

# Community Benefiting through Tourism as A Tool for Empowering the Community – Case Study of Saung Angklung Udjo in Bandung, Indonesia

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**Abstract:** Community-Based Tourism (CBT) is a tool to improve the quality of life of the rural local community by creating direct employment opportunities as well as increasing income levels and consequently reducing the level of poverty in the rural areas. After a few decades, variants of CBT are formed to advocate sustainability in rural tourism industry such as Community Benefiting through Tourism (CBtT). By understanding CBtT concept will lead to a different perspective of Community-Based Tourism. The purpose of this study is to examine the implementation of CBtT on selected projects in Indonesia. The case study focused on Saung Angklung Udjo, a successful CBT project which preserving Sundanese culture in Bandung, Indonesia. Saung Angklung Udjo presents authentic, educative, attractive, and live performances that are substantially the authenticity of Sundanese culture. By reviewing related literature and existing projects, this paper explains how community gain benefits from tourism. The findings show that Community Benefiting through Tourism (CBtT) has been implemented at Saung Angklung Udjo. It is proved by indirect community involvement in tourism activities and benefiting community by increasing household income; improving skills and knowledge; encouraging youth, women, poor and disadvantaged minority group; socio-cultural preservation; and conservation of natural and cultural resources.

## 1 INTRODUCTION

Tourism is often criticized for the dominance of business by the outsiders while hosts with minimum skills usually get low-end jobs. As a result, the local community feels alienated in their villages without any economic benefits flowing to them from the new developments and traditional systems disintegrating.

During the next decade, some studies and researchers look forward to the issues. Some tourism-related organization around the world started to promote 'people' in the 'community' as the 'centre' or 'heart' of tourism development. Residents are seen as a critical resource in sustaining the product of tourism destinations (Hardy et al., 2002).

A glance through the literature has described a variety of potential challenges faced by the concept of Community-Based Tourism. To cope with such problems, scholars have proposed a range of alternative frameworks. "The Community Benefit Tourism Initiative" developed by Simpson (2008), for example, is a framework that focuses on the

transformation of benefits to a community regardless of size, location, wealth level, participation, involvement, ownership or control (Iorio and Wall, 2012). In this scope, Community-Based Tourism centres on the question of ownership, management and/or control of tourism projects (Blackstock, 2005). Otherwise, this is not the case for a CBTI, to distribute benefits to a community, the tourism initiative need not always involve the community in any rights, tenure or control of the project.

Another effort was also made by Honggang et al. 2009 as cited in Kontogeorgopoulos et al. (2014) argue that CBT, defined alternatively as "Communities Benefiting through Tourism (CBtT)." By concerning to community, the initiative tries to improve quality of life by giving benefits to the community through tourism.

Furthermore, this study is developed to bring the concept of Community Benefiting through Tourism to empower local community. It also brings the examples of how the idea had been applied.

## 2 COMMUNITY BENEFITING THROUGH TOURISM (CBTT)

### 2.1 Overview of Community Benefiting through Tourism (CBtT)

A number of thought rather than focusing on local ownership, management, and control, tourism involving rural communities should be more concerned about its distributive benefits. This approach is referred to Community Benefiting through Tourism (CBtT) (Sofield, 2009 as cited in Hamzah, 2014). Proponents of CBtT argue that the local community could benefit from tourism without having to be directly involved in it and without having to own or control the businesses. They further suggested that tourism businesses in rural areas need to be driven by the private sector to be successful (Kontogeorgopoulos, 2005). This approach represents a radical departure from the traditional concept of CBT, and a total contrast to the assertion by Murphy and Murphy (2004) that communities should build up their capacity to handle community-based tourism businesses around the four essential components of the business model, which are planning, organization, leadership, and control.

### 2.2 Community Benefiting from Tourism

Since tourism is a system of many inter-related sectors, it contributes significantly to a broadly based framework where it becomes a significant generator of income and employment. Conceptually, and as a corollary to consideration of tourism as a complex system, it is necessary to integrate tourism development into community development holistically for poverty alleviation. Treating tourism as a complex system could increase the backward and forward linkage opportunities for poorer sections of communities and intervention on a broader range of enterprises. By working in the area of backward linkages in activities, it is possible to identify the points of ingress for development assistance aimed at alleviating poverty. (Sofield et al., 2004)

The tourism industry has strong linkages with many other sectors within national economies. The industry is also highly geographically dispersed. These aspects of travel and tourism sector can make expansion of the sector a useful tool for broader economic development, particularly for rural and

low-income regional economies. Tourism-based businesses create jobs, bring new money into the region and also help diversify the local industrial base. Economic diversity is critical to the success of most rural areas in both the developed and developing world. Tourism also benefits local economies by enhancing labor mobility and makes it easier for migrants to stay in touch with family and friends and to also return home to visit. Both the host country and the country of origin benefit from the increased labor mobility. The remittances a migrant sends home to family members have become an increasingly important source of revenue for developing countries. Also, the host economy benefits from the addition and availability of skills and labor – such as foreign language, technology, and cultural knowledge. Increased labour mobility allows companies' access to a larger pool of skilled workers.

