Community based design for developing tourism area in the Village of Karangwuni, Wates District, Kuloprogo Regency – Yogyakarta Special Region

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Abstract. The term tourism is used to characterize socio-cultural phenomena that include transportation, motivation, accommodation, hospitality, impact, and the economic, cultural, social, and environmental sectors that are influenced and driven by human movement. Based on this understanding, the development of a tourism area must absolutely involve the people who live in there. The participation of local people becomes a key factor in developing a tourism destination. One area that has considerable tourism potential is Karangwuni village, which is located in Wates District, Kulonprogo Regency, Yogyakarta Special Region. The area of this sub-district is 722.35 hectares and very suitable to be developed into a tourism area because of the uniqueness and there are many interesting spots that can be developed including human resources. With the new Yogyakarta International Airport in Kulonprogo, the development of the tourism area in this village is very important. This article discusses the experience of an action research method that carries out the process of designing a community-based tourism area with the objective of exploring the tourism potential that exists in the Village and afterward to be developed into sustainable tourism destinations.

1. Introduction

Tourism as a sector has played an important role in economic development. Increasingly progress and prosperity has made tourism a central part of human needs or lifestyle, and moved millions of people to get to know nature and culture to other parts or regions of the world. The movement of millions of people then moves the interconnected economic chain to form a service industry that makes an important contribution to the economy, as well as an increase in economic welfare at the local community level. As an important economic sector in Indonesia, tourism ranks fourth in terms of foreign exchange earnings after oil and gas, coal and palm oil commodities in 2013. (see Table 1) This position has increased compared to 2012, and beat processed rubber commodities that were previously in the fourth position. The performance of national tourism also moved positively, reaching a figure of 8,802,129 foreign tourists visiting in 2013, or growing around 9.42% from the previous year. The total expenditure of foreign tourists in Indonesia also increased by 10.23% to 121.66 trillion rupiah in 2013. This positive trend encourages even greater commitment by the Government (in this case the Ministry of Tourism) to continue to increase tourism development more equitably throughout Indonesia. [1]

The development of environmental tourism has a strategic role, both at global, national and regional levels. Many experts explain the economic contribution to state, regional and community income that is
able to encourage regional and socio-cultural and environmental changes in general, both negative and positive. As a form of socio-cultural activity, the rapid development of this service sector is inseparable from socio-cultural factors, where most people (read: potential tourists) who have started to grow awareness, need and have financial capacity to make tourism a part of their lifestyle. As a socio-cultural phenomenon, until now the tourism industry has been able to move people across regions. This condition has implications for the strengthening of interconnected economic chains and at the same time enabling the service industry to make an important contribution to the economy. The contribution of the tourism sector to the economy both at the regional and national levels is currently increasing. Initial identification indicates a significant development in the volume of tourists in Indonesia.

Table 1. Contribution of the Tourism Sector to Foreign Exchange

| RANK | SEKTOR | Nilai (Juta US$) 2007 | SEKTOR | Nilai (Juta US$) 2008 | SEKTOR | Nilai (Juta US$) 2009 | SEKTOR | Nilai (Juta US$) 2010 | SEKTOR | Nilai (Juta US$) 2011 | SEKTOR | Nilai (Juta US$) 2012 | SEKTOR | Nilai (Juta US$) 2013 |
|------|--------|-----------------------|--------|-----------------------|--------|-----------------------|--------|-----------------------|--------|-----------------------|--------|-----------------------|--------|-----------------------|
| 1    | Minyak & Gas | 19.02 | Minyak & Gas | 28.04 | Minyak & Gas | 41.48 | Minyak & Gas | 36.90 | Minyak & Gas | 32.63 |
| 2    | Batubara | 13.02 | Batubara | 19.3 | Batubara | 27.22 | Batubara | 26.17 | Batubara | 24.58 |
| 3    | Minyak K Sawit | 10.37 | Minyak K Sawit | 13.47 | Minyak K Sawit | 17.26 | Minyak K Sawit | 18.46 | Minyak K Sawit | 15.84 |
| 4    | Parivisata | 9.3 | Karet Olahan | 8.31 | Karet Olahan | 14.26 | Karet Olahan | 10.30 | Parivisata | 11.05 |
| 5    | Pakalan Jadi | 7.74 | Pakalan Jadi | 7.76 | Pakalan Jadi | 10.75 | Pakalan Jadi | 7.30 | Pakalan Jadi | 7.50 |
| 6    | Biji Tembaga | 6.16 | Biji Tembaga | 6.88 | Biji Tembaga | 7.10 | Biji Tembaga | 7.00 | Biji Tembaga | 7.00 |
| 7    | Karet Olahan | 4.87 | Pakalan Jadi | 5.6 | Alat Listrik | 7.36 | Alat Listrik | 6.40 | Alat Listrik | 4.42 |
| 8    | Alat Listrik | 4.58 | Alat Listrik | 6.34 | Tekstil | 5.56 | Tekstil | 5.28 | Makanan Olahan | 3.43 |
| 9    | Tekstil | 3.68 | Tekstil | 4.72 | Makanan Olahan | 4.80 | Makanan Olahan | 5.14 | Tekstil | 3.29 |
| 10   | Audio Visual | 3.43 | Kertas dan Barang dari Kertas | 4.24 | Bahan Kerja | 4.93 | Kertas dan Barang dari Kertas | 3.97 | Kertas dan Barang dari Kertas | 3.80 |

