

DESIGNING COMMUNITY SUSTAINABLE DEVELOPMENT THROUGH LANGUAGE AND TOURISM AWARENESS IN KOTA WISATA BATU

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Abstract

Tourism is one of the largest and fastest growing economic sectors in the world and has a considerable role to play in delivering sustainable development in many countries. Over the last fifty years, tourism has become one of the largest economic sectors globally, accounting for some 9% of the world's GDP and over 200 million jobs. Tourist movements towards developing and least developed countries are growing faster than in the developed world, accounting now for almost 50% of total international tourist arrivals. Many developing countries do have assets of enormous value to the tourism sector, such as culture, art, landscape, wildlife, and climate. They are very well positioned to develop tourism as a key sector contributing to economic growth. The development of tourism in Indonesia has given significant contribution toward national economic growth. These dynamics have turned tourism into a key driver for socio-economic progress. Tourism is one of the many external forces influencing the direction and options for local sustainable development. One of the interesting phenomena is focusing on the concept of Local Tourism Village: a village exploring the local tourism potentials and culture in Kota Wisata Batu (KWB), East Java, Indonesia. This research offers a design or model of Local Tourism Village which is equipped with the awareness of tourism and also language to enrich local human resources. This is in line with sustainable development to simultaneously achieve three objectives, namely: (1) to increase local social welfare; (2) to get greater and more equitably distributed local economic wealth; and (3) to enhance the integrity of local ecosystems (UN Conference on Environment and Development). The design is based on the analysis of local tourism potentials, the analysis of human resources to promote tourism, and the need survey of English as an international language to support tourism promotions. This model requires the joint of local government, society, and education practitioners to establish autonomous learning condition. The model works on giving training on English for Tourism presented on a module and practiced in series of tourism activities.

Keywords: Local tourism village, Sustainable development, English for Tourism, Kota Wisata Batu

1. INTRODUCTION

Over the decades, tourism has experienced continuing growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

The development of tourism in Indonesia provides a significant contribution to overall economic development. United Nation of the

World Tourism Organization (UNWTO) reported that in 2010 the number of international visits has reached 940 million times and generated a profit of US \$ 919 billion. It is estimated that by 2020, the number of international visits will reach 1.56 billion times, with an increasing number of long-distance travel (longhaul) from 18% to 24% (Antariksa). Thus, there is a greater opportunity for Indonesia to attract more segments of the market, which generally originate from countries with high income (developed countries).

Sustainable tourism can be defined as: "Tourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNWTO, 2005).

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices among them.

Development of local tourism village tourism is able to support the efforts to reduce poverty in rural areas, by empowering the community in the development of tourism in the rural areas. Supports for developing local tourism village have been conducted through the National Program for Community Empowerment (PNPM) in Tourism started since 2007. On the other hand, there are alternative ways that the government has not done, they are building self-reliance which consists of a mapping of potential, problems and needs of the community, participatory planning, organizing, resource utilization, monitoring, and maintenance of the results that have been achieved. In particular, the government has not facilitated operational aid of community assistance, facilities, capacity building, media, and advocacy.

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2. RESEARCH METHOD

This study uses a mixed method of Qualitative and Quantitative. This mixed method involves the collection and analysis of data both quantitatively and qualitatively in which data are collected together or gradually, then given priority method, and ends with data integration in one or several stages in the process of research (Creswell, 2003).

The typology of the study is exploratory stages (Sequential Exploratory). This typology is seen as the right method in this study because of several characteristics, among others:

1. Testing the parts produced of a theory on the qualitative phase
2. Creating generalization findings to different samples
3. Determining the distribution of a phenomenon in determined population
4. Developing and testing an instrument
5. Exploring a phenomenon and simultaneously expanding the qualitative findings

The research was conducted in several stages adapted to Sequential Exploratory (Creswell, 2003) as follows:

1. Stage I: qualitative data collection and analysis
2. Stage II: quantitative data collection and analysis
3. Prioritizing method on qualitative process
4. Integrating qualitative and quantitative data interpretation
5. Exploring the findings

The research location is seven tourism villages, including Bumiaji, Gunungsari, Punten, Sumberejo, Junrejo, Tulungrejo, and Pandanrejo.

