

**Women's Role in Tourism Development  
(Study Case: Tourism Awareness Group Galo-Galo Island,  
Morotai)**

<sup>1</sup>**Noviyanti Soleman S.IP<sup>2</sup>Asst. Prof. Viyouth Chamruspanth Ph.D.**  
<sup>12</sup>**Master of Rural Development Management, Khon Kaen University**  
[Nifis@gmail.com](mailto:Nifis@gmail.com)  
[Noviyantisoleman6@gmail.com](mailto:Noviyantisoleman6@gmail.com)

**Abstrak**

Morotai ditetapkan sebagai zona ekonomi khusus yang memiliki potensi geo-ekonomi dan geo-strategi untuk meningkatkan ekonomi. Pulau Galo Galo salah satu dari banyak pulau di Kabupaten Morotai dengan potensi pariwisata yang baik., Ada komunitas lokal yang terlibat melalui Kelompok Kesadaran Pariwisata. Pengembangannya akan lebih baik melibatkan perempuan, khususnya kasus Pulau Galo Galo memiliki populasi perempuan yang hampir mirip dengan populasi pria. Ini menunjukkan pentingnya peran perempuan dalam pengembangan pariwisata Pulau Galo Galo Morotai. Makalah ini bertujuan untuk mengetahui peran perempuan dalam pengembangan pariwisata di Pulau Galo-Galo. Galo-Galo memiliki peluang kuat untuk dikembangkan sektor pariwisata. Dalam menjawab pertanyaan tersebut, konsep partisipasi perempuan melalui Pendekatan Gender dan Pembangunan oleh Sofiani berlaku untuk kasus ini. Untuk menyelesaikan prosesnya, penulis menggunakan metode penelitian kualitatif dengan data primer dan sekunder. Hasil penelitian menunjukkan bahwa perempuan memainkan peran penting dalam pengembangan pariwisata Pulau Galo Galo.

Kata kunci: kesetaraan gender, pengembangan pariwisata, peran perempuan.

**Abstract**

Morotai was set as the special economic zones have potential of geo-economy and geo-strategy to boosting the economic. Galo Galo Island is one of the many islands in Morotai

---

Regency with good tourism potential. In Galo Galo tourism development, there are local communities involved through Tourism Awareness Group. The development is would be better to involve women, especially the case of Galo Galo Island has women population almost similar to men population. This is show how important the women's role in the tourism development of Galo Galo . This paper aims to know women's role for tourism development in Galo-Galo Island, . In answer the question, women participation through Gender and Development Approach by Sofiani is applicable for this case. To complete the process, the writer usequalitative research method by primary and secondary data. The result shows that women play important role in tourism development of Galo Galo Island

**Keywords: gender equality, tourism development, women's role.**

## **A. INTRODUCTION**

Morotai was set as the special economic zones of Indonesia by the national government of Indonesia (Dewan Nasional Kawasan Ekonomi Khusus Republik Indonesia).Special economic zones have potential of geo-economy and geo-strategy to boosting the economic. Such as Morotai is specialized in sector of fishing industry, manufactory, logistics and tourism. The strategic location of Morotai makes it potentially in terms of marketing, it is located in the way of Asia Pacific market means that Morotai have good chance for international market.

Galo Galo Island is one of the many islands in Morotai Regency with good tourism potential. this is because galogalo island has not been plundered by many people, so the natural properties possessed by nature are still very awake. galogalo island tourism potential is very good when developed, tourist spots such as beaches, underwater beauty to mangrove forests are still intact and untouched by human hands.

Galo galo island is located in the southern part of Morotai district. Galo Galo island is small island that separate with the main island of Morotai, it has to take 45 minutes by boat to get there. The total area of Galo galo island is about 15.000 M<sup>2</sup> (KEBTKE, 2019). The total population is 616, 330 male and 286 female in 126 household. The ration between

male and female is only 6:5 which means the male is not dominate. Then the role of women in development is so important.

