

## **GADJAH MADA UNIVERSITY YOGYAKARTA AND SUSTAINABLE TOURISM DEVELOPMENT UNDER AUSPICES OF UNWTO**

### **1. Vision, Mission and Objectives**

The development of tourism at the moment so very rapidly, Universitas Gadjah Mada (UGM) to respond to these developments. The development of tourism at the University of Gadjah Mada (UGM) in its development has Faculties, Schools and Study Center as part of P2KM (Community Service) in charge of science degree in tourism which has become the independent scientific fields. The existence of departments, courses and study centers of tourism are located in a different shade but became one of the most important and integrated part in supporting the development of tourism on a regional and national scale. The existence of departments, courses and study centers of tourism are: (1) Program Diploma III (D III) Program Tourism Studies under the Vocational School; (2) Bachelor (S1) under the Faculty of Humanities (FIB); (3) Center for Tourism Studies (PUSPAR) under P2KM UGM, master and doctoral studies under the Graduate School of tourism. The development of tourism at the moment so rapidly, so that the learning paradigm in the field of tourism is also constantly changing and evolving. As part of the University of Gadjah Mada, the science of tourism under Gadjah Mada University must harmonize itself with UGM vision of the future is a "World Class Research University". Considerations "World Class Research University". will power that, and considering the opportunities as well as weaknesses and challenges in the future, then the scientific field of tourism which is ruled by the University of Gadjah Mada (UGM) has set its Vision, Mission, Objectives, and Strategy achievement.

As part of the "**World Class Research University**" scientific fields of tourism at Gadjah Mada University has been designated as a sustainable tourism development observatory (STD) in 2016 by the Ministry of Tourism (MOT) of the Republic of Indonesia. Implementation. Application of manufacture Sustainable Tourism Observatory (STO) In 2016 the two phases of the program are to be achieved, namely in cooperation with the Universities located in sekitarpilot project in this tourist village located in the district of Sleman and Gadjah Mada University (UGM). The implementation of the second program is conducted with multiple stages and methods of implementation of which is, do a snapshot assessment in some selected program. Destinations were selected as pilot project is Pulesari Tourism Village, in the district of Sleman Turi.

**Program Sustainable Tourism Observatory (STO)**, is the most important programs of the activities performed by the system of cooperation between the Ministry of Tourism, Local Government and higher education area, which aims to provide recommendations for the development of sustainable tourism, both the central government, local government, local communities and other stakeholders, including:

- a) Develop and provide methodological references and recommendations for sustainability in tourism.
- b) Creating awareness and capacity-building support to the tourism stakeholders in sustainable tourism as well as foster participation / public participation.
- c) Analyze and report regularly on policy trends and the impact of tourism.
- d) Identify and disseminate sustainable tourism practices good
- e) Facilitating the exchange and comparison of information related to sustainable tourism
- f) Strengthen institutional capacity for information management and monitoring in support of the decision and policy making
- g) Facilitates networking Observatory, through the implementation of systematic monitoring, evaluation and information management techniques

## **2. Sustainable Development in Special Region of Yogyakarta (DIY).**

Special Region of Yogyakarta development philosophy: **Hamemayu Hayuning Bawana** "Man must adorn the beauty of the world - are responsible for the preservation of nature and culture". Tourism development philosophy **adiluhung in Yogyakarta (DIY)**, it has an important message for sustainable development in particular. Philosophy and sustainable tourism destination development strategy in line mandated by the Law No. 10 years in 2009 on tourism. The Ministry of Tourism has a big agenda related to the development of sustainable tourism destinations, namely Indonesia should be benchmarking of sustainable tourism in Southeast Asia. The concept of sustainable tourism development in the province of Yogyakarta at the core emphasis on four (4) principles, as follows:

- a) Forward-environment (environmentally sustainable) Stressing that the process of tourism development must be responsive and attention to efforts to preserve the environment (both natural and cultural), and able to prevent the negative impact that can degrade the quality of the environment and disturb the ecological balance.

- b) Received socially and culturally (socially and culturally acceptable) Stresses that the development process can be accepted socially and culturally by the local community.
- c) Eligible economically (economically viable) Stressing that the development process should be economically feasible and profitable.
- d) Utilize appropriate technology applied (technologically Appropriate). Stressing that the development process can technically be implemented effectively and efficiently, using the greatest local resources, and can be easily adopted by local people to the process of managing the long-term oriented.

The purpose of sustainable tourism development in Yogyakarta based on these principles, will lead to five (5) targets as follows:

- a) Establishment of an understanding and awareness of the increasingly high that tourism can contribute significantly to the preservation of the environment and economic development.
- b) Increasing the quality of life for local communities.
- c) Increasing the quality of the experience for visitors and tourists.
- d) Increasing and preserving and environmental quality for generations to come.
- e) The increase in the balance in development.

