



Uncovering Women's Empowerment in The Ecotourism Sector for Sustainable Livelihood – Case Study of Candirejo Village Cooperative System

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Abstract. Tourism and creative economy sectors as one of the fastest-growing industries in Indonesia are currently dominated by women workers. These sectors continue to encourage the number of tourism villages and increase job creation. The role of women in tourism village needs to be optimized as basic resources in creating sustainable livelihood. This study aims to determine women's empowerment strategies as part of the development of Candirejo tourism village. This research uses a descriptive method with a case study approach. Data was collected through in-depth interviews with 10 women who worked in the Candirejo tourism village including cooperative officers and business partners. The data analysis process includes reduction, display, and conclusions. The research results show that women's empowerment strategies in the Candirejo tourism village are carried out through involvement in various productive businesses such as local guides, homestays, home industry (foods and crafts), and traditional arts. Women's empowerment in the tourism village cooperative system consists of ecotourism training, coaching, and optimizing the green marketing of partners' products. The conclusion is that the empowerment strategy carried out by the Candirejo tourism village cooperative system has built women's independence from the economic perspective of an ecotourism framework to support sustainable livelihood for their future and community.

Keywords: Candirejo Tourism Village, Sustainable Livelihood, Women Empowerment

1 Introduction

Tourism is essential in supporting national development through the foreign exchange it generates, which can boost economic growth, reduce unemployment, and increase national productivity (1,2). Indonesia, one of the developing countries in the world, often relies on the tourism sector to synergize various sectoral policies to solve poverty and environmental issues (3). Tourism is important in alleviating poverty and

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improving a country's economy. Tourism is a very effective instrument in regional development, community empowerment, and poverty alleviation (4). In this case, the developed tourism sector can absorb labor from the surrounding community, provide income for the region, and be used as an object to earn income for the community to trade. The Indonesian government has carried out various programs to develop the country's tourism sector, such as the Tourism Village program to increase investment in the tourism sector and the creative economy (5). Rural tourism is becoming a trend today and tourism village is one type of alternative tourism in great demand by domestic and foreign tourists. There has been a change in travel trends where tourists' motivation has changed. Tourists want a more meaningful trip to improve their quality of life, by doing a unique and special interest travel, like a nature and culture trip (6).

Tourism villages are one of the regional existences that have quite a high appeal in the current era, not only the heterogeneity and cultural richness that Indonesia has, but every village in Indonesia has unique characteristics that make foreigners feel curious and decide to visit in person to the villages (7). In collaboration with local governments, Kemenparekraf manages tourism villages that attract foreign tourists. Regarding village infrastructure development to support the creation of tourism villages, the Kemenparekraf is collaborating with the Ministry of Villages, Development of Disadvantaged Regions and Transmigration. Kemenparekraf directed the tourism village development to become an independent tourism village through sustainable tourism village certification in 2021. One of the villages is Candirejo in Magelang which implements quality tourism amid COVID-19 conditions by implementing Cleanliness, Health, Safety, and Environmental Sustainability. Candirejo is a village near Borobudur Temple World Heritage site, Magelang Regency commonly known as the Ecotourism Village. The location should be the opportunity to get more tourists, along with an increasing number of tourists to Borobudur.

Tourism villages, often located in culturally and environmentally rich areas, represent important sites for economic development and cultural exchange. Ecotourism destinations usually located in rural areas with natural and cultural richness providing tourists experience and a better understanding of the natural history of the environment (8). In recent years, there has been growing recognition of the importance of women's empowerment in the context of sustainable development, particularly in rural areas dependent on tourism. As for norms, gender roles in the community often restrict the opportunity for women to be involved and interact with others as their role is within their household (9). However, the benefits of tourism development have not always been equally distributed among community members, with women often facing systemic barriers to planning and decision-making within this sector (10). Existing research focuses on women's role in economic contributions to tourism-related activities, such as handicraft production or homestay accommodation, while overlooking the broader social dimension of empowerment. Addressing these gaps is crucial for advancing theoretical understanding and practical interventions to promote women's empowerment in tourism villages and identify strategies for fostering more inclusive and sustainable tourism development.

