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RURAL TOURISM DEVELOPMENT IN YOGYAKARTA SPECIAL REGION PROVINCE

Wardiyanto and Yoha na Ari Ratnaningty as

EATOF MEETING

Theme : **EATOF 2010** - For the sustainable development in East Asia.

The host province selection for the 11h EATOF General Assembly

Overview

Name : 2010 the 10th East Asia Inter-regional Tourism Forum

Theme : EATOF 2010 - For the sustainable development in East Asia

Venue : Tuan Chau resort, Ha Long city, Quang Ninh province, Vietnam

Participants : 9 member provinces and UNWTO

- Cebu, Philippines
- Gangwon, Korea
- Luang Prabang, Laos
- Quang Ninh : Vietnam
- Sarawak, Malaysia
- Siem Reap, Cambodia
- Tottori, Japan
- Tuv, Mongolia
- Yogyakarta, Indonesia
- UNWTO

Organizer : Quang Ninh province, Vietnam

Summary of EATOF Standing Committee Meeting

Joint Statement

Joint Declaration

East Asia-Japan Regional Tourism Forum (EATOF)
Sept. 14 - 16, 2010, Quang Ninh Province, Vietnam

We, the members of EATOF, have gathered at the ninth East Asia-Japan Regional Tourism Forum General Assembly in Ha Long City, Quang Ninh Province, Vietnam from 14th to 16th of September 2010.

We are strongly committed to strengthening friendship and collaboration among member provinces by making positive and important contributions to the development of the East Asia region, especially in the field of tourism. Through friendly discussion, we hereby declare that:

1. We the member regions shall actively cooperate to make payment of annual membership dues promptly and regularly, and dispatch officials to the Secretariat if necessary for the smooth operation of the Secretariat and implementation of EATOF joint projects.
2. We unanimously agree that the Secretariat office in Guangzhou Province will extend its term for the next 4 years at the termination of the current term in December 2011, and we shall cooperatively exchange tourism information with each other.
3. We shall actively participate in various cultural and tourism events organized by member provinces, and make an effort to promote EATOF during major tourism events by utilizing the EATOF website, newspaper, DVD, and others.
4. We shall cooperate closely so that multi-party exchanges such as the Summer Youth Camp and Officials Exchange Program will operate according to the plan of rotation.
5. We agree to expand cooperation for investment and trade promotion in other sectors beyond tourism between EATOF member provinces. Within the framework of EATOF 2011 General Assembly, Cebu province will hold the first Tourism, Trade, and Investment Forum.
6. We shall do our best for the productive and active operation of the Charter Flight & Cruise Committee as follows:
 - Operate according to the committee manual, and actively promote tourist exchanges among member provinces.
 - Make efforts to develop tourism products for visiting the EATOF General Assembly host provinces, island/penins.
 - Organize a seminar during a regular meeting for the committee's sustainable growth and revitalization.
 - Collect information about member provinces' tourism products and conduct promotional activities by utilizing the EATOF website and other means.
 - Increase the private sector's participation and strengthen the network between organizations from member provinces in order to efficiently operate the Charter Flight and Cruise Committee.
7. The 2011 EATOF shall be held in Cebu, the Philippines. We consent to attend the 2011 EATOF General Assembly, the first Tourism, Trade and Investment Forum and EATOF FESTIVAL, in Cebu province. All these events will be held from 14-17 September 2011.
8. The 2011 EATOF shall be held in Siem Reap, Cambodia and the 2013 EATOF shall be held in Luang Prabang, Laos.
9. We shall actively collaborate and support each member's projects, such as Quang Ninh's bid for the Long Bay as one of the Seven Natural Wonders of the World, Guangxi's efforts to host the 2018 Winter Olympic Games in Pyeongchang, and Nan'ao (Taiwan)'s entry into the Global Geoparks Network.

Signed this September 15th, 2010, Quang Ninh Province, the Socialist Republic of Vietnam

Cebu, the Philippines



H.E. Gwendolyn Niel-Garcia
Governor of Cebu Province

Guangzhou, China: On behalf of the Governor



H.E. Kang, Xi-Chang
Vice-Governor of Guangzhou Province

Quang Ngai, Vietnam: On behalf of the Governor



H.E. Nhu Thi Hong Lien
Vice-Chairman of Quang Ngai People's Committee

Quang Tri, Vietnam: On behalf of the Governor



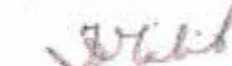
H.E. Dr. Khanghong Sayasathong
Governor of Quang Tri Province

Siam Rong, Cambodia: On behalf of the Governor



H.E. Sok Leakhena
Vice-Chairman of Siam Rong Province

Siamvil, Maldives: On behalf of the Governor



H.E. YS Daraq Hagi Taha Zayetti
Member of Parliament of Siamvil, Maldives

Tai, Mongolia




H.E. Takhbat Takhbay
Chairman of Tai Province

Tokyo, Japan: On behalf of the Governor



H.E. Yoshitaka Watanabe
Deputy Executive Council of the Culture and Tourism Bureau of Tokyo Prefecture

