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## Analysis of Sustainable Tourism Village Development at Kutoharjo Village, Kendal Regency of Central Java

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### Abstract

Kutoharjo has slums problems, however, Kutoharjo also has the potential to be developed as a tourism village since it has attractive objects of religious sites, natural scenery, and unique culinary. These tourism potentials are utilized by the communities in the region to encourage economic activities, so that they can generate income and upgrade their inadequate dwelling condition. This research aims to evaluate the feasibility of tourism village development in Kutoharjo using positivist research approach. The elements of tourism anatomy, social and economic feasibility, and financial feasibility are evaluated. The results based on the analysis of tourism anatomy shows that Kutoharjo has sufficient infrastructure and tourism facilities. Unfortunately, the financial feasibility shows that tourism village development in Kutoharjo for slum upgrading effort was not feasible. Various strategies need to be applied for tourism village development in Kutoharjo by involving people as the main subject to sustainable development.

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*Keywords:* opportunities; tourism village; communities participation; financial feasibility

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### 1. Introduction

It is well known that the higher the population growth in the developing country, the larger number of housing and settlement should be available. Unfortunately, the government is not capable of providing houses that are

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reasonable for the low-income people. Consequently, such condition causes the increase of widespread slums. In order to solve the problem, the Government has conducted various efforts and programs. The results have not been satisfactory since there was no sustainable impact. Thus, another effort was applied to overcome the slum problem by involving the participation of the local community through tourism development. This effort was a stimulant to encourage the people to be involved actively in improving their housing environment. Petrevska & Dimitrov (2013) considered that planning tourism development would trigger general economic growth and contribute to better land use planning, and attract population to new regions where tourism is developing.

Kutoharjo is one of the nine villages in Kaliwungu District, Kendal Regency of Central Java having slum problems. The area of Kutoharjo Village is about 231.353 ha (Fig. 1). Because of these problems, Kutoharjo Village received a stimulant fund (one billion IDR each village) under the management of the Community-Based Neighborhood Development Program (in Bahasa: *Program Penataan Lingkungan Permukiman Berbasis Komunitas*). The purpose of this program is to encourage the local communities of Kutoharjo Village so that they can plan and build the resident’s livelihood and residential neighborhood. Indeed, the stimulant fund from the Government was not directly solving the existing problems. To change resident’s livelihood and residential neighborhood, it requires direct involvement of people in the village.

There are many potentials objects at Kutoharjo Village that are attractive for tourism, such as natural scenery, religious rituals, and unique culinary. These objects are exploited by the local community in the form of tourism village "WALIKU" (*WISATA ALAM, RELIGI, and KULINER*). Tourism development will be sustainable if the development consist of three important aspects: environment, social, and economic (Fennell, 2003; Baker, 2006; Mowforth & Munt, 2007; Risteski *et al.*, 2012). This research aims to assess the opportunities and challenges of the development of tourism village at Kutoharjo Village at Kendal Regency.

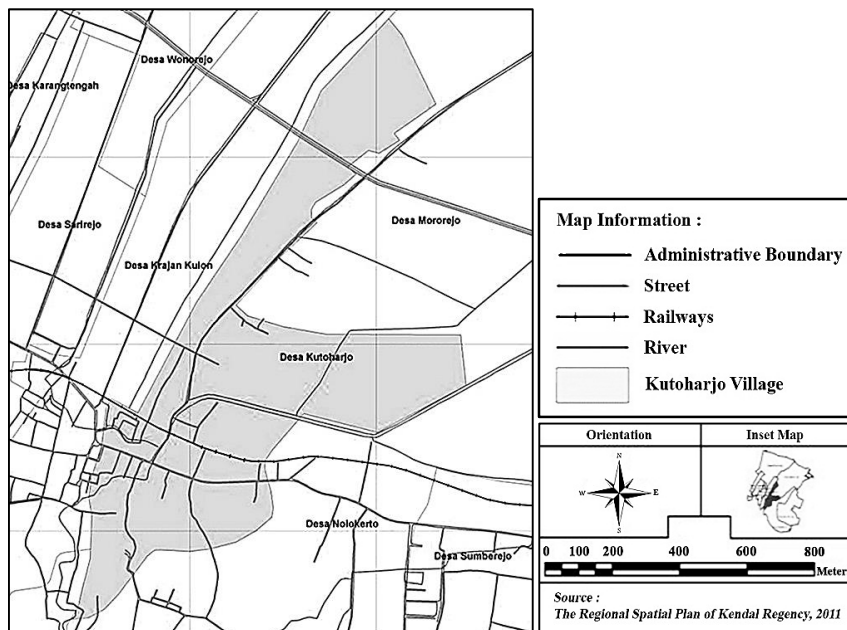


Fig. 1. Administrative Map of Kutoharjo Village.

**2. Method**

This research is conducted in 2011 to 2012. This research regarded that the financial feasibility is an important aspect that strongly influences the sustainability of the tourism development. If this aspect is not fulfilled, the tourism program will have difficulties to realize. In this research, the feasibility study is to evaluate the program’s

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