Pokdarwis' Role in Social Entrepreneurship for Tourism Resilience: An Educational Perspective

by Rina Armeniza Aziz

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Article Info

ABSTRACT

Tourism stands as a pivotal sector influencing social and cultural development, extending beyond its economic contributions to impact various facets of society. Efforts by governments to revitalize this sector include initiatives such as forming Community-Based Tourism Groups (Pokdarwis), entrusted with managing and promoting local tourism potential. Consequently, Pokdarwis are expected to assume a significant role in fostering social entrepreneurship. This research aims to delve into Pokdarwis' role in advancing social entrepreneurship to bolster tourism resilience within a region. By exploring how Pokdarwis act as catalysts in fostering a conducive ecosystem for social entrepreneurship, this study seeks to uncover effective strategies for enhancing tourism resilience and empowering local communities. Integrating Pokdarwis into the educational perspective strengthens their role in social entrepreneurship in the tourism sector. Education plays a crucial role in empowering communities and promoting sustainable development. Through collaboration with schools, universities, and educational institutions, Pokdarwis can integrate tourism-related topics into the curriculum, provide educational programs and workshops, and encourage research and knowledge sharing. These steps can enhance awareness, skills, and sustainable practices among local communities and tourists. Thus, this collaboration supports the holistic development of individuals and tourism destinations.

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1. INTRODUCTION

Tourism stands as a pivotal sector influencing social and cultural development, extending beyond its economic contributions to impact various facets of society. Efforts by governments to revitalize this sector include initiatives such as forming Community-Based Tourism Groups (Pokdarwis), entrusted with managing and promoting local tourism potential. Consequently, Pokdarwis are expected to assume a significant role in fostering social entrepreneurship.

In cultivating an inclusive and sustainable social entrepreneurship ecosystem, Pokdarwis serve as catalysts, transcending mere destination management to foster innovation alongside local businesses, governments, and stakeholders. Together, they strive to generate solutions that benefit society and the environment, nurturing job creation, social cohesion, and tourism resilience anchored in principles of sustainability and social equity.

Resilience, essential for long-term sustainability, necessitates strategies to navigate challenges and disruptions. In tourism, resilience is upheld through sustainable promotion, workforce development, product diversification, and public-private partnerships. Continuous efforts are essential to fortify resilience and safeguard the sector against potential risks.

Social entrepreneurship emerges as a pivotal strategy in fortifying tourism resilience, integrating entrepreneurial principles with social and environmental objectives. It offers innovative solutions to complex societal and environmental issues, aiming not only for financial gain but also for creating significant social, environmental, and humanitarian impact.

This research aims to delve into Pokdarwis' role in advancing social entrepreneurship to bolster tourism resilience within a region. By exploring how Pokdarwis act as catalysts in fostering a conducive ecosystem for social entrepreneurship, this study seeks to uncover effective strategies for enhancing tourism resilience and empowering local communities.

2.   RESEARCH METHOD

Pokdarwis: A Brief Overview

Tourism Awareness Group (Pokdarwis) is a community consisting of individuals who serve as driving forces and possess consciousness and responsibility to support the development of tourism for the creation of a conducive environment. Pokdarwis also plays a role in accelerating regional development and realizing Sapta Pesona for the increasing welfare of the local community. Some of the social activities they undertake include: Providing understanding about tourism, Encouraging community participation in tourism development, Conveying the benefits of tourism to the community, and Achieving the success of tourism development (Rahim, 2019). The purpose of forming Pokdarwis is as one effort to increase public awareness and readiness of communities around tourist destinations or attractions through a community that acts as a catalyst, driver, and facilitator in efforts. The roles performed include capturing opportunities and economic benefits that can be generated from tourism activities to improve the economic welfare of local communities. Additionally, they also play a role as good hosts in supporting the development of tourism (Putrawan, Ardana, 2019).

Pokdarwis holds significant potential to play a role in social entrepreneurship. According to Muhammad Yunus (2001), social entrepreneurship entails businesses managed not solely for profit maximization but for seeking solutions to social problems. Muhammad Yunus, a social entrepreneur and Nobel Peace Prize laureate for his work in microfinance, particularly targeting women in Bangladesh, exemplifies this concept. Social entrepreneurship combines

entrepreneurial principles with social goals, aiming to create social value and demonstrate compassion by allocating a portion of profits to address social issues faced by communities.

