



## The Potential of Community-Based Nomadic Tourism Development: Insight from Three Case Study in Yogyakarta

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### ABSTRACT

Since February 2015, the government has provided tourism as a leading sector in development. It is, however, that this premise needs to be reviewed. As one of the popular destinations in Indonesia, after Bali, Yogyakarta is still dealing with acute poverty problems with an 11,7% poverty rate and disparity index of 0,423 (Gini ratio) by March 2019. This situation showed that tourism has not contributed to its vital role in empowering the community. The primary problem is concerning the lack of participation based-community in developing and managing tourism. Regarding that problem, community-based tourism is present as an alternative tourism model because it is concerned with optimizing local potentiality and local community empowerment. Meanwhile, some aspects, including access, amenities, and attractions, are essential in tourism development. In line with issues, the acceleration of digital technology has encouraged nomad workers and experience-based tourism attraction—both elements then actualized in nomadic tourism. According to the case study method, this research has investigated the potentiality of the nomadic tourism model in the Special Region of Yogyakarta: *Bukit Kosakora* (Kosakara Hill) in Gunung Kidul, *Taman Bambu Air* (Water Bamboo Park) in Sermo Reservoir, Kulonprogo, and *Bukit Lintang Sewu* (Thousand Stars Hill) in the Mangunan, Bantul, Yogyakarta. The three places are potentially pioneers of nomadic tourism in Yogyakarta. The research results highlight that all of these places have amenities, attraction, and access as opportunities to be nomadic tourism. However, they have implemented the basic principles of community-based tourism, but the realization is not yet fully optimal because of the matter in the institutional context.



## Introduction

Community-Based Tourism is a concept to explore the strength of local potential, capitalized by tourism capital to unlock potentiality not only marketable but also preserve environment friendly. As an empirical fact, community-based tourism village has increased every year in the Special Region of Yogyakarta (DIY). According to the Yogyakarta Tourism Office (Yogyakarta 2020), around 214 tourism villages spread over five regencies/cities compared to 2016, the total is only 86 places. Interestingly, *Kelompok Sadar Wisata* or Tourism Awareness Groups (or called Pokdarwis) has recorded fluctuation. In Bantul, there are only 19 Pokdarwis in 2016, then increased to 39 in 2019. While in Sleman and Kulonprogo, it experienced a decline from 31 to 15 group since 2016-2019. Some places have experienced crises or 'dead faint' because many new destinations tend to replicate other destinations considered famous. However, every village and its community have its unique character. These fluctuations have encouraged tourism development to improve the quality of community life while still paying attention to the quality of the area. However, in some cases, the development cannot implement nomadic tourism, which is one of the novel alternatives in community-based tourism.

Some researches conducted on nomadic tourism have become a new trend in developing tourist destinations. Several studies have classified into three trends. First, *Community-Based Tourism* (CBT) has become the key to successful development for new tourism areas. (Ambardi et al. 2019; Dolezal and Novelli 2020; Mayaka, Lacey, and Rogerson 2020; Keyim 2018). The study trend determines the quality of developing new tourist destinations following five factors: a) leadership quality, referring to the personal capacity of tourism village managers, as inspiration for realizing its development.; b) the capacity of the actors involved; c) local endowment or ownership of

local potential in the form of a human, natural, and cultural resources; d) community commitment; and e) partnership and networking. Second, the characteristics of nomadic tourism are obtained in the geographical area of nomadic communities with natural attractions and familiarity with local culture (Karami and Jabbari, n.d.; Tiberghien and Xie 2018; Steenjacobsen 2001; Mahadewi 2018).

The concept comes from *nomadic culture* or the culture of living the life of a nomad, regularly moving, which is often found in Central Asia countries, such as Mongolia and Kazakhstan. Another understanding shows the nomadic tourism concept related to mobility, allowing tourists to have new experiences by moving from place to place.

Third, the nomadic tourism trend has been developed by the Indonesian government through *Kementerian Pariwisata dan Ekonomi Kreatif* (Kemenparekraf) or The Ministry of Tourism and Creative Economy by dividing into three vital elements, namely nomadic attractions or entertainment attractions, nomadic amenities or the availability of facilities needed by tourists, and nomadic access or convenience to tourist destinations. (Mahadewi 2018).

