

Rural Tourism in Ponorogo East Java Indonesia

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ABSTRACT

Rural tourism is one of the prominent programs of Ministry of Culture and Tourism in Indonesia. Since 2011, the program has been integrated into the national agenda for empowering the community-based tourism called “*Pemberdayaan Masyarakat Mandiri Pariwisata*”. This program has been implemented widely as one of the economic activities to improve regional income. This research aimed at identifying and analyzing the possibilities of the three villages in District of Ponorogo, East Java Province of Indonesia to be selected as rural tourism areas, and the program will be funded by the local government. The three villages are located near the popular tourism destination in Ponorogo, i.e., Jurug, Ngebel and Gondowido. Five main aspects have been surveyed in each village: economic activities, local products, agriculture potencies, forestry (environment), and cultural and social life of the people. The five main elements of tourism destination — attraction, accessibility, amenities, tourist package, and ancillary services have also been identified. Survey, focus group, observation, and interview with the participants representing the stakeholders were conducted to collect the empirical data, and the data were further analyzed based on the SWOT. The study found that Jurug village is poised to become a rural tourism destination as compared to the other two villages — Ngebel and Gondowido. Some environmental problems were also found at Ngebel, which negatively impact the life of people surrounded.

Keywords: Rural tourism, SWOT, tourism destination, Ponorogo, East Java

INTRODUCTION

Tourism is a promising sector to be promoted and supported because it offers job opportunities related to the tourism business especially in a developing country. According to World Travel and Tourism Council (WTTC), tourism provided 100,894,000 jobs or 3.4% of total employments in the world (WTTC, 2014). Therefore, tourism is to be developed, however more capitals are needed to improve the current state of tourism especially in the rural areas. United Nations Environment Program (UNEP) reported that the development of tourism has brought some environmental damages in one side, but at the other side, it could empower the local people as well (UNEP, 2005). For that reason, tourism business has to be

developed wisely, and managed carefully. In Indonesia, the Law no. 10 year 2009 on tourism, states that tourism is an integral part of national development, which if implemented systematically, could contribute to country's economic sustainability.

Moreover, tourism has to pay more considerations on protecting the religious and indigenous cultural values, conserving the environmental quality and human life, and prioritizing the national interest. In Article 30, government stipulates 11 steps that local governments have to follow to be able to expand the local tourism, namely (1) formulating regional main plan for district or city tourism development; (2) determining the local tourism destinations; (3) deciding the attractiveness of local tourism; (4) registering, recording, and collecting data of local tourism business, (5) administering the local tourism management and providence, (6) facilitating and promoting the local tourism destination, (7) supporting the establishment of new local tourism destination, (8) conducting the training and research on local tourism development, (9) protecting and conserving the local tourism facilities, (10) conducting a technical guidance for community to have awareness to the environment condition, and (11) allocating the budget for local tourism.

One of the prominent programs of local tourism is the rural tourism or *Desa Wisata* (in Indonesian language). The program has been introduced since 2011 through the national program, called Empowering the Community-Based Tourism or *Pemberdayaan Masyarakat Mandiri Pariwisata*. Rural tourism according to the Indonesian rules is an integration between attraction, accommodation, supporting facilities, which are presented in one community-based life style, in which human life unified with the norms and local rituals or traditions. This research was a qualitative research conducted in 2014, and was intended to analyze the possibilities of the selected villages in Ponorogo, to be developed as rural tourism spots in Ponorogo District. The three suggested villages are Ngebel, Gondowido and Jurug. Ngebel and Gondowido are located near the most popular tourism destination of Ponorogo, i.e., Lake Ngebel and Jurug is close to another famous tourism spot — Pletuk Waterfall.

Sustainable Tourism

Tourism can be divided into two categories — mass and alternative tourism. The first indicates a popular tourism destination, which is commonly visited by a large number of tourists, particularly during the holidays. The second is a special interest tourism which is defined by Smith and Eadington (1992) as a tourism which offers a concept of back to nature — a particular life of a community, human being, flora and fauna, and natural resources. Weiring and Neil (1999) said that alternative tourism is a form of environmentally, socially, and culturally friendly tourism which allows both hosts and visitors to enjoy positive and worthwhile interaction and shared experiences.

The characteristics of sustainable tourism are (a) minimum negative impacts on the environment and social life, (b) natural activities based on agriculture, and (c) active participation of the local community to develop the local tourism (Dragulanescu & Druju, 2012). The concept of sustainable tourism has emerged in the early of 80s, as a universal movement to reduce the environmental damages due to rapid development. In 1993, the United Nations have ratified the declaration of the World Commission on Environment and Development (WCED) to protect the environment and to develop green development (Dumbraveanu, 2004). WCED in 1987 published the Brundtland Report, in which the sustainable development was elaborated into five activities: protecting the environment and nature, preserving the biodiversity and world cultural heritage, focusing on regeneration development, protecting the present and future generation, and developing economic sustainability. To implement sustainable tourism properly, Dumbraveanu (2004) suggests the following:

- 1) determining the areas with high potency of deforestation as protected areas. Some tourism areas have to be divided into zones, for example forest biological diversity should be determined as conservation zone.

