

The Development of Community-Based Tourism in “Kampung Inggris” Pare, Kediri Regency, East Java

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Abstract

From year to year, many students, college students or other people in general come to Kampung Inggris. It is a strategic opportunity in tourism sector, especially in educational tourism. Therefore, it requires the cooperation of the three pillars for the development and management of good tourism. Good tourism governance basically is coordination and synchronization among the three pillars (government, private sectors, and society). Based on the objectives of the research, this study used a descriptive method with qualitative approach. This study indicates that the three pillars of tourism management service in “Kampung Inggris” were still not good. It can be proven by the lack of government function (seemed apathetic) to the development of “Kampung Inggris”. From the function of the three pillars, the influence of the society was very dominating. Thus, “Kampung Inggris” was considered as a Community-Based Tourism (CBT). CBT is one of the conventional tourism developments by developing the economic potential of the society. It should also try to

enhance the value, dignity, confidence, and protect the system of cultural values and religious values in society.

[Dari tahun ke tahun banyak pelajar, mahasiswa dan masyarakat datang ke Kampung Inggris. Kebiasaan tersebut merupakan sebuah keuntungan strategis dalam sektor pariwisata, khususnya dalam pendidikan pariwisata. Oleh karena itu, dibutuhkan kerjasama dari tiga pilar untuk manajemen dan pengembangan pariwisata yang baik. Tata kelola pariwisata yang layak secara mendasar yaitu koordinasi dan penyelarasan antara tiga pilar (pemerintah, sektor swasta dan masyarakat). Penelitian ini mengindikasikan bahwa tiga pilar manajemen layanan pariwisata di Kampung Inggris masih belum layak. Temuan tersebut dibuktikan oleh lemahnya fungsi pemerintah (terkesan apatis) untuk mengembangkan Kampung Inggris, sebaliknya fungsi masyarakat justru mendominasi. Dengan demikian, Kampung Inggris dapat dipertimbangkan sebagai *Community-Based Tourism* (CBT). CBT merupakan salah satu dari pengembangan pariwisata konvensional dengan mengembangkan potensi ekonomi masyarakat. CBT juga harus mencoba untuk menguatkan nilai, martabat, kepercayaan dan melindungi tatanan nilai-nilai budaya serta nilai-nilai agama yang ada di masyarakat.]

Keywords: management and service development; *Community-Based Tourism*; Kampung Inggris

Introduction

Kampung Inggris is a name of a village located in Pelem Village, Pare District. It is an area where there are many English center institutions. The name of Kampung Inggris was originated from some journalists that once reported about this village. This Kampung Inggris name started from an institution named BEC (Basic English Course) that was founded by M. Kalend Osen in 1967. The development of Kampung Inggris from year to year is positive. It is proven by the numerous students, college students, and other people in general who come to Kampung Inggris. It is a strategic opportunity in tourism field, especially in educational tourism. Moreover, there are some programs that are offered, one of them is holiday program. With this holiday program, the participants who come from other regions or cities make Kampung Inggris as an educational tourism destination.

Thus, the functions of three pillars in the development and management of this educational tourism are really required in order to actualize good governance and attract the tourists. For the achievement process, it can be done through the principles of Good Tourism Governance that focus on the program coordination and synchronization among the stakeholders and the involvement among government, private sectors, and the local society. And to increasing purposes of tourism services, then needed governance of tourism based on Good Tourism Governance.

The objectives of this study is to describe and analyze the functions of the three pillars (Government, Private Sectors, and Society) in providing service for tourism destination management in order to actualize good tourism governance in Kampung Inggris, Pare. The benefits of this study is to know and as a contribution and thought in managing good tourism.

1. Good Governance

Tourism sector is a sector that become priority in many countries. Hence, to support tourism sector became real and function as good. Then, governance much urgent supporting with implementation “good governane” concept. Parallel with implementation good governance in tourism sector, its became populer next, named after concept about good tourism governance.¹

At level of practice, governance operationally needs a supporting public administration system. Thus, public administration is central key for realized good governance ini all line and sectors. Included tourism sector that really capable grow become good or supperior sector.

