

# **The Possibilities of Joint Ventures between Communities and Tourism Investors in Traditional Dwelling**

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## **Abstract:**

This paper explores possibility of joint ventures between communities and tourism investors in traditional dwelling, especially in Setu Babakan where the Betawi tradition is conserved and seeks to identify implications for the further development of such ventures within the tourism industry. It is a further thought on research by the author in Betawi and Bali in 2011. The paper first looks at the context in which joint ventures are developing and then documents some examples. Tourism joint ventures between the private sector and the local communities can work in different contexts, including in traditional dwelling. Although many factors that affect the likelihood of success will be context specific, the critical success factors are some key principles that can be applied in different circumstances. Particularly where joint ventures are being developed on communal land, the existence of strong community institutions with legal rights over land and resources is important. Legal rights strengthen the community's negotiating hand, but their market power also depends on the market value of their assets. A problem facing communities is lack of information on market values. Some critical success factors are identified and their broader relevance to the tourism in Setu Babakan considered. The paper concludes that many factors that affect the likelihood of success will be context specific, but the critical success factors identified to date point to the emergence of some key principles that can be applied in different circumstances. These are summarized in the conclusion.

Keywords: Dwelling, traditional communities, tourism, Jakarta, Indonesia

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