The paradigm of sustainable tourism development, among others, a community-based tourism (Community Base Tourism) which is one of the ideas that are important for tourism development often ignores the rights of local communities in tourist destinations. There are three main things to be a milestone for tourism participatory planning, namely: (a) involve community members in decision-making; (b) provide benefits to the local community on tourism activities; (c) provide educational tourism for local communities.

### **3. Sustainable Tourism Development in Sleman and Tourism Village Pulesari, Wonokerto, Turi.**

Geographically located between Sleman 1070 15 '0' 'East longitude 70 34' 51 '' and 70 47 '03' 'South latitude, the altitude between 100-2500 meters above sea level. North adjacent Magelang Regency eastward Klaten regency, on the western side of Kulon Progo Regency, and the South side is bordered by the city of Yogyakarta.

Sleman is a region of hilly and mountainous regions, which stretches up the slopes of Mount Merapi with a height between 100 m to 2500 m above the sea surface. The southern part

is relatively flat except in the hills of southeastern namely Prambanan District and in the southwest the most Gamping. Further north is getting bumpy terrain conditions. In the northern part Sleman (Merapi) natural conditions are relatively steep, but the fertility rate is high and there are many sources of water. position Sleman is a region up stream of the Province of Yogyakarta Special Territory. As an integral part of the province of Yogyakarta is known as a city of education and culture, the development of Sleman directed as educational centers, cultural centers, food producers, tourist destinations, the development of small industry, agro-industry and the service industry.

The tourism sector is part of the reliable contribute in the area of economic recovery mainly revenue (PAD) and employment to improve the well-being and opportunities of the masyarakat. Potensi, problems faced, economic scenario development Sleman is based on the development of economic sectors that have a competitive advantage. The development of economic sectors that have competitive advantage it will achieve high productivity growth region so Sleman has a strong economic base.

Sectors that have a competitive advantage is a sector that has a huge multiplier effect on other economic activities and development of the surrounding area, have a high market demand and attracting the private sector to invest. One of the sectors that have competitive advantages in the context of regional economic development Sleman is the tourism sector. It is proved by tourist arrivals and earnings from tourism sector levy in each year experience the peningkatan. Peningkatan acquired since the year 2004-2005 compared with previous years. Obtaining fees will continue to increase in line with government policy Sleman, which continuously develop the tourism sector.

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- GDP at current prices (ADHAB) in 2013 grew 14.21% compared to the year 2012, from Rp 16696.58 billion in 2012 to Rp 19105.49 billion in 2013, rose to 2,409, 49 m milyar
- Trade, hotels and restaurants provide the largest contribution to the formation of GDP at current prices with a value of 26.62, followed by the sector of other services amounted to 21, 53%, processing industry, construction, and agriculture.

**Gross Regional Domestic Product Table Year 2011-2013 (in million USD)**

<b>No</b>	<b>BUSINESS FIELD</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
1	Agriculture	1,922,985	2,153,451	2,424,293
2	Mining and excavation	86,671	90,599	109,786
3	Processing industry	2,171,967	2,274,445	2,655,364
4	Electricity, Gas, and Water	192,383	208,066	233,811
5	Building	1,921,438	2,135,294	2,491,502
6	Trade, Hotels and Restaurants	3,453,129	3,872,092	4,444,679
7	Transport and Communications	857,248	922,507	1,021,779
8	Finance, Real Estate, and Business Services	1,645,918	1,861,498	2,092,642
9	Services	2,845,861	3,178,630	3,594,543
<b>10</b>	<b>PDRB</b>	<b>15,097,600</b>	<b>16,696,582</b>	<b>19,105,499</b>

Source: Government of Sleman, 2013

Tourism sector in Sleman is a tourism activity relationship of Yogyakarta and Central Java. National tourism map, potential DIY ranks third after the Bali and Jakarta. Special Region of Yogyakarta has a diversity of tourism, the specificity of objects with unique characters such as eco-tourism, village tourism, cultural and historical heritage. This is supported by the readiness of facilities supporting the tour as well as qualified human resources.

The strategic position of Sleman district, located between Yogyakarta and Central Java makes Sleman as a channel for tourism activity DIY-Central Java. Reinforced by the existence Adisucipto Airport in Sleman provide ease of accessibility for travelers to the Special Region of Yogyakarta-Central Java in general and in particular Sleman regency. These advantages make the Sleman as a center of tourism activity.

