Tourism social entrepreneurship in community-based tourism: A case study of Pentingsari tourism village

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Abstract. Tourism is one of the biggest sources of income in Indonesia. Therefore tourism should be developed at the community level to ensure this flow of money reaches local communities. There are many approaches to tourism, such as community-based tourism, which applies different concepts based on local community characteristics. Tourism social entrepreneurship is a concept of community-based tourism that aims at sustainable community development. Pentingsari Tourism Village is well-known in the Special Region of Yogyakarta as one of the most successful community-based tourism villages. This research aims to describe the application of the Tourism Social Entrepreneurship concept in Pentingsari Tourism Village. The study uses a qualitative case study approach that follows a single holistic model which is generally used to thoroughly explain events. The research shows that Pentingsari Tourism Village uses its human, natural, social, and cultural community capitals to develop its tourism activities. Using these community capitals, the tourism village develops creative tourism solutions to achieve sustainable community-based tourism. Pentingsari Tourism Village can serve as a best practice around the world because it was able to implement sustainable community development through tourism.

1. Introduction

The Special Region of Yogyakarta has abundant tourism potential in the form of natural and cultural tourism. Its variety of tourist attractions makes the region one of Indonesia’s main tourist destinations. Yogyakarta has modern and professionally managed tourism attractions as well as traditionally managed ones. One of the traditionally managed tourist attractions is Pentingsari Tourism Village [1]. The tourism village successfully applies community-based tourism [2] and manages to reduce poverty in the community through this approach [3].

The framework of tourism social entrepreneurship uses social value creation, social innovation, and sustainability which can be achieved by countering undesirable costs, bringing profit to society and minimizing the negative effects of externalities. Figure 1 illustrates the components of this framework. Tourism activities in tourism social entrepreneurship are built upon seven community capitals which are human, natural, built, financial, social, political, and cultural capital. Tourism social entrepreneurship is grounded in these community capitals to help people come up with creative and innovative solutions that can ensure social, economic, and environmental sustainability [4]. Pentingsari Tourism Village follows the framework as its basic action to manage its tourism potential.
Community-based tourism has been studied extensively in recent years. Masud et al. and Mathew and Sreejesh found that community-based tourism forms the basis for sustainable tourism by using essential natural resources that can profit the community [5,6]. For example, Thongpanya found that community-based tourism can change communities’ social and economic development through floating market tourism [7]. Furthermore, Lor et al. stated that community participation in ethnic tourism, which is a pro-poor industry, can aid the development of poor communities[8]. Whereas Hjalager and Kwiatkowski found that having local rural attractions may instill a sense of pride in local communities [9]. Entrepreneurship in rural tourism has also been researched in recent years. In fact, Wang et al. found that the motivation for undertaking tourism entrepreneurship is to change the lifestyle of local communities into a business lifestyle [10]. Moreover, Çakmak et al. found that informal tourism entrepreneurs are more flexible in collaboration with other stakeholders such as NGOs and can offer more benefits in social and cultural capitals. However, the collaboration between informal and formal tourism entrepreneurs is even more beneficial for local communities [11]. Figure 2 shows the theoretical framework for community-based tourism that underlies this study of Pentingsari Tourism Village.

**Figure 1. Tourism Social Entrepreneurship Framework [4]**

**Figure 2. Theoretical Framework of Community-Based Tourism**
Some potential factors for the development of traditional tourism villages include (1) rural areas that are still pure and traditional and their cultural potential is still displayed in the rituals of the rural community [12,13]; (2) rural areas that still have a natural environment free of pollution [14,15]; and (3) the social and cultural capital in the community is used to optimize the economy by developing rural tourism [9,16]. Pentingsari Tourism Village offers these factors. Its location is in Umbulharjo Village, Cangkringan Sub-District, Sleman Regency, Special Region of Yogyakarta Province (see Figure 3). The tourism village has natural beauty, a rural community that still follow traditions, as well as a cultural and village environment that is still pure and has not been influenced much by modernization.

![Figure 3. Pentingsari Tourism Village](image)

Rural resources can be maximized by using them as tourist attractions to increase local tourism competitiveness [17–18]. These tourist attractions must be unique to be able to attract tourists. One way rural tourism can attract visitors is by using a nostalgic themed ambiance [19–20]. Pentingsari Tourism Village has an abundance of tourism potentials such as a village forest, paddy fields, and traditional art performances, food, and crafts. The growth of tourism in Pentingsari Tourism Village is inseparable from the active role of the community in the local tourism industry[1]. Community participation in tourism development is based on a sense of belonging in the community to their place and to community togetherness itself [5,6,21–22].

