

## SUSTAINABILITY INDEX OF COMMUNITY-BASED TOURISM IN MALANG REGENCY

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### Abstract

*Tourism potential in Malang Regency has not been managed optimally. To address this problem, the local authority applies the concept of tourism village that considers the sustainability of socio-economic and ecological aspects. Therefore, the concept of community-based tourism (CBT) needs to be exercised in the development of rural tourism. The purpose of this study is to assess and analyze the sustainability Index of community-based tourism in Pujon Kidul. There are five indicators on economic, social, ecological, infrastructure and institutional aspects to discuss. The research method applied in this study is a mix method that combines qualitative and quantitative. The result shows that sustainability index of community-based tourism in Pujon Kidul is relatively high with the attractions of café Sawah. Sustainability can be perceived from the good infrastructure and economic impact and how it affected the community.*

*Keywords: community-based tourism, community-based tourism policy sustainability index*

### 1. INTRODUCTION

The tourism potential in Malang Regency has not been managed optimally due to the numbers of inadequate tourist landmarks and how it is managed. Consequently, it affects tourist visits decrease in Malang. The following is actual data that was recorded during 2011-2017.

Table 1. Number of Tourist Visits During 2011-2017 in Malang Regency.

Years	Foreign Tourists	Domestic tourists
2011	9.983	2.101.822
2012	29.504	2.014.105
2013	33.226	2.517.248
2014	80.792	3.170.575
2015	99.873	3.554.609
2016	129.663	5.719.881
2017	10.669	2.084.553

Source: BPS of Malang Regency, 2018

Basically, the problems on tourism management include limitation on accessibility, poor tourist attraction, poorly maintained facilities and infrastructure (Andayani et al, 2012). To address this problem, the local authorities in many regions apply the concept of tourism village as an alternative way to develop tourism scheme. This ambition tries to consider sustainability of socio-economic and ecological aspects. During this time, mass tourism that prioritizes economic growth but does not pay enough attention to social and ecological sustainability will not be able to reduce poverty and increase the income of local communities.

Moreover, the trend in the development of rural tourism in Malang Regency is intended to involve local

communities in planning, implementation and evaluation. Before establishing, it is necessary to form a tourism awareness group to manage the program (Pokdarwis). In Malang Regency alone, there are already 132 Pokdarwis established at the initiative of the local community. However, they are not comparable with the number of tourism villages, which are around 17 (Anggraeni, 2018). Among the 17 tourist villages, there is Pujon Kidul that is successfully developing tourism scheme. This success story cannot be separated from the role of Pokdarwis in implementing CBT. This study aims to assess and analyze the sustainability index of community-based tourism policy in Pujon Kidul, Malang Regency.

The urgency of this research is to enriching discussion about the implementation of CBT concept in accordance with local context, providing basic information for local governments in the framework of developing Pokdarwis in Malang Regency.

### **CONCEPT OF SUSTAINABILITY IN COMMUNITY-BASED TOURISM**

CBT is as a strategy for community development through independence, empowerment, sustainability and conservation and cultural improvement for better livelihoods. However, it should be noted that in the term 'community development', the local cultural context can be seen (again) as an effort to develop the community itself (Ife, 2002: 86). While the aim is to achieve complete independence of society, society must be open to the outside world, and independence is not limited to national political or economic issues, but they must depend on itself, not on others; and at the same time, trade and cooperation are possible as they are mutually beneficial (Nyerere, 1974: 99).

According to Budiharjo (2009) the ability of a community's sustainability (in this case

Tourism Sustainability) is based on the preservation and development of: 1) Economic dimensions that asses: a) people's livelihoods, b) community income, c) potential of the local economy; 2) Socio-Cultural Dimensions which assess: a) the pattern of community life, b) the social system and c) the service of public facilities; 3) Environmental dimensions that measure: a) availability of clean water, b) environmental quality; 4) Infrastructure that assesses: a) transportation system, b) security facilities, c) tourist site security system, d) accessibility; 5) Institutional Dimensions: a) activeness of village government, b) Pokdarwis ability to organize, c) the ability of tourism actors to conduct external partnerships and d) the ability of tourism actors to promote tourism destinations.

