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## Pattern of Entrepreneurship Approach As Effort to Develop Belahan Temple At Wonosunyo Village, Gempol Sudistrict, Pasuruan, As Tourism Spot

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### Abstract

Wonosunyo Village, Gempol Subregency, which is located at Regency Pasuruan, is a village at the eastern hillside of Penanggungan Mountain which is famous with its cool air and beautiful natural scene. This village is part of whole hillsides of Penanggungan mountain, where many historical sites, the relic temples of King Airlangga. Since the sites are always visited by many people for many purposes, the sites are supposedly becoming tourism business opportunity that will give many benefits for the people who live around the sites if the sites are continuously and properly managed. Unfortunately, the facts showed that the living condition of people around the sites are far from expectation. This is happened since the people around the sites are not yet capable to independently develop the potentials and resources they have, including the sites, to develop and promote historical relic Belahan Temple as a new icon of tourism which can attract the domestic and international tourists. As a preliminary study, this research is part of a long term development effort which is aimed at independently making a new tourism spot by empowering people who live around Belahan Temple. In this preliminary study, the research was done to dig the potentials of villagers who commonly work as farmers, and to interview formal and informal figures and the people. The data gained were descriptively analyzed and the analysis result showed that the research site has natural resources which have high potentials, and significant social, cultural, and organizational values. However, the infrastructure aspect and villagers' interest in the entrepreneurship effort are still low, or the villagers feel that they do not need to make the best use of the historical sites to gain benefit for them.

*Keywords* : Business Opportunity; Tourism; People Empowerment; Entrepreneurship

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