

Inclusive Rural Tourism Planning through Community-Based Tourism and Social Entrepreneurship: A Case Study of Kemuning Tourism Village, Karanganyar Regency, Central Java

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ABSTRACT

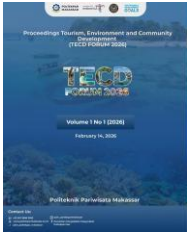
Community-based tourism (CBT) is an important strategy for improving the welfare of local communities and preserving the environment. However, the involvement of women and vulnerable groups in the planning and management of rural tourism is still limited. This study aims to analyze the implementation of CBT in Kemuning Village, Karanganyar Regency, with a focus on the empowerment of women and vulnerable communities. The study uses a qualitative approach with a case study design through interviews, observations, and documentation. Field findings show that women are actively involved in four main aspects: institutionalization, tourism attraction development, human resource development, and women-friendly business management. In institutionalization, women have met the representation requirements, but their strategic role needs to be strengthened. In tourism attractions, women are involved in entrepreneurship, guide training, and engagement data management. Human resource development emphasizes practical training and communication forums to improve technical and social capacities and awareness of rights. Meanwhile, business management shows women's involvement in all stages of production and marketing of local products, increasing income while strengthening their role in the tourism ecosystem. These results confirm that women's empowerment through CBT is effective in creating inclusive, gender-equitable, and sustainable tourism.

Keywords: community-based tourism, women's empowerment, tourism village development, gender equality.

INTRODUCTION

Community-based tourism (CBT) has become an important strategy in developing rural tourism, particularly in improving the welfare of local communities. Although Indonesia's villages have enormous natural and cultural

potential, the involvement of women and vulnerable groups in tourism planning and management remains limited. This poses challenges to achieving gender equality, social inclusion, and fair distribution of economic benefits in rural areas (Kuntariningsih, 2023).



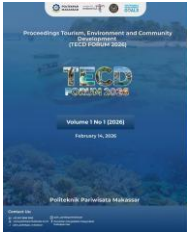
CBT offers an approach that enables active community participation in the development of tourism products, from attraction management to the organization of cultural activities. Through direct involvement, women and vulnerable groups can obtain economic benefits, improve their social skills, and strengthen community cohesion and the preservation of local culture (Sunardi et al., 2021; Tryasnandi, 2023). In addition, training programs and partnerships with educational institutions can increase local capacity in managing sustainable tourism (Wardani, 2023; Sosa et al., 2021).

Kemuning Village, Ngargoyoso District, Karanganyar Regency, Central Java, is an example of a location with diverse natural, cultural, and local industrial tourism potential. Spanning an area of 669.2 km², the village features tea plantations, valleys, river streams, and agrotourism and adventure sports attractions such as Kemuning Tea Plantation, Agrotourism Mango Picking, Paragliding, Kali Pucung Tubing, and Kemuning Jeep Adventure. The village also hosts regular cultural events, such as the Mbatok Market and Cultural Carnival, and has local industry centers that support the local economy. Tourism potential is managed by the Village-Owned Enterprise (Bumdes) and the Tourism Awareness Group (Pokdarwis), involving community members, including women, in accordance with the Ministry of Tourism and Creative Economy's Women-Friendly Tourism Village guidelines (2024).

This study aims to analyze the planning and implementation of community-based tourism

in Kemuning Village with a focus on the empowerment of women and vulnerable communities, referring to the Guidelines for Women-Friendly Tourism Villages from the Ministry of Tourism and Creative Economy (2024). Specifically, this study assesses four aspects relevant to the internal management of tourism villages: (1) how tourism village institutions provide equal opportunities for women in the management structure of Bumdes and Pokdarwis; (2) how women and vulnerable communities are involved in the development and management of tourist attractions; (3) human resource development strategies to improve women's capacity in managing tourist attractions and community-based businesses; and (4) women-friendly business management that empowers them economically and socially. Thus, the objectives of this study are in line with the guidelines that emphasize inclusion, equality, and capacity building for women as an integral part of the village tourism ecosystem.