Furthermore, Hartati et al. (2021) convey that social entrepreneurship aims to solve social problems and generate positive changes for communities by seeking innovations to address issues and harnessing opportunities, ideas, and resources. From the explanations above, it can be concluded that social entrepreneurship is an endeavor within entrepreneurship aimed at effecting change in community economics.

In the context of Pokdarwis, this means that these community-based tourism groups have the potential to go beyond conventional tourism activities and adopt social entrepreneurship practices. They can utilize their resources, networks, and initiatives not only to enhance tourism development but also to address social issues within their communities. For instance, Pokdarwis can allocate a portion of their earnings towards community development projects, support local artisans or marginalized groups, or implement sustainable tourism practices that benefit both the environment and local residents. By integrating social entrepreneurship principles into their activities, Pokdarwis can contribute to creating meaningful and sustainable change in their communities while also advancing their tourism objectives.

Tourism Resilience

Tourism resilience refers to the ability of a destination or the tourism industry as a whole to withstand and recover from various challenges, crises, and disruptions while maintaining its long-term viability and sustainability. In an ever-changing and unpredictable world, tourism resilience has become a crucial concept for ensuring the continued success and growth of the tourism sector.

Tourism resilience is also understood as the ability of individuals to adapt in difficult situations and take effective actions to solve problems (Dewi & Syarifah, 2018). Resilience in the context of tourism is the ability to withstand and recover from the impact of natural disasters, economic crises, social conflicts, or other emergencies in a destination (Paulina., 2023). Apart from surviving disasters, another goal is to create economic, social, and environmental resilience and enable tourism to continue contributing to the development and well-being of local communities in the long term by implementing sustainable policies to protect and preserve the environment and local culture, strengthen tourism infrastructure, enhance tourism-related human resources, and develop diverse tourism products and experiences.

Pokdarwis in Social Entrepreneurship has the opportunity to strengthen its role and contribution to tourism resilience based on sustainable principles and community

empowerment. Pokdarwis not only develops environmentally friendly and economically sustainable tourism destinations but also creates significant positive impacts for local communities, including increased income, job opportunities, and access to necessary services and resources.
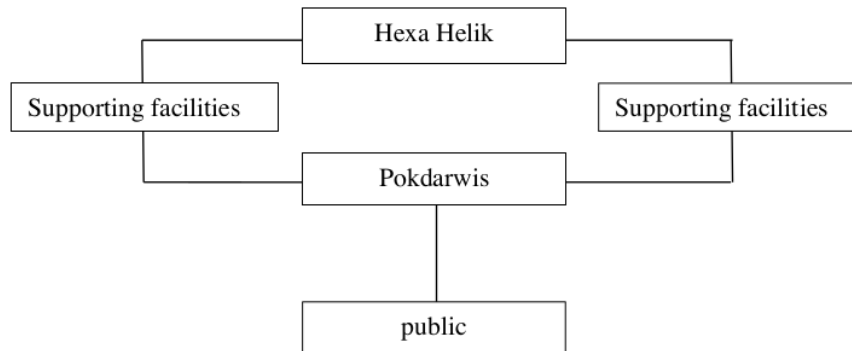
Social entrepreneurship is a key driver in building resilient tourism that positively impacts all stakeholders involved. To strengthen the role and contribution of Pokdarwis to tourism resilience in Social Entrepreneurship, there are several opportunities for roles that Pokdarwis can utilize in this context, including:

1. Managing the traditional local resource wisdom owned and inherited by the community. Local variations and innovations (Sudiarta & Nurjaya, 2015).

2. Maintaining tourist attractions and highlighting unique characteristics. Building human resources for cooperation to increase income. Community empowerment based on religious philosophy (Ristini & Citra, 2022).

3. Mobilizing active participation of the community and local government. Assisting in promotions (Agoes et al., 2023).

4. Assisting in village organization and cleanliness. Developing community micro-businesses. Implementing the concept of Green Economy (Prayogi et al., 2022).

