



Community-Based Tourism-Based Women Empowerment: a Qualitative Approach

Idris Idris¹, Aulia Herdiani², Khofifatu Rohmah Adi¹

¹ Faculty of Social Sciences, State University of Malang, Malang, Indonesia

² Faculty of Economics and Business, State University of Malang, Malang, Indonesia

idris.fis@um.ac.id

Abstract. This study aims to develop a conceptual model of women's empowerment based on community-based tourism in Bali. The Balinese women community has independence and excellence in developing tourism potential so as to support women's empowerment. Qualitative approach with ethnographic design in revealing and developing a conceptual model of women's empowerment based on community-based tourism. Data were collected using observation, interview, documentation, and focus group discussion techniques for several women's communities involved in tourism development in Bali. Empowerment of women to support tourism development in Bali can be done by utilizing the potential of natural resources supported by the ability to manage and intervene by the government. This research has limitations in revealing and developing models because it is carried out at a small level, in future studies researchers can develop a more universal model for women's empowerment based on community-based tourism.

Keywords: Women's Empowerment, Women's Empowerment Model, Community based tourism

1 Introduction

Tourism in Indonesia from time to time shows rapid growth. This is in line with the government's efforts, especially the Indonesian Ministry of Tourism, which is conducting a massive promotion to attract tourists through a tourism promotion program themed *Pesona Indonesia* [1]. According to [2], tourism is a series of trips or temporary stopovers from their place of residence to an area and is driven by several interests without the intention of earning a living. The rapid development of tourism can be seen from the large number of the workforce, both male and female [3]. However, the role of women in tourism does not seem to be important in society. Based on the discussion of the United Nations International Forum on the Millennium Development Goals (MDGs), empowering women, especially in the tourism sector, is believed to have a positive impact on poverty alleviation, gender equality issues and other issues [4].

Meanwhile, [5] states that the participation of rural women is very much needed in tourism development.

Bali is a major tourist destination for both domestic and foreign tourists. Tourism developed in Bali is tourism based on Balinese culture and based on Hinduism, so that tourism in Bali cannot be separated from Balinese customs and culture [6]. In line with these conditions, tourism development in Bali can run well if it includes all levels of Balinese society as cultural supporters, including women. Involving women as a counterweight in tourism development plans also means maintaining a balance between the needs of local communities, governments and commercial actors or tourism investors.

According to [7] there are four dimensions that need to be discussed to determine whether women have been empowered in tourism activities, in developing countries including Indonesia. The four dimensions include empowerment from an economic, social, psychological and political point of view [7]. Women in tourism development have a big role. Several studies have observed that tourism contributes to changes in women's gender in several fields. While different studies show that tourism expands the possibilities of women to play extra roles in the economic, social or even political spheres. In some places, women are more concerned with the financial changes that tourism brings and gain from these modifications than men [8].

According to [4] the function of women in society is often ignored or even debated. In today's society, women's empowerment seems not to be important. Society shows that Balinese women are still lagging behind men in the fields of education, career, work, and politics. Balinese women must strive to be able to play a "visible" function in everyday life. If Balinese women need to play the same function, they want the capacity to take charge strategically, including in global politics, which may be an area where this capability is needed or in the realm of decision-making.

In an effort to develop tourism through empowering women, it is realized by applying the concept of Community Based Tourism (CBT). This concept is a tourism development that involves the community and can be accounted for from social and environmental aspects. In addition, this concept emphasizes flexibility in its application [9]. CBT aims to empower the community with the main target community and make the tourism industry more sustainable by focusing on local participation and community acceptance in tourism planning and development [10]. According to Rozemeijer (2001) there are at least three advantages in CBT, namely CBT provides additional income and new jobs in rural areas, the benefits obtained from nature will make the community have a sustainable perspective. managing nature, and CBT adds value by diversifying national tourism products. Therefore, this study aims to model women's empowerment in the development of tourism based on Community Based Tourism in Bali.

2 Methods

The main focus of this research is on developing a model of women's empowerment in tourism development in Bali. To explore this, a qualitative approach with an ethnographic design was chosen. The qualitative approach was chosen because of its ability to reveal a complete and detailed understanding of the background of the phenomenon

or case being studied [11]. While the ethnographic design was chosen because of its ability to explore the behavior and problems faced by certain ethnicities, even to certain ethnic cultural patterns [12].

The location of this research is in Bali. This location was chosen because the community is diverse and covers aspects of community life, including managing resources. This is especially the case for human resources, especially women. Aspects of natural and cultural resources that have great potential in the tourism sector really need to be developed, especially by the many women in Bali.

Primary data collection was carried out by means of observation, in-depth interviews, and discussion group forums (FDG) with the community and the head of the Bali Region. Observation is used to record and understand the situation in the field [13]. Interviews were used to explore the data obtained from observations [13]. Meanwhile, FGD was used in this study to explore specific problems, and to avoid the researcher's misinterpretation [14]. Meanwhile, secondary data collection is carried out through documentation, both from evidence of implementation documents, scientific documents, and other important documents that can be used as support for the results of primary data collection.

