Community-Based Tourism Impression Self-Esteem in Rural Tourism Development

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ABSTRACT
Due to its distinctive nature, culture, and warm hospitality of the indigenous people, Indonesia is well renowned as a tourist destination. Both domestic and international tourists frequently visit a variety of tourist destinations. While some of the attractions are run by locals, others are overseen by outside organizations or foreign nationals. This study aims to analyze the role of indigenous peoples in their participation in tourism development in Tanjung Lesung, Banten. To gather qualitative information, participant observation, and in-depth interviews were performed. This study revealed that indigenous people might create a feeling of self-worth through communal development. Locals are willing to contribute their resources to the growth of tourism in their area. Increased local community self-esteem may have an impact on the competitiveness of rural tourism.

Keywords: Community-Based Tourism, Rural Sustainability Tourism, Self Esteem
INTRODUCTION

An industry that is rapidly expanding and has a big impact on economic development in many nations is tourism. This potentially prosperous sector must be effectively managed to produce the best results (Rahmati et al., 2019). Travel and tourism experienced strong growth in 2018 with 3.9%, outpacing the global economy’s 3.2% growth to reach 10.4%, which supported the expansion of new job opportunities established globally over the previous five years (WTTC, 2019). It is given as “one of the world's fastest-growing economic sectors and a major force behind socio-economic development” (UNWTO, 2020). Nagarjuna (2015) stated the future tourist attractions of Indonesia, including its beaches, coral reefs, stunning islands, distinctive cultures, and friendly people, will be highly valued and well-liked. International tourists' earnings in foreign currency have increased year after year as tourism has grown (Amin, Rahmawati, Ismail, Simatupang, & Larso, 2021). Moreover, the GDP contribution from tourism in 2017 was IDR 536.8 trillion, or 4.1% of all GDP in Indonesia. 12.7 million jobs, or 10.5% of all occupations, were generated by tourism in the same year. About 200 billion IDR worth of tourism-related revenue was collected, outpacing the overall expansion of the Indonesian economy (OECD, 2020).

For many years, the focus of tourist development has been on urban tourism, but the Indonesian government is shifting its attention to rural tourism as well. Rural tourism differs from urban tourism in several ways. Rural tourism is a concept in which rural places create an entire set that reflects the genuineness of the countryside. This idea has the potential to considerably boost the wealth of the local population in that area (Kementerian Pariwisata, 2019). When tourists engage in established tourism activities, they can create excellent or negative variables that have an impact on the sustainability of environmental, social, and economic components (An & Alarcón, 2020; Yoon, Gürsoy, & Chen, 1999). On the bright side regarding rural-sustainability-based tourism, the expansion of tourism-related activities in rural areas can have measurable positive effects on locals' quality of life, employment opportunities, cultural heritage preservation, the growth of business networks, and the region's reputation. However, there may be adverse consequences as well, including crowded public spaces and amenities, disruption of local residents’ lives, ballooning home ownership costs, safety concerns, environmental damage, increased waste, and excessive resource consumption (Almeida-García, Pelaez-Fernandez, Cortés-Macias, & Balbuena, 2016). Rural tourism is guided by the idea that the developed and inalienable noble values of tradition and culture must be recognized and preserved. The preservation of the environment is also a top priority (Syah, 2017).

The focus of the tourism industry's long-term growth will be on travelers’ intention to visit rural areas, according to Sandiaga Uno, Minister of Tourism and Creative Economy. Local governments were entrusted with improving human resource skills and investigating various potential resources within their jurisdiction. Not every village that launches a program in rural tourism that has the same growth potential. Sandiaga Uno also encourages future village tourism participants to adopt new technology in order to compete with other nations (Kompas.com, 2021). As a result of online marketing, rural tourism efforts will become more well-known across the world. When a huge number of domestic or international visitors visit the lovely villages that have been marketed, regional revenue must increase, which has an impact on Indonesia's GDP. Infrastructure, product quality, and human capabilities, among other economic, commercial, and logistical problems, will be critical to the success of numerous tourism destinations. The main determinants of resources and the distinctiveness of the local community—both in the form of tangible qualities (travels and culture) attached to the community and intangible elements (resources)—can become the main driving forces behind tourism, according to certain theories (Juliana, Parani, Sitorus, Pramono, & Maleachi, 2021). The willingness of the hamlet to enhance its capacities might be a
hurdle. One of the benefits of rural tourism is local management, as regional growth can be aided by a focus on the local (Okech, Haghiri, & George, 2012).