### **2. COMMUNITY-BASED TOURISM SUSTAINABILITY INDEKS IN PUJON KIDUL**

CBT sustainability index in Pujon Kidul in this case is focused in the region of Krajan and Tulungrejo. There is iconic café so called Café Sawah as main tourist attraction to pamper visitors' taste bud. Along with it, Tulungrejo has also something great to offer such as Kampung Budaya and Bukit Nirwana. Kampung Budaya, as the leader of Pokdarwis Pujon Kidul says, has not been officially opened yet, but many tourists have visited the site. As for Kampung Maron, there are currently no public tours available. However, the planned tourism will be opened in Maron soon, such as educational agriculture.

Kampung Wisata Pujon Kidul itself began in 2010, pioneered with the concept of educational tourism, in concern to broaden the visitors' insights. The initial concept that was built by the manager is giving the visitors to have tour to this agricultural village. Therefore, at the beginning of Pujon Kidul, many students visited the site. The initial idea related to Pujon Kidul tourism was actually sparked

by Hadi and Udi who are currently the chairperson of Pokdarwis and the headman of Pujon Kidul. Hadi said that he observes natural and socio-cultural potential to develop Pujon Kidul. Therefore, both men began to design many kinds of tourism concepts. After it developed, Hadi and Udi took the initiative to open a Cafe that contains educational concept on nature, especially agriculture. Together with some residents who were convinced that this tour would succeed, they pioneered Cafe Sawah to take approximately 8 months to build.

After Cafe Sawah began to become a potential attraction in Pujon Kidul, the youth and the community then became interested in becoming part of the successful tourism in Pujon Kidul. At this time, Pokdarwis began to seriously handle and run the tour. In addition, the synergy between Pokdarwis, Bumdes, and stakeholders is also the key of tourism development in Pujon Kidul. At present, Pokdarwis and the Pujon Kidul community are preparing and developing other tours in Pujon Kidul namely Kampung Budaya and Bukit Nirwana Tourism.

Since Pujon Kidul has become one of the tourist destinations that must be visited, there are social, economic, environmental and cultural aspects that have experienced slight changes. The number of visitors who visit makes the community to adapt to changes. According to the Chairperson of Pokdarwis, during weekends especially on Sundays, tourists visiting the village range from 7000-9000 visitors. This certainly makes the amount of garbage in the village increase.

According to twelve respondents, the cleanliness in Pujon Kidul itself is good. That is also related to the availability of trash bins in the village. When researchers visit the village, it can be seen around the road and the tourist environment can be quite clean. This is according to the Headman of Krajan, residents are very cooperative in maintaining good hygiene in the area around their homes and the

environment. As for the cleanliness of Pujon Kidul, Pokdarwis has employed several local residents to sweep the streets every day. However, the garbage disposal system is still being developed, Krajan itself is planning to make a program related to waste management so that the available waste can also be valued and treated properly.

Regarding the availability of environmentally friendly facilities, according to 12 respondents stated that in the Pujon Kidul area enough to have environmentally friendly facilities. When we asked further about what facilities are environmentally friendly, the respondents mentioned, among others, trash, hand washing areas in several corners of the area, final waste disposal sites and animal waste, and medicine parks located not so far from the headman's office. According to the respondents, the Pujon Kidul remained clean even though many visitors or people outside it have a visit every day.

The area of Pujon Kidul itself is located in the position of  $7^{\circ} 21' - 7^{\circ} 31'$  South Latitude and  $110^{\circ} 10' - 111^{\circ} 40'$  East Longitude. The topography of the village is in the form of hills or mountains, which is around 1200 m above sea level (BPS). This makes Pujon Kidul have a fairly cold temperature ranging between 18-19 degrees Celsius. Springs spread among the village. Like in Tulungrejo, there are sources that are approximately 4 km from the center of the Tulungrejo settlement. Due to the large number of water sources, many people use them for their daily needs. so that most of the residents have wells in each house. It can be said that availability of ground water to date according to respondents is still sufficient, as well as the quality of existing water.

The majority of the population of Pujon Kidul initially worked in agriculture sector. Both farming vegetables and becoming a dairy farmer. Since growing tourism in the Pujon Kidul certainly bring change. Some residents decided to become traders, but not a few who still survive to become farmers. According to them, although Pujon Kidul is now a tourist area, but the tourism that is developed is an educational tour. Where one offered is related education agriculture. Like the tour that is currently central developed

namely Cultural Village, where tourists are given a package for a few days living with residents to experience the daily lives of residents. This then makes many people who do not switch jobs, those who farm will continue farming but have additional work to educate tourists. This is what makes agriculture in the village according to respondents still quite good despite being a tourist area.