There are several concepts of sustainable community development such as social enterprise strategies, local community & institutions, solidarity-agency building, and tourism social entrepreneurship [4]. Tourism social entrepreneurship uses cultural and environmental factors as a form of community development by maximizing community capital consisting of human, natural, built, financial, social, political, and cultural capitals[23,24]. This research aims to describe the application of this concept of tourism social entrepreneurship in Pentingsari Tourism Village.

2. Research method
This research uses a qualitative case study method. This method is used to describe phenomena that are specific to a certain location. This study applies a single holistic model because there is only one unit of analysis [25]. There are three rationales for using this model, i.e., to confirm the theory, to describe unique phenomena, and to uncover information. Figure 4 shows how the single holistic model relates to other types of case study design.
This study uses observations and in-depth interviews as data collection methods to uncover the social capital in Pentingsari Tourism Village. Observations are used to record and document certain phenomena to uncover its important aspects [26]. In-depth interviews are carried out directly with certain respondents who must know data or have the authority to access data [26]. The data that is collected through observations and in-depth interviews must have epistemic values such as descriptively adequate, reactivity transparent, and relevant [27]. Lastly, the data is analyzed by using descriptive analysis to depict the reasons behind a phenomenon, rather than to prove or reject a hypothesis [28].

3. Findings
This research found four community capitals in Pentingsari, i.e., human, natural, social, and cultural capital. Human capital refers to a community's talents, education and skills that will enable them to utilize and improve their assets. Meanwhile, natural capital is the geography and the natural environment and resources of a place, including its landforms, plants and wildlife. Social capital involves the social structures and networks within a community, while cultural capital is the totality of a community's way of life including their customs and traditions that impact their worldviews and actions. Each social capital forms the basis for the development of a related set of tourism activities [4].

Human capital is the basis for training and educating community members to fulfill community needs in developing tourism [29]. Increasing community members’ knowledge is important in maintaining the sustainability of tourism through community-based tourism [30]. Human capital is one of three variables of economic growth besides globalization and natural resources [31,32]. The human capital in Pentingsari is made up of the people who have the talent to attract tourists such as the talent to craft janur, play wayang suket shadow puppets, play gamelan, and plant paddy fields. These talents can be a supply of tourist attractions as the community members perform a range of talents that tourists might not be able to find collected in one other place. Realizing that these traditions have tourism potential can increase awareness in the community that they can make money of talent as a tourism attraction. This awareness can convince the community to maintain this legacy as their specialty. It also stimulates other community members to learn specific skills to use as a tourist attraction. Human capital is what makes the concept of tourism social entrepreneurship work. Members of the community will act as entrepreneurs as they become aware of their potential tourism supply and use it to make money.
The community in Pentingsari has sixty homestays with 170 rooms. As such, every group will have their turn to serve one hundred portions of food to tourists. As such, every group will have their turn to work. This will strengthen the tourism social entrepreneurship concept as the housewives become entrepreneurs in tourist catering services.

### Table 1. Human capital.

| Attraction      | Tourist                                                                 |
|-----------------|-------------------------------------------------------------------------|
| Janur craft     | Tourists make traditional Javanese crafts such as Keris and other Javanese weapons |
| Wayang suket    | Tourists make wayang or Javanese puppets from suket or grass             |
| Play gamelan    | Tourists play gamelan or other Javanese traditional music instruments    |
| Planting paddy fields | Tourists plant rice plants in paddy fields to experience traditional culture |

Natural capital contributes to ecosystem value that offers community wellbeing without monetary value [33]. Natural capital consists of the natural resources that can provide local development, employment, and income if managed properly[34,35]. Natural capital is an important driver of Pentingsari as a tourism village. Natural capital consists of the flora and fauna that can be a tourist attraction. Pentingsari has various types of natural capital such as herbal medicine, a river, coffee roasting, and some rare flora such as rose grape and peribasem which is very rare in big cities. Moreover, the tourism village has fruit plantations where they grow mangosteen, peanut plantations and paddy fields. Furthermore, the village has fauna-based activities such as chicken farms, fish ponds and fishing activity. Lastly, the tourism village offers mountain activities including a lava tour to Mount Merapi which is one of Indonesia’s most active volcanoes. These attractions show that Pentingsari’s natural capital drives the tourism social entrepreneurship concept in its tourism village activities. As such, it gives farmers a side income as tourism entrepreneurs.

