

# Existence Pilgrim Kawi's: Sustainable Rural Tourism Approach for Sumbertempur

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**Abstract.** Sumbertempur Lor that has potential natural resources that are used for food needs and as a natural and religious tourism object. This rural has the develop both in terms of infrastructure basic and other facilities. The structure or economic level of the Sumbertempur village community affects the dynamics of the development of community civilization. Community Based Tourism as a tourism village development concept by involving and placing local communities who have the authority to manage and develop their own areas to improve the welfare of local communities and the sustainability of local culture and natural resources. This study provides recommendations for the development and management of the Sumbertempur tourism village using the Community Based Tourism (CBT) concept approach. This research uses qualitative analysis method with RRA technique. The results of the research are then used as input for the development and management of the Sumbertempur tourist area which is a strategy for developing and managing the Sumbertempur tourism village based on local self subsistent.

## 1 Introduction

Wonosari on the slopes of Mount Kawi is one of the rural in Malang where the community still maintains local cultural values in maintaining harmony with the environment. relations with the surrounding community on a mutual basis, people who fulfill consumption on the basis of needs, communities without private ownership of means of production, urban decentralization in smaller areas so that they have the carrying capacity for ecosystem life [1], unity between industry and agriculture in a cyclical manner, application of appropriate technology and easy to make locally and most fundamental to sociopolitical change [2].

Sumbertempur Lor is a rural on the slopes of Gunung Kawi which has the potential of natural resources that are used for food needs and as an object of natural tourism and religious tourism. This village has the opportunity to develop both in terms of basic infrastructure, as well as other facilities [3]. The structure or economic level of the Sumbertempur village community influences the dynamics of the development of the civilization of the community. If the economic level of the community is at the upper-middle level, then the civilization of the community will experience changes to adjust the economic conditions of the community, namely in a more positive-constructive direction, including the level of social civilization [4]. Likewise, if the economic level of a community is good, it will affect the way in which the

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potential of the village is utilized, especially in terms of managing a strong religious village are [5]. The community has local cultural roots that are closely related to the pattern of life in harmony with the ecocentrism paradigm [6]. The local culture is in the form of wisdom in choosing the form of house architecture, the concept of prohibition, how to protect natural resources in Gunung Kawi, belief in natural signs, cropping patterns, consumption patterns, patterns of economic life, and social interaction relationships that are very potential as the basis for development. community based village.

Community Based Tourism is a tourism rural approach used by researchers by involving the Sumbertempur community to manage their local assets and resources together with non-governmental organizations for the welfare of the Sumbertempur village community. This study aims to provide recommendations for the development and management of tourist villages in the Sumbertempur Gunung Kawi area with the Tourism Village Community approach or usually known as CBT. This research uses descriptive qualitative analysis method and is divided into three activities carried out simultaneously, namely data reduction, data presentation and conclusion drawing. The results of the research are then used as input for the development and management of tourist areas in Sumbertempur rural, namely a strategy for developing and managing the Sumbertempur tourist village that comes from the potential problems that exist in the village and is supported by local government policies and existing community organizations.

## **1.1 Literature review**

The magnitude of the potential of natural resources owned by Malang has great natural resource potential, but it has not been followed by ensuring the welfare of its people. Referring to the tourism activity itself, such as the opinion of Matheison & Wall which has been quoted by Chris Cooper that tourism is a temporary movement from the habit of home, or workplace to a destination that provides a habit outside the circle with facilities and facilities for tourism needs [7].

According to Jackson in [8] there are important things that make a certain area a tourist attraction, including local attractions, transportation with affordable routes, and supportive government regulations. There are facilities that must meet regional tourism standards, including: transportation facilities, accommodation, travel agencies, cultural attractions, recreation, and entertainment), food services, and souvenirs [8].

Tourists feel comfortable if tourist facilities and facilities are met according to standards, this is an attraction to increase visiting tourists. One of the tours that has the greatest attraction in an area can be in the form of performances featuring local arts, attractions, and cultural packages.

Law of the Republic of Indonesia Number 10 of 2009 concerning Indonesian tourism, describes the description of tourism, among others, tourism is an activity carried out by people or groups to visit a place for recreational purposes or for the purpose of watching artistic performances or natural beauty. Tourism is an activity that is supported by service facilities, which can be provided by entrepreneurs, the community, and the government, both central and regional [9].

It is very important to implement a tourism village development strategy with the aim of creating a tourism village development model that can be used as a reference for further recommendations from planning tourist village areas.

