HOW COMMUNITY BASED INFLUENCE SELF ESTEEM IN RURAL TOURISM DEVELOPMENT

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ABSTRACT
Indonesia is wellknown as tourist magnetism due to exotic nature, culture and local people’s hospitality. There are many tourist destinations that always be visited by local tourists and foreigner. Some of the destinations are managed by local citizens but some of them also managed by external parties or foreigners. The purpose of this paper was analyzing the contribution of local people in tourism development. Qualitative method was used to collect the information through in depth interview and participatory observation. This research found that through community development, the local people finally believe on their own capabilities. Local citizens are willing to support the development of tourism in their area by giving their resources. The increasing of local community’s self esteem can influence the competitive advantage of rural tourism.

Keywords: Self Esteem, Community based tourism, Sustainability Rural Tourism

1. BACKGROUND

Tourism is one of the sector that growing fast and influence economic development in many countries. This potetial sector has to be managed well in order to generate higher result (Rahmiati et al., 2019), (G, 2015). Potential tourist attractions, such as beach, coral, beautiful islands, local cultures and good hospitality; those had by Indonesia will be a great value and allure. By the tourism development, foreign exchange earning of foreign tourists have increase every year (Amin et.al, 2020).

For years, tourism development was focused on urban tourism but nowadays Indonesian goverment also focus on rural tourism. Rural tourism and urban tourism, has a different characteristic. Rural tourism is a concept where rural area offers an overall atmosphere that reflect the authenticity of countryside. This concept is able to upgrade the prosperity of local people in that area. (Deputi Bidang Pengembangan Industri dan Kelembagaan Kementerian Pariwisata Republik Indonesia, 2019). The main principle applied by rural tourism is how the noble values of both tradition and culture that are inherent and have become characters must be respected stay protected. Environmental conservation is also concerned (Syah, 2017).

The Minister of Tourism and Creative Economy, Sandiaga Uno, stated that the sustainable development of tourism industry will be focused on rural tourism. The local governments asked to improve the competency of human resources and explore many potential resources in their area. Not all of the villages implement rural tourism program have the same capacity to grow. Sandiaga Uno also drive local citizens in potential village tourism to adapt with digital technology system in order to be able to compete with other countries. (kompas.com, 2021) By digital marketing, rural tourism programs will be known by many people around the world. When many local or international tourists come and visit lovely villages that promoted, the regional income must be increase and of course it also will influence Indonesian Gross Domestic Product (GDP).

In many tourism development, economic, commercial and logistical issues, such as infrastructure, quality of product and human skills, will be significant factors. The readiness of that village to improve its capabilities can be challenging. One of the advantages of rural tourism is local management. The emphasis on the local can help to generate regional development (Okech et al., 2012).

Community based tourism arose from the need to value local culture and evolve socioeconomic sectors.(da Conceição Walkowski et al., 2019). Community means a group of people living in a specific area, so community based tourism can be defined as a type of tourism that is managed and owned by the community, with the purpose to introduce visitors about this community and local ways of life. The fundamental idea of Community based tourism is sustainable development, where community participation in implementation and decision making processes creates conditions to developing learning capacities and communities empowerment. Local citizens are asked to get involve, use all of their potency (Khartishvili et al., 2021). Considering these benefits, self esteem in tourism development is the key factor. Self esteem relates with pride, engagement and commitment. When people have high level of self esteem, they will give their best effort to manage their village. (Ginting et al., 2019)

Self esteem

Self esteem can be defined as individual’s evaluation of the self. It is composed of two dimensions, competence and worth. Competence can be explained as the degree to which people see themselves as capable, while worth is the degree where individuals feel that they are person of value. The purpose of self esteem is to function as a system that monitoring people’s reaction to self. It also can be used as self motive, outcome and buffer of self. (Cast & Burke, 2002), (Harris & Orth, 2020).

