



## **Gender and Capacity Building in Tourism (Case Study in Pentingsari Tourism Village)**

**I Ketut Aditya Prayoga<sup>1</sup>, An Nuur Khairune Nisa<sup>2</sup>, Delfyan Intan Nurmala Fadin<sup>3</sup>**

<sup>1-3</sup>Universitas Gadjah Mada, DIY, Indonesia, email: prayoga\_aditya@gmail.com

**Abstract.** The role of women in the tourism sector is very important, but in fact in some places still positions women in male dominance, both in quality and quality of work. The development of tourism villages has become a program of the Ministry of Tourism and Creative Economy and one of them is the Pentingsari tourist village. Pentingsari Tourism Village is a community empowerment-based tourism village that has done good women empowerment. This research was conducted to determine gender capacity in tourism development in Pentingsari tourism village seen from psychological, economic, social, and political dimensions. The method used in this study is qualitative method. Data collection in the form of in-depth interviews with managers, field observations and literature reviews from various sources such as books, journals, proceedings, mass media both print and electronic. The results showed that the involvement of women in tourism villages in all lines showed women's response in empowerment ranging from psychological, economic, social, and political dimensions also showed that women had been well empowered. The capacity of women in developing tourism is also high with access to participate in decision making related to tourism in Pentingsari Tourism Village.

**Keywords:** Gender, Capacity Building, Pentingsari Tourism Village, Empowerment

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### **INTRODUCTION**

Women's empowerment is an effort to enable women to gain access and control over resources, economic, political, social, cultural, so that women can organize themselves and increase self-confidence to be able to play a role and actively participate in solving problems, so as to build abilities and self-concept. Women's empowerment is both a process and a goal. Therefore, women's empowerment cannot be separated from community empowerment. Community empowerment aims to create an independent community, able to explore and utilize the potentials that exist in their area, and help the community to be free from backwardness or poverty. The following data on women and community empowerment performance indicators are very important (Bappeda DIY, 2022).

Women's empowerment in tourism activities can be divided into psychological empowerment, social empowerment and political empowerment. Psychological empowerment can be seen from the sense of pride of the community towards the tourist destinations where they live. The arrival of tourists where they live to see the uniqueness of culture is a pride for the

people there. Women are considered agents of cultural preservation. Social empowerment can be seen from the opportunity of individuals to engage in tourist activities. The community usually works together to meet the needs of tourists so as to create cohesiveness in the community. Women who were originally only in the household, can work in the tourism sector, providing for the needs of tourists. Togetherness in providing the needs of tourism activities can lead to togetherness and form women's groups. Political empowerment is marked by the opening of community opportunities in decision making related to tourism activities. Women have the right in terms of decision making related to tourism, although the role of women in decision making related to tourism activities is still low (Rahayu, 2018).

Equations in 2007 stated that employment opportunities for women in the tourism sector are more part-time, and the proportion of women's wages is lower than men's, while tourism career ladders at the managerial level are dominated by men. On the other hand, Jose in 2006 stated that with trainings that support tourism, women gain a lot of knowledge and skills, such as growing self-confidence, increasing communication skills, growing awareness to preserve the environment and being involved in decision making to develop tourism. Therefore, it is necessary to measure gender capacity both qualitatively and quantitatively in every tourism village management including Pentingsari Tourism Village so that imbalances that occur in management and empowerment can be immediately addressed and equality can occur.

The involvement of women in various development sectors has begun to be considered important, including in the tourism sector in recent decades. In terms of quantity, the female workforce working in tourism is also higher than the male workforce, reaching 60 to 70 percent (Khadijah, 2022; UNWTO, 2008). Nationally, women's empowerment can be seen through the Gender Empowerment Index. Based on the Ministry of Women's Empowerment and Child Protection, the Special Region of Yogyakarta (DIY) is one of the three provinces with the highest IDG in Indonesia. This indicates that women's empowerment in DIY is quite well implemented.

Pentingsari Village is one of the tourism villages that applies the concept of community-based tourism in it and is located in Cangkringan district, Sleman Regency. Pentingsari Tourism Village began to be developed as a tourist village in 2008. This tourist village offers the natural beauty of the slopes of Mount Merapi which is still very beautiful with various *local wisdom* in it. The management of Pentingsari is closely related to women's empowerment. Various existing attractions and amenities such as homestays and catering are managed directly by women. Even today, the Chairman of Pentingsari Tourism Village is also a woman, Mrs. Ning, who was just

elected this October. This indicates that women have the capacity to build tourism, especially in Pentingsari Tourism Village (Monica, 2021).

The results of rapid damage assessment using remote sensing imagery and field surveys of the impact of the eruption of Mount Merapi showed that 38.21% of the Mount Merapi National Park area experienced moderate and severe damage. The other is Cangkringan District (Marhaento, 2015). Therefore, innovation efforts are needed to develop the area affected by the eruption of Mount Merapi so that it becomes peoductiv again.