Yogyakarta, Indonesia: On behalf of the Governor



H.E. Tuhir
Head of Yogyakarta Provincial Tourism Authority
Indonesia

Standing committee summary

Summary of EATOF Standing Committee meeting

1. Overview

- Date/Time : 14/9/2010, 13:30 ~ 16:30
- Venue : Whitebuilding, Tuan Chau International Resort
- Participants : Standing Committee members of each members provinces
- Chair : Director of Culture, Sports and Tourism of Quang Ninh province

2. Agendas

- The operation of the EATOF Secretariat
- Partial Amendment of EATOF operational manual(draft)
- Relocation of EATOF Secretariat office
- Expanding multi-exchange among EATOF members
- Vitalization of the 'Destination of the Year' project
- Participation in the main events in EATOF members
- Support for the pending projects in each EATOF members
- The host province selection for the 11h EATOF General Assembly
- Productive and active operation of Charter flight & Cruise Committee

Delegation

Province	Organization	Position	Name
Cebu Province Philippines (32)	2 Province, 1 Organization		Persons
	Governor of Cebu Province, Philippines	Governor	Mrs. Gertrudes R. G. G.
	President Board Member, Committee for Trade and International Affairs, Cebu Province, Philippines		Hon. Agnes A. Magud
	President Board Member, Committee on Tourism, International Affairs Vice-Chairperson, Cebu Province, Philippines		Hon. Thaddeus J. Quins
	President Board Member, Committee on Tourism, International Affairs Vice-Chairperson, Cebu Province, Philippines		Hon. Sergio B. Bantua
	Representative for Academic Affairs, Cebu Council Member, Cebu Province, Philippines		Dr. Mela C. Sepina
	Representative for Business Affairs, Cebu Council Member, Cebu Province, Philippines		Mrs. Victoria P. P.
	Representative for Business Affairs, Cebu Council Member, Cebu Province, Philippines		Mr. Arsenio T. Bantua
	Wife of Hon. Thaddeus J. Quins, Cebu Province, Philippines	Wife of Hon. Thaddeus J. Quins, Cebu Province, Philippines	Mrs. Linda M. Quins
	Wife of Hon. Sergio B. Bantua, Cebu Province, Philippines	Wife of Hon. Sergio B. Bantua, Cebu Province, Philippines	Mrs. Adelaida Bantua
	Consultant on Tourism Affairs, Cebu Province, Philippines		Mr. Arsenio B. Bantua
	Liaison Officer, Cebu Province, Philippines		Mr. Arsenio B. Bantua
	Liaison Officer, Cebu Province, Philippines		Mrs. Mary Grace B. Bantua
		Reporter, Cebu Province, Philippines	Mr. Ruel Bantua
		Article Director	Mr. Ruel Bantua
Cebu (33)		Dr. Arsenio Bantua	Dr. Arsenio Bantua
		Adrian	Adrian Bantua
		Choreographer	Choreographer Bantua
		Dancer	Dancer Bantua
		Dancer	Dancer Bantua
		Dancer	Dancer Bantua

		Dancer	Solomon, Leonty Rado T
		Dancer	Pedra, Kristel Antonio
		Dancer	Geck, Wilges Mar C
		Dancer	En, Mary Rose J.
		Dancer	Mendoza, Kenneth C
		Dancer	Go, Ida Joseph S
		Dancer	Waglan, Iona Christa Rhey S
		Dancer	Villarta, Maribel Anne
		Dancer	Reid, Kathy Albert L
		Dancer	Alonso, Kevin Qing C
		Dancer	Yebias, Johnel A
Yogyakarta Province - Indonesia (6)	Head of Yogyakarta Provincial Tourism Authority, Indonesia	Head of Yogyakarta Provincial Tourism Authority, Indonesia	Mr. Todor
	Bombora-Pradharan Tourism Park, Yogyakarta Province, Indonesia	Bombora-Pradharan Tourism Park, Yogyakarta Province, Indonesia	Mr. Lhen Yustin
	APN Tourism Academy, Yogyakarta Province, Indonesia	APN Tourism Academy, Yogyakarta Province, Indonesia	Mr. Wardiyanto
	APN Tourism Academy, Yogyakarta Province, Indonesia	APN Tourism Academy, Yogyakarta Province, Indonesia	Mrs. Istiana An Raharingsih
Tuv Province - Mongolia (17)	Governor of Tuv Province, Mongolia	Governor	Mr. GABRIEL Tondok
	Head of Bayankhongor aymag, Tuv Province	Head	Mr. Bayanzag Danzan
	Director -General, Industry, Tourism, Environment and Infrastructure Department, Tuv Province, Mongolia	Director -General	Mr. Chuluutbay Dor
	Director of Law and Legislation Department, Tuv Province, Mongolia	Director	Mr. Munkhbayar Baya
	Staff in charge of International Affairs, Tuv Province, Mongolia	Staff	Mrs. Changra Tsuyumiyar
	Executive Director of "Suldet tenger" Tour Bureau, Tuv Province, Mongolia	Executive Director	Mrs. Namsatbay Gulgee
	Director of "Suldet tenger" Tour Bureau, Tuv Province, Mongolia	Director	Mr. Namsaigal Sar
	Director of Gobi Aulay Tour Bureau, Tuv Province, Mongolia	Director	Mrs. Ikhvatsbay Tugbemaigal
	Staff in charge of Environment Affair, Tuv Province, Mongolia	Staff	Mrs. Banya Namsal
	Lecturer Tourism and Hotel Management of Lkhovoo and Business Institute, Tuv Province, Mongolia		Mr. Ananyagel Ikhvachas
	Executive Director of Juvu Tour Bureau, Tuv Province, Mongolia	Executive Director	Mrs. Delgermaa Damdinbay