Ideally, nomadic tourism should be supported by the nomadic platform or digital tourism platform that facilitates information and reservations for unlocking potential nomadic tourists. In addition, nomadic travelers or identification of suitable target tourists and target needs and nomadic influencers or promotion through social media that increases to invite a new visitor to the tourism location. For this reason, this research maps the potential nomadic space in three community-based tourist destinations in Yogyakarta, namely *Bukit Kosakora* (Kosakara Hill) in Gunung Kidul, *Taman Bambu Air* (Water Bamboo Park) in Sermo Reservoir, Kulonprogo, and *Bukit Lintang Sewu* (Thousand Stars Hill) in the Mangunan, Bantul, Yogyakarta. Also, this article examines two critical aspects: the development

of community-based nomadic tourism and institutional issues. Therefore, the highlight is that the potential for the development of Nomadic Tourism is possible when the community has participation sustainably, and the strength of tourism institutions are appropriately managed.

## Community-Based Nomadic Tourism: A Literature Review

Community-Based Tourism becomes a new trend concept in community and bottom-upper-based tourism development (Goodwin and Santilli 2009). As a bottom-up notion, community participation is the key to achieve a tourism development program or a successful project. For this reason, it has a significant role in developing new tourist destinations as part of sustainable development (Nugroho and Numata 2020; Gascón 2013) using Gunung Ciremai National Park (GCNP).

Sustainable development is a study of the potential of countries like Indonesia. Indonesia has dominated the tourism industry sector. For example, Bali has a top priority agenda for the tourist destination, and the government has been involving local people to develop this national project. Also, the government has approached the development of tourism through the Community-Based Tourism (CBT) concept. Following SDGs 17-9, 14, 16, and 17 (see SDGs Planning)—this has progressed exceptionally well by involving all elements, especially in community empowerment programs. The government, private tourism companies, and the local community are all involved in collaborative partnerships in the development agenda (Dolezal and Novelli 2020).

Thus, planning for the development of the tourism sector also requires program formulation in the theory of planned behavior as part of community-based tourism development (Eom and Han 2019). Here, the community role is an integral part of developing the capacity

of tourism sector management (Giampiccoli, Jugmohan, and Mtapuri 2014). Its development sector requires a collaborative role between local institutions and the government to cover the limitations of local communities in tourism development. This collaborative system can provide socio-economic benefits for local communities (Keyim 2018; Bobsuni 2021; Rachmawatie et al. 2020; Jayasooriya 2017).

Therefore, community-based tourism is an essential element that needs to be developed in the Special Region of Yogyakarta. As potential exists, the Special Region of Yogyakarta can be an integral part of sustainable development programs via the tourism sector. Moreover, the potential of Human Resources (HR) and natural potential is owned by Yogyakarta in a surplus. Here, the tourism sector development can be done by finalizing Community-Based Tourism for the community.

## Research Method

### Setting Research

This research consistently selected three tourist village locations: *Bukit Kosakora* (Kosakara Hill) in Gunung Kidul, *Taman Bambu Air* (Water Bamboo Park) in Sermo Reservoir, Kulonprogo, and *Bukit Lintang Sewu* (Thousand Stars Hill) in the Mangunan, Bantul, Yogyakarta. These locations consider two basic criteria for nomadic tourism. First, a tourist village has the potential to develop nomadic tourism. Second, they are still experiencing issues in the governance of institutional development. In general, Community-Based Tourism as a reference framework is considered to determine research locations.

## Types of Research

This research uses a qualitative study with a case study approach. The research approach is a process of investigating phenomena to explore meaning according to the context of real-life empirically (Jajoo and Malu 2014; Yin 2014; Creswell 2007). The flourishing phenomena were analyzed, interpreted, and presented descriptively based on general viewpoints from finding sources. However, it differs from quantitative methods that interpret phenomena only on numbers (Gorard 2003). For this reason, this study, therefore, focuses on interpreting phenomena concerning leadership quality, actor capacity, local endowment, community commitment, and networking.

## Data Collection

Research data obtained in three events: observation, interviews, and documentation. First, observations were made by investigating the actual field conditions regarding the phenomenon of the three research locations. This observation is carried out to understand the development of nomadic tourism from the potential locations, including the community's daily life, the cooperation model, and the ability of *local heroes* to develop tourism potential. In addition, observation is also a step to understand the factual conditions regarding infrastructure, facilities, access, and the organization of tourism awareness groups.

