

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Tropical AgriSciences

Department of Economics and Development



**Is tourism a suitable strategy for empowerment of
resource-poor communities in tropics?
Experience from North Sumatra province, Indonesia**

Master Thesis

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Supervisor:

Vladimír Verner

Author:

Lukáš Krátký

Declaration

Hereby I declare that presented master thesis “Is Tourism a Suitable Strategy for Empowerment of Resource-poor Communities in Tropics? Experience from North Sumatra, Indonesia” was written by me with help of the literature listed in references.

Prague,

.....

Lukáš Krátký, BSc.

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Abstract

This thesis presents results of a survey conducted purposely to assess the attitudes of the stakeholders in surroundings of Lake Toba (especially community on Samosir Island) in North Sumatra province regarding to tourism impact on rural development. Moreover various approaches for rural development via tourism were presented (appreciative inquiry, or Pro-poor tourism), however none of them has brought such strategy which would have incorporate more stakeholders, mainly hotels and restaurants in terms of permanent foodstuff distribution from farmers. In this research, all stakeholders that are involved in tourism, i.e. households, government officials, tourists, hotels and restaurants were interviewed using convenience sampling for their choosing and with those who were motivated as well as of interest for in-depth survey were asked to fill out the semi-structured questionnaire. All data were statistically processed via descriptive statistical analysis. Data collection was conducted from July to August 2013 on Samosir island, in land register of city of Tuk Tuk, which was identified as the most prospective. Representative of hotel Tabo Cottages was selected as a key informant with whom was signed The Cooperation Agreement dealing with suitable strategy focused on direct selling between farmer and that hotel. Structure of planted crops, yields or willingness to cooperate with a hotel were used as indicators for classification of farmers into group of potential cooperatives. Results show that farmers perceived as the most beneficial regular income due to fixed prices and, based on that, better future planning. Chosen hotel is very likely to follow trend of western countries in preferring local deliverymen of local food. This practice is fact popular within clients as according to our results, 70% of tourist claimed that local food is of importance for them. Therefore, not only suitable strategy of livelihood improvement via tourism was developed, but also principles of sustainable development were introduced to the focused stakeholders, such as hotel Tabo Cottages and its management, which accepted it. Most discussed issue concerned competition between tourists and farmers over the resources. Nevertheless, after fulfillment of all specific objectives the assessment of attitudes of stakeholders indicates promising development in terms of helping communities to benefit from tourism.

Keywords: rural development, tourism economics, cooperation, non-probability sampling, Samosir island, Indonesia

Abstrakt

Diplomová práce prezentuje výsledky studie účelně vykonané ke zhodnocení postojů zainteresovaných subjektů v okolí jezera Toba (zejména pak komunity na ostrově Samosir) v provincii Severní Sumatra, ve vztahu k dopadu turismu na rurální rozvoj. Různé postupy rurálního rozvoje díky turismu byly již prezentovány (appreciative inquiry, Pro-Poor tourism), avšak žádný nepřišel s takovou strategií, která by zahrnovala více zainteresovaných skupin, zejména pak hotely a restaurace ve smyslu trvalé distribuce potravin od místních farmářů. V této studii jsou mezi zainteresované subjekty zahrnuty: domácnosti, vládní úředníci, turisté, hotely a restaurace, které byli selektováni například s použitím metody Convenience sampling, kde ti, co byli patřičně motivováni a měli zájem o hlubší studii, byli požádáni o vyplnění semi-strukturovaného dotazníku. Všechna data byla vyhodnocena skrze deskriptivní statistickou analýzu. Sběr dat probíhal v roce 2013 od července do srpna na ostrově Samosir v katastru města Tuk Tuk, který byl identifikován jako nejvíce vhodný. Majitelka hotelu Tabo Cottages byla zvolena jako klíčový informátor, se kterým byl podepsán „The Cooperation Agreement“ zabývající se vhodnou strategií zaměřenou na přímý prodej mezi farmářem a hotelem. Struktura pěstovaných plodin, výnosů nebo ochota kooperovat s hotelem, byly použity jako indikátory pro zařazení farmáře do skupiny potenciálních spolupracovníků. Výsledky ukazují, že farmáři vnímají jako největší výhodu této spolupráce pravidelný příjem, a to díky fixním cenám a závisle na tom lepší plánování do budoucna. Vybraný hotel je velmi nakloněn trendům západních zemí v upřednostňování místních dodavatelů potravin. Tato praxe je populární u klientů, kde na základě našich výsledků 70% turistů tvrdí, že preferují suroviny od místních dodavatelů. Tudiž, ne jen že byla vyvinuta vhodná strategie pro zlepšení živobytí díky turismu, ale byly představeny i principy udržitelného rozvoje cílovým skupinám, jako například hotelu Tabo Cottages a jejímu managementu, který tyto principy přijal za své. Nejvíce diskutovaným tématem stále zůstává konkurence mezi turisty a farmáři o suroviny. Nicméně, po splnění všech specifických cílů, zhodnocení přístupů zainteresovaných subjektů indikuje slibný rozvoj ve smyslu pomoci komunitám profitovat z turismu.

Klíčová slova: rurální rozvoj, ekonomika turismu, spolupráce, non-probability sampling, ostrov Samosir, Indonésie

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List of Abbreviations

CULS	Czech University of Life Sciences Prague
F&B manager	Food and Beverage Manager
FAO	Food and Agricultural Organisation
FAOSTAT	Food and Agricultural Organisation Statistical Database
H&R	Hotels and Restaurants
PPT	Pro-poor Tourism
Rp	Equivalent to IDR (Indonesian Rupiah)
RRA	Rapid Rural Appraisal
SMA	Sekolah Menengah Atas (Secondary School division)
UK	United Kingdom of Great Britain and Northern Ireland
UNED	United Nations Environment and Development
USA	United States of America
WB	World Bank
\$	Monetary unit of USA- American Dollar

Exchange Rate

	<i>Indonesian Rupiah</i> ¹
<i>Euro</i>	1 EUR= 15 742.55 IDR
<i>American Dollar</i>	1 USD= 11 423.17 IDR
<i>Czech Crown</i>	1CZK=573.39IDR

¹ Date of exchange rate 23.3. 2014

1 Introduction

Indonesia is a vast archipelago where every single island differs from another. This fact is not reflected just in diversity of geography but also in culture and religion. The area in total comprises 1,904,570 km² where 545,000 km² belongs to land with agricultural potential. In percentage scale the agricultural land consists of arable land (12.97 %), permanent crops (11.04 %), permanent meadows and pastures (6.07 %), and other land use (18.17 %). (FAOSTAT, 2011)

Total population of Indonesia is 246.9 million people (WB, 2012) with 89.554 million agricultural populations (FAOSTAT, 2010). In Indonesia there are 135.381 million people living in rural areas and 111.807 million people in urban areas (FAOSTAT, 2013).

According to human development indicator Indonesia stands on 121th place - out of 186 evaluated states with the HDI 0.629 - by dimensions: health 0.785, education 0.577, income 0.550 (UNDP, 2012). Indonesia has made a significant progress in achievement the global “*Education for All*” (EFA) targets. An illiteracy rate was decreased from 10.2 per cent in 2004 to 5.02 per cent (for both adult and young people) in 2010. (UNESCO, 2012)

Notwithstanding of continuous economic growth there is still half of population that lives just above the national poverty line (\$22). Is clear that most affected people by poverty are in rural areas where more than half of populations live. (FAOSTAT, 2013).

Development of the tourism has impact on statistical dataset mentioned above. Measurable consequences could be seen in rural livelihood, environmental situation, cultural habits, policy decision-making or economics. Evidence of tourism impact is recorded by studies from the countries and/or regions where rapid development of tourism plays crucial role.

North Sumatra also belongs to the regions with huge potential for development of tourism, particularly because of local natural destinations, such as Lake Toba and its surroundings. Despite tourism the Toba lake area represents important natural source for native population in terms of opportunity for fishing that feeds its surroundings (Siagian, 2013). Still as Ashley et al. (2000) claims, there is relatively little assessment of practical experience in strategies to make tourism more pro-poor.

2 Literature review

2.1 The phenomenon of tourism

Generally, tourism is a broad system based on the movement of people, goods, capital and other assets, despite many other features, ideas, generated between home regions and destinations that are linked by means of routes and transit regions and associated with many remarkable societal processes (Gössling, 2000). With respect to countries from developing world, they use tourism as a possibility to activate foreign exchange, to increase employment, to attract development capital, and to promote economic independence (Britton, 1982). In addition, well managed linkages with tourism leads to keeping the tourist expenditures in host economy and thus give to local residents the preferential treatment. Already in research of Wood (1992) we can find that he describes increasing sensitivity towards better understanding of historical changes with incorporating tourism phenomenon. He states that tourism is just one of an entangled web of processes that have continuous effect on the world for not specified time. Concurrently perceives tourism as phenomenon included in the process of globalization.

Definitely, tourism is part of the process of modernization, and globalization. However still is necessary to realize that local actors are agents in this progress, and not only beneficiary of modernization processes. Local people should be heading to course of action meaning benefits for them via their encountering with tourists. It might be thus transpire that tourists are the changing factor of formation community's identity, despite this may happen unintentionally (Hitchcock, 1998; Oakes, 1997; Volkman, 1990) similarly to their role of competitor over power and recognition (Erb, 1998).

In around mid-1985s, tourism promotion became a major matter in Indonesia, when, as Picard (1997) associate, a downswing in oil prices compelled the government representatives to look for other sources of foreign capital. The process of progress was rapidly slowed down in other parts of the Southeast Asian region (but partially in Indonesia as well) due to the "haze" in 1997 (as a result of burning of forests in Sumatra and Borneo). However, the percentage of increase had tapered off. In 1998 faced to significant decrease in arrivals of about 24% due to unstable political and economic situation. Nowadays it is common that there are prepared documents like "Indonesian Tourism Development Plan"

to set up goal for future happening. The rural area can be one of the suitable places of final destination and major attraction. This statement is enhanced if is conveniently supported by other tourism activities, places of interest and/or recreational experience. Ibrahim (2008) says: "Indigenous people who live in rural area can create tourist attractions by selling their handicrafts and tropical forest products", which is only segment of their potential.

Many places of interest are the combination of tourism attractions arranged in the following categories according to Kalsom Kayat (2011), for Malaysia case. *Nature-based*: Adventure, educational and recreational; *Culture-based*: Educational recreational and entertainment; *Entertainment-based*: Entertaining, shopping and dining; *Packages*: Purchasing and structured holiday experience; and others. Generally these divisions are valid not just for country of researcher's interest but could be used or slightly modified world widely.

2.2 Tourism and its integrity within the community

Tourism industry offers the opportunity for direct and indirect cooperation with the local community as Telfer and Wall (1996) stress out. Several studies were undertaken in relation to impact of tourism on community surroundings, especially in developing countries they focus on direct, visual impacts (Mathieson and Wall, 1982) such as building of hotels, pollution, or footpath erosion. Nevertheless there are destinations where has been occurring indirect impact on environment by tourism which acts as substitute for traditional economic activities, occurring especially in destination where tourism is still growing. Moreover above all Cater (1991) stress out that the indirect impact could be even greater than more measurable direct ones in cases where tourism has been adopted as brand-new occupation by rural population. On the other hand, the dependency on agriculture is lower thanks to new activities of the rural people, because those who sell goods and services to tourist and are less dependent can in same time reduce the frequency of cultivation or practise of agricultural expansion like deforestation (Forsyth, 1995). All results in preserving of nature which can potentially influence perceiving of tourists and their interest for such commodity.

When we are evaluating the effect that tourism has towards local culture, findings corresponds with studies which propose that "culture" is constantly "invented" and

adaptable, that "identity construction" is an process of progress, and that people, hence, are "cultural strategists". (Handler and Linnekin 1984; Linnekin 1997; Smith 1982; Wood 1992). Oppositely, it Smith (1982) proposes that culture is not a strictly delimited thing, and that what is created is both continuous and innovative in one and the same time. Those who understand are in a position of power over those who do not.

If we are researching tourism development we consider that local participation is essential not only to the labour in this sector and complementary industries, but community also leads to more tourist arrivals through the attitude and culture for tourism. This cooperation is most easily achievable through employment which is simultaneously the most common way how to engage on tourism. Besides that this is not the only one strategy still is valid that two sides promotion is necessary to reach anticipated effect.

Finally the development of tourism is not only dependent on natural resources and attractiveness of large-scale promotions alone, but also big role play the positive disposition of single man within the community in order to be ready for tourists and ensure that they have a remarkable visit. The community is made by single man and the readiness of the whole local community represents moral support to the tourism sector and also directly reflects the willingness community's members to participate in this industry (Ibrahim, 2008).

2.2.1 Differences in participation by the poor according to market segment

In studies of Ashley et al., 2000 we can observe valuable list of market segmentation in terms of participation of members within community. Findings are even more valuable because they took place in Southeast Asia, therefore supports author's study:

- *Domestic or regional tourists* are target clients for self-employed sellers and owners of small enterprises. Studies from Yogyakarta (Indonesia) and other parts of South East Asia proved that domestic and other Asian tourists are more likely to buy goods from local vendors than Western quests (Snah, 2000).
- *Budget and independent tourists*, particularly backpackers preferring, more often than "luxury tourists", accommodation in the cheaper guest houses, home-stays or hostels. Also they tend to use local transport and food from local people. They usually stay longer at a destination comparing to group tourists and are more in

contact with the local economy. Contrary spend less money per day e.g. due to bargaining over prices.

- *Nature-based tourism* (including eco-tourism) does not mean unconditionally more possibilities for the locals comparing mass tourism. Nature-based tourism include four advantages:
 - it is tourism found in less developed areas,
 - often involves smaller operators with more local responsibility,
 - has a higher attendance of independent travellers and
 - if that tourism is designed as “eco-tourism” it may stimulate consumer’s pressure for socio-economics benefits.

- *Mass tourism* is highly competitive and usually dominated by large suppliers who have little destination commitment, and are unlikely to use local suppliers. On the other hand it generates working opportunities. Mass tourism has more negative impacts than the others but they have not necessarily spread beyond present localities. More knowledge is needed from employees. Still local economic opportunities have expanding potential and negative impacts can be minimised under well-managed leading.

- *Cruises and all-inclusive tours* are most progressive segments, regrettably with little economic linkages to communities. The informal sector is the place where call for small-scale enterprise or local labours is intensified. Ashley et al. (2000) give example: “*At Bal Chay, Ha Long Bay in Vietnam, almost a dozen local families run private hotels but local involvement in tourism spreads far beyond this to an estimated 70%-80% of the population. Apart from those with jobs in the hotels and restaurants, local women share the running of six noodle stalls, many women and children are ambulant vendors and anyone with a boat or motorbike hires them out to tourists*”. Nevertheless, the informal sector is often unheeded by planners.

But as Ashley et al. (2000) alert on specific feature in the market, tourism can be heavily dependent on imports and can spread disruption to less developed areas. This should be taken into consideration so implemented research has to avoid it.

2.3 Efforts leading to generating of the socio-economic profit

Lots of studies agreed on potentials which tourism has. The statement by which Wilkinson (1992) represents the mainstream uses the formulation reflecting the ability of tourism and its potentials to be a “focus for local economic and social development tied into the maintenance and enhancement of the biophysical environment”. Endeavour to reach peak economic benefits derived from tourism in attractive areas have entered on increasing, often uncontrolled, the number of tourists, increasing the tourists’ length of stay, and increasing tourist’ overall expenditures which is seen as determinative factor for maximizing tourism activity.