Public administration system itended, substantifly covering three primary concepts :

- a) Public Administration covers the implementation of government policy that has been set by some political representation institutions.
- b) Public Administration is a coordination of businesses of a community or an individual that aims to implement the government policy.

¹BPKP dan LAN, “Pengukuran kinerja instansi pemerintah, Modul Sosialisasi Sistem Akuntabilitas Kinerja Instansi Pemerintah (AKIP)” (Jakarta: Lembaga Administrasi Negara, 2001).

c) Public Administration globally is a process related to the implementation of some government policies, skills training, and uncountable techniques, giving direction and purpose to a number of people's business.²

2. Good Tourism Governance

Good Tourism Governance basically is the existence of program coordination and synchronization among the stakeholders and the active and synergic involvement (integrated and mutually reinforcing) among government, private sectors or tourism industries, and the local society. In the performance of good tourism governance, the most important thing from the public sector is a good change both in the way of thinking and acting, mainly by leaving the old paradigm in the form of a centralized government administration development and a vision of a single locus in the form of government bureaucracy towards a paradigm in the form of decentralized and plural locus government administration model.³

3. Reformation of Tourism Bureaucracy

Reformation of tourism bureaucracy is the whole effort to reorganize, change, accomplish, and fix the bureaucracy system and procedure in tourism field to make it cleaner, more efficient, more effective, more productive, and more accountable. Therefore, bureaucracy reformation in tourism sector has main purposes, they are:

- a) Creating a clean and professional tourism apparatus;
- b) Creating efficient, effective, and productive tourism bureaucracy so it can provide excellent public service.

In general, both purposes of tourism bureaucracy reformation are to actualize clean tourism government and good tourism governance.

4. Community-Based Tourism (CBT) Development

CBT basically is one of the approaches in tourism development that emphasizes on the local society, either that is involved directly or indirectly, in the form of giving access on tourism development system and management that culminates on the political empowerment through

²John M. Pfiffner dan Robert V Presthus, *Public Administration* (New York: The Ronald Press Company, 1960), 3.

³Undang-undang Nomor 32 Tahun 2004 Tentang Pemerintahan Daerah (2004).

more democratic life, including fairer profit sharing from tourism activities for the local society.⁴

The CBT construction basically is one of the important and critical ideas in the development of conventional tourism development theory (growth oriented model) that often get a lot of criticism about neglecting the local society rights and putting them aside from the tourism activities in a destination. This comprehension is related to the assurance benefits gained by the society and the existence of accompaniment plan effort that defends the local society and other communities that are interested in the local tourism, and the tourism governance that gives bigger control space to actualize the local society welfare.⁵

Mentioned in Q.S. Ali Imran/3 :159, to improve society depends on themshelves.

فِيمَا رَحْمَةٍ مِّنَ اللَّهِ لَئِن لَّمْ يَكُنِ اللَّهُ لِيَكْفُرْ بِكُفْرِكَ إِذْ أَخْرَجْتَهُ مِنَ الْبَيْتِ وَلَمْ يَكُنِ اللَّهُ لِيَكْفُرْ بِكُفْرِكَ إِذْ أَخْرَجْتَهُ مِنَ الْبَيْتِ وَلَمْ يَكُنِ اللَّهُ لِيَكْفُرْ بِكُفْرِكَ إِذْ أَخْرَجْتَهُ مِنَ الْبَيْتِ
فَاعْفُ عَنْهُمْ وَاسْتَغْفِرْ لَهُمْ وَشَاوِرْهُمْ فِي الْأَمْرِ فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ إِنَّ
اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ

So by mercy from Allah, [O Muhammad], you were lenient with them. And if you had been rude [in speech] and harsh in heart, they would have disbanded from about you. So pardon them and ask forgiveness for them and consult them in the matter. And when you have decided, then rely upon Allah. Indeed, Allah loves those who rely [upon Him].⁶

⁴Nicole Häusler, “Planning for Community based Tourism. A complex & challenging task,” in *Community-based Tourism: Between selfdetermination and market realities: Tourism Forum International at the Reise pavillon. Hannover: The International Ecosystem Society (TIES, Germany)*. Retrieved from <http://www.giz.de/Themen/de/dokumente/en-tourism-mat>, 2005.