Furthermore, Mitchell and Faal (2006) state that linkages are shorthand for the way in which tourist businesses can build links with others in the local economy. Local economic linkages generally reduce leakages and increase multipliers. Leakages are payments made outside the tourist destination economy – or, the proportion of total holiday price that does not reach or remain in the destination, whereas multipliers are the factor by which the return deriving from expenditure exceeds the expenditure itself. In this concept, direct and indirect impacts generate induced impacts which are the results of increased personal income caused by the direct and indirect effects. Businesses experiencing increased revenue from the direct and indirect effects will subsequently increase payroll expenditures (by hiring more employees, expanding payroll hours, raising salaries, etc.). Households will, in turn, increase spending at local businesses. The induced effect is a measure of this increase in household-to-business activity.

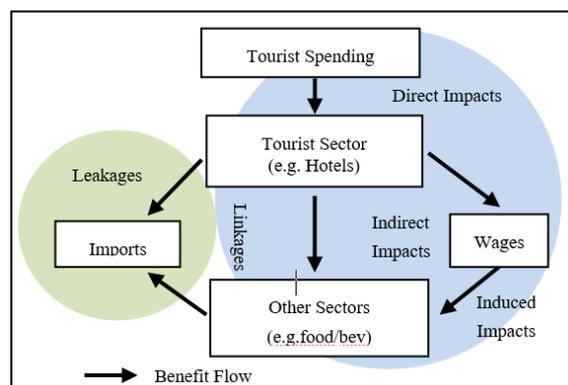


Figure 1: Impacts of tourism sectors.

From description above and related literature, benefits of tourism for the community are provided in the table below.

Table 1: Benefits of Tourism for Community.

No	Benefits of Tourism for Community
1	Gaining income for households: revenue and employment.
2	Empowering local people by building the skills through training and education to improve skills and capacity relevant to planning, production, business development and management of business-related tourism services.
3	Strengthening local organization.
4	Reducing community migration to the urban area.
5	Improving live standard through improving local health by development of a sanitation and sewage system, public facilities and infrastructure, such as roads, water system, electricity network and telecommunications.
6	Preserving socio-cultural status and the environment of the local communities.
7	Conservation of natural and cultural resources.
8	Providing new roles and improved voice for unskilled youth, women, elderly, indigenous, marginalized, non-elite, poor and disadvantaged minority groups.

Source: (Baktygulov and Raeva, 2008; Spenceley et al., 2009; Suriya, 2010; López-guzmán and Sánchez-cañizares, 2011; Kaur, Jawaid, and Othman, 2013; Tasci et al., 2013; Ismail and Halim, 2014).

### 2.3 Community Benefiting through Tourism (CBtT) as Variant of Community-Based Tourism

CBT most commonly refers to communities which engage in “front-line operations” that incorporate direct interface with tourists, such as homestays and lodges, small eco-tours, guide and porter services for local tours/treks, cultural performances for fee-paying visitors, teahouses, refreshment kiosks and restaurants, and souvenir/handicraft outlets (Sofield et al., 2004). These are usually co-located within the residential boundaries of a community, or nearby adjacent to the community.

However, in Community Benefiting through Tourism, the community has no direct interaction with tourists and may be physically distant from tourist operations. This approach is in line with the concept of indirect community participation in tourism (see diagram 2.2 and diagram 2.4). Furthermore, through the supply chain, the community may be dependent upon tourism for their income by providing an item or product needed (Sofield, 2011 as cited in Halim, 2014)

The degree of indirect benefit received by communities is directly related to the level of linkage between tourism and other sectors of the economy. For instance, in most agricultural communities, the benefits received from tourism are great since the hotels often depend on these communities to provide products needed for the guests. Smaller hotels in the region are more likely to contribute to the indirect flow of benefits to these communities, however, since they more readily depend on agricultural communities for their food items. Because of their size and relatively small budgets, they are less likely to import food to be served to their guests. The primary concern when such arrangements exist is the quality of the produce provided by the hotels. In instances where the variety of goods is inadequate, local farmers may need assistance and technical expertise from the hotel and tourism sector, as well as from the government, to assist in upgrading their standards and increasing the quality of their product. (Jayawardena, 2001)

As Liu et al. (2012) mention some tourism activities; such as working as a temporary infrastructure construction labourer, selling locally collected medicinal herbs, selling locally made honey, selling locally made smoked pork, and selling other local products; were sold to local restaurants, shops, and street vendors, which eventually were purchased by visitors and increase community income. Besides the financial benefits, households receiving more direct financial benefits tended to perceive more non-financial benefits. They tended to communicate more with tourists and exchange information with tourists, and they perceived more positive impacts of tourism on their standards of living. The communications may help to break the feeling of isolation of rural minorities and visitors in reserve, create mutual awareness of each group, and provide an opportunity to learn from each other. Such contact can be a starting point for more fundamental inter-cultural encounters.

