

# Women Participation in Ponggok Tourist Object Development

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**Keywords:** Participation, Tourism Development, Water Tour.

**Abstract:** Water tour is one of potencies to be developed into a superior tour in Ponggok Klaten. The role of village government and society in the development of water tour potency is very desirable. This research aimed to find out the participation of public and Village-Owned Enterprises (thereafter called BUMDes Ponggok) and factors inhibiting and supporting the development of Ponggok tourist object potency in Klaten Regency. This study was a case study research supported with qualitative data. Techniques of collecting data used were interview, observation, and documentation study. The informant was selected using purposive sampling consisting of Tourism Development and Tourism Marketing Division of BUMDes organizer, Culture and Tourism Service, sellers around Ponggok Tourist Object, some visitors, and people surrounding. Data validation was carried out using data triangulation, while technique of analyzing data used was an interactive model of analysis. The result of research showed that water tour in Ponggok Klaten included *umbul* ponggok, *umbul* ponggok ciblon, *umbul* kapilaler, *umbul* besuki and *umbul* sigedang. The development of Ponggok tourist object potency was conducted in the form of planning the development of supporting facilities and infrastructure in water selfie, cooperating with other government institutions, private, and community, developing promotion and marketing through booklet, tourist potency of Klaten Regency, website, social media and artistic event. The role of institution in improving human resource includes training and building the developer of tourism development regulation and facilitator in developing tourism in Klaten Regency. The inhibiting factors in developing Ponggok tourist potency included village's financial ability not focusing yet on planning on object only, limited role of employers, very limited land the village government has for public facility and the inadequate number of competent human resource in development. The factors supporting the attempt of developing Ponggok tourist destination were: abundant potency, good accessibility, support and inspiration from Village Government in the form of BUMDes, opportunity of opening new job vacancy, and support from private in the form of CSR, land existing for the tourist object, professional management in the form of BUMDes, society's care and the opening the job opportunity for the citizens.

## 1 INTRODUCTION

The optimal development of tourism industry can improve a state's economic growth; for that reason, a good management is very desirable in the attempt of developing tourist objects in Indonesia (Marpaung and Bahar, 2002). Tourism business performers begin to take development action by means of research, observation on Indonesian tourist objects in order to find the potency and the problem existing in every object and then to look for the solution. Another measure taken is to promote it through printed, electronic media, and internet (social media) to make the society knowing the existence of the objects and participating in its development (Wahab, 2004).

In addition, tourism world should begin to abandon short term planning and should be able to view from long term perspective by taking any effect potentially occurring in tourism realm into account (Swarbrooke, 1998).

Tourism in Indonesia recently begins to show its development and growth into a standing-alone tourism industry (Demartoto, 2014). However, it is noteworthy that so far the consciousness and understanding on tourism has not reached the public in general. Recently, tourism industry initiates new period after having been stricken by some constraints as the impact of economic crisis leading the tourism condition to the nadir. Beginning the rescue program conducted by government amid the crisis (1997-1998), tourism sector recovered gradually as various

activities constituting the component of tourism industry flourish (Pitana, 2005).

Women fulfill most proportions of formal tourism worker. Women are represented in service and administration work level, but are less represented at professional level. Women usually get 10% to 15% income less than the men workers. Tourism sector makes women business owners/employers two folds more than other sector does. One of tourism ministers throughout world is women. Women working in tourism sector become an independent worker with much higher proportion than in other sector. A number of unwaged works is being done by women in family tourism business (UNWTO and UN Women, 2010).

UNDP measures Gender Inequality Index (GII) showing the loss in human development due to gender discrepancy because of discrimination in such aspects as health, education, and manpower. This index is designed to improve the awareness of gender inequality occurring so far within society and to find out human development progress due to gender inequality. GII data can be used to help make development decision and policy, so that a better human development is yielded (UNDP, 2010).