Source: Unpublished Report: “Penyusunan Rencana Induk dan Rencana Detil KSPN Ijen – Baluran, Jawa Timur (Laporan Akhir, 2015)”

Based on several facts, it is not surprising that the Indonesian government places the tourism sector into one of the strategic sectors, where the potential for diversity of resources can provide its own value and charm. The Indonesian President has designated the tourism sector as a national leading business, including community-based tourism developed in some district areas. The development of Yogyakarta International airport in Temen District, Kulonprogo Regency - Yogyakarta Special Region stimulates tourism growth in the Kulonprogo Regency areas. One area that has great potentials to be developed into a tourism area is Karangwuni Village in Wates District - Kulonprogo Regency.

In the Karangwuni village, there are several spots or areas that have great potential to be developed into a tourism destination. People in the Karangwuni village are aware of the huge tourism potentials in the area where they live, but they don't know how to develop the areas into tourism destination. With the collaboration between Karangwuni Village and the Urban and Housing Environment Laboratory, Duta Wacana Christian University or Laboratorium Lingkungan Kota dan Permukiman – Universitas Kristen Duta Wacana (LLKP - UKDW), a tourism area plan was made in Karangwuni Village by LLKP - UKDW staff with a strategy of Community Based Design. The planning process of this tourism area will be explained in this action research article in which its structure begins with an introduction, literature review, method, findings and discussion and ends with an explanation of several conclusions. [2]

2. Literature Review

This is an action research carried out when providing assistance to communities in Karangwuni Village whose communities are trying to develop their area into a tourism destination. Researchers and students from UKDW carried out a mentoring process while carrying out action research while simultaneously
providing community assistance to develop tourism destination with a Community Based Design strategy. The process of creating a tourism strategy consists of three steps, namely: [3]

- Identifying Opportunities and Constraints (Based on an evacuation of supply and demand).
- Setting development Goals and Objective (Addressing issues needing attention in the short, medium and longer term).
- Define a series of action steps (Designed to achieve the goals and objectives within some specified time frame).

In accordance to the development of tourism in the Karangwuni Village, this action research identifies several opportunities and potentials that could be developed such as nature tourism and agriculture tourism which can be combined into a community-based tourism village. For this reason, together with the community the research team explored the potential to determine tourism development goals, namely improving the welfare of the community in the Karangwuni Village. Erikson, 2001 wrote in his Master Thesis that creating natural tourism combined with elements of local wisdom can be done in several stages of development, including: [4]

- identify resources,
- investigate the existing potentials,
- make a program plan and its management,
- product development,
- carrying out marketing and communication,
- development research.

In this action research, the stages carried out from the beginning to the end are adjusted to the relevance of developing tourist destinations at the study location in the Karangwuni Village which is carried out with a community-based design. This refers to the opinion of Butler. [5] According to Inskeep (1991: 29), there are several approaches that are considered in tourism planning, including: [6]

- Continuous Incremental, and Flexible Approach: tourism planning based on an ongoing process that needs to be monitored by the existing feedback.
- System Approach: tourism planning based on a system relationship that needs to be analyzed by several techniques
- Comprehensive Approach: tourism planning that relates to the holistic systems approach of tourism development such as institutional elements and the environment as well as socio-economic implications.
- Integrated Approach: tourism planning that relates to an overall approach where tourism is planned and developed as an integrated system in all plans and total forms of development in a certain area.
- Environmental and sustainable development approach: tourism planning that is developed, and managed in a way where natural and cultural resources do not experience quality degradation and are expected to remain sustainable and its environmental carrying capacity needs to be maintained very well.
- Community Approach: tourism planning as an approach that emphasizes the importance of maximizing local communities’ involvement in planning and tourism decision-making processes. It is necessary to maximize community participation in the development and management carried out in tourism and its socio-economic benefits.
- Implementable Approach: tourism planning in which the development policies, plans, and recommendations are formulated to be realistic and applicable in development, action programs or strategies, particularly in identifying and adopting some of the potential resources.
- **Application of systematic planning approach**: tourism planning where the approach is based on the logic of activities.