Tottori Province Japan (8)	Staff, Department of Tourism, Luang Prabang Province, Laos	Staff	Neue Vongprachanh
	Vice President of Lao Airlines, Luang Prabang Province, Laos	Vice President	Levy Bourdard
	Deputy Director of Marketing Department, Luang Prabang Province, Laos	Deputy Director	Mr. Soukath Souvath
	Deputy Director General Tottori Prefecture Culture and Tourism Bureau, Japan	Deputy Director General	Ms. Toshiaki Hara
	Tottori Prefecture Culture and Tourism Bureau/Lead Staff, Japan	Lead Staff	Mr. Naoki Yamamoto
	Coordinator for International Relations, Tottori Prefecture Culture and Tourism Bureau, Japan	Coordinator for International Relations	Mrs. Lisa Peng
	Director, JATA Chubu-Kansai Tottori Chapter Office Manager, Naga Tourist Cooperation Tottori Branch, Japan	Director/Office Manager	Mr. Takeshi Tsubota
Siem Reap Province Cambodia (9)	JATA Chubu-Kansai Tottori Chapter Office Manager, ITO Corporation Chugoku-Shikoku Region Yamaguchi Branch, Japan	Office Manager	Mr. Naoki Yamamoto
	Deputy Governor of Siem Reap	Deputy Governor	H.E. Sok Leuthen
	Director of Siem Reap International Airport	Director	Mr. Ban Ratha
	Director of Siem Reap Treasury Branch	Director	Mr. Lon Samol
	Director of Provincial Departments of Tourism	Director	Mr. Gross Seangok
	Tour Agency	Director	Mr. Chan Phala
Sarawak Province Malaysia (16)	Tour Agency	Assistant Director	Ms. Han Aulia
		Inspector	Mr. Roy Raskia
	Assistant Ministry of Tourism Sarawak Province, Malaysia	Assistant Ministry	Honorable Mr. Datuk I Tala Zulkifli
	Permanent Secretary of Ministry of Tourism Sarawak, Sarawak Province, Malaysia	Permanent Secretary	Honorable Mr. N. P. Anik Nya
	CEO of Sarawak Tourism Board Sarawak Malaysia	CEO of Sarawak Tourism Board Sarawak, Malaysia	Honorable Datu Ratu Ratu
	Principal Assistant Secretary of Ministry of Tourism Sarawak, Sarawak Province, Malaysia	Principal Assistant Secretary of Ministry	Mr. Abdul Rahman Sa bin Saibin
	Assistant Secretary of Ministry of Tourism Sarawak, Sarawak Province, Malaysia	Assistant Secretary of Ministry	Mr. Sazli Lim Han
	Damai Golf Resort	Director	Mr. Caroline Wei
	Course leader Laila Tobi College, Sarawak Province, Malaysia	Course leader Laila Tobi College	Ms. Tazmin Sam
	Lecturer of Laila Tobi College, Sarawak Province, Malaysia	Lecturer	Ms. Chai Chin Gwe
Sarawak Province Malaysia (16)	Director Tourism Museum Division, Sarawak Province, Malaysia	Director	Mr. Tuan Haji Wan i Cikmat Mas Omar
	Marketing Executive, Sarawak province	Marketing Executive	Ms. Barbara Benjamin
	Performance Group (8)	Director	Mr. Benjamin Luning Luning Mr. Roshie Marang

			Mr. Constance Rache G.
			Mr. Zaira An
			Mr. So. Salla Laro
			Mr. Muthy Sanku Mo
		Secretary General	Mr. Cho. Sub-Hed
SATOS Secretariat (R)		Specialist, SATOF Personnel Secretariat	Mr. Kim, Tae Heon
		Staff, SATOF Personnel Secretariat	Mr. Kunguwa, Shouha
UNWTO (R)	Cebu Pacific Airlines	Chief Executive Adviser	Mr. Gary Kinscham