#### **4. Patterns of Rural Development of Tourism in the district of Sleman**

Vision of tourism development in the district of Sleman "Realization Sleman as a competitive destination based on culture and the creative economy in tourism development sustainable for the welfare of the people". From this vision can operasionalkan as follows:

- a) Develop destinations Sleman competitive, innovative, varied, safe and convenient supported by quality infrastructure, professional services and community support to be a good host;
- b) Develop Sleman tourism industry based on the character of culture and promote the local economy in order to support public revenue and local revenue;
- c) Develop institutional and human resources that tourism is credible, reliable, competent, and professional place in the government, private and community and to encourage the passage of regulations and operating effectively and efficiently towards the realization of a sustainable tourism;
- d) Develop an integrated tourism marketing, synergistic, effective, and efficient way to increase tourist visits, especially to Sleman and Yogyakarta in general

Tourism development in a sustainable manner in Sleman district is based on the elements that are in the vision and mission. The development of tourism village in Sleman district is based on the elements of the sustainable development. Determination of the tourist village must be balanced with an understanding of the characteristics and socio-cultural fabric of society. It is intended to be used in the development aspects of the rural economy. In another aspect that needs to be done to determine the type and level of community empowerment, appropriate effective correctly and identify the level of acceptance / willingness of people to tourism activities. Development of rural tourism in the district of Sleman the principles that must be addressed

- a) Not contrary to customs or local culture. Rural tourism development must consider the various aspects related to cultural and social life of the rural livelihoods;
- b) The physical construction and infrastructure aimed at improving the quality of rural environment. The development of tourism sector in the village in essence does not change what is already in the village, but there is a purpose to pack such a way that is interesting to be a tourist attraction;
- c) Taking into account the elements of the locality and authenticity;
- d) Empower communities. A crucial element in the development of rural tourism is the rural community involvement in every aspect of tourism in the village;
- e) Taking into account the carrying capacity and carrying capacity and environmentally sound.

Development and rural development into a tourist village should pay attention to those capabilities, both physical capacity and readiness of the community. The principles of sustainable

tourism (sustainable development) underlie the development of rural tourism-poensi many potential tourist village to be developed, as in the table below:

**Profile Tourism Village in the district of Sleman**

<b>DEVELOPMENT</b>	<b>GROW</b>	<b>GROWING</b>	<b>SELF</b>
<b>NATURE</b>	Trumpon, Kadisobo, Pancoh, Gabungan Garongan	Ketingan Tunggul Arum	Pentingsari Pulesari
<b>CULTURE</b>	Dukuh, Mlangi	Sambi, Srowolan, Plempoh	Grogol, Tanjung Brayut
<b>KREATIV</b>	Nganggiring, Sendari, Palgading, Malangan, Brajan, Ledoknongko, Bokesan	Gamplong, Mangunan Sukunan, Dome	Kelor Sidoakur
<b>AMOUNT</b>	<b>14 Desa Tumbuh</b>	<b>9 Desa Berkembang</b>	<b>7 Desa Mandiri</b>

Source: from a variety of sources, 2016

Tourism development policy in Sleman district on its core emphasis on four (4) The principle, as follows: environment (enviromentaly sustainable). Stressing that the process of tourism development must be responsive and attention to efforts to preserve the environment (both natural and cultural), and able to prevent the negative impact that can degrade the quality of the environment and disturb the ecological balance,

**5. Pulesari Tourism Village Profile, Wonokerto, Turi, Sleman Regency**

Pulesari tourism village is located in Sleman Regency, the province of Yogyakarta. Administratively, Pulesari is one of the villages which is located in Wonokerto, Turi district, Sleman, Yogyakarta Special Province. Pulesari has boundaries by regions as follows:

- a) North: Ledok Lempong
- b) East: Arjosari
- c) South: Kopen
- d) West: Bangunkerto village,