The increasing number of visitors coming to Pujon Kidul makes the volume of vehicles become increasing. This, according to the Krajan hamlet head, did make the condition of the roads especially those leading to tourist attractions often suffer damage. But according to him the village government is quite deft in repairing damaged roads due to the increasing volume of vehicles. The same thing was said by a number of respondents who stated that in so far the streets had been repaired several times, although at some points, especially the entry and exit paths of Cafe Sawah tourism were still damaged and being repaired.

Overall the environmental impact caused by the development of tourism according to respondents is still at a fairly and good level, where there have not been significant changes related to temperature, water quality, and cleanliness in the Pujon Kidul. The community stated that this was due to the fact that the village was quite cooperative in resolving the problems. One respondent stated that some time ago there was a problem where garbage in front of the houses of several residents had piled up on weekends, then the community reported the matter to the village and Pokdarwis. Furthermore, Pokdarwis immediately followed up by sending several residents to be tasked with cleaning the streets every morning. So far, according to respondents, there have not been any serious problems related to the environment around Pujon Kidul.

The concept of tourism offered in the Pujon Kidul region itself is educational tourism, so that the community or manager not only offers the existing natural potential but also the development and exchange of insights for visitors and local residents. One of education tours offered is Kampung Budaya,

where visitors will stay at residents' homes and experience being local residents. So when visitors decide to stay, then the lodging offered is not the same as lodging in general. Until now, the number of houses that can be inhabited by visitors is approximately 20 houses. Each house can accommodate 1-4 people, depending on the number of visitors. According to the statement of the Pokdarwis chairman of Pujon Kidul, at present visitors who decide to stay overnight tend to be students who are already a package with a visit to Cafe Sawah, an agricultural area in Maron, as well as staying in Kampung Budaya.

For residents who want their homes to be lodgings must meet the requirements, including the rooms provided do not join the residents of the house and have a bathroom in the house. When visiting the tourist village, it was seen that the homes of residents today rarely have a bathroom outside the house. About three years back, the people, especially in the Kampung Budaya area, have begun to improve so that the numbers continue to rise. The hope is that this accommodation will not only attract tourists from students but also the wider community.

In addition to being a food merchant, some residents choose to sell retail gasoline. Along the road to Cafe Sawah tourist sites, for example, there are more than 10 people who sell retail gasoline. One respondent who chose to sell gasoline in front of his house said that people who sell in front of the main road to the tourist sites tend to get more results than those who sell not on the main route. This is because, besides using cars many visitors also use motorcycles and it is not uncommon to buy retail gasoline that they sell. The tendency of vehicles to buy retail gasoline they sell is indeed two vehicles.

Retail gasoline traders who sell not in the main lane tend to get less results because the accessibility of the lane that has been formed by the village or Pokdarwis for the exit lane tends to be smaller compared to main line. So if there are four wheels that want to refill or buy retail gasoline it will be more difficult than two wheels. By coolnya not all visitors choose to buy gasoline in the tourist area.

In line with the increasing number of people who choose to sell retail gasoline, some people also choose to sell foods and drinks.

Some foods and drinks which has various types, ranging from heavy foods to light snacks. Types of food sold include meatballs, fried rice, mixed rice, or gado-gado. While snacks such as fried foods, dumplings, pentol, batagor, or snacks. As for the types of drinks including fruit ice, ice degan, coffee, tea, dawet, or mineral water.

Since the existence of a tourist attraction in the Pujon Kidul area, as many as 11 respondents stated that quite a lot of visitors who buy food or drinks both within the tourist area and outside the tourist area. Sawah Cafe itself offers a variety of culinary delights with natural views of the mountainous terrain and rice fields, so it is not uncommon for visitors to buy food at Sawah Cafe. But many visitors also buy food that is outside the tour. According to one respondent, this is possible because to go to another tourist location, for example from Sawah Cafe to Kampung Budaya or Bukit Nirwana, it will pass the sellers outside the tourist area. Then there will be a possibility for visitors to buy food or drinks outside the tourist area.

Tourism in the Pujon Kidul area is community-based tourism. Where the Village seeks to minimize the existence of investors from outside the village. The Chairperson of Pokdarwis said that the outsider who provided assistance was BNI through the CSR program. The rest of the funds were obtained from submitting Village Funds and the surrounding community who chose to invest. From 18 respondents, 15 respondents stated that the results obtained were sufficient to be felt by the surrounding community.