Second, interviews were conducted openly by preparing an interview guideline instrument, involved six informants as representatives from each research location (see Table 1). Every informant has provided information and clarification about the phenomenon under the research study. They were also interviewed to respond to the actual government policies regarding the development of tourist destinations.

Table 1. List of interviewees

Sn	Research Informant	Role	Code
1	Abdul	Actor Tourism of Taman Bambu Air Destination	R1
2	Samirin	Actor Tourism of Taman Bambu Air Destination	R2
3	Anwar	Actor Tourism of Bukit Lintang Sewu Destination	R3
4	Tuwuh	Actor Tourism of Bukit Lintang Sewu Destination	R4
5	Waljono	Actor Tourism of Bukit Kosakora Destination	R5
6	Rian	Actor Tourism of Bukit Kosakora Destination	R6

Source: Fieldwork, 2020.

Third, the research documentation includes all reports related to the potential development of nomadic tourism, such as policies from the Yogyakarta government, village laws, and local village government policies. Documentation also photographed the research location, such as photos, to strengthen the analysis in this study.

### Data Analysis

This analysis started during the study, which was classified according to the research topic. Researchers freely explore and record informant explanations as stages in the data analysis process include three steps from data reduction, presentation, and conclusion (Miles and Huberman 1994; Rijali 2019). First, data reduction is a process of selecting, simplifying, and drafting raw data concerning the meaning of phenomena adapted to fieldnotes. Second, data presentation is to organize data in the process of concluding. Third, concluding is a configuration process to determine the direction of cause-effect according to the found empirical facts.

## Result and Discussion

This study presents two important findings: the potential for nomadic tourism development and institutions managed by local actors. Mapping the potential and challenges of developing nomadic tourism in the three research objects—*Bukit Kosakora* (Kosakara Hill) in Gunung Kidul, *Taman Bambu Air* (Water Bamboo Park) in Sermo Reservoir, Kulonprogo, and *Bukit Lintang Sewu* (Thousand Stars Hill) in the Mangunan, Bantul, Yogyakarta—is divided into three aspects, namely access or convenience to tourist destinations, amenities or the availability of facilities needed by nomad tourists—such as adequate accommodation and transportation infrastructure—and attractions or forms of entertainment for nomad tourists.

### Nomadic Tourism Development: Access, Amenities, and Attractions

In this section, the researcher will explain the challenges in developing Nomadic Tourism at the three research locations, and the challenges consist of access, facilities, and tourist attractions. First, the challenge of Nomadic Tourism is access to tourist areas. Access is one of the challenges faced by the three destinations. Although there is good road infrastructure available, the relatively far distance of the destinations from the city center and the unavailability of public transportation networks or intermodal access to reach destinations limit visitors' transportation options. Tourist destination parking areas—except for *Taman Bambu Air* (Water Bamboo Park)—are generally located on the edge of the main road so that visitor vehicles of various sizes can comfortably enter the destination area. Meanwhile, from the parking area to the destination area, the road conditions are still varied and have not fully accommodated all visitors.

Kosakora Hill is in the same area as Ngrumpit Beach, located at the eastern end of the Drini Beach row. The access road is quite challenging. Visitors must walk from the parking area to Ngrumpit



Beach by walking along a path track about 500 meters and climbing Kosakora Hill through the steps to reach the camping area. The paths and steps are steep, rocky, and not equipped with lighting, so it is pretty risky to walk at night or in a rainy event.

Water Bamboo Park is included in the Sermo Reservoir area located quite far from the main highway. Tourists can circle the reservoir through a paved road that is not too wide and narrows at some points along approximately 20 km because Water Bamboo Park is located in the middle of this ring road. Although there is alternative public transportation from Wates Hospital to Kokap, it only stops at the reservoir entrance, so it is impossible to explore destinations. Indeed, the parking area is large and easily accessible. Attractions and camping areas are located near the parking area with access to a relatively broad and sloping dirt road.

The *Bukit Lintang Sewu* (Thousand Stars Hill) destination is located in the Mangunan *Resort Pemangku Hutan* or Forest Management Resort (RPH) area with access roads that are uphill and winding and surrounded by pine forests. The condition of the paved road is quite good and comprehensive, but there is still no public transportation to reach this area. However, there is a parking area on the asphalt roadsides with a good area for large buses. The camping area is accessible on foot via rocky paths and paving that is not too sloping. For the sake of convenience, tourists are advised to use comfortable footwear (e.g., shoes) to get around the tourist area.