3. Method

Research conducted in relation to the activity of community-based design for developing tourism area was carried out by using an action research method combined with descriptive - qualitative research. Action research integrates research and action in a series of flexible cycles involving, holistically rather than as separate steps: the collection of data about the topic of investigation; analysis and interpretation of those data; the planning and introduction of action strategies to bring about positive changes; and evaluation of those changes through further data collection, analysis and interpretation.\[7\] The action research was done by the researcher with involving himself in the process of implementing community-based design approach for developing tourism areas in Karangwuni village. Shortly, action research that has been carried out is to follow the implementation process of tourism development starting from the initial survey up to making an activity report.

![Figure 1. Process of Action Research](Source: Private Documentation)

Action research explained in Figure 1 begins with conducting research preparations by conducting discussions and workshops related to regional planning and design. After that the process that is carried out is field observations to get the potential and problems in the area of Karangwuni Village. The field observation was done several times, so that the physical data of the area village as well as the activities of the community can be identified carefully. During Focus Group Discussion (FGD) there were so many questions and answers, because some of the field observation results were not correct. Therefore, the local community tried to revised the wrong interpretation of the researcher. Afterwards the FGD was conducted to cross check the results of field observations. The results of the FGD will serve as a reference for exploring the planning and design of tourism areas in the Karangwuni Village. Through this serial workshops, the ideas of planning and design for developing a tourism area in the Karangwuni Village can be gotten from the local community. The next process is successively improving the drawing, calculating costs and conducting evaluation and monitoring of implementation in the field. \[8\]
4. Findings and Discussion

4.1 Characteristics of Karangwuni village

Karangwuni village has great potential as a tourism village. Some of the tourism potential in Karangwuni village such as nature tourism, educational tours, culinary tours and cultural tours. Natural tourism that can be developed in Karangwuni village is marine tourism such as riverfront and beaches. Meanwhile, typology of tourism that can be developed in Karangwuni village is agricultural tourism because Karangwuni village is known as a village that has quite a lot of plantations, agriculture and nursery fields. Cultural tourism can be developed in Karangwuni village such as dance, music and puppetry. The last one is culinary tours; the culinary tours are one of the most sought after by tourists. Karangwuni village has many specialties such as geblek, centot, coquettish, Growol, enting ginger and others. [9]

Like Kulonprogo Regency which continues to develop, the areas in it also continue to develop following the development of the Regency. The existence of the New Yogyakarta International Airport (NYIA), which is located in Kulonprogo Regency, has also stimulated the development of the sub-district and the surrounding villages. With the condition of Karangwuni Village which currently prioritizes its traditional life, it is hoped that its development can follow the current development trends while maintaining its traditional culture. On the other hand, the existence of NYIA, which certainly exposed the Kulonprogo area to foreign countries, allowed the Karangwuni village area to develop into a tourist area.

Karangwuni Village is located in Wates District, Kulonprogo Regency, Yogyakarta Special Region. The position of Karangwuni Village is about 34 km from the city of Yogyakarta and 5 km from the center of Kulonprogo Regency. Karangwuni Village has an area of 722.35 Ha. The livelihoods of the people of Karangwuni Village are mostly farmers. The economic activities of the people in Karangwuni Village are dominated by the distribution of stalls scattered within the settlement. Most of those stalls sell daily necessities, food and household products. Additionally, in Karangwuni village, home industry activities engaged in services are also developing.

