



Comparative Study of Responsible Tourism Trough Pro-Poor Tourism Approach in Kali Gajahwong Tourism Village and Code Tourism Village

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ABSTRACT

This study aims to determine the comparison of community responsibility in Code Tourism Village and Kali Gajahwong Tourism Village with a pro-poor tourism (PPT) approach. The two tourist villages started as a slum riverbank area and then turned into a tourist destination. The method used is a qualitative descriptive method with data collection through observation, literature study, and in-depth interview. The results of the study showed differences in the degree of responsibility of people living in Code and Kali Gajahwong tourism villages from PPT perspective to achieve sustainable tourism. Nonetheless, the two tourist villages practice responsible tourism by prioritizing the interests of the environmental ecosystem while preserving the existence of local culture. The PPT approach reveals that there are differences in the degree of independence, the number of tourist visits, utilization of technology, and the psychological conditions of local communities when implementing tourism activities in Kali Gajah Wong and Code.

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1. INTRODUCTION

Poverty, slums, crime, and free sex are "potret buram" the problems associated with the global impact of urban development. This is common in the lives of people around rivers, around railroad tracks, or under bridges. The development of Yogyakarta City also leaves conditions like this on two rivers that divide the city, namely the Code River and the Gajahwong River. Marginalized life circumstances in the past encourage us to make choices based on the past to determine the future. This happened to people who live on the two banks of the river dividing the city of Yogyakarta (Odrigues, 2019).

The community was inspired to alter its destiny by transforming a shabby and unattractive environment into a clean and appealing one. In an effort to improve their wellbeing, they transform their surroundings into a new tourist attraction. Various programs are structured in accordance with their natural resource potential. Pro-poor tourism partnership characterizes tourism as a means to generate overall advantages for individuals living in poverty (Ashley & Roe, 2001). Code Tourism Village provides culinary, handicrafts, performances, and homestays that are divided between two tourist destinations, Jetis Pasiraman Park and Code Tourism Village and Minggon Market. The Decree of the Cokrodiningratan Subdistrict of the Yogyakarta City Jetis Village Number 03 of 2022 still governs its administration. Gajahwong Tourism Village offers tilapia and gourami fishing rental attractions with one-of-a-kind and vibrant interior environmental design so that it is enjoyable for tourists; the main attraction is hosted by the working group Bendung Lepen. In addition to Bendung Lepen, the Kali Gajahwong Tourism Village also features Klengkeng Village and Dermaga Cinta, a former garbage dump that is now used for water boat attractions.

A comparative study of responsible tourism with a pro-poor tourism strategy was conducted in Kali Gajahwong Tourism Village and Code Tourism Village. This comparative study intends to compare the similarities and differences between the two tourist villages based on the PPT framework, using ex post facto comparative research methods and data collected from all completed events (Hermawan, 2018; Panda, 2019). This research will compare cognitive, institutional, technological, and economic roadblocks to PPT dependency pathways. Cognitive and institutional dependence negatively impact PPT performance, whereas technological and economic dependence positively influence PPT performance.

2. LITERATURE REVIEW

Pro-poor tourism (PPT) approach plays a significant role in reducing global poverty and fostering sustainable development. Pro-poor tourism that is conducive to the development of the poor can bring the poor social welfare, environmental, cultural, and economic benefits (Liu & Yu, 2022). From the 1970s to the late 1990s, tourism poverty alleviation research received significant attention. In the late 20th century, pro-poor tourism focused on the relationship between tourism and poverty alleviation, the social and environmental effects of PPT, and PPT stakeholders. The characteristics and regularity of path dependence in pro-poor tourism are crucial for policymakers who can assist with the implementation of PPT strategies and help improve PPT performance for sustainable tourism. PPT is a strategy for alleviating poverty in developing nations (Wen et al., 2021). PPT has been implemented successfully in regions across the globe, including China (Wang & Dong, 2022), Thailand (Sudsawasd et al., 2022), and India (Vinodan et al., 2022). In addition, the primary objective of PPT is to generate net benefits for the poor (Truong et al., 2022). The goal of the pro-poor tourism strategy is to

increase economic stability and reduce the negative impacts of tourism on the local culture and environment (Zhu et al., 2022).