- 2) managing the number of visitors to fit with the capacity of the areas, deciding the zones which are available for visitors, applying the clustering policy, pricing policy at the certain zones, opening the access for research, eliminating the areas that can be accessed by motor bike (some zones can be accessed only by walking), establishing the system for preserving local wisdom, asking the visitors to obey the local norms and values, and identifying unique attraction for each tourism destination.
- 3) improving the carrying capacity which includes economic carrying capacity, social carrying capacity, and psychological carrying capacity.
- 4) conducting Environmental Impact Assessment (EIA).
- 5) involving the local people.
- 6) applying relevant ethical codes for visitors and for person in charge in tourism management.
- 7) formulating proper regulations and policies for tourism activities.

The government of Indonesia has affirmed the vision of Indonesian tourism in 2014 that Indonesia is to be a world class tourism destination and it has to maintain its competitiveness and sustainability. To achieve this vision, the following steps should be adhered: (1) to enhance the competitiveness of tourism products, (2) to develop the uniqueness and integrated tourism promotion, (3) to maintain the tourism sustainability, and (4) to institutionalize tourism industry.

Rural Tourism

Rural tourism is a tourism that offers a multi-destination of tourism. It is similar to the nature tourism or ecotourism, which is according to Mieczkowski (1995), consists of cultural tourism, edu-tourism, scientific tourism, adventure tourism, and agro-tourism. Rural tourism is a type of tourism that is organized by the local people by utilizing its natural resources and empowering its human resources and facilities in the village (Dragulanescu & Druju, 2012). Rural tourism could include farm tourism, which is an alternative sector to enhance farm income, and is an occasion for farmers or villagers share their ancestral roles in food production chain and their traditional customs (Wilson *et al.*, 2000; Nickerson *et al.*, 2001; Ingram, 2002; Sidali *et al.*, 2007). Rural tourism exists in a village, which possesses unique characteristics as tourism destination. In rural area, villagers live traditionally and practice to the local norms, values, local wisdom and their indigenous knowledge. In addition, other attractions such as local food, plant cultivation system, social system, and the most important one is the fresh and well conserved nature and environment. Essential facilities have to be provided sufficiently, such as transportation to access to the village, communication line, health center, and also well-operated accommodation. Traditional houses can be utilized as tourist accommodation in which the visitors could enjoy living with the host families.

Bran *et al.* (1997) assert that rural tourism could be expanded based on these dimensions, i.e., space, human, and product. Space without humans cannot be selected as tourism destination, and people without space and product have restricted capacity. Hence, the products that have been produced without local designs, materials, and artistic would not be attracted to the tourists. A part of rural tourism is ecotourism. The characteristics of ecotourism could include: it often involve a smaller number of visitors, it focuses on local activities at the villages, it protects local environment, it emphasizes on building bond between visitors and local people, and it conserves the flora and fauna (Turtoreanu *et al.*, 2011). In addition, a village could be developed as a rural tourist area if it complies the following: there are unique local products; sufficient human resources; highly motivated local leasers and people; adequate facilities to support tourism activities; active organization to manage the tourism activities, and sufficient open area to be expanded as tourist destination. In fact, few villages in Indonesia have met these requirements.

Wanhill and Buhails (1999) mentioned about the challenges of rural tourism as follows: (1) lack of tourists, (2) lack of supporting infrastructure; (3) problem in accessing the location; (4) climate instability; (5) decreasing of youth population due to migration to the urban areas; (6) low quality of human resources who support tourism activities due of the shortage of training, education, and

investment, which are all restricting the progress of tourism development; and (7) local community does not pay attention to the global trends, and somehow they prefer to live as they are. Baum and Hagen (1999) elaborated regarding the obstacles to develop tourism at rural areas, such as decreasing of traditional farming system, and it has almost changed into modern-based agriculture system; depending on depleting natural resources; failing of the local operators to response the trend of tourism economy; and becoming a non-competitive industry and business. To solve those problems, Baum and Hagen (1999) designated four steps — to create an event or festival; to establish market diversification; to have local product diversification; and to adopt flexibility of tourism business to the market demand.

