

ANALYSIS OF SOCIETY PARTICIPATION AND DESTINATION DEVELOPMENT IN TOURISM VILLAGES

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ABSTRACT

Malang Regency is an area in Indonesia with numerous capacities for tourism village. One of them is Gunungronggo Village. It has a lot of potential and attractions with the main tourist value namely the natural springs of Sumber Jenon. The study aimed to discuss the participation of local communities in Gunungronggo Village and its destination development. The analysis of study applied descriptive research methods and qualitative approaches. Methods of data collection were performed by observations, interviews with resource persons and documentation. The results of study showed that local residents' participations were divided into two types. First, an active participation was carried out by local communities who managed tourism, and people who sold food and drinks around destinations. Then, a passive participation referred to people who only took orders from their superiors and formed their participation by not doing activities which damaged the environment. Meanwhile, the development of destinations in Gunungronggo Village included five components. They were attractions, accessibility, amenities, ancillary services, and institutions.

Keywords: *Society Participation, Tourism Village, Destination Development*

ABSTRAK

Kabupaten Malang merupakan Wilayah di Indonesia yang memiliki banyak potensi Desa Wisata. Satu di antaranya adalah Desa Gunungronggo yang memiliki banyak potensi dan atraksi dengan atraksi wisata utamanya adalah sumber mata air alami Sumber Jenon. Tujuan dari penelitian ini untuk membahas mengenai partisipasi masyarakat lokal di Desa Gunungronggo dan pengembangan destinasi. Analisis yang digunakan dalam penelitian ini yaitu menggunakan metode penelitian deskriptif dan pendekatan kualitatif. Metode pengumpulan data dilakukan dengan observasi, wawancara dengan narasumber dan dokumentasi. Hasil dari penelitian ini bahwa partisipasi masyarakat lokal dibagi menjadi dua macam, yang pertama partisipasi aktif yang dilakukan oleh komunitas lokal yang mengelola pariwisata, juga masyarakat yang berjualan makanan dan minuman di sekitar destinasi dan partisipasi pasif, yaitu masyarakat hanya menjalankan perintah dari atasan dan bentuk partisipasinya dengan tidak melakukan kegiatan yang merusak lingkungan. Sedangkan pengembangan destinasi pada Desa Gunungronggo mencakup lima komponen yakni atraksi, aksesibilitas, amenities, ancillary services, dan institusi.

Kata kunci: *Partisipasi Masyarakat, Desa Wisata, Pengembangan Destinasi*

INTRODUCTION

Tourism is one of the promising sectors to be developed. For example, in Indonesia, tourism is being intensively developed and treated well by the government. Given that tourism has now been designated as the leading sector contributing to the nation's economy, even surpassing palm oil, this sector brings great hope as a motivator of people's economic activities.

In line with the development of tourism sector, there are also shifts. Tourists, who were previously doing passive activities such as sightseeing, sunbathing, gradually will choose more active tourism, involving their physique and emotion like adventure and also regional culture identification. Tourism which has more motivation than just having fun and recreation is usually called alternative tourism. Suwanto (2004:75) said that alternative tourism is a form of tourism arising as a reaction to negative impacts of conventional tourism development, and supporting environmental sustainability.

From this concept, village tourism, better known in Indonesia as a Village Tourism, is a concept which can preserve the environment as well as has a direct impact on the locals. With the Village Tourism, the authenticity and preservation of environment can be maintained for the present and the future. Village Tourisms certainly require facilities and basic needs for future tourists, which later these things will be provided by the local residents of Village Tourism, so that their participation is also an important key in tourism villages. In addition, with locals' participation, it is expected that the impact of tourism will be sensed directly by the people such as opening up employment opportunities, increasing society and local government income, as well as preserving the environment and original culture of the Village Tourism area.

Beside the locals' participation, tourism destinations are eminent, particularly in Village Tourisms as tourists can enjoy a variety of different experiences when traveling. The diversity of various components which complement each other in a destination has the same goal in providing an experience for tourists who come (Pavlovich, 2002: 206).

One of the villages in Malang Regency which is actively developing is Gunungronggo Village, with one of its main attractions, Sumber Jenon. Its existence in Gunungronggo

Village is an attraction for many tourists. However, Sumber Jenon without complete facilities and other attractions to provide a different experience for tourists will be lacking. In addition, the locals' participation cannot be assumed to be optimal. Only a few people manage Sumber Jenon and those as food seller who participate around the attraction. Based on the problem, the researcher wanted to more deeply analyze the society participation and destination development in Gunungronggo Village.

LITERATUR REVIEW

Village Tourism

According to the People's Core Tourism (PIR) in Hadiwijoyo (2012: 68) a Village Tourism is a rural area that offers a whole atmosphere that reflects the authenticity of the village both from socio-economic life, socio-cultural, customs, daily life, building architecture and village spatial structures that unique or unique economic activity, and has the potential to be developed. The most important thing is how this type of tourism can be managed as well as possible by providing empowerment for the community, providing experiences for tourists as well as creating welfare for residents and still in the context of sustainability (Nugroho 2015:10).