Tourism has become a powerful tool for rural development, particularly in areas with unique natural or cultural attractions. However, for this development to be truly sustainable, it needs to ensure the long-term well-being of the local communities. Sustainable livelihoods in tourism villages have become an increasingly important area of research and practice, especially in the context of rural development and the promotion of sustainable tourism. When managed effectively, the tourism sector can provide opportunities for economic diversification, cultural preservation, and environmental conservation in rural areas. Sustainable livelihoods frameworks offer a valuable lens to understand and enhance the well-being of local communities engaged in tourism-related activities. Women's empowerment as human resources in developing countries' tourism sectors gives them the opportunity to obtain more income, increase well-being, reduce vulnerability, and improve food security (11).

Age, time spent in the community, and marital status had a statistically non-significant direct and indirect relationship with the perceived impacts of ecotourism on livelihood, but gender had a statistically significant direct cause-effect relationship with the perceived impact of ecotourism on livelihood (12). For gender, the finding indicates that males benefit more from ecotourism activities than females. This result is similar to that where they acknowledge that, men participate more in ecotourism activities than women (13). This is in contrast with the findings where it was noticed that, there was almost parity in the level of involvement in ecotourism activities based on gender (14). The latter explains that, there was a more equitable division of labor, resulting in self-confidence and new leadership roles performed by women. Ecotourism has been known globally as an entrepreneurship opportunity for women and leads to their empowerment (15). In developing countries, including Indonesia, due to the culture of less interactions between women and men, but since the handicrafts of rural women are considered as the main source of their economic empowerment (16), ecotourism is considered as a very suitable entrepreneurship platform for the presence of rural women, especially the marketing of their products (17). Challenges of rural women due to climate change and starting an ecotourism can be a solution to improve their livelihood (18).

Ecotourism is seen as a livelihood diversification strategy for local people living in eco-destinations and thus holds prospects of contributing to livelihood sustenance in these areas through job creation (19). In ecotourism villages, sustainable livelihoods are often closely linked to natural and cultural resources, which serve as the foundation for tourism activities. Local communities may engage in tourism-related livelihoods, including hospitality services, handicraft production, guided tours, agriculture, and conservation initiatives. However, the sustainability of these livelihoods depends on factors such as resource management practices, market dynamics, infrastructure development, policy frameworks, and community empowerment including women. Moreover, understanding the linkages between women's empowerment and broader development goals, such as sustainable livelihoods, can inform more holistic and integrated approaches to rural development and tourism planning. Hence, this study seeks to analyze the women's empowerment strategy to support sustainable livelihoods in Candirejo ecotourism village, by looking at the cooperative system and women's participation in the tourism village development.

2 Method

2.1 Research site

The study was conducted in Candirejo Village, Magelang Regency in March 2024 considering the tourism village as a rural tourism development trend, especially in the nature-based or ecotourism sector. The case studies were selected after consideration of theoretical aspects (i.e. the uniqueness of places and the potential contribution to current knowledge). Based on the study's objectives, the case studies were selected to show the strategies for women's empowerment in Candirejo Tourism Village and analyze how this could affect sustainable livelihood. Candirejo Tourism Village has several unique attractions for tourist activities, uses digital marketing as the promotion strategy, and empowers the community groups. Figure 1 shows the Candirejo Village site context and land use map (20).

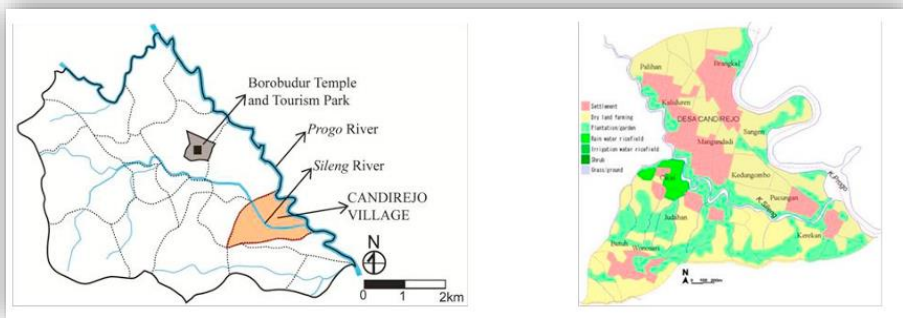


Figure 1. Map of Study Area Candirejo Ecotourism Village, Magelang Regency

Concerning the potential contribution to current knowledge, the tourism activities in Candirejo Village are managed by the cooperative system and organized by the local community group's empowerment. The cooperative system different from another tourism village in Magelang, has successfully engaged the tourism development in Candirejo. There are also several community-based organizations such as farmer associations, andong driver associations, artists associations etc, most of which, joined the village's 'Tourism Village Cooperative'.

