Evaluation of Community-Based Tourism Village in Kaligono Village, Kaligesing District, Purworejo Regency

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Abstract. Tourism is a variety of recreation activities supported by facilities and services provided by the local community, fellow tourists, government, local government, and entrepreneurs. One of the sustainable tourism development principles is the local communities' participation in tourism planning and management. Local communities, especially local people in tourist areas, are the key because they can provide attractions while determining the quality of tourism products. As a tourism village, Kaligono has diverse natural resource potentials and also local resources. The location of this study is Kaligono Village, Kaligesing District, Purworejo Regency, and was conducted from January to June 2019. The purpose of this study was to identify the potency of the rural landscape in developing village tourism, to identify the potency of socio-cultural in developing community-based tourism villages and to understand the perceptions and preferences of the Kaligono Village community towards the development of community-based tourism villages. The methods implemented were the analysis of suitability and tourist feasibility using the method of interview by questionnaire and observation, analyzing the perceptions and preferences of the community with interview method taken by stratified random sampling, analysis of Community Sustainability Assessment (CSA) using the interview method and SWOT. The results of this study are strategic recommendations for the sustainability of the community-based tourism villages in Kaligono Village, Kaligesing District.

Keywords: community-based tourism, village tourism, Kaligono, CSA

1. Introduction

According to The Indonesian Constitution [1], tourism is various tourism activities supported by facilities and services. It is provided by the local community, fellow tourists, the government, local governments, and entrepreneurs. Conventional tourism products have been increasingly abandoned and have shifted to environmentally oriented tourism products [2]. Tourist satisfaction is not only measured by landscape beauty and facilities, but also includes the potential of the environment and local communities' interactions. Based on the statement, the concept of a tourism village can be a solution for sustainable tourism. The main characteristics are resources and local uniqueness, which include physical as well as non-physical (traditions and cultures) attached to the community. So that local communities who grow and coexist in the tourism location become part of the related ecological system [3].

Kaligono Village is a tourism village located in Kaligesing District, Purworejo Regency, Central Java. The managers were established in 2011 by Kaligono Village Head Decree [4]. The location of Kaligono Village is in the Menoreh Highlands. It is directly adjacent to the D.I.Yogyakarta Province. This village has a strategic location because an interprovincial route
passes it. Also, the construction of an International Airport on the Purworejo-Kulonprogo border is expected to make Kaligono Village a more strategic area in the future. Some tourist attractions in Kaligono have been visited by tourists, including natural tourism, religious tourism, cultural tourism, and educational tourism.

The existence of Kaligono as a tourism village in Purworejo indeed cannot be separated from the role of the local community. The existence of such community participation is essential for sustainable tourism village achievement and the realization of quality tourism villages [5]. For this reason, an evaluation of rural tourism is needed to make the implementation more optimal.

This aims of this study are to develop the existing potential in the Kaligono Tourism Village, find out the perceptions and preferences of the Kaligono Village community towards the development of a community based tourism village, to analyze the sustainability level of the Kaligono village community towards the development of a tourism village, and to create recommendations for developing community-based tourism villages in Kaligono Village.

2. Method
2.1. Study sites and time frame
The study was conducted in Kaligono, Kaligesing District, Purworejo Regency. The study took five months from January to June 2019.

2.2. Study Methods
The method for this study is observation and interview. The initial steps are preparation and inventory. The preparation includes site determination, proposal making, letter of approval making, and questionnaire making. Inventory is carried out to collect primary and secondary data. Then, analysis methods are carried out.

2.2.1. Perceptions and Preferences Analysis
Perceptions and preferences analysis was conducted to determine attitudes and desires of relevant parties regarding knowledge, viewpoint of village potency and condition, and acceptability regarding the development of community-based tourism villages. Data was obtained by interviews using a questionnaire. This analysis is conducted to the community and tourists. The community is selected to the tune of 30 people using the stratified random sampling method. So, ten people of the village administration group, ten people potentially involved in tourism activities, and ten people from the local community. This analysis was also carried out 30 tourists as respondents.