The PPT concept is a response from experts in business and tourism management who observe a phenomenon unique to areas or tourist destinations with a high number of tourists and a high number of poor locals (Harrison, 2008). Simple logic dictates that poverty should not exist in areas or tourist sites frequented by a large number of tourists (Goodwin, 2008), because economic activity, such as the emergence of buying and selling, retail, and other services, will naturally increase in the surrounding community (Wang & Dong, 2022). However, it is a fact that poverty exists among locals living near tourist attractions. This issue became the concern of experts, who formulated the concept of pro-poor tourism to address it (Truong et al., 2022). The concept of pro-poor tourism explains that the primary campaign or goal of operating tourism activities in a tourist destination is to help alleviate poverty (Goodwin, 2008).

Thus, the concept of pro-poor tourism will be highly focused on how PPT management has been carried out in various regions of the world. According to research conducted in India, there are five facets of PPT sustainability: economic, environmental, social, cultural heritage, and government (Vinodan et al., 2022). In China, PPT is instructive, indicating that the government plays a preponderant role in poverty alleviation (Wang & Dong, 2022). In particular, human capital was mentioned as a top priority, followed by economic capital, institutional capital, social capital, and natural capital. The study shows that a paradigm shift has been seen in China's PPT model and explains the development of tourism in poverty alleviation globally. In Vietnam, informal tourism workers reflect the positional, ethical, and methodological difficulties encountered during and after fieldwork (Truong et al., 2022). The article is the first to provide critical reflection on fieldwork in PPT, thus adding to the conceptual recognition of the importance of reflexivity and metacognition in overall tourism studies. It also shares deeper insights into the difficulties associated with research involving the poor, whose voices are largely absent in tourism studies.

A solid understanding of the process by which a responsible destination actually implements its sustainability agenda is necessary. Theoretical perspectives from political economy and behavioral economics to provide a rational, integrated, and sustainable model of responsibility with three stages: consciousness, agenda, and action (Mihalic, 2016). The Triple-A model complements the sustainability indicator discussion by shifting concepts from market-value-based and environmentally friendly laissez-faire tourism to more environmentally and socially value-driven accountable tourism. This comparative analysis examines the issue of responsible tourism in these two tourist villages. The implementation of responsible tourism principles in Nglinggo tourism village has been successful, including the planting of palm trees, the acquisition of trash cans, the formation of new jobs for the local community, activities related to cultural heritage preservation, the formation of good relations between the community and tourists, and the minimization of negative economic, social, and cultural impacts (Nurazizah, 2016). However, in order to maximize the application of the principles of responsible tourism, there is still room for improvement.

3. METHODS

A. Method

This study employs a qualitative descriptive methodology coupled with a comparative analysis. Comparative studies are research that employs methods for comparing one object to another (Teera & Hudson, 2004). Comparative research is a type of descriptive research that seeks to answer fundamental questions about cause and effect by analyzing the factors responsible for the occurrence or emergence of a particular phenomenon. It involves comparing two or more groups of a specific variable (Nazir, 2011). Through a qualitative approach, researchers will get a clear picture of responsible tourism with a pro-poor tourism approach in both Gajahwong and Code tourist villages so that it can be expected to be considered at the program and policy level by involving various tourism actors to realize responsible tourism.

B. Data Collection

Observation, a literature review, and in-depth interviews were used to collect descriptive data for this study, which was conducted using a descriptive methodology.

- 1) Observation: Observations were made by Kali Gajahwong and Code Tourism villages. Observations are conducted to gain a factual understanding of the state of tourist destinations. The selection of Gajahwong and Code tourist villages is based on the fact that these two tourist destinations have been successful in transforming their slum neighborhoods into attractive ones and attracting tourists in order to increase the income of their residents.
- 2) Literature study: The study of literature relates to the development of cultures, values, and standards. (Sugiyono, 2016) This literature review is used to comprehend the social situation under study. Various indicators relating to responsible and pro-poverty tourism are the focus of this study's literature review.
- 3) In-depth interview: We conducted in-depth interviews with the chairman of Kali Gajah Wong and Code Tourism Villages as well as tourism village managers. This will provide detailed information regarding the conditions that exist in tourist villages.

