



Women's awareness raising in the development of ecotourism: Evidence from Glugut Park Yogyakarta, Indonesia

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ARTICLE INFO

► Research Article

Article History

Received 21 April 2022

Accepted 2 June 2022

Published 27 July 2022

Keywords

consciousness theory;
ecotourism; empowerment;
women's awareness

JEL Classification

I29; O10; Z32

ABSTRACT

Awareness is a driving force for women to be involved in ecotourism management. With objective awareness, they will become tourism actors who can play an active and productive role in providing tourism services to visitors. This study aims to determine the rise of awareness in the development of ecotourism. Women's awareness in ecotourism management needs to be developed in order to ensure the existence of tourism to be more useful and enable women's active participation in it. This research used a qualitative approach. The subjects of this research were the manager coordinator, tourism manager, members of Dasawisma, and the local community in the Glugut Park Tourism, in Bantul, Indonesia. Their participation was decided by purposive sampling. Data collection techniques used were observation, interviews, and documentation. The data validity was done by triangulating the source and extended observation. The results show that increasing women's awareness can eventuate and be impactful toward their active participation in the tourism management. Therefore, for optimal result, women's capacity improvement with regard to local-potential-based tourism development needs to be fully worked on so that they will get additional meaningful effects.

To cite this article: Tohani, E. (2022). Women's awareness raising in the development of ecotourism: Evidence from Glugut Park Yogyakarta, Indonesia. *Journal of Socioeconomics and Development*, 5(2), 140-152. <https://doi.org/10.31328/jsed.v5i2.3681>

ISSN 2615-6075 online; ISSN 2615-6946 print
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INTRODUCTION

Special region of Yogyakarta, Indonesia, is a province famously known as tourist destination region due to the numerous beautiful tourist destinations in this province. Administratively being one of the five districts in this province, Bantul Regency is divided into 17 districts such as Srandakan, Pundong, and Dlingo, among others. Each district has tourist destinations with their uniqueness and characteristics. Tourist destinations in Bantul are places where natural, cultural, historical, artistic, and other beauties can be enjoyed. They become the attractive aspects of the tourism sector in Bantul Regency. Based on data from

the Bantul Regency Tourism Office, there are 257 tourist destinations in Bantul consisting of 60 natural tourism objects, 10 artificial tourist objects, 61 handicraft tourism objects, and 38 tourist villages. This large number makes Bantul Regency a thriving tourist destination for both local and foreign tourists.

Even though there are many tourist attractions in Bantul Regency, tourist visits are still limited to natural beach tourism especially to Parangtritis Beach. This is due to the uneven distribution of exposure among tourist objects, which has an impact on the inequality of community economic development. Tourist visits in Bantul Regency in 2019 increased up to 3.9 million

people. Previously in 2018 there were 3.6 million visitors (BPS, 2019). The increase in tourist destinations and tourist visits has had its own impact, both the positive and the negative ones. Some of the negative impacts that occur are tourists' lack of awareness to dispose garbage to trash bins, the non-optimal cleanliness management, and the environmental exploitations on the tourist attraction areas (Febianti & Urbanus, 2017).

The emergence of ecotourism is a reaction to the negative impacts of mass tourism development. Ecotourism can be defined as a natural tourism activity that contributes directly to the protection of species and habitats as a base of attractions and indirectly provides economic benefits for tourism for local communities. In other words, ecotourism can balance conservation efforts and development programs. Ecotourism protects natural and cultural resources, leads to learning opportunities, and is based on sustainability principles (Fennell, 2015; Mgonja et al., 2015). Ecotourism development is the key for communities to improve their quality of life in terms of economics, social, and other aspects, and this development may be reflected in the increasing income, the augmented conservation of animals, the triggered creative economic activities, the developing standard of community life, etc. (Jaafar & Maideen, 2012; Ramaano, 2021; Wardle et al., 2021).