2.2 Method

This study used a qualitative method with a case study approach. The technique allows the researcher to gain comprehensive insights that could determine the reasons for the success or failure of certain innovations in certain contexts and settings. Data was collected by in-depth interviews with 10 women empowered by Candirejo Tourism Village in the last 5 years. A purposive sampling technique was also employed to select key informants for the study; two (2) members of Candirejo

tourism village cooperatives, two (2) local guides, two (2) homestay owners, two (2) culinary home industry owners, and two (2) traditional artists. This method ensured that the key individuals with in-depth knowledge of the Candirejo ecotourism village development were contacted. Observation is conducted to support the research discussion. Data validation used resource triangulation. The data presentation was done using the Interactive Analysis Model from Miles and Huberman (21,22) with stages of data collection, data display, data reduction, and conclusion drafting/verification. Semi-structured interviews; in-depth interviews and participant observation were employed by the study as qualitative data collection methods. In-depth interviews were employed in soliciting information from the various key informants with considerable knowledge of the subject area. Observation was also used in the course of data collection to visualize and record some vital features that

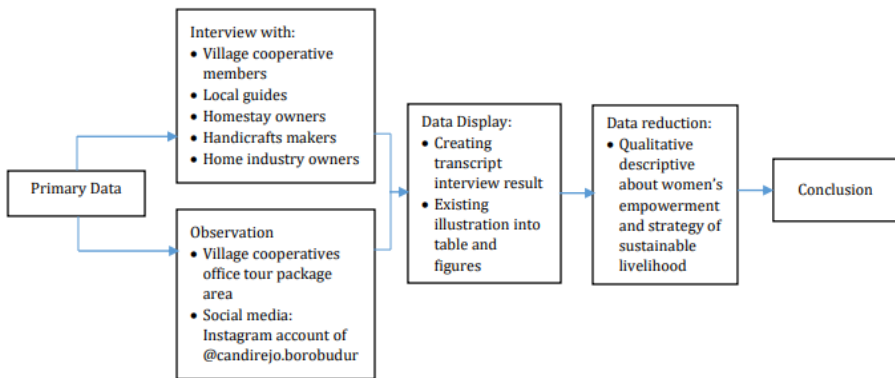


Figure 2. Diagram of Method to Analyse the Women’s Empowerment Strategy in Candirejo Ecotourism Village

were observed.

3 Result and Analysis

3.1 Candirejo Ecotourism Village Cooperative System

Cooperatives are a forum for communities, groups, and individual business units. Candirejo Village is a tourism village capable of empowering village communities. Every year a tourism village cooperative meeting is held to report on the receipt and use of funds. At the meeting, the achievement of last year's targets was also discussed, and what problems had arisen which caused the targets not to be achieved, as well as reporting to cooperative members the number of cooperative revenues and expenditures and remaining business results. Tour packages are offered to tourists who will tour the Tourism Village Candirejo. Existing tour packages are arranged in such a way that all the potential in the tourist village can be known and enjoyed by tourists. Apart from that, this tour package will also equalize tourist visits to each potential in Candirejo Village. So that all existing potential, such as home industry, arts, and agri-

culture will also feel the impact of this tourist village. The categories of available attraction for tourists who visit Candirejo Ecotourism Village can be seen in Table 1 (6).

The tour package offered by Candirejo Tourism Village contains several attractions, including visits to the Slondok household industry, making pottery, making woven art, and playing gamelan. Tourists can enjoy the opportunity to explore the rural area of Candirejo Tourism Village and choose tour packages in Candirejo village cooperatives below:

Cycling Village Tour.