Program

EATOP 2010 PROGRAMME 12th - 17th September 2010				
Date D/M/Y	Content	Time	Venue	Remarks
11/9/2010	Receive Delegates at Sao Sai Airport, transfer to Chung King		All delegates	
14/9/2010	Opening Ceremony at Travel Mart	09:00 - 10:00	Flood Garden, Tuen Chai Resort	All delegates
	Operation at Travel Mart	10:00 - 17:00		Openers and meet day (12/9/2010)
	Charter Flight and Cruise Committee Meeting	09:30 - 12:00		Tourism experts, private sectors, interested parties
	Academic Symposium	10:00 - 17:00	Windsailing, Tuen Chai Resort	Academics, tourism experts, interested parties
	Standing Committee Meeting	12:30 - 17:00		Director-General of Tourism
	Welcome party	18:30 - 20:00	Resort Swimming Area	All delegates
	EATOP 2010 Opening Ceremony	20:30 - 22:00	Dolphin Performance Area, Tuen Chai Resort	All delegates
* Governor's Reception (15:00 - 17:00) at Hong Kong Club, Hong Kong, Government of the Hong Kong				
15/9/2010	Governor Conference	09:00 - 11:15		Governors/Delegates or Heads of the members
	Joint Declaration and Press conference	11:15 - 11:45	Reverend Hotel	Governors/Delegates or Heads and journalists/reporters
	Photo for Commemoration, Dining	11:50 - 12:00		Governors/Delegates or Heads
	Visiting Ho Long Bay as Natural Wonder of the World	12:00 - 12:15		Governors/Delegates or Heads
	Bilateral meetings	12:30 - 17:00	Reverend Hotel	Interested members/participants

	Transfer from Tuan Chau to Thung Caoh Ty Boat	18:00 – 20:00	Ha Long Bay	All delegates
	EATOP Night	20:00 – 22:00	Thung Caoh Ha Long Bay	All delegates
16/04 2010	<i>All EATOP night delegates will overnight on board on Ha Long Bay</i>			
	Tour on Ha Long Bay	08:00 – 17:00	Ha Long Bay	All delegates
	Farewell Party	19:00 – 21:00	Universal Stage Tuan Chau Resort	All delegates
17/04 2010	Delegates depart Ha Long to Hanoi Air Airport			All delegates

Charter flight/cruise briefing

Charter Flight and Cruise Committee Meeting

1. Overview

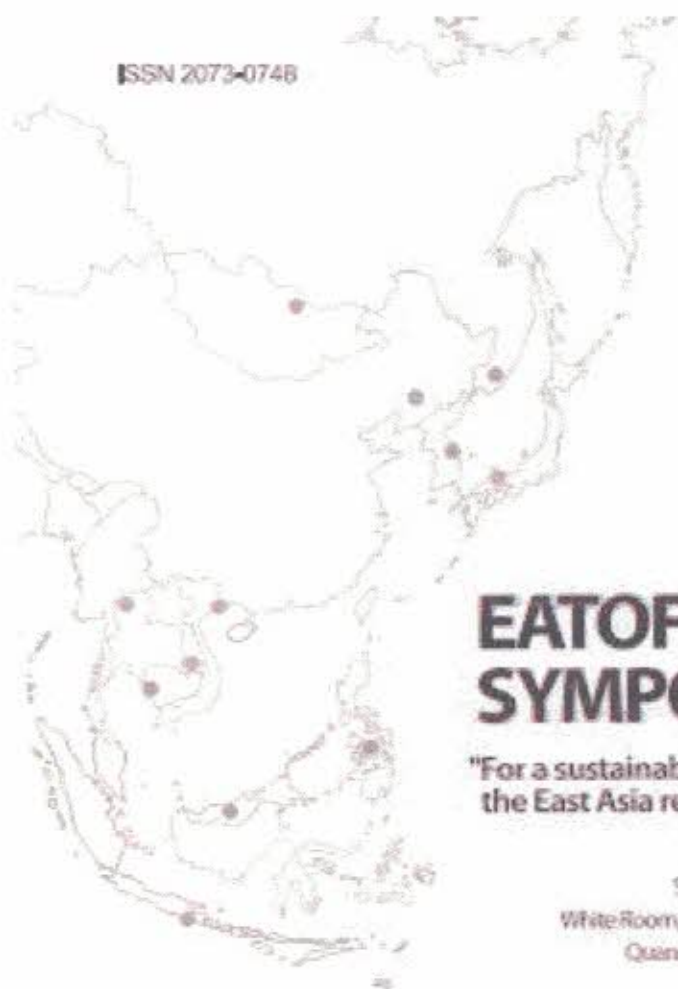
- Date/Time: 14/9/2010, 10:00 – 12:30
- Venue: Whitabuilding, Tuan Chau International Resort
- Participants:
 - Private sectors including tourist enterprises, airlines, shipping, travel agencies, and other stakeholders
- Chair: Madam Nguyen Thi Bao, Chairwoman of Quang Ninh Tourism Association

2. Contents

- Session 1: UFTWTO Special Session
 - The understanding of the trends and outlook of the low cost carrier business for helping the local government to formulate a more integrated tourism policy/ by Mr.Garry Kinghoff
- Session 2: Meeting Agenda
 - Reconstruction of the Charter Flight & Cruise Committee
 - Hosting Seminars on Charter flights & Cruises
 - Tour Package for visiting the EATOP best provinces
 - Advertisement and promotion of Charter flights and Cruises operation among EATOP members

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East Asia International
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EATOF ACADEMIC SYMPOSIUM 2010

**"For a sustainable Tourism Development in
the East Asia region"**

September 14, 2010
White Room, Tuan Chau Resort, Ha Long City
Quang Ninh Province, Vietnam