Ecotourism development is inseparable from the involvement of women, who have an integral part in the ecotourism development. Women ideally have optimal involvement in the successful implementation of the tourism program development that can boost tourist yields and visits. Unfortunately, due to the result of the gap between men and women, tourism operators are dominated by men. Society tends to have a mindset that puts women in a lower position than men. Some research discovered that there are gender disparities in environmentally friendly tourism development where women are marginalized in terms of involvement, competence, internal barriers, and external obstacles (Freund & Hernandez-Maskivker, 2021; Nurhaeni et al., 2018). Likewise, Chant, in Sinclair's research which was conducted in Mexico and the Philippines, showed that the role of women in the tourism sector is still limited to domestic roles because women cannot be separated from their main role as housewives (Sinclair, 1997). In the macro-context, the role of women in tourism sector is minimum although according to the United Nations World Tourism

Organization (2019), 54% of workers in the tourism industry are women.

The awareness of women in ecotourism management is an important key for them to contribute as a whole, so that women will be able to carry out their roles as agents of change in ecotourism development to provide welfare, especially for their people (Ribeiro et al., 2021; Vukovic et al., 2021; Zhang et al., 2020). This awareness shows that they have the same rights and obligations as men in making use of natural resources. Thus, women's conceptual role is expected to be a means of equalizing development and overcoming economic disparities. Self-awareness is defined as the ability to understand the condition of oneself and the environment that encourages them to take actions that lead to the specified goals. Consciousness is awakening, not fainting: awakening from a helpless state, awakening from daydreams. It can be more deeply interpreted as being cognizant, knowledgeable, realizing one's state, being aware of the behavior before and after it. This state of awareness can guide a person to choose what actions he can take, such as doing a good deed or committing a bad behaviour. This act of choosing is governed by his mind and thought.

Women's consciousness is formed through a sequential or gradual process (Geller, 2001). A person who is aware, according to him, will go through a stage, namely unconscious incompetence, which is the first stage where someone does not understand what to do, and then conscious incompetence, which is the second stage where someone understands or knows what should be done, but must learn how to do it first. Then comes the conscious competence, which is the third stage where people can do the right things because they have followed predetermined rules, and unconscious competence, where someone has a habit and knows exactly what he is doing.

In the context of change, there are three stages of the change model (Lewin, 1945). First stage of unfreezing is more focused on creating motivation to change and being willing to open up by showing a gap between goal and reality so that change, survival anxiety, and defensiveness and resistance are needed in the organization. At this stage, it is necessary to analyze the needs for change and acknowledge the need for change and individual readiness so that individuals are willing to open up and start changing the situation to the new condition.

Table 1. Analysis of Consciousness Theories

Theory	Magical consciousness	Naive consciousness		Critical consciousness
Geller (2001)	Unconscious incompetence "bad habits"	Conscious incompetence "learning"	Conscious competence "rule governed"	Unconscious competence "safe habits"
Lewin (1945)	The initial stages of change (<i>unfreezing</i>)	The stages of the transition process (<i>movement/changing</i>)		The stages of sustainability (<i>refreezing</i>)
Freire (1985)	Magical Awareness	Naive Awareness		Critical Awareness

The second stage is movement or changing, carried out by analyzing the gap between the desired status and the status quo and examining the appropriate change programs to be carried out in order to provide optimal solutions to reduce resistance to change. This stage is performed in smaller sub-stages and new efforts are made to eliminate the old methods. In reaching the stage of the transition process (movement/changing), the learning stages can be conducted by (i) trying and opening up efforts to create new conditions; and (ii) initiating a transition with new information, new models, and ways of perceiving things so that individuals can learn new concepts/points of view.

The last stage is refreezing which includes activities to keep new behaviors running by developing new self-concept and identity and new interpersonal relationships. At this stage, the focus is more on the efforts to strengthen the changes that have been made so that they can run well, dynamically, and stably. In the continuation stage (refreezing) the changes that occur are stabilized by means of (i) providing opportunities for individuals to demonstrate new attitudes and behaviors (points of view); and (ii) habitual changes to new ones (re-freezing) so as to eliminate old methods.

Another scholar named Paulo Freire added a precious thought on consciousness to this discussion. Consciousness, according to him, are categorized into three: magical, naïve, and critical (Freire, 1985). Magical consciousness is an awareness of people who are unable to know the relationship between one factor and another. For example, the poor are not able to see the relationship between their poverty and the political and cultural system. Magical consciousness sees more factors outside of humans (natural and supranatural) as causes and powerlessness. Naive consciousness, which is a public consciousness, sees the human aspect more at the root cause of society's problems. In this consciousness, ethical issues, creativity, and 'need for achievement' are determinants of social change. Accordingly, when

analyzing why a community is poor, people believe it is because the community itself is "wrong", because they are lazy or do not have an entrepreneurial spirit. Therefore, manpower development is something that is expected to trigger changes. Critical consciousness is awareness that looks more at aspects of systems and structures as the source of problems. Individuals who have critical awareness will be able to critically analyze and understand social, cultural, political, and economic conditions and their consequences on life. From the three theories, the comparison is presented in Table 1.