The populations in this study are members of the group of Tourism Awareness (Pokdarwis) in tourism villages in Batu, Malang. The data sources include the Department of Tourism and Culture, Local Government of Tourism Village, Pokdarwis members, and community members.

In regard to the research development Tourism Village, the method used is the documentation and data collection are observation instruments in the form of questionnaires and interview guides.

The data analysis method used in this study includes the presentation in the form of table and narration. The data were described both qualitatively and quantitatively by systematically compiling data, organizing data into categories, synthesizing, arranging in a certain pattern, and making conclusions.

The implementation of this research requires a series of activities and several stages (1–4). The first and second stages were implemented in the first year, meanwhile for the third and fourth stages will be continued in the second year. The first stage of the study includes the analysis of language needs and the preparation English module for the Promotion of Tourism. In the second year, there will be a community development (pilot project) of autonomous learning of Tourism and language awareness. So the integration of both these stages will produce a blueprint for social engineering in the form of a model tourism village based on tourism and language awareness.

3. FINDINGS AND DISCUSSION

The results of the current study are in the form of (1) Batu tourism potential mapping, (2) Human resources in tourism village mapping, (3) Language Attitude of tourism village community, (4) social factors that influence the language learning process, (5) tourism village community language autonomy.

3.1. Batu Tourism Villages Potentials

Batu is situated at an altitude of 680-1200 meters above sea level and is situated between 3 mountains sequentially Mount Panderman (2010 meters), Mount Arjuna (3339 meters), and Mount Welirang (3156 meters). Batu lies in a mountainous region that has the air temperature around 15-19 degrees of Celsius.

Batu residents are mostly working as farmers where the main agricultural products of Batu are fruit, flowers, and vegetables. The main plantation crops of Batu is apple.

3.2. Human Resources

Based on interviews with village leaders, members of the Group of Tourism Awareness (Pokdarwis), community representatives and tourism activists, it was obtained some information that the human resources have the low educational background. Furthermore, with regard to the low mastery of English language skills to communicate, they have difficulty in doing communication in English with foreign tourists. It causes some difficulties in marketing some tourism products including strawberries and other products to foreign tourists. So if there are foreign tourists to visit, then the Pokdarwis asks for help from Batu Tourism Centre to provide a tour guide that is certainly not cheap and not always available.

3.3. Social Factors

The social macro factor is the human resources. Further in Bumiaji, ready human resources to learn English is young people. Mostly people in Bumiaji are aware of the need for English skills, but there is no intensive debriefing, and training. Encouragement from the government, and the Department of Tourism is needed to facilitate learning and also training for these young people. Meanwhile, social macro factors such as the government's drive have been accomplished. Bumiaji village government has initiated the Entrepreneurship workshop, in collaboration with institutions and entrepreneurs student. Hopefully, by strengthening the field of entrepreneurship and English, the learners will get the urge to speak English.

Despite having limited resources in terms of quantity, Pokdarwis Tulungrejo village is very active in moving society strives for Tourism and language Awareness. Microsocial factor is fully supported by all the people, hand in hand with the success of the development of tourism, especially picking apples. All sorts of opportunities in the form of exhibitions, training invitation, always be followed up properly. In the field of language, Pokdarwis does not have a lot of human resources who are able to speak English.