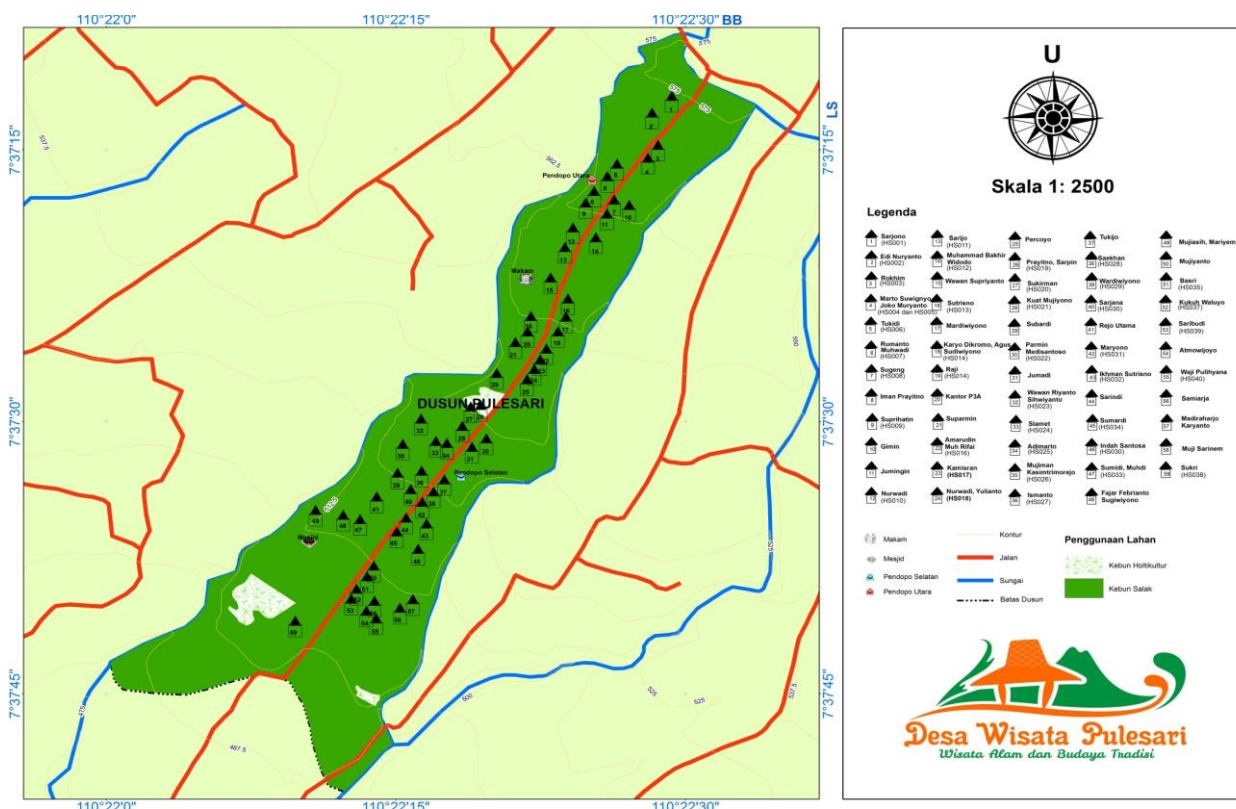


Figure 1 : Pulesari Tourism Village Map  
Source: Pulesari Data, 2015

Demographically, people in Pulesari Village has different acculturation compared to other villages. Not only has varies of Indonesia society's typical potentials, Pulesari Village also has the unity spirit as shown in their mutual assistance spirit in cultivating art and culture. Their spirit reflected in the annual event namely **Adat Pager Bumi** ceremony which held every Wednesday *Pungkasan* in *Sapar* month based on Javanese traditional calendar. The total area of Wonokerto Hamlet in Turi Subdistrict is 20.5 hectares, consists of area for farming, moor, plantation, settlement, industry, trade and services, community forests and others. From those area, each region has different area from another. This circumstances creates strong effect to food resources and livelihoods of Pulesari Village.

- **Topography conditions**

Pulesari Village is located in the slopes of Mount Merapi, particularly in Wonokerto Hamlet, Turi Sub district, Sleman District, Special Region of Yogyakarta. Georaphically, Pulesari Village situated at the altitude of 400 to 900 meters above sea level. In such heights, most of the region is an agriculture area.

- **Hydrology conditions**



Pulesari Village is an agricultural area with 26 springs flow into multiple streams such as Krasak and Bedog river. This condition is suitable with the need of farming irrigation. The average of rainfall level is 3.908 mm per year, with air temperature of 24°C to 28°C. Sources of groundwater flowing beneath the surface can be found in Turi – Sleman pathway spring, functioned as clean water sources and irrigation. Although during dry season some part of the region is lack of water for farming, the groundwater sources necessity for Pulesari Village still fulfilled.

- **Geological conditions**

The soil conditions in the area of Pulesari Village are hills or mountains has lush soil, and the soil structure is sandy and rocky soil.

- The total population in Pulesari on the year 2012 is 229 people. They are 115 men and 114 women. Number of families (KK) in Pulesari are 64 families which can be seen in the following table:

#### **a) Transportation System to Yogyakarta, Sleman District and Pulesari Tourist Village**

##### **Air Line**

- The main airport is Adisucipto Airport in Yogyakarta
- The air transport towards or from DIY is Jakarta, Bandung, Pontianak, Batam, Denpasar, Surabaya, Makassar and Balikpapan.