Analyzing the aforementioned table, researchers concluded that the three theories share some striking similarities: (i) the first stage of each theory shows the individual's unconsciousness of the problem at hand and focuses on motivating the individual for changes that need to be made; (ii) the second stages of the three theories discuss the existence of "learning" or learning related to how to solve a problem and make new efforts (movement) to eliminate old ways; and (iii) then the third stage comes, in which the individual is able to analyze the problem, think of a solution, and handle the problem correctly and strengthen the changes that have been made so that the changes can run well, dynamically, and stably. Based on this theoretical analysis, a scheme of the stages of awareness formation can be developed as follows.

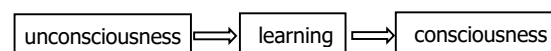


Figure 1. Stages of forming consciousness

Thus, efforts are needed to boost women's involvement in tourism through improving awareness as was done by ecotourism managers. The process of building awareness is needed to shape behavior towards conscious and caring behaviors so that the women feel they need to raise their capacity and desire in improving their conditions. The awareness process can be carried out through women's empowerment activities, where the empowerment of

women in the development of ecotourism in Glugut Park can provide equal space for women to take part in the tourism sector.

RESEARCH METHOD

Belonging to case study (Creswell & Creswell, 2018), this research was conducted with the intention to understand how women's awareness raising occurs in tourism management. The research was conducted at Glugut Park Tourism, *Dusun* (hamlet) Wonokromo I, Wonokromo, Pleret, Bantul. The selection of location was the result of the observed self-reliance of the local community due to their initiative to develop natural potential. Glugut Park Ecotourism is one of the tourist attractions in Bantul Regency which is built in a bamboo garden. Administratively, most of the ecotourism area of Glugut Park is located in Wonokromo I Hamlet, Wonokromo Village, and a small part of it resides in Segoroyoso and Trimulyo Villages. Natural potential, in the form of river named Kali Opak and the presence of bamboo clumps, constitutes uniqueness in the Glugut Park area. The development of Glugut Park ecotourism is not only for tourist attractions, but also aims to empower the community, so that the project can have a good impact on the lives of the surrounding community in terms of economy and social and cultural life.

In this study, the data source was selected by purposive sampling, which is a sampling method based on particular considerations. The selection of this subject was determined based on the subject's involvement in activities at the Glugut Park Tour. These considerations led to the decision that the subjects of this study were the coordinator of the Glugut Park Tourism, the manager of the Glugut Park Tourism, members of the Dasawisma Wonokromo 1, and the people of Wonokromo I Village.

In this study, the researchers used data collection techniques by means of observation, documentation, and interviews. The researchers employed a non-participatory observation, which means that they did not directly involved in the process of implementing awareness raising. The researchers were capable of observing awareness raising activities including routine meetings, selling land management, and environmental preservation, but did not directly get involved in awareness raising activities at Glugut

Park ecotourism. Although it was planned that this research would employ a well-planned interview, in practice the interview remained flexible, open, relaxed, and full of kinship. Interviews were conducted with the management coordinator, tourism manager, Dasawisma, and local communities involved in the Glugut Park ecotourism, and the topic of the interview was regarding efforts to increase the awareness of women. The documentation was performed to complement the results of the research. The documents used in this study were the descriptions of activities carried out in Glugut Park ecotourism related to awareness raising activities.

The data analysis referred to the interactive analysis model from Miles et al. (2014) which stated that the data is analyzed interactively, continuously, until it reaches data saturation. Data analysis in this study consisted of data reduction, data presentation, and making conclusions. To ensure the validity of the data, the triangulation technique was used. The triangulation used in this study was the triangulation of data sources, namely by checking the data that had been obtained through several sources. The ultimate goal of this triangulation was to contrast information of the same thing obtained from various parties so that the level of data confidence achieved. This step was taken to avoid the subjectivity of the researchers, so that the research results are valid and can be accounted for.