Economic activities in Karangwuni Village are divided into several sectors and the main sectors are agriculture, fisheries, livestock, and trade. Housing in Karangwuni Village can be categorized based on the condition of the roof, floor, and walls. The standard of building feasibility in a residential area includes three aspects, namely regularity, density, and suitability. A residential area is considered regular...
if all buildings have access with a width of at least 1.5 m facing the road; not in the border areas of rivers, roads, lakes, beaches; as well as factory waste and not under high voltage power lines with a power of 500 kV. There are several houses that still need attention in terms of upgrading. Most of the buildings that were not suitable for habitation were houses with unplaster walls, still made of bamboo, using old tiles and the floors were less than perfect because they were only plastered and had not been covered. Most of the neighborhood roads and yards in Karangwuni Village are not equipped with drainage. Rain water is allowed to flow on the road which results in the entry of rain overflows into the house as well as damage to cast and asphalt roads and there is drainage which is only a mound of soil and is easily eroded by rainwater. There is also the problem of drainage which is clogged and damaged because it accommodates grains of soil / sand that are washed away from the road surface that has not been paved.

4.2 Focus Group Discussion and Serial Workshop

Before conducting a Focus Group Discussion (FGD) the research team conducted field observations. Field observations were carried out by researchers and students after studying and discussing secondary data. Observations were made by going around the village. They take notes, make sketches, and identify all potentials and problems that exist in the village if the area is developed into a tourist area. Several potentials and problems were identified during field observations. [10]

The results of field observations were discussed with the community through FGD. By conducting this FGD, the transfer of knowledge from academics to the community is carried out. Additionally, in the FGD there are many people's thoughts which are local wisdom which becomes learning for researchers. The empowerment process occurs through interaction between academics and the community by discussing and sharing knowledge. After the FGD was completed, the planning and design program for tourism areas in Karangwuni Village was carried out intensively through serial workshops.

Figure 3. Activities of Focus Group Discussion

Source: Documentation made by Karangwuni Group of Planning – FAD, UKDW - SPP 2019
4.3 Serial Workshop

After the FGD process was carried out, the next activity was to conduct serial workshops. Researchers learn from the community about local wisdom and the community also gets services from researchers during the workshop process. This workshop activity is beneficial for both parties; it was not only the community who benefited from this workshop, but researchers also get something from the workshop.

A series of workshops was held by providing a map of the area, then the community compiled and designed the area by pasting the yellow paper that had been provided on the area map. The community thinks about and proposes which areas in Karangwuni Village will be developed as tourism areas. Of course, the design will be adjusted to secondary data, field observations, and theories that have been previously discussed.

![Figure 4. Block Plan Created by the Communities in Serial Workshop](source: Documentation made by Karangwuni Group of Planning – FAD, UKDW - SPP 2019)

After all groups have collected their ideas, all of these ideas were taken to the studio to be discussed by the researcher, so that alternative designs can be made along with the visualization of the design proposed. Design alternatives with visualization will be discussed in the next workshop by the community, accompanied by researchers and students. The alternatives made have the same basic concepts and ideas, but the transformation to design of the area is made differently, so that people must think and learn to determine which alternative is the best and most suitable for their character and the area in which they live. Each alternative will be presented together with animated films and other drawings of planning and design. The interesting part of this research is the discussion among the community when one of the groups presents the results of their thoughts and ideas to develop tourism areas within the village. In the discussion, each group trying to find solutions to problems that can be agreed. Then each group evaluates and determines the alternative chosen and mutually agreed upon. During that process, there was a transfer of knowledge from researchers to the community based on the results of the workshops that had been conducted.

4.4 Basic Concept for Designing Tourism Destination

a. Basic Concept of Designing Tourism Destination I

The area where several retaining walls have been built is the northernmost area in Karangwuni village. This area is flowed by 3 rivers which add to the uniqueness of this location. This location is also equipped with stone gabions to withstand the speed of river water currents that can erode the river banks. This location is very suitable to be developed into a tourism area because of its uniqueness and also to create amusement facilities in order to stimulate activities that previously never happen. The flow of the three small rivers that empties into the tourism area I forms an interesting object to see, but very dangerous to use as a place for swimming. The rotation of the river current will draw objects in and bring the object to the river mouth in the open sea through the undersea stream.
According to the results of discussions conducted by the community, this tourism destination I began to be visited by many young people both from the local village and from neighbouring villages. In addition, on weekends, many families visit this area just to enjoy the views of the rivers and rice fields. Based on the information from the village officer, this area has also been planned to be developed into a tourism spot. Therefore, in group discussions, almost all people agreed that this area would be developed into a tourism area. The basic concept of design made for this area is a planning for riverside tourism areas with playground facilities that can be used for families to spend their leisure time. Besides, this area is also equipped with cycling tours around the Karangwuni Village.

