

Women in Sustainable Tourism Development (Case Study at Komodo and Labuan Bajo Tourism Destination)

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Abstract. Tourism development is directed at human welfare and the integrity of nature around the destination, and a new concept in tourism development is sustainable tourism. In sustainable tourism, the role of women as tourism actors was considered because they often experienced a double burden of suffering from the roar of tourism progress in a destination. This paper aimed to map the involvement of women in sustainable tourism strategies in tourist destinations of Komodo National Park (KNP). This study uses a qualitative method. The data collection technique used in-depth interviews with women involved in tourism service businesses around KNP. This paper conducted interviews with local communities, previous research, NGOs and regional government's data as data triangulation. The results of this study indicated that the involvement of women in tourism around KNP destinations was influenced by several factors such as patriarchal culture rooted in everyday life, stereotypes about women's abilities, and low self-esteem that came from women. On the other hand, the government's program for women's empowerment had not found the right formulation. The involvement of women around KNP as tourism drivers must also be a joint concern of the local community, NGOs, and local governments.

1 Introduction

Komodo National Park is administratively included in the district of West Manggarai, East Nusa Tenggara Province, Indonesia. This ecotourism destination, which has been included in *Seven Wonders* and World Heritage from UNESCO, attracts tourists from all over the world with its giant Komodo dragon and beautiful landscapes. This tourism potential makes Komodo National Park one of the *'super-premium destinations'* to be developed in Indonesia [1]. With the determination followed by the development of supporting facilities and infrastructure, the tourism sector is a factor that can prosper the community around Komodo National Park and help the NTT province get out of the top 5 poorest provinces [2]. As a destination with a very fast tourism development, KNP implements sustainable tourism with an emphasis on world-class ecotourism with international standards. This sustainable tourism strategy must involve and empower all parties including women. Through tourism, women's empowerment is carried out to actualize their potential. Sustainable tourism and women involvement is the right field to actualize the sustainable development goals (SDGs), namely gender equality [3].

Previous studies and research on the involvement of women in the world of tourism show women as parties who bear the double burden of the progress of the tourism industry. By taking a sample in the Bali tourism industry, Tajeddini proves that low education is one of the key factors that make women marginalized in tourism even though their role is very significant [4]. Cole's study on the rapid development of Labuan Bajo as an international destination that is the gateway to KNP provides evidence that social and cultural factors are one of the challenges for women to be actively involved in the tourism industry [5]. The progress of tourism has not been fully supported by concrete actions in human empowerment, especially women. The opposite fact occurs, namely in the scarcity of clean water for daily needs, women are the ones who are responsible for providing it. A woman's job is to stay in the kitchen and prepare household needs. In the study of Ahmad and Yunita gender inequality occurs due to societal stereotypes about the role of women so that they are not included in structural positions and other strategic activities [6]. This study emphasizes the fact that in the foremost, remote and outermost areas of Indonesia with a massive level of tourism development

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in the last 10 years, the problem of marginalization of women is not caused by a single factor as previously claimed by researchers. There are various reasons such as culture, bureaucracy and so on. Everything becomes a vicious circle that makes the marginalization of women in every tourist destination often occurs. Therefore, women's empowerment must depart from the identification of all these problems.

Departing from the reality shown above, the study of the existence and empowerment of women as part of sustainable development tourism is very urgent so that tourism does not carry a double burden of suffering for women. This research is directed to identify problems that make the participation and empowerment of women in tourism management in Komodo tourist destinations neglected.

2 Literature Review

2.1 Sustainable Development Tourism and Women Participation

The WTO provides a definition of sustainable tourism development (STD) as a tourism concept that emphasizes the balance and sustainability of ecological, economic, and socio-cultural aspects in tourism management. The natural environment is the main element therefore STD must maintain the natural heritage and biodiversity. STD must also respect the lives and welfare of local communities and contribute to poverty alleviation. Sustainable tourism gives priority to important issues such as optimal use of environmental resources, preserving cultural authenticity, applying the principle of justice in regulating tourism. Thus, STD is an effort to make tourism efficient for human life.

Women are subjects that cannot be ignored in tourism. Data from the Global Report on Women in Tourism by the World Tourism Organization released in November 2019 stated that 54% of the workforce in the tourism sector were women. However, the wages received were 14.7% less than those received by men. The involvement of women in tourism has become an endless discussion, especially in relation to gender and types of work in tourism. Classification of work in tourism is still based on gender identification. Swain's study shows that gender is a system in culture that shapes women's identity which in turn determines their role in the division of labour, power in work, and leisure. As a sector that offers services, the role of women in tourism is very vital [7]. However, the involvement of women often goes unnoticed and is still involved in the types of jobs that do not require skills. Culture is one element that plays an important role in determining the role of women in the tourism industry [8]. In the study of Boluk and Carnicelli, tourism has a double face, namely as a perpetuator of oppression and to educate and enlighten [9]. On the first point: in its function as a successor to oppressive practices, tourism is a means of perpetuating patriarchal culture in social life, both within the scope of local communities and through the culture brought by tourists. Therefore, it is important to make tourism to provide enlightenment in all

dimensions of life, including the relationship between men and women.