The goal to preserve indigenous culture while also boosting socio-economic areas gave rise to community-based tourism (CBT) (Walkowski, Pires, & Tricárico, 2019). CBT could be defined as a group of people who inhabit a certain location as a kind of tourism controlled and maintained by the community to educate tourists about the community and its culture. Its foundation is the idea of sustainable development, which contends that community involvement in implementation and decision-making procedures fosters the growth of learning capacities and community empowerment. Residents are urged to participate and fulfill their potential (Khartishvili, Mitrofanenko, Muhar, & Penker, 2020). Given these advantages, self-esteem is a key aspect of generating the success of the tourism industry. Self-esteem is intimately related to pride, involvement, and devotion. People that are confident in themselves are going to strive relentlessly to run their community (Ginting, Rahman, & Nasution, 2019). Given their knowledge of potential natural assets, cultural attractions, and selling points as tourist attractions, the community requires their involvement as the lead role in their own environment. Additionally, this kind of tour is a very alluring choice for many tourist demographics who consider the sustainability of tourism when making travel plans. Visitors can experience the local attractions while they are there, and if they have a good time, it's possible that they will consider returning (Arintoko, Ahmad, Gunawan, & Supadi, 2020). By fostering a greater understanding of community viewpoints, the knowledge produced from conceptions will be improved, aiding in the growth and sustainability of thousands of rural CBT firms.

**LITERATURE REVIEW**

**Self-Esteem**

One definition of self-esteem is one's perception of oneself. It is divided into two components: skill and worth. People's perceptions of their competence can be used to define competence, and their perceptions of their value, on the other hand, can be used to characterize competence. People's responses to themselves are monitored by their level of self-esteem. Additionally, it can serve as a self-motivator, result, and buffer (Cast & Burke, 2002; Harris & Orth, 2020). The ego is arranged of various identities that are related to the several social positions that individuals have within the greater social arrangement. Identity is a self-description of a person in a certain profession or vocation. When the meanings connected with a social setting coincide with the meanings associated with an identity, self-verification occurs. The process of validating one’s identity promotes feelings of competence and worth, which increases one's self-esteem. When individuals in a group receive self-verifying feedback (via reflected appraisal and social comparisons), their sense of acceptability and value from others is reinforced, which boosts their self-esteem.

Individuals’ efficacy-based self-esteem is altered when they assess their behavior and find that it is compatible with their identity and social surroundings (Cast & Burke, 2002). Positive sensations, joy, and happiness are associated with self-esteem. Self-esteem influences physical and mental health, work performance, physical health, and interpersonal relationships. Self-esteem and psychological health are related. In order to build more meaningful relationships, they assert that they are more appealing and personable. Self-esteem boosts a person's willingness to speak up and assert their authority. On the other hand, low self-esteem is linked to unfavorable feelings like despair, worry, rage, and loneliness as well as a more external locus of control (Baumeister, Campbell, Krueger, & Vohs, 2003; Sedikides, Luke, & Hepper, 2016).
Community-Based Tourism (CBT)
CBT is a form of community development tool that helps local communities manage tourist resources while also ensuring local communities’ potential participation in the tourism sector. This is in line with Rahmiati and Goenadhi’s (2022) statement which said that Community-based tourism enables rural/local organizations and communities to develop their capability through tourism. The idea of a CBT village is a development where the tourist sector serves as a pioneer, and the village scale is prioritized via the involvement of the local community in local economic development that strengthens communities with the aid of institutional and infrastructural development (Arintoko et al., 2020). Local inhabitants’ earnings will be enhanced by participating in community-based tourism, and it can also assist in preserving indigenous culture and educating indigenous people (Amin et al., 2021; Partington & Totten, 2012; Regmi & Walter, 2016; Singgalen, Sasongko, & Wiloso, 2019).