EATOF PERMANENT SECRETARIAT

RURAL TOURISM DEVELOPMENT IN YOGYAKARTA SPECIAL REGION PROVINCE

Case study: The Development of Village Tourism in Sleman Regency

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Abstract

Rural Tourism especially in Sleman regency, Yogyakarta Special Region Province has been growing fast. Village tourism contributes to rural development. It supports the economice of the community, new employment is created, community stability can be maintained, amenities in the area are enhanced and the community can build a sense of pride and local identity. Most of village tourism not only offers recreational in nature programs, but also gives tourists new knowledge and skills. Development of village tourism is generally environmentally friendly and therefore can guarantee to make the sustainable tourism. By further study to internal condition of village tourism, we found at least four problems, there are: lack of capital, limitation of human resource, limited marketing technique, and the limited infrastructure.

Keyword: Rural tourism, rural development, local communities

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Introduction

During four decades of national development, tourism policy has undergone significant changes. Initially, tourism was viewed as an activity of development which is based on culture, then as one of economics sectors especially for increasing foreign exchange income. Since 1999 tourism has brought back the concept of cultural social development program. The policy brought the wide implication, either for tourism activity or for environmental management of nature, cultural and social as a tourism resource. (Adriwijaya, 2007). Therefore, tourism can bring much advantage to people and nature if has been well-managed. Moreover, tourism has been considered as a means to alleviate the poverty.

Poverty, in context of tourism development, is not only limited to the meaning of poverty in economical and physical aspects, but also covers cultural, ethical, and moral poverty. The increasing contribution of tourism sectors to national economic growth, job opportunities, and the developing activities of community in tourism sector have proved that tourism has an important role in national economics growth and economic-based community. On the other hand, the increasing creativity of local cultures, the rising social interaction among people and the increasing ethics of social intercourse among others are positive sides from tourism sector in reducing social poverty.

Rural Tourism as Means of Rural Development

Based on the analyses that have been made, experts (de kadt, 1979; mathieson and wall, 1982) concluded that the significant contribution of tourism to economic development of a country or a region can be observed in three ways, which are: the enlarging of job opportunity, the increasing of foreign exchange, and the equal distribution of inter-regional development. Rural tourism can be used to develop rural area and empower community, by the principle: *from, by and for* the community through:

- a. Integrated rural development, in which all activities have synergy with other sectors of integrity of rural development.
- b. Participation of community, in which society is involved actively in the activity, from planning processing, executing, and exploiting.
- c. Community-oriented, in which activity orientation in course of and result of countryside society
- d. Autonomous and decentralization, in which communities get a big opportunity in the course of planning, executing, observing and also its result exploiting.

Based on those characteristics, rural tourism is appropriate to develop community, especially rural communities that still preserve their cultures and customs. Therefore, rural tourism is environmentally friendly and has a unique characteristic. It represents the ecological tourism (Puspar UGM, 2003). Rural tourism presents peaceful and cold countryside nuance that can attract tourists to revisit the tourism objects that have been visited before. As lane (1994) explained that rural tourism in its purest form should be:

1. Located in rural areas
2. Functionally rural – built upon the rural world's special features of small – scale enterprise, open space, contact with nature and the natural world, heritage, 'traditional' societies and 'traditional' practices.
3. Rural in scale – both in terms of buildings and settlements – and therefore, usually small – scale
4. Traditional in character, growing slowly and organically, and connected with local families.
5. Representing the complex pattern of rural environment, economy, history, and location.

With the characteristics above, development of rural tourism is generally environmentally friendly and therefore can guarantee to make the sustainable tourism.

Sustainable Tourism Concepts and Terminology

Since the last decade, the tourism development paradigm in this world has moved from a mass tourism concept towards a new one whose term and meaning has not really been comprehended well by scholars and practitioners. For various similar ideas or concepts about the importance of considering ecological, and socio-cultural aspects in tourism development, some of the terms used are ecotourism, soft tourism, nature based tourism, forest tourism, responsible tourism, alternative tourism, green tourism, small scale tourism, sustainable tourism, low impact tourism, low density tourism, ecological tourism, discreet tourism, etc. Although the terminologies used vary, the various proposed concepts generally involve three pillars of sustainability, namely ecologically and environmentally friendly, socio-culturally friendly, and economically efficient.

The paradigm changes could be recognized by the changes occurring due to a natural shift of trend and a result of political pressure of world wide environmental movement. The paradigm changes stemmed from "back to nature" movement that started widely since

the declaration of the World Conservation Strategy in 1980. The conservation pillars then not only become unavoidable concepts for any stakeholder but also become better equipped as an important tool for implementing sustainability concept in each development process.

Lawrence (1994) explained that sustainable tourism will be able to be reached if the tourism development can balance the resource, namely impact generated well-balanced between social impact and economic environmental impact. Sustainable Tourism development, as expressed by George McIntyre (1993) will be able to fulfill the economic requirement, social and aesthetic, and also take care of the cultural integrity and ecological process.