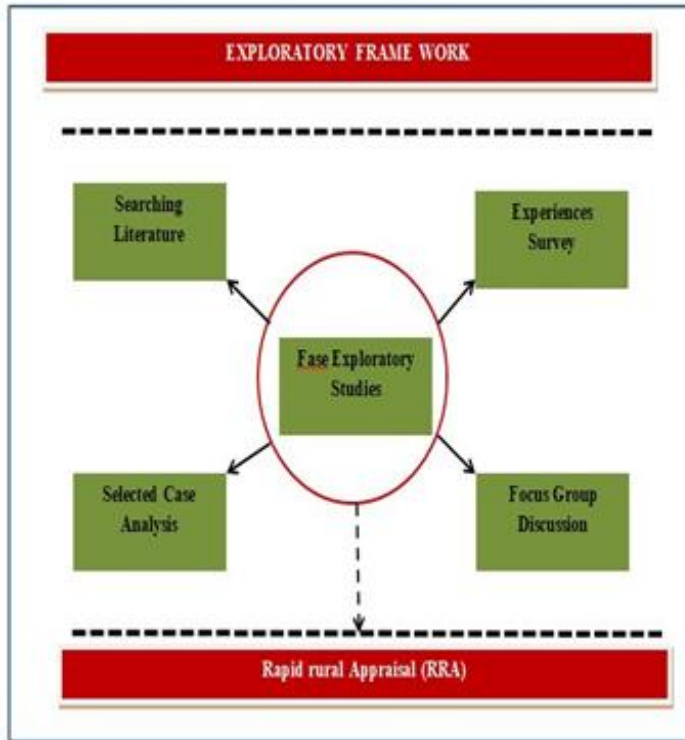
## 2 Methodology

This research was designed in an exploratory research scheme with an interpretative qualitative approach. Researchers explore information derived from experience, knowledge, understanding, views of historical actors and tourism business actors in Wonosari village through narrative interviewing. Narrative interviews were used by researchers so that informants were willing to share experiences and events related to the development of spiritual-based tourism in Gunung Kawi. Narrative interviews are a characteristic of qualitative research that focuses on the study of individuals in giving meaning to their experiences through the stories told. The location of this research was carried out in Sumbertempur Gunung Kawi, Malang.

The data collection in this research is based on three basic components, namely space (space or research place), actors (business actors in the Sumbertempur around the Gunung Kawi tourist area) and activities (activities to manage the Wonosari village tourism area). Researchers act as human instruments in the field. The data collection technique was carried out using the Rapid Rural Appraisal (RRA) approach. This RRA approach has developed since 1980, several economists often use this approach for their studies, including Ellis and Biggs who state that Rapid Rural Appraisal (RRA) is a participatory approach to obtain information as well as research and assessment data in field in a relatively short time [10]. This RRA technique is used by researchers because it is considered as one of the appropriate data collection techniques to build economic independence for community groups in an area. This RRA technique is often used for rapid rural community development research methodologies. Rapid Rural Appraisal is a method of collecting data using extensive, informal communication techniques with research subjects to observe and explore important information regarding economic, social, and cultural conditions related to the research theme. The advantages of the RRA technique used by this researcher are obtaining information in a relatively fast time, saving research costs, accurate and in-depth information that can be used as an indicator of action planning in Wonosari village development research.

The research procedure was carried out through several steps described as follows, the initial stage of the researcher conducted interviews with research informants (Gunung Kawi tourism managers and tourism supporting business actors in Wonosari village), the interviews conducted were narrative interviews which were selected by the researchers because they were considered to have knowledge, historical experience, and relevance to this research topic. In the second stage, the researchers conducted a focus group discussion (FGD) with research informants followed by the stage of observation and direct observation of the development of Gunung Kawi tourism. Configuratively, the researcher describes the research scheme of exploratory studies as shown in Figure 1 below.

The researcher uses a qualitative descriptive analysis technique based on primary and secondary data obtained and analyzed to achieve the objectives of this research, which are configured by the researcher into three research objectives that must be achieved, namely: revealing the dynamics of the development of the religious tourism business of Gunung Kawi which was reconstructed based on the narratives of informants, identifying the problems faced by religious tourism managers and surrounding businesses, determining priority programs for the development of the Wonosari religious tourism cluster management. Researchers analyzed research data by classifying data according to the target problem, checking, editing, and tabulating adapted to primary and secondary data, the next stage was to interpret data from FGD results with research informants by considering the mix and distribution of primary and secondary data that had been there is.



**Fig. 1.** Exploratory studies and rapid rural appraisal

## 3 Results and Discussions

### 3.1 Typology Rural of Sumbertembur

Sumbertempur is the name of the village as well as the name of the sub-district located in the mountains in the southwest of Malang. In this village the Gunung Kawi Ritual tour is located. Wonosari is surrounded by several border areas, in the north it borders the Perhutani area, in the south it borders Kebobang, in the west it borders the Regency. Blitar, and in the east it is bordered by Balesari Village. More easily, about forty kilometers southwest of Malang City, East Java, that's where Wonosari Village is located. Wonosari is a village that is fertile, cool, quiet, and beautiful. The beauty is mainly because Wonosari is a village located in the mountains with cold, quiet weather, which is almost always covered with thick fog and sometimes accompanied by drizzling rain, making the way of life of the surrounding community more calm, peaceful, harmonious and like to work together.