⁵Dallen J. Timothy, “Participatory planning a view of tourism in Indonesia,” *Annuals of Tourism Research* 26, no. 2 (1999): 371–91, [https://doi.org/10.1016/S0160-7383\(98\)00104-2](https://doi.org/10.1016/S0160-7383(98)00104-2).

⁶ Q.S. Ali Imran/3 :159, n.d., <https://quran.com/3/159>.

According to Q.S. Ali Imran/3 :159, we see that all activities must discussion, with local society that related with conventional tourism development.

Furthermore, Mentioned in Q.S. Ali Imran/3 :159 supported by Q.S. ar Rad/13 : 11 how improve society depends on themshelves.

لَهُ مَعْقَبَتٌ مِّنْ بَيْنِ يَدَيْهِ وَمِنْ خَلْفِهِ يَحْفَظُونَهُ مِنْ أَمْرِ اللَّهِ إِنَّ اللَّهَ لَا يُغَيِّرُ مَا
يَقُومُ حَتَّى يُغَيِّرَ مَا بِأَنْفُسِهِمْ وَإِذَا أَرَادَ اللَّهُ يَقَوْمٍ سُوءًا فَلَا مَرَدَّ لَهُ وَمَا لَهُمْ مِنْ
دُونِهِ مِنْ وَالٍ ﴿١١﴾

For each one are successive [angels] before and behind him who protect him by the decree of Allah. Indeed, Allah will not change the condition of a people until they change what is in themselves. And when Allah intends for a people ill, there is no repelling it. And there is not for them besides Him any patron.⁷ It means that local society want to improve and development toward good, so that functions and participation local society very important. Tourism development did not work without action and real implementation, and tourism development needs local society that cooperate with diversity.

5. Public Service and Partnership

Public service is activity related with issues how to convey services for clients, and it was looked as an outcome served for client. In this bureaucracy reformation era, a good service in order to create good governance in its implementation can be delegated to the private sectors or use the partnership pattern so that it will be in line with the idea of reinventing government.⁸

Partnership as a strategic partnership involves some shape of formal agreement between two (a bilateral partnership) or more (a network partnership) parties that have agreed to share finance, skills, information and/or other resources in the pursuit of common goals.⁹ However, in that cooperation, it still needs training and development; it

⁷Q.S. ar Rad/13 : 11, n.d., <https://quran.com/13/11?translations=>.

⁸ David Osborne dan Ted Gaebler, *Mewirrasahakan Birokrasi* (Jakarta: PPM, 1995).

⁹PWC, “Strategic Partnerships: The Real Deal?,” *PWC White Paper*, no. December (2009): 9.

can be seen because basically each party will evaluate each other's weaknesses.

6. Tourism

Tourism is one whole activities that are related to tourism and are multidimensional and multidiscipline that emerges as a need of every person and country, and as an interaction among tourists, government, local government, and entrepreneurs.¹⁰

Methods

The type of this research is descriptive method with qualitative approach. Qualitative research is a method to explore and comprehend a meaning that is considered by some individuals or communities originated from social issues.¹¹ This qualitative research process involves important endeavors, such as proposing questions and procedures, collecting data from the participants, analyzing the data, and interpreting the meaning of the data. The focus of this research is the service effort of the synergy or the partnership among the government, the private sectors, and the society as an effort of organizing the tourism destinations in order to actualize good tourism governance in Kampung Inggris Pare.

The location of this research is in Kampung Inggris, Pare District. The data collection techniques used in this research were observations, interviews, and documentations. The data sources were the primary data that were directly obtained from the sources and the interviews on the interviewees. And the secondary data were collected indirectly, including documents, publication, reports from the English course institutions in Kampung Inggris. The research instruments were the researcher herself, interviews guidance, and field notes. In the data analysis, the researcher used Interactive Model. This interactive model analysis was going through three steps; they are data condensation, data display, and conclusion drawing.¹²

¹⁰Kementerian Kebudayaan dan Pariwisata, “Undang-undang No. 10 Tahun 2009: Tentang Kepariwisataaan” (2009).

