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## The role of collaborative governance actors In the development of village ecotourism

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**Abstract:** Tourism has a tremendous impact on the economy, rural and urban development, job creation, environmental sustainability, and long-term viability. However, there hasn't been much research on the role of collaborative actors in the development of village ecotourism. Therefore, the focus of this research was to determine and explain the role of collaborative actors in the development of village ecotourism in Kemiri Village, Panti District, Jember Regency. Jember's local government designated Kemiri as a village ecotourism model, hence it was chosen as the research location. This research uses a qualitative descriptive method. The research has found that the role of collaborative governance actors in developing village ecotourism has enhanced the community's economic impact. However, on the other side, there are a number of obstacles that restrict cooperation to running effectively. Regardless of the fact that all actors were involved in weekly or biweekly discussion sessions, the actors' motivation was not good. The other big obstacle was that each actor's trust eventually started to weaken and change. This research opposes Emmerson's theory, which claims that actor motivation is driven by a desire to attain goals. Internal legitimacy and commitment are developed as a result of this purpose, which connects the actors together.

**Keywords :** the role of actor, collaborative governance, village ecotourism

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### INTRODUCTION

Tourism has a tremendous impact on the economy, rural and urban development, job creation, environmental sustainability, and long-term viability. Tourism has the ability to build communities through contributing to local economic growth and job creation, as well as local facility and service management and cultural resource conservation (Fredricsson & Smas, 2013) [1]. Local governments, government agencies, corporations, and host communities have all worked together to promote modern tourism development (Charlton & Essex, 1996; Vernon et al, 2005)[2]. In terms of arranging the government process, collaborative governance is a notion that describes the partnership generated between public actors (government), private actors (business), and the community. This notion is used to describe the collaboration that happens between participants in a collaboration in order to achieve the collaboration's goals or objectives, and it can also be regarded as a government attempt to address public concerns in the area. Ansell and Gash (2007) [3] conducted research to explain the idea and practice of collaborative governance in the implementation of public policy and the management of public programs and assets. The development of coastal tourism was also encouraged by a collaborative governance model (Larsen et al, 2011;[4] Wesley & Pforr, 2010) [5] Tourism destination governance (ButeauDuitschaever et al, 2010; [6] Viken, 2011) [7] and ecotourism governance both adopt a similar technique (Palmer & Chuamuangphan, 2018) [8]. There hasn't been much research on the role of collaborative actors in the development of vil-

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lage ecotourism. Therefore, this study looked into the role of collaborative actors in the development of village ecotourism.

### **Collaborative Governance**

Governance has emerged as an important idea in a variety of fields, including public administration, economic sector coordination, public-private partnerships, corporate governance, and good governance (Pierre & Peters, 2000).[9] Collaborative governance evolved as a way for administering public policy or program among the several conceptual approaches covered by the study of governance. This is the method that binds everything together. Multiple stakeholders and public bodies convene in shared spaces to facilitate decision-making and engagement (Ansell & Gash, 2007) [10] Governance is defined as a public policy decision-making and management system that brings people together constructively across public institutions, levels of government, and/or the public, private, and civic spheres to achieve public goals that would otherwise be unreachable (Emerson et al., 2012)[11] This understanding includes collaborations between the state, private sector, civic society, and the community. People and institutions must cooperate, support, and help one another in the pursuit of common goals, according to Dredge and Jenkins (2007).[12]

On the other hand, collaboration or more familiar with the term collaboration etymologically comes from the word *co* and *labor* which means as a union of energy or capacity building that is used to achieve a goal that has been agreed upon and set together. Meanwhile, in terms of cooperation, it has a broader and general meaning, namely by describing the conditions that occur regarding cooperation between institutions or two or more people who understand each other about each problem and try to work together in solving a problem (Choirul Saleh, 2020).[13] The term governance is different from the term government, where the term government is government, which is an institution or person that aims to regulate and manage government (governance). While the term governance or government is action, fact, way of governing which means actions, facts, patterns and activities in the administration of government. (Taufik, 2021)[14] According to Ansell and Gash (2008) [15] that Collaborative governance is a series of arrangements between one or more public institutions that directly involve non-governmental stakeholders in the policy-making process that leads to formal agreement and deliberation with the aim of making and implementing a policy. public policy or develop public schemes or assets.

According to Arun Agrawal MC (2007) [16] that collaborative governance is not only limited to stakeholders consisting of only government and non-government but is also formed from the existence of multi-partner governance that includes the private sector, civil society, society and is built on synergy between the role of stakeholders and is hybrid in the preparation of plans such as collaboration between the public, private and social. Collaborative governance can be understood as a way of managing matters that involve stakeholders, either directly or indirectly, which leads to deliberation in the joint decision-making process to achieve common goals. The stakeholders referred to by some of the opinions described above involve the role of the government, the private sector, civil society and the community. However, in this study, the concept of Collaborative Governance does not always involve the role of the private sector, so there are indications that Collaborative Governance that occurs on its own initiative or will is in accordance with needs and does not involve actors outside the government it self.