When writing about socio-economic profit we cannot omit question on which refer to Fleischer and Tchetchik (2005) as well, if tourism and agriculture share or rival for resources and infrastructure. Herman (1981) came with record about these two sectors competing over labour and land however Fox and Cox (1992) noted that the development of tourism enhanced infrastructure development, consequently benefiting the agricultural sector. But it is necessary to take into the consideration that this issue depends on different variables and to make worldwide rule of this is simply not possible. These surveys were undertaken in different parts of world so it is very clear that results differ a lot as political, economic and socio-cultural situation vary.

2.3.1 Incorporation of agricultural outcomes into tourism

A complementary way to achieve the tourism benefits is to more incorporate local food in tourism enterprises. Telfer and Wall (1996) mentioned that in relation to expansion of the backward of economic linkages because as they stress out is vital to strengthen these linkages between tourism places and their hinterlands. In the studies of Belisle (1983) we can find evidences that some farmers failed to adjust their agricultural production towards highly demanded customers from growing tourism industry who have often special needs and thus farmers did not benefit from it. On the other hand some farmers successfully implemented new strategies and benefit by diversifying into high-value agricultural products. The author become conscious of this, moreover already Bowen et al. (1991) points out that promotion in tourism should concentrate on agricultural products which may activate export demand, while agricultural promotion may focus on local landscape

and lead to a growth of tourism. Therefore there is stimulation of services like landscaping, tours of farm, and processing sites or farm holidays.

2.3.2 Qualification, accessibility and participation

Problem is that, as many studies declare, the help cannot get to the poorest who then cannot fully attain benefits from tourism while bearing many of the costs. Hence strategies to mitigate these costs have to be developed to maximize the benefits to the fairly poor. Ashley et al. (2000) give examples of casual workers and semi-skilled workers. Also they point out that despite non-economic impacts which should not be omitted, drawing of tourism benefits depend on whether and how local communities can economically participate on tourism industry. Ashley et al. (2000) specify these factors ranging from local (assets, gender, livelihood strategies) to governmental decrees (tenure, regulations) and commercial environment (market segments). Social and financial capital is crucially important. The basic skill in tourism seems to be language and equally important is an understanding of tourists' expectation. Of course depends on level of community and tourism practice where for example for small-scale tourism the major tasks are different and more "simple". But still they classify tourism as additional diversification option for the community not having been perceived as supplement for community's prior activities.

2.3.3 Agricultural potential combined with tourism (Rural Tourism)

Oppermann (1996) claims that one of first scientific research about rural tourism dates from the 1950s, proving on an early publication by Ager (1958) which describes tourism in Alpine regions and the advantages which tourism offers to their farmers. To main benefits belongs additional income, creation of new job opportunities and a decrease in rural depopulation. Ensuing studies in the 1960s and 1970s focused also on range of positive economic impacts, although prior attention was pointed to socio-cultural and environmental issues. More recently, the function of rural tourism as a catalyst for socio-economic development and regeneration was confirmed (Sharpley, 2000).

The role is more significant in areas where indigenous/traditional economic activities related to agriculture stagnate or are in decline. Moreover, rural tourism perceived as a favoured alternative to mass tourism in some examples (Getz, 1998; Ghaderi, 2004; Sharpley, 2000). Benefits are observed in countries belonging to the least

developed but more with higher but still different stages of development (Holland, Burian & Dixey, 2003). Simultaneously, there are evidences about the inferior financial returns accumulating from specific types of rural tourism and damage to the physical and cultural landscapes (Fleischer & Felsenstein, 2000; Frederick, 1993).

2.4 Examples of strategies used in surveys

Nowadays there is rising tendency to develop suitable strategy for enriching poor communities' livelihood. Some differ in terms of application and some in goal which have set. As most inspiring for the author were seen "*Pro-Poor Tourism*" operating on larger platform of goals and second is "*Appreciative inquiry*" using 4-D cycle. This approach is more direct based on participation.

2.4.1 Pro-Poor Tourism (PPT)

As Ab Hadi et al. (2013) explain the terminology was firstly used in 1999 and further incorporated into UK's international development program when seeking for approaches contributing to poverty reduction. Main PPT development strategies are:

- To increase the economic benefits
 - increase of business opportunities for the poor people, improvement of job opportunities for the poor people and to improve community's collective income (payment)

- To increase the non-economic benefits
 - building the ability, training, operation, reducing the environmental impacts of tourism on the poor people, and to handle the impact of social and cultural effects of tourism

According to Ashley et al. (2000) there are several advantages which tourism as sector for pro-poor growth has (PPT). The consumer comes to the destination, thereby providing opportunities for selling additional goods and services. Tourism is an important opportunity to diversify local economies. It can develop in poor and marginal areas with few other export and diversification options. Remote areas particularly attract tourists

because of their high cultural, wildlife and landscape value. It offers labour-intensive and small-scale opportunities compared with other off-farm and particularly non-agricultural activities (Deloitte and Touche, 1999), employs a high proportion of women (UNED, 1999), and values natural resources and culture, which may feature among the few assets belonging to the poor.

2.4.2 Appreciative inquiry

This method based on positive psychology can be characterized as highly participatory. Comparing other methods appreciative inquiry process is bright, direct and epistemologically sound tool used for better understanding of knowledge, needs and priorities of local community with their withdraw from research. This process can be formal or informal, quick or continuous, and may include all the employees of an organization, or only the representatives of stakeholders. An organization can inaugurate the process by formally organizing trainings and workshops for its employees of stakeholders. That said, however, the process can permeate a community through informal discussions between individuals or during meetings (Nyaupane and Poudel, 2012).

For that purpose is using the basic guiding framework known as the 4-D cycle (Figure 1). All interventions concerning appreciative inquiry can be made to fit the system as have been studied (Bushe, 1999; Cooperrider & Srivastva, 1987; Cooperrider & Whitney, 2005; Watkins & Mohr, 2001; Whitney & Trosten-Bloom, 2003). Similar like appreciative inquiry this 4-D cycle can be done in few days (e.g. three days for an appreciative inquiry summit) or it may take months (e.g., for a community-based organization with diverse stakeholders). The purpose of inquiry, the type of institution, and the nature of the desired change largely determine the appreciative inquiry process. Main aim is to find strengths of community and build on them in terms of logical consequences. Simultaneously respect possible outside effects and work with them to reach goals which have been set up.

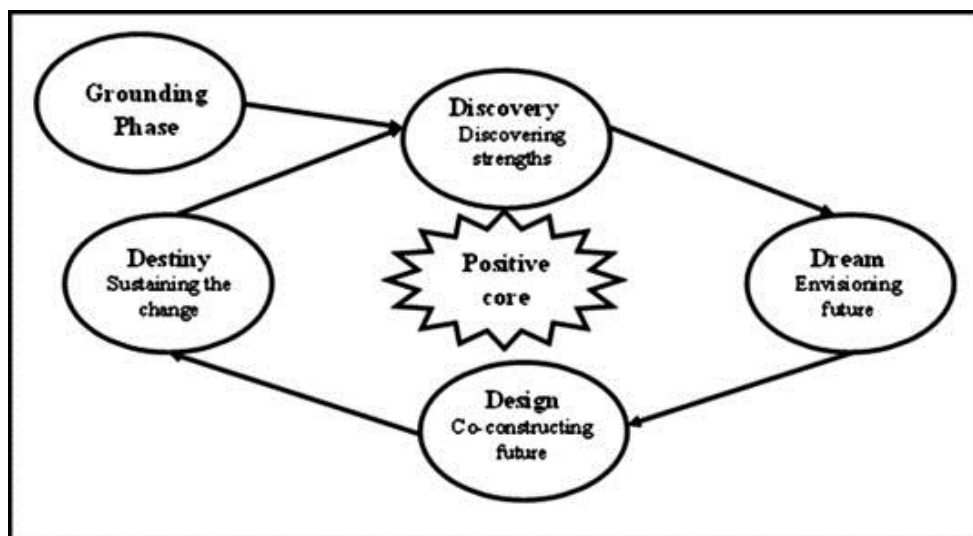


Figure 1 The 4-D cycle with "Grounding Phase" as the fifth supportive element, Source: Cooperrider & Whitney, 2001;Watkins et al., 2011; Whitney & Trosten-Bloom,2010

2.5 Tourism evolution towards sustainability

The growing attention of new trends in tourism such as green tourism, eco-tourism, or community tourism has been noticed among decision-makers, practitioners, advocates and even common consumers. But besides that Ashley et al. (2000) adds that generally they are not focused on covering whole range of impacts on livelihood of the poor. Rather they take in the consideration mainly issues to ensure the reduction or elimination of negative impact on the environmental and cultural base of community on which tourism depends. Therefore issue of the poor is investigated in this thesis as well.

Gössling (2000) agrees that tourism is becoming part of the global economy and culture in increasing progress, but unfortunately the focus of sustainability has been mainly on destinations and tourism practices in those areas which grasping the most visible processes and impacts connected with the tourism industry, but this evidence is only fragment of the total. Also we have to take into the consideration that tourism is not independent body in relevancy to its surroundings thus the tourist feels the existence of other facilities and tourism enterprises as part of experience. Subsequently the entrepreneur can benefit from it. Walford (2001) called that “the neighbourhood effect”.

From more theoretical point of view the sustainability is applied on three integrated pillars: the ecological, socio-cultural, and economic. In addition there are three

fundamental principles: futurity, equity, and holism (Redcliffe and Woodgate, 1997). Swarbrook (1999) defines sustainable tourism as such a kind of tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community. Together with problem of sustainable tourism there is also widely used term carrying capacity as a local scale solution. The definition should be described as maximum number of people who can use a site without any unacceptable alteration in the physical environment and without unacceptable decline in the quality of the experience gained by tourist (Mathieson and Wall, 1982). It should be taken account of fact that there is not just one carrying capacity of destination as Saarinen (2006) correctly points out. For example Getz (1983) in Saarinen's Traditions of Sustainability in Tourism Studies divided this concept into six subtypes (physical, economic, perceptual, social, ecological, and political) where each has different implications.

2.6 Conflicts and barriers potentially occurring

The relationship between tourism and other priorities of the farmers is very likely to be enharmonic at least at the beginning it is very probable. These conflicts may rise from possible competition for the resources of land and labour which are major obstacles. But rise in one employment sector with evidence of fall in another does not itself prove that one overtake workers from another. These problems like many others were examined by several authors already. For example by Bowen et al. (1991) who develop useful conceptual model respecting the competition between tourism and agriculture. The question if the tourism clashes with or complements the seasonality of agriculture, livestock maintaining, fishery is very much debated even by Ashley et al. (2000) who remind that anyway the risks should be kept low as well. They inspect wider range of linkages like external economy, visitors, the visitors industry, agricultural production and agriculturally-based services and finally resources including natural resources, labour, capital and entrepreneurship. Nevertheless authors did not include other important aspects mainly aesthetic value of agricultural land, because this serves as important commodity for tourism. Therefore this thesis should not disregard such determinative factor and would respect it. Alike author of this thesis also other authors have found out that structure of hotel food supply is made particularly by wholesalers as for example Belisle (1983) admits

and adds that importing food results in a loss of foreign exchange earnings. As delineated authors like Bowen et al. (1991) tourism imports agricultural goods for different reasons. For instance to secure variations in the availability, consistency, and quality of products.

Tourism acts as compound or even perplexing body in industry driven by private sectors and/or by large international enterprises. Therefore is self-evident that government with relatively few instruments has thus decreased options how to influence this sector. The situation is even amplified in countries in developing world where fiscal and planning instruments for capturing non-commercial benefits are more or less insufficient as Ashley et al. (2000) truly argue. Tourists often stay in accommodation that is run by foreigner and local elites, moreover they prefer attractions from which local poor people – for instance, suppliers of goods and services – are excluded.

2.7 Evidence from Asia

Traditional ways of earning money depend in many countries in Asia on crops or livestock product selling as primary source of income. To stimulate rural economies, it vitally important for rural regions to seek alternative uses for local resources. One suitable possibility is the tourism which can have the position of the priority tool for rural planning and development.

2.7.1 Indonesia

As was mentioned above, farmers are declaring the landscape appearance. We have many examples of tourists admiring the view, including corn and rice fields. Afterwards when the tour guide had recognized this fact, he kept returning with groups to this village every two weeks. The example of Flores continues in case of guides' meetings which were held. During these meetings, Bapak Josep heard from the guides about locals in other villages on Flores as they perform a display of their *adapt* ("customs"). Author of that survey claims that this have lead to transformation of city of Labuan Bajo into a flourishing destination due to tourism (Erb, 2000)

Thus the participation can be more significant if the community would have access to dynamic and flexible forms of social capital. Shah (2000) undertook research in Indonesia- Bali and Java and according findings majority of restaurants in Bali are managed by families or *Sekaha*-voluntary associations with set principles in order to

organize work and manage revenues. Despite restaurant similar system is used for rentals of bicycles and car or running minibuses. Moreover traditional homes of local which are participating are supplemented with rooms for tourists. In Bromo-Tengger-Semeru National Park, Java there are associations ensuring a fair share of the market to all its members in case of organizing horse rides or jeep tours.

2.7.2 Thailand

One of the diversification of economies has been mentioned in Forsyth's "Tourism and Agricultural Development in Thailand"(1995), where he delineate Thai Hill tribes participating on tourism activities prepared for tourist. Unfortunately what starts as rather "expeditionary tours" bringing them additional income continued with, because of uncontrolled development, mass tourism with construction of luxury hotels, golf courses and so on.

2.7.3 Philippines

Financial capital is very important for the poor communities because only with having it they can expand informal sector activities within tourism. Entrepreneurs considered as poor have still generated their own capital over time, by starting small and reinvesting profits over several years. Nevertheless they can be displaced in cases where big investors drive rapid growth in tourism industry in particular destination. This happened for example at Boracay Island in the Philippines as Shah (2000) claims.

2.7.4 Malaysia

Malaysian government has prepared several programmes to support the involvement of rural community, mostly including Indigenous people in activities related to tourism. Their main disadvantage was in unsuccessful acting in utilising their livelihood towards the realization of such activities. Therefore Ab Hadi et al. (2013) promote The Pro-Poor Tourism Approach mentioned in chapter "*Examples of tool used in surveys*". This approach, according to them, could be implemented in order to help Indigenous people utilise their resources in developing tourism. The PPT goals can easily achievable if Indigenous people would have enough knowledge and skills to implement it. What is obvious from the study is that extremely high dependency on traditional agriculture and natural resources in jungle have an degrading impact on to the poverty status of Indigenous

people (Suki Mee, 2005). It is so because of forestry products with which they handle are very often low in demand and sold for low price. Moreover sometimes happen that these people are cheated by mediators who control prices.

Correspondingly to thesis's author and his example from Sumatra, the locals have some negative personal characteristics resulting in bad impact on their livelihood. Typically these people can be presented as humble, shy, non-productive workers having low self-esteem and self-confidence; low resilience to accept challenges, and are afraid of competition. Majority of these personality traits directly correspond with author's findings moreover absolutely are identical with statement of Omar (2008: 189-190) that they feel comfortable easily on what they have and are not interested in extra work to accumulate income.