In Galo Galo tourism development, there are local communities involved through Pokdarwis. Tourism Awareness Group (Pokdarwis) is an institution established by villagers whose members consist of tourism actors who have care and responsibility and act as a driver to create a conducive climate for the development of tourism in their village area. Tourism is expected to increase regional development and provide maximum benefits for the villagers.

Pokdarwis is a group that moves independently means that the development of tourism carried out in the village comes from the power of the village itself with all its potential. Pokdarwis must also develop itself independently or create development based on the potential of their creativity because they have the power to develop the village with all the resources they have. (Adji, 2018)

In the case of galogalo island, the potential possessed is a very beautiful nature of tourism with a very high selling value. thus what is needed by the local community is how to develop this into a useful value and benefit the surrounding village community. in this case, of course, high community participation is needed for boosting tourism. Due to the population between male and female is almost the same, the women participation and role's become one of the important thing.

## **B. RESEARCH QUESTION**

Based on the explanation above, this paper will be focus to find how is the women's role for tourism development in Galo-Galo Island?

## **C. OBJECTIVES**

This paper aims to know women's role for tourism development in Galo-Galo Island, meanwhile Galo-Galo has strong opportunities to be develop in tourism sector.

## **D. LITERATURE REVIEW**

- Women's role in develop tourist village program (Putri, Darwis, & M.Taftazani, 2017)

This research is aim to know the role, kind of participation and position of the women in develop their village. The result shows that the women's role is not develop as much as the number of population. The reason because of the dilemma about women's position in community activity.

- Women's participation in development marine tourism Study of Rajabasa District, South Lampung Regency (Haryanto, 2017)

This research aims to analyze and describe the involvement of women in developing marine tourism and to identify the inhibiting and supporting factors in the participation of women in developing marine tourism at Rajabasa Sub-District, South Lampung Regency. The result and discussion of the research showed that women's participation in developing marine tourism at Rajabasa Sub-District has not been done optimally because the society were still back of awareness on women's participation for the sustainability and the continuity of marine tourism development at Rajabasa Sub-District.