The results of data collection were then analyzed and deepened. The data analysis technique used in this study is an interactive model data analysis technique developed by Miles & Huberman [15]. Data analysis using this model is carried out continuously starting from collecting, reducing, and presenting data, to drawing verification and conclusions.

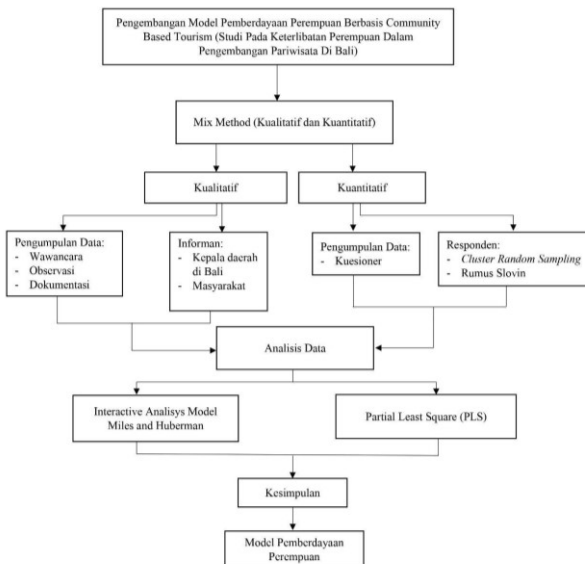


Fig. 1. Interactive Data Analysis Model [15].

3 Discussions

3.1 Empowering Women through Community Based Tourism in Bali

Bali is one of Indonesia's leading world tourism destinations. Tourism development in Bali is currently closely related to the involvement of women. Women in Bali can gain individual independence through tourism development. Women's empowerment can occur in three different but related dimensions: the personal, relational, and social dimensions. Empowerment in the community has a good signal, that the percentage of women's performance shows a positive relationship to the social progress of the community [16].

Understanding of empowerment in Balinese society as the situation of women relative to men in the community dimension faces various challenges. Bali as an area that still adheres to ancestral customs regulates in such a way how women participate in society. Balinese customary law states that men as family leaders have an obligation to meet family needs, while women have no obligation to do so. However, women in Bali are strong figures so they are able to take advantage of opportunities in tourism to gain independence. Balinese women are able to participate in tourism without having to violate existing customary law. The empowerment of Balinese women in tourism is usually done independently or through the existing tourism development community.

3.2 Conceptual Model of Community Based Tourism-Based Women's Empowerment

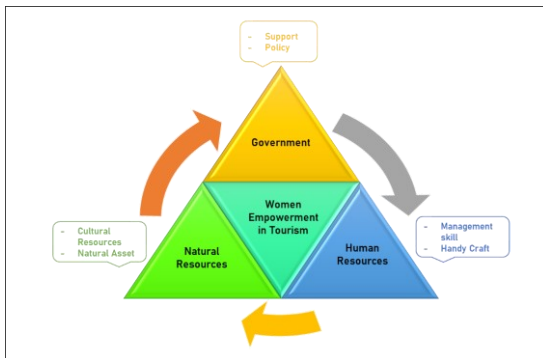


Fig. 2. Conceptual model of women empowerment in tourism

Women are one of the human resources that need to be developed and continue to train their abilities. One way to achieve this is by empowering women. This will encourage women to be able to self-regulate by increasing self-confidence and playing an active role in solving problems, so that every woman can build abilities and self-concept. [5] states that the participation of rural women is very much needed in tourism development. Women's empowerment is defined as the process by which women acquire the ability to make strategic life choices in contexts where these abilities were

previously denied them [17]. [17] emphasizes that the ability to exercise individual choice is based on three interrelated elements – resources, institutions, and achievement. Resources refer to material, human, and social expectations and allocations. Agency is the ability or sense of ability to determine one's goals, act on them, and decide their own strategic life outcomes. These achievements cover a wide range of outcomes ranging from improving welfare to achieving equal representation of women in politics. In other words, the underlying assumption is that women's empowerment is the process of owning and using resources as an agent to achieve certain achievements [17].

Women's empowerment can be done well if there is good cooperation on the ability to manage natural resources by the women's community supported by the government. The conception of women's empowerment through collective rather than individual business ownership, thus adhering to relevant cultural norms emphasizes collective rather than individual growth [2]. Because of this, it will be easier for women to be independent if there is a common forum for empowering women.

