

# *An Analysis of Sustainable Tourism Development Collaboration*

## *Case: Tourist Puppets Village of Kepuhsari, Wonogiri District*

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**Abstract**—This study aims to describe the form of collaboration of each element in the development of the village of Wayang Village tourism in the social, economic and cultural dimension. This research uses ethnography method approach to find the essence of a cultural pattern and complexity problems of a group or organization in developing the tourism area. Data collection was obtained by depth interview to several resource persons directly involved in collaboration such as leather puppet artisans; tourism conscious group; and Wonogiri Tourism Office. Local culture is the most valuable asset to be developed, but the results of this study indicate that the limited human resources and the role of stakeholders is needed to improve the facilities so that it can support the increasing tourist arrivals. Good management, innovation and goal alignment are key factors for the establishment of sustainable tourism destinations.

**Keywords**—*collaboration; tourist puppets village; tourism village; Wonogiri district*

### I. INTRODUCTION

This article discusses the form of collaboration between the villagers, the tourism conscious group (Pokdarwis) and the local government in developing of the tourist village “Kampung Wayang Kepuhsari”. Collaboration is away to find the solve from the trouble that have a strong legitimacy, because this trouble involved many community that have a same direction and participants active, so it have a strong influence to make a big decision and it will be accepted by all of the members [1]. Collaboration also as a cooperation with partners to utilized the resource that have been to give maximum and strategic beneficially [2]. Pokdarwis is a community that have been direction, that is to make the tourist village and as a promoter in this “Kampung Wayang Kepuhsari”. It have many activity like workshop, puppet show and promotion as a way to use their resource potential.

The goals of develop this tourist village is to improve the human resource in the terms of art especially in puppets include the history; philosophy; sociology; and economy. In the other side, it can cultivate a sense of belonging and to appreciate the art value and the customs value also to improve the unity spirit between the societies. Tourist village

development have a big effect for the social life of the society can take back their identity and solidarity sense between the individuals that has been cooperate also have a same responsibility [3].

A good structured network is an element of collaboration success so it can explained the definition of conceptual of the other element that showing up the physical and network elements [1]. The structure of the network must be transparent with the organization structure as flat as possible that there is no hierarchy of power, domination and monopoly; all equally well in the rights, obligations, responsibilities of authorities, and opportunities for accessibility [4]. The same vision and mission as a focus that can influence development, so it can maximizing the benefit of the big project that to be continued [5].

Study in Canada discuss about the obstruction of the course of collaboration, it cause of many factors especially culture, institution and politic factors [6]. In another side if the culture aspect as the reason to get profit, it can make shifted the value and the elements that contained in a culture. Take a profit from the culture to commercial interests it can make a culture value eliminated in individuals. But following up the time, we must owned that culture have a good interested for people int world, so it will influence the social and economic aspect for the people [7]. In this article, the writer want to know how the collaboration of the destination develop from the economy and social, but always in the culture development side.

### II. LITERATURE REVIEW

The collaboration have a temporary and permanent characteristic [1]. Between the right and obligation that happened between marginal community and government that had permanent collaboration characteristic. Definition of collaboration in another version is individual or community that can influence to reach the organization and the direction [8]. When the other leader of culture that representative from the community goals that can to be participants active and make a teamwork to reach the goals [9]. The collaboration success elements is access to resource human technician;

sources of finance and the other resource that needed to reach the network direction [1].

Tourism is an entire activity related to tourism and is multidimensional and multidisciplinary that emerges as a manifestation of the needs of all parties. Tourism is considered to contribute to poverty reduction and encourage sustainable development in developing countries [10]. Smart strategy of specialization to prioritize the tourism destination sector requires spatial development through linkages with relevant sectors, so the potential of existing attraction should be based on a good innovation strategy supported by the role of digitalization experts and public relations who have good qualities as a form brand building [11]. Technology can enhance the relationship between tourism and related sectors in tourism, so can explore maximally in various factors including the economics [12].

