

COMMUNITY BASED ECOTOURISM DEVELOPMENT IN JATILUWIH VILLAGE BALI

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Abstract: *This research aims is to develop baseline study of the potential of tourist objects and attraction as well as the readiness of community participation in the development of Community Based Ecotourism model, as well as model for establishing cooperation with relevant stakeholders. Other is to implement and evaluate a model for ecotourism village development through training and community-based mentoring. The method uses quantitative and qualitative data from existing and perception data and through Participatory Rural Appraisal techniques and in-depth interviews. Assessment results over the tourist objects and attractions, and the readiness of Jatiluwih village development as ecotourism village, show considerably potential viewed from several aspects such as the average value of attractiveness, social, economic, accessibility, accommodation and infrastructure to support the development of ecotourism. Further, the identification of internal and external factors indicates that the tourism potential of the Jatiluwih village is promising in capturing external opportunities in the face of any possible external threats. Developing the capacity of the environment should be one of top priority in the development of the Jatiluwih Ecotourism Village and followed by strategy to improve educational principles and to improve the performance and continuity of community business.*

Keywords: *Ecotourism, Community, Jatiluwih Village*

1. INTRODUCTION

Tourism has become one of the sectors contributing significantly towards the growth of local economy. This is supported by the availability of natural resources and socio-cultural society with local unique characteristics has attracted both domestic and international tourists to visit. In line to the rapid change of tourism sector, tourist' village has been promoted as one of the efforts to support a sustainable development of the rural areas.

The concept of tourist village reflects the characteristics of uniqueness possessed by the villages with its natural resources potential, people's social economy status

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and the culture of the community. *Community Based Tourism* emphasizes the active role of the community to manage the tourism activities around the area which is traditionally owned by the village. This basis is due to the fact that the community possesses knowledge about the culture and natural resources which may lead to potential touristic attraction and have marketing value (The Department of Tourism & Culture, WWF-Indonesia, 2009).

The Province of Bali received an award as the best Island Destination of the Year in China Travel and Meeting Industry Award 2013. The government of Bali has planned to develop more than 100 cultural based tourist villages to improve community income in rural areas and to develop more tourist destination places. One of them is Jatiluwih village, located in Penebel sub-district, Tabanan regency. Geographical potential of Jatiluwih village as agricultural countryside with terraced paddy field system and enriched by its culture has made the community aware and respect their natural surrounding as conceptualized by *Tri Hita Karana* and becoming the barometer of tourist's destination. Apart from its natural beauty, Jatiluwih village also have religious traditions, arts performances such as *Joged Bumbung*, *Sidakarya Mask Dance*, and traditional house. The development of tourist village is also supported by tourism organization by establishing 'tourism awareness group' which is initiated by the Department of Tourism and Culture, government of Tabanan Regency. There are still some challenges faced by this group of people in which they are lacking of knowledge, limited creative ideas, the ability of mastering English language and tourism services (Putra, 2012). Other obstacles are the road infrastructure, public tourism service and minimum support of hospitality training from the local government.

The purposes of this research are: (1) to construct baseline study towards the objects potential and tourist attractions, also about the readiness of society's participation in the developmental model of *Community Based Ecotourism* in cooperation with related stakeholders; (2) to implement and evaluate the developmental model of tourist village through community participation based training and mentoring activities.

2. LITERATURE REVIEW

2.1. Tourist Village Concept

Tourist village is the village's areas which possess unique potential and particular tourist attraction viewed from social-economy, socio-cultural, special traditional custom, well managed village spatial system which are all naturally and interestingly managed and supported by the development of tourism public facilities. Tourist village is the integrated form of attraction, accommodation, and

supporting facilities served in a special community structure and bounded in the tradition and way of living (Nuryanti, 1993).

Based on the pattern, process and type of management, tourist village can be divided into two, such as structured type and open type. Structured type is marked by some characteristics: (1) limited areas of land equipped by specific facilities, (2) the location is generally separated from the community in order to control the impacts appeared, (3) the land is not too large and still in the simple developmental planning level. Meanwhile, the open type is marked by the unification of tourist area with the local community living structure and its space and pattern.