Second, the challenge of Nomadic Tourism is amenities issues. The three destinations have a reasonably large area with their uniqueness. It will be a strength potentially for the development of nomadic amenities in the future. In addition, two things concern the potential for nomadic amenities in fields, namely government intervention and local initiatives. Local initiatives from tourism destination managers are a power in the development of nomadic

amenities, especially when government support is inadequate (López-Guzmán, Sánchez-Cañizares, and Pavón 2011). This scheme took place in the Bukit Kosakora destination. The minimal government support encourages amenities in camping land on a hill carried out independently by *Pokdarwis* Midodaren as the destination management community (Interview, R1 & R2). Apart from camping facilities, there are also small shops around the beach area managed by the community. It can be used as a rest and transit area for visitors. Regarding the cleaning facilities, several toilets in the residents' stall area and one toilet in the camping area are open 24 hours.

This minimal government intervention scheme is quite burdensome for community management. It is because the lack of available funds often hinders the development of amenities such as the unrealized procurement of camping equipment rentals, lighting, and confusion in the procurement of bonfire mats which consumes quite many community funds. On the other hand, government intervention in the development of amenities is carried out without understanding the character and needs of tourists (Goodwin and Santilli 2009). It causes the design not to follow the needs of tourists, limited amenities, especially those related to toilets, and weak development and spatial planning so that it is less functional. In Bukit Lintang Sewu, for example, government intervention in the form of building glamorous camping (glamping) and dome camping (*domeping*) amenities is still top-down. The development of amenity in collaboration with the hotel industry as a part of the Corporate Social Responsibility (CSR) scheme does not involve the management community in planning and decision making independently, even though the community knows the character of destinations, tourists, tourist needs, and the capacity as wood and stone craftsmen (Interview, R3, 23 July 2020).

The government has also built toilet facilities and a food court in Bukit Lintang Sewu. Toilets are available at two points: near

glamping and domeping—but they still function as public toilets and are shared with non-staying guests. The operator of Bukit Lintang Sewu, as the destination management community, admits it is challenging to collect a fee for using the toilet because the toilet design has many entrances and exits. The community also considers the foodcourt design inadequate because it allows rainwater to enter the toilet room.

Meanwhile, at the Taman Bambu Air destination, the amenity development is carried out by Karang Taruna as a tourism management community. This management utilizes loan funds from Dompét Dhuafa as initial capital. In addition, management funds are also added from the social share investment of around 16 community members. The available facilities are a camping ground on the edge of the reservoir that can accommodate 340 dome tents, toilets in the camp area and parking area, a prayer room, and rental of camping equipment and bonfire mats. This initial development was based on networking and community sensitivity in capturing opportunities for collaboration with external parties. Meanwhile, the partnership with the *Balai Besar Wilayah Sungai Serayu Opak* or Serayu Opak River Basin Center (BBWSSO) as the government side for managing the reservoir is informal, and there has been no significant intervention in the construction of amenities (Samirin 2020).

The challenges faced by the three destinations are the lack of attractions or similarities of attractions with adjacent tourist destinations. Nevertheless, the awareness to recognize the potential for developing attractions that optimize local endowments in nature, human resources, and local wisdom has been considered by the management community. Most of the attractions developed—except in Bukit Lintang Sewu—started from the community’s response to the activities of tourists who had used the location prior to management.

Bukit Kosakora provides an attraction for Ngrumpit Beach and facilities for climbing and camping. Other beaches around the destination also offer camping attractions, but this destination is the only one that provides a camping area on a hill. During the interview, the manager expressed his wish to improve English language skills for people (Interview, Waljono 2020). Implicitly, the community wants to develop tourist attractions and masters the English language limitation when attracting and communicating foreign, although it has not yet been manifested in concrete action.

A similar spirit is shown by the Bukit Lintang Sewu operator, who wants to perfect the existing attraction packages and develop new attractions in different ways from other Mangunan area destinations. There are currently night view attractions of Yogyakarta city, photo spots, flower gardens, semi-open hall, amphitheater, and audience seats.