One to two hours by Bike and taking a walk exploring the richness of Candirejo village to gain insight into daily local community either in custom, tradition or the agricultural system of multi-cropping. Having direct experience with the local people in the field of planting, preparing the ground for cultivation, and picking many kinds of seasonal fruits is memorable and makes a complete decoration within this 1 to 2-hour village tour.

Dokar Village Tour.

One to two hours by Andong/horse carriage and taking a walk exploring the richness of Candirejo village to gain insight into the daily local community either in custom, tradition, or the agricultural system of multi-cropping. Having direct experience with the local people in the field of planting, preparing the ground for cultivation, and picking many kinds of seasonal fruits is memorable that makes a complete decoration within this 1 to 2-hour village tour.

Cooking Lesson.

The exploration can be done by riding Dokar carriage (vello) or traditional old bicycle taking a rest at a traditional house, visiting Tempe Home Industry, and buying Tempe for cooking while enjoying traditional snacks and drinks, for later with the local house owner practicing traditional cooking lesson in with some material of cooking for luncheon.

Walking Around Candirejo Village.

Take a walk exploring the richness of Candirejo village to gain insight into the daily local community in custom, tradition or the agricultural system of multi-cropping, and play simple gamelan.

Village Experience.

See up close the beauty of Menoreh Hill by jeep, and see Watu Kendil. Seeing firsthand the activities of local people in the field of planting, preparing land for cultivation, and picking many types of fresh seasonal fruit is an unforgettable opportunity. Then stop at one place to change to local transportation (bike or cart). Continue your

journey to enjoy the views of the village and stop at a local house or “pendopo” to enjoy lunch with a traditional menu.

Student Field Trip.

Students tour in half day or full day while learning local village wisdom such as getting to know the agricultural system in Candirejo Village, pulling cassava to make traditional food, practicing pottery making, learning to play the gamelan, enjoying lunch with local menus and also dancing the traditional dances of Candirejo Village.

Stay at Local House.

The sensation of living in a village with the local people under one roof is one experience in itself. Not just live in houses only (Home Stay), guests or visitors will enjoy Javanese traditional food which is prepared by the host and eating together. After sufficient rest at Home Stay, Local Guide and Horse carts are ready to invite guests/visitors around the village to visit Home Industries, Agricultural Land, and play simple gamelan.

Serenade at The Foot of Menoreh Hill.

Stay in a local house and feel the sensation of a quiet village. Enjoy a traditional meal and then take a traditional gamelan course with the local community. Early morning sunrise to Watu Kendil using a jeep, resting at the viewing post/gazebo is an unforgettable opportunity that you can find. stop at a place to change from traditional transportation to a bicycle or cart and enjoy a short trip exploring the beauty of the countryside, visiting industrial homes, agricultural land and the confluence of 3 rivers.

Table 1. Available Attraction in Candirejo Ecotourism Village

Categories	Attraction Offered
Nature	Menoreh hill tracking, visiting Watu Kendil, walking around Tempuran
Cultural	Javanese traditional ceremonies (Nyadran and Sedekah Bumi), Performing traditional art (Jathilan, Kethoprak, Wayang Kulit, Dayakan, Gatoloco, Sholawatan, Rebana, Karawitan)
Education and Training	Traditional cooking lesson, culinary, making pottery, making woven art, playing traditional music (gamelan)
Agricultural	Farming activities (Cassava planting, harvesting, making Slondok or Karah)
Live in	Stay at local guest house, walking around village, horse cart (Dokar) tour, and cycling around village

3.2 Contributions of Women's Empowerment in Candirejo Ecotourism Village Development

Local Guide.

The local guides are taken from members of the village tourism working group and the community around Candirejo Village as a form of employment opportunities and also empowerment of the existing community. The government usually provides training on how to serve tourists which is conducted twice a year to improve the quality of human resources for local guides. Based on interviews with cooperatives member, she was stated that:

“the role of female local guides is very important in marketing as well as being the spearhead of tourism in Candirejo village” (RF/1)

The Candirejo tourism village cooperative member also said that from the packages sold to visitors, the local guide is included in the tour package so that the local guide gets income provided through the tourist village cooperative. Related to the cooperative member's answer, local guide said that:

“the guide is important person who can convey information to tourists, who contact drivers or agents of visiting guests so that the local guide is also a contact person, local guides also offer tour packages to agents. Service fees are provided through the cooperative in accordance with the agreement” (TR/2)

Women often play a pivotal role in community engagement initiatives within tourism villages. As local guides, they act as ambassadors for their communities, showcasing their cultural heritage, traditions, and lifestyle to visitors. Through their work, they empower other women in the community by providing them with opportunities for economic independence and leadership roles.