## **E. CONCEPTUAL FRAMEWORK**

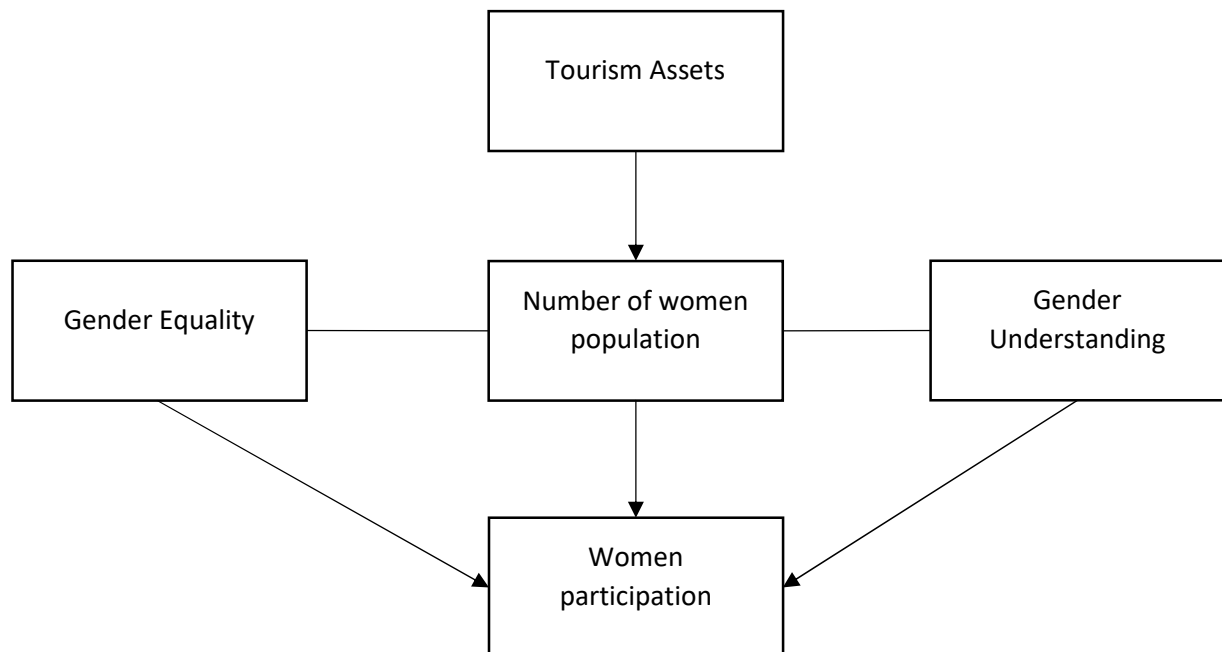
### **- Concept of participation**

Participation is related to involvement of the people which is about how people include in one issue direct or indirectly. Participation is a process of social by specific group that share the demands and take an action how to assign their needs, in form of group or individual (Ndekha, Hansen, Molgaard, Woelk, & Furu, 2003); (Lane, 1995).

People around the tourism object should participate in tourism management at least can give feeling safe and comfortable for the tourist. In another form is the community have right to join the decision-making process in develop the tourism

industry. Cooperation with government and other actor to maintain the tourism industry. (Suwena & Widyatmaja, 2017)

Women participation is can be shown by Gender and Development Approach. According to Sofiani, this approach use women as the subject of development that focus on gender equality. While the form of participation can be as an actor, controller, decision maker, advisor and/or development beneficiaries (Sofiani, 2009). IsmiDwi in Hadiwijoyo mention about the things should be done in tourism development are capacity building, cultural adjustment, structural adjustment, facilities and infrastructure (Hadiwijoyo, 2012).



based on the concept described above, it can be seen that having large assets is not always enough. to find out about community participation, there are three important things that become benchmarks, namely how gender equality in the place, the number of women in the place and how to understand gender.

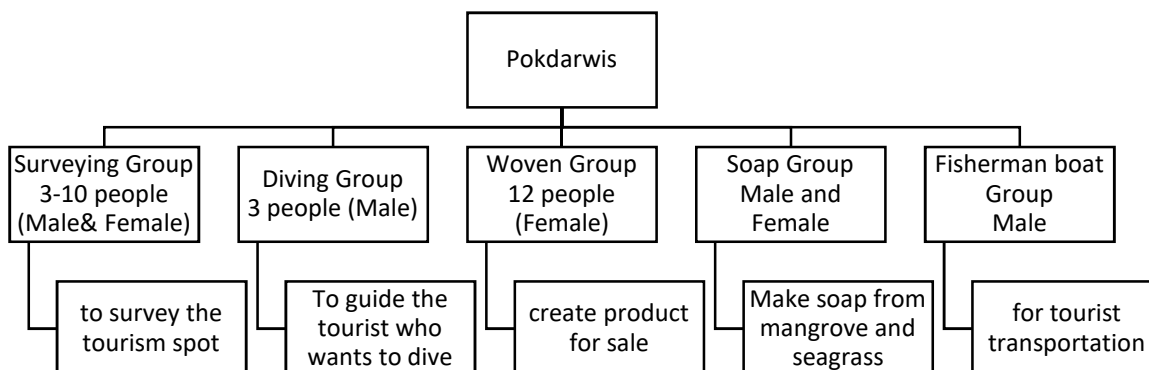
## **F. METHODOLOGY**

In order to answer the research question, this research is using qualitative research method. A qualitative data is not convert all of the result into a single data as number but leaves the data in a varieties forms (Neuman, 2014). The writers used primary data through observation and observation, while secondary data by the books, journal, news and others document related to the topic.

## **G. FINDINGS & RESULT**

Tourism Awareness Group is a group that moves independently means that the development of tourism carried out in the village comes from the power of the village itself with all its potential. In Galo-Galo Island, the tourism awareness group has established since 2017. Now it is going to be the 3<sup>rd</sup> year and still develop well. The first time establish tourism awareness group of galogalo, the people has small interest about that. Only 12 people that involve in this group. Now a day it has been develop well become 30 people. This is show significance increase almost 3times.