## **LITERATURE**

Sustainable tourism development is tourism development that considers current and future economic, social and environmental impacts thoroughly in the process. To realize it, sustainable tourism development not only meets the needs of tourists, but also the needs of environmentally conscious industries and the involvement of local communities. In the social dynamics of society in tourist attractions, there are groups of women of productive age who are included in the workforce. The empowerment and involvement of women in tourism development is very important, especially in newly developing tourist attractions.

Although the tourism industry has great potential to empower women and involve women effectively in development, in some tourist attractions or countries that have high traditional values there are still gender issues that prevent women from being empowered and involved in tourism development such as salary/wage gaps, restrictions on political participation or restrictions on speech, gender stereotypes, and gender discrimination. Therefore, Boley and McGehee (2014) said that to understand women's empowerment in the context of tourism development more deeply, a multi-dimensional conceptualization is needed which includes psychological, political and social aspects that have been well developed in western countries but also apply in eastern countries (Khadijah, 2022).

Tourism activities utilize the potential of areas managed and developed by the community to increase economic value. Women act as one of the actors in tourism activities, one of which is as business actors. Arnstein (1969) states that citizen participation is the distribution of power between members of society. Women should be involved in tourism development to increase the capacity of women in society and achieve gender equality in development. Thus, the level of women's participation can have a positive impact on the development of community-based tourism villages. The development of Kandri Tourism Village uses a CBT Community Based Tourism approach by involving all levels of society, especially women to participate in the

development of community-based tourism villages and contribute income to their households by becoming business actors in tourism villages (Hamid, 2020).

Cohen and Uphoff (1980) define participation as community involvement in the process of implementation, utilization of results, planning, and decision making. The participation also has the following stages:

- (1) The decision-making stage; This stage is realized by community involvement in meetings. This decision-making stage includes planning and implementing a program;
- (2) Implementation stage; This stage is very important in development, because the essence of development is its implementation. The real form of participation at this stage is divided into three, namely participation in the form of idea donations, forms of material donations, and forms of action as project members;
- (3) Evaluation stage; This stage is important because community participation at this stage is feedback that can provide suggestions for improvements in the implementation of the next project;
- (4) The stage of enjoying results; This stage can be an indicator of successful community participation at the planning and implementation stage of the project. In addition, by looking at the position of the community as the subject of development, the greater the perceived benefits of the project, meaning that the project has succeeded in achieving the goals.

## **METHOD**

The method used in this study is qualitative method. Implementation of research with data collection techniques in the form of in-depth interviews with the management of Pentingsari Tourism Village, field observations, and literature studies with journal sources, proceedings, articles, news and others.

## **DISCUSSION**

According to Scheyvens (1999), there are several indicators that must be met in empowering women so that a tourism activity can run according to purpose, including the achievement of gender equality. These indicators can be seen from several dimensions, including political, psychological, economic, and social dimensions.

Empowerment that has an impact on increasing community cohesiveness, the magnitude of relationships that occur between individuals with other individuals or groups, and the magnitude of opportunities for individuals to be involved in society and tourism activities. The success rate of social empowerment in Pentingsari Tourism Village is large, Rahayu A. T. (2018) research shows that social empowerment obtained an average score of 4.19 in the high category. Evidenced by the great power of women in the social dimension, including increasing the sense of socializing spirit and opportunities arising from tourism for women to be involved in the community is getting bigger.

Social activities that women hold include regular social gatherings both in hamlets, villages, and also tour groups. This social gathering is carried out regularly once a month where in a month there are up to more than 3 social gatherings according to groups ranging from RT to villages. In addition, the Pentingsari community also has the habit of cooking together by Pentingsari women. Cooking is a means of social interaction that is very inherent in the culture of the Pentingsari community, especially women. This is also the main field for women to manage tourism village catering by forming catering groups.

