

Community-Based Tourism Application as a Development for Slum Upgrading

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Abstract— *Slum settlements require comprehensive handling so that the improvement of settlement quality is carried out sustainably. It is necessary to improve the quality of settlements not only for infrastructure but also for various potentials and problems from various sectors. This is done so that the improvements made can be successful and prevent slum conditions from returning. This study aims to examine slum upgrading carried out by developing socio-cultural and economic factors through tourism. This study found that slum upgrading can be carried out by utilizing the potential of local tourism. These local tourism objects are developed as tourist attractions and encourage local people to see and pay special attention to the preservation of cultural, social, and environmental values to have economic value. When the community's economy improves, the condition of the settlement will be affected and will also improve.*

Keywords— *Slum, Slum upgrading, Community based tourism.*

I. INTRODUCTION

A slum is defined as a residential area with poor environmental quality and lack of basic infrastructures such as clean water, sanitation or of poor quality, high density, and unsafe housing structures [1]. The problems of slum settlements are very diverse and complex, consisting of problems with the characteristics of houses, health, drinking water, sewage systems, and the problem of inequality, women, drug trafficking, security, evictions, and natural disasters [2]. The existence of slum settlements as part of urban habitat refers to the damaged physical, social, and economic conditions, coupled with problems in the fields of transportation, population, health, and safety [3]. Throughout history, slums have become a social phenomenon that cannot be avoided even in developed countries [4].

Urban renewal is carried out to improve settlements not only requires improvement of the built environment, but also requires economic and social development [5]. After the environment has improved, people often do not adapt and return to the old lifestyle which causes slums to return [4]. The phenomenon of the return of slums after the settlement improvement is carried out is known as the rebound phenomenon.

It is well known and widely recognized in theory and by academics, that the ideal slum upgrading needs to consider the sustainability of the economic, social, cultural, and environmental sectors. Every effort to improve slum settlements also emphasizes the importance of community participation. However, the reality on the ground is different

from these ideal conditions. Slum settlement improvements that occur in Indonesia often consider built environment factors only. Economic, social, and cultural factors have been recognized as supporting. However, it is often forgotten that it is not well integrated and is the cause of the rebound phenomena that occur, and the failure of efforts to alleviate slums.

This study aims to examine how to develop socio-economic and cultural factors in slum areas to prevent slums from returning. The approach used to improve the quality of settlements is carried out through tourism. Tourism was chosen because it can uplift the community's economy, involve the active role of the community, and influence the social and environmental aspects of the area.

A. Slums

The UN-Habitat report 2015 [6], shows that the population of people living in slum settlements has changed throughout the year with an increasing trend. This trend is prevalent in developing countries. The handling of slum problems has been carried out in many countries and carried out by various groups. Brazil is evaluating its policy from being hostile to slum areas, now become more facilitating planning and slum upgrading activities through communities. Egypt improves the construction of a wastewater system in Cairo. China is doing repair shanty towns, implementing an increase in settlements that apply the principle of equity, with profits divided into not only economic but also social profits. Every handling of slum settlement is carried out according to local problems and conditions.

The handling of slum settlements has evolved, from the industrial revolution, early 19th century, world wars, after the war, to modern times with high-rise buildings and partially repaired through local communities and institutions [5]. Urban renewal is an effort to rehabilitate, re-develop or preserve an old urban area so that it becomes a better area [7]. The paradigm for dealing with slum settlements has also experienced a shift from majority activities to more minority activities [5]. Majority activities refer to efforts to change or rebuild by dismantling the area (slum clearance) or the construction of high-rise buildings. Meanwhile, minority activities are carried out through limited development to improve the quality of settlements, such as urban rehabilitation, slum upgrading, and infrastructure improvements.

The phenomenon of slums that occurs in Indonesia is not much different from slums that occur abroad. Slum problems arise from the poor condition of buildings, clean water facilities, sanitation, roads, drainage, garbage, and fire protection and the inability to support the lives of the people who live in them. The handling of slum settlements in Indonesia is regulated by the Ministry of Public Works and Public Housing, explaining that there are 3 handling patterns, namely, restoration, renovation, and resettlement. In these 3 handling patterns, restoration is preferred because it is easier to do and does not consume too many resources compared to other handling patterns. Restoration is defined as repairing houses and infrastructure to carry out their functions. Slum upgrading is carried out by improving the physical quality of the environment and improving environmental facilities and infrastructure without completely rebuilding.