¹¹John W. Creswell, *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed* (Yogyakarta: Pustaka Pelajar, 2010), 4–9.

¹²Matthew B. Miles, A. Michael Huberman, dan Johnny Saldana, *Qualitative Data Analysis: A Methods Sourcebook. Third Edition, The SAGE Handbook of Applied Social Research Methods* (Thousand Oaks, CA: Sage Publications, 2014), 31–33.

Results

Kampung Inggris is a name that involves two villages; they are Tulungrejo Village and Pelem Village in Pare District, Kediri Regency. The name of Kampung Inggris came from journalists. Yazid and Kalend are the actors behind the name of Kampung Inggris. Yazid is an *ustad* who masters eight world languages. He had an ambition to propagate Islam in English. Yazid's ambition was then realized to his student named M. Kalend Osen.

M. Kalend Osen was born in 20 February 1945 in kutai kartanegara, studying english when he was 27. Then, in 1976 he was studying people and built Basic English Course (BEC) officialy in 15 June 1997. It is the first english courses in their location. In 2000s, started critics, other courses built and developed. Pare District has become the national educational tourism destination.¹³

In 2014, Total english courses that register in kelurahan are arround 133 courses. English Course that have Primary Number of Institution Courses and Training (NILEK) are 47 courses. Whereas, English Course that not have NILEK are 85 courses.¹⁴

With that opportunity, the three sectors are required to manage and develop this destination based on the Constitution Number 10, 2009 about tourism. With good and correct tourism management, it will give advantages for all parties, including government that will be able to increase Regional Government Budget (APBD), the private sectors as the English course institutions owners, and the society as their business opportunity in order to increase their economy.

Discussion

¹³Nurlayla Ratri, "Jauh-Jauh ke Kediri, Tim Barenlitbang Kota Malang Temui Legenda Hidup Kampung Inggris," *Malang Times*, 2018, <https://www.malangtimes.com/baca/33487/20181124/083000/jauh-jauh-ke-kediri-tim-barenlitbang-kota-malang-temui-legenda-hidup-kampung-inggris>.

¹⁴Desika Putri Mardiani, "Partisipasi Masyarakat dalam Kursus Bahasa Inggris Sebagai Upaya Mewujudkan Community-Based Education di Kampung Inggris Kecamatan Pare Kabupaten Kediri," *J+Plus Unesa* 3, no. 1 (2014): 6, <http://journal.unair.ac.id/download-fullpapers-dltk8843d54f6efull.pdf>.

The government’s functions in Kampung Inggris are as follows: legality and legal function function, coaching function, facilitator function, marketing and promotion function, security and discipline function. However, in the implementation, government is not really good in providing service from some aspects. Those functions tend to seem passive to push the businesses that have been conducted. According to M. Kalend Osen as the founder of BEC institution, stated that government seems apathetic toward the development of kampung Inggris. One of the society complaints is from the aspect of street access and lighting that are still inadequate, and there are still some illegal institutions that are not licensed yet. From the data in 2014, there are about 133 registered institutions, but there are only 47 institutions that have legality. Besides, there is also a gap between the government and the private sectors in developing this tourism destination. However, there are some programs that are conducted by the government in the security aspect. One of these programs is called “Kampung Inggris Brigade (Brigadir Kampung Inggris)”. This program aims to create a conducive and harmonic situation in Kampung Inggris. There are 21 members of police officers that are given this duty for the security of Kampung Inggris.

Society participation is more dominating in the tourism development. It can be proven by the enthusiasm of the society. The society was involved directly in the development of Kampung Inggris started the beginning. Various programs have been planned and made by the society for the development success. The society is divided into two groups; they are: (1) institution management society, and (2) common society.