Figure 3. Women local guide who can speak English and France

Homestay Management.

Candirejo Village has 20 homestays which are residents' homes. From 20 homes all of them are economy class type with bedroom and bathroom facilities located outside the room. This aims to give the impression of returning to nature and tourists who spend the night can socialize with homestay owners and stay away from the impression of luxury and more about the simplicity of the surrounding community. Women often serve as cultural ambassadors, offering guests a glimpse into local traditions, customs, and ways of life. Their intimate knowledge of the community's heritage adds depth to the guests' experiences, enriching their stay. This is suitable with the statement by the following homestay owner:

“the role of the women in managing the homestay is in terms of service and preparation of the homestay itself. Arranging the place or room, standard mattress arrangement, arranging the living room and cleaning the house and surroundings as well as preparing food or drinks served to guests” (SW/3)

Women in Candirejo ecotourism village are often involved in the day-to-day management and administration of homestay operations, including booking arrangements, housekeeping, maintenance, and guest communications. They coordinate with tour operators in Candirejo cooperative, travel agencies, and other stakeholders to ensure a smooth and enjoyable guest experience. Women also frequently prepare and serve traditional meals for guests, showcasing local cuisine and culinary techniques. This may involve cooking classes in tour packages, where guests learn to prepare traditional dishes alongside their hosts, providing a hands-on cultural experience. Residents who are members of the homestay receive training from the department, including how to be polite when receiving guests, how to provide a traditional menu for breakfast, lunch, or dinner, how to clean the house, how to clean and tidy the bedroom and prepare other guests' needs.



Figure 4. Women's role in homestay management: cook and serve local food to the

The development of scope of employment and income in the growing hospitality sector like homestay with the growing demand by the nature loving tourists has created an opportunity for sustainable environmental management at the regional level for the livelihood itself (23). Moreover, other women informants who are also the homestay owner have supported the view that economic benefits from the homestay the local level, there was a good relationship programme enhanced their livelihoods by improving the between community leader and the other ecotourism cash earned (24).

Traditional Arts.

The traditional arts of ecotourism villages serve as invaluable assets for promoting cultural preservation, sustainable livelihoods, and authentic tourism experiences. Candirejo Tourism Village itself has 13 arts groups. The arts that exist in Candirejo villages include Kethoprak, Wayang Kulit, Karawitan, Jatilan, Kopro, Topeng Ireng or Dayakan, Gatoloco, Sholawatan and Rebana. In Karawitan, women have role as singer or “Sinden”. This statement is reflected from following village official member:

“the role of Sinden is very important for the preservation of traditional arts and culture in Candirejo” (UM/4)

Sinden is an Indonesian female solo singer who sings with a gamelan. Therefore, it is hoped that the art in Candirejo Village will be able to preserve the existing culture so that it remains intact. Apart from that, young people in Candirejo Village can channel their hobbies to avoid juvenile delinquency because there is a place for them to act and be creative. For many residents of ecotourism villages, traditional arts are not just expressions of culture but also sources of income and livelihood. Artisans and performers rely on the sale of their crafts, artworks, and performances to support themselves and their families. By promoting the marketability of traditional arts to tourists, ecotourism initiatives create economic opportunities for local communities, helping to alleviate poverty, reduce dependency on natural resource exploitation, and diversify livelihood options.



Figure 5. Women in Candirejo teach Gamelan to the visitors

Home Industry.

In ecotourism villages, the home industry encompasses a range of local products and services offered by residents to visitors, including crafts, artisanal goods, food products, and cultural experiences. Women play a central role in this sector, contributing to the production, marketing, and management of home-based enterprises. Women in Candirejo ecotourism villages often engage in home-based industries as a means of diversifying household incomes and reducing dependency on traditional livelihoods such as agriculture. By leveraging their skills and creativity, women produce a wide range of artisanal goods and handicrafts that showcase local culture, traditions, and natural resources. These products add value to the tourism experience, attract visitors, and stimulate economic activity within the community.