C. Data Analyze



Fig 1. Analysis Stages

4. RESULTS

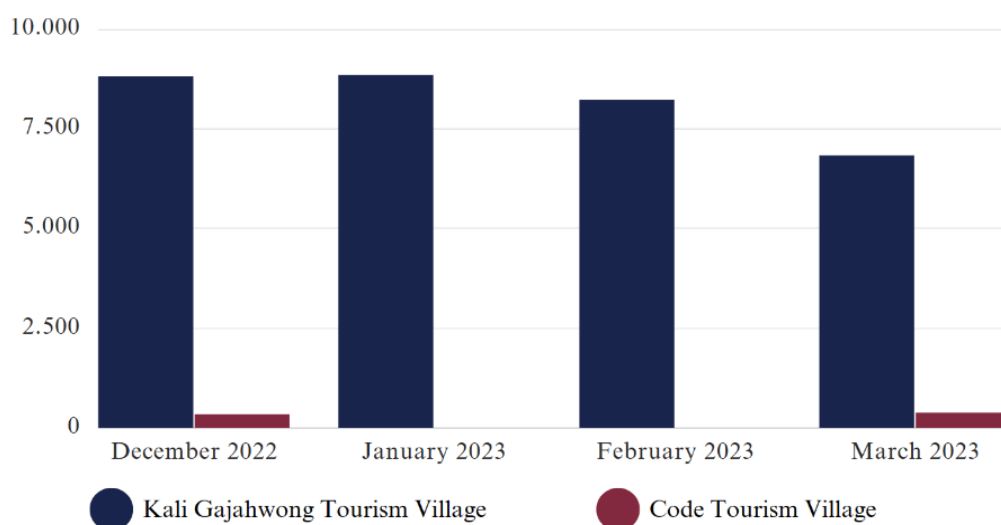
Kali Gajah Wong and Code Tourism Villages derive from the awareness of the need to continue protecting the environment and the desire to improve welfare through the development of tourism-related activities. There are several indicators in measuring tourism development through a pro-poor tourism approach that have been the subject of research

studies. This research compares the tourism conditions in Kali Gajah Wong Tourism Village and Code Tourism Village using a number of indicators pertinent to the conditions of each tourist village.

A. Economic Performance

1) Increase of tourist reception:

Kali Gajah Wong Tourism Village, which comprises three working groups and attractions managed by local communities, actually attracts a significant number of tourists. The presence of a tour package system and cooperation with tour operators to facilitate group reservations also contribute to the large number of tourists who come to visit. According to information collected by Kali Gajah Wong Tourism, there were 8814 visitors in December 2022. In January 2023, there were 8844 tourists coming to visit Kali Gajah Wong Tourism Village. In February, there were 8215 tourists coming to visit. Meanwhile, in March 2023, a total of 6824 tourists came to visit. Mr. Mustaqim, the head of the Dermaga Cinta Working Group, remarked that this tourist village frequently receives groups, resulting in a fairly stable number of tourists. In contrast, Kampung Wisata Code receives fewer visitors than Kampung Wisata Kali Gajah Wong. According to data from the Tourism Code secretariat, 345 tourists visited this tourist village in December 2022. Despite a lack of data in January and February of 2023, the Tourism Code recorded 382 visits in March of that year. According to data from 2022, Kampung Wisata Code's tourist population is not particularly stable.



Source: Processed, 2023

Fig 2. Comparison of the number of visits to Kali Gajahwong Tourism Village and Code Tourism Village for the period December 2022 to March 2023

2) Increase in tourism employment:

The expansion of tourism in these two tourist villages has enabled more locals to find employment. Some people make this tourism work their primary occupation, but the vast majority already have a primary occupation, so the tourism work performed within the scope of this tourist village is a side job. The existence of tourism activities developed in the Kali Gajah Wong Tourism Village simultaneously empowers local communities in the tourism sector. The local community, in its capacity as an activist, participates in the management and administration of multiple fields. In the development of this tourist village, there are advisors, a chairman and vice chairman, a secretary, and a treasurer. Below that, there are eleven different field sections

formed with the aim of launching all tourism activities. These eleven fields consist of attractions, transportation, environment and hygiene, security and order, human resources development, reception, tour guides, public relations, business development/UMKM, consumption, and documentation and decoration publications. In collaboration with the Babinsa of Giwangan Village, the security and order section recruited a total of 33 locals to join the management.