##### **Land Line**

- Main bus terminal of Special Region of Yogyakarta is Giwangan bus station.
- Land transport towards or from DIY is Jakarta, Bandung, Purwokerto, Pacitan, Wonogiri, Semarang, Magelang, Surabaya, Malang and Banyuwangi

##### **Railways**

- The main railway station in Special Region of Yogyakarta is Tugu Station
- Train heading or from DIY is Jakarta, Bandung, Purwokerto, Surabaya, Malang and Banyuwangi.

##### **Transport in Special Region of Yogyakarta**

- Transportation in Special Region of Yogyakarta are TransJogja Bus, Taxi, Pedicab, Public Bus, Motorcycle taxi, Andong and Rented Cars.

##### **Sea Line**

- Sea transportation is limited to the pier for the needs of fishermen to fish only.



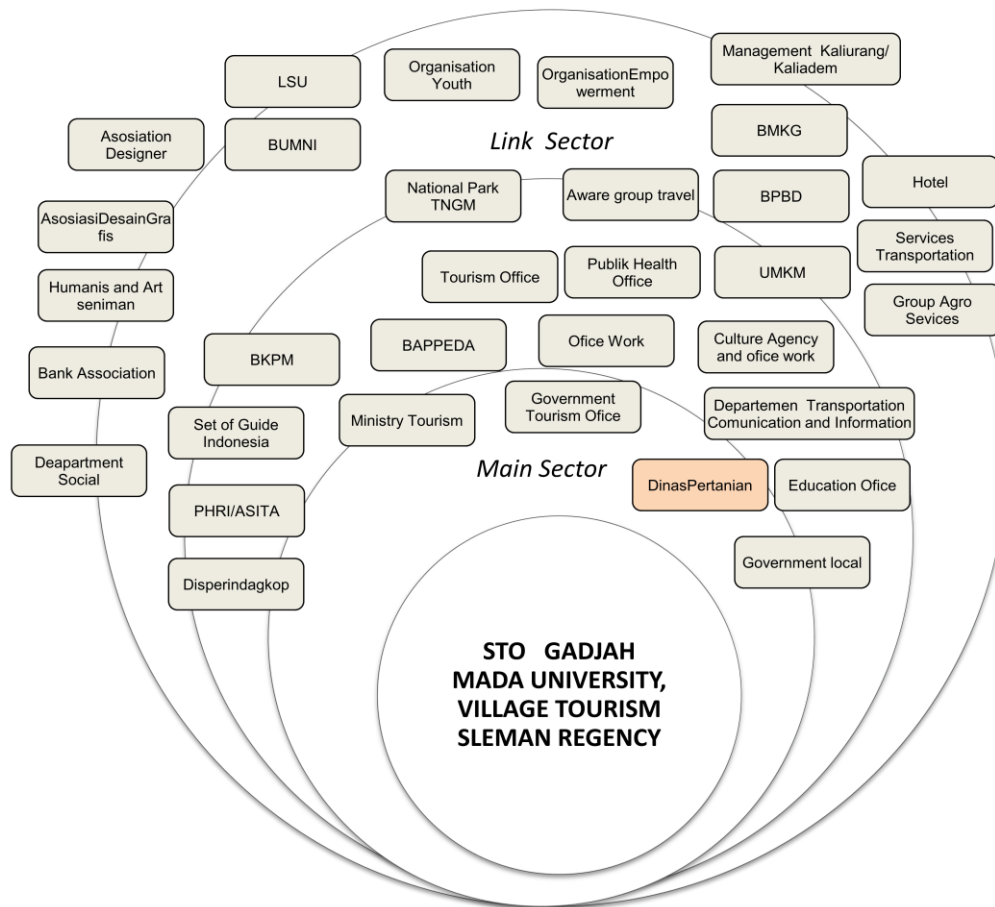
**Figure 5: System accessibility (transport) of the area of Yogyakarta, Sleman district, danke Tourism Village.**

Source: From various sources, 2016

#### **b) Importance of Tourism Village Pulesari.**

Pulesari tourism village is a tourist village that is capable of applying the concept of sustainable development and in use as STD program. The village Pulesari stand alone that originated from the community, by the community and for the community is on the basis spirit of gotong royong to build a village and a shared commitment and the number of existing potential in the region that need to be preserved and developed and therefore gave rise to an idea of an idea to form a tourist village , Tourism Village This presents a Cultural and Natural tourist tradition that has natural potential that needs to be preserved and developed without changing an essence of the rural areas. Cultural Tradition is a manifestation of the village always preserve the cultural values that exist in society. This tourist village aims to deceptive Human resources (HR) and Natural Resources (SDA) which is that the existence of the Tourism Village can be recognized and acknowledged by the public so they can make the appeal of competitive and sustainable.

Sustainable tourism in the tourist village can not stand alone. The linkage of tourism with other sectors is crucial interrelated and provide kotribusi important to build sustainable tourism. Other areas such as infrastructure and ecosystems.



