Carrying capacity of local communities to developing Tamansari Tourism Village, Banyuwangi

A. Purnomo*, G.S.A. Wardhani, I.H.S. Buddin, M. Rahmawati, P. Glenn, Idris, & B. Kurniawan

Universitas Negeri Malang, Malang, Indonesia

ABSTRACT: This research aims to determine local communities' carrying capacity towards developing Tamansari tourism village in Licin District, Banyuwangi. This tourism village is a tourist attraction located on the border of the Banyuwangi district. Its geographic conditions are located at the foot slope of Mount Ijen with a distinct culture of the plantation community. The development of a tourism village was driven by a village business entity that assists the community in developing tourism objects. This study used a quasi-qualitative research method by direct interviews aimed at the representative of the Village Owned Enterprises (BUMDes), small business owners, and Tamansari tourism village managers. Interviews for data collection were used to ensure the information from local communities and managers. The results show that several strategies can be applied in developing the potential of the Tamansari village, such as 1) developing cultural tourism, culinary and natural charm, 2) involving the local community in developing Tamansari tourism village. Therefore, some recommendations for this purpose are developing cultural, natural, and culinary tourism, improving public facilities, developing accessibility, and strengthening collaboration among stakeholders.

Keywords: carrying capacity, village tourism, tourism development

1 INTRODUCTION

The development of tourism cannot be separated from the participation of local communities. The local community plays a role in developing the village's potential (Butler, 1980). The community around tourist objects can make various economic and tourism activities through tourism, for example, accommodation, services (transportation, information), food stalls, tourist objects, and others (Lee & Back, 2006). These activities can increase people's income and reduce the unemployment rate.

Tourism development is managed by the village government in the concept of a tourist village. A tourism village program will provide practical benefits to improve the people's standard of living in it. As stated in the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 of 2015, the development of rural-based tourism (tourism villages) will drive economic tourism activities in rural areas, preventing the urbanization of rural communities to cities. (Choi & Murray, 2010). The development of rural tourism will encourage the preservation of nature, which will reduce global warming. The tourism village program is expected to be able to make a positive contribution to community development.

This study examines the support and role of the community in developing tourism villages. A tourist village is not a village created only for tourists, but a village designed to present a unique and exciting culture so that it is also attractive to tourists (Putra & Pitana, 2010). Besides, a tourist

*Corresponding author: agus.purnomo.fis@um.ac.id

village functions to reintroduce ancient cultures and traditions that are not yet known by the current generation (Bowers, 2016; Lee & Jan, 2019; Olsder K&M, 2006).

2 METHODS

Tamansari Banyuwangi Village is located on the southern slope of the Ijen mountain complex. The Ijen Volcano area was initially a sizeable volcanic body that experienced eruptions on a large scale to form an oval caldera basin-oriented Southwest – Northeast. After the big eruption, smaller eruptions occurred through Raung, Pendil, Rante, and Merapi's volcanoes. The material from the eruptions of the Raung, Pendil, Rante, and Merapi volcanoes covered most of the body of Mount Ijen and left the northern slopes not covered in new material. The whole process can be observed.

This study used several instruments to collect data, namely, observation, interviews, and documentation. Direct interviews were conducted with one of the representatives from BUMDes, small business owners, and the Tamansari tourism village manager. Interviews for data collection were used to confirm the information from local communities and managers. The interview adopted a semi-structured approach to questioning. This interview form was identified as the most suitable for examining the predetermined results from observational notes and qualitative analyzes (Newman, 2017). The framework method was used to analyze qualitative data in the form of an interview transcript (Brunt, 1997) and the selection of sources according to the work structure (Krippendorff, 1987) based on the respondent's involvement with tourism.

3 RESULTS AND DISCUSSION

Tamansari Banyuwangi Village is located on the southern slope of the Ijen mountain complex. The Ijen Volcano area was originally a large volcanic body that experienced eruptions on a large scale so that it formed an oval caldera basin-oriented Southwest – Northeast. After the big eruption, smaller eruptions occurred through Raung, Pendil, Rante, and Merapi's volcanoes. The material from the eruptions of the Raung, Pendil, Rante, and Merapi volcanoes covered most of the body of Mount Ijen and left the northern slopes not covered in new material.

The Ijen Caldera is an exotic area unit in the Ijen Volcano Area. The Ijen Caldera is a potential regional unit for various ecotourism purposes, such as sulfur utilization culture, Ijen Crater natural tourism, tea plantation tourism, hiking, and forest and savanna Tourism at the top of a volcano. Ijen Caldera management needs to pay attention to the ongoing volcanic processes not to cause environmental damage.

The currently visible Ijen Volcano Complex was generated through a long series of processes. The process of forming the Ijen Volcano Complex can be traced by observing the current condition of surface morphology. The difference in surface morphology that is formed today indicates a difference in the process of formation from the beginning to the present.

The surface morphology of the Ijen Caldera that is currently visible is in the form of the escarpment on the north side and a series of volcanic cones on the south side. The material for the escarpment on the north side has an older material age compared to the slopes on the south side, which are composed of volcanic cone slopes. The incision pattern that occurs on the north slope surface looks coarser than the incision pattern that appears on the surface of the slope in the South, which shows differences in the period of formation.

A tourism village program is a form of community participation in developing potential in the village by utilizing the original rural environment while increasing agricultural potential through a supporting tourism program. Most of the residents of Tamansari Banyuwangi Village residents generally still rely on the informal sector, such as agriculture. In contrast, there are plantation managers and entrepreneurs whose management is under the auspices of BUMDes or known as Village-Owned Enterprises in the formal sector. Tamansari Village is a village with an agricultural area and a nature-based tourism area with one of the Osing Banyuwangi culture's superiorities.