Meanwhile, the dynamics of attractions development quite significantly occur in the Taman Bambu Air. At first, the destination brought the main attraction of photo spots on bamboo floating in the reservoir. Nevertheless, now, these attractions are replaced with views of the reservoir, photo spots on the reservoir edge, camping areas, boat rentals, and spots for fishing. The community also maintains an attraction in the form of a property gazebo shooting the film *'Bumi Manusia'* (This Earth of Mankind) in 2019, making this destination known to the broader public (Interview, Abdul 2020).

When juxtaposed with the ideal state of nomadic tourism supported by nomadic platforms, nomadic travelers, and nomadic influencers, the circumstances in the three research objects show multiple challenges. So far, the managers of the three tourist destinations have used digital platforms to provide information and facilitate reservations. The leading platforms used are Instagram and Whatsapp. In addition, Facebook and Youtube have been used as

platforms for promotional media. Even so, this utilization still requires effective optimization to market tourist destinations to visitors. Apart from social media, information and reservations for tourist destinations can also be made through online booking services, for example, via booking.com. Unfortunately, this marketing media does not yet have a talented online marketing staff, so that some tourist destinations have not provided adequate information and a quick response when potential visitors or newcomers contact via social media or booking applications. The provision of information and reservation services is also not well integrated with the information provider application managed by the Yogyakarta Special Region Tourism Office, called Visiting Jogja.

Identifying targets and their needs in nomadic tourism is an important factor in developing attractions, amenities and finding out the right content and communication media (Oktadiana, Pearce, and Chon 2016). Previously, the tourist destinations have not systematically mapped nomadic travelers. Therefore, communication and evaluation strategies have not been prepared, and marketing strategy innovation is very little.

Meanwhile, human resources are the most crucial thing in the aspect of supporting nomadic influencers (Stone and Stone 2020). Currently, social media management is less than optimal—social media content is less informative or persuasive, upload frequency uncertainty, mixed-use of social media for promotional and personal purposes, and other implicit problems. It happens because no staff explicitly manages social media or the existing staff lacks an understanding of social media management. This problem can be circumvented by increasing human resources capacity in charge of managing social media through various training programs. Another option is to recruit exceptional staff in charge of managing social media (Interview, R4, 16 August 2020).

## Tourism Institutional Development

The institution is an element that deserves attention in the development of a new tourism model. By the conceptual research framework, tourism should help the welfare of the community. Community-based Tourism is a model that should be developed (Khartishvili et al. 2020; Mayaka, Lacey, and Rogerson 2020; Mtapuri and Giampiccoli 2016; Johnson 2010). This step is to ensure that tourism development is in line with improving the socio-economic quality of the people who live around tourist destinations. Of course, the development of nomadic tourism also refers to Community-based Tourism. This model answers concerns about tourism development that relies on the capitalization of resources and investor's interests.

In the CBT approach, at least four elements influence the level of success, namely local leadership, actor capacity, local endowment, and a cooperative model (Dodds, Ali, and Galaski 2018). This fifth element must be managed to maintain tourism and the community. First, local leadership, in destination development, leadership is one of the influential factors, both as individual or group. Following in research findings, they have local heroes who force movement in their communities. As in Bukit Lintang Sewu, two people hold as leaders. Tuwuh, who acts as the Head of the Bukit Lintang Sewu Area Management and Anwar, leads the creative team. They have different roles and capacities significantly in managing existing resources, both human and other resources. Tuwuh is an 'elder' who protects and takes care of the entire team. Meanwhile, Anwar plays a motivational force for young people who create innovation and creativity in the tourist area.

A similar leadership model exists in the Kosakora Region. A group of people is the key actor in the area of development. The leadership is contained in the *Pokdarwis* structure. Each personnel or member has a different role. In the regional structure, roles are

divided as chairman, vice-chairman, secretary, and treasurer. One of the exciting positions, Waljono, who has roles as vice chairman and treasurer, held the same time. Waljono is a resident of his village. In addition, Waljono also works as an officer, also as a shopkeeper in his small shop around the area.

Meanwhile, the chairman and secretary named Suprihatin (Chairman) and Jari (Secretary), are not local natives but live in neighboring hamlets. They also have different roles and responsibilities; Suprihatin and Jari have a close relationship with the local village apparatus, more responsible for external affairs. Waljono is in charge of tourist site management to watch daily activities, including management of traders, shopkeepers, officers, and others.