2.7.5 Iran

Likewise Malaysian case the trend of supporting tourism and rural communities was recorded by Ghaderi and Henderson (2012) in Iran. *"The government is attaching increased importance to rural tourism and has launched several initiatives, but little research has been conducted there in general and within a local community context"*. Therefore the impact cannot be as positive as in properly researched project.

2.8 Overall overview

To get an overall overview about tourism and its benefiting effects towards rural communities, author is getting grounded in studies of Ashley et al., 2000 who adapted findings from Ashley and Roe, (1998), Ashley (2000) (Table 1). In this summary are critically evaluated most controversial topics like livelihood goals, livelihood activities, capital assets, policy and institutional environment or long-term livelihood priorities.

Table 1 Potential positive impacts of tourism on aspects of livelihoods

Tourism affects	Possible positive impacts
Livelihood goals	<i>Tourism can support livelihood goals such as economic security, cultural life, health</i> E.g. by increasing cash income of workers/entrepreneurs, contributing to cultural restoration, catalysing improvements in hygiene.
Livelihood activities	<i>Expand economic options</i> E.g. by creating employment and small business options for the unskilled and semi-skilled, or by complementing other activities, e.g. earnings in agricultural lean season; development of transferable skills.
Capital assets	<i>Build up assets (natural, physical, financial, human, and social)</i> E.g. enhanced physical assets, if earnings are invested in productive capital; enhanced natural capital, if sustainability of natural resource management is improved.
Policy and institutional environment	<i>Improve the context or residents' ability to influence it</i> E.g. by expanding local markets, focusing policymakers' attention on marginal areas. Participation in tourism planning and enterprise can give residents new status, information and skills to deal with outsiders.
Long-term livelihood priorities	<i>'Fit' with people's underlying long-term priorities</i> E.g. to diversify against risk, or build buffers against drought, by developing an additional source of income which continues in drought years.

Source: Ashley et al., 2000

3 Aim of the Thesis

Tourism industry as provider of multiple opportunities from different points of view either for tourist or for its employees could be a adequate generator of local economies. Nevertheless promotion of such alternative should be done in respect to local nature and culture using traditional crops and methods of operation as stepping stones.

Therefore main aim of this thesis was to assess the attitudes of stakeholders in surroundings of Lake Toba (especially community on Samosir Island) in North Sumatra province regarding to tourism impact on rural development and find appropriate strategy for community empowerment.

To gain a comprehensive overview of situation and potentials of stakeholders in terms of their participation on tourism, several specific objectives were established:

- To understand and examine actual situation
- To find ways how to improve livelihood via tourism industry
- To develop possible strategy/strategies respecting local conditions
- To engage in establishment of cooperation between rural population and other stakeholders already acting in tourism
- To introduce basics of sustainable development to local stakeholders especially to H&R

4 Methodology

4.1 Study area

The research was conducted in Samosir regency, North Sumatra province, Indonesia in land registry of the city of TukTuk (see Figure 2), which is located approximately 150 km southeast (when using main road) from Balige and 10 km east (using ferry) from Parapat (where part of small part of research was conducted as well). Is 188 km (using Trans-Sumatran Highway and ferry) distant from capital city of North Sumatra, Medan which is then situated in the north. The capital city of Samosir regency, Pangururan is 42 km far in the west. Additionally, this area was selected due to long-term mutual cooperation of the Czech University of Life Sciences Prague (CULS) and Indonesian university Politeknik Informatika Del (PID) in neighbouring to Samosir regency that ensure better understanding of local conditions by our partners as well as increase the willingness for cooperation from our potential respondents. Furthermore, Samosir island represents unique area for tourism thanks to Batak culture and its monuments together with spectacular landscape of Toba Crater Lake. Moreover this area is important in terms of agricultural potential due to specific climate and despite ongoing agricultural activity its whole potential is not fully realized.

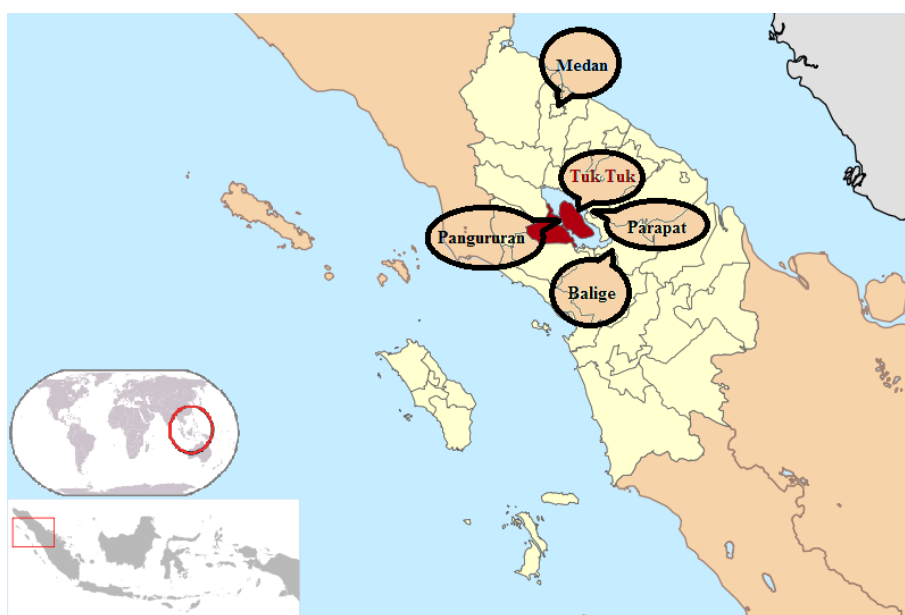


Figure 2 Study area with important administrative centres, Source: Author's compilation

4.1.1 Specification of study area

Survey focused on possible cooperation between rural population and tourism-makers. Greater emphasis lies on improving of livelihood of farmers. For this purpose not just farmers were contacted but research was also undertaken among hotels and restaurants. Facilities have been chosen according to references of locals, visual appearance including also glimpse of occupancy (especially in case of restaurants) and personal experience. In the map of Tuk Tuk are highlighted place were the survey was held. Moreover 4 hotels from Parapat were chosen. Parapat is the main access place on the

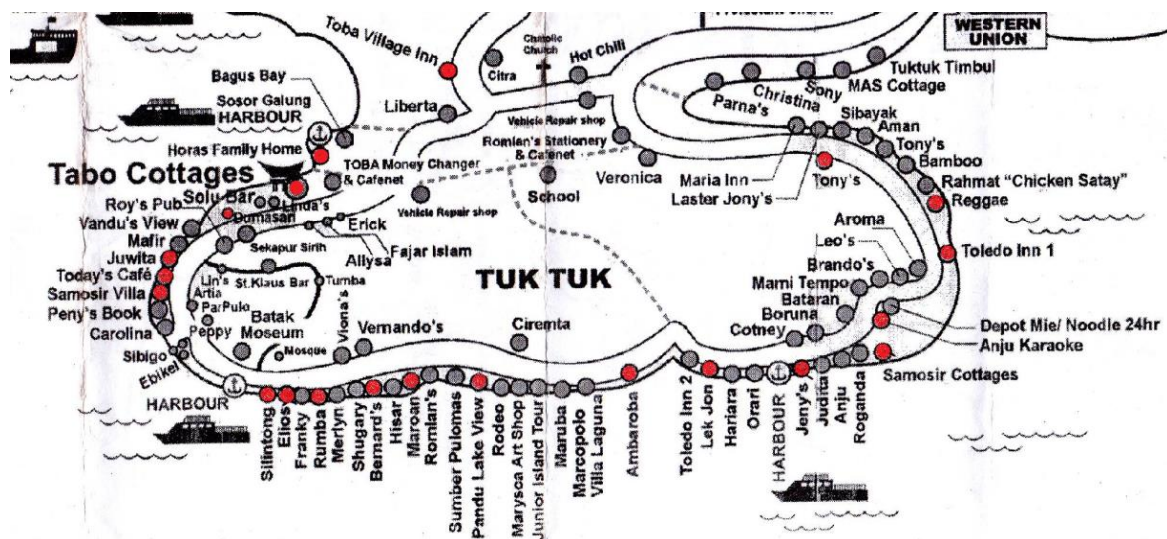


Figure 3 Map of Tuk Tuk enterprises with highlighted selected places and Tabo Cottages, Source: Hotel promotional material

mainland where regular ferry service between Tuk Tuk together with whole Samosir island connect with harbour in Parapat representing the the rest of Sumatra. Additionally there is one more ferry service on the north of Samosir island and one bridge over the artificial strait (near capital city of Samosir regency- Pangururan) making from peninsula the Samosir island. Regardless of two more access roads the ferry service from Parapat is the most important and most utilized, moreover it lies directly on one of offshoot of the Trans-Sumatran Highway. The purpose of this step is therefore obvious, Parapat forms the base for trips to Samosir and lots of tourists spend most of their time on island whereas they

come back just because of the have room there. Question was to discover whether they have similar approaches like on island or if they follow innovative steps. Parapat also serves as one of the “local market”. However market is not in TukTuk, but farmers have to travel to market in at least to Tomok but more often to mainland to Parapat, Siantar, Berastagi or Medan.

4.2 Data collection

Data were collected in the period from July to September 2013. Author proceeds from basics of tool of Rapid Rural Appraisal (RRA) which was used for data collection. Purposeful combination of semi-structured or opened questionnaires served as a tool for data collection from farmers and tourists (Annex 1, 2). Questionnaires were prepared in English and than translated into Bahasa Indonesia, and also into local Batak dialect. Thus, our respondents were questioned under the assistance of our Indonesian partners. Using those professionals reduced the potential misunderstandings between interviewers and respondents in terms of veracity and comprehensiveness. Though this translation was discovered that there was needed also modification in to dialect of Batak tribe living in survey area -around the lake Toba. This modification was preformed by interpreters contacted through the DEL University. Also the interpreter could more clearly explain facts and therefore avoid misunderstandings with respondents. Moreover thanks to personal contact there was place for discussion and bigger participation with farmers as well. Before meetings with the farmers there was also needed to educate the interpreter in that particular topic in order to assure avoiding potential misunderstandings as was mentioned before.

For the purpose of the study, three groups of respondents were identified (farmers, hotels and restaurants, and, tourists), where second group was researched above all with interviewing course.

Additionally, in order to examine plausibility of statistical data from tourism, the locals and government representatives were questioned as well.

Questionnaires were developed and modified according to local specific conditions. For each group of respondent, specific questionnaire was developed. In average 24 respondents were asked from each target group.

Generally, for the entire time proposed strategies for empowering of resource-poor communities were using bottom up approach in order to respect and follow needs of the farmers.

4.2.1 Questionnaire for farmers

The questionnaire for farmers used in the survey was designed as semi-structured questionnaire including open-end and close-end (multiple choice) types of questions. In the questionnaire there are included questions with a 5-point Likert scale (*Level of Consideration* Likert-type scale) as a tool for discovering of respondent's priorities. The total number of questions was 27. The questionnaire was divided into three parts: *I. Personal information* where respondents were main task was to discover the level of education, age, sex, etc. *II. Questions about your household and farm* covering the information about size of field, crops and animal product (meat, fish eggs, milk, etc) distribution to find out their strengths and opportunities towards tourism. Also in this part they were asked about their current position on the market and way how they sell their products. In the third part *III. Questions concerning the possible strategies how to improve economic situation via tourism* was investigated how to participate in tourism industry and improve economic situation of the household, what they can offer and what tourism brings them. The very end of the questionnaire provides the possibility to add some other their opinions not just in spoken way but also in written. In case of farmers sometimes after some questions started discussion but usually after the questionnaire was done so. This helped to get more complex imagination about the topic and also to obtain remaining information which have not been mentioned before from site of farmers.

4.2.2 Questionnaire for hotels and restaurants

The questionnaire for hotels and restaurants was prepared as semi-structured questionnaire including open-end questions with greater part for interviewing course. This approach was chosen because of scarcity of time of managers who were more willing to discuss instead of filling questionnaires. 11 more general (comparing to questionnaires for farmers) questions lead to broader discussions about the relationship with farmers if there was any and also about their system of supplying and similar problems. Structure and amount of clients coming there was also needed to find ideal strategy for cooperation. Also client's perceptions towards hotel or restaurant together of respecting regional and world

trends in tourism were taken into consideration. In case of questioning for data in hotels and restaurants the set of questions was also prepared but this was not conducted like filling of questionnaire by respondent but rather interviewing and conducted discussion according to prepared questions. This approach has several advantages such as exploring new dimensions of information and friendlier atmosphere as well as natural exchange of opinions.

4.2.3 Questionnaires for tourists and clients

Questionnaire for this group was design differently in comparison to those prepared for H&R and farmers. In this case only open-ended questions were used. Survey included 20 questions. Survey begins with researching data of personal character like occupation, nationality and other. Greater emphasis was put questions examining respondent attitude towards alternative approaches, services provided in destination or overall opinion about tourism in developing countries with possible opportunity of choosing Indonesia. Questionnaire was distributed via virtual media on the internet.

4.2.4 Reasons for choosing hotel Tabo Cottages and key informant

Hotel Tabo Cottages was not selected at first time but after process of interviewing with all other hotels and restaurants. All the time the interview was held with representative of particular company preferably with owner or someone from top management. This is case of Hotel Tabo Cottages where was firstly contacted the Head of reception. After some days during common discussion with locals the owner of hotel Tabo Cottages was introduced to the author and then followed natural exchange of experience and ideas. Co-owner is Annette Siallagan with maiden name Hörschmann. Huge similarity was found out and therefore cooperation was likely to be undertaken. Hotel Tabo Cottages belong to one of most visited accommodation on the island and together with hotels Samosir Villas&Cottages, Tolledo Inn and for example Silintong Hotel has the major share of sales. This happened thanks to high level of service the hotel offers and subsequent reputation which has been kept in longer time horizon and also location. As you can see on Figure 3 hotel Tabo Cottages is situated very close to one of the three main harbours in Tuk Tuk (second has Silintong Hotel, third is near Jenny's Restaurant). Moreover Tabo Cottages has for even more exclusive service agreement with ferry company about their

stop directly in front of them at hotel's pier. This corresponds with standards which top hotels on island have.

Key informant Annette Siallagan (Annex 5) has already some own projects which should lead to improved situation of local rural population. As examples can serve tours around Lake Toba where tourists visit local plantations and villages or different community services. Therefore she was able to come up with many inspiring improvements corresponding with topic and was looking forward to follow sustainable ecological strategies. Cooperation with key informant was also favourable for her origin because as German she has much more similar mentality to author's (both are Europeans) and therefore flow of ideas and grasp of global trends are hers own. Furthermore she lives in Indonesia for more than 20 years and has married with Batak, these results in her knowledge of Bahasa Indonesia and Batak dialect and in addition thanks to her marriage and long stay she has trust of local people and their respect as member of Siallagan family. Together with Annette Siallagan were discovered prior raw products which they sorely need. As most prospective were seen fruit (bananas, papayas, mangos, etc) which they use not just in hotel but also in German bakery situated in Tuk Tuk as well (in Indonesia is hardly to find bakery products) to which is Mrs. Siallagan also owner, but because of the scarcity of fruit this project will need to be lasting for longer time including many extension advisory steps for farmers. Similar situation was with fish. According to collective resolution was find farmer of green vegetable (sayur) as most suitable for that cooperation.