The self is composed by multiple identities that reflect the various social positions that people occupies in the larger social structure. Identity reflect an individual’s description of themselves in a particular position or role. Self
Community Empowerment In Tourism & Creative Economy

Sustainable Rural Tourism

Rural tourism is defined as any form of tourism that take place in the countryside. Currently people have turned to natural, preserved and fresh environment as their destination. Many tourists prefer rural area because they can spent their leisure time and connect to the nature. Rural tourism provide many activities such as nature activities, agro-tourism, eco-tourism, cultural tourism, rural experience and other combination of special tourism packages. (Podovac & Jovanović Tončev, 2016). The purpose of rural tourism are to increase the benefits to citizens from rural areas and their participation in the development of tourism sector (Okech et al., 2012).

Sustainable rural tourism refer to activities that contribute to positive economic and social development of rural areas without violate the natural environment and local traditions. It contributes to the realisation of some objectives such as preservation of natural landscape, culture and character of local people, sustainable development of rural economy and tourism industry (Podovac & Jovanović Tončev, 2016); Syah, (2017) stated there are many forms of rural tourism such as gastronomy (culinary), adventure, agrotourism, cultural, ecotourism, marine and spiritual tourism. The success of rural tourism development depends on community leadership, strategic plans, understanding, coordination among parties and active participation of local citizens (G, 2015).

2. METHOD

Qualitative approach was used in this research. Researchers got the information from local government, local citizens and stakeholders (POKDARWIS, in Desa Wisata Taro, Bali by in-depth interview and participatory observation. Desa Wisata Taro is one of the famous rural-tourism destination in Indonesia. Desa Wisata Taro uses its capabilities, as eco-spiritual destination, to attract local tourists and foreigner. research was held at Desa Taro, Bali.

3. RESULT AND DISCUSSION

Based on the information got from the local citizens, goverment (Banjar adat dan Banjar dinas) and stakeholders in Desa Wisata Taro, the implementation of community based tourism has been running well. The local government engages the local people in managing their environment. They discuss the strategic plans that will be used to develop their rural tourism. The local goverment use bottom – up method where they always digging up the ideas from local citizens because they are the one that know about this place. By giving the opportunities to share the ideas freely, the local people in Desa Wisata Taro feel appreciated. Local government also support the development of this rural tourism program by providing fund and good infrastructure.

The empowerment of local people in Desa Taro also bring a positive psychological impact. According to the local people that joined in the interview, they were...
not confidence previously. They did not believe on their capabilities and had low self esteem. Some of the local people only gave their land to the external parties to be managed and they did not get any profit. One of young local people in this village finally became an agent of change in this village. He drives other people in that village to be proud of themselves and use their capabilities to develop their own village. When local people asked to see the potential resources around them, finally they found many power that had not managed before. It was not easy in the beginning to increase their self esteem because they had negative mindset before. They never think about local resources that can be carried out. Actually they have wide land but they did not use it as the tourist attraction. By doing brainstorming, many creative ideas arose and finally they tried to implement those ideas. The beautiful natural scenery, activities of local people, spiritual and culture in the village become the main value of their marketing strategy. Local people in Desa Taro finally aware and proud of their uniqueness. They do not use other’s standard but they create their own successful standard.

4. CONCLUSION

The development of tourism sector not merely depends on modern sources. Empowering local citizens in rural areas that have potential resources also can be used as the strategic plan. Community based in rural tourism that fully supported by government will influence not only sustainability tourism but also socioeconomic development, education, sustainable environment and positive self esteem of the citizens. The growth of tourism industry can reducing the poverty by creating employment opportunities. The increasing of visitors will affect the Indonesian economic and reputation.

There are some recommendation for the improvement of community based in rural tourism, namely:
1. Strive for the digital approach in tourism. It can expand the information worldwide.
2. Encourage more women and youth participation
3. Engage universities or education sector to support rural tourism by giving beneficial trainings.

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REFERENCES