On the other hand, Code Tourism Village also has a tourism development management structure. In the management chart of the Kampung Wisata Code, which is comprised of 45 members of the local community, there are advisors, a chairman, secretaries, and a treasurer, as well as ten sections of fields, including information data, arts and performances, human resource development, handicraft attractions, culinary, order security, IT, homestays, infrastructure equipment, and marketing. All communities that are not a part of the management still participate in tourism management, for example, by being a part of business providers/UMKM and obtaining empowerment through government programs in the field of guidance.

B. Institutional Path Dependence

1) The formulation of Poverty Alleviation Policies is influenced by past experience:

The existence of tourism in Kali Gajah Wong Village is significantly influenced by public concern for formerly deplorable natural and social environmental conditions. Bendung Lepen, which is now one of the most popular tourist destinations in Kali Gajah Wong, was once a dumping ground for river debris that continues to flow downstream. In addition, the village of Kali Gajah Wong is a place where pigs are raised, resulting in unhygienic conditions caused by mud and pig food waste. In this village, there is also a waste picker collection location, which contributes to the unhealthy air quality. In addition to environmental issues, the social conditions of this village were deemed unfavorable. This village was once a place for prostitution, which led to a negative reputation and disorder in this community. Seeing these conditions, the local environmental office then provided assistance to clean up Bendung Lepen. Then, regulations were enacted to ensure the abolition of prostitution, followed by the emancipation of women and their return to their respective regions. This circumstance finally inspired the local community to care more about the environment and preserve the order of Kali Gajah Wong Village. As part of efforts to preserve and alleviate Kali Gajah Wong Village from poverty and slums, the local community, led by figures such as Mr. Mustaqim and Mr. Suwanto, has developed new tourism activities.

In the meantime, Code Tourism Village began with urbanization and the eruption of Mount Merapi. Since the 1980s, the banks of the Code River have become crowded with settlements as a result of urbanization and eruptions that spewed lava, resulting in the destruction of homes on the river's banks. This resulted in the construction of a dam at the river's edge. Similar to Kali Gajah Wong Village, Code Tourism Village, which is situated on the riverbank, is also inextricably linked to the waste problem. This condition necessitates that the community maintain the cleanliness of the constructed dam. Starting with the Regional Settlement and Infrastructure Office, UGM (geodesy and architecture) and the Regional Settlement

and Infrastructure Office built water pump technology to collect spring water, which then flowed to people's homes. This enlightens people about tourism and river flow education. People realized the potential of tourism in the form of cultural arts, natural river conditions, and traditional cuisine, especially at that time when ecotourism was being actively promoted.

Tourism activities in both villages are influenced by historical circumstances that have made locals more concerned with environmental protection and community empowerment. Efforts and the emergence of a consciousness regarding the importance of protecting the environment and enhancing the quality of life have contributed to the development and application of innovations in tourism.

C. Social Performance

1) Protection and inheritance of traditional culture:

Cultural protection and inheritance are important in the development of pro poor tourism (Liu, 2022). This preservation is crucial because it is regarded as one of the success factors for implementing sustainable tourism. Both Kampung Wisata Code and Kali Gajah Wong provide educational tour packages that include performances of traditional art and dance. Kali Gajah Wong Tourism Village teaches traditional music and dance and traditional cuisine in the form of wedang secang to groups of tourists. Additionally, Kali Gajah Wong Tourism Village preserves andong culture by offering educational tour packages in longan gardens. Around the longan garden, tourists can experience andong transportation in a series.