RESULT AND DISCUSSION

Glugut Park Tourism Management

Glugut Park Tourism is a tourist object built in a bamboo garden. The name of Glugut itself comes from the Javanese word which means a smooth layer like bamboo tree hair which is known to cause itching if it sticks to the skin. Initially, Glugut Park was just a plot of land, whose size was about 1 (one) hectare, on the banks of the Opak River which was filled with many types of bamboo trees (Figure 2). Blessed with these existing unique natural features and by the initiatives of the surrounding community, Glugut Park then saw its distinctive potential be developed by the community to become a new tourist destination. Glugut Park Tourism is geographically located at Wonokromo I Hamlet, Wonokromo, Pleret, Bantul regency.



Figure 2. Tourism activities at the Glugut Park

The purpose of establishing Glugut Park Tourism is not solely for tourist attractions, but also to empower the community. Thus, it is expected that this park can bestow a good impact on the lives of the surrounding community in terms of economy, as well as social and cultural lives. In line with the purpose of the establishment of the Glugut Park Tourism, the forms of activities in the Glugut Park Tourism are adjusted so that they benefit the surrounding community. The forms of these activities include tourism, educational, economic, and socio-cultural activities.

The management of the Glugut Park area was initially run by the association consisting of residents of Wonokromo and Segoroyoso Villages where the Glugut Park is located. Management of this area was still run "traditionally" by the association without any formal institution handling the management of the tourist area. However, under the new management structure at Glugut Park Tourism Site, there were five people working as coordinator, secretary I, secretary II, treasurer I, and treasurer II. The structural management of Glugut Park Tourism also included a protector. Tour managers were recruited by voting and considering the feedback from community leaders. There were no special qualifications related to age and education level to become the manager of Glugut Park Tourism.

To include and develop ecotourism program, it is a certainty that Glugut Park requires the involvement and complete support of the local community with no exception. However, during the development process, people's involvement in the ecotourism of Glugut Park was still minimum due to low awareness of community on the activities. Thus, the tourism manager of Glugut

Park decided to include awareness efforts in the tourism development.

Increasing Awareness of the Women

In the empowerment process, the awareness stage is an important key because at this stage there is a formation of particular behaviors, i.e. behavior towards conscious and caring behavior, so that they feel the need for self-capacity improvement. The awareness-raising stage consists of three phases.

1. Unconscious stage

The unconscious stage commences when individuals start having unawareness of the problem at hand and focus on motivating themselves that changes need to be made. The research observed that at this the unconscious stage, the manager directly invited and involved women in various activities at Glugut Park Tourism. In their involvement, they still felt reluctant to participate and didn't feel the need to be involved. This shows that they actually did not know what to do so that managers were directly involved themselves, showing they were willing to open themselves up to a change. The chief of "NAS" tourism management stated,

"Yes, it is clear that we had to invite them. At first, we just invited them casually. Then such invitation was delivered in the Rukun Tetangga (RT/ neighbourhood community) meeting. We also carefully invited them personally because women in this neighbourhood were rather reluctant to participate in this movement. Well, finally, some were willing to participate although the rest were still reluctant. We established coordination with the Dasawisma coordinators. They were taking part by occupying the trading spot to sell things. Most importantly, we need to approach them to

understand what they want, so they are willing to participate. Of course we can't coerce them into participation if they are not willing."

According to Lewin (1945) in the theory of change models, there is an unfreezing stage or a disbursement process that encourages individuals to open up so that they can accept a change. An understanding of these changes needs to be done by stakeholders that awareness of changes will bring greater benefits. Accordingly, the manager, as an empowering party, tried in various ways to impart awareness of their potentials on the local women so they were willing to be involved in tourism development. Efforts made by managers in raising awareness were through socialization, motivation building, and involvement in ecotourism development programs. Socialization was carried out by the tour manager during RT meetings and routine meetings of the Dasawisma members. The purpose of this socialization, which included building knowledge, attitudes, and motivation, was to foster willingness to change in the self-employed women. Such socialization was very important to change the mental attitude of the target group, forming a mindset to move forward and desire to change. Motivation becomes the basis for someone to take an action, especially motivation to be involved in an ecotourism development program.