Human Development Report (HDR) (2013) indicated that GII decreased during 1990-2012. It represents that each of ASEAN countries attempts to achieve gender equality and reduce the loss in human development in their country. Singapore successfully achieved the lowest gender inequality index (0.1) in 2012. Meanwhile, Indonesia still has high gender inequality index despite some gender equality program (UNDP, 2010).

Tourism sector is one sector having potency to be developed by Klaten Regency as it can improve the people welfare and improve the revenue of Local Original Income (PAD). It is this local income deriving from tourist object that becomes the important asset to support the growth of Klaten area. However, in fact, the important asset of tourism has not been utilized and developed optimally by Klaten Regency including natural tour, cultural tour, and artificial/human-made tour. Ponggok village has been developed into water tour village now, recalling that Ponggok village has abundant water potency. In Ponggok Village, there are some *umbul* (water sources): Umbul Besuki, Umbul Sigedang, Umbul Ponggok, Umbul Kapilaler, and Umbul Cokro. In these individual *umbuls*, beautiful scenery and clear water can be found, supported with a chic rural circumstance, so that this village is very appropriate to be developed into a tourist village.

The institutions representing tourism industry are interested to claim that tourism contributes to millennium development goals (MDGs), as indicated with little evidence. Indeed tourism perpetuates retardation and human right infringement in many ways. This article analyzes in detail the relationship between tourism and MDGs, by focusing on MDG3: promoting gender equality and women empowerment. Tourism offers potency to contribute to development goal including women empowerment but significant sector restructuring should be done to achieve the objective. The difference of current research lies on development method using MDGs while the similarity lies on the focus on women potency in women participation (Soemanto, 2011).

The analysis of tourism participation and tourism expense has been conducted using scobit model involving the parameter of relaxing tendency assuming that highest sensitivity to the change of explanatory variable occurs between individuals with caring or uncaring preference to participation and non-participation in tourism. This research conducted an empirical analysis using data collected from Japan. The result confirmed the relationship between tourism participation and tourism expense and shows that scobit model is more superior to logit model in decision modeling related to tourism. This research also discussed the main factor affecting participation and emphasized on the tourism expense. This research's difference lies on its emphasis on tourism expense with scobit analysis, and its similarity lies on its focus of study on participation in tourism (L.wu and A Fujiwara, 2015).

The successful or failed tourism objective is dependent on the ability of providing secure environment for visitor. Women are more afraid of crime as the result of vulnerability felt exacerbated with sexual risk or difference of fear recognition (A. Fitri and Toh Poh, 2013).

Work condition of women involved in fish catching in Corumbau MPA affects their participation in management and decision making. Women participation in MERC meeting was limited and inhibited by gender-related factor, unfulfilled expectation, and inadequate information. Meeting dynamics and decision making process should deal with women's certain need and priority with gender-sensitive measures (L Ferguson and Lucy, 2013).

Improving women's rights in MERC and listening to their voice can exert significant effect personally and collectively, can be beneficial to entire society. The measure intended to inform, to motivate and to support them improving their trust in co-management and improving their participation is the

positive reflection on conservation and social-economic condition (L Ferguson and Lucy, 2013).

Considering the literature review, only a few literatures studied the women participation in developing a tourist object, particularly in developing Ponggok Tourist Object (Women Empowerment and Child Protection Ministry, 2013). The society or human resource should utilize their potency more optimally in sharpening their skill and expertise more creatively and innovatively.

## 2 METHODS

This qualitative research employing a case study method gave the author the broad access to studying in-depth, in detail, intensively and comprehensively the people participating in tourism development in Ponggok Village (Women Empowerment and Child Protection Ministry, 2013). The informants were the people coming from various categories such as business performers, employees, society leader and government from the related service selected using maximum purposive sampling technique. The informants consisted of 16 people living in Ponggok Village as the key informant. Meanwhile the supporting informants consisted of 6 society leaders for data triangulation purpose. The author also interviewed the representatives of Tourism Service in Klaten Regency.

Data collection was conducted through observation, interview, and documentation. Data validation was carried out using data source triangulation, while data analysis was carried out using an interactive model of data analysis.

