Potential analysis and community-based sustainable tourism development strategy (a case of kampung menjing, sukoharjo regency, central java, indonesia)

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Abstract. Kampung Menjing has been developed as a local tourism in order to support development of Gayam Village as the new tourism destination. Undertaken by utilizing the potential resources of Kampung Menjing as “rural cultural tourism”. This study concentrated on analyzing the potentials and identifying the problem of those issues, then formulating the recommendation as the problem solving to manage its tourism plan. An observatory-participatory case study approach with comprehensive analysis was used for this research by using attractions, amenities, accessibility, available packages, activities, and ancillary services (6A) analysis, Strength, Weakness, Opportunity, Threat (SWOT) as well as matching between potentials and strategies resulted by SWOT/TOWS analysis as the research design. The data was received from indepth interview, small format aerial photograph, and field survey by organizing “total-participation observer”. The result showed Kampung Menjing took possession of three different potentials which has ready to develop as the main factors in order to be rural tourism village, while the development of tourism at Kampung Menjing comprised strategies which can be proposed for developing community-based sustainable tourism emphasized on the community-centered management concept in order to improve the welfare of the community. Moreover, government support was needed for development and maintenance funding in particular.

1. Introduction
In the rapid development of the world today, tourism has become as one of the most essential aspects in terms of economic development either in developing or developed countries [13], [19]. It has evolved as a promising investment in various levels of administration in a country because it can be steadily renewed through renovations and innovations in accordance with market needs and the changing of times. It also plays an important role in economic development in line with its main objectives to improve the social and economic sectors [14], [18]. It is shown in reducing poverty in the community because it promises various types of livelihoods [10], [9] which are different with those existing livelihoods [4]. Furthermore, as socio-economic impacts at the national level, tourism can make a large contribution to foreign exchange and spread out the potential and culture of a certain country. It also can increase public awareness about the impact of tourism on the environment [16], culture [17], [22] and
their economic form [10], thus triggering the emergence of a sustainable method for tourism management both theoretically and practically.

The development of a tourism destination is influenced by the manager and its management system [6]. Hence, there are many tourism management developed by local communities for the sake of sustainability of a tourism destination [15], [7]. Sustainable tourism management according to [8] (Martínez, Martín, Fernández, & Mogorrón-Guerrero, 2019) is a type of tourism management that plays a very large role in current and future economic, social conditions, especially in meeting the needs of tourists, industries, environment and tourism management communities. If it is traced further back then it can be concluded that the initiation of sustainable tourism management has been carried out for a long time because today the development of socio-economic aspects as an impact of it has been proven in many tourism sites. Likewise, it confirms that the principles, strategies and implementation of tourism management planning have been developed towards sustainable tourism management [24].

The supreme sustainable tourism management should be able to optimize environmental resources as the main force in tourism development, protect ecological processes, natural resources and biodiversity [10], respect the traditions (socio-cultural) of the managing community and protect both tangible and intangible cultural heritage, traditional values and play a role in intercultural understanding [2]. It is in accordance with community-based management [7]. [8] asserted that community-based tourism management is very closely related to three approaches, namely (1) conventional economic development emphasized on investment, promotion, building industry opportunities to assist new growth sectors and support for growth training; (2) community economic development focused on the placement of the community as a center of collaboration between the formal and informal economic sectors; (3) sustainable economic development that discusses carrying capacity and social, economic, environmental balance as the framework of economic goals. Consequently, it can be concluded that the management of sustainable tourism is not only aimed for the economic aspects but also should pay attention to aspects of environmental sustainability and effectively beneficial for the management community [24].

Referring to sustainable tourism management, rural tourism management becomes the appropriate option due to sustainable tourism management implementation because it emphasizes the use of the natural environment, social environment, local community culture and empowerment of local community [2]. Those local community empowerment emphasizes the community as the main subject or actor in the management of rural tourism which indirectly seeks to break down the barriers of participation and build equality of joint response to local issues.

Kampung Menjing, Gayam Village, Sukoharjo Regency is one of the sites that is developing into a new tourism destination. The main attraction of Kampung Menjing is river tubing, it will be supported by rural community activities as the tourism attractions that are still preserved by the Kampung Menjing community. In terms of tourism attractions, Kampung Menjing is appropriate to be expanded as rural tourism because of the utilization of natural and community resources as the main object supported by rural activities as the main attraction. However, the development process faces any obstacles due to funding, management, public awareness and promotion. Accordingly, a specific study is needed to determine the direction of development and management system of Kampung Menjing. The similar study was conducted in Kampung Wisata, Jayengan, Surakarta, Indonesia by [3] and produced proper recommendations to be implemented.

