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## Tourism social entrepreneurship in community-based tourism: A case study of Pentingsari tourism village

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# Tourism social entrepreneurship in community-based tourism: A case study of Pentingsari tourism village

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**Abstract.** Tourism is one of the biggest sources of income in Indonesia. Therefore tourism should be developed at the community level to ensure this flow of money reaches local communities. There are many approaches to tourism, such as community-based tourism, which applies different concepts based on local community characteristics. Tourism social entrepreneurship is a concept of community-based tourism that aims at sustainable community development. Pentingsari Tourism Village is well-known in the Special Region of Yogyakarta as one of the most successful community-based tourism villages. This research aims to describe the application of the Tourism Social Entrepreneurship concept in Pentingsari Tourism Village. The study uses a qualitative case study approach that follows a single holistic model which is generally used to thoroughly explain events. The research shows that Pentingsari Tourism Village uses its human, natural, social, and cultural community capitals to develop its tourism activities. Using these community capitals, the tourism village develops creative tourism solutions to achieve sustainable community-based tourism. Pentingsari Tourism Village can serve as a best practice around the world because it was able to implement sustainable community development through tourism.

## 1. Introduction

The Special Region of Yogyakarta has abundant tourism potential in the form of natural and cultural tourism. Its variety of tourist attractions makes the region one of Indonesia's main tourist destinations. Yogyakarta has modern and professionally managed tourism attractions as well as traditionally managed ones. One of the traditionally managed tourist attractions is Pentingsari Tourism Village [1]. The tourism village successfully applies community-based tourism [2] and manages to reduce poverty in the community through this approach [3].

The framework of tourism social entrepreneurship uses social value creation, social innovation, and sustainability which can be achieved by countering undesirable costs, bringing profit to society and minimizing the negative effects of externalities. Figure 1 illustrates the components of this framework. Tourism activities in tourism social entrepreneurship are built upon seven community capitals which are human, natural, built, financial, social, political, and cultural capital. Tourism social entrepreneurship is grounded in these community capitals to help people come up with creative and innovative solutions that can ensure social, economic, and environmental sustainability [4]. Pentingsari Tourism Village follows the framework as its basic action to manage its tourism potential.

