encouragement to be with the community in raising the quality of potential tourist attractions; 2.3 Creating awareness as part of the community members; 3.1 Have a voice in raising the quality of possible tourist attractions; 3.2 Have the opportunity to participate in the planning process for the development of tourist attractions; 3.3 has the chance to participate in the tourism attraction management process; 3.4 Have the opportunity to participate in the process of monitoring and evaluating the development of tourist attractions.

Quadrant II (Keep up the good work). The attributes contained in this quadrant have a high level of importance, and the informants consider their performance reasonable. The features included in this quadrant are strengths or advantages in the eyes of the respondents. Therefore, managers need to maintain the quality and performance of these attributes. The attributes contained in this quadrant include 1.1 A sense of pride in a tourist attraction; 1.2 A sense of belonging to a tourist attraction; 1.3 Desire to guard against potential tourist attractions; 1.4 Desire to be involved in raising the quality of possible tourist attractions.

Table 1. Importance and performance analysis of psychological, social, and political dimensions

No	Indicator	Importance score	Performance Score
1	Psychological		
	Proud of a tourist attraction	6,8	5,4
	A sense of belonging to a tourist attraction	6,1	5,1
	Desire to guard against potential tourist attractions	6,1	5,2
	Desire to be involved in raising the quality of potential tourist attractions	6,6	5,3
2	Social		
	Forming encouragement to be with the community in raising the quality of potential tourist attractions	6,1	4,9
	Strengthening relationships among community members	6,5	5,2
	Creating awareness as part of a community member	6,8	4,8
3	Political		
	Have a voice in raising the quality of potential tourist attractions	6,2	4,5
	Have the opportunity to participate in the planning process of tourism attraction development	6,5	4,8
	Have the opportunity to participate in the tourism attraction management process	6,2	4,7
	Have the opportunity to participate in the process of monitoring and evaluating the development of tourist attractions	6,8	4,6

Quadrant III (Low priority). The attributes in this quadrant have a low level of importance, and the informants consider management performance poor. The manager needs to make performance improvements to these attributes to prevent these attributes from shifting to quadrant I. The features contained in this quadrant are not available.

Quadrant IV (Possible Overkill). According to the respondents, the attributes in this quadrant have a low level of importance but good performance, so they are considered excessive. Improved performance on these attributes will only lead to a waste of resources. Therefore, characteristics in this quadrant are not available. Based on the results obtained in the importance-performance analysis, improvements are needed, especially in quadrant one.
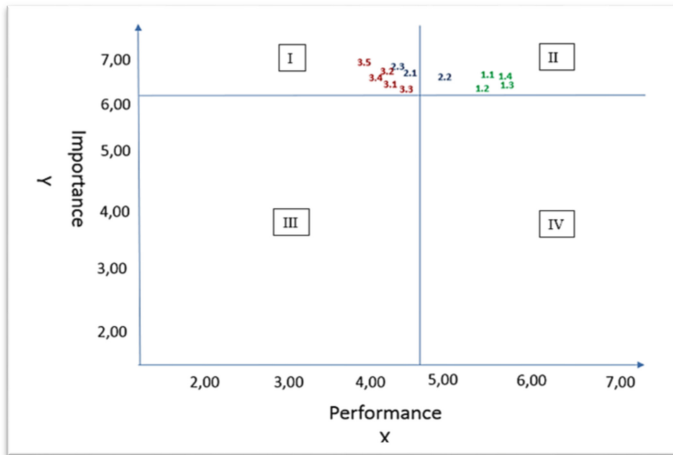
Fig. 1. Analysis of the importance and performance of Women's Empowerment through Psychological, Social, and Political Perspectives

4   Conclusion

The level of women's participation began to grow with involvement in several things, especially in organizations and small and medium enterprises in supporting tourism development. Efforts to increase women's participation in research locations expect them to be involved. However, programs such as improving soft skills, boost their self-confidence, tourism knowledge, communication, and self-ability in collaborating with other parties.

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