5. Collaborating with external actors or partnering to develop existing potentials. Tourism product packaging (Nurkhayani & Adikampana, 2018).

6. Organizing village potentials. Raising awareness of the village's potentials (Andriani et al., 2021).

7. Cooperating with the government and stakeholders. Grouping types of businesses. Equalizing participation in training (Andriani et al., 2020).

8. Formulating tourism activities - What to See, What to Do, What to Buy, What to Stay. Creating job opportunities (Filantropi & Bella, 2022).

9. Providing education and socialization to the community (Junaid & Salim, 2019).

10. Empowering young people to produce works (Hidayah., 2023).

The Needs of Pokdarwis in Social Entrepreneurship for Tourism Resilience

The complexity of challenges faced by the tourism industry to endure necessitates Pokdarwis to urgently strengthen their role in social entrepreneurship to ensure sustainable tourism resilience. Various issues encountered include climate change, environmental degradation, and economic inequality. In this regard, Pokdarwis needs to integrate the principles of social entrepreneurship into every aspect of destination development and management.

Therefore, the needs of Pokdarwis in Social Entrepreneurship for Tourism Resilience, involving elements in the activities depicted in the image below, are as follows:

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Source: processed, 2024

The image represents a visual depiction of activities and elements relevant to social entrepreneurship for tourism resilience. It may include components such as capacity building, access to resources, legal and regulatory support, market linkages, community engagement, and monitoring and evaluation

Pokdarwis requires comprehensive support encompassing capacity building, access to resources, legal guidance, market connections, community involvement, and performance assessment. These elements are essential for Pokdarwis to effectively integrate social entrepreneurship principles into their efforts, ensuring sustainable tourism resilience amidst the multifaceted challenges encountered by the tourism industry.

To effectively implement the principles of Social Entrepreneurship in ensuring tourism resilience, Pokdarwis recognizes the importance of engaging various stakeholders represented by the Penta Helix model. This model comprises Entrepreneurs, Academics, Government, Regulatory Bodies, Communities, and Electronic Media. Each stakeholder group brings unique expertise, resources, and perspectives to the table, making their collective involvement essential for comprehensive and sustainable solutions. In addition to stakeholder engagement, Pokdarwis identifies specific supporting facilities necessary for successfully integrating Social Entrepreneurship principles into tourism resilience efforts. These facilities include:

1. Development of regulations/rules: Establishing clear and supportive regulatory frameworks is crucial for creating an enabling environment for social entrepreneurship initiatives in tourism. Clear rules provide guidance and stability, encouraging entrepreneurs to innovate and invest in sustainable tourism practices.

2. Facilities for conducting training activities: Training and capacity-building programs are essential for equipping individuals and communities with the skills and knowledge needed to engage in social entrepreneurship activities effectively. These facilities provide spaces for hands-on learning, knowledge sharing, and skill development, empowering stakeholders to contribute meaningfully to tourism resilience efforts.

3. Monitoring and evaluation of special programs: Effective monitoring and evaluation mechanisms are necessary for assessing the impact and effectiveness of special programs aimed at promoting social entrepreneurship in tourism. By systematically tracking progress and outcomes, stakeholders can identify successes, challenges, and areas for improvement, leading to more informed decision-making and resource allocation.

4. Implementation of government policy/program socialization: Government policies and programs play a significant role in shaping the operating environment for social entrepreneurship in tourism. Effective implementation and socialization of relevant policies and programs ensure alignment with broader development objectives and provide essential support for Pokdarwis initiatives.

5. Implementation of data collection and establishment of MSME databases: Data collection and analysis are critical for evidence-based decision-making and strategy development in tourism resilience efforts. Establishing databases specifically focused on micro, small, and medium enterprises (MSMEs) within the tourism sector enables targeted support and resource allocation, fostering the growth and sustainability of these enterprises.

6. Advocacy: Advocacy efforts are essential for raising awareness, mobilizing support, and influencing policy and practice in support of social entrepreneurship and tourism resilience. By actively advocating for favorable policies, regulations, and investments, Pokdarwis can create an enabling environment conducive to their initiatives' success.