2.2.2. Tourism Suitability and Feasibility Analysis
This analysis is conducted to assess tourism potential at the site. The data was carried out by questionnaire interviews, site observations, and literature studies. Interviews are conducted with direct questions that have been prepared based on Smith’s suitability and feasibility criteria [6] with some adjustments to the conditions of the study site. Each criterion is given a
value of 1 to 4. Then the assessment results are grouped into three classes to see the tourism potential.

2.2.3. Community Sustainability Assessment
Community Sustainability Assessment (CSA) is a method released by the Global Ecovillage Network (GEN). It is conducted to analyze the level of a community sustainability through a series of weighted questions [7]. Assessment includes ecological, social, and spiritual aspects. CSA is conducted by interviews, site observations, and literature studies. Each aspect has seven sub-aspects that have detailed questions related to the existing conditions in the community based on the criteria being assessed. The score for each question is added to find out the sub-aspect score, which shows the level of sustainability. Sub-aspect scores are summed to find out the aspect scores indicate the level of sustainability. Then, scores from each aspect are summed to show a total score indicates the level of overall community sustainability.

2.2.4. SWOT Analysis
SWOT analysis was done to find out the factors of strength, weaknesses, opportunities, and threats of the site in order to provide alternative strategies and recommendations for development based on its potentials [8]. The steps were the identification of internal and external factors obtained from previous analyzes and site observations, determining the weight of each variable, determining ratings, making alternative strategies, and ranking strategies in tables.

3. Results
3.1. General Conditions
Kaligono is one of the villages in Kaligesing District, Purworejo Regency, situated 145 meters above sea level. It is surrounded and bordered by other villages: Ngaran on the north, Hulosobo on the south, Tlogoguwo on the east and kaliharjo on the west. It covers an area of 893,310 hectares area, and there are 11 hamlets in it, i.e., Krajan, Ngabeyan, Jeketro, Kedungrante, Jetis, Sawahan, Wonorejo, Tumpangrejo, Tugono, Klesem, and Sumbersari. Kaligono is about 11 kilometers from central and 130 kilometers from the central province. The average temperature of Kaligono in 2018 was 28.34ºC, and the average humidity was 69.3%. So that, the THI value is 26.6, it indicates Kaligono is quite comfortable for tourists. The 893,310 ha is covered by dry fields. It includes 662,774 ha of farms; 226,226 ha of buildings and 4,31 ha of others.

3.2. Flora and Fauna Aspects
Kaligono Village has sufficient water and balanced air temperature so that various vegetation can grow well [9]. The vegetation in Kaligono Village is dominated by mixed garden plants such as durian (Durio zibethinus), mangosteen (Garcinia mangostana), and kokosan (Lansium domesticum). There are no endemic animals in Kaligono, but the majority of animals are livestock animals. They are Ettawa goat (Capra aegagrus hircus), chicken (Gallus gallus domesticus), ducks (Anas platyrhynchos and Cairina moschata).

3.3. Legality Aspects
Kaligono Tourism Village (Dewi Kano) was officially formed in 2012. The official decision from the Purworejo Government regarding the Dewi Kano has not been issued until now. However, by Purworejo Regent Decree, the Purworejo Government issued a decision on the formation of Pokdarwis Nuansa Alam as manager of Curug Siklothok and Pokdarwis Joko Kendhil as manager of Taman Sidandang. According to Purworejo Regency regional regulation [10], there is a plan to build a provincial strategic area. The intended provincial strategic area includes the economic growth point of view in Purworejo-Kulenprogo (Purwokulon) border corridor area, while Kaligono
therein. The Borobudur Authority works under the Ministry of Tourism of the Republic of Indonesia has set the Menoreh Highlands as its scope of work. Kaligono is also included as part of the Menoreh area. The authority zone is planned as an area of tourism growth in the regions of Central Java Province and D.I.Yogyakarta.