Slightly different from Bukit Kosakora and Bukit Lintang Sewu, the Taman Bambu Air leadership in Sermo Reservoir is more robust and dependent on individual actors. Widi, who is currently the Head of Management. He invited several people to start giving social shares as initial capital for regional development and become a good leader who can move people.

The second character of leadership in community-based tourism is its locality—called ‘local hero’. The existence of local leaders has proven as a vital capital to cultivate tourism. In CBT context, they are only leaders but also trustees. Following the previous research findings (Tomazos and Butler 2010; Zhang et al. 2021; Kline, McGehee, and Delconte 2019), the findings highlight that the presence of local leaders strongly influences the sustainability of community-based tourism in several places. The vital asset in building a sense of belonging from the community towards area’s development is local hero roles. They become initiators to move the local people because the external intervention to influence people will affect the different results. Not only taking a long time to gain public trust in the local area, their leadership’s sustainability can also be

questioned and doubted. In the case of Bukit Kosakora, where some administrators came from outside, the services and management are in control status because of Waljono's role as a strong local leader and resident who trusts people.

Second, the actor's capacity, local leadership in community-based tourism development area cannot stand and fight alone, and adequate capacities must support it. According to previous findings (Maulana and Ramadanty 2018; Xu, Zhang, and Tian 2017; I. Nugroho and Negara 2013; Purnomo et al. 2020), it was found that although they come from the local area, most of the influential leaders who are expert under their roles and responsibility. The evidence in the three case studies conducted in this article, where the local heroes are experienced people.

The chairman of the Taman Bambu Air management, for example, is a former administrator of Dompot Dhuafa who has long been engaged in community empowerment. His foresight in seeing the potential of the Sermo Reservoir edge brought the initiative to area's development. He calls the Dompot Dhuafa network an initial partnership to start soft loans to the community in a grant scheme. The existence of community social shares strengthens this scheme. Widi's sensitivity to opportunities for collaboration shows his adequate capacity as a leader.

In Bukit Lintang Sewu, actor capacity is shown by Anwar as the creative team leader. His experience in college and business makes him sensitive to various development opportunities. Several creatives ideas, from designing to implementing in the field, are generated by his team. Moreover, he analyzes the tourism market and introduces in finding *unique selling points*. Not only Anwar, Tuwuh also strengthens management capacity by creating a hospitality approach to improve Bukit Lintang Sewu service. His experience as a driver can interact with guests friendly.



Unlike the two destinations above, Bukit Kosakora has influential actors' ability based on their life-world experiences, not formed and experienced outside like some previous leaders. Waljono, even as treasurer and vice chairman, became a trusted and respected person in his community. It is supported by his actor's ability to communicate, coordinate, and also solve any tourism problems. He has a duty and responsibility to the Bukit Kosakara development.

Third, the advantage of CBT is the utilization of local endowment, local potential, infrastructure, human resources, and various other elements, including the socio-cultural values it offers (Goodwin & Santilli, 2009; Mtapuri & Giampiccoli, 2019). When discussing community-based tourism, all raw materials, whether access, attractions, or amenities, should pay attention to community ownership, it will affect the sustainability of tourism (economically, socially, culturally) to the environment's carrying capacity. Some notes need to be paid attention to by stakeholders. Kosakora Hill was a closed area with inadequate access location, eventhough its natural charm still attracts the tourists attention. Because of these challenges, most of the tourists are young generation, both student or various community of environmental activists. They love camping activities around the hill and reaching the natural beach attractions with amazing views and the sunrise or sunset horizon. The tourist experience has inspired locals to manage it as local attractions based-community potential. However, the amenities presented have not optimized local resources; for example, the camping equipment is still imported from outside or tourists.

The Bamboo Water Park in Sermo Reservoir also optimizes local potential in developing its tourist attractions. The existence of land sticks into the reservoir is an area that offers the charm of sunrise and sunset views. This area is managed and considered as the camping area and the various beautiful photo spots. The local

endowment is optimized by local management, starting from the counter guard, ticketing, parking, and spot managers. It can increase the community's sense of belonging, impacting the destination's sustainability (Shone, Simmons, and Dalziel 2016).