This study focused on analyzing the potential and proposed strategies for developing community-based sustainable tourism in Kampung Menjing. The results of this study were expected to deepen the analysis of potential tourist attractions, contribute to determining the proper sustainable community-based development strategy in Kampung Menjing and broaden understanding of it. Furthermore, the comprehensive results were expected to formulate the accessible development of community-based sustainable tourism management of Kampung Menjing. It was emphasized to avoid community barriers due to their participation in tourism management that commonly occurs in developing countries such as operational (information and coordination), structural (domination of certain groups), and cultural barrier (lack of awareness of tourism culture) [12].
2. Methods

Kampung Menjing is located at -7.694324S – 7.694246S and 110.8576133E – 110.8522650E (Figure 1). An observatory-participatory case study approach with comprehensive analysis was undertaken to achieve the research objectives of this study [21]. The research design of this study is mainly divided into three stages. The first stage, the analysis of aspects of attractions, amenities, accessibility, available packages, activities, and ancillary services (6A). The second phase is a quantitative analysis of Strength, Weakness, Opportunity, Threat (SWOT / TOWS) to establish the direction of community-based sustainable tourism development. 6A approach was defined with consideration as initial inventory of the region's potential and carrying capacity for tourism activities, while SWOT / TOWS was set to conduct an assessment of internal and external environmental influences, as well as development trends or even changes in the period before formulating an appropriate development strategy.

The data requirements in this study included Small Format Aerial Photograph which was obtained by recording at July 13, 2019 at 07.57 for basic of spatial analysis and field observation data. The second data is the result of interviews with several predetermined figures. Data collection techniques were established by several approaches. The first approach was to photograph the area of Kampung Menjing using a multirotary Unmanned Aerial Vehicle (UAV) type. The second approach, for data needs in 6A analysis, was performed with thorough field observations at the study site. The third approach was undertaken to collect data for a quantitative SWOT / TOWS analysis in which acquired from in-depth interviews. The selection of respondents was conducted by purposive sampling where the respondents selected were people who had authority and influence on the development of Desa Wisata Menjing, the respondents consisted of the head of neighbourhood (Rukun Tetangga abbreviated as RT), the head of Pendidikan Kesejahteraan Keluarga/PKK (program at village level to educate women on various aspects of family welfare), the head of farmer women group (Kelompok Wanita Tani), the head of the
Menjing youth group and several community leaders who were actively involved in the planning of the Desa Wisata Menjing. In addition, the data collection and observation was obtained by joining for three months as Total-participation observer. It means the observer lived and possessed daily activities as well as worked together in process of developing Desa Wisata Menjing to get accurate data. The final stage was the matching between the results of the potential analysis and the results of the SWOT / TOWS analysis strategy to strengthen the basis for implementing a community-based sustainable tourism development strategy and guiding to give priority to reach an effective implementation strategy.

3. Results and Discussion

3.1. Potential Analysis

3.1.1. Attractions (natural, man-made, artificial, purpose built, heritage, special events)

The main attraction of the Desa Wisata Menjing were the artificial and cultural attraction. Artificial attraction were river tubing, Taman Asri, fishing pond, and vegetable farming, while cultural attraction were urban activities. All activities or attractions were managed independently by the residents of Kampung Menjing. River tubing relied on river flows (river stream) that also have functioned as irrigation channel for wetland farming. River tubing was managed by the Kampung Menjing Youth Association under the supervision of the Rukun Tetangga (Figure 2). River tubing rates were low cost at Rp. 5,000.00 per person for a single trip with buoy, safety vest and pickup from the end point to the starting point. The second attraction was Taman Asri, a simple park with various types of flowers. The park was created for the purpose of transit after river tubing tourists reached the final point.