The ideal slum handling is not only done by improving existing infrastructure and facilities. Handling slums needs to consider economic, social, environmental, and cultural factors in the repaired settlement premises. This consideration is made to support the sustainability and success of slum handling that has been carried out and to prevent slums from returning. In addition, slum upgrading requires active participation from the community and the utilization of existing local potentials.

B. Tourism and tourist attractions

Tourism is an activity that is often associated with recreational or self-development travel. Tourism is a complex activity, becoming a large system, which has various components such as economic, ecological, political, social, and cultural. Tourism has a big enough role in advancing the economy and influencing socio-culture. Tourism is a triggering factor for local economic development, development of supporting infrastructure, structuring welfare, and paying special attention to the preservation of culture, social and environmental values to have economic value [8].

The attractiveness of a tour is the key to the emergence of tourists. Tourist attraction in terms of attractions, activities, accessibility, and amenities [9]. Attractions discuss what tourist objects are observed/enjoyed by tourists. Attractions can take the form of nature, man-made objects, culture, or environmental nuances. Attractions are the main elements that make tourists want to come to tourist attractions. Activities discuss what tourists can do. The main elements of tourism activity are something to do, something to see, and something to buy. Accessibility discusses the ease with which tourists can be present at tourist sites. Accessibility discusses roads, road facilities, and public transportation. Amenities describe the facilities and infrastructure needs of tourists. Examples of facilities that tourists need are toilets, lodging, information boards, places of worship, security posts, gathering places, and places to rest.

C. Tourism as an increase in slum settlements

Based on previous studies, research to improve the quality of settlements can indeed be done through tourism. According to Prismawan (2018) and Ramadhani (2017) improving the quality of settlements through tourism can be done by

improving the quality of the built environment, infrastructure, tourism facilities, and community participation [10, 11]. Another study by Sunarti (2018) found that changing slum settlements into tourism settlements requires transformation. The transformation of society to change the view of the house as shelter to house as self-actualization [12].

Ramadhani (2017) examines the improvement of settlement quality through tourism [10]. The concept developed in Ramadhani's research is sustainable tourism by utilizing the local potential of heritage buildings. The condition of the settlement has heritage buildings, but it has suffered a physical decline due to lack of maintenance. In addition, the social conditions of the community are less participatory and less aware of developing the environment. Similar research was also conducted by Prismawan (2018) [11]. Both studies found that improving the quality of settlements through tourism can be done by improving the quality of the built environment, infrastructure, tourism facilities, and community participation. The findings regarding the four things that affect the improvement of settlement quality through tourism are the variables in this study.



Fig. 1. Utilizing heritage buildings as tourism potential in slum upgrading
Source: Prismawan 2018.

Sesotyaningtyas and Manaf's research (2015) develops slum settlements by utilizing religious tourism objects, natural landscapes, and unique culinary delights, to attract tourists [13]. Elements of tourist attractions, tourism support and facilities, slums, community participation, and financial feasibility need to be considered. This research found that local people can create businesses (businesses) and activities to attract tourism. Participation in tourism activities will preserve local culture and empower the community [13]. This finding is the basis for developing the concept of community-based tourism that will be carried out in the research area. Factors such as tourist attraction, facilities, slum settlements, and community participation are the variables in this study.

Michiani and Asano (2019) examined the increase in slum settlements with tourism utilizing the typology of water settlements [14]. These slums have difficulties in basic infrastructure such as drinking water, sanitation, roads, and fire protection. The consideration of community socio-cultural activities is important to form the basis for the concept of tourism. What are the current socio-cultural activities, and how are these activities when there are tourists [14]. In addition, the concept of tourism development is packaged in

tourist routes, utility systems under the culture of water settlement, and public spaces and tourist amenities that are in accordance with community activities. Socio-cultural factors are an important input in this study. The concept of tourism development such as a tourist route that is integrated with settlements by Michiani and Asano's research (2019), and a similar concept in Prismawan's research (2018) is an input concept in this study to develop tourism to improve the quality of settlements.



Fig. 2. Utilizing socio-cultural activities as a tourist attraction in slum upgrading
Source: Michiani & Asano (2019).

Improvement of slum settlements through tourism by raising the responsible tourism factors for tourist activities, related tourism products, emotions from residents of settlements, and factors that prevent people from benefiting from tourism activities [15]. Tourism, especially in informal settlements, requires an introduction not only to the existence of tourism, but how its development involves the community. In addition, Mekawy (2012) adds that practices such as increasing the level of education, employing craftsmen and small traders (drinks and food) who come from communities in slum settlements are very important to support the sustainability of tourism [15].

