

# THE EXISTENCE OF WOMEN IN NATURE CONSERVATION THROUGH THE DEVELOPMENT OF TOURISM VILLAGE

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**Abstract.** This article describes the role of women in nature conservation through ecotourism development activities in tourist villages around Way Kambas National Park (TNWK). The role of women in this activity is seen by photographing existing phenomena from the perspective of ecofeminism. Ecofeminism is considered as one way to be able to restore the nature of the earth as it should be, namely to be preserved and protected. Women in Labuhan Ratu VI village who play a role in the development of tourist villages have been institutionalized through the Tourism Awareness Group (Pokdarwis), Village-Owned Enterprises (BUMDES), and the Women Farmers Group (KWT). One of the Pokdarwis that became a forum for women's activities was the Liman Seto Pokdarwis in Labuhan Ratu VI Village. The activity of women can be seen from the activities of the waste bank and partnering with BUMDES to be processed into organic fertilizer, then sold to the wider community. Other activities include a weekly garbage cleaning movement, a vegetable and flower planting movement, and a fruit nursery. This movement works with young people. This activity of women towards the environment in the perspective of ecofeminism views the role of women not only as mothers, caregivers, but also as custodians of the environment. This is reasonable because helping to protect and care for nature is part of environmentally friendly development. This movement works with young people. This activity of women towards the environment in the perspective of ecofeminism views the role of women not only as mothers, caregivers, but also as custodians of the environment. This is reasonable because helping to protect and care for nature is part of environmentally friendly development. This movement works with young people. This activity of women towards the environment in the perspective of ecofeminism views the role of women not only as mothers, caregivers, but also as custodians of the environment. This is reasonable because helping to protect and care for nature is part of environmentally friendly development.

**Keywords:**Ecofeminism, Role of Women, Tourism Village, Ecotourism

## Introductions

Development requires the involvement of all community members, both male and female.

Currently, women continue to develop roles that are not only domestic roles but also play an active role in the public sector. The involvement of women in the public sector is now also worth considering because women's resources have become an important issue in various development sectors. Based on the Neo-Marxist feminist approach in relation to women and development, it states that women are always economically important. The work he does in his household and community is fundamental to sustaining their society (1). Women are also expected to have a role in maintaining sustainable and conserving development, one of which is development in the tourism sector.

Development in the tourism sector is one of the industries that has attracted worldwide attention in recent decades. The growing tourism activities make it one of the fastest growing economic sectors in the world. Based on the latest UNWTO (world tourism organization) world tourism barometer, the total movement of international tourists throughout 2017 reached 1.322 billion. Development in the tourism sector continues to be carried out by utilizing tourism resources, to be used as a reliable source of economic activity. In line with the growing tourism industry, various tourism models are also applied in various areas that have the potential to become tourist destinations. One of them is tourism by prioritizing ecological aspects or environmental sustainability and local wisdom of an area. This tourism model is known as ecotourism (2)

Way Kambas National Park (TNWK) is one area that has succeeded in developing ecotourism-based tourism. There are various tourist destinations within the TNWK area, ranging from historical, cultural, to nature tourism ([unesco.org](http://unesco.org)). The buffer villages around TNWK have also become tourist villages, including the village of Labuhan Ratu VI. The community activities that are usually carried out in relation to ecotourism activities such as being a guide selling souvenirs, preparing all the needs of tourists both in homestays or staying at residents' homes, processing agricultural products to be used as special souvenirs and making various efforts in nature conservation so that the function of ecotourism can continue to run according to its principles.

The changes that occurred by the inclusion of ecotourism in Labuhan Ratu VI village not only provided motivation for women, to take part and increase their capacity in the public sector. With the increasing capacity of women in the public sector, another problem arises in terms of the division of labor. Women who work in the public sector cannot be separated from the work that is usually done in the domestic sector. This condition cannot be denied because of the dual role of women, the role of women cannot be separated from their role and position in the family. As a mother who is responsible for household affairs including raising children, as well as a female

worker. The division of labor between men and women in other respects can be seen in the physical activities carried out, where women are responsible for household work, while men are responsible for subsistence work. Domestic work is not assessed as a worker for purely economic reasons and as a result the perpetrator is not assessed as working. The problem that arises then is that household work as part of non-production work does not make money, while production (public) work is related to money, money means power, means great access to sources of production, means high status in society. In the development of culture, the concept above is firmly rooted in customs that sometimes shackle a person's development, Domestic work is not assessed as a worker for purely economic reasons and as a result the perpetrator is not assessed as working. The problem that arises then is that household work as part of non-production work does not make money, while production (public) work is related to money, money means power, means great access to sources of production, means high status in society. In the development of culture, the concept above is firmly rooted in customs that sometimes shackle a person's development, Domestic work is not assessed as a worker for purely economic reasons and as a result the perpetrator is not assessed as working. The problem that arises then is that household work as part of non-production work does not make money, while production (public) work is related to money, money means power, means great access to sources of production, means high status in society. In the development of culture, the concept above is firmly rooted in customs that sometimes shackle a person's development, means great access to sources of production, means a high status in society. In the development of culture, the concept above is firmly rooted in customs that sometimes shackle a person's development, means great access to sources of production, means a high status in society. In the development of culture, the concept above is firmly rooted in customs that sometimes shackle a person's development,