## 3 RESULTS

One component of development is society. The development of tourist village is inseparable from the participation of community existing surrounding the Tourist Object location. Tourism development reaches almost entire aspect of society life in Ponggok Tourist Object, and therefore in its effort, the surrounding community's support and active participation are required, so are the government's and the public's support. It is just like what the Chairperson of PKK (People Welfare Empowerment) group, Director of BUMDes Ponggok and Ponggok Village Government Staff suggest that development and tourism development involve the surrounding people, particularly women. Public participation is

not limited to an activity but also in every stage of an activity and even in the process of evaluating whether or not the development has been as planned and can improve their economy. In tourism development, the local community participation cannot be done without considering gender aspect. Local people know more about their area than outsiders do; therefore the local community participation in planning, implementing, and utilizing Tourist Object development is very desirable. In the planning stage, more public participation is needed because in this stage, the people are invited to make a decision. It is intended to make the people have sense of belonging thereby generating the feeling of consciousness and responsibility for developing it.

Women participation in Ponggok Tourism Village Development can be seen from their activities in surrounding tourism sustainability. Ponggok Village women participate in Planning the Development of Ponggok Tourist Village. Planning in a broad sense is a process of preparing systematically the activities to be done in order to achieve certain objective. Meanwhile, development planning is a direction of the limited use to achieve social objective. A planning contributes considerably to a successful development and a successful development is highly dependent on the precision of planning made.

Women participation in planning Tourist Village development is embodied into their participation in some training and their affiliation with PKK and BUMDes of Ponggok Tourist Village, with a belief that their area has natural beauty and potency in the presence of Ponggok Tourist Object. In addition, it is expected to exert social-economic effect in improving the people welfare in Ponggok Village. Becoming the employees of BUMDes here can also contribute to the income of family.

Women participation in implementing Ponggok Tourist Village Development can be seen from the real activities as the manifestation of planned programs. In this implementation stage, public participation is indicated with both material and non-material contribution. In BUMDes, women group as the organizer of BUMDes not only assembles but also hold unique activity, namely 'investing' the original capital to get return on it.

Women participation in Utilizing the Development of Ponggok Tourist Village is related to the utilization of products of activity. It can be seen from the extent to which the society benefits from the help and program, either emotionally or materially. The benefit that can be obtained is, among others, the increased experience by attending some training, and

promoting the Ponggok typical original food business.

Women participation in Developing Ponggok Tourist Village is of course inseparable from its affecting factors including supporting and inhibiting ones. Surrounding people, particularly women, participate in Developing Ponggok Tourism Village to increase income and to fulfill their economic need.

Improving Ponggok Tourist Object as a tourist destination flanked with two big cities (Yogya and Solo) and located in strategic location and affordable access to Tourist object is inseparable as well from its surrounding supporting factors, for example Ponggok tourist village provides some facilities, one of which is the existence of BUMDes. BUMDes is inseparable from the participation of surrounding people who want to promote tourism in Ponggok area.

However, inadequate promotion is an inhibiting factor. As tourism business performers are women, not everyone knows Ponggok Tourist Village. Those domiciling in Ponggok Tourist object automatically participate in the development of Ponggok Tourist Village.

The development of Tourist Object in Ponggok Village indeed focuses on local youths to organize and to make innovation the development plan. It is suggested by the Director of BUMDes Tirta Mandiri. The budget available is always inadequate, but considering the people's ever increasing interest in visiting this tourist object, a long-term investment is needed to compensate or to accommodate it by providing supporting facility. But it is inhibited with the limited budget available to develop homestay waterboom or supporting facilities requiring a large investment.

Flanked with two big cities leads to an attractive selling power for Klaten Regency, and its location not far away from Semarang City makes Klaten as if surrounded with a golden triangle between big cities, and the operation of almost finished Transjawa Toll road makes Ponggok area having higher selling power, but it is not followed with the development of infrastructures so that this tourist object is less accessible to big fleet such as big-size tourist bus. It is also suggested by the BUMDes.