2. Learning stage

The learning stage is a process of transitioning a person from not knowing to knowing through learning by trying to open himself up to accept new things. The community would undergo a learning process about knowledge and skills relevant to the demands of their needs. These demands included increasing participation in ecotourism development which could be achieved through education and training. Related to this stage, the manager facilitated the women through various efforts to provide information and new ways of seeing things so that they could learn and as a result they would have a new perspective.

Several efforts were made through activities that involved women. Firstly, cooking training and skill learning, resulting in a change in the behavior of the target group related to awareness of the utilization of local potential and a desire to improve self-quality and develop the economic income of the Dasawisma group. Training on cooking and other skills were provided for the women to develop their potentials. The training plan included technical preparations which facilitated the training implementation, such as

deciding and preparing the required tools and materials and also the place for the training, which was carried out by the management in cooperation with the training organizers. Before the learning session took place, the target group was adjusted to the learning conditions as to allow them to comfortably participate in the learning process. Following which, learning of the theories and practices was conducted through lectures, discussions, question and answer sessions, and practices to develop correct attitudes, knowledge, and skills of the target group. Lastly, team building and evaluation were performed to motivate the women to gain better incomes through the group. Later, an evaluation of the training was carried out by the management and the target group.

Secondly, provision trade activities area, where people could sell a variety of local foods such as *tiwul*, *gethuk*, and vegetable porridge, as well as traditional child's toys, as the output of the training. In practice, the trading activities on the plots provided took place on Monday to Sunday based on the preset schedule, and also on Sunday *Pahing* (*Pahing* is the first day based on Javanese calendar) during the event of *Wulang Glugut* Market. Shift schedules for stalls were decided by the Dasawisma itself, which consisted of 3 (three) groups. Members of the groups were assigned daily to stand by or sell merchandises in the tourist spot. The commodities sold in the Dasawisma stands were local foods, such as *tiwul*, *gethuk*, and vegetable porridge, and traditional child's toys. In addition, Dasawisma provided catering to visitors performing an event in the tourist resorts as long as those visitors had already placed their orders previously. Income from the sales, according to Dasawisma coordinator, Ms. "D", did not go to the individuals but were transferred to the Dasawisma group treasury.

"(There is) no personal economic benefit, I believe, because the profits are for public interest and go to Dasawisma treasury."

Third, the management instilled motivation by personally approaching each member of the Dasawisma. Tourism Manager "SH" explained that it provided motivation "When coordinating meetings and when we meet at tourist attractions, we often give encouragement, directions, and explanations so that everyone remains enthusiastic about being involved here". The manager also always gave motivation and encouragement to the Dasawisma members if they looked less enthusiastic and started to slowly withdraw from the activities. The motivation given by the

manager could have a positive effect on the Dasawisma members so as to build the capacities of the Dasawisma members to involve themselves in awareness-raising activities.

3. Conscious stage

The conscious stage is a state in which a person is able to control his mind, feelings and behavior and know himself. Consciousness can make a person choose to act good or bad. Consciousness is awareness or deliberate behavior in which an aware mind regulates the thought and makes choices about what is desired, for example good or bad, beautiful or ugly, and so on. The results of the research showed that at the conscious stage, the local women began to be aware and were able to accept changes. Their mindsets and perspectives changed for the better and they were willing to be involved in the development of ecotourism in Glugut Park. Changes in behavior, as well as the formation of initiative and ability and skills, made Dasawisma members able to form self-reliance abilities. This self-reliance was marked by the community's ability to form initiatives, start creating things, and make innovations in their environment. The initiative was put into realization by selling food and crafts that they learnt from the previous training. This explains why the female members of the Dasawisma are able to create and innovate the products they sell such traditional toys, culinary product, and handicrafts.

Increased awareness can be said to be successful if there is a change within the humans-in-question. Changes in the women's behavior were shown in the aspects of knowledge, attitudes, and skills. In the aspect of knowledge, the results of research in the field indicated that there was a change in women's knowledge after participating in awareness improving activities. In the aspect of knowledge, women got new knowledge and insights. While and after joining awareness raising activities in Glugut Park ecotourism, women became aware of the tourism potentials and how important their involvement was. This aspect of attitude was manifested in the women's acceptance to new things, even though at first, they were still skeptical. The accepting attitude of those women was visible when they continued participating in various activities. They wanted and paid attention to the stimulus provided by the manager, by participating in awareness raising activities. The positive responses given by women to various activities conducted by the

manager allowed the activities to run well and smoothly.