Source: From various sources, 2016

### c. Program - an on going program in the tourist village Pulesari.

Implementation of Sustainable Tourism Destinations need to have a mechanism of monitoring and mentoring are clearly sebagai alat for monitoring and evaluation of activities. Some of these activities are: Baseline Assessment, This program is the criteria for valuation basis sustainable tourism, including about: Describing tourism management effective, Maximizing economic benefits for society lokal dan minimize negative impacts, Maximizing the benefits for the community, visitors and culture, as well as minimize the negative impact, Maximise benefits to the environment and minimize negative impacts.

**Tabel For Action Plan Program Sustainable Tourism Destination Pulesari Village**

PROGRAM	ACTIVITIES	TARGET	TARGET	INFORMATION
Environment: conservation	Dissemination of climate change and conservation Socialization animals.	Community Pulesari Stakeholders	Village climate	Expert in the field related to the environment.
The evaluation system	Manual data collection with the logbook  IT training / satisfaction rating with the application system	Society Pulesari	Community can accommodate the aspirations and feedback from tourists and local communities  use and maintain the media	Invite team of experts from academia, departments or agencies related to information technology.
Capacity Building	Training / general knowledge of airport travelers diffable / Special berkebutuan - Training K3 - Kepemanduan - Training of foreign languages. - The planning exercise destinations Training disaster response and post-disaster recovery strategy	Society Pulesari	First aid in an accident or injury  Can practice how to guide that is good and right.  Local guides can guide the use of a foreign language (B. English)	Invited a team of experts from academia, agencies or institutions associated with a foreign language, K3, Guide and tourism. Housed in Pulesari
Creative Economy: The utilization and management of local resources	Culinary Training Training cultural arts crafts	Society Pulesari	Culinary group can make new creations in the diet or typical souvenirs	- Invite team of experts from academia, agencies or institutions related to gastronomy, art and culture.
Environment Media Prevention of exploitation	The addition of daily media (board, etc.)	Tourist	Additional warning signs for protecting the environment	Deployed at several points prone to destruction of the environment in Pulesari

Source: facilitator, 2016

### c) Implementation Monitoring Mechanisms for Sustainable Tourism

Baseline Assessment, This program is the criteria for valuation basis sustainable tourism, diantaranya mengenai: Describing tourism management effective, Maximizing economic benefits for society lokal dan minimize negative impacts, Maximizing the benefits for the community, visitors and culture, as well as minimize the negative impact, Maximizing benefits for environment and minimize negative impacts.

#### d) Pulesari Tourism Village Attraction.

The development of Pulesari Tourism Village emphasizes on three principles, as follows: environmentally sustainable, economically viable and cultural preservation. The three principles stresses that the process of tourism development must have a sustainable and economically viable and profitable, tourism development must be responsive and giving an attention to preserve the environment (both natural and cultural), and able to prevent the negative impact that can degrade the quality of the environment and disturbing the ecological balance.

Pulesari tourism village is one of tourism village which is applying the concept of sustainable development and is capable standing alone and struggle with its community. Together with the community and for the community is the basis spirit of *gotong royong* to build a village and a shared commitment and the number of existing potential in the region that we need to preserve and develop. Therefore, we have to rise an idea to set up a tour of a village. Tourism Village is presenting a Natural and Cultural Traditions that has the potential of nature so it is necessary to preserve a well developed without changing the essence of the rural areas. Cultural Tradition is a manifestation of the village which always preserves the cultural values that exist in the community.

This tourism village aims to empower human resources and Natural Resources so that the Tourism Village can be recognized and known by the public so they can make the appeal of competitive and sustainable village.



Figure 2: The development of culture: Bergodo and Bark Dance as a program of culture booster.  
Source: Pokdarwis Documentation, 2016

Pulesari Tourism Village implements sustainable tourism development with highly respect cultural values and preserve environmental balance. Some of the potential Pulesari tourism village is associated with elements of cultural preservation and the environment.



Figure 3. Some types of creative industries, fruit processing industry (pondoh bark) *Salak Pondoh* as the creative economy of processed bark, such as; *dodol salak, pia salak* etc.

Source: Pulesari Data, 2016

Several ongoing cultural attractions can survive until today and become routine for celebrations and cultural festivals. The villagers of Pulesari still maintain the tradition of such ceremonies, wedding ceremonies, ceremony bellows, *Jagongan*, *selapanan*, funerals, and ritual circumcision ceremony called *mitoni*.