A similar pattern was developed in Bukit Lintang Sewu. Adding new creativity, the natural charm towards hills overlooking the city is transformed into an exciting photo spot to attract visitors. In addition, the area also presents a local performance attraction on a mountain that gives its unique sensation. In collaboration with local artists, Bukit Lintang Sewu is an exciting night destination to visit.

As a complement to the attractions, this area was developed by the Special Region of Yogyakarta government into a glamping area in the last two years. In collaboration with CSR from several leading hotels in Yogyakarta, they developed five glamping units for visitors. Unfortunately, the facility construction has minimal participation, so that the concept is not in line with the local community concept has planned. It results in a discrepancy in the layout of the glamping area with the overall area arrangement. However, the development of the glamping area may reduce the uniqueness of the area. It should be a note for local governments in developing destinations in the future.

Based on the findings, the researcher found several notes related to the use of local resources. On the one hand, the development of tourist attractions begins with the optimization of existing local potentials. In addition, tourism is also developed by the local community. However, by the time, some concepts evolved away from local contributions. It is because of following trends tourism outside, the build model of cooperation was not quite right. Lintang Sewu Hill, for example, the development of glamping has minimal participation, so that the material and design concepts are not in accordance with the developed local wisdom. Based on the narrative of the informant, the glamping process is carried out by an external

consultant recommendation from the government. Therefore, in the process, the community is not involved in concept, design, and basic materials. In fact, in the Bukit Lintang Sewu area, many local resources can be utilized, ranging from bamboo raws and wood materials, stone, wood, and bamboo artisans, to building design preferences following local traditions. This issue is an important lesson because it causes a low sense of '*handarbeni*' community trust towards the infrastructure being built.

On the other hand, the lack of facilities provided by the community reduces the achievement of economic benefits. For example, in Taman Bambu Air and Bukit Kosakora, tent rentals still depend on external service providers. It has great potential to be developed into a new business unit from the local community.

Fourth, community commitment. The existence of a leader with adequate capacity cannot run alone without being accompanied by community commitment (Coburn & Gormally, 2020; Zapata et al., 2011). This factor is clearly seen in the three areas as research objects. Kosakora has limited facilities from the local government due to land ownership problems. However, this condition did not dampen the community enthusiasm to develop the destination. Paguyuban was formed to become a forum for communication and coordination among tourism actors. However, less support from the village government to the provincial level has made slow development.

The same thing happened at the Water Bamboo Park. The community has a strong passion for developing this area. The area initially only used as grassland for livestock has now provided economic benefits to the local. This potential strengthens the community's commitment to developing this area jointly. Interestingly, in the Sermo Reservoir area, similar areas are managed by different communities.

On the one hand, this shows high community participation in the management and development of tourist destinations. On the other hand, if it is not managed correctly, it will potentially lead to conflict. Based on the study results, there is no official communication forum that becomes a space for coordination between tourism site managers. In addition, the arrangement of the area at the macro level has not been well planned.

Unlike Bukit Kosakora and Taman Bambu Air, Bukit Lintang Sewu faces different challenges related to community commitment. In the first year, community commitment strengthened. Unfortunately, the pandemic has reduced community morale because the number of tourist visits has decreased. People feel receding because of the reason of the economic needs. The pandemic condition affects tourism to be no longer reliable as a leading source of income. Nevertheless, they still have hope to develop this area great again. It is a challenge itself in developing community-based tourism.

Fifth, partnerships, even though community-based, do not mean that tourism management does not need outside parties or partnerships. For that, it is also essential to see the correct partnership pattern. Since the beginning of its development, Water Bambu Park has involved an outside party, namely Dompot Dhuafa. With the soft loan scheme, the community still has a significant role in designing and developing the concept of the destination. In addition, as mentioned in the previous section, the presence of local leaders provides excellent access to community participation.

In Bukit Lintang Sewu, the external party was initially involved because Perhutani owned the land used. A land-use permit is granted, accompanied by several provisions. Interestingly, the provisions offered by Perhutani are in line with the spirit of community-based tourism. Perhutani requires that the manager of the tourist area is a local resident who uses the land daily for farming. It provides a larger

space for local people.

After running for approximately one year, the local government developed a glamping area in the Bukit Lintang Sewu. Unfortunately, the partnership formed is top-down. The government decided to determine the glamping concept without adequate discussion with the local manager and the community. Based on interviews conducted, the design process to develop the glamping area was carried out by a consultant appointed directly by *Pemerintah Daerah* or the local-regional government. This partnership pattern reduces the community's sense of belonging about the concept of CBT.