Behavioral changes in the aspect of action were manifested in women's perception which saw changes as a positive thing. With this positive perception, they could choose to participate in awareness raising activities, such as outreach and training. Consequently, they began getting used to new things, such as their participation in tourism development. They then adopted the results of the training by developing and modifying products they learnt during training, to be sold at the Glugut Park ecotourism site. Adoption is the highest level of action which shows that there was an increase in awareness of the female members of the Dasawisma.

Awareness Raising Process

1. Access in ecotourism development

Access in this case is an equal right between men and women in making use of productive resources in the environment, i.e., the development of Glugut Park ecotourism. Evidentially, providing access to women shows that women can play an important role in the development of ecotourism. Ecotourism itself consists of three main principles namely principles of conservation, principles of community participation, and economic principles (Page & Ross, 2002). The research discovered that the access given to women was involvement in the culinary sector and environmental care, while men were more concerned with tourism management. In the culinary sector, they were involved in selling in tourist areas and managing the stalls that had been provided. Meanwhile, in environmental care, they helped clean the tourist area from trash and helped plant new bamboo seedlings for reforestation (greening) of the tourist area.

2. Participation in ecotourism development

Empowering women aims for the women's participation in utilizing existing resources. The results showed that the women's participation was considered sufficiently good, although not all of them were involved. The form of their participation included manpower, thoughts, belongings, skills, and social involvement. Participation in the form of manpower was observable from their involvement in maintaining a clean environment to providing food when there was an event at Glugut Park ecotourism. Furthermore, social participation was tangible by their presence or involvement in various activities and regular community service at RT 02. Women's participation in

the form of skills was evident when the women sold the products that they made at the Dasawisma stalls as the results of training, such as processed traditional food and some traditional crafts and toys. Not only that, those women also contribute their belongings to participate, as they paid regular fees or funding for tourism development. The participation in the form of thoughts was displayed when the women shared their thoughts and ideas for the sake of the development of Glugut Park ecotourism during a coordination meeting with the manager.

3. Control between men and women

There is an equal opportunity displayed between men and women to exercise control over existing resources in the development of ecotourism. The control given is the power to make decisions in the development of ecotourism. This control thus requires women to be able to implement the learning outcomes they received, so that they can take part in managing ecotourism, which includes decision making. The results showed that the opportunities that women had in developing Glugut Park ecotourism were opportunities to take care of tourism, the environment, and the river ecosystem, keeping them beautiful and alive. As confirmed by Nurhaeni et al. (2018) in their research, women play a maintenance role in managing environmentally friendly tourism, especially through their function as environmental educators for families and communities. This role is carried out properly, without neglecting local socio-cultural values, because women are friendlier to nature. This role is an important key to maintaining and keeping environmental quality in tourism development, so that existing tourism not only meets economic principles, but also obeys ecological and socio-cultural principles.

4. Benefits felt by women

Empowerment efforts are said to be successful if the empowerment target feels benefits. The benefit in this case is that men and women both enjoy the benefits of the use of resources and the benefits of the empowerment process itself. The results of the study showed that they got economic benefits, in the form of being able to create jobs in the tourism sector so that their income increased. In the socio-cultural field, there was an increase in community solidarity and respect for cultural values that exist in society. They sensed a social bond, *silaturahmi* (good relationship), and joy from their involvement in the tourism

management. Meanwhile, the benefits in the environmental sector were maintained environmental cleanliness and preservation of river ecosystems.

Inhibiting Factors

In an effort to augment women's awareness in Glugut Park ecotourism, there were problems that hindered managers to carry out activities. This inhibiting factor caused the awareness raising process to not run optimally. Internal inhibiting factors in the process of increasing awareness in Glugut Park ecotourism were obstacles that came from within groups and programs. Basically, the tourism manager of Glugut Park really wanted to develop their tourism to be even better. However, the obstacles prevented the activities they managed from running optimally. Each manager had other different jobs so that they made different activities. The intensity to manage empowerment activities for managers that took up quite a lot of time made managers perform less optimally in tourism development.