In the early years, rural tourism has shown an interesting fact concerning gender. In most cases, women play prominent role in operating the rural tourism areas. Women stayed as the second person in family business, and they were in the servant position, to help husband and youth's work. In the current practice of rural tourism, women play even greater roles because they can participate in many aspects of the rural tourism business. To develop the rural tourism, regional governments have to stand as financial donor, contributor, and even legislator to support legal process of the tourism activities. Some nations performed illustrative example on promoting rural tourism such as Japan (Arahi, 1995). In 1995, Japanese government urged people in the local district to build the "Farm Inn". This kind of lodging actually was a traditional farmer house equipped with several rooms. Inviting visitors to enjoy life as villagers is the main program of rural tourism in Japan. The concept of Farm Inn was probably adopted from European tourism system of "beds and breakfast". In 1950s, a significant number of Japanese farmers offered their houses and barns, as places for visitors. In 1960s, there was a new trend of lodging in Japan, called Bed and Breakfast Inn, which offered a simple lodging, bed and breakfast. In the past decades, Farm Inn has become more attractive for visitors, since it was equipped with kitchen inside the room, as to improve the services of the local tourism. Moreover, in 1980s, Japanese government has built facilities for handicapped and blind visitors, hence they also have the opportunities to spend time in the rural areas (Yamazaki et al., 1993).

Furthermore, a rural tourism in Japan is offering a special package to visitors to stay healthy and longevity. Oyama (1996) called this kind of tourism as a green tourism, which is defined as a small scale of tourism, to optimize the best use of the local resources in the rural community; to attach the importance to healthy living without destroying the flora and fauna. According to Oyama (1996), the green tourism does not mean to build an amusement park, fancy hotel, or providing daily services by hiring local people to serve as waiters, office boys, etc. But it is a tourism that utilize the local people house as inn, served by the owner of house, in order to build daily communication between visitors and the local people. In other words, it can be said that a green tourism or rural tourism does not need a large financial investment. The persons who contribute to rural tourism business sometimes do not feel that they have to be involved in changing their society since they still act as a person with common work, such as farmer, shop owner, or carpenter while they serve some tourism activities.

Arahi (1995) argued that in order to develop rural tourism, local governments do not need to invite investors to build luxurious hotels, resorts, or restaurants in the village. If investors enter the village, the local people will be the second or the third person in managing the local economy, or even villagers will not be invited to be involved in this business at all. Arahi (1995) said that rural tourism is to provide opportunities for a farmer to do some side income job and to obtain more benefits from his farming by equipping his house with adequate rooms to be rented, and allow tourists to live together with farmer's family and join in some farming activities for several days. Another important point in practicing the rural tourism is to empowering local women. Arahi (1995) believes that in most of European and Asian countries, women have played important roles in promoting rural tourism. Female farmers do not sell their products to the market, but they directly offer the products to visitors or their neighbours who have culinary business. To support the rural tourism development, government should contribute by stipulating the right policies, promotion, and financial support to upgrade rural tourism. Government also needs to give privileges to the villagers to obtain licence to sell their local foods or products, and to obtain

permit to run their inn. As a good example on how government is supporting the rural tourism is Germany. “The Holidays at Farmer House” is one of the rural tourism programs in Germany, and it has become a success story of rural tourism in Germany.

Sustainable Tourism Development (STD)

Sustainable Tourism Development (STD) offers two main concepts in managing rural tourism, i.e., generating local income and preserving natural environment by minimizing negative impacts to the environment. Japanese STD combines two important concepts of “furusato” or home, and “satoyama” or back to nature farming system. Furusato offers the “home” concept to visitors, and will bring visitors to experience the feeling as if in their own home or village. Satoyama is one of the popular sustainable farming systems in Japan, in which most components of nature are put in balance and harmony in life. Therefore, farmers in Satoyama do not use inorganic or chemical fertilizers or pesticides, but they would manage their farms naturally. Arahi (1995) suggests a scheme to start and develop rural tourism (Figure 1), and it consists of three main domains: diversifying the tourism business, developing vacation sites, and utilizing human resources, such as tourist guides. Diversification of business can be done by expanding the farm inns into many types of lodgings, such as farm inn for children, campsite on the farm, and luxury farm inn.