These are the evidences of the society participation in the development effort of non-formal education in Kampung Inggris: (1) institution management society: (a) establishing course institution by using some strategies, such as; creating study program with holiday, studying in English Camp area, bringing in natives tutors; (b) being responsible toward the village by giving English language education for the local society for free, taking care of hawkers in Kampung Inggris by giving loan capital; (c) entwining partnership with the third party. (2) Common society: (a) providing boarding house facilities; (b) providing

particular transportation facilities, including motorcycles, cars, and cycles rents; (c) maintaining village security and discipline.

For the society, the government has not done many things. The private sectors as the course owners receive minimal function from the government. They think that the government only made plans without actualizing them. On the other hand, the private sectors as the course institutions owners do not expect for help too much from the government. With the existence of the course institutions, the private sectors functions for the local society indirectly emerge some new businesses of the local society, such as: restaurants or cafes, laundries, boarding houses, internet cafes, entertainment, and so on. Moreover, the society can a little bit understand or speak in English, although there are only a few of them who want to learn English.

Looking at some facts above, the synergy and the partnership should be able to optimize the benefits of tourism development to increase the society welfare by empowering the society. A process that does not only increase the economy potency of the society, but also make effort to increase their value and dignity, confidence, and protect the system of cultural values.¹⁵ In tourism science, this strategy is known as Community-Based Tourism Development (CBT). CBT basically is one of the important ideas in the development of conventional tourism development. Defined CBT as follows:

- a. The form of tourism governance gives the opportunity for the local society to control and involve directly in the tourism management and development.
- b. The form of tourism governance that the society who does not involve directly is still able to get the advantages of the tourism.
- c. The systematic and democratic form of the tourism and fair distribution toward the poor society.¹⁶

The focus on Murphy's thought is the society as the host to be able to increase the achievement of the local society needs by themselves. Furthermore, the CBT also emphasize on some important keys in tourism management that uses CBT approach, they are:

¹⁵Bambang Sunaryo, *Kebijakan Pembangunan Destinasi Pariwisata* (Yogyakarta: Gava Media, 2013), 215.

¹⁶Peter E. Murphy, "Community driven tourism planning," *Tourism Management* 9, no. 2 (1988): 96–104, [https://doi.org/10.1016/0261-5177\(88\)90019-2](https://doi.org/10.1016/0261-5177(88)90019-2).

- a. The existence of facilities support from the government that is functioned as the facilitator, coordinator, and regulation agency.
- b. The existence of active participation from the stakeholders, because CBT in general aims for the tourism industry diversification that grows in the society.
- c. Fair sharing, either from the direct profit that is received by the society who owns a business in tourism sector or indirect profit that can be enjoyed by the society who does not own tourism business.
- d. The use of local resources sustainably that is owned and managed by all members of society, either individually or in a group, including those who do not own financial resources.
- e. Local institution strengthening that aims to organize the relationship among the society, resources, and the visitors. Institutional strengthening can be done by individual training and development.
- f. The existence of an effective linkage and coordination between regional and national level.¹⁷

Basically, CBT is closely related to the existence of active participation certainty of the local society in the tourism development, and local societies have different characteristics like local society with Spiritualness. Spiritualness values have important functions for society participation in the tourism development. “The spiritual dimension cannot be ignored, for it is what makes us human.....The proper diagnosis can be made only by some one who can see the spiritual side of man.”¹⁸

The society participation in tourism consists of two perspectives; they are: the society participation in the decision making process and the participation that is related to profit distribution received by the society from the tourism development. Therefore, basically there are three main principles in the tourism development plan strategy based on the society (CBT); they are:

¹⁷Yaman Amat Ramsa dan Mohd Abdullah, “Community-based ecotourism: a new proposition for sustainable development and environmental conservation in Malaysia,” *Journal of Applied Sciences* 4, no. 4 (2004): 583–89.

¹⁸Frank M. Loewenberg, *Religion and Social Work Practice in Contemporary American Society* (New York: Columbia University Press, 1988), 9.