Review this case study provides context on case materials for researchers. Each tourist destination must meet the element of "Sapta Pesona" which means the fulfillment of elements of a safe environment; orderly; clean; cool; beautiful; friendly and memorable elements [13]. In general the State requires the tourism industry to be developed and encouraged start from local tourism. Therefore, all elements are prepared for a good standard, from accessibility, human resources and facilities to ensure the comfort of tourists [14]. The importance thing that perceived success of tourism activities can be seen from two different perspectives: The value of experience felt by tourists after traveling; and the value of the impact of tourism development that people feel [15].

As provided in the Constitution on Tourism No. 10 of 2009 Article 1 paragraph 11 about the competence of tourism actors from a set of knowledge, skills and attitudes that must be owned, experienced and controlled by tourism workers to develop professional work [16]. The role of government is needed in providing support to the community to be able to independently manage the social, economic and cultural assets. The tourism industry is an important aspect for the development of modernization and rural development that grows from various conservation policies. Under the Law No. 10 of 2009 Article 1, paragraph 3, various tourist activities must be supported by various facilities and services provided by society, businessmen, the Government and the Regional Government [16]. Tourism is a real or visible sector of change in the economic transition [17].

Local people need to be sued to be able to adapt and innovate so that it can also play a role as a developer, not just as beneficiaries. The society must also become active actors that drive the success of tourist destinations. Local government plays an important role in connecting the tourists both domestically and abroad with the actors who manage a tourist destination. The direct control and supervision of the Government concerned is a driving factor behind the development of sustainable tourism [18]. The form of government business in providing policies in the form of easy-process visa issuance, infrastructure procurement, providing marketing materials ranging from information center to attract tourists, directing to provide travel experience [19].

Many benefits and positive impacts of tourism destination development, such as the availability of employment for the society, increase the income of the society and local government so as to encourage regional development. In another aspect also affects the science that unconsciously able to improve the quality of human resources to continue to compete in various aspects.

### III. RESEARCH METHOD

Systematic and planned tourism development in Kepuhsari village as an art and cultural tourism object began in early 2011. In this study the researcher used a qualitative approach (in-depth interview form) is a scientific research approach that aims to get answers to certain problems by utilizing a predetermined procedure [20]. The field research took place from November 2017 to February 2018. The study consists of two phases and involves a combination of participant observation and key informant interviews with stakeholders from different parts of village community: villagers, craftsmen and service providers. This study uses an ethnography method approach that requires several stages in finding information from the field to collect data and the researcher describes by questioning the respondents purposively [21].

### IV. THE RESULTS

The majority of Kepuhsari villagers work as leather puppeteers in addition to other work as a traditional farmer. Seen from the character of population and condition of the society still hold firm values and norms and mutual cooperation attitude. In addition, the form of collaboration between the tourism awareness group with surrounding people and the craftsmen is established through the activity programs undertaken in meetings for the coordination of the division of tasks. Society contribution is from the beginning until now the process is still gradual, which formerly people are still passive and not yet open with this tourism activity is slowly began to open themselves to participate. One form of participation there are 38 homestay facilities with a guest capacity of 213 people who are all provided by villagers with personal capital. The place is not a room designed in a modern way, the surrounding villagers provides rooms in their respective homes and still maintain the existing facilities with a simple feel like living in a rural as a unique element of attraction for tourists who are mostly citizens of the city and abroad can feel typical rural atmosphere.

The villagers with tourism awareness groups are harmoniously established where the community is fully involved in the development of tourist villages. However, there are some society who are still passive and not yet open with the activities of this tourist village. The majority of the people of this village are Muslims who have some ideology that the shadow puppets culture is not in accordance with the teachings of Islam so there is little contradiction in the existence of tourism village activities.

If the condition is not immediately anticipated, then there will be concerns in the future which impact on the hampering

development of tourist villages. Tourism awareness groups continue to make socialization efforts to provide an understanding of the importance of tourism activities and by involving the villagers directly in decision-making process. Society is not only involved in things that are only technical.

The attraction of this village is not only puppet show and workshop, but there are several other attractions provided. Other attractions include gamelan workshops (traditional Javanese musical instruments), religious tourism, typical foods, nature waterfalls, and other artistic performances such as reog (traditional Javanese dance) are attractions to be provided by the visitors.