4.2.5 Reasons for choosing particular farmer

Farmers have not been chosen according certain patter, only condition which has to be fulfilled was their location at territory of Tuk Tuk. When the necessary number of questionnaires was collected and after setting up strategy with the Tabo Cottages 5 farmers was selected as most suitable. They were selected according their answers including mainly crops they plant and product they have afterwards their willingness to cooperate with hotel, their ability to adapt for cooperation like change part of their production if necessary, secure regular delivery a sell their good at certain shape. Finally when they were contacted again they have to be decided for cooperation.

5 Results

5.1 Farmers

5.1.1 Household characteristics

24 farmers participated in our survey whose average age was equal to 47.0 years. Households are predominantly man-headed, as 62% of respondents stated that the main role in decision making process is done by man. Majority of interviewed households (59%) had three and more member in category labour force as declare Figure 4. 78% of the young farmers, those who are under 50, finished secondary education (Senior High School with specialization Sekolah Menengah Atas (SMA)). Interestingly, it was observed that just half of respondents (50%) experienced any kind of extension service or participated in any special program promoting either farm or off-farm income diversification strategies.

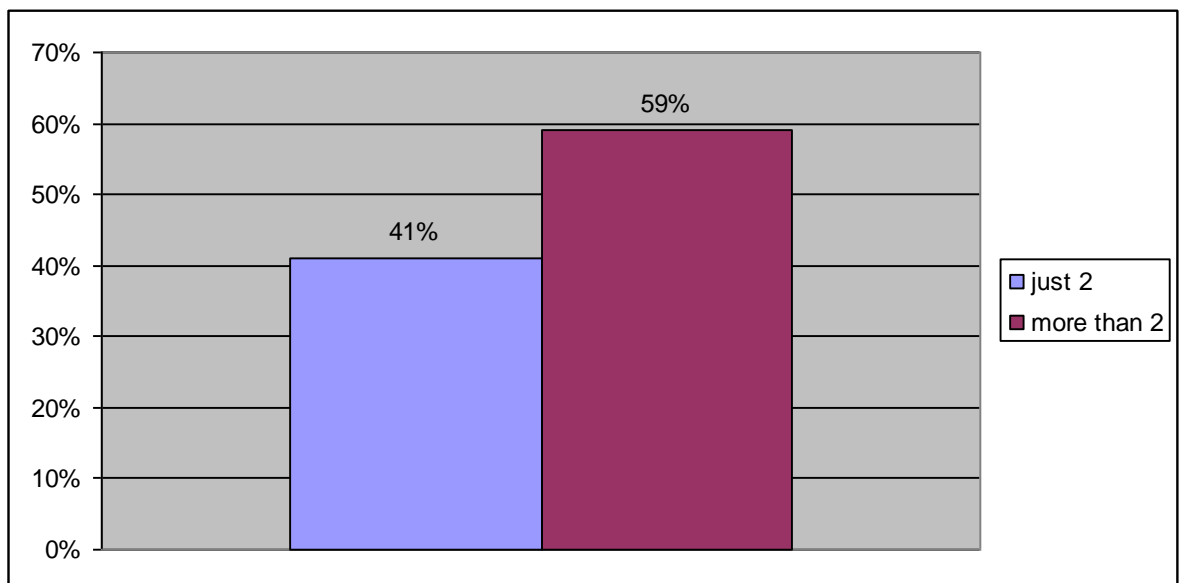


Figure 4 Members in productive age within household (labour force)

5.1.2 Farming systems

The calculations also reveal an average of farm size, which refer to fact that not more than 42% of farmers who answered this question have field exceeding 6 rante (1 rante = 400 m²). Crops which they plant on their fields are grown in rotational system

(usually rice as the main crop-28% rotated with corn-20% and other species, such as chilli). More or less additional species, were used mainly in traditional cuisine, such as peanuts, ginger, cocoa, chilli, green vegetable like spinach, kale etc., and very little of fruit (just 6% of respondents plant fruit like pineapples, avocados, mangos and etc.). Figure 5

There is huge potential for planting various kinds of fruit from point of view of suitable environment (climate, soil, experience of farmers with planting, etc.) as well as high demand for these commodities among tourist. Not inconsiderable fact is that according to purchasing prices for fruit farmers can earn more money comparing to other commodities like rice (approximately 8,000 Rp/kg) or chilli (approximately 15,000 Rp/kg). Purchasing prices for most common commodities were identified together with yearly or monthly yields in order to find out suitable buying prices for farmers and H&R as well. Farmers have usually not too much assets for planting. Hand tractor or tractor (Zetor) was mentioned several times, also seeders and other equipment was pointed out.

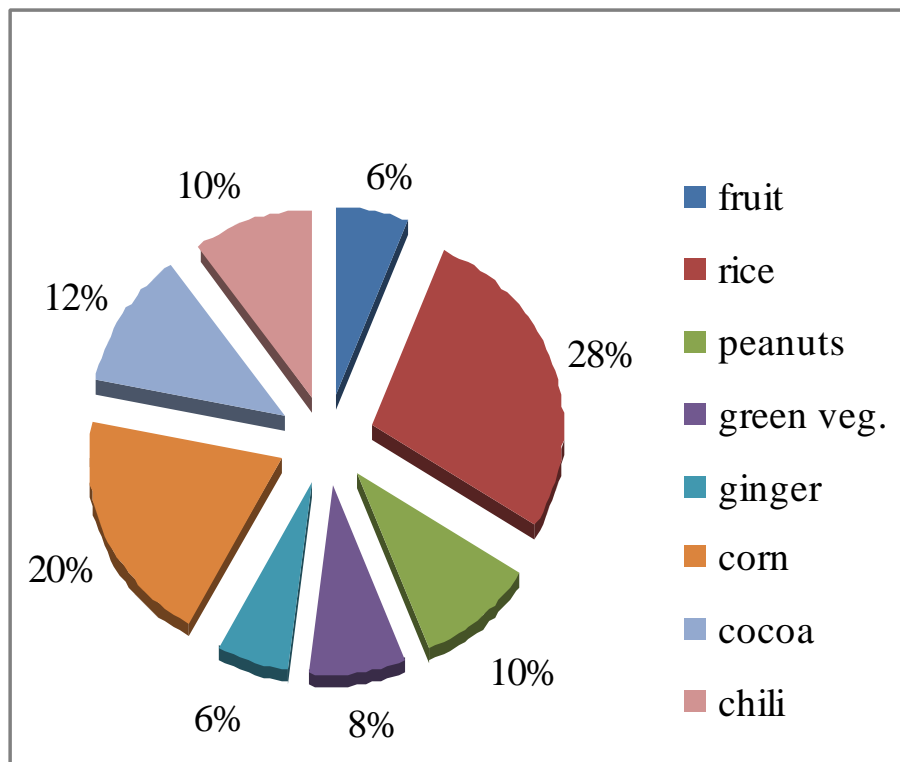


Figure 5 Planted crops

5.1.3 Livestock production

Moreover farmers breed in most cases chicken (35%) and pigs (32%). Main reasons for breeding chicken in the target area were -from all respondents just half of them answered and usually they explained what kind of asset they have. “easy to breed them”, “they are not demanding on place and fodder”. Eggs and meat were the products with high market orientation. However, based on our survey, hotels and restaurants preferred chicken from middlemen that were imported from mainland. The main reason for this was poor quality of chicken from the Island. As farmers around Lake Toba belong to Batak ethnic group who are Christians also pigs are widely bred but sold whole, similarly to buffalos, usually for wedding purposes and other celebrations. Therefore is hardly to promote local fresh meat in hotel because customers’ demand for whole animal is rare. Moreover from economical point of view following demand for particular type of meat (ribs, sirloin, leg etc) means for farmer to slaughter whole animal anyway which is not profitable. On the other hand potential of fresh fish (11% do fish or angle and if not directly or any member of their family do) is very promising. Above all in Lake Toba are rich deposits of fish spots. Secondly there is demand for this commodity by customers of hotels and restaurants who prefer white meat or looking forward to taste local dishes because fresh fish has doubtless role in traditional cuisine. In the lake are found species such as Goldfish, Catfish, Mujahir, Gurapu, Pora-pora, Tilapia and Nila and many others.

5.1.4 Selling practice

Traditions reflect also in way how and where farmers and Batak people sell their products. Most common ways include local market as 41% respondents answered and selling through middleman or agent with even higher percentage- 48%. Despite fact that these cities are achievable in couple of hours, it is not presented as effective way comparing alternative way to sell directly in TukTuk to hotels and restaurants. Only 2 respondents represent group who sell directly to hotel, and just 1 farmer sell to restaurant. If we see the map of TukTuk (Figure 3) is obvious there are more than enough potential buyers concerning just at the moment hotels and restaurants.

In practice, according to auhtor’s experiences, there are steps the hotel or restaurant does and which seems to be disadvantageous for farmer, thus were needed to be explained. This includes mainly fact that only selected products from farmer are bought by the Chef of kitchen or his assistant, in some cases also F&B manager. Example could be that farmer

offers 20 avocados to buyer (hotel, restaurant) but they will pick just some of them, depending on quality, shape, weight, colour actual need etc. Displeasured farmers argued with statement that they have not guaranteed sell of whole production. Therefore was necessary to present them the proposing practice. But generally study proved that farmers are willing to sell directly to hotels (35% yes, 9% very welcomed, 26% maybe)

Unfortunately for farmer arise next condition having been resulting from hotel's seeking for innovative approaches. It would probably mean change in fertilizer treatment because Tabo Cottages would like to respect trends in more ecological (bio) products selling. A study has shown 90% of farmers using herbicides, pesticides or fertilizers where only few of them are organic. Example is local delivery for hotel, lower dependence on delivery from longer distances

Proposed strategy cannot be successfully implemented for all products which are currently available on farmers' fields. After finding the hotel which endorse with author's ideas there were held several meetings with key informant Annette Siallagan who is co-owner of hotel Tabo Cottages. As a result of these meetings were find prior products which they sorely need (tourist demand is high) and afterwards again contacted farmers which either have these products or are willing to change part of their production in terms of hotel's demand. This group includes those who were sure about their ability to change part of production (4%), those who would very probably change it but are not sure about all details (8%) and those who would be further necessary to convince (17%).

5.1.5 Most suitable farmer for cooperation as example for whole community

Farmers have been chosen according to Convenience sampling patter, additional condition which has to be fulfilled was their location at territory of Tuk Tuk. When the necessary number of questionnaires was collected and after setting up strategy with the Tabo Cottages 5 farmers was selected as most suitable. They were selected according their answers including mainly crops they plant and product they have afterwards their willingness to cooperate with hotel, their ability to adapt for cooperation like change part of their production if necessary, secure regular delivery a sell their good at certain shape. Finally when they were contacted again they have to be decided for cooperation. As a farmer with best \pm answers was selected Mrs. Komma Tahang as is obvious from Figure 6. She had 8 positive answers from 13 with final ratio 8:2:3.

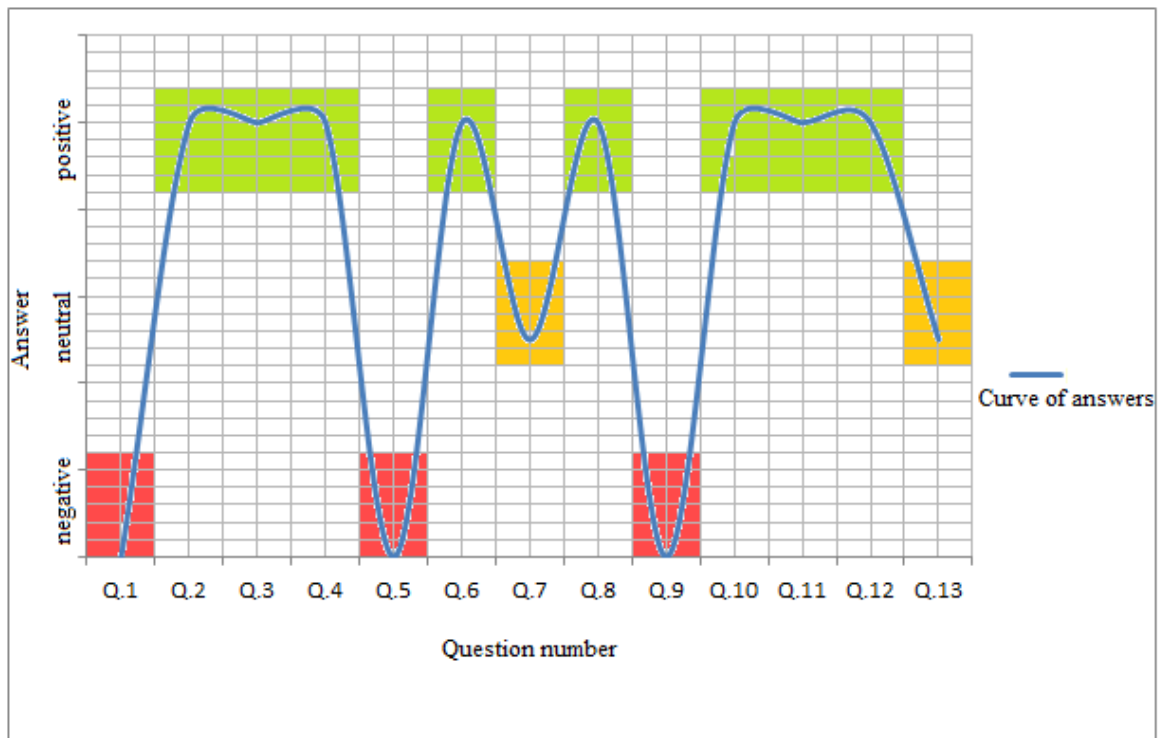


Figure 6 Results of determining questions

Those positive questions which correspond either with hotel's needs or general philosophy were for example that she has finished SMA which corresponds with general knowledge philosophy about level of education Mrs. Tahang is with hers 48 years in productive age, moreover in her household are two more people in same category. She is willing to cooperate with tourism-makers (hotels, restaurant, travel agencies etc.). She pick up first extreme-yes, therefore is considered as very determine to cooperate. Moreover she absolutely welcome the possibility to sell her crops/products directly to hotel, restaurants etc. She claims that after making agreement with tourism-maker, she is able to secure regular delivery. At the moment (in time of research) she think deliveries from 5-10 bunches per day would not be problem especially during June, July, August and September. These months corresponds with high season. As was already mentioned she cultivate green vegetable (sayur) like kale, spinach and other. This fact was one of the most determinative because it reflected customers (H&R) demand. Despite crop production as a prospective seems to be fishery which family do but in small amount so far. Average catch is around 1 kg. Answer concerning herbicides and pesticides was also satisfactory because

if there is absence of chemical substance it corresponds more with hotel's philosophy and global trend as well.