- a. Engaging the society members in making decisions;
- b. Providing the local society certainty that they will receive the benefits of the tourism activities; and
- c. Providing tourism education for the local society.

The comprehension model towards CBT as above is often known as Albeit Western Perspektif. The focus of Murphy's thought is the society as the host and their willing to receive the benefits from tourism, so that every individual in the society should be pushed to be able to identify their own purposes and direct the tourism development to be able to increase the achievement of their own needs.

The local communities that grow and live together with a tourism destination have been a part of tourism ecology system that is related to each other. Therefore, a good plan is required so that the preservation of social, economy, culture, and environment aspects will always be the main consideration in the development plan of that tourism industry.

This CBT strategy is really compatible for the basic development and management of Kampung Inggris because, the society in Kampung Inggris is a conventional society that is very dominating in the development process. The institutions in here are established and developed by the society. In the future, the government functions should be really strong to maintain it in order to avoid a transition to the private sectors that will cause profit orientated. If the profit orientated happens, it will cause a loss to the society and the government itself, and it will also cause quality shifting that will give advantages for the private parties only.

In the process of the economy potency development, tourism human resources development is needed to be accomplished through the related institutions. The tourism human resources here means the potency inside the human beings to actualize their functions as the adaptive and transformative social beings who are able to manage themselves and their own potencies in order to reach the life welfare in a balanced and continuous system in tourism field.

According to the Constitution number 10, 2009 about tourism, the tourism human resources basically can be classified based on their institutions, as follows:

- a. Government and Local Government Institutions.

- b. Private Institutions.
- c. Society which religious norms and cultural values.¹⁹

In a scheme, the classification of tourism human resources based on their institutions can be classified as follows:

Number	Tourism Human Resources	Competency Level	Explanation
1	Tourism Human Resources (Apparatus)	Academics/ Researcher / Technocrats Scientists	State Universities, Civil Servants, Provinces, Regencies and Cities.
2	Non-governmental Tourism Human Resources	Academics/ Researcher / Technocrats Scientists	State Universities / PTN/ Private Research Institutions and Non-Governmental Organization (LSM).
3	Tourism Business / Industry Tourism Human Resources	Technical Personnel Professional	Tourism Business, Management, Top to Low.

The competency that is required by the tourism human resources in all levels based on previous classification are:

- a. Academics, researchers, scientists: human resources who have competency to develop tourism science;
- b. Technocrats: Human resources who have competency to develop tourism design, policies, product diversification and marketing;
- c. Professionals: human resources who have expertise to manage and develop tourism industries;
- d. Technical Personnel: Human resources who have skill competency to conduct technical responsibilities in tourism.²⁰

¹⁹ Pariwisata, Undang-Undang No. 10 Tahun 2009: Tentang Kepariwisataaan.

²⁰ Koster, *Konsolidasi Pendidikan Kepariwisataaan Indonesia* (Bali: STP Bali, 2005).

Besides CBT, strategy construction of Public-Private Partnership (PPP) in the process of tourism development is one of strategic ways in providing infrastructure and public service. The concept of Public-Private Partnership popularized by Osborne and Gabler (1992) in reinventing government is a concept of coordination that is arranged by the government and the private sectors based on the complementarity and mutually profitable principles that aims to actualize the effective and efficient public infrastructure and facilities provision. However, in fact, the implementation of good tourism governance in tourism development as an existence of the three pillars service often undergoes some obstacles in the field.

The biggest challenge in the process of entwining this partnership is the business model or formulas that can be agreed by both parties have not been found yet. The model business determination is not easy because it does not only have to be 'win-win' for both parties, but the form should not also against the business ethics or rules and the government itself, and it should not ignore the society as a very considerable voice.

The implementation of PPP in the framework of good tourism governance basically should be conducted based on the principles: fair, open, transparent, and competitive. The partnership that is conducted is usually in the terms of investment, risk, responsibility, and profit sharing from the public service in the tourism field. In order to guarantee the success of this PPP model implementation, these conditions below are required, such as:

- a. The protection for the third party's interest and rights;
- b. Enough support and control on the facilities;
- c. Business and market orientation;
- d. Internal coordination;
- e. A good project management.