4 Conclusion

The women's community in Bali has a role in developing tourism. This study shows that women's empowerment in Bali is carried out by maximizing tourism including the potential of natural resources, the ability to manage, and the support from the government. Women in Bali are able to take advantage of the existing tourism potential with support from the government. Women's empowerment carried out in the community in Bali is able to create independence. The conceptual model for empowering women based on community-based tourism is to unite the potential of natural resources balanced with the ability to manage and the government's support in advancing tourism. These three things are able to support the development and participation of tourism so as to create empowerment in the women's community in Bali.

References

- [1] U. Suyatman, R. Ruminda, and I. Yatikasari, "Pengembangan Muslim Friendly Tourism dalam konsep Pariwisata di Pulau Dewata," *Pusat Penelitian Dan Penerbitan Uin Sunangunungdjati Bandung*, 2019.
- [2] S. Sopar, M. Mursyidin, A. Maifizar, R. Yulianda, and R. Husna Yana, "Partisipasi Perempuan dan Pemberdayaan Masyarakat di Objek Wisata Pulau Banyak Aceh Singkil," *Jurnal Sosiologi Agama Indonesia (JSAI)*, vol. 4, no. 1, 2023, doi: 10.22373/jsai.v4i1.2570.
- [3] H. Haslinda, "PARTISIPASI PEREMPUAN DALAM DUNIA PARIWISATA," *ANNISA*, vol. 10, no. 1, 2019, doi: 10.30863/annisa.v10i1.387.
- [4] R. K. Hudiono, E. Maria, and S. Suharyadi, "Pelatihan homestay dan inovasi kuliner sebagai strategi pemberdayaan perempuan dalam pariwisata," *Unri Conference Series: Community Engagement*, vol. 2, 2020, doi: 10.31258/unricsc.2.169-176.

- [5] S. Sujarwo, T. Trisanti, and F. U. Santi, “Pengembangan Model Pemberdayaan Perempu-
an Desa Wisata melalui Pendidikan Berbasis Komunitas,” *Jurnal Penelitian Ilmu
Pendidikan*, vol. 10, no. 1, 2017, doi: 10.21831/jpipfip.v10i1.16798.
- [6] I. WIRARTHA, “Ketidakadilan Gender Yang Dialami Pekerja Perempuan Di Daerah Pa-
riwisata,” *SOCA: Socioeconomics of Agriculture and Agribusiness*, vol. 0, no. 1, 2000.
- [7] R. Scheyvens, “Promoting women’s empowerment through involvement in ecotourism:
Experiences from the third world,” *Journal of Sustainable Tourism*, vol. 8, no. 3, 2000,
doi: 10.1080/09669580008667360.
- [8] S. Susanty and L. Yulendra, “KETERLIBATAN PEREMPUAN DALAM
PARIWISATA DI KAWASAN LINGKAR GUNUNG RINJANI LOMBOK NTB,”
Jurnal Ilmiah Hospitality, vol. 10, no. 1, 2021, doi: 10.47492/jih.v10i1.673.
- [9] C. M. Hall, *Tourism Planning. Policies, Process and Relationships*. 2008.
- [10] D. J. Timothy, “Participatory planning a view of tourism in Indonesia,” *Ann Tour Res*,
vol. 26, no. 2, 1999, doi: 10.1016/S0160-7383(98)00104-2.
- [11] J. W. Creswell, *Penelitian Kualitatif & Desain Riset : Memilih di Antara Lima Pendeka-
tan*. 2020.
- [12] E. Emzir, *Metodologi Penelitian Pendidikan : Kuantitatif dan Kualitatif*. Rajawali Pers
PT.RajaGrafindo Persada, 2012.
- [13] B. Rustanto and E. Kuswandi, *Penelitian Kualitatif Pekerjaan Sosial*. Bandung : Remaja
Rosdakarya, 2015.
- [14] A. Paramita and L. Kristiana, “Teknik Focus Group Discussion dalam Penelitian Kualiti-
tatif,” *Buletin Penelitian Sistem Kesehatan*, vol. 16, no. 2 Apr, 2013, doi:
10.22435/bpsk.v16i2.
- [15] J. Miles, M. B., Huberman, A., Saldana, *Qualitative Data Analysis: A Methods Source-
book*, 4th ed. Sage Publication, 2018.
- [16] N. Hermes, R. Lensink, and A. Meesters, “Outreach and Efficiency of Microfinance In-
stitutions,” *World Dev*, vol. 39, no. 6, 2011, doi: 10.1016/j.worlddev.2009.10.018.
- [17] N. Kabeer, “Gender equality and women’s empowerment: A critical analysis of the third
millennium development goal 1,” *Gen Dev*, vol. 13, no. 1, pp. 13–24, Mar. 2005, doi:
10.1080/13552070512331332273.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-
NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>),
which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any
medium or format, as long as you give appropriate credit to the original author(s) and the
source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's
Creative Commons license, unless indicated otherwise in a credit line to the material. If material
is not included in the chapter's Creative Commons license and your intended use is not
permitted by statutory regulation or exceeds the permitted use, you will need to obtain
permission directly from the copyright holder.