The development of sustainable tourism has a very close relationship with the existence of women because they are the main actors of tourism. Tourism is a "business service". It means tourism must find a way to impress tourists so that tourists are feel comfort and come back to visit. Therefore, sustainable tourism must targeted to the empowerment of women as the frontline.

3 Method

This study uses a qualitative approach with the type of observational research and want to explore and identify the issue of women's involvement and participation in the concept of sustainable tourism in the circle of KNP tourist destinations. The respondents of this study live around KNP tourist destinations. This research data consists of two parts, namely primary data and secondary data. Primary data were taken through field observations and in-depth interviews with resource persons who had close relationships with the scope of research, especially women, while secondary data as data triangulation was obtained from previous research data. As a triangulation of data, this paper also collects supporting data from tourism service owners, stakeholders from local governments, and NGOs. The indicators of observation and interviews for respondents can be seen through the following chart:

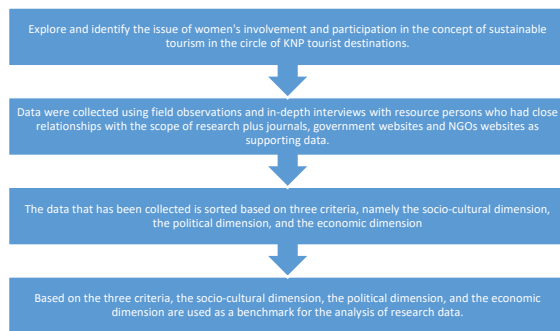
Table 1. Observation & Interview Indicator

No.	Observation & interview indicators
1.	Demographics of respondents around KNP destinations.
2.	Patriarchal culture determines the division of roles in the workplace.
3.	Government policies support or ignore women's involvement.
4.	The division of women's roles and duties at work and at home.

4 Data Collection

Respondents taken in this study were workers in the tourism service sector, be it hotel waiters, restaurant waiters, culinary entrepreneurs, tour guides, souvenir craftsmen, diving instructors, members of coral reef conservation NGOs, providers of necessities/shop owners, state civil servants and local fishermen. The number of respondents who became the target of the interview were 35 people with different competencies and professions. The criteria for selecting respondents using purposive sampling technique. In purposive sampling, respondents were selected and interviewed because respondents were considered to have the qualifications to answer the researcher's questions [10]. If classified by gender, the percentage of male respondents is 54% while female respondents are 46%. Table 2 shows the research flow:

Table 2. Flow Chart Research



5 Result and Discussion

Since being designated as one of the 'new Balis' by President Joko Widodo, KNP has received special attention. Development takes place in all aspects. Tourism support facilities and infrastructure are accelerated. Local and foreign tourists come to see the beauty of Komodo National Park. The branding introduced to tourists about KNP is ecotourism because the KNP area presents beautiful landscapes in several island groups. A well-maintained ecosystem offers a different travel experience for tourists. A beautiful and unpolluted natural attraction is one that makes tourists want to visit a tourist destination. Atahena's study shows that beautiful natural factors (34.9%) are one of the attractions that make tourists visit KNP [11]. The natural beauty and diversity of ecosystems within the scope of the KNP outperform transportation and accommodation. There are three factors that attract KNP for both domestic and foreign tourists, namely the beauty or preservation of nature, marine tourism around KNP and endemic Komodo dragons. Natural beauty is the main factor that motivates tourists to visit [12].

The centre of activity and tourist traffic to KNP is in Labuan Bajo which is also the district capital. Therefore, the concept of structuring the KNP destination circle targets two important targets, namely human resources, and natural resources as tourist objects. The arrangement of natural resources is related to tourism facilities and infrastructure. Meanwhile, improving human resources is related to the quality of skills and professionalism of workers in the tourism sector, including civil servants as policy makers. Because the tourism service industry involves local communities, stakeholders, and other non-profit organizations (NGOs) [13]. This solid collaboration between elements makes tourism within the KNP circle in great demand by tourists.

To analyse the involvement and empowerment of women in the circle of Komodo tourist destinations, the author divides them into three perspectives, namely socio-cultural, economic, and political. Through these three perspectives, the existence of women is always seen in terms of participation, benefits, access, and control over life together in the circle of KNP destinations. It is interesting that all respondents share the same view that women are the main actors in the tourism industry and there are no exceptions based on sex in terms of the division of labour in the tourism

sector. In other words, conceptually, respondents understand that women have an equally important role as men. However, in practice the practice of the division of labour is recognized as still based on gender differences. Women are given workloads that are considered light and according to their abilities.