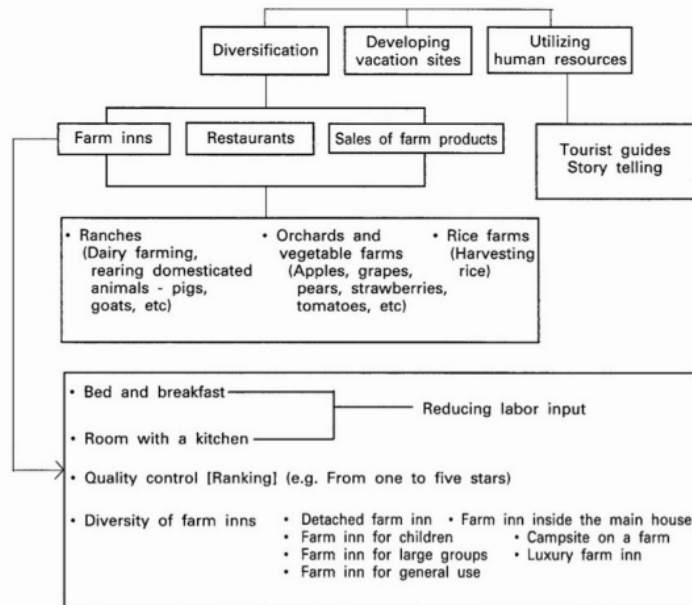


Figure 1: A scheme of rural tourism development (Arahi, 1998)

METHODS

This study was conducted in May to August 2014, sponsored by the government of Ponorogo District East Java. Three villages were selected by the government to be developed as rural tourism, namely, Ngebel, Gondowido, and Jurug. To map and analyze the potencies of those villages, five aspects was determined as point of analysis: (1) economic activities, (2) local products, (3) agricultural potencies, (4) forest and environment management, and water conservation, and (5) cultural and social life of the people. Three major steps were:

- (1) to identify the readiness of the people, the adequacy of the facilities and the local potencies of each village
- (2) to determine the basic requirements to establish rural tourism
- (3) to establish rural tourism based on the vision and mission of Ponorogo District and national tourism agenda

Data Collecting

Observation and survey were focused on the real conditions of the rural tourism destination in the three villages. The instruments were constructed based Cooper et al. (2005) model of 5A’s: attraction, accessibility, amenities, available packages, and ancillary services. To obtain the empirical data regarding visitors’ satisfaction on the services and the quality of existing facilities; interviews have also been conducted to visitors from the various range of ages, who came to Lake Ngebel and Pletuk Waterfall during holidays and workdays. And to obtain more information of existing social and cultural events, artefacts, and other natural tourism objects, an interview was conducted to the stakeholders, religious and traditional figures. To gather detailed information on local products, local farming and husbandry activities – a focus group discussion has been held with diverse participants, such as the bureaucrats, districts and sub-district officers, owners of restaurants, farmers, women representatives, and young people. Depth interview has also been conducted with the head of the village of Jurug, Ngebel, and Gondowido to obtain qualitative data on local tourism policies, government strategies, and tourism plans of the villagers. The readiness and responses of the local people on tourism programs were gathered through questionnaire and informal interview. The daily activities of the respondents including farmers were recorded.

Data Analysis

Interview data were analyzed qualitatively using thematic analysis aimed at exploring the decision making process of the participants to establish rural tourism and identifying their strategies to promote their attractions. All primary and secondary data were collected during May to August 2014, analyzed with the SWOT analysis, which was described schematically in Figure 2. By this method, strengths (S) and weaknesses (W) were put as opposite components, and threats (T) and opportunities (O) were another opponent pair.

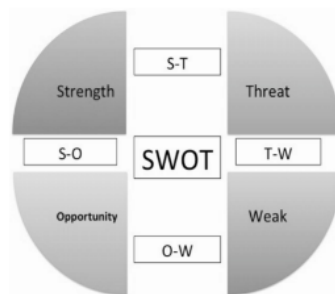


Figure 2: The scheme of SWOT analysis

RESULTS

Ponorogo District is located in the south-western of East Java province, or its coordinate position is 111°7' to 111° 52' east longitude, and 7° 49' to 8° 20' south latitude. The region cover 1,371.78 km², which is divided into 872.532 m² agriculture area, 84.56 km² buildings or housings, and 382.59 km² is national forest. The district consists of 21 sub-districts, and 279 villages. About forty five villages are placed at 500 to 700 metres above the sea level, and twenty villages are located more than 700 metres above sea level. Temperature ranges between 18 to 31 degree Celsius. Most of the region are agricultural zones, and for that reason, farming contributes the biggest for regional income, or about 34% of the total regional GDP (Gross Domestic Product). Trading, hotels and restaurant supported 29% of the total GDP. The economic growth of the district has increased annually, and in 2012, it arose to 6.52%.

Ponorogo is also well-known among domestic tourism, with its popular traditional cultural performance called Reog. Reog is an ancient performance which combines between dance, music instrument, circus, and also magic. Reog performance in the old tradition was performed at the special ritual, but nowadays, government has provided Reog performance monthly, particularly when the moon light appears. Reog club has been extensively established in the whole region, particularly at the school level, which is adopted as an extracurricular activity or compulsory subject of local content for primary and secondary students. Another well-known local product is Ponorogo's local cuisine called Sate Ponorogo. Originally, it was developed by one family, i.e., Haji Tukri Sobikun family — a founder of his family business. Sate Ponorogo is a grilled chicken or beef meat, served with sweet peanut sauce, slices of onion, and chillies. The genuine taste is the one made by Tukri's family, however sate Ponorogo has been largely sold in the whole district, particularly in the popular tourism sites.