However, these tourism activities have not been maximally displayed because the concept and coordination has not been running well and unwell structured. Another factor is the concept of tourist villages, according to the coordinator of the tourism conscious group until now the face of a tourist area has not seen the proper tourist attraction should be. Kepuhsari village itself still looks like most other villages, only there is location of puppets craftsmen.

In the results of interviews with puppets craftsmen, said that not everyone especially the younger generation like the art of shadow puppets. So it is necessary role of various parties to help accompany the preservation of art and culture. The role of local government is seen to be lacking in attention to these issues. From the results of interviews with the management of tourism aware groups, the role of tourism related governments in the form of direct cash assistance to date has not yet existed. It cannot be denied that the development of tourist destinations need a great financial support for the sustainability of the future. So far, the role of stakeholders materialized from the process of cooperation with PT. Djarum is realized to provide assistance facilities and infrastructure information to support tourism activities. Although the role of local government has not been seen maximally, but the effort to become a facilitator already running.

The limitation of human resources in using technology and foreign language ability is also a factor in the slow progress of this tourist village. The villagers, especially the puppets craftsmen and even individuals who are members of the tourism awareness group are included. So that effort to overcome it all, the tourism conscious group tried to invite various volunteer teams to become facilitators in introducing and empowering. The activities are regularly held every weekend where the teacher volunteer team will share knowledge to the community. The impact of these learning activities can improve the confidence of the community to continue to innovate. Such as the development of innovation in manufacturing techniques and the sale of artwork. One of the achievements that has been done is the success of craftsmen to participate in the manufacture of souvenirs Sea Games 2018 in Indonesia. So that the perceived impact began to recognize the village of Kampung Wayang tourism as a tourist destination worth considering to visit.

The society of puppets craftsmen has committed to jointly maintain local wisdom in an effort to support the development of this cultural tourism destination. With the limitations and

various obstacles faced, they manage all activities both facilities and infrastructure and attractions together. Areas with an economic system that relies on the tourism sector does require a transition from various aspects, especially the habits of people who are required to be flexible to continue to innovate and follow the market tastes but still maintain the values and norms that apply.

Cultural acculturation cannot be avoided because of the increasingly rapid globalization factor and that is where the main demands as a region that has decided to become a tourist area to be able to filter and professionally manage it. Form of promotion that is done more active in the scope of social media by considering the cost of affordable and efficient. Their purpose is to show that puppet art is full of noble meanings and values contained in every art or storyline with a variety of high aesthetic elements.

Another effort of the preservation of puppet art is to begin to plant various knowledge about puppet art from an early age as an effort to prepare the next generation. One of its form is with the curriculum of art education puppet in Elementary School which only exist in Kepuhsari village. The purpose of the curriculum of puppet art learning in the school environment is to teach the young generation and especially for the descendants of the artists to be more loving and appreciative, until they will continue the baton art relay baton.

The social effect from a tourist village is by changing the mindset of the people who were initially covered with their skills and only thinking about personal gain. However, with the existence of this tourism activity they are more able to work together so that financial benefits can be felt larger and can be enjoyed by many people. Attitudes of tolerance and solidarity to the equation of goals began to grow in society.

From the observation that the shift of values in culture when used as a commercial object is not too big effect. In the society there are some religious beliefs adopted so that the perspective between the indicators to interpret a tradition there is a difference. The difference not so big impact to date, where awareness and the existence of a system of deliberations to reach agreement together become the right solution.

## V. DATA ANALYSIS

The tourism conscious group is a society organization that implements the human relations and human resources approaches system. In this case the organizational structure implements a humane approach and concentrates on the contribution of each individual involved to achieve organizational goals [22]. This organization structured as in other formal organizations where there is a formal and non-formal communication system. The tourism conscious group (Pokdarwis) is a small organization because it is only in the scope of the region, so the communication process is relatively simple.

In organization, the form of society participation as a member occurs when there are activities of meetings and socialization process, so that the emergence of ideas submitted. Collaboration will fail because participation of other stakeholder groups or stakeholders is deemed

unnecessary or important and dominated by dominant groups [23]. From the results of behavioral research is not present in the system of deliberation that occurred in the internal environment of the tourism conscious group.