Table 3. Identify of Women Problems on Tourism in KNP and Labuan Bajo

Women Participation on Tourism	Problems
Tourism Accomodation (hotel, restaurant, etc.)	Patriarchy culture, company rules, less of government control
Marine tourism (dive, floating hotel/boat, etc.)	Stereotype against woman ability, patriarchy culture
Culinary	Less of skill, business competition, patriarchy culture
Small business (weaving, souvenirs, etc.)	Patriarchy culture, distribution network, less of skill, government control and participation
Tour Guide	Stereotype against woman ability

5.1 Socio-Cultural Dimension

The socio-cultural dimension is related to the cultural understanding of the local community around KNP. Culturally the majority (95%) of the population of West Manggarai are Manggarai tribes with strong customs and a patrilineal kinship system. Through this patrilineal system, the existence of men becomes very vital because it is related to land ownership and is the backbone of the family economy. Manggarai culture views men as *ata* one which literally means insider. Although currently ownership of tourism services is mostly controlled by investors who come from outside West Manggarai, 90% of tourism workers are local residents. With a comparison of the number of men and women 55%:45% [14]. Both men and women have equal opportunities to work or open a business in the tourism service sector. However, cultural stereotypes have always influenced the role and position of women in all Manggarai people's lives to date. Respondent 1 and 2 acknowledged that to

be involved more deeply and deeply in their role as professional workers in the tourism sector, they faced a dilemma with their duties as a (prospective) wife and mother who had to serve the family. The task is an obligation that cannot be avoided and handed over to others. He will then feel guilty if he neglects this main task. This cultural image of women limits their access to public spaces and participation in development. This is an internal factor that comes from the women themselves. On the other hand, external factors emerge from society's view of women (subordination), namely as a second-class society who continues to carry out their obligations as family servants. 84% of female respondents do domestic work (taking care of family members/children, cleaning the house, cooking, fetching clean water, taking care of livestock, and washing) although the average working time is 5-10 hours a day.



Fig. 1. Home Weavers for Souvenirs in Labuan Bajo

5.2 Political Dimension

Government policies that are fair and responsive to women are an important factor so that women are actively involved in supporting tourism which is the leading sector for West Manggarai district. With the determination of Labuan Bajo and KNP as priority destinations, the central government through Presidential Decree no. 32 of 2018 in 2019 formed the Labuan Bajo Flores Tourism Authority Agency (BPOPLBF) with the aim of managing the National tourism strategic area. On the other hand, the presence of this institution was rejected by various elements of society including the provincial government and the ranks of the West Manggarai regional government for various reasons such as institutional problems, not being transparent, not taking sides with efforts to develop sustainable tourism that empowers local communities and so on [15]. All informants agreed (100%) that they have a desire to develop themselves to become more professional. However, 66% of the informants who have attended skills improvement training held by government agencies. Respondent (3) provides information that the socialization program held by the government does not reach everyone. This happens because of the limited appointment of certain groups who become partners of the relevant government agencies which are always the target of the government to be involved in every skill-building activity. This out-of-sync socialization and policies have made local

community empowerment policies, especially women, not yet felt by all tourism business actors.

Women are the majority group that drives small, medium, and micro enterprises in the KNP destination circle. The empowerment of micro, small and medium enterprises (UMKM) is carried out by the tourism office, the Ministry of Villages, The Ministry of Industry and Trade, Regional Development Planning Agency (*Bappeda*) and so on. However, respondent (4) and (5/figure 2) who work as culinary service providers and hotel waiters admit that the training has not fully improved skills because it is not carried out in a sustainable manner. Training and coaching for women as the front line in providing tourism services is very important because apart from the fact that most tourism workers are based on high school education/equivalent, one of the important criteria is experience. Respondent (6) as a hotel owner said that the tourism industry is a service industry so that tourists feel at home and are impressed with the services provided by the hotel. This means experience in understanding operational standards is very important. Therefore, technical matters related to service are very important for women who are waiters, flower arrangers and so on. Respondent (7) as a member of a traditional weaver group (figure 1) assumes that often the empowerment policies issued by the central government and regional governments are not based on aspects of the needs of local tourism service workers. The expected need is to find the right marketing method for local women's woven products to be known by many people. This inappropriately targeted empowerment strategy makes it difficult for women to actualize themselves in the public sphere. The government's still-bottom-up approach pattern in implementing policies on women's empowerment has not been effective and supportive of making Labuan Bajo a premium destination. In fact, an important part of developing sustainable tourism is qualified and professional human resources.