The implementation of the three pillars partnership (Government, Private Sectors, Society) in the effort of tourism destination management and development sometimes meets some obstacles, such as the tourism regulation and its operational mechanism. Since the implementation of Regional Autonomy in Indonesia that is effectively started on January 1st, 2001, it in fact has given a strong signal that the authorized regional to manage its own regional, either in

the terms of government activities funding or the service for the society. The local government does not only play a function as the development operator, but also is functioned as the development initiator, motivator, planner, controller, supervisor, and fund raising, including in the tourism field.

However, in fact, there are still many obstacles met that obstruct the tourism governance itself, some of them are the local government policy that is sometimes unclear as the result of the overlapped rules between the central and the local government or the rules among the regions. It shows a fact that the regional autonomy implementation has not been followed with the program of regulation reformation.

As we know the importance of tourism regulation aspect, Good Regulation Governance (GRD) should be conducted, so the public sectors, the private sectors, and the society can obtain a harmonious condition. It should develop at least three elements of good regulation governance that is designed to maximize the efficiency and the effectiveness of tourism regulation that has become very urgent.

The three elements of good regulation governance that are developed should be based on the integrated approach and it should be mutually synergic among: (1) the adoption of tourism regulation policy in political level, (2) the instrument of tourism regulation quality control, and (3) the capacity of continuous tourism regulation management through institutions. Consequently, it is expected to be able to result a tourism regulation that has positive effect on all tourism stakeholders.

With some strategies and regulations that should be conducted in the management and development of the three pillars service as previously stated, the outcome / result from the synergy of the three pillars in the existence of Kampung Inggris have some other effects on the continuous development. Furthermore, with the existence of Kampung Inggris, it is expected that the tourism objects around Pare District and even in Kediri can develop along with a good development and governance. Besides, in order to be able to develop the tourism objects, there are three criteria, they are:

- a. Something to see means that object should have special attraction that is able to attract the tourist to visit. As what can done in

Kampung Inggris in the future, such as performing colossal theater of the local culture or local arts performance that uses English.

- b. Something to do means that the tourists can do something useful that gives pleasure. As what can be done by private sectors, for example through CSR, they build English Smart Park.
- c. Something to buy means that the facilities for the tourists are the landmark of that area. As what can be done by the government that develops the central of small and medium enterprises, such as the typical food of Kediri or Pare in specific.²¹

On the other hand, with the implementation of those criteria above, the food hawkers also get advantages by selling their food. All positive responses become an optimism to encourage the other courses in Kampung Inggris to combine the tourism village package in the educational tourism, besides; it is also expected to be able to attract the other tourists outside Kampung Inggris.

Conclusion

The functions of the synergy and the partnership of the three pillars (Government, Private Sectors, and Society) are still not good enough. The First, the passive government function in giving service, as the interview results of the interviewees that stated that the street and lights access in Pelem Village as the central of Kampung Inggris are still not good enough. The local society participation is dominating in the management and development of their business variables development that they have conducted since the first Kampung Inggris was established.

Those problems can be solved by the synergic partnership among the government, the private sectors, and the society that have various religious norms and cultural values in actualizing good tourism governance in order to optimize the tourism development benefits to increase the society welfare by empowering the local society that is combined with the strategy of Community-Based Tourism (CBT) Development. In the future, with the implementation of CBT, it is expected that the society domination will be stronger in order to actualize community based tourism, and the government functions in

²¹ Oka A. Yoeti, *Pengantar Ilmu Pariwisata* (Jakarta: Pradnya Paramita, 1996), 164.

the future become stronger as well in order to avoid the private sectors domination (profit oriented).

The combination of compatible strategies and perspectives becomes the basic in the management and development of educational tourism destination in Kampung Inggris with the synergy of the three pillars in order to actualize good tourism governance. Besides, tourism bureaucracy reformation should be conducted in order to actualize clean tourism government and good tourism governance in creating the effective and efficient synergy and partnership of the three pillars.

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