![Figure 2. Waterway for river tubing in Kampung Menjing](Source: Field survey, 2019 and Small Format Aerial Photograph, 2019)

The third attraction was the fishing pond, it has been functioned at a cost of Rp 15,000.00 / person (Figure 3). The customers entitled to unlimited fishing time facilities and the fish they get. For further development, it is planned as fishing and restaurants for tourists. The fishing employees are planned by the PKK member and the KWT member group. The fourth attraction was the vegetable garden managed by KWT. Actually, the vegetable garden will be integrated with the fifth attraction, namely a culture of growing vegetables and livestocks raising by residents of Kampung Menjing. The vegetable garden is located in the same location with the fishing pond, thus it is quite strategic for tourists to visit (Figure 3). Among these attractions, river tubing was the strongest attraction based on observations of the level of tourist visits. It occurred because the river tubing was the main attraction and has evolved compared to other attractions that only function as supporting attraction.
3.1.2. Accessibility (entire transportation system comprising of routes, terminals and vehicles)
Spatial accessibility is very important due to development of attractions. The location of Kampung Menjing is very strategic because it is located close to the bus station of Sukoharjo Regency (around 2 km); moreover, Kampung Menjing is also adjacent to the provincial road that connects Sukoharjo with Wonogiri Regency and East Java Province as well as the district road that connects Sukoharjo with Karanganyar, Klaten Regency and Surakarta City. The road is also used by city bus, inter-city bus, and inter-provincial bus as public transportation route. Thus, Kampung Menjing is relatively easy to reach using bus. In addition, the presence of online taxis also help tourists to reach Kampung Menjing easier. For tourists who want to visit using private vehicles either cars or motorbikes, the road of Kampung Menjing are also very good in terms of quality and width (Figure 4). It is reasonable that private vehicles are still being the first and the most convenient choice because they can go directly to the tourism sites without having to change vehicles.

3.1.3. Amenities (accommodation and catering facilities, retailing, other tourist services)
Amenities in Kampung Menjing have not been developed because there were no restaurant facilities, shops, and souvenir shops that were deliberately built to support tourist attractions. In Kampung Menjing there were only three simple shops that sell daily necessities. It caused tourists face any difficulties if they want to get food, drinks or a temporary resting place.

3.1.4. Available packages (pre-arranged packages by intermediaries and principals)
Both package tours provided by the manager and produced by collaboration with travel agencies have not available yet in Kampung Menjing. Actually, visiting package has been planned in collaboration with the Taman Pakujoyo, Gayam Village and Taman Pakujoyo (Tayo) tour bus in which privately owned by the head of Gayam Village. The package has been planned including a visit to Taman...
Pakujoyo, a tour around the village using Tayo Bus, river tubing, beautiful garden, cultural tour and fishing dish. In addition, there are also shorter packages, namely river tubing, beautiful gardens, cultural tourism and fishing dish. However, because not all attractions have been completed, the package cannot be offered to tourists.

3.1.5. Activities (all activities available at the destination and what consumers will do during their visit)
Activities for tourists that were offered and can be done by tourists were river tubing and beautiful garden. Other activities have not been offered to tourists because the manufacturing and development processes have not been completed yet. Activities planned for tourists include river tubing, sightseeing in a beautiful garden, participating in vegetable farming activities, raising livestocks by residents and fishing in the provided ponds. However, only river tubing and beautiful garden were offered to tourists because other activities still under planning.

3.1.6. Ancillary services (services used by tourists such as banks, telecommunications, post, newsagents, hospitals)
Additional services i.e. banks, Authomatic Teller Machines (ATM), hospitals, puskesmas, markets are not available in Kampung Menjing, but they are available in several locations quite far from Kampung Menjing because it needs vehicle to reach them more quickly. Some banks i.e. BRI, Bank Jateng Syariah, BNI Syariah are within three kilometers from Kampung Menjing, ATMs are available at Sukoharjo Regional Hospital and at two gas stations within three kilometers from Kampung Menjing. Likewise, Sukoharjo traditional market is four kilometers from Kampung Menjing and the modern markets are two and four kilometers from Kampung Menjing. All additional services, although they are accessible but they are quite far from tourism site, so that tourists will get any difficulties to reach them. It is likely affect to tourist arrivals in Kampung Menjing.

The analysis results of the potentials of Kampung Menjing indicated there were (1) potentials need to be improved, (2) potentials of external supporting, and (3) potentials that have not available yet. The potentials that have been available but need to be expanded including attractions and activities, namely artificial and cultural attractions, the potentials of external supporting was Kampung Menjing took possession of high accessibility because it is located closes to bus station of Sukoharjo Regency and the provincial road that connected up to four districts / cities as well as transportation infrastructure of Kampung Menjing which can be passed up to six-wheeled vehicles (city buses and trucks). The potentials that have not available yet was the provision of tour packages, it can be done by collaborating with another tourism destination around Kampung Menjing or even various levels schools in Sukoharjo Regency. Meanwhile, the amenities and ancillary services that were difficult to provide, thus required a particular approach should be overcome by conducting some collaboration and information spread. Amenities including lodging, restaurants, and shops that were not available yet can be overcome by offering a full service tour package from the Kampung Menjing community, while the difficulties to reach ancillary services can be reduced by providing information about location of public facilities which might be needed by tourists through promotion.