Something different happened with Kosakora Hill. Even though it is well known to tourists, unfortunately, this area is still isolated. The reason is that access to this area is private land owned by outside people. It causes access to the tourist area to be still a small road or footprint way. In addition, the absence of disclosure support from the village government makes the community seem to be running on their own.

## Conclusion

Nomadic tourism is a new tourism concept that presents nomadic culture while providing the experience of being a nomadic community. The tourism concept is inspired by the attractions of nomadic communities in various parts of the world, such as Mongolia and Kazakhstan, this tour emphasizes the flexibility aspects of space and time. If in the concept of 'conventional' tourism, people must take time to travel specifically, nomadic tourism can accommodate the concept of workcation for workers who allow them to carry out their work online or remotely. In addition, if conventional destinations have fixed physical space, nomadic tourism provides the concept of moving amenities, access, and attractions.

As one of the most popular destinations in Indonesia, the Special Region of Yogyakarta has an excellent opportunity to capture this market. Easy access, the availability of relatively adequate technological infrastructure, and the wealth of tourist attractions have become strong attraction for the nomadic market. This potential cannot be separated from the development of digital technology, which is a lever and enabler through three functions.

First, digital technology has given birth to a new way of working that allows a person to enjoy vacations and work simultaneously. The concept of workcation is becoming a trend because of the convenience provided by digital technology in completing work (nomad workers). Second, digital technology provides easy access to information for tourists to explore new areas. With the growth of social media, it is easy for new destinations to develop and be known by netizens. In addition, the trend of 'travelling', which is getting stronger among young people, increases mobility and tourist visits in various regions (nomad influencers). Third, digital technology has the potential to facilitate integrated tourism management.

The Special Region of Yogyakarta has an adequate digital technology infrastructure. Almost every village in this area already has internet access. Besides being used for government purposes, the village internet can also be used by the surrounding community. The affordability of the network to remote areas is also an opportunity to optimize in encouraging the tourism sector. Unfortunately, the readiness of this infrastructure has not been accompanied by the availability of adequate human resources and support systems. Based on the research results, digital technology is still used at minimal levels. Most use it for promotion through social media, and even not been accompanied by planning and ease of transactions. There are still many things that need to be developed in maximalizing digital technology.

The three functions of digital technology in encouraging the tourism sector are important elements in the development of digital destinations, tourism area-integrated with digital technology, both in terms of management, services, and attractions. Unfortunately, this concept has narrowed its meaning. Based on desk studies and field research, digital destinations are simplified into 'Instagram-able' and viral destinations on social media. This simplification reduces the potential of the destination itself. Therefore, efforts need to be made to develop a more comprehensive understanding of the digital destination.

In addition to the role of technology, an important element in this research is community-based tourism (CBT). This tourism model places the community as a key actor in tourism management. Five factors determine the success of CBT: local leadership, actor capacity, optimization of local endowment, community commitment, and partnership model. With this approach, it is hoped that the presence of the tourism sector will not uproot people from their roots and instead strengthen local values that have existed so far. By being community-based, the presence of tourism can ensure the sustainability of the tourism sector itself as well as the sustainability of the community socially, economically, culturally, and environmentally. In the context of developing nomadic tourism, the principles of CBT cannot be ignored. If this principle is ignored, then people may be swept away in the culture of tourists. In addition to reducing the value of tourist attractions served, this can reduce the community's carrying capacity.

The Government of the Special Region of Yogyakarta has a fairly good commitment to developing CBT. It is stated in various regulations, direction, policies, and programs that provide space for community participation in tourism development. Capacity building for local human resources, assistance, and provision of incentives and

grants demonstrates the government's commitment to supporting community-based tourism. However, it is to synergize with the spirit of the Village Law, which gives more authority in term of development to the village. Unfortunately, in implementation, several support schemes are not following this spirit, especially in the context of planning. The lack of local community participation in policymaking and program formulation is sometimes counterproductive to the community's concept. As a result, the partnership model built is unequal and reduces the community's sense of belonging to the program initiated by the government. For this reason, this study suggests to each stakeholder to revamp the cooperation model so that it is in accordance with the principles developed in the community.

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## Author's Declaration

### Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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