“There are several types of home industry products in Candirejo, ranging from the hamlet level to the village level. in the food sector there is a home industry making tempeh and tempeh chips” (HN/5)



Figure 6. Women's role in food home industry

Handicraft making by women in tourism villages not only preserves traditional arts and crafts but also serves as a significant avenue for economic empowerment and community development. Through their craftsmanship, women keep alive the rich tapestry of cultural heritage, which is a major draw for tourists seeking authentic experiences.

“In the field of handicrafts, there is the making of woven bamboo crafts. All the perpetrators were women from the Candirejo tourism village.” (SH/6)

In many tourism villages, women face socio-economic challenges such as limited access to formal employment and education. Engaging in handicraft making provides them with a source of income and economic independence. By selling their crafts to tourists, women can contribute to their households' finances, invest in their children's education, and participate more actively in decision-making processes within their families and communities.



Figure 7. Women's role in handicrafts making

Handicraft making by women adds value to the tourism experience by offering visitors unique and authentic products that reflect the local culture and traditions. This promotes sustainable tourism practices by diversifying tourist activities, reducing dependency on mass tourism, and fostering cultural exchange and understanding.

3.3 Women's Empowerment Program in Candirejo Ecotourism Village to Improve Livelihoods

The concept of sustainable livelihoods, popularized by the Sustainable Livelihoods Approach (SLA), emphasizes the interplay of various assets, strategies, and institutions that shape individuals' and communities' ability to achieve sustainable livelihood outcomes (25). The sustainable livelihood approach emphasizes the importance of five key assets (human, social, natural, physical, and financial) that contribute to a community's ability to achieve long-term well-being (8). Assets encompass a range of resources, including human, social, natural, physical, and financial capital, which people draw upon to pursue their livelihood goals. Livelihood strategies refer to the diverse activities and practices employed to generate income, meet basic needs, and cope with risks and uncertainties.

Women's empowerment in tourism villages is not just a matter of equality; it's also about leveraging the unique strengths and perspectives that women bring to the table. Ecotourism also has the potential to increase gender equity and promote women's empowerment with income-generating activities and education (26). By implementing appropriate strategies and models, tourism villages can create more inclusive and sustainable development pathways that empower women, strengthen communities, and enhance the tourism experience. They gain access to cash income, personal skills, and confidence, to name a few benefits. This advantage also affects their participation in family decision-making (27). Small-scale business women's income is an important component for improving their livelihood, thus enhancing their well-being (24,28). Here are some strategies and models that can be effective in fostering women's empowerment in tourism villages:

Ecotourism Training for Business Partners.

Providing women with training in various aspects of tourism, such as hospitality, guiding, handicrafts, and culinary skills, can enhance their employability and enable them to participate more actively in the tourism industry. This can be done through workshops or partnerships with local educational institutions. Ecotourism is essentially about building relationships between women and promoters; at the center of which relationships are resources and discourses on women's empowerment and sustainable use (29). The training can provide a topic on the management of good business, accompanied by a feasibility study which will increase women's belief that this business is prospective to be developed and will increase their income (30). Candirejo ecotourism village official member said that:

“Special empowerment training for women includes training related to MSMEs, how to promote products from the tourism office, homestay training, local guide training, financial management training” (AT/7)

From local guide training, women bring unique perspectives, insights, and storytelling abilities to the role of guides, enriching the tourism experience for visitors. Their empathy, interpersonal skills, and attention to detail create memorable and authentic encounters that leave a lasting impression on tourists. Ecological tours, guided nature walks, birdwatching excursions, and wildlife safaris provide opportunities for tourists to learn about local ecosystems, flora, and fauna from knowledgeable guides. Furthermore, women guides often excel in connecting with diverse audiences, including families, solo travellers, and elderly visitors, enhancing the inclusivity and accessibility of tourism experiences.

Coaching for Women Business Partners.