The tourism sector is a mobility of interaction between rural with urban society and with foreign tourists. Tourism is seen as a system of interacting [24]. The role of public policy is a guideline for maintaining local culture because social-cultural aspects are highly vulnerable to friction. Education of the local community as the host becomes very important and the responsibility of government agencies and tourism awareness groups and the role of volunteers to increase human resources is needed.

Tourism aims to gain material advantage and cultural value, its creation for interest of tourism and consumption demand [25]. To further develop tourism, local governments improve access to highways, but based on observations of access to signs the road is reportedly inadequate, it means that tourists can get lost when they want to visit. Selected from the observation of visitors are not satisfied with the facilities provided, such as souvenir shops and tourist service centers are considered still simple. One of basic principles of the tourism industry is the greater social differences [26]. It should be noted that Wonogiri local government has aspect which become the direction and stages of development priority in Wonogiri City that is the realization of regional-based populist economy [27].

Comprehensive plan becomes very important for the sustainability of future tourism destinations. The policy strategy for creating sustainable tourism destinations should have two objectives: maximizing the contribution of proven tourism resources capable can improve the economy, and continuing to develop new untapped economic potentials [28]. Policies can be said to work well determined by human resources, institutions, and organizations that have the ability to reengineer [24].

The communication strategy is designed to help the goal of communication in each element that is effectively involved with the stakeholders and demonstrates the success of the objectives, so as to help the purpose of increasing awareness to change behavior and target the market to achieve the agreed objectives [29]. Community efforts and tourism awareness groups with the existence of various attraction activities staged for the tourists as a form of effort to obtain material benefits and efforts to fulfill the needs. The main life domain satisfaction is to improve people's quality of life such as material welfare; guaranteed health; safety; and emotional welfare [30]. To strengthen and safeguard the cultural potential and economic benefits that are increasing, it takes effort from art and cultural activists and stakeholders together to package the product in order to have good quality and quantity.

As in general, constraints faced by society and tourism awareness groups are limited capital and limited ability of the society and the occurrence of regional cultural values, especially beliefs. Therefore, the Government and related agencies, as policy implementers, are expected to be

facilitators for the emergence of local society participation in the development of kampung wayang tourism activities. In this case, expected to continue in facilitating the local society such as the learning of foreign language courses, tourism management training, guide training, and the sciences related to tourism.

The achievement of tourism development will occur if the commitment of all parties can have a vision and mission. Therefore, the commitment to synergize various groups involved in tourism development must be in tune so that there is no overlap or policy difference so that it will have an impact on the development progress. Involvement of the private sector will show the credibility of tourist attraction in the eyes of the tourists, so it can compete with other tourist destinations.

## VI. CONCLUSION

The development of Kampung Wayang Kepuhari village is a policy in the development of cultural preservation and to improve the welfare of local communities in the social, economic and cultural fields. The development of tourist destinations in Wonogiri need support from the stakeholders who are consistent in the world of tourism. Based on the research of many aspects that must be immediately addressed by local government and society to attract investors for invest their capital. Government and tourism awareness groups should be more serious in educating the public that the importance of well-managed tourist destinations will have a major impact. Improvement of facilities and infrastructure must be in accordance with quality standards and must be continuously controlled by the parties involved. Tourists must also pay attention to the environmental impacts that occur with the destination being opened not only to pursue high financial profit but also to consider the impact of various aspects including the environment.

The results of the researcher's analysis, in the tourism conscious group need the role of professionals in managing the structure and system. The lack of roles of professionals makes the process of development of tourism activities slow. Collaboration and innovation in tune with the development of globalization is required to be able to adapt well. It is expected that tourism managers who still use traditional management will be more open, aspirational, and synergistic with the local community. The stakeholders are expected to assist the capital and promote the economic unit of the community. The Department of Tourism as a related institution should encourage the quality improvement of infrastructure as a form of commitment of the Central Government's mission to build and empower Wonogiri from the periphery by strengthening development priorities in the village; develop preserve customs traditions in the community; and equitable distribution of development in all fields.

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