Involve local populations in tourist management practices to guarantee the sustainability of tourism, as they will appreciate and keep their traditional lives and values (Thetsane, 2019). Self-esteem and social interactions are intricately intertwined. A pleasant social encounter raises one’s self-esteem and vice versa (Harris & Orth, 2020). The following list of guidelines for community-based development goes beyond only emphasizing the benefits to the local economy and social fabric (Juliana et al., 2021). Empowering local communities, honoring and utilizing traditional knowledge, promoting community engagement, recognizing the rights of local communities, and taking the sustainability of the environment into consideration.

The three stages of community involvement are decision-making, implementation, and assessment. During the decision-making process, local residents will be invited to participate in meetings to discuss the proposals. After the creation of sound plans, the implementation phase will follow, requiring the active involvement of regional communities. It can be categorized as creative output, tangible output, and genuine project member actions. The following stage is evaluation, during which local citizens can offer feedback on the implementation of their proposals. These inputs will be used to decide the next steps in the improvement process (Singgalen et al., 2019). Local residents can get involved in a number of ways, such as local business, tourist industry employment, park and land management (Nagarjuna, 2015), and park and land management (Walkowski et al., 2019; Partington & Totten, 2012).

Sustainable Rural Tourism
Rural tourism refers to any sort of tourism that takes place in rural regions. People are currently flocking to natural, protected, and untouched landscapes. Many tourists choose rural locations because they allow them to spend time outside and engage with nature. Natural activities, agrotourism, ecotourism, cultural tourism, and rural experiences are all part of rural tourism (Podovac & Tončev, 2016). Increased advantages to rural communities and their involvement in the expansion of the tourism industry are the objectives of rural tourism (Okech et al., 2012), as it plays a significant role in generating jobs and raising household income for locals, but also promoting communities, protecting traditional cultural assets, and maintaining the environment in terms of environmental preservation, among other social considerations. The term "sustainable rural tourism" describes activities that promote the economic and social development of rural communities without endangering the environment or local traditions. It helps achieve a variety of goals, including as the long-term growth of rural economies and tourism-related businesses, the preservation of natural landscapes, and the maintenance of indigenous culture and character.

Rural tourism, according to Podovac and Tončev (2016) and Syah (2017), includes a variety of activities, including culinary tourism, adventure tourism, agrotourism, cultural tourism, ecotourism, marine tourism, and spiritual tourism. Community leadership,
strategic planning, mutual understanding, stakeholder collaboration, and engaged citizen participation are necessary for rural tourist development to succeed (Nagarjuna, 2015).

RESEARCH METHOD

This study took a qualitative method. The researchers gathered information through in-depth interviews and participatory observation from the local government, local inhabitants, and stakeholders (POKDARWIS in Desa Cikadu Edutourism, Tanjung Lesung). Tanjung Lesung is one of the tourism hotspots of the 10 New Balis and Tourism Special Economic Zones (SEZ). As a result, Tanjung Lesung must prepare for the journey to New Bali. In the tourism program, 10 new Bali destinations have high expectations to improve and build the country's economy. In the last four years, the government has made the tourism sector one of the spearheads of the country's economy. In line with the infrastructure program launched by President Joko Widodo, the government is developing a number of tourist areas in various regions apart from Bali, which is called the "10 New Balis". This is a big job with many challenges and a lot of homework to be done. One of the tourism programs being developed by the government is the development of a Special Economic Zone (SEZ), which is an area with certain boundaries that include the legal boundaries of the Republic of Indonesia that are set to carry out the economy and certain other facilities. According to previous studies, SEZs were formed to be conducive to investment, export, and trade activities in order to grow the economy. The implementation of SEZ status in certain areas can provide economic benefits in order to build economic growth both nationally and regionally (SEZ). Special economic zones in the form of areas consisting of one or several export processing, logistics, industry, tourism, and other economies. The Old Banten Region, Badui and Debus Culture, Ujung Kulon National Park, Mount Krakatau, and island tourism are all within close proximity to Tanjung Lesung. Tanjung Lesung, whose name is derived from the term "lesung," a traditional rice pounder, has a coastal plain shape that sticks out into the water and resembles a mortar. Tanjung Lesung SEZ has drawn both domestic and foreign tourists because of its beaches with beautiful sand and blue waters.