The manager, especially the Chairperson of Pokdarwis and the headman are not allowed to have a business or invest in the tourist area of Pujon Kidul, this is said to avoid misunderstanding between residents. So that all existing profits and income will be returned to the village and distributed to the community through road construction, infrastructure improvements, and other community needs.

Because tourism is managed based on community, the village also requires that all workers and managers take precedence over the surrounding community first. Therefore, almost all workers in the three tourist areas around Pujon Kidul are local residents and the majority are youth. Pokdarwis itself tries to

maximize the energy of young people to be able to develop tourism in the area of Pujon Kidul Not only as workers, the surrounding community especially workers are also given a strategic position in the Bumdes and Pokdarwis structures. This is to create synergy throughout the community so that tourism in Pujon Kidul can develop optimally.

Although not all of the people work in the tourism sector, according to respondents most of the people also become 'workers' to succeed in Pujon Kidul tourism. As explained above, those who work as farmers, milking or gardening will partly share their knowledge with tourists. So that although it does not directly work in the tourism sector, some people also participate in the success of tourism and benefit from existing tourism.

In addition to absorbing many of the local workforce in Pujon Kidul, tourism is also quite an impact on the opening of employment opportunities for the surrounding community. We can see this by increasing stalls both within the tourist area and outside the tourist area. In addition to stalls, according to Krajan Hamlet, the surrounding community began to sell accessories, flowers, or souvenirs from dolls, clothes, shoes or sandals, although there were no typical souvenirs from the Pujon Kidul area. But with tourism in the Pujon Kidul area, according to the community it is enough to have an impact on the opening of employment fields.

In line with that, the income earned by the community has also increased. If before the tour, the people get money from their daily work, then since the existence of tourism most people get more income from visitors. Likewise with the youth or residents who have not gotten a job, after the tour in Pujon Kidul many of the residents finally get a job and earn income every month.

According to the statement of the chairman of Pokdarwis, the establishment and development of Pujon Kidul tourism is entirely thanks to the surrounding community. Without community consent, existing tours will not occur. At the beginning of the establishment of this tour, the head of the pokdarwis and the village head opened the opportunity for all residents to make investments so that this tour could develop. They can invest in the form of becoming a trader, or manage others. Furthermore, for the sustainability of existing

tourism, the Pokdarwis and the village head try to apply for assistance or funds to the relevant agencies. Especially at that time the tourism agency. To be able to submit their own funds, at that time the Tourism Office asked the Pujon Kidul Village to form a Bumdes so that the funds provided by the government could be systematically managed and reported. Eventually the Pokdarwis and the Village Government formed the Bumdes so that assistance from the government could be given.

After Bumdes was formed, then the Pujon Kidul began to really develop the structural in their village. Starting from the management of Pokdarwis to those in charge of developing tourism. So that the capital provided by society is more to social capital, not material capital.

Since the development of tourism in the village of Pujon Kidul, the head of Pokdarwis and To Krajan does not deny that some people have chosen to switch professions to become traders. Either trade food, drinks, or retail gasoline. This can be seen from the increasing number of small stalls around the tourist area. Not only that, some residents also trade food or accessories in the rice field cafe area. The number of residents who trade is indeed large, but according to the Krajan hamlet head, there is no significant change in the profession. Most of them still choose to farm, garden, or become dairy farmers. Those who trade retail gasoline are usually only as side jobs after going to the rice fields in the morning. Likewise those who sell meatballs or snacks in the area around the tour, not all trading is the main job. But if asked about the number, it has indeed increased.

Regarding wages for tourism workers around Pujon Kidul, most of them stated that they were enough to support their families. For workers in the Cafe Sawah tourist area, for example, workers in the Parking and Vouchers section will be different from those in the life in or promotion team. According to the Chairperson of Pokdarwis, the last two years the workers have received a fixed wage every month. This is different when at the beginning of pioneering tours, workers who work will be paid based on profits from the number of visitors. But for now they have got fixed fees every month.

As stated at the beginning of the discussion, the majority of the people of Desa Pujon Kidul are currently in the productive age range, and most of them work as farmers. Farming is still the main occupation of the community around Pujon Kidul, although now some residents, especially young people, are starting to switch to working in the tourism sector. The shift of the community who initially farmed into the tourism sector could not be separated from the development of tourism in Pujon Kidul. As stated by the Chairperson of Pokdarwis that because the majority of the population in Pujon Kidul only attended school up to elementary school level, junior high school made them feel afraid to work in sectors other than agriculture. However, since the village's potential began to develop, the Chairperson of Pokdarwis stated that the enthusiasm of residents, especially young people to attend school, began to increase. It was said that the youth who had only completed education at the first level made an effort to finish to the High School level, this was inseparable from the persuasion conveyed by the headman and Chairperson of Pokdarwis that there were many tourists present from among the students. By cool young people are invited to be able to complete education more than their parents.