The concept of tourist village development contains several principles such as (The Department of Tourism and Culture, 2001):

1. Goes in line with local traditional custom and culture. A village which still dominates the society living pattern by its traditional custom should be developed as a tourist attraction based on the regulations and local value existed in that village.
2. Infrastructure and facilities development to improve the quality of the village's environment. Tourism development in a village will not change the existing things in the area; it is only packaged in an attractive way as tourist destination places.
3. Considering the elements of locality and authenticity. The landscape design used in the development stage should display the unique characteristics of the village.
4. Empowering the society in every tourism aspect. The society directly get involved in any tourism activities in the form of giving services which will improve the people's income outside their daily main occupation.
5. Paying attention to carrying capacity and environmentally sound. The development which exceeds the carrying capacity will create huge impacts not only to the natural environment but also affecting the socio-cultural life of the community.

The development of tourist village is a part of tourism activities which directly related to services. It needs good cooperation between the supporting tourism components such as government, private agencies and the community.

2.2. Community Based Ecotourism

Community Based Ecotourism is the developmental ecotourism model which gives possible support and involvement of the local community in planning, doing, and managing the ecotourism practices with its benefits (The Department of Tourism

and Culture, WWF Indonesia, 2009). Community Based Ecotourism can possibly provide working opportunities for the local people, reducing poverty through tourism practices and business by earning money from tourist fee, guiding, transportation, homestay, selling handicrafts, et cetera. Ecotourism brings positive impact with respect to natural environment preservation and local original culture which in the end is expected to grow sense of identity and pride among the villagers.

The implementation of ecotourism has to be viewed as the part of integrated developmental planning done in a particular area. Therefore, the involvement of community, local people, government, business, and non-governmental organization should create a network and partnership based on their own capabilities.

Some key aspects in Community Based Ecotourism are:

1. The community forms committee or institution to manage ecotourism supported by the government and local organization.
2. Local ownership principle is the management and ownership by the local society implemented to the ecotourism services and facilities, ecotourism areas, et cetera.
3. Homestay is chosen as the main choice for the accommodation on the site.
4. The tour guide should be local people.
5. Initiation, management and maintenance of the tourism objects become the responsibility of the local society.

3. RESEARCH METHOD

3.1. Type of Research

The research conducted here is an action research since it covers two stages of research such as: (1) research aspect; basic study about the potential object and tourist attraction of Jatiluwih village and the community readiness in developing Community Based Ecotourism (CBE). Meanwhile, the action aspect or enrichment covers developing and business mentoring through various tourism management training and evaluation of monitoring activities.

3.2. Research Setting

Research setting is done by purposive sampling technique in Jatiluwih village, Penebel sub-district, in Tabanan regency. The reason is due to the natural potential of Jatiluwih village, demographic characteristic, and culture which all support the

development of ecotourism. Besides, its geographical location which is close to other tourist objects can be an interesting tourism package. The research targets are Jatiluwih villagers, local government and other related stakeholders.

3.3. Data Analysis

The data used are both perception and existing data, therefore the analysis method employed in this research is quantitative approach in the form of descriptive quantitative, SWOT and qualitative approach to capture behavior and perception of the target.

4. RESEARCH FINDINGS

4.1. Jatiluwih Tourist Objects and Attractions

Jatiluwih village with its beautiful natural rice-terraced panoramic view and cool country side atmosphere located at around 700 meters above sea level, has become one of the international tourist destination and listed by United Nation Educational, Scientific and Culture (UNESCO) World Heritage as world' cultural heritage. Rice-terrace unique setting and the traditional irrigation system or locally known as *subak*, powered by Yeh Aye dam as the water source is also attractive for the tourists. Natural environment conservation based on *Tri Hita Karana* concept has made Jatiluwih village as tourism area with sustainable and balanced environment.