Contrary to these were identified questions which would be needed to work with in future times. Firstly for farmer's family means cooperation to participate but only in terms of selling. However are other options like excursion to their field or workshop during fishing leading to social development and exchange of experience and last but not at least to higher income. But of course farmers will be not pushed to participate in these additional programs. Most degrading finding about this farmer was unwillingness to change part of production in respect to H&R's demand. According author's opinion the change at least little in production portfolio is inevitable. It is so because generally Indonesia is experiencing progress in all fields of development and world's lifestyle is changing as well. Therefore is crucial to keep up with the times and actual requirements. Change would be needed in terms of production composition, their amount or quality. Results show that Mrs. Tahang plants mainly green vegetable, more concretely majority constitute kale and spinach. But other prior vegetable or fruit no.

Finally there were discovered question those answers were ambiguous. For example farmer does not use chemical pesticides and herbicides but uses fertilizers were we cannot be sure about their origin. Because the respondent did not reply whether there is any kind of cooperation between them and tourism-makers (travel agencies, hotels, restaurants, other tourism organizations, etc), we do not know whether there not exists any kind of relation which bind farmer to already ongoing cooperation.

5.1.6 Providing of accommodation as strategy for additional income

From strategies proposed by the author emerged, as most likely to be realized, the opportunity of providing accommodation in farmer's house for specific group of travellers. Therefore study was undertaken for this approach as well.

Results proceeded from examining respondents who are not willing to provide basic accommodation in comparison to those who can imagine that they will accommodate someone at their house has shown prevalence of displeasure (see Figure 7).

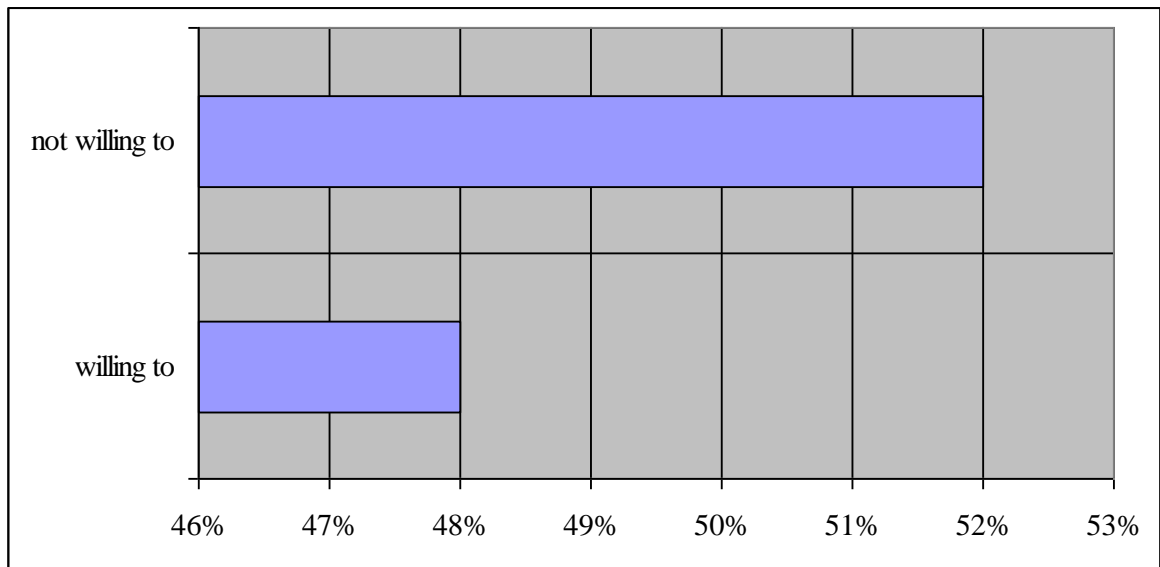


Figure 7 Willingness to accommodate a tourist

To group with ability to provide accommodation belongs also household of Mrs. Tahang. For sample of 48% respondents were prepared additional questions. Unfortunately, only less than half of respondents answered them. Nevertheless interesting facts were found. For example around 80% of those who answered can provide to travellers more than 2 beds, moreover few of them can offer additional service like food, toilet and shower where food slightly prevail. As confusing is seen result whether they have room in their house for providing such accommodation where 70% of answering respondents reply no. This relate to either they would like to accommodate travellers but do not have space for them or they have beds but not separated room. Despite high competition in the field of accommodation, farmer should profit from low-demanding travellers like single travellers, passing-through travellers, young adventurous travellers or backpackers. This should be subordinate to expected price for accommodation. But 43% respondents which are able to provide accommodation expect price between 15,000 to 30,000 Rp and also same percentage of respondents (43%) expect even more than 50,000 Rp. This indicates to ignorance of actual situation-prices in other accommodation, because according author's experience when he stayed in different hotels and homestays for almost two weeks, this is very unrealistic expectation. The closes and thus realistic imagination has only 1 respondent. To summarize findings about accommodation possibilities the combination of already high competition where the supply exceed manifold the demand together with unrealistic price expectation makes from this approach unrealizable strategy.

For similar prices which farmers expect can be easily find rooms along the Tuk Tuk peninsula with much more higher standards.

Generally, strategy of participating farmers on tourism is seen as innovative approach because 81% (only 3 respondents not answered) replied like they have had no experience with any kind of cooperation between them and tourism-makers (travel agencies, hotels, restaurants, other tourism organizations, etc).

5.2 Hotels and restaurants

As was already mentioned, hotels in Parapat were surveyed as well from various reasons written before, therefore results about H&R begins with them.

5.2.1 Parapat Hotels

To find out which hotels would be the most appropriate, one of the interpreter of author who is Parapat resident as well, kindly provide the list of top hotels which are more likely to be open-minded. From them four were contacted. Hotel Danau Toba International Cottages is the leading 5-star hotel according to international hotel classification and as for capacity regarding number of rooms, because this hotel can offer 110 rooms including Presidential Suite as well. Moreover Danau Toba International builds a small hotel chain with their subordinate hotels. Prices for other standard rooms are comparable to offer in rest of Parapat and Tuk Tuk as well. Clients from Indonesia predominate over the foreign tourist. Ingredients are bought at local market which is situated close to harbour and as was mentioned before, also Tuk Tuk's buyers go there. Maybe this is the reason why they do not cooperate with farmers too much. Also because of the main road leading through city, the access road for distributors is easily achievable so rest of ingredients and supply is bought from them. Similar situation is with next contacted hotel (Inna Hotel). Hotel has 97 rooms and their representative answered that composition of clients is even 90% of local people (Indonesians), occupancy was however only 47% during conducted visit. Cooperation with farmers seems to them as impossible as they are scared of irregular delivery. From the discussion with this hotel was stated collective strategy that for such big hotel many farmers have to be found in case they would like to change totally their distribution chain, which is now based on distributor from further distance or from local market. Situation differs little bit in case of two remaining hotels. Hotel Pandu Lake Side has more clients from abroad (30%), hotel belongs to smaller one with its 30 rooms on the other hand has subsidiary at Tuk Tuk peninsula. Last hotel in Parapat - Atsari Hotel claims that 50% of tourists are foreigners and 50% are Indonesians. Concerning distribution channel they buy at market. To summarize behaviour of Parapat's accommodation providers they use minimally farmers as source of ingredients in their kitchens, concentrate

on local market and distributors passing Trans-Sumatran Highway. Hotels are constructed for huge amount of guests.

5.2.2 Tuk Tuk's enterprises- common features

At Tuk Tuk peninsula were researched 21 enterprises. 5 of them are pure restaurants and the rest (16) are accommodation facilities usually including also restaurant opened for wider public, not just for hotel's guests. All have in common that they have highest occupancy during Islamic feast Idul Fitri, where most of Indonesian people (majority are Muslims) going for holidays, also celebrations like wedding are planned for this time because of days-off. Except hotel Horas Family Home all the others are highly depending on distributors from out of Tuk Tuk. The composition of guest is arranged according their turnout as follows: majority is from Netherland and Indonesia, Malaysia, China, Australia and rest of Europe and USA. The most miscellaneous clientele and balanced in the same time has again Horas Family Home. Its diversification leads with 40% Malay guests, followed by Singaporeans and Australians (both with 20%) and finally Europeans together with wealthy Indonesians, but all this is due to low capacity (only two maisonettes are available for quests). For promotion hotels are using their own web pages but very often they do not have any but they cooperate with booking servers like booking.com, agora.com, tripadvisor.com, asiatravel.com and other where potential guest can find description of hotel and references as well. Especially hotels have contracted travel agencies which send guest exactly in their hotels. These agencies are either from Indonesia (very often from Medan) or from abroad. Here is list of mostly referenced agencies from Indonesia with hotels in brackets which cooperate with them:

- *Ravelino* (eg. Silintong); whole name- Synergi Ravelino Tours and Travel; seat-Medan, North Sumatra; specialization-Sumatra, offering also rest of Indonesia
- *Narasindo* (eg.Silintong); whole name- PT. Narasindo Tour; seat-Medan, North Sumatra; specialization-solely Sumatra
- *Panorama* (Toledo Inn); whole name- Panorama tours; seat- Jakarta, Western Java; specialization South-east Asia, separately offering also online booking service

- *Elegant*; whole name- Pt. Elegant Tour & Travel; seat- Medan, North Sumatra; specialization- 5 main tours (Bukit Lawang, Bahorok, Samosir, Lake Toba, Berestagi)
- *Trijaya* (Toledo Inn); whole name- Tri Jaya Tour & Travel; seat- Medan, North Sumatra; specialization- Sumatra + Bali, Java, Sulawesi
- *Vine travel* (Ambaroba); whole name- VINE Tour & Travel; seat- Jakarta, Western Java; specialization- Asia

Interesting fact was discovered thus the owner or founder of travel agency is of Netherland origin. Also in case of hotel Anju is running also travel agency called Anju Travel in order to be more competitive and be active in more branches of tourism.

5.2.3 Differences within the Tuk Tuk's enterprises

In Tuk Tuk can be found hotels and restaurants which are mostly oriented on foreigners like Juwita Café (90%), Reggae (100%, mostly Europeans), Samosir Cottages (70% are from Europe), Lake John Cottage (80%), Elios Restaurant (70%-80% from Netherland). Furthermore there are enterprises concentrated only on Indonesians as research found out (Hotel Silintong and Abadi with 60%, Hotel Damasari even exceed this percentage where Hotel Ambaroba reached 100%). Is necessary to point out that these number may vary during the year for example Lake John Cottage has in high season (during Idul Fitri and the nearest weeks- moveable feast) 80% of locals (Indonesians) but for rest of dry months the situation turn over. Also during Australian holidays more inhabitants from this not far country decided to spend vacation at Indonesian archipelago. Also lots of Chinese are willing to travel to Indonesia during Chinese New Year or other holidays. Few hotels (Toba Village Inn and Samosir Villa Resort) claimed that there is significant growth of guests coming at weekends. More specific is restaurant Today's Café which presents weekend occupancy as influenced by prevailing local people whereas from Monday to Friday quests are usually from foreign tourists. Room prices vary as reflecting standards with the lowest 60,000 Rp (Abadi Hotel) to the highest 750,000 Rp (Horas Family Home). Hotels and restaurants distribution channel use mainly supplies from out of Samosir island. Nevertheless hotels like Tabo Cottages, Toba Village Inn, Silintong Hotel

or Abadi Hotel buys sometimes from market at Samosir. Similar situation is with their connection to farmers. Some representatives of hotels and restaurants clarify that sometimes in irregular intervals farmers come to offer part of their harvest but it is not daily routine. If they offer anything usually it is vegetable, but is after that up to the Chef how it would be used. Representatives of Abadi hotel explained how they buying fish-they go every morning to fisherman who provides them with fresh fish from Toba Lake. The respondent from Today's Café would be glad to have more farmers who will provide them with fresh ingredients especially chicken because lot of their items on the menu are with chicken meat, however they castigate that local chicken do not have enough meat. Interesting facts provide Rumba Pizzeria where the average daily occupancy exceeds only 5 guests nevertheless during Idul Fitri exceed 40 guests per day. 3 kg of lemons bring them every week farmer not far from Tuk Tuk but unfortunately author has had no more information about this farmer. They also replied they are used to buy fruit from Utagalun family from Sialagan which is not far from Tuk Tuk however there are plenty of families named Utagalun (corresponds with Batak traditions) and nobody who was asked knows Utagalun family planting fruit. Probably this family figure just like middleman and fruit is not of Samosir origin. At least they provide author with valuable information about prices for such commodities, which servers for better imagination for which prices are buying fruit hotels and restaurants. Lemons- 10,000 Rp/kg, Pineapple- 10,000 Rp/kg, Banana- 25,000 Rp/bunch, all these products are both mainly for pancakes, which are doing mostly is all restaurants and are very typical. Price for pancake is around 25,000 Rp.

5.2.4 Example of hotel respecting principles of sustainable development

Hotel Horas Family Home is figuring in number of questions therefore was subjected to inspection. This hotel decided to follow different approach then the others. The owner of the hotel is native in the Netherlands and has married Batak woman. The hotel present itself as following: *Horas Family Home is a fully furnished and equipped two storey Batak bungalow, on secluded property, on the Tuk Tuk ring road, with private parking space, and with direct access to Lake Toba. It includes a self-contained kitchen with amongst other enmities a water dispenser, a rice cooker and blender to enable full home cooking. You have your own terrace on the Lake with excellent swimming, boating and fishing conditions. You have a fabulous view over Lake Toba and on clear days you will be able to*

see the contours of Balige at a distance of 60 km (website of hotel). As was explained by the owner during the inspection walk the hotel garden contains 4 parts. A lawn directly in front of the terrace offering barbeque. This terrace is surrounded with vegetables like chilli and cabbages and fruit trees such as mango, papaya or pineapple. A front and backyard are planted with vegetables and mango trees as well. In our vegetable garden you can normally find salad, spinach, tomatoes, beans, green peas, carrots and / or strawberries. Along the driveway you can admire numerous flowers and a selection of local Sumatra Orchids. The part in front of the Horas Family Home terrace includes a swimming and playing pond for the small ones, a fish pond and an own Family Home with our rabbits.

This small hotel offers variety of services to which can be extremely concentrate because of small number of capacity. During meeting and tour of the site of the owner Mr. Berend Bakker, were as most positive seen three places:

First was organic garden with different species of vegetable together with fruit trees where as fertilizer use water hyacinth widely available along the coast of Toba Lake (Figure 8). They use this vegetable primarily at kitchen but clients can also just walk around and pick what they want moreover they can cook themselves from it if they decided to. In practice guest can decide from which ingredients want to have prepared the meal and they will prepare it. In case the meal would need ingredients which are currently not available the Greengrocer is contacted. It is the store of Ibu (Mrs.) Dian as was found at webpages provided by Micazu.com. The greengrocer lives on the other side of the road opposite Horas Family Home. Ibu Dian goes all most every morning with the first ferry from 07.00 to Parapat, there buy mainly vegetable and fruit and return with the next ferry from Parapat as quickly as does her shopping return. If clients have any special requirements they can order that one day in advance, but still nothing is local despite surplus of products the Horas Family Home garden.

Second was orchid gallery of Indonesian species which serve not just for pleasure but also as instructive composition of representatives of local flora (Figure 9). They are planted in ecological way, never in artificial flowerpot. From different subspecies and varieties guest can admire Phalaenopsis, Dendrobium, Cymbidium, Bulbophyllum, Coelogyne, Oncidium and Epidendrum orchids and other.