Sumbertempur is relatively considered an area with a fairly high rainfall, which is 3000 Mm/yr. This is because Wonosari is a hill/mountainous area with an altitude of 800 m above sea level. Wonosari is a mountainous area where the hill area compared to the plain area is 6: 1 or if it is nominally the hill area is 24.8 ha while the plain area is 4.9 ha.

Sumbertempur District can be said to be a mountainous area where there are relatively no barriers to accessing information and technology. In addition to the road, which is already good and paved, it is also not too far from the nearest sub-district capital which is approximately 1 km/km. Meanwhile, to get to the nearest capital city, it is approximately 40 km and takes 1.5 hours. There are no barriers for those who have their own means of

transportation. Therefore, only certain people who have adequate vehicles are able to access to the district capital. For those who do not have means of transportation, they have few technical obstacles.

There are no more obstacles in the means of urban transportation. When viewed from the source of its natural potential, the local community views it very pessimistically, because from various possibilities the natural resources are relatively small that can be relied on to meet the needs and economic welfare of the community [11]. Starting from the source of potential fisheries and agricultural potential is very unreliable. Meanwhile, only from natural sources of secondary crops that can be expected, even though it is very limited, among others, from the type of sweet potato plant with an area of 30 ha to produce 2 tons worth IDR 6,000,000, sweet potato covering an area of 20 ha produces 12 tons worth IDR 12,000,000, while from cassava covering an area of 7 ha it produces 20 tons worth IDR 4,600,000. Meanwhile, other types of secondary crops, such as soybeans, peanuts, long beans, and green beans, do not have the potential to produce anything at all, more so from the yield of the rice crop. The possibility of other natural sources, such as fruit, is also very limited, only salak and bananas can be expected by fruit farmers.

Other natural resources that can increase the community's economy are plantation products, both coffee and clove plantations. These two types of plants are relatively able to help the community's economy, considering that a coffee plant covering an area of 25 ha produces an average of 10 tons, worth IDR 14,500,000, while clove plants with an area of 5 ha can produce 7 tons at a price of IDR 29,500,000. Unfortunately, the majority of the plantations are owned by the private sector or the state, so that the results of the plantations are not solely returned to the community.

In contrast to the previous natural resources, natural resources in the form of tourism "Ritual Tourism Gunung Kawi" in Wonosari Village is a natural resource that is quite unique and interesting. Unique and interesting in terms of the many virtues, advantages that arise from ritual tourism that cannot be reached by logical reasoning [12]. The attraction of ritual tourism is not solely because of the beauty and beauty of the location of Gunung Kawi, but also because of its religious appeal. This attraction in turn is able to move the intention of the pilgrims to visit the ritual tourist sites. Thus, their presence a little or a lot has had an economic impact and effect on the surrounding community [13].

Not only the surrounding community who feel benefited by the ritual tourism of Gunung Kawi. Because through the existence of this ritual tourism, the roads have been improved, it is said that the ritual tourism pilgrims have experienced its success [14]. With the improvement of transportation roads, it is of course easier for pilgrims to visit the place.

Thus, the circulation of incoming and outgoing visitors from within the country as well as from abroad has added to the economic assets of the Sumbertempur community in general and the environment.

### **3.2 Pilgrimage Model in Sumbertempur**

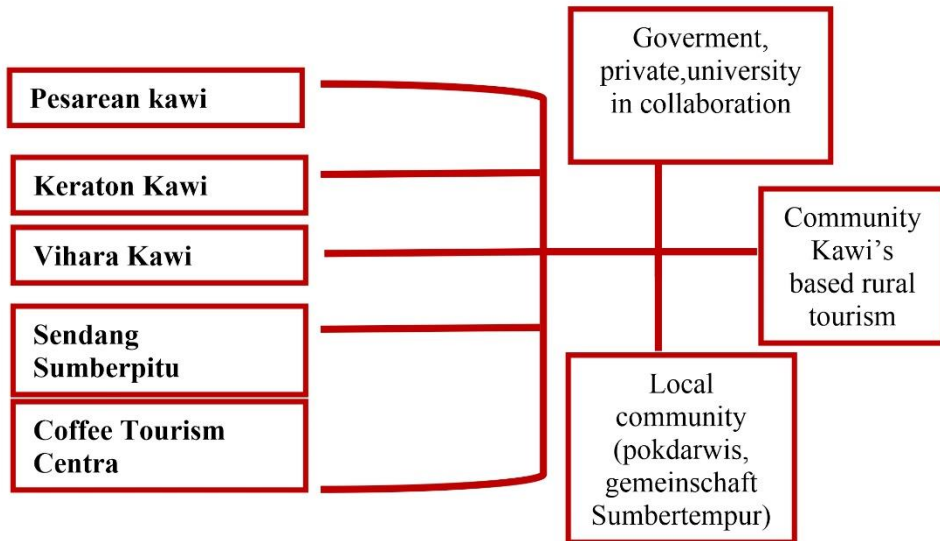
The ecotourism-based tourism rural model in Sumbertempur Gunung Kawi is an effort to develop village communities through active participatory ecotourism-based tourism village activities by prioritizing community empowerment and involvement in tourism activities and development [15]. So far, the role of local governments has been monopoly in tourism development, while the private sector has not been given too many opportunities [16]. If tourism development in Wonosari is successful, this will help accelerate the achievement of economic improvement and community welfare so that the involvement of all Sambori tourism stakeholders is involved in its development. The important points in the development of this tourist village are regarding the design and development of Sumbertempur as a cluster of religious tourism villages in Gunung Kawi. The main problem faced by the people of rural