The manager's knowledge and insight into tourism and tourism management, which is one of the basic assets in developing ecotourism, was still low. Most of the awareness raising and empowerment activities were carried out by external parties in collaboration with tourism managers. Then, the unclear management transition also hampered the implementation of empowerment activities. The transition of management from the old to the new one was still confusing and was not fully decided by local stakeholders. Thus, there was a vacuum of management that loomed over Glugut Park ecotourism. In addition, the self-awareness of the target group was still low because of the existing public mindset stating that women are better off at home, and tourism activities are mostly managed by men. Thus, there was a need for a personal approach to convince women to participate. Apart from internal inhibiting factors, there were external inhibiting factors which were obstacles coming from outside the group or program. The existing problems on the land lease with land owners hindered the implementation of empowerment activities. The legality of the land in the area was under private or individual rights leased by the manager, thus opening the way for the future management of the Glugut area to become private management.

The existence of obstacles in the effort to increase people's awareness caused the empowerment process

to run less optimally. As a consequence, the managers, as the main actors in the awareness raising process, made various efforts to overcome these obstacles. They were (i) doing coordination through RT meetings and management forums, (ii) acting with utmost deliberation and caution with collaborative parties, and (iii) conducting mediation and deliberation with landowners. Although efforts have been made to overcome the obstacles, the legality problem of land leases has not been resolved thoroughly.

Empowering Women

Ecotourism development requires the involvement of the women living in its neighborhood because they are an integral part of actors having interest in the tourism management. Women are expected to perform meaningful activities in their attempt to manage the tourism services (Çiçek et al., 2017; Duffy et al., 2015). The findings show that women contributed to the nature tourism management in the form of their involvement in the process of tourism activities such as providing food for visitors, joining tourism event planning activities and receiving guests, and maintaining environmental cleanliness of the tourist resort area. Their involvement resulted in positive benefits as they were able to develop economic activities, strengthen solidarity, and improve their roles in the development (Mathew & Sreejesh, 2017; Nara & Irawan, 2020; Figueroa-Domecq et al., 2020; Nikjoo et al., 2021). This finding also accentuates the idea that the women's participation needs to be developed so that ecotourism can have an impact on all levels of society and patriarchal dominance of men can be reduced or eliminated. Women are expected to play an active participation in the tourism management in accordance with their duties and tasks.

Women play a crucial role in the development of tourism, but it depends on their awareness as the main driving factor both individually and as a group to be actively involved in tourism management. Research findings show that women in Glugut ecotourism participated because they were aware of the urgency of the park's existence to improve the quality of the community life. Their awareness grew as a result of positive efforts from park managers who viewed them as individuals with the capability of bringing success in tourism management who can satisfy visitors. Thus, the development of awareness is the key for the awareness to grow (Saarinen, 2010; Panta & Thapa,

2018). According to Freire (1985) awareness of the development target group occurs if they understand in advance what is happening to themselves and their environment, such as the problems, potentials, and natural resources that they have. A good understanding of this world will motivate them to become individuals who are willing to change and turn less favorable conditions into more favorable conditions. The development of women's awareness should ideally be carried out starting from the beginning of the ecosystem management to the use of ecotourism services so that it is possible for women to behave openly, committed, and motivated and finally have a sense of the belonging toward the ecotourism they manage.

The process of empowering women in tourism management should be achieved so that they act as active actors in the success of existing tourism programs in order to improve their quality of life (Elshaer et al., 2021; Imbaya et al., 2019). They must understand that the impact of tourism needs to be felt on all levels of society, not only on individuals who have direct access to tourism management, and they must also have the belief that tourism must be sustainable both in its process and results (Weaver & Lawton, 2016; Junaid et al., 2021). Their empowerment must be invoked using an interaction process designed in a way so that they are willing to communicate, be open, and have a dialogue with the developer. This can be put into realization in the form of implementing educational activities such as intense socialization, coordination, and joint discussions, and providing women with training and education in relation to the implementation of their functions in tourism activities. In addition, the development of women's awareness must be accomplished by supporting them through providing facilities, forming groups, strengthening the role of women's organizations, organizing their roles and functions in tourism management, and providing opportunities to manage homestays, culinary stalls, etc.

Research Implication

The findings indicate that achieving the goal of community-based tourism development should be managed in a planned manner in terms of management, substance, and technical empowerment. In terms of management, awareness and participation of target groups, i.e., women, must be used as the basis for developing the community.