In line with that opinion, Jamieson and Noble (2000) explained there are four important principles of sustainable tourism development, those are:

1. Tourism development has initiative to assist the local community to control or observe the tourism development so that tourism is really useful, both for society and environment.
2. Tourism development can provide the labor opportunity for local society.
3. Tourism development which has a regulation about behavior which has been made arrangements for tourist at all levels (national, regional and local) that relies on an international agreement standard.
4. Tourism development which has a lot of programs of education and training addressed to local society to increase its ability in taking care of cultural heritage continuity and nature resource

Sustainable tourism management shall be based on global principles of sustainable development. National Geographic Online in The Global Development Research Center (2002) defines sustainable tourism to have following characteristics:

1. Enlightening Society And Tourist

In tourism, there are two important matters, namely: tourist arrival at tourism destination, and existence of meeting between tourist and local society. In their visiting at tourism destination, tourists do not only learn how to live, but also learn how they can contribute the continuity the character of state. Tourist can learn all aspects of social life when they reside in the tourism destination. At the same time, society as host, will know that its habit and every day customs can become tourism attraction highly appreciated by tourists.

2. Supporting Tourism Destination

Tourism Development will be sustainable if developer can attract the tourists to comprehend and look for the effort which can affirm the character of tourism destination, for example: architecture, cookery, heritage, aesthetics and its ecology

3. Profiting Local Society

Tourism Development has to entangle the local society in order to get the society support. Society will support if they get advantage from tourism. Then all tourism entrepreneurs train and employ the local people at the company. Other tourism entrepreneurs also consider the necessary to buy the local supply, and use the service of local people so that its operation of company becomes more efficient.

4. Protecting Nature

Tourism Development will be sustainable if tourism activity can make all related parties engaged; government, tourism industry, local society and tourist, realize their important roles in environmental continuity

5. Respecting Culture And Tradition

Tourism Development will be sustainable if tourism activity can attract the tourist to see, learn, and comprehend the local society life procedures, including the use of polite words and the honor of the local Language. They can communicate with the local society and respect the local customs. On the other side, local society can learn how to treat the tourist better and face the tourists who have different culture and tradition.

6. Managing the Products Appropriately

Tourism Development will be sustainable if the parties can anticipate the pressure of development of tourism and application of boundary and management technique to prevent ruination syndrome from a tourism destination. All parties work along to take care of the natural habitat from cultural heritage place, interesting view and local culture.

7. Emphasizing on Quality

Tourism Development will be sustainable if tourism activities are able to push the society to appreciate tourism sector. The use of parameter is not only attained from the

length of stay and expended money amount, but from the quality of experience that has been obtained by tourists. Therefore in this case efficacy from tourism development is measured from two aspects, namely aspect of quantity and quality.

8. Representing Impressive Journey

Goal of tourist in traveling is to get the easiness, freshment and satisfaction. Therefore tourism developer has to give the guarantee that tourism product and all infrastructures can make the tourist impressed.

Village Tourism in Sleman Regency

Village tourism as a concept was introduced for the first time in 2001 to describe the village that was developed as a tourism object. Government of Sleman regency develops village tourism as an alternative of mass tourism. Developing the village tourism in Sleman regency aims to increase the economic development and increasing job opportunity, and to increase the social welfare. On the other hand, effort sustainability of local cultural heritage is done by the following ways;

- a. Conservation and increasing benefit of local tourism object
- b. Development of new tourism object
- c. Sustainability development of local cultural values
- d. Development of traditional artistry
- e. Development of industrial souvenir

In Sleman regency there are about 38 villages which have been developed as village tourism. However only about six villages that can be considered as successful village tourism, namely: Kembangarum, Pentingsari, Ketingan, Kelor, Brayut, and Tanjung. Each of village tourism is managed by village tourism leader, involving almost all people in the village to serve tourists who visit the area. Accommodations for tourists are distributed in the local houses. Food for tourists is also catered by the local people and they serve local menus as well. They also take part as field operators by teaching: dancing, batik, cultivation in the rice field and so on.

Pursuant to tourism object has been taken as core fascination of village tourism in Sleman regency, we can group 6 types of village tourism, namely:

1. Village tourism offering custom and traditional life.

2. Village tourism offering activity of traditional agricultural.
3. Village tourism offering activity of making craft.
4. Village tourism offering activity of fishery.
5. Village tourism offering view of nature.
6. Village tourism offering special enthusiasm tourism.

Based on study of six villages tourism, there is equality; most of village tourism offers some programs which are not only recreational in nature, but also give tourists new knowledge and skills; all of village tourism offers traditional culture and art activities to tourist. These activities seem to become very important supporting fascination. Each of village tourism has different traditional artistry group. To take care of its continuity, these artistic groups conduct activity of practice routinely and will practice more when there are guests.

Developing village tourism requires qualified human resource that has interest in tourism management. Government of Sleman regency has conducted some training programs. The targets of these training programs are to improve capacities of organizer of village tourism. The trainings that have been conducted are: training of English, training of guiding technique, training of village tourism management, training of marketing of village tourism, training of culinary, etc.

In the efforts to increase human resources who organize the village tourism, government of Sleman regency has *worked along with* various institutions related to development of tourism, one of that is Polytechnic "API".