3.2. Community-based tourism development

3.2.1. Identification of Internal Strategic Factors Analysis Summary (IFAS) and External Strategic Factors Analysis Summary (EFAS)
Identification of Internal Strategic Factors Analysis Summary (IFAS) and External Strategic Factors Analysis Summary (EFAS) obtained from interviews with respondents who were considered to have a significant role and influence in the development of Desa Wisata Menjing (Menjing Tourism Village). During the interview process, the respondents were facilitated and guided in order to obtain pure identification from the community. The identification results were further classified and merged with
several identical or meaningful points. This approach was also applied by [3] in Jayengan Tourism Village, Surakarta, Indonesia. Whereas in another study conducted by [18] in cruise ship study studies in Turkey, identification of IFAS and EFAS was purely carried out by researchers supported by observational data and literature study. Table 1 presents aspects of internal and external factors that have been sorted by the results of the scoring conducted by respondents in Kampung Menjing.

Table 1. IFAS and EFAS of Kampung Menjing

| a. Strength                                                                 | b. Weaknesses                                      |
|----------------------------------------------------------------------------|---------------------------------------------------|
| ▪ The mutual assistance tradition of community is very strong (S1)         | ▪ Shops availability (W1)                           |
| ▪ High community participation (S2)                                        | ▪ There was no tourism management group (W2)       |
| ▪ Good circumstances of javanese culture (S3)                             | ▪ Limited of funding (W3)                          |
| ▪ Citizens are friendly towards visitors (S4)                              | ▪ Unstructured management (W4)                     |
| ▪ easy to access (S5)                                                     | ▪ Limited facilities (W5)                          |
| ▪ Supported by the village government (S6)                                 | ▪ Limited attractions (W6)                         |
| ▪ Closes to central bussines district of Sukoharjo Regency (S7)           | ▪ Short river tubing track (W7)                    |
| ▪ River cleanliness (W8)                                                  |                                                  |

c. Opportunities                                                             d. Threats                                           |
| ▪ Increasing the promotion through social media (O1)                       | ▪ Very low stream in November (T1)                 |
| ▪ Provision of tourism packages (O2)                                       | ▪ Land used for park and fish pond were private property (T2) |
| ▪ Funding from the village or district government (O3)                     | ▪ Maintenance and development (T3)                 |
| ▪ Collaboration with other tourism (O4)                                    | ▪ Manager (community) activities (other works or profession) (T4) |
| ▪ Development of other attractions (O5)                                    | ▪ Landuse change according to RDTR that can reduce the attraction (T5) |
| ▪ Collaboration with schools as educational tourism (O6)                  |                                                  |
| ▪ Developed as cultural tourism village (O7)                               |                                                  |

Source: Indepth-Interview, 2019

Those identification results of internal and external factors were also used as a basis for rating and weighting to produce a score of each factor carried out by the respondents. The weight given was based on the essential level of those factors toward development of community-based sustainable tourism by 0 - 1.0 divided into five category i.e. very unimportant (0), not important, important enough, important and very important (1.0), respectively. The total number of weights for each factor cannot be more than 1.0; at the same time, the rating was given based on the influence of each factor toward development of tourism village by 1.0 - 5.0 divided into five category i.e. a very small (1.0), quite small, medium, large, very large (5.0), respectively. Moreover, drawing up a SWOT analysis diagram to determine the position or direction of the development of Desa Wisata Menjing (Menjing Tourism Village). The position was obtained from the reduction between the perfect number of S with W (a) and O with T (b); The acquisition of the number (a = x) then resulting the point on the X axis, while the acquisition of the number (b = y) then generating the value on the Y axis.