Ngebel is the name of a village, a sub-district and a lake as well. Ngebel village is located in the western part of sub-district of Ngebel, and some parts of its area are in the lakeside (Figure 3). People in this village mostly work as farmers. Though farmers do not have rice field, each farmer has hectares of fruits plantation, such as durian and queen fruit. And sometimes they also have clove and cacao plants. Most of the farmers own livestock, such as chickens and Ettawa goats. Ettawa goats produce milk and meat for family consumption or being sold to the local market. Few local people run fisheries activities at the lake.

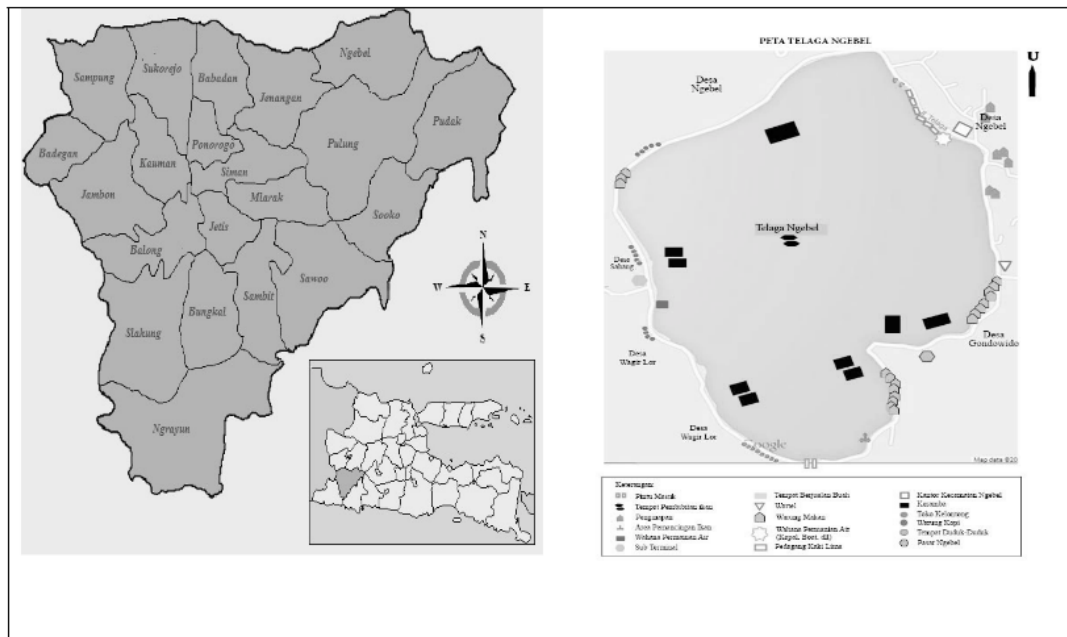


Figure 3: Map of Ponorogo district and lake Ngebel

Gondowido is located near the lake Ngebel at the eastern part of the lake, and belongs to a sub-district of Ngebel. Gondowido has a very beautiful terracing rice field, which can be noticed from the upland of the village. There are about 15 hectares of rice field, 11 hectares of cassava plantation, 16 hectares of coffee plantation, 25 hectares of cocoa farm, 1 hectare of coconut plantation, and 6 hectares of clove. This village also belongs to 83 hectares of well-conserved forestry area. Farmers in Gondowido also own livestock, such as chicken, cow, goats, and duck. Compared to Ngebel, farmers of Gondowido seem more active and productive. They have established Farmers Group (*Kelompok Tani*) in specific areas, i.e., farmer groups of rice field, husbandary, and forestry (Setyawati, 2016).

About three hours travel from Ngebel and Gondowido, there is Jurug Village, which is located in Sooko sub-district. It takes about two-hour travel from the capital of district, or three hours from Ngebel. It covers 1,130.40 hectares of land area, where 553 hectares are used for agricultural commodity production. Some parts of the village are located in the upland area. Similar with Gondowido, most of the population are working in agriculture field. About 249.4 hectares are utilized as rice field, 303.6 hectares as plantation, fisheries, and fruits. Jurug is one of the biggest suppliers of rice to Sooko District. All three selected villages have their own characteristics and potencies, which could to be considered as potential sites for rural tourism. Exploration and identification of the five components of rural tourism that have been found in this research are presented in Table 1. The data collected on five elements of rural tourism destination are shown in Table 2.