The role of women in ecotourism when viewed from an environmental aspect is also very important. Based on the view of ecofeminist theory, women are also closely related to nature, therefore the role of women is very important in maintaining the sustainability of nature in these tourist destinations. Women have deep and systematic knowledge of natural processes. Especially in rural areas, women reflect activities that are directly related to nature.(3)

From this background, the research team is interested in knowing how the roles and activities of women in relation to the existence of ecotourism in Labuhan Ratu VI village as a buffer village for TNWK?

## **Methods**

This study uses a qualitative approach. Qualitative research methods are considered by

researchers to be used in this study. Qualitative methods can reveal the nature of one's experience with certain phenomena, as well as to uncover and understand something behind a phenomenon that is not at all known yet, as well as to gain insight into something little known (4). Data collection techniques using observation, interviews and documentation. After all the data has been collected, the next step is to analyze the data. The activities in this study include data reduction, data presentation and drawing conclusions.

## **Results and Discussion**

From the results of research in the field, it is known that women in Labuhan Ratu VI Village who play a role in the development of tourist villages have been institutionalized through the Tourism Awareness Group (Pokdarwis), Village Owned Enterprises (BUMDES), and the Women Farmers Group (KWT). One of the Pokdarwis that became a forum for women's activities was the Liman Seto Pokdarwis in Labuhan Ratu VI Village.

The role of women in other organizations in the village of Labuhan Ratu VI is the role of bumdes which has programs such as Steam motorbikes/cars, angkringan stalls, village playgrounds and garbage banks. The role of PKK Has a knitting and sewing bag program. On the other hand, the role of women in activities in this village in maintaining and caring for the environment for the development of ecotourism around TNWK are:

The women of the village of Labuhan Ratu VI along with the youth every Sunday have collaborated with women's activities as seen from the waste bank activities and partnering with BUMDES to be processed into organic fertilizer, then sold to the wider community. The movement, which was initiated by women, is committed that all community members hold a youth movement concerned with waste every Sunday, then the waste is collected and then sold to the waste bank. Some of the profits from the sale of the waste will be returned to the community and the rest will be used for further business development through Bumdes.

Meanwhile, the role of women through the Women Farmers Group (KWT) is also quite good. KWT in Labuhan Ratu VI Village is engaged in organic fertilizer farming that utilizes cow dung, chicken, garbage and leaves in the community. The method of making this fertilizer is that cow dung, chicken and other ingredients are fermented for 2 months after which they are ground and packaged.

To increase their income, the women in Labuhan Ratu VI village produce knitted bags and purses and key chains, flowers and wooden flower vases which can also be used as souvenirs

for TNWK tourism visitors. In addition, it also produces rice tiwul from cassava plants in the village's agricultural land.

To support environmental sustainability, the women collaborated with the youth to plant vegetables and flowers, as well as fruit nurseries. This movement is quite effective in adding to the beauty of the village environment and at the same time keeping the environment green and beautiful as well as having economic value because it can also be sold to the wider community. Every house is obliged to plant crops for kitchen needs such as chilies, tomatoes, ginger, galangal, lemongrass, salam and other vegetables in order to reduce spending on buying basic necessities.

These are some of the roles and activities of women in Labuhan Ratu VI village that have been carried out so far. All the activities carried out show that women are close to nature and environmental sustainability. Women's activities towards the environment in this ecofeminism perspective view the role of women not only as mothers, caregivers, but also as custodians of the environment. This is natural because helping to protect and care for nature is part of environmentally friendly development.

The presence of ecotourism in the village of Labuhan Ratu VI has an impact on the lives of local residents, especially for women. Ecotourism is like a stage, where each woman takes on her role according to her abilities and influences from the surrounding environment. The role of women in ecotourism when viewed from an environmental aspect is also very important. Based on the view of ecofeminist theory, women are also closely related to nature, therefore the role of women is very important in maintaining the sustainability of nature in these tourist destinations.