In the meantime, Kampung Wisata Code works with the Sekar Kemuning dance studio to continue preserving traditional Javanese dances through a series of tour packages. In addition, local communities, particularly youth, are a part of the Sekar Kemuning dance studio in an effort to continue preserving traditional culture, empower human resources, and promote sustainable tourism. They also preserve traditional cuisine by serving traditional snacks to tourists, such as klepon, wedang uwuh, putu ayu cake, pura cake, and other traditional snacks. Likewise, the residents of Code preserve their culture through the creation of fine arts. Local residents paint the empty walls in this tourist village with the faces of Yogyakarta figures and other aesthetic arts that provide education for tourists.

2) Improvement of social security

Kali Gajah Wong Village previously had a connecting road that was slippery, dark, and filled with bamboo trees. This is dangerous because the road serves as a connection between RT and RW and is heavily traveled; therefore, it should be adequately lit. Tourism activists then constructed a bright, paved road, which became a tourist attraction due to its proximity to Dermaga Cinta and its illumination with garden lights.

In the meantime, Code Tourism Village has undergone numerous changes, including the construction of bridges and the fortification of barriers between rivers and homes. In addition, there are numerous additional lighting fixtures to draw attention to the existence of this tourist village and provide a sense of safety for

tourists who wish to visit. This condition also provides a sense of security to locals, who are typically more active in tourist villages.

D. Cognitive path dependence

1) Follow past work habits of poverty alleviation

One measure of the success of pro poor tourism development is how people behave after tourism development (Liu, 2022). The residents of these two tourist villages share a strong environmental consciousness and a passion for tourism development. However, the residents of Kali Gajah Wong Tourism Village do not have psychological well-being, which hinders the growth of tourism in Kali Gajah Wong. Locals are typically inferior and lack confidence in their ability to develop tourism, including the conditions of attractions, environment, and infrastructure, as well as the visual conditions. Locals believe that there are numerous other tourist destinations that are significantly more desirable in the eyes of tourists. This makes people feel inadequate when promoting Kali Gajah Wong Tourism Village on social media and contributes to the village's lack of recognition in the tourism sector.

In the meantime, Kampung Wisata Code exhibits a great deal of enthusiasm when tourism development is accompanied by government, academics, practitioners, and industry. In its implementation, the Kampung Wisata Code received a great deal of assistance from these parties, which has contributed to the code's continued viability to this day. The disadvantage is that the community's enthusiasm will decrease in a few moments if this tourist village is not accompanied by individuals who provide assistance and directions. The community feels that the diversity of attractions owned by the Tourism Code is still less varied so that the community feels the need to continue to be accompanied in its implementation. However, locals continue to engage in promotional activities and to initiate tourism development strategies.

The implementation of tourism activities in Kali Gajah Wong Tourism Village and Code Tourism Village, which experienced many obstacles, continues to be prioritized by the management, which continues to prioritize natural environmental conditions. The condition of these two tourist villages, which are located on the river's banks, makes it more likely for trash from tourist activities to fall into the water and be dumped in the river, as well as creating a poor living environment for the surrounding communities. Therefore, in every implementation, the manager always prioritizes cleanliness so as not to negatively impact the environment. These two tourist villages also seek to maximize the existing tourism potential, which includes the cultural and artistic aspects. This is done not only to improve economic conditions but also to preserve existing culture and traditional arts. All of these implementations are carried out by the community, and local communities are always involved, in order to minimize negative impacts caused by tourism activities and maximize destinations' ability to obtain the greatest benefits, thereby achieving sustainable and responsible tourism.

5. CONCLUSION

Kali Gajah Wong Tourism Village and Code Tourism Village are tourist villages whose tourism activities aim to improve the welfare of local communities and reduce slums. Despite having quite comparable objectives, the conditions and implementation of tourism activities in these two villages are quite distinct. The most significant difference between the two is their degree of independence, the number of tourist visits, the psychological condition of the locals, and the utilization of social media technology. Research on pro-poor tourism is still not widely studied in the world of Indonesian tourism research. This study's benefits consist of a discussion of indicators and guidelines for the responsible management of pro-poor tourism destinations, which will lead to responsible tourism. The comparative exposure of the study's results is limited, which is a drawback of this research. Therefore, additional research on the conditions and problems at each destination is required.

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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