Tourism can help slum communities to increase income, so they can carry out settlement improvements themselves [15]. This is in line with Turner (1976) theory that home is an ongoing process. People who are in the middle to lower level, maybe economically poor, have little purchasing power, but they can build individually or collectively and have more free time to develop their houses [16]. Homeowners/users have control over the design, construction, and materials of the house they own. The theory of the house as a process by Turner, (1976) discusses more how the house is seen as a process to make people feel owned, involved in the development and decision making, and more towards attachments. However, because the construction of a house in this theory pays attention to the needs and economic conditions of its users. So that when the homeowner's economy increases, there will be an increase in the quality of the house.

Based on these studies, it can be concluded that tourism can be used as an increase in slum settlements. The type of tourism that is carried out is small-scale, local tourism and is a

family tour. Tourism in these slum settlements takes advantage of different tourism potentials according to the conditions of the area in the slum settlements. Factors that need to be taken into consideration include slum conditions, tourist attraction, community participation, and fulfillment of tourist facilities.

D. Community-based tourism as the development of socio-economic and cultural factors in slum settlements

The ideal improvement of slum settlements is not only to build infrastructure that is lacking, but also always involves social, economic, cultural, and environmental factors and emphasizes the importance of community participation. This is in theory very similar to the concept of tourism development. The tourism development model also looks at social, economic, cultural factors as aspects of sustainability, and sees participation in local communities around tourist areas. The difference is that tourism development has more consideration on tourist attractions and tourist facilities required by tourists.

There is suitability if tourism development is carried out as a support measure for slum settlement improvement. The type of settlement improvement that is carried out is minority activities by repairing infrastructure that does not meet feasibility. Then supported by tourism development utilizing local tourism potential. Tourism development is intended to improve the economy, change the behavior of the slum community, pay special attention to the preservation of environmental, social, and cultural conditions that have been improved as having economic value and achieving sustainability.

There are also various approaches to tourism development, such as sustainable tourism, ecotourism, and others. Community-based tourism is a tourism development that has more emphasis on community involvement. The concept of community-based tourism requires management with the main actors from local communities, while the private sector and government only act as co-actors. Community-based tourism is carried out systematically, integrated, and ensures that every member of the community has the opportunity and receives benefits in tourism activities. ASEAN (2016) defines community-based tourism as a tourism activity that is fully owned, carried out, and managed by the community so that it contributes to improving people's welfare through sustainable livelihoods and protecting valuable socio-cultural traditions as well as natural resources and cultural heritage [16].

The characteristics of community-based tourism according to Hamzah and Zainab (2009) are as follows [18],

1. not only seeing an appreciation of natural conditions but also local culture
2. provide tourist education.
3. managed by a small local organization of the community.
4. protect the environment and local culture with economic benefits.
5. minimize negative impacts on social, environmental, and cultural conditions.
6. raise awareness of local communities,
7. become an alternative income and work for local

communities.

The large role of the community in developing community-based tourism makes this development model suitable for increasing slum settlements. This is because slums have a great need for people living in settlements to want to change and participate. Participation starts from the planning stage until the implementation and maintenance of the infrastructure that has been built. Changes in community behavior due to tourism, resulting in special attention to the preservation of environmental, social, cultural, and environmental conditions that become tourist attractions.

Community-based tourism development steps, starting with measuring the needs and readiness of the community in carrying out tourism activities. Once identified, preparation and training steps are carried out. In addition, it is necessary to build a management organization and the appointment of community leaders who will lead tourism management. Only then can tourism activities be prepared and developed. Community-based tourism sustainability can be done by developing a partnership network, taking an integrated approach, and finally being able to develop quality tourism object products. The last is with marketing and monitoring activities.



Fig. 3. The nine steps of developing CBT Source: Hamzah and Zainab (2009)

Improved performance of community-based tourism is seen from community ownership and wellbeing, social wellbeing, conservation and contribution to the environment, the interaction of local communities with visitors, tour and guiding services, food and beverage services, accommodation, and friendly tour operators [17].