Kembangarum Village Tourism

Kembangarum is located in Donokerto, countryside, Turi sub district, Sleman regency, Province of Yogyakarta Special Region. To go there, it takes about 45 minute from Jogja by the motor vehicle. Kembangarum village tourism can be conceived by education village tourism because all incoming visitors here do not only enjoy the atmosphere and hospitality of Kembangarum resident but also get a lot of lessons and knowledge by visiting this village.

Kembangarum village tourism declared was in the middle of 2005. This village which was initially only ordinary village is successfully developed to be village tourism offering various natural activities. In line Salak trees in most yards of resident's houses represent the location of the agro tourism salak pondoh. It gives the opportunity for visitor to pick

the salak and directly enjoy it in the garden. There are not only salak pondoh, but also salak gading with the brass color and delicious taste which are cultivated here. Even salak gading becomes one of typical food which be offered to tourists. Besides salak garden, Kembangarum also has the River Sempor which also functions as tourism attraction. Tracking the river for one hour, rice field and rural is a great attraction for tourists. Various unique games are often performed to enliven events in Kembangarum, such as: volley geber in rice field mud, interesting mine in rice field, catching empty-handed fish in pool / river, run the stilt, ets. These activities are certainly addressed to all tourists. If tourist wishes to lodge and spend the night in village, a lodging facility is provided by for the man who wishes to enjoy the exquisite Kembangarum village aerospace.



Pentingsari Village Tourism



Pentingsari is located in Cangkringan Subdistrict, Sleman Regency, Yogyakarta Special Region. It has been becoming village tourism on 15 April 2008. This was based on the confidence, and strong intention of local society to make their village become the village tourism. The strong desire of Pentingsari's people was based on the consideration that Pentingsari has a lot of tourism potencies. The tourism potencies of Pentingsari village tourism are: object of fossil of Keraton Yogyakarta, Douche of Sendang Sari, Complex of Luweng, Dakon stone, Umbrella stone, hanging stone, and omission of war when Indonesian seized the Indonesian independence. Complex of Luweng represent a place to cook soup as a kitchen in wartime of Diponegoro, while Douche of Sendang Sari is a location where prince of Keraton Yogyakarta took a bath.

Pentingsari village tourism has some core economics coming from environmental development, agriculture, artistic, and cultural. In agriculture area, this countryside has successfully developed assorted of economic valuable agriculture crop, like: coffee, guava. This village tourism has also been successful with the fishery and ranch. In the sense of artistic and culture, Pentingsari is relying on artistic tradition and culture which are still preserved by its resident. For example: jathilan, kerawitan and also mutual assistance tradition.

Pentingsari village tourism represents the example of countryside that is able to process garbage waste. The waste is then processed to become compost, while the in inorganic garbage is recycled.

Ketingan Village Tourism

Ketingan is located in Tirtoadi countryside, Mlati Subdistrict, Sleman Regency, Yogyakarta Special Region. Fascination of Ketingan village tourism is the existence of bird of kuntul and blekok. Ketingan has become the colony habitat of thousands of kuntul and blekok since 1997. The birds come to this village at rainy season to start the breeding season. These birds start to shack up balmily on: johar tree, mlinjo tree, adem-adem ati tree, bamboo tree, of nangka tree and flame tree. Ketingan's resident has strong comitment to care the habitat of kuntul and blekok colony, which then led this village to become one of conservation villages in Yogyakarta.

Beside the existence of kuntul and blekok, Ketingan has the rural cultural nuance. Visitors can actively involve having activity in rice field, non irrigated dry field and or livestock cage. They are not only can join in the artistry activity, like jathilan, gejog lesung, pek bung, and others, but also learn to make the herbs and emping mlinjo chips that is processed plainly

All guests can live in a resident house and recognize the sociability, warm feeling of village residents. The night atmosphere in Ketingan enables us to hear the cicada voice, and see the fireflies which are no longer detectable in urban area. This village offers:

1. Bird watching,
2. Agricultural activity,
3. Singing folk art activity,
4. Making and tasting typical food and beverage.

The facility that be offered are:

1. Local Guide,
2. Tower of bird watching,
3. Available lodge (30 houses, capacities 70 people. Expense Rp 50.000,00//pax/day,
4. Typical Food and Beverage,
5. Motor or Car when required



Kelor Village Tourism

Kelor is located in Bangunkerto countryside, Turi sub district, Sleman regency, Yogyakarta Special Region Province, ± 25 km northwards from downtown or ± 10 km from Beran. It takes ± 30 minute from downtown to this village by car. A big bus is a transport alternative that can reach this village. It will take the visitors to a park which is wide enough and offers peaceful situation.