Women have deep and systematic knowledge of natural processes. Especially in rural areas, women reflect activities that are directly related to nature. Such as collecting plant products for food, collecting leaves from plants that live in the forest for medicine, collecting wood as fuel and maintaining water sources used for daily needs. This statement is reinforced by the opinion of Rodda 1993, in Candraningrum (5) which states that women do not only monitor environmental damage, but also play an important role in environmental management. This can be seen from the role of women as producers, women who can produce food that comes from planted plants. As consumers, women take products from plants or animals that exist in nature, as campaigners, women who campaign for the importance of preserving the environment. As educators, it can be seen from the process of transferring knowledge about various productive and reproductive activities to their daughters. Finally, as communicators, women are able to market the products of their natural environment to other places.

Ecotourism in the village of Lauhan Ratu VI is a concept that provides quite good opportunities for women to be able to develop and be able to actualize themselves independently and professionally. In addition, women remain part of the local community where they live and work. Ecotourism can involve women in many ways such as with different skills, interests and talents for each woman.

Playing an active role in the field of ecotourism can be an important added value in everyday life, because as is known ecotourism is based on local resources, from the preservation of natural resources, to culture. In addition, in the ecofeminist view, women are closely related to nature, in everyday life women are always in contact with nature such as water and plants, so every damage to nature that occurs, it is women who feel the impact the most. The involvement of women in ecotourism can play a major role in preserving the environment in a sustainable manner.

Ecotourism in a broader context, can be very diverse related to other activities, for example, processing food into special cuisines, opening accommodation services, tourism of agricultural products or agro-tourism, making souvenirs from works of art and continuing education in the form of workshops or trainings. provide opportunities for women to broaden their horizons and skills and find ways to live sustainably. The role of women in ecotourism is very diverse, ranging from opening accommodation services, restaurants, shops to making handicrafts, art works and food processing and no less important is preserving nature.

The study of gender and tourism has examined various aspects of gender identity, its role and relationship in tourism development policies and practices. Women's involvement in community-based ecotourism is often limited to a few low-paying positions such as cooks, cleaners, waiters, and handicraft sellers, while men often take on higher paying jobs such as tour guides, drivers, operators. ships, and workers and maintenance (6)

In the division of labor in ecotourism management in Labuhan Ratu VI village, men still dominate women. Women get parts that are not far from domestic work such as serving the needs of guests when there are tourists staying at homestays or shelters, from cooking to preparing a bed. Women also play a role in making handicrafts in the form of knitting bags and women also produce souvenirs from agricultural products in the village of Labuhan Ratu VI.

There are no specific written regulations that require women to have roles that are very closely related to work in the domestic sector, such as the work done by women on gender division in the division of labor in ecotourism, and increasing women's traditional domestic roles

through participation in community-based ecotourism programs. his daily life. Feminist thinkers such as De Beauvoir in Ariva (7) see that the condition of women having a weak bargaining position against men is constructed from various factors such as a patriarchal culture that has been formed for a long time. However, it is also found that the involvement of women in community-based ecotourism creates changes that occur in women and their environment. At the same time, with the new income from tourism, some women are able to hire domestic helpers or can share the responsibility of looking after their children and parents. Overall, the impact of women's participation in tourism is that it can increase income for spending on family and children's needs such as education, food, and clothing.

The involvement of women working in the public sector is explained in (Megawangi, 2014) (8) that in fact, although more and more women are working outside the home, gender stereotyping jobs have never disappeared. women tend to do “feminine” work. The type of work that women choose is always associated with the ease with which they can carry out their maternal roles. In the case examples that occurred in several places, it turned out that most women did not want to work in the type of work that required too much physical strength and energy. Other reasons that are quite important are often found by women in choosing their work is a place that is not too far from home, a relatively short length of time working and flexibility in time to be able to take care of their children.

## **Conclusions**

Ecotourism is an alternative tourism as a sustainable tourism activity, prioritizing aspects of environmental sustainability, culture and involving local communities, especially people in tourist destinations. Labuhan Ratu VI village located in East Lampung district, Lampung province is one of the supporting villages for Way Kambas National Park (TNWK, ), a village that applies the concept of ecotourism which is currently developing and becoming a tourist destination. The presence of ecotourism has an impact on the residents of Labuhan Ratu village. VI especially women.

With the existence of ecotourism, it encourages women to be involved in its management and has a positive impact on women themselves, such as; the opening of wider job opportunities for women in Labuhan Ratu VI village in areas where women already have basic skills, such as cooking, accommodation, handicrafts and cultural performances. the involvement of women in managing ecotourism villages can increase economic income for the family. Women from

Labuhan Ratu VI village can be involved in every forum organized by the village ecotourism manager and train women to appear in front of the stage both giving opinions and being involved in decision making. Decision making on ecotourism and natural resource management.

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