3.4. **Social and Cultural Aspects**
Kaligono had 4295 population. The number of males is 50.12%, while the number of females is 49.88%. The livelihoods of its populations are farmers and farm laborers, civil servants (PNS), entrepreneurs, TNI / POLRI. Most of them are farmers.

Kaligono have government institutions, community institutions, economic institutions, and tourism institutions. Government institutions have a role in developing tourism villages includes fostering and organizing. Community institutions have a role as human resources and receiving a program from the government that can be applied to a tourism village. Economic institutions in Kaligono include the Farmers Group and the Women Farmers Group while tourism institutions consist of Dewi Kano and Pokdarwis.

Kaligono holds Merti Desa every year as gratitude for its abundant blessings. The Grebeg Durian Festival is also held every year as a celebration and appreciation for durian farmers for their harvest. In addition, the community still maintains the existing culture and arts. Several groups preserve Dolalak dance, Kuda Lumping dance, wayang kulit, karawitan, and soyar maole.

3.5. **Tourism Aspects**
Kaligono has many attractions. Natural attraction objects are Curug Siklothok, Curug Silangit, and Taman Sidandang. Educational attractions are making local culinary wingko, palm sugar, and goat farms. The religious attraction object is Kyai Ngabei’s cemetery. There is also tourism potential such as durian and mangosteen and the potential of traditional food such as Gembel and Kulup.

Kaligono has adequate facilities and infrastructure because it is located in the middle of the district government. There are stalls, convenience stores, musholla, and mosques. There are also educational facilities, health facilities, and financial services. However, there are still some facilities need to be developed. Public transportation and cellular networks are still limited.

3.6. **Tourism Suitability and Feasibility Analysis**
There are seven criteria assessed in this analysis. They are tourist objects and attractions (criterion 1), easiness of access (criterion 2), recreational resources and shopping areas (criterion 3), location of the main road (criterion 4), tourism facilities (criterion 5), tourism management and institutions (criterion 6), tourism programs and activities (criterion 7).

Table 1 showed that the highest to lowest values were Krajan, Jeketro, Kedungrante, Ngabeyan, Tugono, Jetis, Sawahan, Wonorejo, Tumpangrejo, SumberSari, and Klesem. Then they were classified into three classes. The less potential hamlets for tourism are Wonorejo, Tumpangrejo, Klesem, and SumberSari; the potential hamlets for tourism are Ngabeyan, Sawahan, Tugono, and Jetis; and the more potential hamlets for tourism are Krajan, Jeketro, and Kedungrante.
Table 1 Tourism suitability and feasibility assessment in Kaligono

| Hamlet(s)   | Tourism Suitability and Feasibility Criteria (Weight x Score) | Total Point |
|------------|-------------------------------------------------------------|-------------|
| Krajan     | 0.8 0.8 0.3 0.4 0.4 0.6 0.2                               | 3.5         |
| Ngabeyan   | 0.6 0.6 0.1 0.4 0.3 0.6 0.2                               | 2.8         |
| Jeketro    | 0.8 0.6 0.2 0.4 0.4 0.8 0.3                               | 3.5         |
| Kedungrante| 0.6 0.6 0.2 0.4 0.4 0.8 0.3                               | 3.3         |
| Jetis      | 0.6 0.6 0.1 0.4 0.3 0.6 0.1                               | 2.5         |
| Sawahan    | 0.4 0.6 0.2 0.4 0.2 0.6 0.1                               | 2.4         |
| Wonorejo   | 0.4 0.6 0.1 0.4 0.2 0.6 0.1                               | 2.2         |
| Tumpangrejo| 0.4 0.6 0.1 0.3 0.2 0.6 0.1                               | 2.2         |
| Tugono     | 0.8 0.4 0.1 0.3 0.2 0.8 0.3                               | 2.8         |
| Klesem     | 0.2 0.4 0.1 0.3 0.2 0.6 0.1                               | 1.8         |
| Sumbersari | 0.2 0.6 0.1 0.4 0.2 0.6 0.1                               | 2.2         |

3.7. Perceptions and Preferences Analysis
Perceptions and preferences analysis is carried out to determine the views and desires of various parties regarding knowledge and views on the potential and village condition as well as acceptability regarding community-based tourism village development.