Kelor is at the height of ± 700 metre DPL with the rainfall average 3.070 mm / year. With this height, this village has cold atmosphere ($25 - 35^{\circ}$ C). Rural atmosphere is strengthened with the existence of salak garden, a clear river and fishpond own by resident / group, and also mount panorama in the distance

The vision represents the decision of society to maintain their supreme values from tradition. Target that is intended to be reached is strengthening the values by invites guests to appreciate and explore history heritage, cultural and nature. People in Kelor believe that their action represents the form of participation in education and can give the contribution in forming the nation character. As village tourism, Kelor has some goal as follow:

1. Educating society,
2. Tightening feel of association,
3. Preserving the nation culture,
4. Empowering young fellow as generation of nation router,
5. Empowering nature,
6. Moving forward activity of village economics



Brayut Village Tourism

Brayut represents the Cultural tourism village that is based on the agriculture owning cold air temperature and beautiful Mount view. As a unique tourism village, there are a lot of activities which can be offered to tourists in a tourism package. The architecture of resident house in Brayut tourism village is full with Javanese culture nuance, for example: Joglo, limasan, sinom, and kampong.

The cultural activities which can be experienced in Brayut tourism village are karawitan, batik making, dances, culinary, games, and environmental and cultural activities. The agricultural activities which are offered are: learning to plough, planting paddy, abstracting paddy seed (ndawut), harvesting paddy (*ani-ani*), putting paddy to the sun, plucking orange in organic orange garden, etc. The package of ranch activity is also presented in Brayut tourism village, such as: learning to plough, bathing cow, and cutting grass to feed the court.

Brayut village tourism offers 23 home stays for lodging of guest with the capacities for 115 people. There are also Joglo houses which can be rented for a meeting and also a reception. As for existing athletic facility, this village offers volley ball court, basketball court, and or clear wellspring for bathing.

To reach Brayut village tourism, we can take public transportation and also personal transport. The environmental roads have been concreted with conblok as long as one kilometer. Brayut village tourism also cooperates with the Sleman Police of Tourism to guard every guest which will lodge, so that security can be well guaranteed.

This tourism package invites all tourists for lodging in residents house and experiencing the local people activities for example: processing the cultivating armland traditionally (plowing up by using cow and mark the farm with lines the farm, *tandur*, ceremony *tedun*, *matun* and fertilizing the paddy crop), making typical countryside food, learning the karawitan, learning the classic dance, experiencing the batik making, and other activities.



Tanjung Village Tourism

Tanjung village is located in Merapi mountainside, or precisely 11 kilometers northwards Yogyakarta. This village is declared as village tourism in 11 July 2001. What is interesting and can be enjoyed by tourists when residing in this village? Tanjung village tourism has 25 programs which can be done by all tourists lodging over there. There are: learn the artistry, cultivate land/ground, batik making, learning the problems of Javanese house architecture.

In Tanjung village tourism, there is a *Joglo* house which has existing for more than 200 years. By local residents, that house is named Joglo Tanjung, formerly Djamhari's house. Commonly the leader of the village uses Joglo to conduct various activities of village governance. Recently, joglo becomes the object to learn the history and Javanese architecture by all domestic and foreign tourists. Up to now parts of the joglo still can be seen completely, that are: *Pendopo of ancient palace, pringgitan, ndalem, senthong, and gandok* and also ancient ornament which still look excellently.

People of Tanjung at certain day, especially at night of full moon conduct various activities between two lights: Dolanan anak, all girls dance the nod and pekbung, all young men dance the jathilan, and parents play at the cokekan, bouncing shalawat prophet, and hadroh.



Village Tourism Problems

As explained previously those seven villages tourism have shown good performance, but by furthermore study to internal condition of village tourism, we found some problems, there are:

1. Lack of Capital

Most of village tourism developed by society and rely on the capital from society which is limited; there is only little capital from outside even no at all. The Management of village tourism feels the important of the outside capital, but by various considerations they do not take the capital from bank. Some of the reason as follows:

- 1) They can not fulfill the mortgage loan.
- 2). the interest rate is considered too high.
- 3). the perpetrator of Village tourism is shy at to deal with the bank because of the assumed complicated of credit procedure.
- 4). the lack of soft loan information.

2. Limitation of Human Resource

The limitation of human resources has been indicated by the following characteristics:

- 1) Low entrepreneurship
- 2). low of skills
- 3). they feel satisfied with their condition quickly.

These conditions influence the management of village tourism so that it is difficult to expand optimally. The limitation of Human Resource makes village tourism cannot broaden the network of village tourism business.

3. Limited Marketing Technique

The weakness of village tourism is also in the case of its marketing, which is marked by the following characteristics:

- 1) Marketing network is not wide
- 2) Lack of event promotion
- 3) Not all village tourism has the opportunity to participate in the exhibition and also promotion
- 4) Marketing product is highly depends on mediator.

4. The limited infrastructure

The lacks of information about science and technology progress hamper the development of infrastructure which support the progress of village tourism

Conclusion

Village tourism development must be managed seriously. Developing village tourism requires qualified human resource that has interest in tourism management, and involving almost all people in the village to serve tourists who visit the area. Rural tourism is appropriate to develop community, especially rural communities that still preserve their cultures and customs. Most of village tourism offers some programs which are not only recreational in nature, but also give tourists new knowledge and skills; all of village tourism offers traditional culture and art activities to tourist.

Village tourism is facing hard challenges, that's the weaknesses of management that be caused by limitation of human resource that have tourism competency. The academic community and decision makers should respond to these challenges by formulating practical and long- term solutions.

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