Their involvement illustrates the belief that parties can empower themselves by using their potential to overcome the problems they face (Moscardo, 2008; Phillips & Roberts, 2013; Vo, 2020). So, to advance the target group, tourism development is managed by inviting them to discuss the real problem or conditions to be solved. On the aspect of the implementation of tourism development, the target group was given confidence to carry out empowerment activities, with the provision of adequate support such as providing financial assistance, creating efforts, and increasing tourism management capabilities. The implementation of tourism development should be carried out collectively by all parties involved. Evaluation aspect must be organized by doing an objective assessment based on a group perspective. Evaluation is done with the understanding and belief that the target group is the entity who actively builds knowledge or interprets their experience. They should be directed to express their valuable experiences independently and reflectively after they participated in tourism development activities. Developers can assist them by conducting mutual evaluations such as evaluation and impact evaluations.

Viewed from learning aspect, in developing their ability of tourism management, developers can take educational actions aimed at encouraging awareness, knowledge, and skills related to the activity of tourism management, for example excellent service to visitors, formulation of tourist services, and effective communication. These actions are organized by involving the target group participative and placing them as individuals being motivated, and having hope, experience, and goal. They must be asked to understand their priority educational needs by doing dialogue directly or by having observation of their behaviors. By using the methods, it is hoped that the objective of improving their ability in terms of the tourism management will be obtained, allowing the development of their capacity to carry out in a planned manner and avoid mere desires. A humanist, dialogical, and familiar approach must be built by the developer in interacting to develop the target group.

To gain the continuity of the tourism effect, there is a need to manage collective action that grows learning motivation, awareness, and active learning of the target group. It means that women in the tourism area can be joined together in community of practice which is a place for sharing knowledge and skills among its members related to improving the quality of

their job or task and also strengthening their social bonds (Wenger-Trayner et al., 2015; Development & Mangioficio, 2014). This research found that the community of practice seemed to exist in the form of a routine meeting of Dasawisma that was able to encourage the spirit and caring of the members to achieve common prosperity. The existence of community of practice provides benefits for business development such as increasing profits, increasing the creativity of actors, increasing the skills of tourism actors, and developing community participation (Tohani & Sujarwo, 2013; Dionnet et al., 2013; Britt, 2021).

Practically, the success of tourism development by women needs to be supported with the participation of actors in the tourism environment. For example, the local leaders can contribute both by providing moral and material support for the tourism activities managed by women. It can be formed by producing tourism development policies, providing permits in managing tourism services, providing subsidies for the development of women's entrepreneurship, supplying assistance with related facilities for tourism development, promoting tourism services to potential parties, or even personally giving motivation and strengthening for women in tourism management. Effective participation of local leaders is a valuable input in developing women's activities in managing tourism services. They, both formally and informally, make referrals, consultancy tools, and solutions if they experience an event that can disrupt the stability of tourism management. Also, they can act as legal provider and mediator for groups to obtain resources available in the surrounding environment.

In pertinence to research findings, future research needs to be directed at developing women's active roles in nature tourism management by performing research directed at improving the resource-based collective entrepreneurial capacity (Ohe, 2020; Su et al., 2020). This will provide assurance to the women's optimal involvement in the nature tourism management activities. The goal of nurturing the entrepreneurial capacity is to allow women to have the ability to perceive opportunities, the courage to take creative and profitable actions, and the potential to develop partnership networks with parties whose interests are for better tourism.

CONCLUSION AND SUGGESTION

Based on the results of research and discussions that have been stated, the researchers could conclude that awareness raising in the development of Ecotourism in Glugut Park was carried out by managers who collaborated with external parties through three stages of awareness, starting from socialization, building motivation and involving target groups in ecotourism development, and through education and training so that they could decide the actions they need to take in developing ecotourism. This, in turn, has increased awareness of equal rights between men and women to develop tourism, contributions in the form of funds, manpower, ideas, and skills as well as work contributions, opportunities to care for tourism and the environment, as well as benefits that were enjoyed by in terms of economy, socio-culture, and environment. However, there were obstacles in the form of low knowledge and insight of managers in the tourism sector and tourism management. Also, there was still a transition of management and problems with land leasing with landowners, which hampered the implementation of empowerment activities. Therefore, tourism development that involves genuine women's participation must be developed by using research approach or educational collective action that can empower them to be more effective and sustainable in implementing tourism activities.

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