3.7.1. Perceptions and Preferences of Community
Based on the questionnaires, most people knew about the tourism village. The community claims Kaligono is good enough as a tourism village. Community groups have the potential to manage tourism villages with the support of the community and village government. The assessment of road access in Kaligono is good. Also, road conditions are good in almost all hamlets. The natural landscape in Kaligono is stunning. Also, in settlement conditions, the majority of the community believes it is clean and well organized.

Based on community preference questionnaires, the entire community (100.00%) agreed that the community-based tourism village is a tourism model that can increase the local participation in its development. The entire community (100.00%) also agreed that Kaligono had the potential to develop a community-based tourism village concept. The entire community stated their willingness to participate in developing community-based tourism villages. Community participation in developing tourism villages has several roles, including tour guides, village tourism managers, providers of tourism objects/attractions, lodging providers, culinary providers, and transportation service providers. The most preferred role is culinary providers, then tourism village managers.

3.7.2. Perceptions and Preferences of Tourist
Based on tourist questionnaires, tourists claimed Kaligono is clean, beautiful and comfortable village to be visited. The attitude of the villagers is friendly to them. The tourists generally visited Kaligono for a vacation, but some of them visited to meet relatives and family. About 70% of tourists got information from relatives or family. The rest got information via the internet. It showed that effective promotion is their experience of visiting Kaligono. However, the promotion by the internet and social media is also needed. About 90% of tourists are interested in landscape beauty.

The most known tourism attraction is outbound activity. Meanwhile, tourists expected facilities to support them in improving their comfort. The facility most desired by tourists is souvenir stalls, including foods and craftings.

3.8. Community Sustainability Assessment
This assessment includes three aspects. From the assessment of all three aspects, Kaligono has score 693. It indicates a good start toward sustainability. Based on each aspect, the social and spiritual aspects of Kaligono are also a good start towards sustainability while the ecological aspects of Kaligono indicate that actions are needed to achieve sustainability.
### Table 2 Total points for ecological aspect in Kaligono

| Parameter | Point |
|-----------|-------|
| Sense of place | 35 |
| Food availability, production & distribution | 22 |
| Physical infrastructure, building & transportation | 19 |
| Consumption patterns & solid waste management | 13 |
| Water – sources, quality & use patterns | 24 |
| Wastewater & water pollution management | 25 |
| Energy source & uses | 21 |

Total Points for the Ecological Aspect: 159

### Table 3 Total points for social aspect in Kaligono

| Parameter | Point |
|-----------|-------|
| Openness, trust & safety; communal space | 47 |
| Communication – the flow of ideas & information | 33 |
| Networking outreach & services | 46 |
| Social sustainability | 40 |
| Education | 39 |
| Health care | 40 |
| Sustainable economics – healthy local economy | 21 |

Total Points for the Social Aspect: 266

### Table 4 Total points for spiritual aspect in Kaligono

| Parameter | Point |
|-----------|-------|
| Cultural sustainability | 57 |
| Arts & leisure | 26 |
| Spiritual sustainability | 24 |
| Community glue | 40 |
| Community resilience | 25 |
| A new holographic, circulatory world view | 54 |
| Peace & global consciousness | 45 |

Total Points for the Spiritual Aspect: 271

### 3.9. SWOT Analysis

SWOT analysis is carried out to find out alternative strategies. The recommendations are arranged by identifying internal and external factors.