### Table 2. Natural capital.

| Attraction     | Tourist                                                                 |
|----------------|-------------------------------------------------------------------------|
| Herbal medicine| Tourists learn about plants that can be used as traditional herbal medicine |
| River          | Tourists take a river tour to experience village life                    |
| Coffee roasting| Tourists learn how to roast coffee                                      |
| Rare flora      | Tourists study some rare flora that has health benefits                  |
| Fruit farm     | Tourists harvest fruits directly from the trees                         |
| Animal farm    | Tourists visit animal farms to learn the farming methods                 |
| Nature activity| Tourists take a tour to Mount Merapi                                    |

Social capital can empower rural communities [36]. These rural communities have norms that contribute to a social system that enables every community member to contribute to community life [37–38]. For example, the community could set up small firms to offer tourism services such as guiding tourists [39]. The social capital in Pentingsari is used by applying their community system to tourism activities. Pentingsari’s social tourism system involves managing homestays and providing food for tourists. Pentingsari has sixty homestays with 170 rooms. The tourism village applies a rolling system to ensure that tourists will use all homestays. The same system applies to serving food to tourists. Notably, Pentingsari has ten household groups that consist of ten housewives. Each group takes turns to serve one hundred portions of food to tourists. As such, every group will have their turn to work. This will strengthen the tourism social entrepreneurship concept as the housewives become entrepreneurs in tourist catering services.
Table 3. Social capital.

| Attraction | Tourist |
|------------|---------|
| Homestays  | 60 homestays serve incoming tourists on a rolling basis |
| Food       | 10 household groupsserve tourists food on a rolling basis |

Cultural capital consists of the tangible and intangible aspects of culture within a community. Traditional dresses and ceremonies are examples of tangible aspects of culture, while local language is an intangible aspect [40,41]. Pentingsari’s cultural capital refers to the aspects of culture that the community uses as a visitor attraction. The cultural capital in Pentingsari consists of gamelan and herbal medicine. Gamelan is a traditional Javanese music instrument which only a few people can play nowadays. As such, it serves as a unique tourism experience. Herbal medicine is another example of a tradition that not all Javanese can prepare. As such, Pentingsari’s cultural tourist attractions offer knowledge of herbal medicine. Through their traditional skills, the community members who can perform gamelan shows and those who prepare herbal medicine become entrepreneurs to further Pentingsari’s tourism industry.

Table 4. Cultural capital.

| Attraction          | Tourist                                      |
|---------------------|----------------------------------------------|
| Gamelan             | Javanese culture in the form of music instruments |
| Herbal medicine     | Javanese culture that can cure certain diseases |

4. Discussion
The success of the concept of tourism social entrepreneurship depends on the available local community capitals. Pentingsari Tourism Village already applies community-based tourism and the tourism social entrepreneurship. This is evident from Pentingsari’s community-based tourism that uses its social capital as its main attraction. Tourism and social capital are related to a community’s culture and its environment [42]. In the case of Pentingsari, this tourism village still adheres to Javanese culture and its environment reminds of the olden day’s traditional Indonesian environment.

Community participation in the tourism industry is a strong sign of the presence of good social capital [43]. This social capital can be identified as collective action in improving tourist attractions[44]. Pentingsari Tourism Village uses its community capital as its main way of attracting tourists. As such, the community members of Pentingsari can maintain their culture while improving their economy by becoming tourism entrepreneurs. The participation of community members can lead to benefit-sharing from the development of Pentingsari as a tourism village [45]. This occurs not individually but the whole community applies the tourism social entrepreneurship concept.

Despite Pentingsari’s effective use of its community capitals, the village must keep strengthening its tourism potential, especially in this disruptive era. One of the most important aspects that the tourism industry can improve on is the information and communication sector [46]. Therefore, the community in Pentingsari will maintain its competitiveness among other tourism villages if it raises the quality of their information and communication sector.

5. Conclusion
Pentingsari Tourism Village applies the tourism social entrepreneurship concept through four community capitals, i.e., human, natural, social, and cultural social capital. The human and social capitals are crucial community capitals in the tourism village in applying the tourism social entrepreneurship concept. The ideas of the community make the tourism sector come alive in Pentingsari as the tourism village uses community-based tourism as its tourism resource. Natural capital utilizes natural resources as the community uses these natural resources as objects for tourist
attractions. Meanwhile, the social capital in Pentingsari uses community togetherness as its main component of community-based tourism. Pentingsari’s social system is a key part of the concept of tourism social entrepreneurship, while cultural resources are secondary attractions in the tourism village. Lastly, Pentingsari’s culture is one of the capitals that help this tourism village implement the concept of tourism social entrepreneurship.

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