RESULTS

According to information gathered from local inhabitants, local government, and stakeholders in Cikadu Edutourism, the community-based tourism initiative has been successful. The local government involves the indigenous people in environmental management. They deliberate on the strategic strategies that will guide their rural tourist development. The community is able to utilize their skills by creating various innovative handicraft products made from wood, bamboo, coconut shell, and also Batik and snacks. We can see it from Figure 1 to Figure 3 below.

According to the local residents who participated in the interview, they previously lacked confidence. They lacked confidence in their talents and suffered from poor self-esteem. Local residents gave their land to external groups to administer and received no compensation. One of the village's youthful residents eventually became an agent of change. He inspires the villagers' pride in themselves and their ability to establish their own village. When local residents inquired about nearby possible resources, they discovered a plethora of power that had previously been unavailable.

It was difficult at first to boost their self-esteem due to their previous pessimistic outlook. They never consider the local resources that may be utilized. Indeed, they have extensive property, but they have not capitalized on it as a tourist destination. By brainstorming, they generated several unique ideas, which they then attempted to execute. The picturesque natural landscape, local people's activities, spirituality, and culture of the hamlet all serve as the primary values for their marketing plan. Cikadu
indigenous people have become increasingly aware and proud of their individuality. They do not rely on existing standards but develop their own effective standards.

**Figure 1.** Wood Tissue Box

![Wood Tissue Box](image)

**Figure 2.** Coconut Shell cup

![Coconut Shell cup](image)

**Figure 3.** Batik Cikadu

![Batik Cikadu](image)

In addition, the community-based initiative teaches local residents how to help one another and increase their competencies. They pick up new skills to hone their current ones, like learning a new language, doing local crafts, or learning digital marketing. These local communities also explore their natural surroundings and promote cutting-edge ideas in rural tourism, like the fireflies garden, homestays that let tourists participate in outdoor activities led by locals, teaching locals how to cook regional foods for visitors, and tracking to see their natural surroundings.
DISCUSSION

Numerous organizations have given Cikadu's edu-tourism projects recognition, and these honors have a positive impact on the community's self-esteem. By presenting their own culture and natural beauty, they are now equipped to compete with the global tourism business. They are capable of speaking up courageously and announcing their hometown. Their village's growth also has a significant influence on the economic, educational, and other sectors. Many of the younger generations in Cikadu Village are eager to finish their education so that they can support the growth of their community. They combine the fresh idea they have acquired with the native culture and the surrounding environment and try to reduce their negative environmental effects. One of the genuine programs to ensure a sustainable environment is the establishment of its own waste management facility. The residents of this town gather and split waste to make it easier to process.

The expansion of the tourist business is not entirely reliant on contemporary resources. A strategic plan might also consist of providing the rural people with access to whatever resources are available. Not only will community-based rural tourism that is fully supported by the government have an influence on sustainable tourism, but it will also have an impact on the socio-economic development of the population, education, the environment, and a healthy sense of self-esteem among the population. Through the creation of new employment possibilities, the growth of the tourist industry has the possibility of reducing levels of poverty. The rise in the number of visitors visiting Indonesia will have an effect on the country's economic growth and reputation.

After conducting the research, we list some of the proposals that have been made for improving community-based tourist villages. Firstly, we make every effort to adopt a digital strategy for tourism, for it has the capacity to disseminate information all across the world. Secondly, we encourage more engagement from young people and females. Lastly, we encourage colleges, universities, and the education sector to participate in promoting rural tourism by delivering pertinent instruction.

CONCLUSION

From the findings and the discussion above, we can form a conclusion that the local community makes a significant contribution to the tourist business in Tanjung Lesung, particularly with regard to the production of souvenir goods. It has also been demonstrated that the contribution of the community promises the creation of community-based tourism. This type of tourism can be marketed to tourists who want to travel to villages by visiting the production location of souvenir products, and it is hoped that in the future, tourism in Tanjung Lesung will develop even further.

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DECLARATION OF CONFLICTING INTERESTS
Grace Amin, Filda Rahmiati, and Yunita Ismail declare no conflict of interest.
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