Jatiluwih village have several *Subak* (traditional irrigation system) which cover one *Pekaseh* area such as *Subak Kedamain*, *Subak Besikalung*, *Subak Kesambi*, *Subak Kesambahan*, *Subak Gunungsari* and *Subak Gunungsari Umakayu*. *Subak* in Jatiluwih is led by *Pekaseh* and each *Subak* is led by *Kelian Subak*. There are also two other *Subak Abian* in Jatiluwih such as *Subak Abian Jatiluwih* and *Subak Abian Gunungsari*. Based on the geographical area and agricultural nature setting, Jatiluwih villagers are mostly work as farmer in rice and plantation fields. The farming system for one year period is divided by two planting seasons. The villagers maintain local traditional by farming Balinese Paddy (*Padi Bali*) which has their own unique size and becomes the main natural attraction for the visitors.

Several potential tourist attractions in Jatiluwih village are:

(a) Religious events (*Parahyangan*)

1. *Mapag Toya* ceremony; is a ceremony of taking water in its original sources. This activity is followed by all *Subak* members and done on *Sasih Ketiga* (approximately on September).

2. *Kempelan*, is a ceremony to open water channel to the upstream sources, then water flows into rice fields (on September). *Ngendag Tanah Carik* ceremony to ask for God's blessing when ploughing the fields. It's done by each member of *Subak* (on September).
3. *Ngurit* is a seed nursing ceremony done by all *subak* members at their own fields. *Ngurit* is done on *Sasih Kelima* (on November).
4. *Ngerasakin* is a ceremony done to cleaning the fields after ploughing. This commonly takes place on *Sasih Kapitu* (early of January).
5. *Pangawiwit* is a ceremony done to mark a good day to start the farming season. It is also usually done on early January.
6. *Ngekambuhin* is a ceremony to request for safety of young paddy plants that just growing and conducted when the paddy reaches 42 days, around the eight Balinese moon or around February.
7. *Pamungkah* ceremony is done for asking God's blessing towards the fertility of the rice. This is commonly done on February.
8. *Penyepian* is a ceremony asking for the protection of the rice fields against pest and insects. This is commonly done on *Sasih Kesanga* (March).
9. *Nyegara Gunung* is a ceremony done at Petali Luhur temple and Pekendungan temple on March/April.
10. *Mesaba* is a pre-harvesting ceremony done by each *subak* members at their own field on April.
11. *Ngedegang Batara Sri* Ceremony is a symbolic visualization of the goddess in the form of *Lingga Yoni*.
12. *Nganyarin* is the harvesting ceremony done on *Sasih Kedasa* (June) by each *subak* members at their own field.
13. *Manyi* is the activity of full harvesting paddy rice.
14. *Mantenin* ceremony is done to keep the harvested rice on its traditional rice storage house (*lumbung*) which is commonly done on August.

(b) Pawongan activities on the rice fields

Every single activity of the farmers on their rice fields may become an interesting tourist attraction for the visitors. Besides, they still work using traditional tools such as hoe, when they ploughing the fields, or when they start planting rice.

(c) Palemahan Aspect (Environment)

There are some natural potential which becomes tourist attraction such as rice-terrace system, plantation, mountain forest, tracking and cycling. Furthermore, there are also some tourism supporting facilities such as homestay or cottages, and special local cuisine served with red rice originally planted in Jatiluwih.

4.2. Accessibility and Facilities

One important aspect to support the development of tourist attraction is the accessibility to reach tourist object of Jatiluwih village. Jatiluwih village can be reached by 30 minutes drive or 14 kilometer from the district main city and it is around 50 minutes (26 kilometer) from the regency. The main road is in good asphalt condition and available for medium to big wheels car. But, the condition is getting worse when we reach the artery road access to tourism object of Jatiluwih village. There are some holes on the road and it has only 4-5 meters in wide which cause long queue when some cars are passing one to another. There is also limited parking area.

Other supporting facilities are homestay and restaurants, though they are still relatively few. The homestay's architecture has not adopted the local uniqueness of the traditional rice-storage house. Other public facilities such as toilets and cleaning service staffs have not been provided. Similar problem goes with the local arts and handicrafts, they have not been accommodated. Those are some obstacles preventing the development of Jatiluwih village as a tourist destination.