Third but not last positive aspect which was found out during observation was the fish pond naturally connected with Toba Lake where are kept different species of fish (ikan): ikan tilapia, goldfish (ikan mas), ikan Nila, ikan jahir, ikan pora pora, ikan busjuk,

ikan lele and a huge ikan harrutung (Figure 10). If guests want to have a fish as meal they can angle or staff of hotel will take care of it. Then clients can cook it by themselves for example on barbecue or staff will prepare selected fish by their own.

Furthermore author was interested where the hotel takes meat from. The owner explained that most of guests prefer vegetarian cuisine or fish but for those who want to have a meat he has small farm with livestock by his home. There he has chicken and pigs. Also in the garden he has pen for rabbits which are there mainly for kid's pleasure but the owner adds that in case of excessive reproduction they use their meat as well. It also worthy to mention that hotel provides lessons of Bahasa Indonesia for beginners but as further as author knows, these lessons are mainly for Dutch.



Figure 8 Promotional photo of organic vegetable garden



Figure 9 Orchid exhibition



Figure 10 The owner with Tilapia Fish from hotel's fish pond

5.3 The Cooperation Agreement and its consequences

On the 8.July 2013 was signed “The Cooperation Agreement” bearing the project name “Livelihood Improvement via Tourism” between author of the thesis and the owner of the hotel Tabo Cottages. Subject of this paper is the confirmation of cooperation between author and hotel which made commitment to follow particular innovations which where introduced by author not just to one of the owner of the hotel but to the farmers as well. Further step which should be reached is the closer contact between farmers and hotel Tabo Cottages, especially these innovation has inspired farmers and showed them possibilities which they were not yet fully using. Hotel promised to cooperate with chosen farmer. Full version is available in the Annex 3. Additionally this effort can lead to set up Contract farming as for example FAO (2014) defines it.

More visible benefits follow from the Agreement after cooperation between tourism stakeholder and farmer starts (see Figure 11). Those advantages may contribute in following areas:

- In both economic development and poverty alleviation
 - Example of regular income for farmers thus they can plan in further future
- In the area of social development
 - For example thanks to participation of farmers in intercultural events conducted by hotel they can develop themselves
- Environmental benefits
 - Example is local delivery for hotel, lower dependence on delivery from longer distances

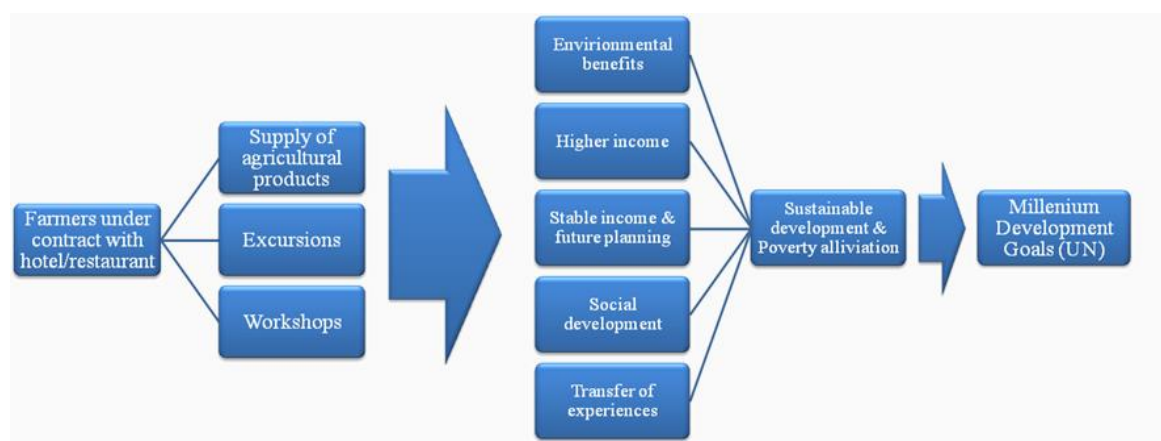


Figure 11 Interconnections within the study

5.4 Tourists

Tourists play crucial role in tourism and therefore they present the last group necessary for three part cooperation. If one part would be missing the possible strategy is not going to happen (Figure 12). Influencing aspects between Farmers and Hotels &

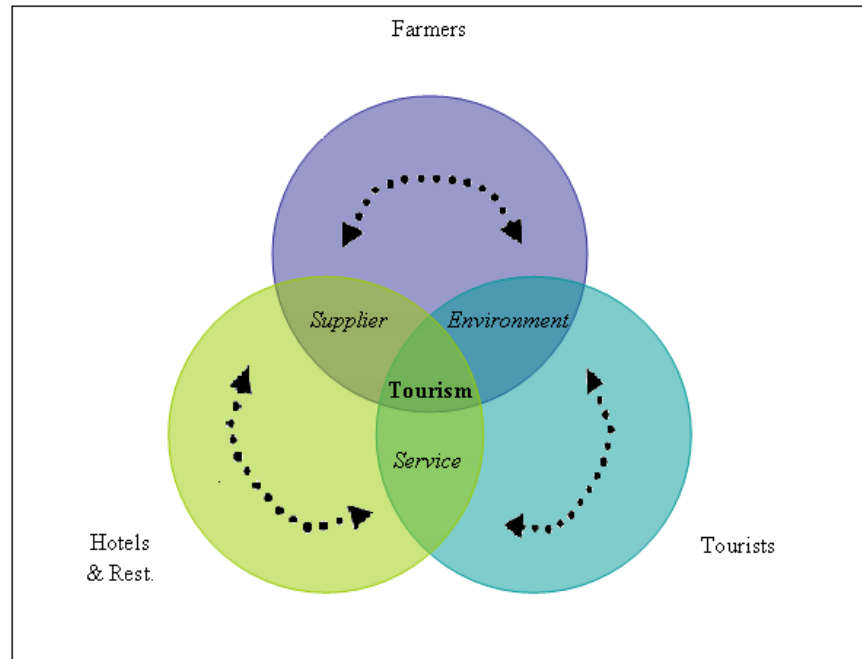


Figure 12 Three main groups and their impacts

Restaurants were already delineated. Therefore despite farmers' attitude to role of supplier of H&R and H&R's effort to provide job to farmers and have local suppliers, was necessary to study the relation of tourist to other two parts (Farmers and H&R). Tourists are coming to the destination expecting certain infrastructure in other words service no matter if this tourist is backpacker or congress tourist, anyway this practice is valid worldwide. To make service happen there need to be two sites, firstly the offering site and secondly anybody who looking for this service. This basic rule of supply and demand means financial profit for firms and physic profit for tourists. Service can have many forms from providing of an accommodation to just information advising.

Among tourist were distributed 40 questionnaires with return of 50 %. To confirm declared statements above the structure of survey for tourist was wisely prepared. In the compact survey a several parts can be found. First questions are concerning universal questions about respondents followed by general attitude to equatorial countries and the

way of travelling of potential tourists. Conclusion is made by researching details of tourists' imaginations, expectations and conditions under which they let the trip to get realized.

5.4.1 Progress declared by study

Indonesia together with whole south-east Asia is becoming more and more popular destination. Its great potential has been made good use of and turnouts per year are rising. This progress has been measured for example by Center of Data and Information Ministry of Tourism and Creative Economy & Statistic Indonesia (BADAN PUSAT STATISTIK,2012), which prepared data from 2008-2012. The approach is significant whereas in 2008 there were 6,234,497 international visitors in 2012 the number reached 8,044,462. Moreover Indonesian people are getting used to travel as well especially wealthy Javanese with stress during Idul Fitri. The Table 2 below shows this progress (total of domestic and international arrivals) oriented on study area.

Table 2 Total turnout overview all tourists

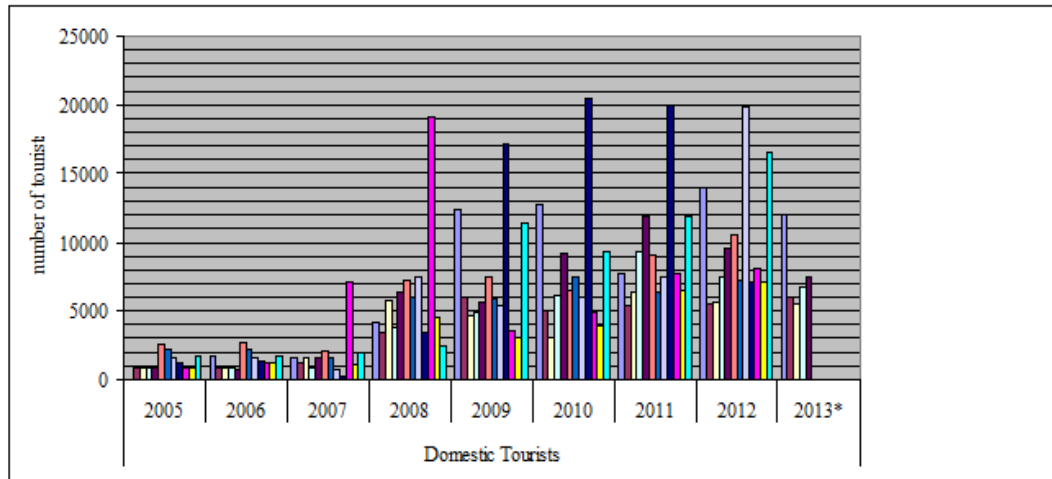
Year	Number of visitors
2005	28,286
2006	28,864
2007	26,781
2008	105,871
2009	109,464
2010	115,542
2011	132,629
2012	143,032
2013*	48,605

* table was prepared during 2013 with available data from first half-year

In Figure 13 there is negative jump in January 2011. This trend prevails in international arrivals as declare Figure 14. According to representative of the Tourism office it is because of many accidents which happen that year (ship, plane, train). In both

tables the year 2007 belongs to the worst and of the reason for that was earthquake in Mentawai islands situated relatively close to Samosir Regency, for tourist it was too close that they were scared of situation in whole north Sumatra.

Table 3 Turnout overview of domestic tourists

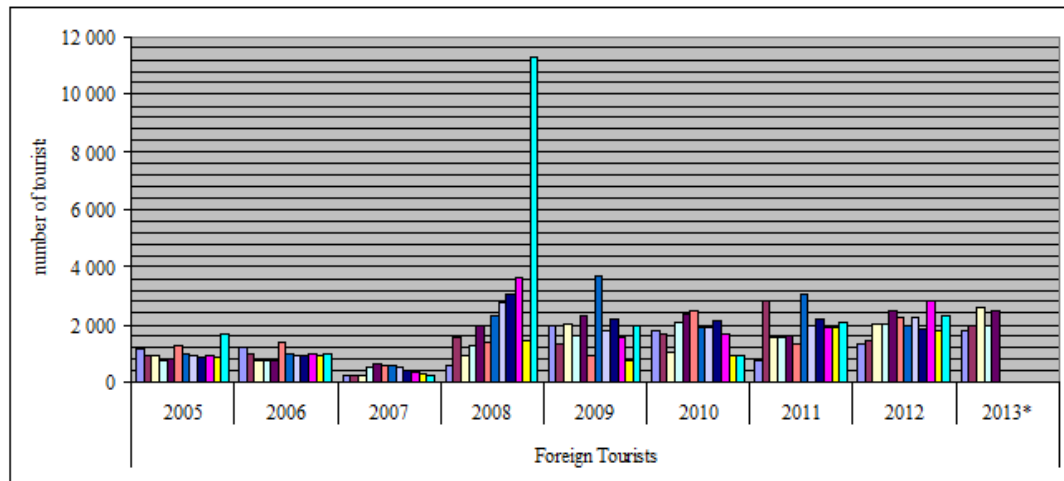


	2005	2006	2007	2008	2009	2010	2011	2012	2013*
1 January	1,716	1,701	1,524	4,078	12,351	12,69	7,808	13,917	11,996
2 February	894	896	1,267	3,374	6,022	5,028	5,441	5,498	6,056
3 March	849	848	1,533	5,792	4,693	3,13	6,338	5,64	5,518
4 April	855	818	935	3,758	4,941	6,173	9,308	7,48	6,81
5 May	798	778	1,596	6,401	5,623	9,125	11,895	9,58	7,435
6 June	2,597	2,661	2,102	7,241	7,382	6,501	9,065	10,491	
7 July	2,168	2,226	1,603	5,991	5,829	7,466	6,456	7,234	
8 August	1,583	1,681	777	7,487	5,382	5,938	7,533	19,891	
9 September	1,295	1,36	273	3,417	17,15	20,376	19,94	7,096	
10 October	940	1,261	7,167	19,033	3,553	4,864	7,78	8,049	
11 November	821	1,307	1,094	4,559	3,012	3,965	6,46	7,116	
12 December	1,702	1,705	2,002	2,462	11,319	9,373	11,873	16,538	

Figure 13 Turnout overview of domestic tourists, * table was prepared during 2013 with available data from first half-year

From these figures is clearly visible that at the beginning of new millennium tourist were slowly finding way to the Samosir regency. These data were prepared with help of Tourism office Pemkab Samosir with seat in Pangururan, whose officers offered all data they have had. There are disputable jumps in months and years which were not possible to unravel but despite that the trend of irregular fluctuation has real background.

Table 4 Turnout overview of foreign tourists



1 January	1,168	1,215	203	578	2,005	1,829	774	1,328	1,826
2 February	946	974	239	1,573	1,325	1,691	2,795	1,468	1,955
3 March	891	732	277	917	2,018	1,053	1,535	2,05	2,574
4 April	723	762	517	1,276	1,642	2,075	1,567	2,044	1,947
5 May	817	796	637	1,998	2,323	2,388	1,643	2,52	2,488
6 June	1,294	1,368	583	1,384	913	2,462	1,354	2,231	
7 July	990	1,002	591	2,305	3,648	1,906	3,081	1,926	
8 August	904	916	522	2,762	1,826	1,882	1,928	2,249	
9 September	871	902	439	3,072	2,218	2,113	2,197	1,849	
10 October	934	984	355	3,625	1,564	1,662	1,902	2,807	
11 November	857	968	291	1,471	723	931	1,888	1,761	
12 December	1,673	1,003	254	11,317	2,002	921	2,068	2 269	

Figure 14. Turnout overview of foreign tourists, * table was prepared during 2013 with available data from first half-year

As is obvious from Figure 14 there are differences in arrivals between foreign and domestic tourist. Representative of Tourism office explains that as follows: “We do lack of promotion, lack of tourism information, we still don’t have Calender of events, so the tourist come to Samosir only by their own willingness”..