is the weakness in managing and developing its natural potential sources, which causes endowment products produced to only meet household needs, which has an impact on market saturation. In addition, it turns out that in Sumbertempur there are many natural tourist attractions that have not been developed professionally.

Some of the results of research on tourism village development strategies include [2] whose research results state that the strategies used are in the form of clusters of tourism village development, tourism village institutions and tourism village development with the theme of tourism village with a unique, distinctive, and healthy perspective of going green. on horticultural excellence. Nalayani [3] research results state that the development strategy plan for developing tourist village groups is diversification of tourism products, more serious management of tourist villages, maintaining a unique culture, improving the quality of human resources, increasing cooperation between tourism supporting sectors, increasing promotion and empowerment. community in improving environmental safety. Meanwhile, the strategic plans for developing tourist villages that have not yet developed are diversifying tourist attractions, empowering tourism-aware groups, seeking different potentials from other tourist villages, packaging tourist attractions as promotional materials, increasing promotions, counseling about tourist villages, forming tourist village managers, community empowerment. in creating environmental security and improving transportation facilities.

Based on the results of this focus group discussion, a model for the development of Pilgrimage Tourism Villages in Gunung Kawi can be drawn up as shown in chart 1 below. Design and build the development of religious tourism in Gunung Kawi. The description of the master plan for the development of a religious tourism village that has been designed by the team in participating in developing a unique religious tourism village program according to the natural potential and transcendental culture of the people of the slopes of Mount Kawi. By utilizing and optimizing the advantages that exist and are owned by the village on the slopes of Mount Kawi, it is very likely to be developed as an attractive tour package so that it attracts visitors to come and enjoy.

Based on chart 1, it can be explained: The pilgrimage tourism village development model in Gunung Kawi is based on natural and cultural tourist attractions that the role of political will in efforts to develop tourism in Malang Regency is very important because it is the authority of the Malang Regency government and related agencies. Of course, this must be supported by the participation of the community in opening businesses related to tourism [17]. The district government has the authority in terms of legal basis and tourism policy and on the other hand, community support is a very large capital and foothold for the Wonosari Village Institution to develop tourism villages, based on important aspects of tourist villages. Increasing community participation: providing socialization to the community about environmental sustainability, cleanliness, environmental pollution, making rules/prohibitions on waste disposal in tourist objects, maximizing the role of the community in implementing *Sapta Pesona*, especially those related to tourism [18]. Cooperation (networking) on the scheme will be a driving force for acceleration for the development of tourist villages. Cooperation can be carried out with various parties, both government and private [19]. Meanwhile, another important aspect that cannot be separated is the support from, availability of facilities and infrastructure, tourism support facilities and other supporting factors [20]. Means and infrastructure must be made improvements that are tourist friendly, as well as tourism support facilities that are specific, unique and in accordance with the model/theme of the developed tourist village. Improved cooperative relationships with stake holders such as universities to help provide assistance, relevant government and private agencies to get assistance, other tourist village managers for marketing cooperation.



**Fig. 2.** Master plan for the Kawi Pilgrim tour package.

## 4 Conclusion

Based on the results of the study, it can be concluded that Wonosari Village has attractive natural and cultural potential packaged as a pilgrimism tourist attraction as a tourism product in the Gunung Kawi village of Wonosari. The Wonosari village development model is formulated by maximizing internal and external supporting factors and controlling the inhibiting factors, both internal and external. The Village Development Model can be formulated through a conservation and revitalization strategy towards nature and socio-culture, gradual and sustainable development of tourism village products, improvement of facilities and infrastructure, quality improvement of human resources, strengthening of tourism village institutions, marketing systems, increasing community participation, increasing cooperative relationships with stake holders.

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