4.3. Tourism Institution

Institutionally, the area of Jatiluwih as a tourist village has been managed by a governing body under the supervision of Tabanan Regent. This institution has two departments; they are department of development (Tabanan Regional Planning and Development Agency) and department of promotion (Department of Tourism and Culture). There are also supervision from smaller parties such as chief village of Jatiluwih, *Pekaseh*, custom head of Jatiluwih and Gunungsari. Meanwhile, from operational point of view, the management of Jatiluwih site are divided into finance and development division, public service division, parking and ticketing division, security division, hygiene and landscaping division, and the division of promotion.

Besides the institution of Jatiluwih tourism management, the traditional village council is also taking active parts in the development of Jatiluwih. *Tri Hita Karana* concept is always implemented in every activity. In relation to religious events, the village government has built and renovated the temples around the area of Jatiluwih. It also functions to revise and implement *awig-awig* (local rules and

regulations) based on the social and economic dynamic process. In the aspect of *Palemahan*, this board also deals with the certification of the village's lands.

4.4. Economic Aspect

Economically, the existence of Jatiluwih as tourist area has not given any direct or equal economic advantages towards local people. But, the village has received financial support for the temple's construction and renovation. This is due to limited number of local people who work in the tourism sector such as in restaurants or homestay, also because there are only limited number of local houses used as homestays. There also similar problem on the local arts and handicrafts which cannot well develop because there is no art market to sell their products.

From the tourism management aspect, the revenue is obtained from the ticketing for both domestic and foreigners. The revenue is divided separately for ticketing staffs, local government of Tabanan regency, Gunungsari village, Jatiluwih village, and village offices. The levy results are allocated 20% for *subak*, 25% for the village's saving, 30% for Jatiluwih traditional council, 20% for Gunungsari traditional council, 2% for *subak abian* Jatiluwih, 2% for *subak abian* Gunungsari, 45% for the government of Tabanan regency. The entrance ticket faces some challenges since the road to reach and access the area of Jatiluwih area is public road. So, it is difficult to control the application of the ticket. This is also due to the local settlements which located along the way to the area of Jatiluwih rice-terrace.

4.5. The Evaluation of Tourism Object and Attraction of Jatiluwih Village

The evaluation towards tourist objects and attraction in Jatiluwih uses some aspects such as tourist attraction aspect, accessibility, environmental socio-economic condition, accommodation, and tourism supporting facilities within 10 kilometer radius from the tourism main site. There are several indicators of tourist objects and attraction such as: (1) unique natural views of rice-terrace, mountain forest, traditional arts, and the culture; (2) various vegetation, plantation, and animals; (3) accessible tourist activities such as enjoying natural panorama, tracking, farming, research and education, and spiritual tourism; (4) the cleanliness and amenities of the tourist objects such as refreshing green environment, odor-free, garbage-free, good services for the visitors; (5) safety which includes crimes/ thief, no deforestation, and no dangerous disease.

Accessibility aspects cover several indicators such as road access, road condition, distance and travel time from the town center. The environmental socio-economic aspects cover several indicators such as spatial system, lands status, people livelihood and education. Accommodation aspect covers room availability and accommodation services. The aspect of supporting facilities (minimum range

of 10 kilometer) should include indicators such as post office, telephone network, health clinic, internet café, electricity, newspaper stands, and clean drinking water. Additionally, there also should be a shopping center, restaurants, bank/money changer, souvenirs, worship places, public toilets, and transportation.

Based on the evaluation of Jatiluwih village tourism objects and attraction, the average result obtained from the tabulation is 433.77. Based on the classification of tourism object development stage, Jatiluwih ecotourism can be categorized as *potential site* to be developed as a tourist destination place. Some determinant aspects used to evaluate the site are high value and potential objects, accessibility and environmental socio-economic condition. It was valued as potential to be further developed as natural tourist object.