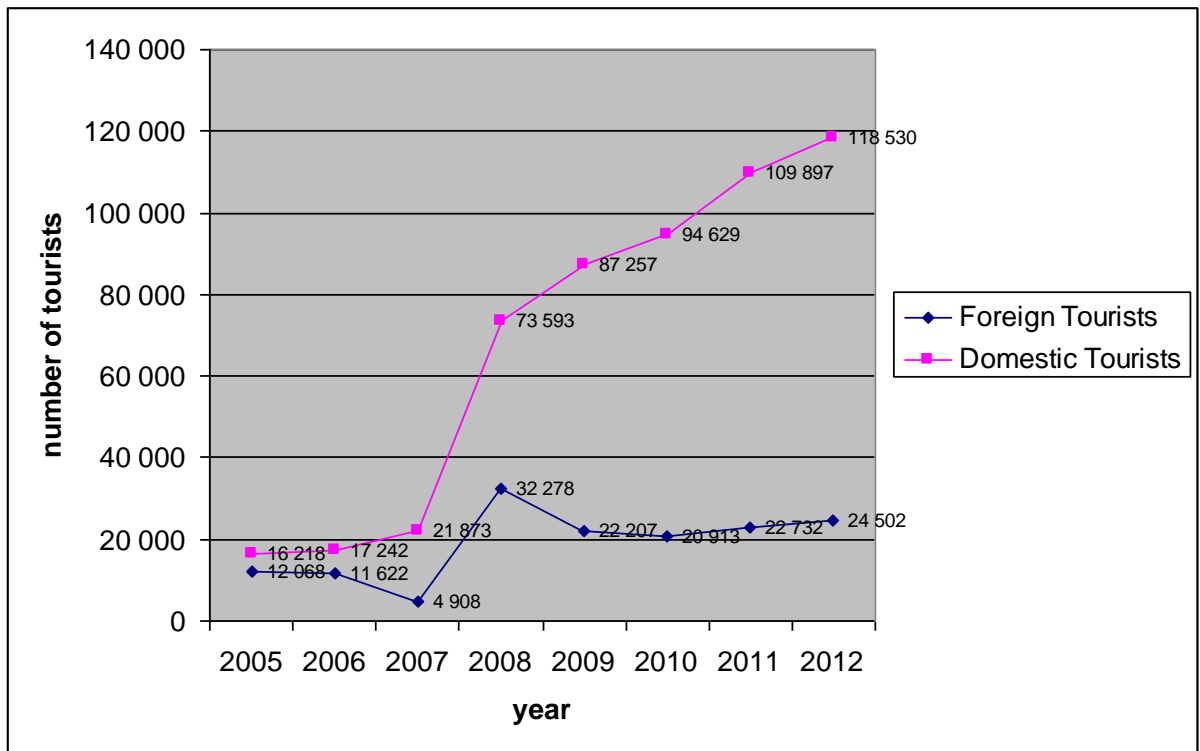


Figure 15 Yearly comparison of tourism arrivals

5.4.2 Respondents' profile

The gender distribution was ascertained as very appropriate, defined by 9:11 for men. This helps to have more consistent range of opinions. Results of the age groups were unlike the previous findings. No respondent below 22 years was responding. Major group comprised people between 22-30 years, needless to say that this group of 70 % was from 55% of student occupation. To this phenomena is also related the manner of travelling and their perspective of topic. Priorities therefore differ in case of 20% group representing respondents over 40 years who are either employed (included in 25% of or in retirement. Misbalanced answers were collected about the nationality where the majority (80%) is of Czech origin and only 20% comprises other nationalities (representatives of Asia- Syria and Sri Lanka, representatives from Europe- France and Switzerland). Therefore is not possible to generalize results from questionnaires as valid for whole Europe or even the World. Moreover the tendency and manner of travelling is researched mainly from Czech point of view after knowing the prevalence of one group.

5.4.3 Way of travelling and related research

Interesting fact was discovered when respondents were asked which continent would like to see as most in relation to equatorial countries there. Vast majority has chosen Latin America (70%) so there is big potential for visits. On the other hand Asia was selected only by 5 respondents and Africa once. Nonetheless in followed question concerning Indonesia as final destination 90% answers were positive so there is kind of misbalance. What is more clear is the finding that all respondent want to have kind of cognitive tourism whether purely cognitive (55%) or in combination with hotel-based tourism. Nobody wants to choose hotel-based trip in relation to equatorial countries. This finding is supported by prevalence of respondent who wants to travel because of getting to know foreign cultures (70%) rather than relax (10%) or other like simply to see new places, admire the nature or experience the adventure. It was already mentioned that younger people prefer specific manner of travelling (45% are backpackers) whereas second significant group of 45% are tourists relied to travel agency, which is more comfortable way comparing backpacking with more concerns. Respondents also answered positively when were asked if during their travel to exotic country (knowing that majority of them are developing countries) do they feel more responsibility and consciousness with local conditions. Only 15% answered they do not whereas the rest do.

5.4.4 Travel details and hotels' profile

Usually what imagines tourist as first when we speak about Indonesian cuisine is regional food (55%) followed by exotic fruit (20%). Again the idea of more local fruit is supported with this study as well as with findings that vast majority of 70% do like the idea of local distributors. Nobody dislikes system of local distributors only there is group of 30% who do not care thus they have not released this topic but also do not support it. Moreover 58% agreed that they would pay more for such food, where they know is fresh and of local origin. This is important argument for hotel enabling their representatives to pay more to farmers thanks to higher prices. Of course different price levels can be set up in case of hotel and farmers, therefore it depends on the agreement between them. Concerning other possibilities for farmers how to cooperate with hotel there were estimated results whether tourist would take part in optional (facultative) tour to coffee plantations and other farms (agrotourism) if their hotel would be offering any. Results have

shown definitely pro answers with percentage of 89%. On the other hand travel to exotic country just because of agrotourism or its varieties does not fall into preferable option within the respondents because overall majority voted for “no” despite potential group of 45%. Simply for them a travel to an exotic country evokes more relax-spending time there. But still positively answering group indentified with agrotourism as with nice part of knowing the local techniques and practices is a significant. As the tourism develops this trend could develop as well and in future percentage can get bigger. This prognosis is supported with tourists’ general willingness to meet local people (farmers), get information about traditional way of life, share knowledge, etc., as results has shown (90%). For this purpose hotel can engage as provider of room for meetings, work-shops, trained stuff for interpreting and other. Also respondents like the idea of accommodation respecting at least basics of sustainable philosophy as 65% has proved. Nobody is against this trend only 35% do not pay closer attention to it. All together could be seen as determinative factor for choosing tourist’s hotel. This means that 70% of respondents would choose rather hotel respecting sustainable philosophy, using fresh local ingredients from local distributors and offering different ways how to get closer contact with foreign culture through meetings with locals either as excursions or other, than other accommodation possibilities. Finally respondents (49%) would agree with accommodation in houses of local people, especially in case of backpackers, without any uncertainty. 30% of the answering would choose this possibility only if there will be secured standards beforehand and tourists’ can be sure about prescribed facilities. The rest is still significant group who prefer more comfortable way of accommodation with strict definition of standards with high number of facilities at appropriate level. The possibility of local accommodation is also optional way of participation by farmers as was mentioned several times, but still should have not to be fully omitted. Despite that more maintenance is required in case of system of control, certification assessment, founding of association of interoperate farmers and etc.

6 Discussion

The participation of farmers on tourism should follow the fact that crops which they plant on their fields are with respect to local customs and traditional plants which are grown in rotational system (usually rice as the main crop-28% rotated with corn-20% and other species, such as chili). It is possible to conclude that this is the traditional system combined with low willingness to changes which discourage them from engaging themselves from any kind of participation. This finding is in contradiction to needs which tourists have as was found during interviewing with hotel and restaurant representatives. If they change their production or put more stress on their products with high potential then is also a must to keep them going in that process of transformation. Nevertheless there is necessity to have really strong activist in this strategy who motivate, stimulate and control them. This role should have mainly owner of the hotel Tabo Cottages who is already active in similar programmes. On the other a failure is very probable to occur as declare Telfer and Wall (1996) on example of Executive Chef of Sheraton Hotel in Lombok. After Executive Chef has less interest to his programmes (Sheraton Fish Program- fresh seafood from local fishermen, Sheraton Vegetable and Herb Program- exclusive import of own vegetable and herbs grown locally) and finally left to another hotel, these programmes declined and situation with deliveries and field conditions deteriorated and then ended. This should not happen in case of representative of hotel Tabo Cottages due to fact that most active person in our program is simultaneously the owner so this situation is improbable to happen.

6.1 Selling to H&R

Question is what happens if farmer really follow needs of tourist and participate more in tourism correspondingly to farmers of 58% from Tuk Tuk who do. Forsyth (1995) predicts that such kind of alternative source of money may decrease farmers' perceiving of their land meaning they are more likely to neglect soil conservation and even adopt exhaustive short-term cultivation. However this is not identical with this research where tourism perceives as very additional source of income instead of supplement for farming. Moreover it is in contradiction with trends keeping certain quality expected from the

hotels. Even future development leading to new farming system such as organic farming and others are therefore impossible. On the other what is definitely true are statements of Telfer and Wall (1996) about seasonality and ability of farmers to change part of their production in favour of tourism demand. If farmers really decided to sell to H&R it is very necessary to harmonize production with peak seasons. Telfer and Wall (1996) point out that problem of seasonality has two forms. Firstly necessity to deal with the fluctuation in occupancy rates throughout the year especially already mentioned peak seasons. Secondly relations to growing seasons related to readiness of different crops throughout the year. This was examined in the survey and evaluated as one of major problems (almost 60% of respondents are not willing to adapt) because in study area were not synchronous neither of these seasonality forms. Farmers should take in to the consideration that high season would mean for them the greatest opportunity for maximizing of their revenues. This proceeds from fact that anyway hotels have to follow tourist's demand in case they would like to keep the clientele. Therefore it depend whether farmers will profit from situation when hotels are forced to increase buying or leave them to import food. Finally if farmers know the curve of arrivals they can more easily plan into future and prepare for that.

6.2 Tourist contra farmer

H&R's main entrepreneurial intention is to provide any kind of service. Between H&R and tourist is usually direct relation and physical contact comparing farmer and tourist where need not to be. In overwhelming majority this service is provided for monetary payback. Both tourist and H&R are depending on each other whereas tourist is not directly at farmers. H&R cannot function without clients but farmers can.

Differences are found out between a tourist and farmer. Farmer builds a landscape seen in tourist's eyes as natural heritage, moreover as something worthy to see. Especially in case of Indonesia as example can serve Subak irrigation system. The importance of forming landscape thanks to agriculture is another study but generally Asian style of agriculture is one of most photographed in competition of architectural sites and other beauties as has arise from authors findings about tourists and their imagination of Asia. The environment surrounding a tourist is therefore one of determinative factor of tourist's overall impression from foreign country, which is then reported further. On the other hand tourist's impact on environment is of great significance. Despite that tourist is, broadly

speaking, an intruder in a foreign environment does not behave according to this, in the majority of cases. Tourists are in a position of strangers (which corresponds with the situation of a tourist in a local community) but their impact, realized by craving for experience, can have a degrading effect on the physical environment.

This controversial topic is widely discussed and challenged regardless of its positive influx of investments. The question is whether tourism helps or destroys native cultures. A bad example can be seen in the construction of a resort in the neighbouring Malaysia (Liu, 2006). This resort was built in the Pendu lake area, which prior function was to serve as a reservoir for the multiplication of paddy harvest. However, big competition for resources occurred. The affected environment should be balanced with new job opportunities for the rural population which can, thanks to tourism, earn more money, unfortunately these opportunities were very limited. This happened due to little interest in enhancing trainings and ignorance of respecting local needs. The same situation could happen in the surroundings of Lake Toba than would match the author's perceiving of tourism with Forsyth's (1995). With the developing of mass tourism not just the general attractiveness of the place but moreover smaller forms of participation in tourism will locate elsewhere. Additionally through by-products of mass tourism like construction and pollution such tourism would negatively cause the natural environment and living environment of farmers. This results in a different progress than the author's strategies are predicting meaning decreasing participation of the rural population. This negative prediction is even greater, as Forsyth (1995) stresses out, in long-term horizons. With the time large business concerns have more control and thus profits of rural communities from tourism may decline.

Generally the environment has been changed to the detriment of farmers but for the will of the tourists. Hidden beaches of Indonesian thousands of islands are made accessible thanks to deforestation and building of infrastructure, therefore are available only for tourists and investors but not for farmers and fishermen. The same case is in mountainous sceneries and terraced fields. Truth is that for big hotels or even resorts it is impossible to have been staffed only by local, therefore the probability of 100% cooperation is rising in case of smaller hotels. Many farmers have to be found also in case a hotel would like to change totally its distribution chain concerning foodstuff. Therefore there are possibilities of sustainable tourism to prevent these negatives.

6.3 Accommodation

When author was trying to find more possibilities how to profit from tourism, particular were already clear. These include running a souvenir shop, having off-farm activity as guide, driver. Some of farmers are doing this already without feel of participation on tourism, but despite that agriculture plays still major role in their lives. All these are however very time consuming and therefore not satisfy the theory of alternative additional income. As most likely to be realized seems to be providing of an accommodation for specific group of travellers. Author was promoting this strategy among farmers who were rather against it. They can hardly imagine that. Main problem, as farmers claimed, is no separated room in their houses (70% of respondents). This problems and uncertainty was solved in another part of Indonesia as Shah's study (2000) declares. In Bali rural population participating has solved their own willingness to accommodate tourist by adding extra rooms to their homes. In this case helped their membership in voluntary organization called Sekaha (association based on set of simple principles for distribution of work and revenues among its members). Another option could be very simple remake of one room in their house to guest room or remake of "living room" (usually kind of social place for dining, social interaction with elements of living room). From point of view of tourist from the research is clear that at least 75% of respondents would choose such accommodation, or would prefer it if certain standards would be secured. This finding corresponds with divisional distribution of types of tourist as Ashley et al. (2000) state. This division called "Budget and independent tourists", where particularly backpackers preferring accommodation in the cheaper guest houses, home-stays or hostels. Additionally they tend to use local transport and food from local people. They presenting more positive aspects comparing to group tourists and therefore are more in contact with the local economy.

6.4 Recommendation

Author is promoting exclusivity to hotel Tabo Cottages with which was signed Cooperation Agreement (Annex 3). This mean that contracted farmer will go firstly to Tabo Cottages and therefore hotel have privilege to choose products in best shape respecting they actual demand. Contradictory prices are higher for these commodities and

farmers earn more money. If the farmer not sells everything to hotel then will go just next door to sell their products in other hotel and restaurant. If this practice comes into normal routine of farmers not just better prices are stimuli however after negotiation with hotels (or possible agreement) is finally secured their whole production would be sold. Moreover farmers have not to go to further villages but they will do everything locally. This is consequent upon hotel's ability to easily follow customers' expectations and global trends in local deliverymen and food. Therefore they will just go to one hotel or restaurant and have no disappearances with errands. But in reality is not possible fully omit more clients to whom farmers will sell.

In particular case chosen farmer should undertake certain steps to secure fluent flow of distribution. First of all chosen farmer, who should serve as example for whole community, have to decide which whether she will specialize in anything. There are two solutions, firstly Mrs. Tahang will specialize only in green vegetable, but she would probably need to plant greater scale of species. In this case hotel Tabo Cottages have to find also distributor (farmer) of range of fruit corresponding with their needs. This is probably most logical approach because anyway hotel cannot be dependant only on one distributor. Second option is thus the "sayur farmer" will start to plant also fruit trees, but this is not possible at the moment because family does not have enough savings for that and necessary experience and therefore this approach is only possible in long time frame or with help of hotel. Further there is controversial topic of fertilizer she uses. If the fertilizer is not detrimental for crops, there is nothing which obstructs their usage in agriculture. However we should take into consideration that according to philosophy of hotel for "green products" they would like omit all chemical substance which can penetrate in to the crop, we cannot

6.5 Limitations

Research was limited by some struggles. The cultural difference belonged to fundamental limitations due to different way of thinking and dissimilar perspective. Especially thinking about future planning was found as none. In accordance with expectations of researcher is understandable that not all were willing to share answers about sensitive issues like income or assets. These questions have a private character and especially questions concerning money are not recognized as polite among the local

culture. From observation it was obvious that they are not telling the truth maybe because of the fact that the research was someone completely stranger for them or they were just shy. Also it was hard to prove whether both interpreters translated the questions during interviewing course correctly and in the right meaning

The results of the study are based on the information comprising small amount of representatives, therefore they cannot be generalized to overall rural population in Samosir regency or North Sumatra province. Same case are results obtaining data about tourist which cannot be seen as world's perspective. Data have been collected during summer 2013 thus some data can be distorted due to seasonality. For the study was used convenience sampling, which caused all mentioned in previous sentences. Despite that this non-probability method is very easy to carry out with low costs, it has degrading affect on biases and their number. This method can results in under-estimation or over-estimation within the sample.