Table 1: Identification of the existing potencies of the three villages

Element	Ngebel	Gondowido	Jurug
Economic potential	Tilapia fisheries earning Rp 8 millions (5 families), plantation Rp 10.5 millions (340 families), husbandry Rp 12 millions (278 families), room rent Rp 135 millions (15 families).	Small local tofu industry (earning Rp 10 millions), 2 home industries for producing banana chips (earning Rp.150 millions and Rp 25 millions), cassava chips (Rp. 5 millions), Mbothe chips (Rp. 7 millions), roof home industry (Rp. 6 millions), bamboo handmade souvenir (Rp. 1.5 millions), tiwul and corn rice (Rp. 1 million)	Small industry for catfish breeding, chicken fillet, ginger cake, Aserehe drinks (mixed of tamarind, lemon grass, and ginger), banana chips, dried banana, milk, milk chips, yoghurt, ice cream, mayonnaise, fisheries; handmade embroidery, Muslim fashion, recycle product, vegetable cultivation, fruits (orange, and dragon fruit); husbandry: cows, chicken
Agriculture potential	Durian, queen fruit, cacao, clove plantation; small number of livestock, fisheries at the lake	Rice field, cassava, coffee, cacao, coconut, clove; goats, chickens	Rice fields, fruits, clove plantation; fisheries
Local product/local food	Fried/baked fish	Fried/baked fish/milk/cassava chips	Fried/baked fish, milk, chips, ginger cake, yoghurt, milk ice cream
Forestry, environment, and water conservation	Monoculture forestry, poor water conservation, no garbage processing, no systematic garbage management, polluted lake water	Well conserved forestry, no garbage processing, no systematic garbage management, polluted lake water	Well conserved forestry, no garbage processing, no systematic garbage management, well conserved and clean river (River Ngilis)
Cultural and social life	<i>Grebeg Suro</i> Festival (<i>Larangan Risalah Doa</i>)	<i>Grebeg Suro</i> Festival (<i>Larangan Risalah Doa</i>) Farmer life style	<i>Bersih Desa</i> Festival; farmer life style

Table 2: Identification of the five elements of rural tourism in the three villages

Element of Tourism	Ngebel Village	Gondowido Village	Jurug Village
Attraction	<i>Grebeg Suro</i> festival; durian Festival, boat to travel around the lake, duck shaped boat	<i>Grebeg Suro</i> festival; duck shaped boat	<i>Bersih Desa</i> festival
Accessibility	Two access (from Ponorogo and from Madiun); poor infrastructure, small scale road from Ponorogo; access from Madiun the ³¹ rest one for visitors from Surabaya (capital city of East Java Province)	Two access (from Ponorogo and from Madiun); poor infrastructure; small scale road	Poor access to Pletuk Waterfall (small scale and soiled road); good access to Jurug
Amenities	18 lodgings (small inn), parking area near the lake, culinary, 9 restaurants, 73 food stalls (<i>warung</i>), poor public toilets, no tourism information board, no flyer, no guide	Lodgings (small inn), two big hotels (room more than 20), 11 restaurants, food 26 stalls, 1 souvenir shop, 1 daily goods shop, market, poor public toilets, no tourism information board, no flyer, no guide	Ten houses as inn, no shops, milk and yoghurt home industry, poor public toilets, no tourism information board, no flyer, no guide
Available package	No package, except the existing tourism package of Lake Ngebel and campsite	No package	Rural tourism package (walking along the river, drink milk, visiting the fisheries and composting, planting and harvesting vegetables)
Ancillary service	Manage by tourism department of Ponorogo; non-active <i>Kelompok Sadar Wisata</i> (community-based tourism group)	Manage by tourism department, active <i>Kelompok Sadar Wisata</i> (community-based tourism group)	Manage locally, active <i>Kelompok Sadar Wisata</i> (community-based tourism group)

ANALYSIS OF THE POTENTIAL FOR RURAL TOURISM

According to the results of the existing potentials in the three villages (Table 1 and 2), the SWOT analysis has been devised to check the possibilities for developing rural tourism in the three villages (Table 3). Based on the SWOT analysis, the strengths of rural tourism program in the three villages are the existing

attractions, which have already started since several years ago. The most popular attraction in Lake Ngebel is *Larung Risalah Doa* Festival, which is visited by more than 10,000 visitors a year. This festival is to express thankful to the God for His blessing to all villagers, by bringing some harvested commodities, such as local food, fish, vegetables, and paddy on the bamboo raft and floating the raft on the lake. The ritual start around two o'clock in the morning, and the visitors begin to gather around the lake around five. At night, there is a traditional music performance, which presents some *Reog* performs and Javanese traditional music performance, called Karawitan. In the earlier times of the festivals, local people themselves carried out the festival. They collected their own money, fruits, fish, rice, vegetables, and meat, and at that moment, government did not support anything. However, for the past three years or so, the festival was organized by private event organizer, and less villagers joined the festivals. In the future, the government should think to involve more local people to this annual event, or even to give it back to the villagers. Jurug villagers also do the same type of festival called *Bersih Desa Festival*. However, the harvest commodities are not floated to the water, but bring around the village. All budgets in this festival are supported by the villagers.