*Umbul Ponggok* has been now equipped with rest area, children-friendly area and café. From its development aspect, this Tourist Object has been very good, but it should be compensated with supporting infrastructure such as parking lot, because on the weekend the visitors often find the parking lot difficultly thereby resulting in traffic jam in the entrance and exiting gates. So far, the organizer has

given solution by providing parking pouches in citizens' house.

## 4 DISCUSSION

In this research, the women of Ponggok village serve as the actor receiving stimulus of Ponggok Tourist Object development. The women will respond to the stimulus. Then, they will conduct an activity as a response to the development of Tourist Object. Parson developed a scheme of social action's basic units with the following characteristics:

The presence of individual as an actor. In this study on women participation in developing Ponggok Tourist Object, there are clearly individual as the actor. In Ponggok Tourist Object, many actors are involved (Soemanto, 2011).

Actor is considered as the pursuer of certain objectives. Ponggok Village women, as the actor, of course, have certain objectives. Actor participates in the development of Ponggok Tourist Object by means of investing into the rental of some supporting instruments in *Umbul Ponggok*. It is intended to create an impression of the easiness in enjoying *Umbul Ponggok*; they got the capital by attending the *Arisan PKK* activity, utilizing resource and surrounding potencies such as processing fishery and farming products into various snacks and selling them to the tourists and making them the typical snack from Ponggok Tourism Object, and by developing the fishery sector they have operated into tourism sector so that their farming sector changes into agro-tourism one. In addition, they also attend the training given and the monthly routine meeting in order to develop themselves (Suwanto, 2004).

The actors had alternative way, tool and technique of achieving their objective. The actors using alternative way to affiliate with the PKK group supporting Ponggok Tourist object include the PKK female group the members of which are females.

The actors face a number of situational conditions that can limit their action in achieving objective. The constraints include situation and condition. Some of them are out of individual's control. When the actors conduct an activity with certain purpose, they often find the constraint that can hinder their activity. The constraints found in Ponggok Tourist Object include the inadequate promotion made thereby inhibiting them in developing Ponggok Tourist object.

The actors are controlled with values, norms, and abstract ideas affecting them in selecting and determining their objective and alternative ways of achieving the objective.

All activities are conducted by actors to achieve an objective. The actors conduct it corresponding to the existing norms. Ponggok Village Women develop Ponggok Tourist Object based on and corresponding to the regulation and policy specified by government or non-government institution. For example, the government implements *Sapta Pesona*. *Sapta Pesona* is a condition that should be realized in the attempt of attracting tourists to visit an area or region. We should create a beautiful fascinating circumstance anytime and anywhere, particularly in the places visited by many tourists and during catering to the tourists. With an attractive and comfortable condition and circumstance, the tourists will stay longer there, feel satisfied with their visit and have beautiful memory in their life. The 7 elements of *sapta pesona* are: safe, orderly, clean, cool, beautiful, friendly, and memorable. It can be seen clearly that the objectives the actors want to achieve are subjected to the existing values.

This research also employs gender analysis technique to analyze women participation in developing Ponggok Tourist Object. Gender analysis technique used by the author was Harvard's analysis one. In Harvard's analysis technique, there are three main elements: Activity Profile, Access Profile and Control. The detail can be elaborated as follows.

**Activity Profile.** The activity in BUMDes activity is held more by the women creating a female group with an activity of improving the existing potency. Although quantitatively the female organizer is superior, in certain position the male one still dominates. The activity of BUMDes management consists of some business lines and units. The work is done by women. But in Ponggok Village, there is no gender inequality. In this BUMDes activity, women and men manage the BUMDes jointly. The activities of processing fishery product are all done by women, from raw material to finished product. This processing is conducted by PKK groups, the members of which are female. The product processed included *nila* fish (*nile tilapia*) processed into fish chips, nugget and etc.

Another activity the women attend is training. In training activity attended by women only, the women acquire the knowledge about how to manage swimming apparatus or to take photograph underwater and to manage souvenir in which the training is attended by women only [6].