7 Conclusion

The main objective of this thesis was to assess the attitudes of stakeholders in surroundings of Lake Toba (especially community on Samosir Island) in North Sumatra province regarding to tourism impact on rural development and find appropriate strategy for community empowerment.

To obtain a comprehensive overview of situation and potentials of stakeholders in terms of their participation on tourism, several specific objectives were established as well.

Actual situation reflects cultural background of the locals, who are not used to plan in future regarding various perspectives. Issues like economic stability of the family, social status and its empowerment within the community or securing of the provision of their children are not examined enough. Despite issues regarding the family and its status, communities in Samosir regency are not used to think in wider context and therefore problems of protection of their environment and stagnation of the region are not recognized.

Nonetheless in the area is space for improvement of communities' livelihoods with the help of tourism. Potentiality for tourism development presents unique cultural landscape together with cultural heritage. Despite partial over-supply of accommodation providers for specific clients there are many budget and independent travellers who seems to be promising target group for rural community. The locals can profit from other target groups of travellers thanks to distribution channel through H&R comprising selling of their farm products – the most appropriate strategy at the moment. Respecting local knowledge and agricultural composition of crops is self-evident to promote planting of fruit trees and vegetable which corresponds with customers demand. Moreover rural communities can share their own knowledge with foreigners through excursions, workshops etc. “The Cooperation Agreement” serving as stepping stone stimulates cooperation between farmers and key stakeholder (hotel Tabo Cottages), who is likely to follow sustainable development platform used in tourism industry.

Assessment indicates promising development in terms of helping communities to benefit from tourism thanks to cooperation with other stakeholder who is willing to conserve environment and help to particular farmers with fulfilment of their livelihood development goals.

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Annex 1 Questionnaire prepared for farmers



The aim of this questionnaire is to analyse and then evaluate current economic situation and find solutions which should lead to higher income for rural population. Solutions are covering tourism strategies and possibilities. All collected data will be published in my diploma thesis under the department of Sustainable Rural Development in Tropics and Subtropics, Czech University of Life Sciences in Prague.
Thank you for your participation.

Questionnaire for topic:

Is tourism a suitable strategy for empowerment of resource-poor communities in tropics?

Judul Kuisisioner:

Apakah sector pariwisata merupakan strategi yang cocok dalam pemberdayaan sumberdaya masyarakat menengah ke bawah di daerah tropis ?

Indonesia :

Tujuan dari kuisisioner ini adalah untuk menganalisis dan kemudian mengevaluasi situasi ekonomi saat ini dan mencari solusi yang sebaiknya dilakukan untuk meningkatkan pendapatan bagi populasi di pedesaan. Solusi ini meliputi strategi-strategi dalam pariwisata dan kemungkinannya. Semua data akan di tuangkan di dalam tesis diploma dan di bawah pengawasan departemen Pengembangan dan keberlanjutan wilayah Pedesaan di negara berkembang, Universitas Pertanian Ceko di Praha.

Terima kasih atas perhatiannya.

Lukas Kratky, e-mail: KratkyL@seznam.cz, tel:

I. Personal information/ Informasi diri.

1. Name: /**Nama:**

2. Age: /**Umur:**

3. Sex/**Jenis kelamin:**

a) male /**Laki-laki**

b) female /**Perempuan**

4. Name of the village/town: /**Alamat tinggal/tempat:**

5. Level of education? /**Tingkat pendidikan:**

II. Questions about your household and farm./ pertanyaan tentang rumah tangga dan pertanian

1. What is the number of members in productive age (15-65) of your household?:

Berapa jumlah anggota keluarga yang berusia produktif (15-65) di dalam rumah tangga anda:

2. What are your resources (size of land, capital, technology, assets like truck etc.)?:

Sumber daya apa yang anda miliki (luas tanah, modal, teknologi, asset semisal truk dan lainnya?):_____

5. Have you ever participated in any special program/group promoting agriculture or alternative ways of income?/**apakah anda pernah berpartisipasi dalam program khusus atau penyuluhan pertanian atau sejenis kegiatan untuk meningkatkan pendapatan?**

a) Yes following/ **ya**

sebutkan _____

b) No/**tidak**

6. Do you receive subsidies from government or other organizations? In case of organization please write its name as well./ **apakah anda menerima subsidi dari pemerintah atau organisasi lainnya? Mohon cantumkan namanya jika ada.**

a) Yes following/**ya** sebutkan:-

b) No/**tidak**

7. Where do you sell your “cash crops/products”? More answers possible./**dimana anda menjual hasil produk/pertanian anda? Jawaban boleh lebih dari satu**

a) local market/**pasar lokal**

b) middleman/agent../**orang ketiga/agen**

c) to processing factory /**untuk proses di pabrik**

d) directly to hotel/**langsung di kirim ke hotel**

e) directly to restaurant/**langsung di kirim ke restoran**

d)

other/**lainnya:** _____

8. What is the % of total household income from “cash crops/products”?:

Berapa persentasi dalam persen pendapatan rumah tangga dari pendapatan pertanian/prodak tersebut? _____

9. Do you use herbicides, pesticides, fertilizers for your “cash crops”? You can match more of them. If possible please name them and include costs./**apakah anda menggunakan herbisida, pestisida, pupuk untuk pertanian anda? Anda boleh memilih lebih dari satu. Jika memungkinkan berikan namanya dan juga biayanya**

a) Yes herbicides/**ya**

herbisida _____

b) Yes pesticides/**ya**

pestisida _____

c) Yes fertilizers/**ya**

pupuk _____

d) None/**tidak sama sekali**

III. *Questions concerning the possible strategies how to improve economic situation via tourism. Pertanyaan berkenaan dengan kemungkinan strategi, bagaimana cara meningkatkan kondisi ekonomi lewat sektor pariwisata*

1. Do you or any member of your household have an off-farm activity?/**apakah anda atau salah seorang anggota keluarga anda memiliki aktifitas di luar sector pertanian?**

a) Yes following, **ya**

sebutkan: _____

b) No/**tidak**

2. What is the share of your off-farm activities on your family income?/**berapa persen dari kegiatan sector luar pertanian anda pada penghasilan keluarga anda?** _____

3. Do you have interest to participate on any tourism activity which would bring you more money?/
apakah anda tertarik untuk berpartisipasi dalam setiap kegiatan pariwisata yang berbayar?

- a) Yes/ya
- b) No/tidak

4. Are you willing to cooperate with tourism-makers (hotels, restaurant, travel agencies etc.)?
Match according to scale/**apakah anda berkeinginan untuk bekerjasama dengan pelaku pariwisata semisal hotel, restoran, biro perjalanan?**

- a) Yes /ya b) very likely / **sangat ingin** c) maybe /**mungkin**
- d) probably not/**kemungkinan tidak** e) No/tidak

5. Do you welcome the possibility to sell your crops/products directly to hotel, restaurants etc. for more money? Match according to scale / **apakah anda membuka kemungkinan untuk menjual hasil pertanian/produksi langsung ke hotel, restoran dll. Untuk mendapatkan penghasilan lebih?**

- a) Yes /ya b) very welcomed/ **sangat terbuka** c) maybe/**mungkin**
- d) not too much / **tidak terlalu** e) No;tidak

6. If you make agreement with tourism-maker, are you able to secure regular delivery?/**jika anda membuat perjanjian dengan pelaku pariwisata, apakah anda dapat menjamin ketepatan waktu dalam pengiriman?**

- a) Yes, ya
- b) No, why not, **tidak, kenapa tidak:** _____

7. Would you change part of your production according to demand from hotels/restaurants?/
apakah anda bersedia mengubah bagian dari produksi anda berdasarkan permintaan dari hotel/restoran?

- a) Yes . ya b) very probable, **sangat mungkin** c) maybe . **mungkin**
- d) probably no/**mungkin tidak** e) No/tidak.

8. Are you willing to provide basic accommodation (1-2 beds)?/**apakah anda berkeinginan untuk menyediakan penginapan standard semisal 1-2 kamar?**

- a) Yes/ya
- b) No/tidak

9. If yes how many beds you can provide?/**jika ya berapa banyak kamar tidur yang bisa anda sediakan/siapkan?**

- a) 1 bed/**1 kamar**
- b) 2 bed/**2 kamar**
- c) more/**lebih dari itu**

10. Do you have place in your house to provide basic accommodation for specified group of travellers?/**apakah anda mempunyai tempat di dalam rumah anda untuk pelayanan penginapan bagi para komunitas penjelajah/wisatawan?**

- a) Yes/ya
- b) No/tidak

11. Which other services are you able to provide? You can match more/**pelayanan yang bagaimana yang dapat anda siapkan?**

a) food/**makanan**

b) shower/**kamar mandi**

c) toilet/**toilet atau WC**

d)

other/**lainnya:** _____

—

12. What do you think is ideal price for such accommodation/ 1 person?/ **berapa harga yang cocok menurut anda untuk penginapan tersebut?**

a) \leq Rp. 10.000

b) Rp.15.000 –30.000

c) \geq Rp.50.000

13. Is there any kind of cooperation between you and tourism-makers (travel agencies, hotels, restaurants, other tourism organizations, etc)?/**apakah ada kerjasama antara anda dengan pelaku pariwisata semisal(biro perjalanan, hotel, restoran, atau organisasi lainnya)**

a) Yes following/ya sebutkan:-

b) No/tidak

Place for your comments, ideas how to participate in tourism. Every idea is welcomed:/ **isi komentar anda, ide atau masukan bagaimana cara untuk berpartisipasi dalam kegiatan pariwisata. Ide apapun diperbolehkan.**

Annex 2 Questionnaire prepared for potential tourists



Survey concerning tourist's perception towards tourism

As a student of Faculty of Tropical AgriSciences at Czech University of Life Sciences Prague I would like to ask you to fill the questionnaire below. Imagine that you travel to exotic country like Indonesia for holidays, which factors are determinative for your satisfying stay?

This questionnaire is absolutely anonymous and will be used only for research purposes at the university. Always only one answer is possible. Obtained data should be included in my diploma thesis dealing with the topic: "Is tourism a suitable strategy for empowerment of resource-poor communities in tropics? Experience from North Sumatra, Indonesia".

To fill in, just highlight (paint, underline, etc.) the correct answer, afterwards send it please back to my facebook account or email (kratkyl@seznam.cz).

Thank you very much!

Best regards

Bc. Lukáš Krátký

1. Gender

- a. Male
- b. Female

2. Age

- a. 15-21
- b. 22-30
- c. 31-40
- d. more

3. Nationality

- a. _____CZ_____

4. Occupation

- a. Student
- b. Employed
- c. Unemployed

5. Would you like to visit any country in tropics (Equatorial area)? On which continent at most?

- a. South America
- b. Africa
- c. Asia

6. Would you like to visit Indonesia?

- a. Yes
- b. No

7. Which kind of travelling do you prefer?

- a. Cognitive
- b. Hotel-based

- c. Combination of both
8. **Why would you realize your travel?**
 - a. Relax
 - b. Get to know foreign culture
 - c. Other: _____
 9. **How you will realize your travel?**
 - a. With travel agency
 - b. Alone will find hotel, online booking
 - c. Backpacker
 10. **When you travel to exotic country (majority of them are developing countries) do you feel more responsibility and consciousness with local conditions?**
 - a. Yes
 - b. No, I am just concentrated on my own stay, to enjoy it maximally
 11. **Would you mind to be accommodated by locals in their homes?**
 - a. Yes, it would be adventurous experience
 - b. Only if they will secure strict standards known
 - c. No
 12. **Do you appreciate the possibility of tasting local cuisine?**
 - a. Absolutely
 - b. Rather Yes
 - c. Rather No
 - d. No I just eat food I am used to
 13. **What comes to your mind as a first in case of what you want to taste in Indonesia?**
 - a. Exotic fruit
 - b. Spicy meals with typical herbs
 - c. Local/Regional traditional food
 - d. Coffee
 14. **Do you like the idea of local distributors of food (you know the origin of food you eat, the food is maximally fresh, etc.) in your hotel?**
 - a. Yes
 - b. No
 - c. I do not care
 15. **Would you pay more for such food?**
 - a. Yes
 - b. No
 16. **Would you take part in optional (facultative) tour to coffee plantations and other farms (agrotourism) if your hotel would be offering any?**
 - a. Yes
 - b. No
 17. **Would you travel to exotic country just because of agrotourism or its varieties? (which is very trendy in western countries)?**
 - a. Yes, it is nice part of knowing the local techniques and practices
 - b. No, I prefer relaxing holiday, I am not here for “working”
 18. **Do you like to meet local people (farmers), get information about traditional way of life, share knowledge etc.?**
 - a. Yes
 - b. No

- 19. Do you like accommodation respecting at least basics of sustainable philosophy?**
- a.** Yes
 - b.** No
 - c.** I do not care
- 20. Would be all this one of the determinative factor for choosing your hotel?**
- a.** Yes
 - b.** No

Annex 3 The Cooperation Agreement

COOPERATION AGREEMENT

Livelihood improvement via tourism

Lukáš Krátký

Student of Master programme SRD
at CULS Prague
Kamýcká 129
165 21 Praha 6 – Suchdol
Czech Republic

Annette Siallagan

Co-owner of Tabo Cottages
Restaurant & Bakery
Tuktuk, Samosir
223 95 North Sumatera
Republic of Indonesia

At the turn of July and August 2013 there was set up a cooperation which should lead to closer contact between farmers and hotel Tabo Cottages, especially it has inspired farmers and showed them possibilities which they were not fully using. Lukáš Krátký came up with particular innovations which were introduced to one of the owner of the hotel and to the farmers as well. Undertaken steps are beneficial for both sides-for hotel means that local and more fresh food of better controlled quality and etc.- for farmer it means, besides other advantages, regular income without middleman. This roughly two weeks lasting cooperation have been done together with Annette Siallagan who already has some own projects which should lead to improved situation of local rural population. As examples can serve tours around Lake Toba where tourists visit local plantations and villages or different community services. Therefore she was able to come up with many inspiring improvements corresponding with topic. According to collective resolution was find farmer of green vegetable (sayur) as most suitable for that cooperation. On the other hand there is a prospective challenge for the future which represents the fruit farmers who have big potential at Samosir. Local fruit is hardly available there. Rural situation can be improved via tourism if there will be more people to promote enlightenment and potential of Samosir island like Tabo cottages is trying to do.

Lukáš Krátký



TukTuk, Samosir, 8.8.2013

Annette Siallagan




Annex 4 Field Surveying Photo documentation



Annex 5 Author with Key informant