This study uses a qualitative case study approach with research subjects consisting of women, vulnerable groups, and tourism village managers involved in the development of tourism in Kemuning Village. Data collection was conducted through interviews and observations of tourism village management activities. The results of this study are expected to provide insights for policy makers, tourism village managers, and tourism practitioners regarding effective strategies for empowering women and vulnerable groups through CBT management. In addition, this study is expected to provide



recommendations for designing policies, training programs, and practices for managing attractions and businesses that are more inclusive, gender-equitable, and sustainable, thereby tangibly improving the socio-economic welfare of the village community.

RESEARCH METHODS

This study uses a qualitative approach with a case study design, which aims to understand the planning and implementation of community-based tourism in Kemuning Village with a focus on the empowerment of women and vulnerable communities. The research subjects consist of women, vulnerable groups, and tourism village managers (Bumdes and Pokdarwis), who play a role in the development of tourist attractions, women-friendly businesses, and human resource management.

Data were collected through semi-structured interviews with research subjects and observations of tourism village management activities, including the management of tourist attractions, local businesses, and training or capacity building activities for women. The research instruments consisted of interview guides and observation forms based on the four aspects of the Women-Friendly Tourism Village guidelines (Kemenparekraf, 2024): institutional, tourism attraction development, human resource development, and women-friendly business management. Data analysis was conducted thematically through data coding, identification of patterns of involvement and contribution of women and vulnerable communities, and interpretation of

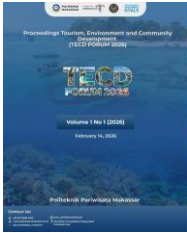
results in the context of community-based tourism village planning and management.

RESULTS AND DISCUSSION

Referring to the Women-Friendly Tourism Village Guidelines published by the Ministry of Tourism and Creative Economy, tourism villages must provide equal opportunities for women and vulnerable groups to participate in management and development. This creates an inclusive tourism ecosystem, where women and vulnerable communities have an equal role in decision-making and business management, in order to overcome existing social inequalities (Kemenparekraf, 2024). Of the seven points in the guidelines, this study focuses on four main aspects directly related to the internal management of tourism villages, namely: institutionalization, development of tourist attractions, human resource development, and women-friendly business management. These four aspects were chosen because they are most relevant to overcoming inequality and empowering local communities. The following research results are presented based on these four aspects.

1. Institutional

Every tourism village management institution must ensure that women make up at least 15% of its management structure (Ministry of Tourism and Creative Economy, 2024). This is to ensure that women have a strategic position in decision-making and tourism village management. Observations and interviews show that the tourism village management institutions, namely Bumdes



Madu Suko Makmur Kemuning and Pokdarwis Aspekta Kemuning, have met the minimum female representation requirements in accordance with the Kemenparekraf guidelines (2024). Of the 20 Bumdes members, there are 7 women, while of the 13 Pokdarwis members, there are 5 women. Although the number exceeds the target percentage of 15% of the total members, interviews with female administrators reveal that their roles are still limited to several operational decisions, while strategic decisions are often dominated by male members. This shows that even though formal policies have been implemented, equal participation of women in strategic decision-making still needs to be strengthened, in line with the CBT principle that emphasizes community inclusion and empowerment (Sunardi et al., 2021).

2. Development and Management of Tourist Attractions

One of the field findings related to the development and management of tourist attractions and facilities in Kemuning Village shows that there is attention to the involvement and empowerment of women (Kemenparekraf, 2024). Based on the results of observations and interviews, several practices were found to be implemented in the field:

a) Entrepreneurial empowerment for women in the tourism sector

Women in Kemuning Village are involved in tourism-based micro businesses, such as providing accommodation, producing

handicrafts, and processing local products, including Gambyong Tea and Mbok Karti Tea. They not only develop technical skills but also guide product innovation to increase selling value and provide quality services to tourists.

b) Education and training for women

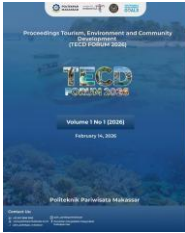
The training implemented in the field includes programs to become guides at leading locations such as the Kemuning Tea Garden, Kalimas Kemuning, and Sumilir Valley. In addition, women also receive special skills training, such as guiding Jeep Adventures and Paragliding. This allows women to have a wider range of roles in the management of tourism villages and reduces traditional job segregation, while upholding gender equality.

c) Disaggregated data collection

Field findings show that tourism village managers actively collect disaggregated data on the involvement of women and men in tourism attraction operations. Data is collected based on the number of workers in each tourism sector (nature, culture, events, and industrial centers), gender, employment status (permanent, part-time, volunteer), and specific roles performed (e.g., tea garden guide, tubing facilitator, Mbatok Market vendor, mushroom education guide). This report helps assess the proportion of women's involvement and serves as a basis for evaluation and consideration of more equitable empowerment policy development.