Government regulations regarding the granting of special rights to women, such as maternity leave, maternity leave, have not been fully controlled by regional governments. The tourism service company employs women but is on leave/not working for reasons such as pregnancy and childbirth does not get dispensation. The respondent (8) - who is the owner of a travel agent service business and hotel supplier - and the respondent (9) as the owner of a local culinary business said that in official regulations, they know that maternity and maternity leave is constitutively regulated by Law no. 13 of 2003 with the fulfilment of the rights of workers who take leave. However, in practice the leave is not compensated according to the laws and regulations. In other words, female workers who take maternity leave and maternity leave do not get paid because they do not work. The middle way that can be taken so that wages and attendance (in pregnancy and after giving birth) are paid is to be given light work and do not exceed their abilities. This condition is still very risky for women.

5.3 Economic Dimension

Tourism is a sector that promises to improve the welfare of tourism business actors. 1% of all respondents who reacted that tourism did not have an economic impact on their survival. With the average working hours in accordance with government regulations, workers in the tourism service sector who have worked for at least 3 years feel that working in the tourism sector is economically promising. In special cases such as the current pandemic, tourism is indeed very quiet. The businesses that are in great demand by women in supporting the tourism industry are culinary, hotel guests/waitresses, tour guides, *UMKMs* that introduce local culture (weaving), and so on. Even though it is economically promising, there is still a difference in basic salary between male and female workers. The basic salary of male workers is higher than that of female workers. The hotel owner (respondent 10) provided a basis for the difference in basic salary, namely that a heavier workload was given to men. Respondent (11) as a tour guide explained that being a tour guide within the KNP destination circle is a very tough job with very high mobility. This is what makes almost all tour guides male. This acknowledgment was confirmed by 66% of respondents that the assignment and determination of work in the tourism service company where they work is based on gender differences.

In certain cases, women are involved in increasing family income through side jobs, namely raising livestock. The high cost of living around KNP destinations and other family needs make women look for additional income through raising livestock and trading online. Respondent (12) explained that after working in this office, he took the time to feed the pets in addition to taking care of the household. From the results of this livestock, he can help the family economy. Respondent (11) also acknowledged that the activities carried out after work are selling online souvenirs typical of KNP and Labuan Bajo. The women's dilemma from the economic point of view touches on three important things, namely pursuing a career as a professional, being a housewife and supporting the family economy. This is the double burden experienced by women workers in the tourism sector. These three roles must be carried out by women. Pulingomang study in the year before the pandemic, highlighted the increase in tourist visits to Komodo but did not have an economically significant impact on the welfare of residents [16]. This happens because human resources are not prepared and improved in a sustainable manner. Women who work in the field of tourism business services have an average of high school education so that their professionalism as workers in the tourism industry must be followed by increasing skills that are not only obtained through experience but more than that is empowerment through training provided both by the government and by institutions. competent. So those women are not placed in the field of work that only requires services and an effective approach such as waitresses (hotels and tourist boats), cooking helpers, etc.



Fig. 2. Waitress in La Cecile Hotel & Café Labuan Bajo

6 Conclusion

Sustainable tourism development requires the empowerment and involvement of women as the main subject of development according to the sustainable development goals of the United Nations. Empowerment of women as supporters of the tourism industry is one of the important factors in preparing human resources to meet the premium tourism idea developed by the government. This empowerment can be done in various forms, namely increasing the professionalism of tourism workers on an ongoing basis. With the culture of the West Manggarai people who make a living as farmers and fishermen, tourism opens new perspectives from the community to improve the welfare of life. Empowering and involving women in the tourism industry at the same time allows people to go out and look for a patriarchal cultural mindset where women as outsiders with lower castes than men are given jobs related to domestic affairs in the home. Premium tourism branding makes Labuan Bajo-KNP an international destination. Therefore, the mindset that objectifies women by culture must be eliminated.

In the context of this women empowerment identification of problems and the implementation of public policies taken by the government need to depart from socio-cultural, economic, and political aspects. Especially for the West Manggarai government as a formulator of public policy departs from the concrete life of the people around the KNP and Labuan Bajo destinations in seeing and being involved in the tourism industry. The community is facilitated and given an understanding of the progress of tourism with all the impacts that touch all dimensions of people's lives. Unprofessional tourism management makes women marginalized. This situation makes women work in the informal sector such as shop/kiosk keeper, hawker, fish stall keeper, and so on. Empowerment of local residents through sustainable tourism is actually directed at all sectors of life such as farming, livestock, fishermen, farming and so on as tourism support. The government must ensure the chain of production, distribution, and consumption so that local residents are able to become professional actors in their fields.

This research was conducted in the context of tourist visits during the pandemic. The researcher realizes that the perspective of tourism actors (especially women) who are respondents in this study is much influenced by

the sluggishness of the tourism business due to the impact of the pandemic. Further researchers need to examine the views and involvement of women in tourism in the post-covid era.

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