4.6. The Evaluation towards People's Readiness in Developing Ecotourism

Community Based Ecotourism evaluation format is classified into four aspects such as socio-economic aspect, socio-cultural aspect, environmental aspect, and managerial aspect. The socio-economic aspect contains some principles such as market, democratic economy, local natural sources utilization, unit selling point, people's participation in investment, and profit sharing. The socio-cultural aspect contains preservation, appreciation and management. Environmental aspect contains conservation, environmental awareness and its management. The managerial aspect contains local institution, stakeholders' involvement, capacity, regulation and sustainability.

Based on the evaluation result of Jatiluwih ecotourism readiness development, the average score was 450.64. Based on the classification of tourist object development, Jatiluwih Community Based Ecotourism has been categorized as quite potential. Some determinants used to measure the readiness of *Community Based Ecotourism* are socio-economic aspect (highly potential), socio-cultural and environmental aspect (nearly potential), and managerial aspect with quite potential score.

Nearly potential category of the socio-cultural and the environmental aspects is due to the criteria used to determine the developmental readiness which only cover three indicators such as preservation, appreciation and management. This will affect the overall evaluation. The same thing occurs with the managerial aspect which only covers management, conservation, and environmental awareness. Based on the evaluation of each indicator, however, all indicator aspects have been achieved. The preservation principle with the indicator of local cultural values and norms are still highly influencing people daily life. Also, the existence of arts group has enhanced the socio-cultural characteristic of Jatiluwih village. Local norms and custom are also implemented towards both the socio-cultural life of the community and its tourist objects.

4.7. Ecotourism Development Strategy in Jatiluwih Village

4.7.1. Mapping the Internal and External Factors for Strategy Building

The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis was utilized to create the ecotourism development strategy in Jatiluwih Village. It is a structured method used to evaluate the internal and external factors that are favorable and unfavorable in the development of strategy.

Based on the SWOT analysis, the study found that the total Strengths factor score is higher than the total Weaknesses factor score. This represents the situation of Jatiluwih village's internal factors. The finding informs us that the strength of some factors, such as civil capacity and capabilities, local government supports, and its nature, social, and culture environment, minimizes the weaknesses of other factors, including institutional structure and economic opportunity. Therefore, an intensive effort should be done to develop the economic opportunity that Jatiluwih village has through ecotourism and the utilization of its social capital and natural resources.

The study also found that the total Opportunities factor score is higher than the total Threats factor score. This suggests that capturing and dealing with the opportunities that Jatiluwih village has in its potential can outweigh the threats that might come at any time.

The internal and external factors faced by the community urge the authority or the stakeholders to focus on the importance of building community's capacity development strategy and strengthening its institutional structure. The SWOT matrix then shows that Jatiluwih village's natural resources and culture lie in the Quadrant 1, with the score of 0.01 (internal factors) and 0.92 (external factors). This position indicates the actual advantages Jatiluwih village has in utilizing its strengths to capture the development opportunities. Hence, the strategy that can be applied is to aggressively support the growth policy through the strengthening of its institution and the community capacity improvement.

4.7.2. Ecotourism Development Strategy through Analytic Hierarchy Process

The mapping results on the internal and external situation of the Jatiluwih village ecotourism development through SWOT analysis suggest that village's natural resources and culture should be supported in several ways, including community quality and capacity, and strengthening community institution in order to develop Jatiluwih village as community-based Ecotourism village.

The Analytic Hierarchy Process (AHP) shows that the effort to improve external and internal support should be prioritized in developing Jatiluwih village as

Ecotourism Village, with the score of 35 percent, where developing educational principles should be considered as the second priority, with the score of 24 percent, followed by improving performance and the community business continuity as the third priority (score of 23 percent). Subsequently, it is found, based on AHP analysis that developing the local institution and partnerships has the lowest score (18 percent), suggesting that this move should be considered last in the strategy development. These strategies are coherent with some principles in ecotourism concepts, which can be said that the development effort of tourism should be done continuously, and in accordance with ecological boundaries. This also suggests that ecotourism existence will emphasize on environment preservation, where this emphasize is in line with the principles of *Tri Hita Karana* particularly held by the community in Jatiluwih village.