![Figure 5. Situation in Tourism Destination I](image)

**Source:** Documentation made by Karangwuni Group of Planning – FAD, UKDW - SPP 2019

b. **Basic Concept of Designing Tourism Destination II**

Tourism Destination 2 is an area located in the north of Karangwuni bridge. This area is located in a residential area and is oriented directly towards the river. The Government of Karangwuni Village plans the tourism destination 2 as homestay areas because the area is dominant as a settlement. The arrangement of the homestay area is supported by the addition of green open space and commercial areas in order to support activities that occur in tourism areas 2. Planning for the tourism destination 2 aims to improve the economy and welfare of the people in Karangwuni Village as well as to empower them for economic activities. In addition, homestay planning aims to enhance local community activities in the area.
c. Basic Concept of Designing Tourism Destination III

Seeing from the beauty and superiority of the site location, this situation forms the basis for creating a framework for the site. The traditional buildings and materials that belong to Karangwuni Village make the concept of building on the site sought to be directly related to traditional materials which are slightly combined with modern materials so that the impression of a building that follows the beauty of the site can be combined with buildings that follow the times. Planning and designing this tourism destination 3 is expected to become a main tourism area that stimulates other tourism growth, because the position of this tourism area is on the edge of the main road and its access is also very easy to be reached.

On the side of riverbank, a concept of nature is created which invites tourists to immediately enjoy the natural impression that is obtained from the site area, especially in the river area. It is hoped that young tourists can get to know more about the nature of Indonesia and other tourists can also remember the beauty of Indonesia and the city of Kulonprogo. So that the concept developed in tourist area 3 can create an attractive impression for the visitors of Karangwuni village with all the cultural properties that are also displayed in the tourism destination 3.
4.5 Proposed Design for Tourism Destination

Located in the northern part of Karangwuni Village, this selected tourism destination 1 will introduce the character and background of the village. So museums and creative buildings were built to invite tourists to get to know the traditional village of Karangwuni, which is located in Wates District, Kulonprogo Regency. This site also connects the bicycle paths with the surrounding locations, so tourists can enjoy the natural scenery in Karangwuni Village. By providing a cycling route in this tourism area, tourists can get to know Karangwuni Village with all the facilities in it, along with the culture of its people which is still maintaining their traditional rural life. Based on the results of the survey and FGD with Karangwuni residents, it was agreed that the northern area of the bridge would be used as a homestay area for tourists visiting Karangwuni Village. Thus the linkage of serial tourism areas that have been designed in some areas of Karangwuni village can be better known by the wider community. The area to the north of the bridge is planned as an outbound area, an open space specifically designed as a place to carry out outdoor activities. There are a variety of fun and educational and safe games that prioritize safety, so that every outbound participant can feel happy and comfortable. Provided with supporting facilities such as a commercial area, gazebo, mini garden, and others to support activities that take place at the tourist destination 2.

Located on the south side of the bridge, this area becomes a green open park for the Karangwuni Village. Exploring the residents' ideas about the attractiveness of tourism objects for tourists visiting Karangwuni Village, making this land an illustration of the wealth of the Village which will be published to the wider community. It is hoped that tourists can enjoy the area per area on the land that has been designed so that Karangwuni Village can be known by local, national and foreign tourists, hopefully the facilities in this tourism destination 3 can also increase the population's income as much as possible.

Figure 8. Proposed Design for All Tourism Destination

Source: Documentation made by Karangwuni Group of Planning – FAD, UKDW - SPP
5 Conclusions
As a final result of Community-Based Design for the Development of Tourism Area in Karangwuni Village, Wates District - Kulonprogo Regency, the following conclusions can be stated as follow:

- Action research through community-based design for tourism area takes a long time; approximately one semester (effective 4 months), because the learning process in the community requires patience and thoroughness in carrying out the transfer of knowledge.
- Researchers and accompanying students feel that they learn a lot about urban/rural problems and the social life of rural communities, because of their intense interaction with people who want to develop their village areas into tourism areas.
- The people of Karangwuni Village felt proud and surprised that they were able to make a tourism development plan in their own area, even though the drawing process was helped by the researcher and accompanying students.
- The reflections given by researcher, students and the community of Karangwuni Village were very impressive, because almost all who were involved in the process felt very useful for the wider community. Besides, the lessons given during the process could help increase the enthusiasm to serve and work optimally.
- Through the process of community-based design for tourism area, the community in the Karangwuni Village area can get to know all the potential they have, both natural potential and cultural potential that they do every day in their own housing areas.

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