Figure 5. depicts the results of IFAS and EFAS analysis of Menjing Tourism Village. It was in quadrant I which was in line with the Growth oriented strategy / progressive strategy. It indicated Menjing Tourism Village had potential and strength to take advantage opportunities to become new tourism destination developed by the community. Strategies that can be developed and implemented for tourism management were explained in the following description.
3.2.2. SWOT/TOWS Analysis

In regards to the SWOT / TOWS analysis, it was organized based on the scoring results of internal and external factors aspects. Slightly different, [5] conducted a research in the Lake Linting area of Deli Serdang Regency, North Sumatra, Indonesia using a qualitative SWOT analysis without scoring process. In another study, [2] used a combination of SWOT, Analytical Network Process (ANP) and Fuzzy Analytical Network Process (FANP) to analyze the priority development of ecotourism in Djerdap National Park, Serbia. Meanwhile, [23] also completed a study on rural tourism management using a single analysis, namely SWOT at Suzhou, China. Likewise, [11] combined Multiple Criteria Decision Support (MCDS) and SWOT to determine strategies for developing natural tourism. These study utilized a similar main analysis but they were complemented by a combination of different additional analyzes to achieve the objectives of the study. The analysis process in this study was organized by using a SWOT / TOWS matrix which resulting from quantitative analysis to generate four different alternatives of community-based sustainable tourism development strategies, i.e. Strength-Opportunities (SO) Strategy, Strength-Threats (ST), Weaknesses-Opportunities (WO) and Weaknesses- Threats (WT) (Table 2).

Table 2. The Alternatives of community-based sustainable tourism development strategies in Kampung Menjing

| Internal Factor | Strength | Weaknesses |
|----------------|----------|------------|
|                | The mutual assistance tradition of community is very strong (S1) | Shops availability (W1) |
|                | High community participation (S2) | There was no tourism management group (W2) |
|                | Good circumstances of javanese culture (S3) | Limited of funding (W3) |
|                | Citizens are friendly towards visitors (S4) | Unstructured management (W4) |
|                | easy to access (S5) | Limited facilities (W5) |
|                | Supported by the village government (S6) | Limited attractions (W6) |

Figure 5. SWOT diagram analysis

Source: Analysis in July, 2019
| Opportunities                               | SO Strategy                                                                                   | WO Strategy                                                                                   |
|--------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| **Closes to central business district of** | **Short river tubing track (W7)**                                                            | **River cleanliness (W8)**                                                                     |
| **Sukoharjo Regency (S7)**                 | **Benchmarking studies on the formation of tourism management group can be done with tourism villages or other tourism destination (W2O4)** |
| **Increasing the promotion through social media (O1)** | **Good accessibility of Kampung Menjing to support the provision of tour packages can be done in collaboration with Taman Pakujoyo and Taman Pakujoyo Tour Bus (S5O4)** | **Provision of tourism visiting packages that include accommodation and consumption can cover the unavailability of adequate facilities (W5O2)** |
| **Provision of tourism packages (O2)**     | **Good community role can be utilized to create local river tubing tour packages, fishing, traditional Javanese cuisine and residents' activities in raising livestock and planting (S2O2)** | **Cultural or tradition-based attractions can become new attractions so that the burden of river tubing as the main attraction can be reduced (W1, 6, 7, 8, O5)** |
| **Funding from the village or district government (O3)** | **Rural traditions that are still preserved can be developed as new attractions, for example citizen activities or cultural activities (S3O5)** | **Funding from village fund can be used for better development and management (W 3, 4, 5, O3)** |
| **Collaboration with other tourism (O4)**  | **Sources of fund can apply from village or APBD fund (S6O3)**                               | **Funding from village fund can be used for better development and management (W 3, 4, 5, O3)** |
| **Development of other attractions (O5)**  | **Promotion both offline and online to introduce the tourism potential of Kampung Menjing (S2O1)** |                                                                                               |
| **Collaboration with schools as educational tourism (O6)** | **Collaboration with schools, especially kindergartens and elementary schools, to provide education about Javanese culture (S4O6)** |                                                                                               |
| **Developed as cultural tourism village (O7)** | **Assistance from the village can be used to develop a grand design and roadmap of a more specific village tourism concept into a cultural tourism village (S6O7)** |                                                                                               |

| Threats                                    | ST Strategy                                                                                   | WT Strategy                                                                                   |
|--------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| **Very low stream in November (T1)**      | the attraction of tradition / culture can be highlighted so that tourists remain interested in visiting when the river stream is being low (S3T1) | **River tubing is temporarily closed and focus on another activity/attraction (W3, 4, O1)** |
| **Land used for park and fish pond were private property (T2)** | **Good community participation including landowners of Taman Asri and fishpond is expected to maintain the sustainability of the Menjing Tourism Village by leasing land at an agreed price (S2T2)** | **The rental system or profit sharing with land owners can be done to maintain the sustainability of the tourist village (W3T2)** |
According to Table 2, these strategies were produced by four quadrants analysis. The formulation of these strategies has been adjusted to the direction of development and characteristics of each quadrant. The IFAS and EFAS analysis showed Kampung Menjing was in quadrant I. Therefore, it was not all strategies were used in the development of Menjing Tourism Village. The development direction which should be used for community-based sustainable tourism development of Menjing Tourism Village was the S-O strategy.