These supporting facilities align with existing legal and policy frameworks, including relevant laws, regulations, and directives governing the tourism sector. By leveraging these facilities and engaging stakeholders effectively, Pokdarwis can play a proactive role in building tourism resilience capable of withstanding future challenges and contributing to sustainable development in their communities.

3. **RESULTS AND DISCUSSIONS**

The role of Tourism Awareness Groups (Pokdarwis) in social entrepreneurship is crucial in laying a strong foundation for tourism resilience. One of Pokdarwis' roles as a community-based change agent in social entrepreneurship is to integrate principles of destination development and management. Pokdarwis is expected to create business models that not only generate economic benefits but also enhance social welfare and preserve the environment through a focus on social inclusion, economic sustainability, and environmental preservation. Additionally, Pokdarwis is expected to make a significant contribution to building tourism resilience and enduring various challenges, thereby having a widespread positive impact on local communities and enhancing the overall sustainability of tourism destinations. Based on the above, the direction and role of Pokdarwis can be seen in the following diagram.

Here is the brief explanation of the diagram:

- Outreach: Increasing community understanding of a topic or issue and promoting behavioral change or better actions according to the information provided.
- Empowerment: Emphasizing the importance of managing and optimizing the existing potential in the village while providing understanding and awareness to the community about this potential to achieve sustainable development and progress.

Source : processed, 2024

Role of Pokdar Explanation

- Expression: Providing opportunities for young people to express themselves, develop skills, and create added value for themselves and the community at large.

- Holistic Approach: A holistic approach not only considers economic aspects but also pays attention to environmental sustainability, local wisdom, as well as the interests and needs of the local community by considering the religious values they believe in.
- Management: Preserving local wisdom and providing space for innovation in resource management.
- Organization: The importance of cooperation between the government and relevant parties, grouping types of businesses for more effective collaboration, and equalizing participation in training to strengthen business abilities and skills in a particular community or region.
- Collaboration: Collaboration between internal and external parties in utilizing existing tourism potentials through the development of attractive and beneficial tourism products for all involved parties.
- Partnership: The importance of cooperation between the community and local government in an activity or program with the aim of increasing participation and the effectiveness of promoting the program.
- Tourism Resilience: Efforts to plan and organize various tourism activities that can attract tourists and potentially create new job opportunities for local communities.
- Sustainability: Efforts to improve village conditions through physical environmental planning, empowering the local economy through micro-enterprises, and applying green economy principles to achieve sustainable and environmentally friendly economic growth.

Example of Pokdarwis' Social Entrepreneurship in Tourism Resilience

Tourism Resilience is an effort to endure the highly complex dynamics of tourism. Community Participation plays a vital role in creating a conducive environment for the resilience and development of tourism in a destination. Therefore, the concept of Tourism Awareness is necessary. In the concept of Tourism Awareness, the community as hosts is expected to create a conducive atmosphere to encourage the tourism industry through the realization of Sapta Pesona (Seven Charms of Tourism). Regarding the forms of social entrepreneurship actions undertaken by Pokdarwis concerning Sapta Pesona, they can be executed as follows, as listed in the following Table:

Actions of Social Entrepreneurship undertaken by Pokdarwis.

SAPTA PESONA	Form of Implemented Actions
1. Safety In the context of social entrepreneurship, "Aman" (safety) encompasses social, economic, environmental, and psychological security.	• Creating economic security and empowering communities through trained skills, generating employment opportunities, or providing access to economic resources such as business capital or microcredit. • Establishing effective educational programs to help reduce poverty levels and enhance social opportunities. • Creating health programs to enhance the well-being and quality of life of the community. • Establishing sustainable natural resource management programs to help maintain environmental sustainability and ensure resources are always available for future generations. • Creating programs to support psychological counseling or provide resources to address stress, anxiety, or other mental well-being issues.
2. Orderliness In the context of Social Entrepreneurship, "Tertib" (orderliness) can refer to the development of efficient organizational structures, the implementation of systematic processes, and the enforcement of norms that promote fairness, accountability, and sustainability.	• Creating well-executed task assignments and responsibilities within an organization and minimizing conflicts. • Establishing structured processes to enhance effectiveness and efficiency in service operations and the quality of produced products. • Ensuring compliance with Government regulations and applicable industry standards. • Implementing high business ethics in all operational aspects, including honesty, transparency, and integrity in partnering with customers and tourists. • Conducting careful risk management to address challenges and make appropriate decisions in critical situations.
3. Cleanliness In the context of Social Entrepreneurship, "Bersih" (cleanliness) can refer to aspects of integrity, transparency, environmental sustainability, and high-quality service and product standards.	• Creating transparency in financial reporting and demonstrating performance (Green Economy). • Developing high-quality products or services. • Raising awareness about the importance of maintaining cleanliness in operational environments.