#### Table 5 Internal factor evaluation (IFE) matrix

| Symbol | Internal Factors | Weight | Rating | Score |
|--------|------------------|--------|--------|-------|
| S1     | Kaligono has a beautiful natural landscape, and it is well maintained | 0.08   | 4      | 0.32  |
| S2     | Curug Siklothok and Taman Sidandang as the main attractions | 0.08   | 4      | 0.32  |
| S3     | Various arts and cultural performances in Kaligono | 0.07   | 4      | 0.29  |
| S4     | Educational tourism, including making traditional foods is provided | 0.07   | 3      | 0.20  |
| S5     | Kaligono has tourism potential in goats livestock and local commodity including durian and mangosteen | 0.08   | 4      | 0.32  |
| S6     | The community has the desire to be a part of tourism village development | 0.10   | 4      | 0.40  |
| S7     | Kaligono has community resources that be able to manage tourism village | 0.10   | 4      | 0.39  |

#### Strength

| Weakness |
|----------|
| W1       | The public transportations are limited | 0.07   | 1      | 0.07  |
| W2       | Lack of skills training for tourism village development from the government | 0.07   | 3      | 0.22  |
| W3       | There are no facilities to sell local product and souvenirs | 0.06   | 1      | 0.06  |
| W4       | There is no signage as an area indicator or landmark | 0.05   | 1      | 0.05  |
| W5       | Lack of government accompaniment for the training have been given | 0.09   | 1      | 0.09  |
| W6       | Lack of government endorsement for physical project | 0.08   | 1      | 0.08  |

Total: 2.81
Table 6 External factor evaluation (EFE) matrix

| Symbol | Opportunity | Bobot | Rating | Skor |
|--------|-------------|-------|--------|------|
| O1     | Kaligono is located in the center of the district government | 0,12  | 4      | 0,48 |
| O2     | Kaligono is passed by province alternative route | 0,17  | 4      | 0,70 |
| O3     | There was aid by the provincial government as an opportunity to developing the tourism village | 0,16  | 4      | 0,65 |
| O4     | Kaligono belongs to Borobudur Authority | 0,14  | 4      | 0,57 |
| O5     | Yogyakarta International Airport construction gives an opportunity in accessibility | 0,13  | 3      | 0,39 |
|        | Threats     |       |        |      |
| T1     | The competition of other objects or attractions from around Kaligono | 0,14  | 3      | 0,42 |
| T2     | There is the potency of landslide considering topography and rainfall intensity | 0,13  | 1      | 0,13 |
|        | Total       | 3,34  |        |      |

The internal factor value is 2.81, and the external factor value is 3.34; the position of Kaligon is in quadrant II. It showed a suitable strategy to be implemented in Kaligono is a growth and development strategy. Then alternative strategies are prepared by making a SWOT matrix. SWOT matrix is conducted by relating SWOT elements. At this stage, seven alternative strategies were developed for tourism village development. Then, they were ranked to determine the priority of the strategies.

3.10. Recommendations
Strategy recommendations for tourism village development can be grouped into 1) tourism services includes travel packages, 2) the concept of spatial planning to improve tourist comfort and safety, 3) increase good cooperation with the government and other parties, 4) increase the promotion of tourism areas, and 5) improving facilities and infrastructure to support tourist comfort.

4. Conclusion
Kaligono has a landscape, social, and cultural potential to be developed for tourism village. By this study, it is identified several objects and attractions potentials, such as Curug Siklothok, Curug Silangit, Taman Sidandang, Kyai Ngabei’s cemetery, the production of wingko, palm sugar, local durian tourism, traditional food, and goats livestock. There are also artistic and cultural attractions such as Dolalak dance, kuda lumping dance, soyar maole, wayang kulit, and karawitan. Community perceptions and preferences showed that the populations know about the concept of a tourism village and accept it to be applied in their village. The community is willing to participate in the implementation of the tourism village. This shows Kaligono has the potential to be a community-based tourism village. Based on an analysis of community sustainability assessments, Kaligono indicated a good start towards sustainability. The ecological aspect requires an action to achieve sustainability, but the social and spiritual aspects indicated a good start towards sustainability.

The recommendations for the development of Kaligono Tourism Village are increasing tourism services-travel packages, spatial planning to improve tourist comfort and safety, increasing some good cooperations with the government and other parties, increasing the promotion of the tourism village area, and increasing facilities and infrastructure to support tourist comfort.

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