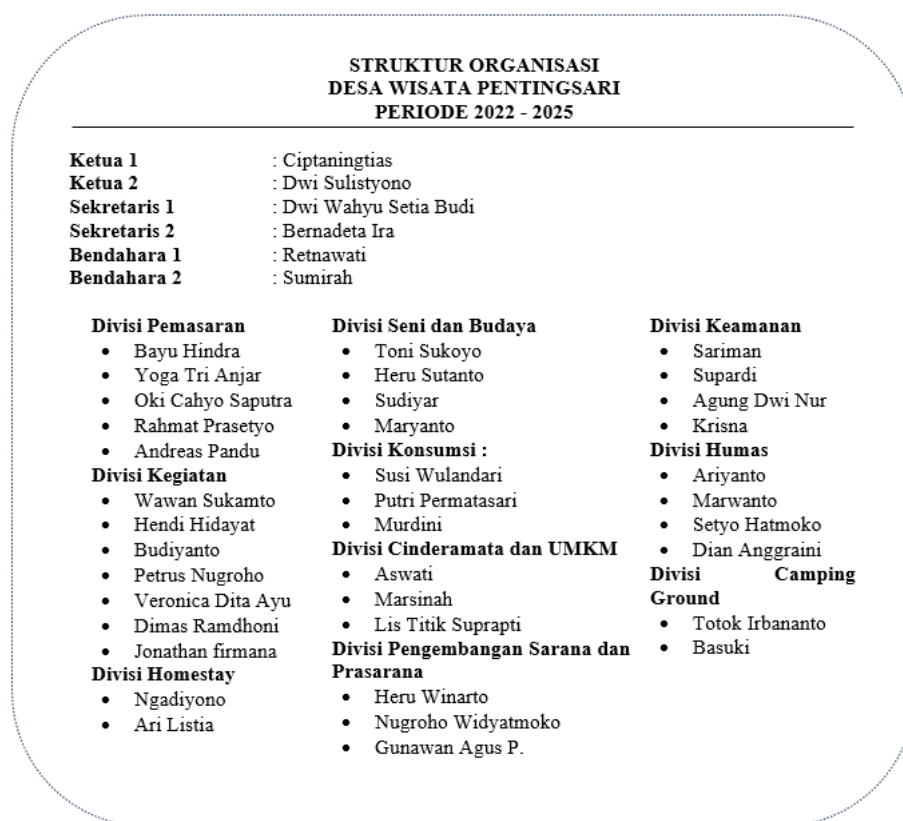
With the existence of tourism villages, social activities are increasingly being carried out such as regular meetings of homestay managers who are mostly engaged in by women, homestay group training, catering cooking activities, and so on. Perempuan Pentingsari is passionate about contributing to tourism. This is evidenced by the presentation of the Head of Pentingsari Tourism Village, Bu Ning, stated that 90% of Pentingsari women participate in tourism village activities, ranging from being managers, guides, MSME activists, catering, homestays, and so on.

Empowerment where the community can have space to channel their *concerns* related to tourism activities. The success rate of political empowerment in Pentingsari Tourism Village is large, Rahayu A. T. (2018) research shows that political empowerment obtained an average score of 3.59 in the high category. Evidenced by the large power of women in the political dimension, including the emergence of awareness of women about their right to participate in making decisions, voting rights in making decisions for the development of Pentingsari tourism, the large opportunity to participate in the Pentingsari tourism planning process, the influence of women's decisions on tourism development in Pentingsari, the availability of space for women to give *concern* related to tourism development in Pentingsari.

In October 2022, a new chairman was elected, a woman named Bu Ning. The decision is the result of deliberation in the election of the chairman of the tourism management of Tourism

Village. This shows that women have the same opportunities as men at the managerial level. According to Mrs. Ning in an interview with researchers, Pentingsari women have high enthusiasm in developing tourism in Pentingsari Village. Bu Ning explained that the group of mothers was very enthusiastic in every meeting held in the context of tourism development. The statement shows that women are involved in every decision making in developing Pentingsari tourism.

However, in terms of quantity, the number of female administrators is still less than men because there are still domestic tasks that must be done by women in their families, and other cultural factors. This can be seen in the organizational structure of Pentingsari Tourism Village below:



**Figure 1. Organizational structure of Pentingsari tourism village**

The composition of female administrators is still lower than that of men. The percentage of female administrators is only 30% and male 70%. However, women are in strategic locations such as chairmen and other core parts. There is also a division of duties between men and women, such as in the consumption and souvenir division chaired by women and others chaired by men. Based on our observations, women in Pentingsari are already sufficiently empowered.

Although the composition of women in management is less than men, women still get wide access to enter the managerial level of Pentingsari. This depends on the decision of the women themselves, because villagers generally have a division of duties with women responsible for domestic duties in the household and this triggers the main control holders in homestays in Pentingsari to be majority women (mothers of homestay owners).

Empowerment that has an impact on improving the economic welfare of the community by tourism activities. Before becoming a tourist village, the majority of Pentingsari women became housewives. Currently, 90% of Pentingsari women contribute to tourism village activities. This certainly has implications for the increasing income of Pentingsari women. The main income received by women comes from homestays and catering. The distribution of homestay consumers is managed by the tourism village manager in turn. Catering is also divided into 8 groups where the distribution of consumers is carried out in turns with a maximum order of 4 million / group in a day. With this distribution, the manager hopes to be equal distribution of income between tourism actors in Pentingsari, especially women.

The turnover of Pentingsari Tourism Village is also high with high tourist LoS. In one day Pentingsari Tourism Village can be visited by up to 4 groups with a stay of 2-5 days. With this, it can be seen that the level of tourist consumption in Pentingsari Tourism Village is very high, especially which has implications for increasing homestay and catering income, which is mostly managed by women.

## **CONCLUSION**

Pentingsari Tourism Village is a community empowerment-based tourism village that has done good women empowerment. This is actualized by the high level of involvement of women in various lines of tourism villages. Women's responses in empowerment ranging from psychological, economic, social, and political dimensions also show that women have been well empowered. The capacity of women in developing tourism is also high with access to participate in decision making related to tourism in Pentingsari Tourism Village.

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