Lake Ngebel as the most popular natural tourism destination in Ponorogo has some potentials to be considered. Creating water-sport tournaments, and providing jogging track surrounding the lake are two strategies to enhance the attractions of Lake Ngebel. Other approaches could be suggested, such as organizing the local product exhibition, parallel with the local fruit competition, in which the popular type of durian from this area, called Durian Kanjeng, can also be promoted. Some alternative natural tourism attractions in Gondowido, such as sulphuric hot water, terracing rice field, cemetery of religious prominent figure (*Petilasan Surya Alam*), have to be explored and managed efficiently, in order to be set as part of the tourism package (Butler & Clark, 1992). In the nutshell, the tourism package should cover agricultural activities, such as planting, watering, cultivating, and harvesting; fisheries; bird watching; observing exotic plants, flowers, fungus, or insects. Living in "Farmers Inn" or home stay program is one of the amenities of rural tourism.

Another important factor of the successful or rural tourism program is to prepare the local people in order to be ready as host family for the visitors. Minimum standards of services have to be decided among local people, and they have to be trained on how to serve visitors, at least to meet the minimum standard. In addition, local people need to be train as qualified guide. Before inviting the visitors to come to the village, it is very important to practice the ethics of life, rules, norms, do's and don'ts which have to be obeyed by the visitors and also the local people as well. The vital rules are how to wisely use the water for any purposes, how to dispose the garbage, and do not do prohibited things such as catching the fish from the river, hunting birds, insects, or other animals.

Regarding the nature conservation, villagers in Indonesia are asked to stipulate regional regulations. The government of Jurug has released the village's regulations (*Peraturan Desa* or *Perdes*) No. 6 year 2010 on conserving environment of Jurug Village. One of the articles of the village (*Perdes*) is to restrain the hunting of animals, such as birds, eel, small shrimp, snake, lizard, pangolin, monkey, turtle, and other flora and fauna. In addition, it is prohibited to dispose garbage, urinate, defecate, pollute the river or pollute the environment. It is also not allowed to catch the fish in the river using electricity, toxic compound, chemical compound, or dynamite. To remove the sand and stones from the river is also prohibited. However, the regulations seem not to be strictly disseminated and obeyed by villagers who live near the lake. For that reason, some wrongdoings were noticed near the Lake Ngebel, for example, people were seen to catch the birds, lizards, and also Ngongok fish (*Hampala* sp) — the fish is very rare and even almost extinct. Garbage was also found on the water channel directly connected to the lake. According to the local people, there is no specific place for garbage disposal in this area. Hence, persons in charge of collecting garbage from housing, hotels, restaurants, and shopping area are sometimes dispose the garbage in the lake or burn it. To preserve the environment, it is urgently needed to teach the villagers and visitors on how to manage, reuse, and recycle the garbage, and other organic wastes.

Table 3: SWOT analysis of tourism elements for developing rural tourism

STRENGTHS	WEAKNESSES
<p>1) Attraction: There are some existing attractions in Ngebel and Gondowido, as part of Lake Ngebel annual festivals, i.e., <i>Larung Risalah Doa</i> festival, and it is followed by the traditional art performance, which are attended by some Reog clubs. The festival is organized one or two days of Month <i>Syuro</i> (Islamic calendar). There are also some water attractions, by boats or speed boat to bring visitors go surrounding the lake. As for Jurug, there is <i>Bersih Desa Festival</i>, and art performance, which are also performed at <i>Syuro</i>.</p> <p>The alternative attractions have to be introduced include: water-sport tourism at Lake Ngebel, religious tourism at Gondowido (<i>Petilasan Surya Alam</i>), eco-tourism at Ngebel, agri-tourism at Gondowido and Jurug, and sulfuric hot water at Gondowido.</p> <p>2) Accessibility: Access to reach the village in general is quite good, even a small and wide road to come to the far places.</p> <p>3) Amenities: Lodgings are well provided surrounding Lake Ngebel, and 10 families of Jurug are ready to use their houses for home stay program. Culinary and shopping areas are available in Lake Ngebel. Clean water service, communication, and electricity have already provided in three villages.</p> <p>4) Available package: A simple tourism package is available in Jurug.</p> <p>5) Ancillary Services: There are community-based tourism group (<i>Kelompok Sadar Wisata</i>) in the three villages and farmer group (<i>Kelompok Tani or Gapoktan</i>, and Wives Group (PKK).</p>	<p>1) Attractions: Lack of competition-based attractions, such as water sport tournament; no tourism package that visitors can choose.</p> <p>2) Accessibility: Access to Pletuk Waterfall in Jurug is difficult to enter, particularly in rainy season. Access into small kampong still unavailable or available but only for walking on foot.</p> <p>3) Amenities: Lodging or hotel do not prepare breakfast, lunch, or dinner. No tourism flyer, leaflet or guide. Host families at Jurug need to be trained to be good host. A display place to exhibit the local product is unavailable. Public toilets are small, few, and uncleaned. No clear indicator of the tourism areas.</p> <p>4) Available package: Tourism packages are not available in Ngebel and Gondowido.</p> <p>5) Acillary Services: Passive community-based tourism group. Not all farmers join the farmer group; non-active promotion activities.</p>