### Collaborative Governance Success Factors

Paul W. Mattessich (1992) [17] stated that the success factors of a collaboration can be seen from 19 factors which are classified into six groups, as follows:

- a. The environment, which consists of the history of collaboration (existing history of collaboration), collaborative leader, political/social climate.
- b. Membership, which consists of mutual respect, understanding and trust, only the appropriate members (the appropriate part of the members), self-interest, ability to compromise.
- c. Process/Structure, which consists of shared ownership (member share stake), decision making at various levels (multiple layer of decision-making), flexibility, development of clear rules and policy, adaptability.
- d. Communication, which consists of open communication and frequency (open and frequent), establishing formal and informal communication relationships (building formal and informal communication relationships).
- e. Goals, which consist of tangible and achievable goals and objectives (concrete, attainable goals and objectives), shared vision, and unique goals.
- f. Resources, consisting of sufficient funds and a combination of skilled workers (skilled converters).

### Collaborative Governance Model

The Collaborative Governance model arises from responses related to increasingly complex public problems, so that solving these problems requires various actors in it. The collaborative governance model in this study uses a collaborative governance model of Emmerson , et al (2011) [18] which refers to the dynamics of collaboration, collaborative action as well as impacts and adaptation which are described as follows :

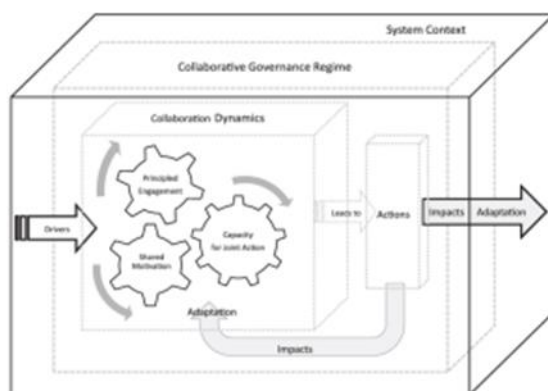


Figure Integrative Framework for Collaborative Governance Balogh,et al.

The collaborative process between actors in developing village ecotourism in Kemiri Village, Panti District, Jember Regency is analyzed using this model. Three things are highlighted in this model such as the dynamics of collaboration, collaborative action as well as impacts and adaptation

### Village Ecotourism

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The term Ecotourism in Indonesian is a type of eco-friendly tourism. Eco-friendly tourism destinations are tourism related to natural activities, namely tourists who come are invited to take a closer look at nature, enjoy the authenticity of the environment so that it can make tourists move to love and protect nature. In its development, tourism activities are often known as Back To Nature. According to Wood (2002) [20], the International Ecotourism Society defines ecotourism as responsible nature tourism that preserves the environment and improves the welfare of local communities. The definition of ecotourism can be seen from three points of view: ecotourism as a product, which consist of all attractions based on natural resources; ecotourism as a market, where tourism trips directed at environmental conservation efforts, ecotourism as a development approach, which is a method in the use and management of tourism resources in an environmentally friendly manner.

### **METHOD**

This research uses a qualitative descriptive method. According to Sugiyono (2013:9) [21] Qualitative research methods are research methods based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument. The focus of this research was to determine and explain the role of collaborative actors in the development of village ecotourism in Kemiri Village, Panti District, Jember Regency. Informants in this research used purposive sampling technique. The primary data sources in this study were the Head of Kemiri Village, Head of the Kemiri Tourism Awareness Group and Community and Community Leaders and the Former Head of Tourism Village Management.

### **RESULTS AND DISCUSSION**

The capacity to conduct collective action in the context of collaborative dynamics is a combination of four important elements: procedures and collective agreements, leadership, expertise, and resources. Leadership is the most crucial of these four aspects. The actors are guided by leadership to work together toward a collective purpose. The role of leadership would be to act as an organizer, a mediator, a facilitator, and a community advocate. However, the data show that two people, the village chief and the youth group organizer, play an active part in the leadership. The role of tourism awareness organizations formed by youth works as a link between tourist destination owners and village leaders.

The impact of collaboration in this study relates to the enhancement of the community's economic development. The successful establishment of ecotourism in Kemiri village refers to a variety of tourist destinations which consist of Mas Andre's Liquid Smoke and Essentials Industry, Haji Sholeh's Mushroom House, Mas Dimas' Agro-tourism of Orange Gardens, Danci Coffee Village's Coffee Tour, and Gus Misbah's Pondok Kopi 5758 or now known as Jember Coffee Center. Kemiri Resort and Resto, Flash Flood Museum, Kemiri Trail Adventure, Family Outbound, Kemiri Bike Track, Kemiri MSME Products (the production house of Opak rolls and tempeh chips owned by Mr. Saudi), the rambak production house owned by Mrs. Titin and Mr. Salim, the production house of Mr. Tik's cassava, taro, and banana chips, Kemiri Walking Tour, One Day Gardening and Organic Fertilizer Education, as well as one-day tourism as a farmer. Village ecotourism destinations that have joined and are well-managed will surely develop new job opportunities.

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## CONCLUSION

Collaboration between actors in collaborative governance in the development of village ecotourism has a positive impact on the economic welfare of the community. However, there are still many obstacles in developing village ecotourism collaboration. Even though all ecotourism destinations are managed collaboratively, the owner still has management rights. The trust between actors in collaboration is decreasing slowly. The owners of tourist destinations are encouraged to continue the collaboration under village youth who maintain tourism awareness groups.

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### Ethical approval:

All procedures involving human participants in this research was done in accordance with the ethical requirements of the institutional and/or national research committees, as well as the Helsinki Declaration of 1964 and subsequent amendments, or roughly equivalent ethical standards

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