**Table For Attraction Culture Tourism Village In Pulesari**

No	Tourism Attraction	Note
1	Bergodo	One of cultural preservation called Bregodo / warrior movement to accompany the traditional activities and cultural activities
2	Kubro Siswo	Art religious nuance that collaborated with the orchestra and music un-Islamic and so become a cultural dance presentation religion
3	Bark (Salak) Dance	Salak dance is a form of dance from a potential Salak pondoh as a form of thank to God on the abundance of crops.
4	Hadroh/Sholawat	Art Religion Islamic nuance to the music that was sung <i>sholawat-sholawat</i> prophet who frequently perform at the event pengajians, weddings, births etc.
5	Gobyok sari and Ki Entingsari	This art is an art combination of klenting sari packed into gobyok sari art
6	Pager Bumi	This ceremony activities have become an annual activities which is held in every <i>Sapar</i> month as an act of gratitude for the land that has been given.
7	Sadranan	Sadranan activity is carried out every <i>Ruwah</i> where this activity is carried out in the yard eating Dusun Pulesari to pray for deceased family

Source: Pulesari Data, 2016





Figure 4: Trekking to the historical cave in Pulesari  
Source: Pulesari Data, 2016

Cave is a natural attractions that has high appeal as a potential natural and historical source. People in Pulesari believe that a cave has its historical value which is used to hide in the days of the Japanese colonialism. There are six caves that existed at this time and still in their original condition. They are Dampar cave, Canguk cave, Leri cave, Wayang (puppet) cave, Ular (snake) cave, Maling (thief) cave. It is said that the historical caves is the pioneer of Pulesari which still exist and sustainable as a form of respect for the services of a precursor of the struggle for the freedom of Pulesari village.

The interesting thing of the attractions is a great commitment of the community in Pulesari in maintaining the environment. For example, the use of water resource to accommodate travel needs. Reforestation program by planting trees for the tourists so that te tourist can enjoy a healthy and shady local climate. It is proven that the community in Pulesari has a high level of public awareness in keeping the surrounding environment. This commitment is an action of public response to climate change.



Figure 5: Banners, in response to environmental preservation  
Source: Pulesari, 2016

#### e) The Economic Impact of the Creative Industry Community Processed.

Based on the structure of the occupation, the largest number of Pulesari people's occupation before the development of tourism village is Farmers. There are 120 people working as farmers. Labors are 8 people, traders area 14 people, private employees are 11 people, public servants are 2 people and other occupation are 73 people. The smallest number of person is working as a home industry. For more complete information about population of Pulesari based on the occupation structures can be seen in the table below:

**Table. Total Inhabitants Based On The Occupation**

No	Neighborhood (RT)	Farmer	Labor	Plantage	Traders	Civil Servants	Private employee	Home industry	Others	Total
1	RT 01	56	1	-	8	1	8	0	35	109
2	RT 02	64	7	-	6	1	3	1	38	120

(Source: Independent mapping by Pulesari management, 2012)

The maximum average income of Pulesari for one month prior to the development of the Tourism Village Pulesari ranged between Rp. 800.000-1.500.000 every month (interviews March 20, 2016). The development of Pulesari tourism village didn't make the citizens flocked to switch jobs as tour guides and leaving his old livelihood as farmers. Working in the field of tourism is a sideline or additional income for them. Pulesari Tourism Village community efforts to continue to exist in the tourism industry is also supported by a number of creative industries made of Salak Pondoh fruit. As seen from its activities, mothers who are members of Dashawisma also active in making bark (Salak) processed foods, such as; dodol barking, barking porridge, bakpia barking, barking wingko, katul bark, bark chips, enting-enting barking, barking nogosari, geplak barking, and other processed foods. Significantly revenues from tourism village that was built in 2012 is largely showed very satisfactory results. Below are the results of data revenues from tourism village Pulesari management for two years from 2013 to 2014, with the high achievements of visitors and revenue.



**Table 7: Pulesari Revenue 2013-2014**

NO	Kinds of Tourists	2013		2014	
		Visitors Total	Revenue (Rp)	Visitors Total	Revenue (Rp)
1.	International	6035	289.383.000	32.178	722.682.000
2.	Local	0		14	

Source: Pulesari Data Base-2014

As we can see from the table above, the increase in revenue within one year reached more than doubled. It is proved that the existence of Tourism Village can be trustworthy and powerful for economic boost in Pulesari.

#### **f) Merapi Social and Cultural Sustainability Impact**

The existence of the slopes of Merapi Volcanic culture has an approach that looks at the results of the activities and the creation of human reason as beliefs, art and customs that gave birth to a culture geared towards Merapi. In sosio-anthropological point of view, the soil around the volcano has high enough appeal to be used as a residence and tourist areas as the hallmark of public slopes of Merapi. Pulesari community is part of the slopes of Merapi society which till now maintain a culture of Merapi.