## 3 CASE STUDY OF COMMUNITY BENEFITING THROUGH TOURISM IN BANDUNG, INDONESIA

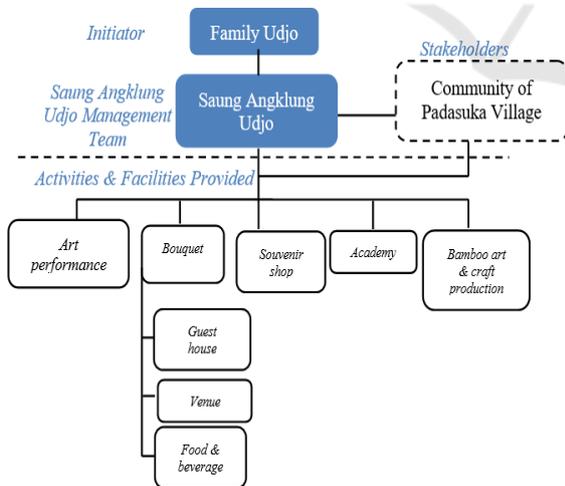
Saung Angklung Udjo is located in Kampung Padasuka, Cicaheum area of Bandung, Indonesia. Sited on an area of 1.5ha in the village, it lies approximately 10km away from the Bandung town

centre, the capital city of West Jawa. The village has an estimated total population of 1,300 members who practice Sundanese culture.



Figure 2: Angklung performance at Saung Angklung Udjo.

Established in 1966 by the late Udjo Nalagena (1929-2001) and his beloved wife, Uum Sumiyati, Saung Angklung Udjo was built with purpose and dedication to conserving West Jawa’s Sundanese traditional art and culture. It was Udjo Nalagena who brought the passion and principles which made Udjo’s House of Angklung a place where Sundanese art and culture thrive and gained proper respect worldwide. His efforts to introduce and promote angklung finally paid off when UNESCO inscribed Angklung in the Intangible Cultural Heritage List in November 2010 (Ministry of Tourism Republic of Indonesia, 2016).



Source: Hamzah and Khalifah, 2009

Figure 3: Organizational Structure of Saung Angklung Udjo.

#### 4 IMPLEMENTATION OF COMMUNITY BENEFITING THROUGH TOURISM AT SAUNG ANGKLUNG UDJO IN BANDUNG, INDONESIA

Saung Angklung Udjo is a CBT project which has evolved from a family-run cultural preservation centre to become a successful community based tourism enterprise that has significantly benefited the local communities directly as well as indirectly. The case illustrates how the local communities are able to participate and economically gain from the project without being directly involved in the hosting of guests (Ching et al., 2010).

Saung angklung Udjo or also known as Udjo's House of Angklung dedicates itself to the conservation and preservation of the natural environment. As a form of environmental responsibility, Udjo's House of Angklung cooperates with the Ministry of Forestry, getting involved in the 'Indonesia Planting' Campaign, known as Kampanye Indonesia Menanam, and created the Forestry Counseling Centre.

Udjo's House of Angklung adopts the philosophy of easy, affordable, educative, attractive, massive, and cheerful performances that are the essence of their ultimate show called "Kaulinan Urang Lembur" or villagers' playtime. The show is packed with spectacular short performances, commencing with wayang golek (wooden puppet) show, helaran (agricultural harvesting celebration) rites, traditional dances, kids games, introduction to angklung, angklung orchestral performance, interactive angklung performance that involves visitors playing angklung, and arumba performance.

The owner established a traditional Sundanese performing art studio. The initiative was rooted in the passion and respect he has for preserving and developing Sundanese arts and traditions. He had gradually involved his community in Saung Angklung Udjo, recognising the possible benefits which can be shared with the community and also the significant roles of the community on Saung Angklung Udjo's future development. The community has since then become part of the efforts in preserving culture and developing business (Ching et al., 2010).

Table 2: Implementation of Community Benefiting through Tourism at Saung Angklung Udjo.

No	Implementation of Community Benefiting through Tourism at Saung Angklung Udjo
1	Industry-initiated Community Based Tourism. In Saung Angklung Udjo, the community does not contact directly with tourist.
2	Community gain benefit from tourism such as from angklung and craft production.
3	Empowering local people by building the skills through training and education to improve skills and capacity.
4	Preserving socio-cultural status and the environment of the local communities through the performance of Saung Angklung Udjo such as traditional dance and sing.
5	Conservation of natural and cultural resources. Saung Angklung Udjo uses bamboo as the primary material to make angklung.
6	Improved voice for unskilled youth, women, poor and disadvantaged minority groups.

Source: Hamzah and Khalifah, 2009; Ching et al., 2010; Hamzah, 2014

## 5 CONCLUSIONS

This paper has described the concept of Community Benefiting through Tourism (CBtT). Using Saung Angklung Udjo which represents the CBT projects in Indonesia, this paper also reveals how the principles of CBtT have been applied in these projects. As a result, Saung Angklung Udjo has implemented CBtT as the concept to sustain in the tourism industry as well as empowering local community.

In term of initiator, the industry plays the role where community involved indirectly in tourism activities. However, community still gets benefits such as income from angklung and local craft production, and also improving their skills and knowledge, especially for youth, women, poor, and disadvantaged minority group. On the other hand, they have the effort to preserve and conserve social, cultural and environmental resources.

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