The Tour Guide activity is intended to facilitate and to explain the tourist object to the tourists. Ponggok Tourist Object has 4 tour guides, with the number of women more than that of men. Because Ponggok Tourist Object presents selfie spot and swimming arena, female tour guide can present more

flexibly the superiority of this tourist object in Klaten Regency.

**Access Profile.** The women's access to and control over resource in BUMDes includes Village Enterprise Ownership of Ponggok tourist object, Ponggok Ciblon, and village store at both managerial and executive levels in which the women are involved proportionally of course considering the position and education and experience background they have. Nevertheless, there are some distinguishing points in which women control financial resource, while men can access the managerial matter only. Meanwhile, the control over development plan is held by men, and the women can access the management only. However, access and control held by both of them is resource to select development and to plan development because the development of Tourist Object business and other business units build on their consensus so that both of them hold access and control.

**Control Profile.** The profile of women's control over the development of *Umbul Ponggok* tourist object shows that women and men in *Umbul Ponggok* tourist area have their own control in BUMDes including leadership, management and financial held by men and women, so are access and evaluation control held by both men and women.

In tourist object, access to and control over resource owned include the work area ownership, the selection of tourist object rented instrument, the souvenir selling, and the tariff determination. There are some distinguishing points in which women have more control over souvenir selling, while access is held by both of them. However, the selection of rented instrument types is held by men (Women Empowerment and Children Protection Ministry, 2013).

Therefore, it can be concluded that women participation in Ponggok Tourist Object can be stated as enthusiastically. It can be seen from women's participation in every activity in developing Ponggok Tourist Object. In running the Tourist Object business, the women in Ponggok Tourist Object create their own group called *Kelompok Wanita PKK Ponggok* (Ponggok PKK Female Group) having such activities as producing Ponggok typical souvenir, cooking for the guests, and synergizing with men to operate this business. On the other hand, women can have positive activity and benefit their life either materially or in the form of knowledge that can be applied in life. For example, the activity of processing fishery and farming products into typical Ponggok snack such as *nila fish* processed into nugget and chips. Another activity conducted is monthly routine

gathering (*arisan*) and training in which the women participate in it to develop their potential resource. Through participating in many activities, the women can benefit economically and can increase their experience.

The development and managerial activities in Ponggok Tourist Object are done by men and women. Although this activity is usually identical with the men's, women also participate actively in which they process the potencies existing in Ponggok Tourist Object and farming product into snack. The women participation in planning, implementing, and utilizing can be considered as positive, as the form of a woman's awareness that tourism activity is not intended to men only, but women have equal obligation to participate actively in developing Ponggok Tourist Object.

## 5 CONCLUSIONS

The community have not been aware completely yet of the natural potencies developed into a phenomenal Tourist Object in Ponggok. What becomes trademark is *umbul* water, but when studied further, there are many supporting tourist attractions that have not been explored maximally. It takes time to make *Umbul Ponggok* area larger and more attractive to be visited, and the friendliness of people participating is also required in this tourism activity. Public participation plays a very important and absolutely necessary role because the public (community) is the subject of development and the development itself is basically the community's need, the result of which will return to the community. Women participation in the development of *umbul ponggok* tourist object is divided into three stages:

Participation in planning, in which women attend monthly routine meeting in BUMDes and are affiliated with PKK, the members of which are all female. Regarding the participation in implementation, BUMDes developing very rapidly can make the citizens existing surrounding Ponggok village prosperous, create appropriate synergy between men and women in managing resources and potencies existing in Ponggok Village, and attending the training given by Cooperative Service and CSR from the privates.

Participation in economic value-added utilization and experience give job opportunity to the people in Ponggok Village according to their own expertise, and training increases knowledge about how to promote the typical food and souvenir business.

Women participation in Developing *Umbul Ponggok* tourist village is inseparable from the affecting factors including: human resource, economic resource, inadequate promotion, poor understanding on the potency existing in *Umbul Ponggok* tourist village, Activity Profile, access and control indicating the women participation in *Umbul Ponggok* development.

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