The activity carried out by the tour manager itself according to respondents is a joint activity that is in the whole village. The usual activity is to clean the village which is held once a year. The rest of the activities held routinely are village clean-up activities or community service with all the villagers. The tour manager himself usually holds events that are for tourist visitors, for example music activities in Sawah Cafe and or Live in in Kampung Budaya. For competitions in August or village clean-up events have been routinely carried out before the development of tourism in the Pujon Kidul area.

Cleanliness is one of the main things that must be maintained if a tourist wants to continue to develop. This was what the Head of Krajan Hamlet said during the interview. One of the things that is the main attraction of Pujon Kidul is the atmosphere and cleanliness. Therefore the Village and Pokdarwis are very clean villages especially around the tourist area. As has been said that the village has employed several residents to clean the village every day,

especially the roads leading to tourist areas. This is intended to maintain cleanliness around the village.

Since the development of tourism in the village of Pujon Kidul, the community claimed to be quite economically helped. This is because almost all who become traders or workers are local residents. So they claim to be quite helped by the existence of tourism in Pujon Kidul. In addition, those who work as farmers or dairy farmers also claim to benefit from the live in activities in Tulungrejo, especially the cultural village. So that most people feel happy with the tour. Only a few things they complained about were some of the points of road damaged. But the village was quite deft in fixing the damaged road.

Before the development of tourism in the village, the community was quite concerned with environmental sustainability. After the tourism activities, the village and the manager indeed required the community to be increasingly concerned with the surrounding environment. This was conveyed by the village of Krajan who urged the community to participate in protecting the environment. The last few months were informed that at some point, drainage or waterways in the village area experienced disruption. As a result, if it rains, the water will spill into the streets. The village head and the hamlet head of Krajan appealed to residents to be more concerned with the surrounding environment, while the village corrected waterways and culverts and repaired landfills (TPA) so that garbage did not accumulate.

Tourism in the Pujon Kidul is a community-based tour which means it is managed and developed by the community. So that any existing tour managers from the surrounding community. This causes a pretty good relationship between the community and the manager. Considering they not only met and knew each other because of the tourism sector, but already knew in everyday life.

Another story with the relationship between the community and the visitors, some respondents said they sometimes still feel like the visitors are people foreign. Several respondents who worked as traders said that getting close or trying to be friendly with visitors was a necessity so that they did not feel cured to visit Pujon Kidul. But there are some respondents who stated no problem with

the visit of tourists. For them it is a good thing and sometimes adds to the kinship.

The number of tourists who visit turns out to be more or less an impact on the patterns and / or lifestyles of the surrounding community, this was stated by two respondents who stated that since they received many visits from many tourists they felt that the youth in Pujon Kidul had a good change in terms of speech procedures or manners. They revealed that often young people became disrespectful to younger people. Even though respondents said this did not happen every day, they felt a slight change from the youth. But many say that since tourism, young people have become far more productive and quite concerned with education.

Public transportation in the tourist area of Pujon Kidul itself can be said to be non-existent. Because if you want to use public transportation to travel, visitors can only be escorted to the main streets of Batu City and Malang Regency using a bus or minibus. Furthermore, there are only a few motorcycle taxi drivers who are not able to deliver every day. Likewise with existing transportation in the tourist area, there is no public transportation specifically to deliver or be in the tourist location. Public transportation is usually provided for visitors who will stay overnight in Kampung Budaya. They will get a package to go to the Sawah Cafe, Maron Hamlet's farming area, and then transfer in a pickup type to their respective lodgings in Kampung Budaya. So that the management or local residents do not provide special transportation.

The availability of hotels or lodging itself as it has been said that in the form of people's homes located in Tulungrejo Hamlet or known as Kampung Budaya. Here there are about 20 houses that have rooms and are ready to be occupied by tourists who want to stay overnight and experience life with residents. Same is the case with lodging, restaurant available in the area of Pujon Kidul itself is limited to stalls that sell food such as meatballs, dumplings, batagor, or fried foods. For a restaurant or a large restaurant itself is included in the tourism area of Cafe Sawah, where the tour does offer culinary tourism, education, and nature tourism in one container.