The next step is to match between the potential of Kampung Menjing, generated by 6A analysis, and the S-O strategy. Thus, the formulated strategies can be appropriate with potentials developing and complementing the existing shortcomings to take advantage of highly prospective opportunities. It was done to get the priority scale of implementing the community-based sustainable tourism development strategies that have been established and can be more effective in determining the forms of community participation due to application of it. The result of matching analysis will be explained as follows.

The first strategy was very suitable with the analysis of the potential accessibility and available packages, namely the accessibility either facilities or infrastructure which were provided for visitors as well as for planning the supply of tour package services in collaboration with other tourism destination around Kampung Menjing. The second and third strategies were in accordance with the potential attractions and activities of the Kampung Menjing, the two potentials were actually possessed a strong linkage because they were supported by simple Javanese tradition of Kampung Menjing community. The fourth strategy was funding and the seventh was assistance from the Gayam Village government. It was likely can support all potentials that were available but have not been improved yet or potentials that have not available yet. The fund needed can be obtained from the Gayam Kelurahan government through the Village Fund funding scheme (Dana Desa) that can be distributed through the Village-Owned Enterprises (Badan Usaha Milik Desa abbreviated as BUMDES). The fifth strategy has actually been implemented but it has not effective yet as well as not right on target. The promotion should be developed through social media addressing to teenagers who are interested in tourism which is being developed by Kampung Menjing Community. The sixth strategy was to establish cooperation with kindergarten, elementary and secondary schools in Sukoharjo. It can be aimed for educational tourism to recognize the potential of the surrounding villages. The cooperation can be through intra-curricular, co-curricular, and extra-curricular activities held by these schools.

It can be seen that the analysis indicated the strategy to strengthen attractions, activities, and the provision of tour packages needs to be done in accordance with the S-O strategy. At the same time, the lack of amenities, can be coped with providing a service package for consumption needs and a rest area by using residents' houses. In addition, the lack of ancillary services was still a major problem, eventhough Kampung Menjing located in the central business district of Sukoharjo Regency, the existence of supporting facilities was inadequate for tourists. It can be slightly overcome by providing information through promotions.

| Maintenance and development (T3) | As a government support, maintenance and development cost can be obtained from village fund (S6T3) | Utilizing the mutual assistance to maintain the tourism (W 2, 3, 4, T3) |
|---------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| Manager (community) activities (other works or profession) (T4) | Schedule allocation to managers (community) (S2T4) | |
| Landuse change according to RDTR that can reduce the attraction (T5) | | |

Source: Analysis, 2019
4. Conclusion

In summary, the given analysis reveals the potentials which were possessed by Kampung Menjing to develop into a Tourism Village. These potentials included (1) potentials need to be improved, namely attractions and activities, (2) potentials of external supporting which was accessibility infrastructure comprised of terminals and access roads, (3) potentials that have not been available yet, including the provision of tour packages and amenities. The strategies which can be proposed for developing community-based sustainable tourism emphasized on the community-centered management concept in order to improve the welfare of the community. They are composed by providing Taman Pakujoyo tour packages (tourism bus) and Taman Pakujoyo (Pakujoyo Park) (S5O4) tour packages, local river tubing tour packages, fishing, traditional Javanese cuisine and residents’ activities in livestock raising and farming (S2O2), community activities or cultural activities (S3O5), source of fund can be submitted from Village Fund funding scheme (Dana Desa) that can be distributed through the Village-Owned Enterprises (Badan Usaha Milik Desa abbreviated as BUMDES) (S6O3), promotions both offline and online measures (S2O1), collaboration with schools (S4O6) and assistance from villages can be utilized to develop a grand design and a roadmap for the proper concept of a cultural tourism village (S6O7). Moreover, the matching result between the potential analysis and the SWOT / TOWS analysis was the strengthening and enhancement of attractions, activities, and the provision of tour packages need to be done in accordance with the S-O strategy, while the shortcomings in terms of amenities and ancillary services can be overcome by empowering the Kampung Menjing community and more actively promoting.

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