OPPORTUNITIES	STRATEGY S-O	STRATEGY O-W
<p>1) Government policy needs to be stipulated to encourage the tourism business.</p> <p>2) Provide financial supporting for local business.</p> <p>3) Training and financial supporting for community-based tourism group.</p> <p>4) Financial supporting from government or investors.</p> <p>5) Partnership with the Institutes of Higher Education to do community services and research.</p>	<p>1) Managing the existing tourist spots to be more attractive, and asking more participation of the local people.</p> <p>2) Repairing the infrastructure facilities to access the location, by providing local transportation that suitable with the condition of the villages, such as small train car or Jeep for Jurug to bring visitors around the village and visit tourist spots, and to do adventurer tourism in the mountainous or upland areas.</p> <p>3) Building more inns or lodgings, farm inns, representative shopping and culinary, and build the exhibition shop to display local products.</p> <p>4) Mapping the zone of tourism destination, particularly at Lake Ngebel and establishing the zones for tourist information.</p> <p>5) Activating the community-based tourism group (<i>Pokdarwis</i>) by accommodating the training and providing financial support; providing an online information about the tourism destination through web page.</p> <p>6) Cooperating with researchers from the Higher Education to develop the rural tourism.</p>	<p>1) Creating more attractions based on village's potencies and localities, such as water-based attraction/tournaments, agro-tourism, local fruit competition/exhibition, eco-tourism (such as sulphuric hot water, campsite, etc).</p> <p>2) Providing tourism packages, in which visitors are able to visit various tourism attractions.</p> <p>3) Building safety stairs to go to Pletuk waterfall; making a road marker; announcing the commitment to keep clean and preserve the environment, and providing many garbage disposal containers at tourism destinations.</p> <p>4) Providing and offering various tourism packages.</p> <p>5) Providing various trainings to the villagers.</p>
THREATS	STRATEGY S-T	STRATEGY W-T
<p>1) Competition with other tourism destinations which have already been popular, such as Lake Sarangan.</p> <p>2) Lack of tourism mindset of local people.</p> <p>3) Discontinuity of financial support.</p>	<p>1) Increasing the competitiveness of the rural tourism by offering interesting tourism packages.</p> <p>2) Increasing the satisfaction of visitors by providing the best and qualified services.</p> <p>3) Promoting the local attractiveness.</p> <p>4) Disseminating the rural tourism programs to the villagers, in order to enhance their awareness and participation.</p> <p>5) Planning and managing the budget transparently and systematically.</p>	<p>1) Expanding the diversity of the attractions.</p> <p>2) Improving the easy access to the tourism destinations.</p> <p>3) Improving the facilities to enhance the comfort of the visitors to stay longer in the villages.</p> <p>4) Cooperating with private sectors to build better infrastructures and facilities, under the agreement to support sustainable development.</p>

CONCLUSION

Three villages of Ponorogo district, namely, Ngebel, Gondowido, dan Jurug village were selected by the government to be developed as rural tourism sites. The findings of this research show that among those three, Jurug is the most suitable village to start the program. The other two villages, Ngebel and Gondowido also have to possibilities to be developed as rural tourism sites based on their strengths, i.e., the existing attraction, amenities, and accessibility. However the two villages are lacking the critical elements of available package and ancillary services. Another important factor of the successful rural tourism program is to prepare the local people in order to be ready as host family. Quality services have to be provided by the local people, and they have to be trained on how to serve visitors, at least to meet the minimum standards. In addition, local people need to be train as qualified tourist guide. Before inviting the visitors to their villages, it is very important to practice the ethics, rules, norms, do's and don'ts which have to be obeyed by the visitors and also the local people as well. The vital rules are how to wisely use the water efficiently, how to dispose the garbage, and how to avoid the prohibited things such as catching the fish from the river, hunting birds, insects, or other exotic animals. Therefore, it is urgently needed to train and prepare the local people to be ready to act as host family and to serve the visitors who want to enjoy rural life.

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