Then when visitors want to buy souvenirs or souvenirs, there are some people who sell souvenirs in the form of dolls, accessories, or flowers that are sold in the rice field cafe. Until

now there are no souvenirs or souvenirs from the Pujon Kidul area. According to the chairman of the Pokdarwis, for the typical souvenirs Pujon Kidul until now has not been thought of. As for the religious facilities themselves, along the road to the tourist sites, there are more than 3 large mosques and several small mosques. So for those who are Muslims do not have significant obstacles in carrying out worship. For other places of worship such as churches, there is one church in Pujon Kidul. This is because the majority of villagers are Muslim. As for other religious places of worship, up to now it is not yet available.

The latter is health facilities, there are two health centers, one traditional medicine park, and there are midwives in the village. So according to respondents, so far if the villagers experience physical health disorders that are not too severe then they do not experience enough difficulties.

The security system that is in the tourist location itself is currently centered on the parking lot. Where there are some young men who are tasked with guarding the parking lot. This is because the number of vehicles coming is indeed quite a lot. For other security, the manager also provides bag storage and helmet. So that visitors who want to leave their goods, the manager provides facilities by paying two thousand rupiah. For other security systems, according to researchers based on observations if visitors come in the morning around 9:00 to 10:00 o'clock WIB then the number of officers who are in tourist sites, especially Cafe Sawah is still very small. For motorcycle parking locations at that time there were no officers guarding, as well as luggage storage. The new officers arrived at around 11:30 WIB.

The role of Pokdarwis in community-based management in the village of Pujon Kidul itself according to respondents is very crucial. Where pokdarwis one of the originators of the establishment of tourism in Pujon Kidul. Pokdarwis itself not only maintains a forum for managing, but in 2015-2016 the pokdarwis which consists of 4 people also tried to educate the community concerned the potential that exists in Pujon Kidul. Until then the tour was growing, Pokdarwis helped develop themselves by increasing the number of administrators to 12 people. Each person has a different role including being divided into live in divisions,

parking divisions, voucher divisions, promotion divisions, and coordinators.

Pokdarwis also has the duty to report all forms of development to the Bumdes. The advantage that tourism has in Pujon is that this tour is managed entirely by the community without interference from outside investors, this makes the surrounding community feel uneasy if the tour gives an unfavorable effect to the surrounding community. One of the events that ever happened was the damage to the road to the tourist site, the community immediately reported to the Pokdarwis and Krajan and the Pokdwarnis and Krajan immediately processed to repair the road.

As stated above, the village government strives to work as quickly as possible to solve any problems that occur due to tourism. Problems that are infrastructure or social in nature. According to the respondents, so far the village government has been quite cooperative in solving problems that occur.

Udi and Hadi as Pujon Kidul headman and Chairperson of Pokdarwis are the initiators of tourism in the Pujon Kidul, so that until now the relationship between the village government and the Pokdarwis can be said to be good. The problems that have occurred so far have always been resolved together and sought to be family-friendly. But at this time, both the Village Head and the Chairperson of Pokdarwis agreed to provide learning to other pokdarwis administrators, especially the youth, to be able to learn to solve problems faced in managing tourism. Whether it's financial problems, internal problems, and also problems with visitors. This is so that tourism can continue to develop and the board undergoes regeneration and can strengthen internal ties between the administrators.

The involvement of external parties in the development of tourism is minimized by the manager. This is done because the managers want the entire community to feel the most from the potential in their village. This caused, initially the village and Pokdarwis indeed contact the Department of Tourism to be able to promote and manage funding assistance. After that, all tourism is still carried out by the surrounding community. For the sponsors themselves, there is only one large sponsor of CSR one of the Banks. The rest of the village



minimizes the interference of outsiders in managing tourism.

Pokdarwis itself currently has a promotion division that is tasked with promoting Pujon Kidul tourism through various platforms. In addition, Pokdarwis has also proposed to the Tourism Office to make Pujon Kidul one of the tourist destinations in Malang Regency. Until now, the promotion division conducted promotions through websites and social media on Facebook and Instagram.

### 3. CONCLUSION

The sustainability index of community-based tourism in the village of Pujon Kidul is relatively high with the attractions of Café Sawah. Sustainability can be seen from the good infrastructure and economic impact felt by the surrounding community since the emergence of Café Sawah.

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