	• Implementing Recycle, Reduce, Reuse (3R) programs
4. Coolness In the context of Social Entrepreneurship, "Sejuk" (coolness) can refer to a sense of comfort for individuals or communities involved.	• Creating an atmosphere of hope and opportunity for individual growth. • Facilitating space for discussion, idea exchange, and mutually beneficial collaboration. • Fostering understanding in operational aspects, from raw material usage to production and distribution processes.
5. Beautiful In the context of Social Entrepreneurship, 'Indah' (beautiful) refers to physical aesthetics and emotions.	• Creating economic value not only in physical or aesthetic aspects. • Fostering innovation as a creative and effective solution.
6. Friendly In the context of Social Entrepreneurship, "Ramah" (friendly) means providing friendly services.	• Creating collaborations with non-profit organizations and the private sector. • Establishing alternative access to other sources of financing. • Evaluating outcomes transparently.
7. Memories "Kenangan" (memories) dalam konteks Kewirausahaan Sosial mencakup hubungan yang bermakna antara para pemangku kepentingan.	• Creating memorable experiences. • Developing high-quality and value-added products or services. • Building a brand that reflects the values and social goals of social entrepreneurship.

Incorporating Pokdarwis into the education perspective adds another layer of significance to their role in social entrepreneurship within the tourism sector. Education plays a vital role in empowering communities and fostering sustainable development, including in tourism. By involving the education sector, Pokdarwis can collaborate on various initiatives aimed at raising awareness, developing skills, and promoting sustainable practices among local residents and tourists.

From an educational standpoint, Pokdarwis can work closely with schools, universities, and educational institutions to integrate tourism-related topics into the curriculum. This integration can include lessons on environmental conservation, cultural heritage preservation, and responsible tourism practices. Additionally, educational programs and workshops organized by Pokdarwis can provide hands-on learning experiences for students, encouraging them to become active participants in shaping the future of tourism in their communities.

Furthermore, the collaboration between Pokdarwis and the education sector can extend to research and knowledge-sharing activities. Academic institutions can contribute valuable

insights through research projects focused on sustainable tourism development, which can inform Pokdarwis' initiatives and decision-making processes.

By aligning with the education sector, Pokdarwis can enhance their efforts in promoting social entrepreneurship and sustainable tourism practices, ultimately contributing to the holistic development of both individuals and tourism destinationsWritten using Cambria font 10 pt, Bold, 1.0 spacing, spacing before 10 pt. This section represents the presentation of the research findings obtained, which are discussed in the form of comparative analysis or descriptive studies, among others, according to the research you have conducted. The results are logically presented and include relevance that is integral to the literary context as material studied in a tangible manner to support every research outcome obtained.

4.   CONCLUSION

Integrating Pokdarwis into the educational perspective strengthens their role in social entrepreneurship in the tourism sector. Education plays a crucial role in empowering communities and promoting sustainable development. Through collaboration with schools, universities, and educational institutions, Pokdarwis can integrate tourism-related topics into the curriculum, provide educational programs and workshops, and encourage research and knowledge sharing. These steps can enhance awareness, skills, and sustainable practices among local communities and tourists. Thus, this collaboration supports the holistic development of individuals and tourism destinations.

Based on these conclusions, it is recommended that Pokdarwis build strategic partnerships with schools, universities, and other educational institutions to ensure the effective integration of tourism-related topics into the curriculum. Pokdarwis can also conduct awareness campaigns among local communities and tourists, as well as use social media to reach a broader audience.

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