Facilitating networking opportunities and partnerships among women entrepreneurs, community leaders, tourism stakeholders, and support organizations can help create a supportive ecosystem for women's empowerment in tourism villages. This could involve organizing networking events, trade fairs, and collaborative projects. Encourag-

ing women to start their business in tourism-related activities can empower them economically and socially. This could involve providing access to microfinance, business development support, and mentorship programs to help women launch and sustain their ventures.

“our home industry has been supported by coaching from the Bank Indonesia Semarang branch office, the coaching gives us access to develop our production through microfinance access and wider market” (AT/8)

One of the significant benefits of microfinance for women-owned small businesses in Candirejo ecotourism village is the empowerment it brings through financial independence. By gaining access to capital, women can invest in their home industry, purchase equipment, expand their product lines, and ultimately increase their income. This financial autonomy not only enhances their self-esteem and decision-making power within their households but also enables them to provide better opportunities for their families, including education and healthcare.

Optimizing The Green Marketing of Home Industry Partners' Products.

Candirejo Ecotourism Village has implemented the green marketing concept, seeing from the natural resources and environment, it needs to be supported by all activities that do not destroy nature and have a sustainable concept, one of which is the green marketing concept. The green marketing mix manipulates the four parts of the marketing mix (product, price, promotion, and distribution) to sell the products and services offered from the benefits of environmental care that are formed from reducing waste, increasing energy efficiency, and reducing the release of toxic emissions (31). A green product is a product that is not harmful to humans and the environment, saves resources, does not produce excessive waste, does not involve cruelty to animals, and considers environmental aspects in the product life cycle (32). Based on an interview with a handicraft maker in Candirejo, she said:

“We make shopping bags from plastic packaging recycle and sell them to the visitors, they are very interested in our products because of their uniqueness. This is our effort to keep the product life cycle and minimize the plastic waste in our village” (SW/9)

It can be concluded that Candirejo has done its best to implement green marketing of its product and educate visitors, especially foreign tourists. Candirejo ecotourism village cooperative has implemented waste management training and organic compost-making training for the food home industry, the home industry owner of Tempeh said that:

“We need to develop our small business through marketing strategy, not only sell to the visitor through tour package from cooperative, we should sell our product

and have a link to the wider market and be responsible for our production process, packaging, and marketing to be greener” (HN/10)

Customers who care about the environment usually prefer environmentally friendly products (33). Green products play a vital role in promoting sustainability, supporting local economies, and enhancing the visitor experience in ecotourism villages. Visitors to Candirejo ecotourism villages can have the opportunity to purchase fresh, locally grown produce, promoting a farm-to-table experience and supporting the livelihoods of small-scale farmers. Handcrafted products in Candirejo also use locally sourced materials such as bamboo, wood, clay, or natural fibers. By purchasing these products, tourists support local artisans and contribute to the preservation of traditional craftsmanship, while also minimizing the environmental impact associated with mass-produced goods.

4 Conclusion

Women's empowerment in ecotourism villages is a crucial component in fostering sustainable livelihoods and community development. The empowerment strategy carried out by the Candirejo Etourism Village cooperative system has built women's independence from the economic perspective of an ecotourism framework to support sustainable livelihood for their future and community. Based on a comprehensive case study, it can be concluded that women's empowerment in Candirejo ecotourism village significantly contributes to household incomes and economic resilience within communities and women's well-being. By engaging in various ecotourism-related activities such as local guiding, handicraft production, hospitality services of homestay, and food home industry, women can generate income, which often enhances their bargaining power within households and communities.

Empowering women in Candirejo ecotourism village involves providing access to training and skill development opportunities. Through targeted training, coaching, and marketing programs, women acquire the necessary skills to actively participate in ecotourism ventures and take on leadership roles. This, in turn, enhances their confidence, self-esteem, and overall well-being in sustainable livelihood. Women play a vital role in promoting environmental conservation and sustainable practices within ecotourism villages. Their traditional knowledge of local ecosystems and natural resources often leads to the implementation of eco-friendly tourism activities. The empowerment strategy carried out by the Candirejo tourism village cooperative system has built women's independence from the economic perspective of an ecotourism framework to support sustainable livelihood for their future and community.

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