3. Human Resource Development

Human resource development in Kemuning Village focuses on increasing the capacity of



women to support tourism activities. Women in Kemuning Village participate in various training courses that teach them how to manage tourist attractions with an emphasis on cultural values, gender equality, and non-discrimination. This training covers practical skills, such as becoming a tour guide, managing adventure activities such as Jeep Adventure and Paragliding, and entrepreneurship based on local products, including tea and handicrafts. In addition, women are also introduced to inclusive and friendly attitudes towards diversity.

Interview results show that the annual communication forum serves as a means to absorb women's aspirations for fairer tourism development, while equipping them with knowledge about gender issues. With this support, the women of Kemuning Village have the opportunity to play an active role in tourism management, realizing their equal rights with men, free from discrimination, and having equal access to economic, social, and political opportunities. This awareness enables them to overcome obstacles, fight for their rights, and contribute maximally to inclusive and sustainable tourism development.

4. Business Development and Management

Local women actively manage businesses that produce innovative local products, such as cassava chips, handicrafts made from natural materials, and herbal drinks based on Kemuning tea. They are involved in all stages of production, from selecting local raw

materials and manufacturing to marketing the products.

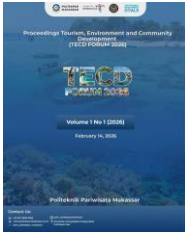
These products are then sold in food stalls or cafes with a distinctive Kemuning natural concept, which offer Gambyong tea, Mbok Karti tea, handicrafts, and local dishes such as liwet rice, rabbit satay, and stir-fried mushrooms. This place also functions as an interactive space, where visitors can learn firsthand about the process of making local products.

The women of Kemuning Village also receive entrepreneurship training that covers business management, product branding, financial management, and online marketing. This training enables them to market their products through digital platforms such as social media and websites, thereby reaching local tourists and customers from outside the city. These findings confirm that women-friendly business management in Kemuning Village not only empowers women economically but also strengthens their role in the local tourism ecosystem.

CLOSING

Conclusion

Based on field findings in Kemuning Village, it can be concluded that the implementation of community-based tourism principles, with a focus on the empowerment of women and vulnerable groups, has been evident across four main aspects: institutional development, tourism attraction development, human



resource development, and women-friendly business management.

In terms of institutional development, the village tourism management institutions have met the requirements for female representation, although the strategic roles of women still need to be strengthened. Regarding tourism attraction development, women are actively involved in entrepreneurship, tour guide training, and participation data management, which facilitates increased engagement and oversight of gender equality. Human resource development emphasizes practical training and communication forums to equip women with technical, social, and rights-awareness capacities, enabling them to take active and equal roles in tourism management. Furthermore, women-friendly business management demonstrates female involvement in all stages of local product production and marketing, which not only increases income but also strengthens their role within the tourism ecosystem.

These findings indicate that women's empowerment through community-based tourism can serve as an effective strategy for creating an inclusive, gender-equitable, and sustainable village tourism ecosystem, in accordance with the guidelines for Women-Friendly Tourism Villages.

Suggestion

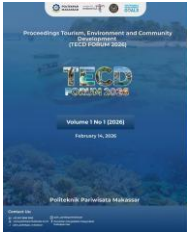
Based on the research findings, several measures can be taken to strengthen women's empowerment in the management of

community-based tourism. First, women's strategic roles in institutional decision-making should be reinforced through managerial position rotation and internal mentoring programs, ensuring that female participation is not merely symbolic. Second, human resource capacity development should be expanded to include training in innovation management and digital marketing, enhancing women's ability to respond to the dynamics of the modern tourism market. Third, women-friendly business management can be supported through the development of broader marketing networks, such as collaborations with e-commerce platforms and local events, increasing the visibility and competitiveness of women's local products. Finally, these findings open opportunities for developing a more comprehensive model of women's empowerment in community-based tourism, while also serving as a reference for future research on social inclusion and gender equality in other tourism villages across Indonesia.

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