Tamansari tourist village presents natural beauty as a tourist attraction that can be enjoyed. Besides, there are several other potentials such as homestays, tourist transportation facilities, guide services, and several small and medium enterprises managed by BUMDes Ijen Lestari. The Head of Desa Tamansari states that this institution had managed 53 inns belonging to Tamansari Village people. It also helps innkeepers with promotions via online travel agents. The village with a typical Osing nuance has a tourist attraction that becomes interest to tourists, namely the Osing culture. This Banyuwangi regular Osing cultural performance is performed when there are significant events in the village by presenting cultural performances presented in the village's open space.

BUMDes Ijen Lestari has also expanded its wings to tour packages in Tamansari Tourism Village, referred to as Dewi Tari. Not only visiting Mount Ijen, but tourists who come can also be invited to enjoy tourist objects in the village such as Kampung Bunga and Kampung Susu and Kampung Miner and enjoy coffee produced by the village community. Tourists can also explore the pine forest and learn local wisdom from the community. The idea of managing a tour package emerged because Tamansari Village has only been passed by tourists when visiting Mount Ijen. Dewi Tari tour packages allow tourists to stop by and enjoy the many tourist objects available. Tourist visits to the village will provide economic benefits to residents (Butler, 1980).

The tourism village as an activity that involves the local community's participation is intended to realize community independence to live well by utilizing the potential of a village, including Tamansari village in Licin Banyuwangi District. Community involvement aims to contribute to developing and developing promising areas to protect the environment (Lee & Back, 2006).

A tourism village is a form of community empowerment by integrating attractions, accommodation, and supporting facilities that are presented in a structure of community life that integrates with the prevailing procedures and traditions (Nalayani, 2016). Tamansari Village, which is the main entrance to Ijen Crater via Banyuwangi, is transformed into a tourist village. Each visitor is charged a fee of IDR. 5,000 for a single visit; this fee includes retribution and travel insurance.

Community is also involved in providing tourism services in the form of a shelter or culinary. Villagers are required to register if they want to open a guest house to serve visitors who will climb to Ijen Crater. However, visitors to this tourist village are more focused on enjoying Banyuwangi's typical Osing culture.

The Osing cultural products offered by Dewi Tari are manifested in various types such as traditional arts, music festivals, and Osing specialties. This art is a traditional event that is routinely held in the Tamansari village. The types of arts that still survive today include Gandrung, Barong *Ider Bumi*, *Kebo-Keboan*, and *Seblang*. Gandrung art is the Osing Banyuwangi tribe's original art, which is still popular today—infatuated with being the mascot for tourism in Banyuwangi Regency. Gandrung is a dance that embodies joy, intimacy, and community togetherness through dance (Indiarti, 2013). Of the many traditions and customs in Banyuwangi, the *Gandrung* and *Kebo-keboan* dance is an early and typical Banyuwangi tradition that is still often performed today in several areas of Banyuwangi by the Osing tribe.

The flexibility of community involvement has resulted in the community's awareness of improving the quality of tourism services. The BUMDes coordinator conducts a comparative study to open new insights about product development. Visiting guests, such as students or tourism village managers, also benefits from sharing management information (Son & Pitana, 2010; Lee & Jan, 2019). Outreach and outreach to the community resulted in small and medium enterprises assisted by BUMDes, such as setting up small shops in the Tamansari rest area.

The BUMDes collaborates by cooperating with the private sector to improve the economy of the community. Using CSR funds from private companies, several tourist sites in the village were developed, starting from the milk village (Dusun Ampel Gading), the village of flowers (Dusun Jambu), culinary businesses, creative industries, and services.

The development of the diversity of tourism products increases the attractiveness of tourists. The essential thing in a destination must be the attraction that can attract tourists' attention both psychologically and in real terms (Hermantoro, 2011). Tourism development, especially in developing tourism destinations, is part of a plan to advance and improve the local area's real conditions

to contribute and add value and benefit local communities around tourist areas, tourists, and local governments.

Previous studies show that tourism is an effective way to overcome poverty (Croes, 2014; Lepp, 2007). The economic benefits obtained by the community trigger them to get involved. Tourism also generates various sources of livelihood (Lepp, 2007; Diedrich & García-Buades, 2009), such as opportunities to provide tourism services/products.

The pattern of society that is easy to imitate in providing tourism services/products in the first stage creates competition. However, if managed properly, they will become a healthy competition. The benefits of having a community are the dissemination of benefits from tourism activities that are obtained. The community also plays a role in strengthening the carrying capacity of the social or physical environment (Lee & Jan, 2019). The findings show that tourism activities increase the number of local people concerned with preserving the social and physical environment. They realize that the environment around where they live is an attraction for tourists (Lee, 2013). The impact is that the profits they get are partly invested in improving environmental quality (Uysal, et al., 2012; Hunt & Stronza, 2014). Therefore, at this stage, managers do not feel significant economic benefits. The economic benefits they get are prioritized for quality improvement investments that aim to increase tourist visits (Uysal, et al., 2012).

4 CONCLUSION

Tamansari tourism village is a form of tourism development that involves the participation of local communities to realize community independence to live well by utilizing a village's potential. The local community's carrying capacity is needed to strengthen cooperation between village communities and allow local people to be creative in producing tourism product innovations that have economic value. Besides, the development of tourist objects through the village can also provide added value in introducing an area to the general public quickly.

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