Based on the analysis on ecotourism development sub-strategy, it can be seen that the effort of enhancing the environmental support via environmental-wise products and facilities becomes the first priority strategy, with the score of 0.121, followed by the importance of environmental conservation institution and improving community awareness on sustainable tourism. Infrastructure support and community participation are also important in ensuring the success of ecotourism village. These findings are in line with the ecotourism development concept, which are environmental preservation principles, education, tourism, economic, and local community participation.

5. CONCLUSION AND SUGGESTION

5.1. Conclusion

There are several conclusion based on the research analysis above, such as:

1. Based on the evaluation on tourist objects and attraction in Jatiluwih village as an ecotourism village is potential to be developed. Several indicators can be used to determine the average visit such as local attraction, social-economy, accessibility, accommodation, and supporting facilities of ecotourism development.
2. Based on the evaluation towards the readiness of Jatiluwih ecotourism development, the average value found was quite potential. Some determining aspects used in Community Based Ecotourism are: socio-economy, socio-cultural, environmental aspect and management aspect.
3. Based on the result of identification on the development of Jatiluwih ecotourism, there was bigger possibility of external opportunity rather than threats. This condition showed that the strategic position of Jatiluwih

village is quite potential to capture the external opportunity to encounter all threats possibilities.

4. Based on the analysis of *Analytic Hierarchy Process (AHP)* showed that improving the environmental carrying capacity should become the main priority in the development of Jatiluwih village as ecotourism area, followed by the strategy in improving educational principle for the community and visitors. Then, the performance and continuity of people's business should be maintained. This strategy is in line with ecotourism' concept such as environmental preservation, education, economy, and people involvement in every stage from planning to final evaluation.

5.2. Suggestion

Based on several problems emerged in developing Jatiluwih village as *Community Based Ecotourism*, there are some suggestions or recommendations that can be formulated as follows:

1. Improving both the quality and quantity of the community over sustainable ecotourism development in Jatiluwih village by optimizing natural environment and cultural preservation. Technical and managerial training should be done to help the community in creating more innovative tourist attractions and capturing economic opportunity which later is expected to improve people's living standard.
2. Maintaining the continuity of tourism practices by holding on the concept of *Tri Hita Karana* based on the regulation and traditional custom. Prohibition towards land conversion and ecological boundaries' violation. Regulations and punishment need to be implemented in order to maintain ecological balance although there are dynamic changes on people's socio-economic status.
3. Optimizing the function of existing local institution within the community in every stage of the development process which actively involves the people from the planning, action, and evaluation. The final purpose is not only to create economic opportunity, but also to improve people's awareness about environmental conservation and maintain cultural heritage and its high religious value.
4. Improving tourism services in the form of providing sufficient infrastructures such as road access, clean environment, restaurants, arts, handicrafts and souvenirs centers, homestay, tourism promoting technique with green concept, et cetera. Creating *multiplier effect* from every single service provided.