3.4. Discussion

From the observation and data collection, there are several major patterns:

1. Potentials
Tourism Potential in Batu has a special identifier that is in the field of: (a) Agrotourism: fruits, vegetables, flowers, (b) Farm: cows, rabbits, fish, (c) Culture: rituals and ceremonies, (d) Historical sites: Temple, tombs, castles, (e) Souvenir: Potato Chips, Apple Cider, (f) Lodging: Guest House, Hotel.
2. Human Resources
Mapping of human resources (HR) is based on a tourism and language attitude, social factors that influence the process of learning the language, and language autonomy. Some characteristics of Human Resources in Kota Batu are as follows:
 - a. Having high school education background or even lower
 - b. Having belief in the importance of English
 - c. Having the motivation to learn English but not having the opportunity and the support from the village administration and the Department of Tourism
 - d. Tend to choose to entrust the Tourist Guide than to have competent human resources for English speakers

Regarding the Model of Tourism Village Design in Kota Batu, the writer proposed the community that aware of language and culture. To get to the tourist village based on community empowerment, the village government and Pokdarwis need to map:

1. Potential
Mapping of tourism potential will help to create a focus of attractions that will be developed and promoted. This mapping also means finding tourist icons, object state, and possible future development
2. Human resources
Mapping of human resources includes the identification of the quantity and quality of human resources which can be empowered to tourism activities, for example in terms of education, age, and background experience. Moreover, in the field of language, language learning autonomy is necessary to develop motivation in learning English. In terms of social factors, government support is needed to initiate

public awareness in the field of tourism and culture.

3. Tourism and cultural Awareness Community

Initiation of this community is very necessary to be a pioneer in the development of tourism. With the formation of communities, community development activities can be developed more effectively. This community is formed in the form of community organizing tourist and cultural activists which are Pokdarwis and youth revitalization, who are given training in English and accompanied by the use of autonomous English language modules.

Based on observations and interviews, it was found that in addition to information about the potential and advantages of a tourist village with its tourist village farming, the village also has some problems on the empowerment of human resources. One of these problems is the less optimum activity of Tourism Awareness Group (Pokdarwis) in tourist village.

Besides Pokdarwis, tourism activist is Batu Guide Centre. Based on observations and interviews, it was obtained information that the group Batu Guide Centre is a pioneer of tourism and language awareness. This is related to the purpose of research to develop a self-learning system. It is important to provide training to these groups, then they could do a self-learning process as well as pioneers, training providers and also a companion in order to develop other tourism activist groups both in quality and quantity with a language awareness.

Research on the business development of the Batu tourism finds results that the community residents of Batu tourism village are in desperate need of attention in managing tourism product. Tourism and Language Awareness. This awareness should be initiated in an effort to empower the community. This research is focused to form combined group members Pokdarwis and assisted with farmer groups, BKM, and BATu Guide Center (BGC) as a pioneer group activities of Tourism and language Awareness. This group serves as a center for community empowerment.

This research activity has the support not only from members of the Tourism Awareness driving community in the village but also from

some of the stakeholders in the tourism village. Mapping the needs of the English language for the empowerment of rural tourism, the development of the model of a tourism village become a member of autonomous tourism and language awareness. Tourism awareness, as well as assisting the design of promotional products of potential tourism in the form of brochures, leaflets, and the website in English.

4. CONCLUSION AND SUGGESTION

Through this study, we can conclude that for human resources, language attitudes, social factors, and language autonomy realize linkages and mutual support to each other. To support the training and skills appropriate to the real needs of human resources in the tourism village, it is necessary to have needs assessment (needs analysis). This needs analysis form the basis for developing the model of ideal tourism village in accordance with the needs of human resources in the tourism village. Thus, the model villages that are prepared not only projects that are top-down, but seriously in accordance with the real needs of local communities.

Although in general the research has received positive responses from the stakeholders in the tourism village, but there are some things that need to be improved include:

1. Continuous improvement activities as the application of the model to learn English on their own so that pioneering group that has been formed will work actively in preparing for the promotion of tourism products in English in the form of brochures and web.
2. Consistency of the pioneer group which also served to mobilize the participation of people who need the services of English or also wants to participate as a member of the Tourism and language Awareness groups, so that tourism activists in the village will grow in terms of quality and quantity
3. The high commitment of all stakeholders in the tourism village, including the village chief officials, Pokdarwis, farmer groups, BKM, and Batu Guide Center (BGC) to work together to continue the activities of Tourism and language Awareness autonomously associated with community development projects.

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