Inside the group there are many sub-group that classifying based on their main job. Such as surveying group, diving group, woven mat group, soap group and boat group. Those group has not similar number of members, it is depend on the needs. Besides that, there are also some activities that involve community participation such as making salted fish, selling army tag and local food. Here is the graph that show how the classification of group with the amount and gender.



*Figure 1 (Ko Bli Suda)*

In develop the soap group, the tourism awareness group get helped by Reef Check Indonesia Foundation. This foundation guide the women in Galo Galo Island to take the



materials and how to process it. The people from Reef Check Indonesia Foundation, mostly are female who help to develop the soap group. The picture below is one of the example.



*Figure 2 (Reef Check Indonesia Foundation)*

## **H. DISCUSSION AND CONCLUSION**

Based on the concept of participation, Sofian I stated that the form of participation can be as an actor, controller, decision maker, advisor and/or development beneficiaries (Sofiani, 2009). In case of Tourism awareness of Galo Galo Island, there are many activities that involve women. From five groups, only two groups that is not include women which are diving and fisherman board.

Another three group in surveying group, woven and soap group, the women is involved in. especially in woven group, the full members are all women. In soap group, almost all members are women, even the instructor who teach how to do the soap also

---

women. This is shows that women in those three group is involve as the actor and development beneficiaries. Otherwise they are also involve in decision making process as the decision maker to assign the price of their product. Besides the group, the activities that involve the women is selling local food. In this case the women are fully involve as an actor the one who do and sell the food.

So we can conclude that the women play important role in tourism development of Galo Galo Island. First, they are involve as the actor in three of the five group which is one of that is full members are women 12 people or 40 % of the total member. Second, women involve in the activity outside the group which is selling local food by cook. Third is women involve in guide the local people to make the soap or as the development beneficiary. Last as the decision maker because they are involve to set the price of the product.

## I. REFERENCES

- Adji. (2018, January 10). *Bangun Wisata Desa dengan Pokdarwis, Terbukti!* Retrieved from BERDESA: <http://www.berdesa.com/bangun-wisata-desa-pokdarwis-terbukti/>
- Dewan Nasional Kawasan Ekonomi Khusus Republik Indonesia. (n.d.). *Morotai*. Retrieved from Kawasan Ekonomi Khusus: <http://kek.go.id/kawasan/Morotai>
- Hadiwijoyo, S. (2012). *Perencanaan Pariwisata Perdesaan Berbasis Masyarakat (Sebuah Pendekatan Konsep)*. Yogyakarta: Penerbit Graha Ilmu.
- Haryanto, D. P. (2017). *WOMEN PARTICIPATION IN DEVELOPMENT WISATA BAHARI Study of Rajabasa District, South Lampung Regency*. Bandar Lampung: Universitas Lampung.

- KEBTKE, E. P. (Director). (2019). *Survey Energi Surya di Pulau Galo Galo Morotai* [Motion Picture].
- Ko Bli Suda. (n.d.). Fact Sheet Galo Galo Island. *Sini Ke Galo Galo Biar Ga Galau*.
- Lane, J. (1995). Non-governmental organisations and participatory development: the concept in theory versus the concept in practice. In E. S. Wright, *Power and Participatory Development*. London: Intermediate Technology Publications.
- Ndekha, A., Hansen, E., Molgaard, P., Woelk, G., & Furu, P. (2003). Community participation as an interactive learning process: experiences from a schistosomiasis control project in Zimbabwe. *Acta Tropica*, 325-338.
- Putri, C. I., Darwis, R. S., & M.Taftazani, B. (2017). Peran Perempuan Dalam Pengembangan Program Desa Wisata. *Jurnal Penelitian & PKM*, 184-187.
- Reef Check Indonesia Foundation. (n.d.). Kegiatan Pembuatan Sabun Ko Bli Suda. Reef Check Indonesia.
- Sofiani, T. (2009). Membuka Ruang Partisipasi Perempuan Dalam Pembangunan. *STAIN Pekalongan*.
- Suwena, I. K., & Widyatmaja, I. G. (2017). *Pengetahuan Dasar Ilmu Pariwisata*. Denpasar: Pustaka Larasan.