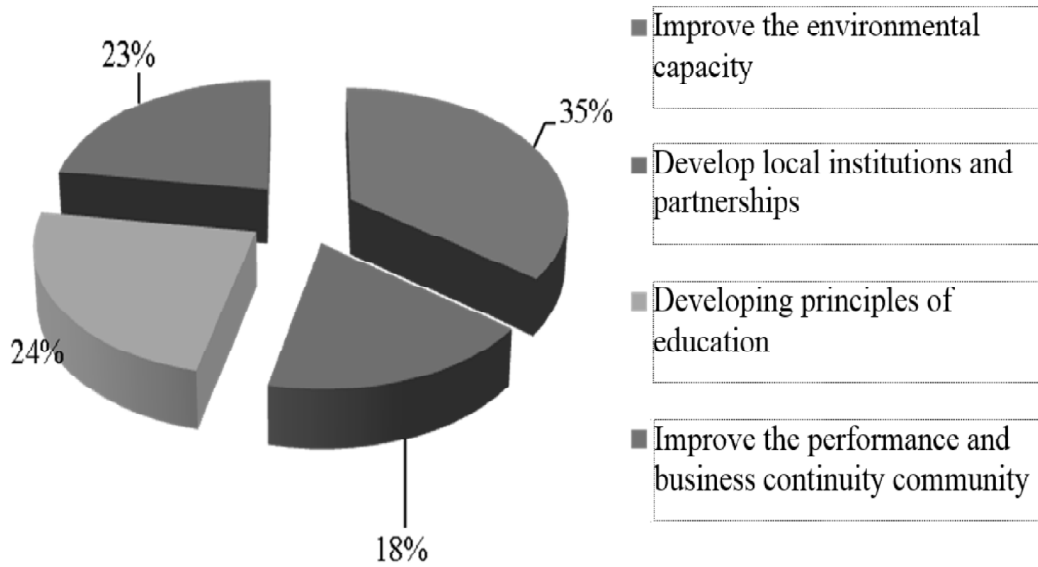


Figure 4.1: Priority Weights Ecotourism Development Strategy First Level

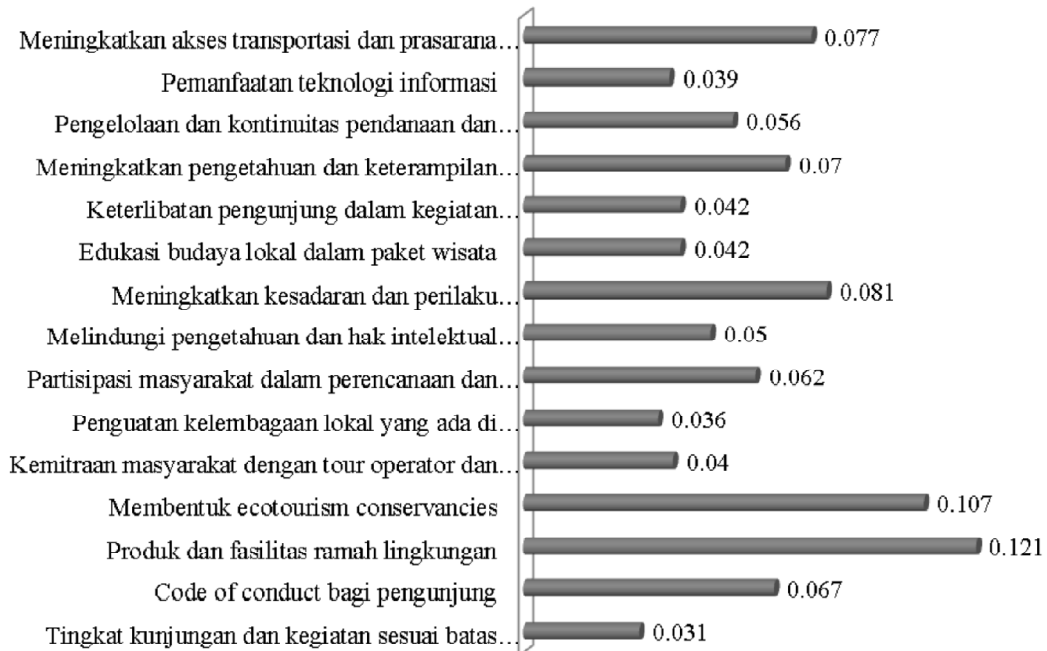


Figure 4.2: Priority Weight on Sub Strategy for Ecotourism Development Level Two

Table 4.1
The Evaluation of Jatiluwih Tourism objects and attraction

<i>No.</i>	<i>Aspect</i>	<i>Value</i>	<i>Score</i>	<i>Information</i>
1	Tourism Objects	156.43	938.57	Potential
2	Accessibility	92.86	464.29	Quite potential
3	Environmental socio-economy	92.86	464.29	Quite potential
4	Accommodation	41.29	123.86	Nearly potential
5	Supporting facilities	59.29	177.86	Nearly potential
	Average		433.77	Quite potential