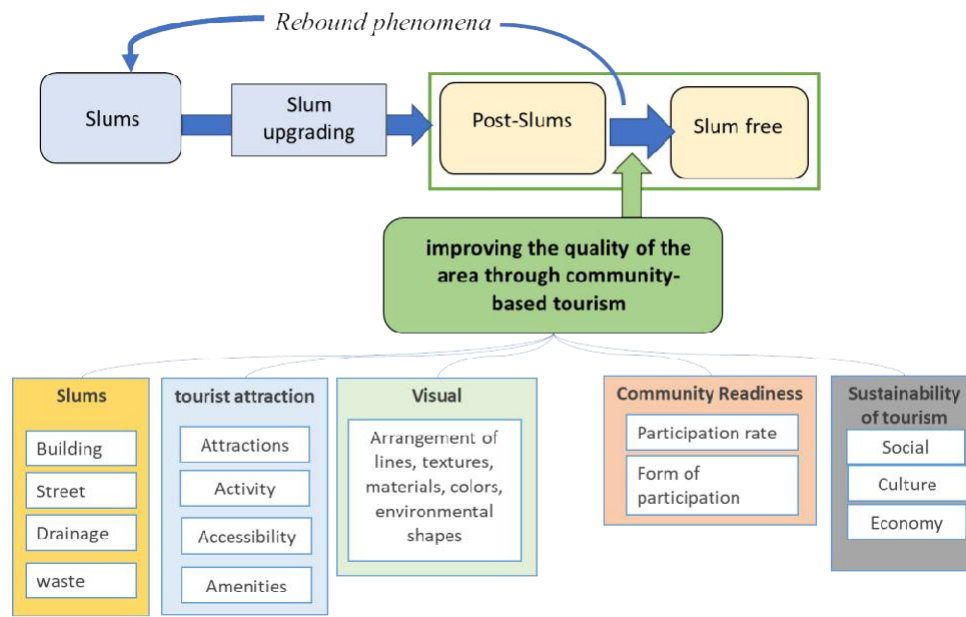


Fig. 4. The position of community-based tourism in slum upgrading.

The application of the concept of community-based tourism as a development to increase slum settlements is depicted in Figure 4. The process starts from improving the quality of settlements which is usually carried out by the Indonesian government. Improving the quality of slum settlements, which is usually carried out by the government, is more focused on the condition of environmental facilities and infrastructure. After the improvement program has been carried out, the slum settlements should have entered as post-term settlements. In accordance with the literature review, post-slum settlements can be successful but can also return to slum settlements (a rebound phenomenon). To support the

non-return of slum settlements, the concept of community-based tourism development was implemented. Community-based tourism functions as a support for slum handling activities and maintains the sustainability of the quality of the repaired areas, however, it cannot replace the infrastructure improvement program that is being carried out.

Factors that need to be considered in implementing the concept of community-based tourism include slum conditions, tourist attractions, visual studies of the area, community participation and tourism sustainability. Physical factors consisting of slum conditions of tourist attractions, and visual studies are considered to improve the environmental

conditions for settlements and tourism. Meanwhile, the factor of community participation and tourism sustainability is needed to prepare the community to become the main actors in implementing community-based tourism.

The slum factor discussed concerns the regularity of buildings, roads, drainage, and solid waste. This problem was chosen because it affects the condition of tourism. Tourist attraction discusses attractions, activities, accessibility, and amenities. Visual studies are carried out to organize space, materials, and nuances so that they can help tourism destinations. The participation factor is carried out by looking at the level of community participation and the form of participation that is taken. The tourism sustainability factor discusses the social, cultural, and economic impacts that exist on local settlements when tourism is carried out.

II. CONCLUSION

Slum settlement is a problem that will always arise in high- density cities. Slum settlements are characterized by complex problems mainly from not meeting the need for proper infrastructure. The ideal improvement of slum settlements is not only to improve existing infrastructure and facilities. Handling slums needs to pay attention to the sustainability factor. Like the increase in slum settlements, tourism development requires the involvement of the community around tourist sites and paying attention to sustainability. In addition, tourism development requires additional considerations, namely tourist attraction, in the form of activities, amenities, accessibility, and tourist attraction attractions.

Community-based tourism development in the problem of slum settlements has a position as a support for government activities that focus on infrastructure. Tourism development in slum settlements can only produce small-scale tourism, settlement, and local scale tourism. Therefore, a more suitable tourism development model is community-based tourism development, which prioritizes the main actors coming from residents. The development is carried out in several stages, from identification, planning to implementation and maintenance, all of which pay attention to community involvement. The concept of community-based tourism as the development of slum settlement needs to pay attention to factors including slum conditions, tourist attractions, visual studies, community participation, and tourism sustainability in terms of local socio-cultural-economic conditions.

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