#### **g) The impact of Environmental Sustainability**

The existence of Mount Merapi as a place or container environmental buffers that determine the sustainability of natural resources and the environment for both the province (Central Java and Yogyakarta). The function is supported by Pulesari tourism village which has greening programs. The program is done either by the government, private sector, communities and tourists. It is intended to enrich and beautify natural. So that tourism activity is not an activity that is damaging the environment or nature, but rather enrich and beautify natural resources. By participating in the environment competition in 2016 the category of "environmental rescue" is a form of commitment of the government, private sector, communities and tourists to the efforts for environmental sustainability.

#### **h) The Economic Impact of the Creative Industry Community Processed**

Based on the structure of the occupation, the largest number of Pulesari people's occupation before the development of tourism village is Farmers. There are 120 people working as farmers. Labors are 8 people, traders area 14 people, private employees are 11 people, public servants are 2 people and other occupation are 73 people. The smallest number of person is

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Source: Pulesari Data Base-2014

As we can see from the table above, the increase in revenue within one year reached more than doubled. It is proved that the existence of Tourism Village can be trustworthy and powerful for economic boost in Pulesari.

**i) Merapi Social and Cultural Sustainability Impact**

The existence of the slopes of Merapi Volcanic culture has an approach that looks at the results of the activities and the creation of human reason as beliefs, art and customs that gave birth to a culture geared towards Merapi. In sosio-anthropological point of view, the soil around the volcano has high enough appeal to be used as a residence and tourist areas as the hallmark of public slopes of Merapi. Pulesari community is part of the slopes of Merapi society which till now maintain a culture of Merapi.

**j) The impact of Environmental Sustainability**

The existence of Mount Merapi as a place or container environmental buffers that determine the sustainability of natural resources and the environment for both the province (Central Java and Yogyakarta). The function is supported by Pulesari tourism village which has greening programs. The program is done either by the government, private sector, communities and tourists. It is intended to enrich and beautify natural. So that tourism activity is not an activity that is damaging the environment or nature, but rather enrich and beautify natural resources. By participating in the environment competition in 2016 the category of "environmental rescue" is a form of commitment of the government, private sector, communities and tourists to the efforts for environmental sustainability.

**The Concentration of The Development (Key Concern)**

**a. The Creative Economy**

- The economic value that can be developed primarily economic populist because people around the slopes of Merapi must involved in the management of tourism. Example: enhancement of agro products such *Salak Pondoh* and other forms of agro, food processing industry of raw materials such as bark: bark chips, porridge barking, etc.
- a live in package for travelers who want to stay with local people.
- Income of the region can maintain or conserve the region to improve the welfare of society; economic activity can prosper society.
- Merapi slopes community activities have a high dependence on the region source, economically.

### **b. Merapi Social and cultural**

- The slopes of Merapi is very rich in vulcanic culture. An approach that sees the results of operations and the creation of human reason as beliefs, arts and customs geared towards Mount Merapi.
- The slopes of the Merapi has Anthropological culture, namely: some historical and cultural heritage of high value around Mount Merapi as building temples and the palace, where the stones were taken from the results of andesite volcanic eruptions as well as works of art of stone sculpture.
- In sosio-anthropologic, the soil around the volcano have high enough appeal to be used as a residence and tourist areas because fertility and abundance of other natural resources and uniqueness in customs trim.
- Volcanic Culture is the manifestation of sosio-anthropologic culture that maintains high culture.

### **c. Environment**

- Aspects of an ecosystem physiographic landscape that has function as a buffer to protect the subordinate areas of life;
- The existence of Mount Merapi as a place / container forest buffer that determine the sustainability of natural resources and the environment for both the area (Yogya and Central Java) and the potential of biodiversity distinctive and rich in types so that the integrity of biodiversity need to be placed as part of the ecosystem
- The region has a very important function not only in terms of hydrological function but also in terms of botanical-historical and aesthetic that has high economic value.
- These potentials are revealed in villages that are below that serves as an environmental savior. People in the Pulesari tourism village show evidence of the function of its territory as the guardian of environmental stability.

### **Recommendation and Suggestion**

1. The scope of tourism development in the area of Yogyakarta implementing development philosophy Daerah Istimewa Yogyakarta: Hamemayu Hayuning Bawana "Man must adorn the beauty of the world - are responsible for the preservation of nature and culture.
2. The concept of sustainable tourism development in the province of Yogyakarta in essence stressed: Received socially and culturally (socially and culturally acceptable), Worthy

economically (economically viable), Insightful environment (environmentally sustainable), Utilizing technology that deserve applied (technologically Appropriate).

3. A need to achieve dimensions / indicators of sustainable tourism context-Tourism Village that reflect the values and dynamics destination development in these areas.