Source: Processed primary data, 2014

Information: 122-394: nearly potential; 395-667: quite potential; 668-940: potential

Table 4.2
The evaluation of Ecotourism development readiness

<i>No</i>	<i>Principle</i>	<i>Value</i>	<i>Score</i>	<i>Information</i>
1	Socio-economic aspect	115.43	692.57	Potential
2	Socio-cultural aspect	49.14	294.86	Nearly potential
3	Environmental aspect	51.71	310.29	Nearly potential
4	Managerial aspect	84.14	504.86	Quite potential
	Average		450.64	Quite potential

Table 4.3
Results of Internal Factors Analysis

<i>Internal Factors</i>	<i>Weigh</i>	<i>Score</i>	<i>Weighted Score</i>	
Strengths				
1	The society strongly wishes to participate in the development of ecotourism village	0.06	3	0.20
2	There is a positive perception from the community about sustainable tourism	0.05	3	0.16
3	There are some traditional arts derived from the local culture	0.06	3	0.19
4	Village attractiveness through the natural rice field terracing	0.06	3	0.20
5	Brown rice field uniquely produced in Jatiluwih village	0.05	3	0.16
6	Openness and friendliness of the community to the tourist	0.06	3	0.19
7	There is an economic incentive for the community on the issue of tourism development	0.06	3	0.20
8	There is an influence and obedience from the community on local figures	0.05	3	0.16
	Total		0.06	3

contd. table 3

<i>Internal Factors</i>	<i>Weigh</i>	<i>Score</i>	<i>Weighted Score</i>
<i>Weaknesses</i>			
1 Community's low level of involvement on the planning and evaluation of the development activities	0.04	3	0.11
2 Community's low level of participation in decision making	0.05	3	0.12
3 Community's low level of education background	0.05	3	0.15
4 Promotion is unseen	0.04	3	0.11
5 Low level of understanding about community-based ecotourism	0.05	3	0.15
6 Inadequate support of tourism access or infrastructure	0.06	3	0.19
7 Stakeholders are not yet fully involved	0.05	3	0.15
8 Community's village preservation method is less than optimum	0.05	3	0.15
9 Facilities for selling community's handicraft product is unavailable	0.05	3	0.13
10 Low level of incentive on community's income generation	0.05	3	0.14
11 Access on capital and financial institutions is limited	0.05	3	0.13
Total	0.54		1.53
Differences between Strengths and Weaknesses			0.01

Source: Processed Primary Data, 2014

Table 4.4
Results of External Factors Analysis

<i>External Factors</i>	<i>Weigh</i>	<i>Score</i>	<i>Weighted Score</i>
<i>Opportunities</i>			
1 There is support from the Local Government on the ecotourism village development	0.08	4	0.29
2 Positive attitude of the community in accepting the program of tourism village	0.07	3	0.25
3 Close proximity to the other villages that also have tourism potential to be explored	0.07	3	0.23
4 Market opportunities on tourism	0.07	3	0.23
5 The interest from electronic media on the issue of tourism promotion	0.07	3	0.22
6 Economic and safety situation are stable	0.08	4	0.28
7 Adequate infrastructure	0.07	4	0.26
8 The development of tourism travel agent or bureau	0.07	3	0.21
Total	0.58		1.97
<i>Threats</i>			
1 Threat on social disparity is existed	0.05	2	0.11
2 Serviceability on ecotourism marketing is inadequate	0.06	3	0.18

contd. table 4

<i>External Factors</i>	<i>Weigh</i>	<i>Score</i>	<i>Weighted Score</i>
3 Inadequate access to the tourism village	0.07	3	0.22
4 Stakeholders' partnerships continuity	0.06	3	0.18
5 Financial support on the development of tourism village is continuous	0.06	3	0.19
6 The impact of pollution and homestay or hotel waste	0.06	3	0.17
7 Congruity between local and tourist culture	0.06	3	0.15
Total	0.42		1.05
Differences between Opportunities and Threats			0.92

Source: Processed Primary Data, 2014

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