Society Participation

Saufi (2013: 803) says Society Participation is a tourism activity carried out by local communities in an area with economic benefits obtained by the local community itself. Also beneficial social outcomes such as training related to tourism. Suwanto (2004: 85) mentions that Society Participation can be divided into active participation, namely support that consciously helps government programs creatively and initiatives and passive participation, namely public awareness not to carry out activities that can damage and disturb nature.

Destination Development

Ricardson and Flucker in Pitana (2009:126) define a destination as a certain place visited during a trip, with some actual or perceived boundaries. The scope of the development of tourism destinations must at least include the following main components (Sunaryo, 2013:159); Attractions or Objects

and Attractions, this includes attractions that are primarily based on natural, cultural, or artificial wealth, Accessibility or accessibility, which includes transportation support such as transportation routes or routes, Amenities or amenities, namely supporting and supporting tourism facilities such as accommodation, restaurants and so on, Ancillary Services or supporting facilities, this includes facilities used by tourists such as banks, posts, hospitals and so on, and Institutions, related to the existence and role of each element in supporting the implementation of tourism activities

MATERIAL AND METHOD

This study used descriptive research and qualitative approach. It was conducted in Gunungronggo Village, Tajinan, Malang Regency, East Java Province. The instruments in this study were researchers, interview guides, and supporting tools. It focused on potentials in Gunungronggo Village, active and passive participations of the local residents in Gunungronggo Village to develop Village Tourisms and destinations in Gunungronggo Tourism Village. For the data analysis, it applied Miles and Hubberman's t analysis model.

Data Collection

In order to explain the data collection methods, we included in-depth interviews with the chosen stakeholders in Malang Regency Tourism and Culture Office, Gunungronggo Village Head, Tourism Village Institutions, and locals as the party who oversaw the understanding of society participation in Tourism Villages. The data collection was also performed by observation and documentation.

RESULT AND DISCUSSION

Tourism in Gunungronggo Village still highlighted Sumber Jenon attraction only. Thus, tourists did not know other its potentials, such as the bridge and slopes of Mount Ronggo, as well as the agro-tourism in corn, rice, sugar cane and vegetable fields. The bridge and slopes of Mount Ronggo were paths for specific activity tours of cycling and trails. They could also be considered to be underdevelopment. Only the bridge was painted, while the mountain slopes were still roads with fairly steep contours. Regarding the agro-tourism, curenly the party of Village-owned Enterprises (BUMDes) as the

tourism manager in Gunungronggo is still planning it.

Society Participation

Hall in Aref (2011:20) said that society involvement is important in fostering communities to support tourism development and to increase the long-term sustainability of a tourist destination. It was in line with the expectations of the Gunungronggo Village Head who wanted tourism to prosper the locals and increased the economic impact of tourism.

In Gunungronggo Village, locals' participations were divided into active and passive ones. The active one carried out by the people of Gunungronggo Village could be seen from the formation of an organization which managed tourism, namely Village-owned Enterprises (BUMDes) Argotirto. In addition, there was also active participation carried out by individuals, whosold food and beverage around tourist attractions which are currently being developed, Sumber Jenon. There were also guards near prayer rooms, toilets, and tire rentals at Sumber Jenon baths. Some people also actively participated in maintaining the security. The locals welcomed tourists. It could be seen from the hospitality when tourists asked directions or roads. In addition, the locals also actively participated in traditional events. They worked together to make traditional food (*encek-encek* and *tumpeng*) to be consumed collectively by all villagers.

Regarding the passive participation, locals tended to only carried out orders from superiors. Thus, their form of participation was by avoiding activities which could damage and disturb nature. In addition, they did not voice their opinion even though they had attended the socialization held by tourism managers.

Destination Development

Prasiasa (2013:20) said that tourism destinations include attractions, facilities and tourism resources, as well as local residents which can later develop into larger destinations. It is in line with the coverage of main components in a destination according to Sunaryo (2013:159), which includes:

1. Attractions.

According to Suwena (2010:101) capital attractions which will attract tourist arrivals are divided into 3: natural tourist attractions, cultural tourist attractions and specific activity

tourist attractions. In Gunungronggo Village, the natural attractions were represented by Sumber Jenon, the agriculture and rice fields on slopes of Mount Ronggo which could be developed into agro-tourism concepts. Then for cultural attractions, there are events held annually, such as Nyladran, bersih desa (a ritual custom) and Nglampet events. Finally, the specific activity attractions were trails and cycling.

2. Accessibilities.

They are directions to Sumber Jenon available in several places. Roads throughout the village had also been repaired and paved with asphalt so that they were comfortable to pass, also wide enough for four-wheeled vehicles. It was very beneficial for tourists who came with private vehicles, but unfortunately to visit by public transportation was still difficult.

3. Amenities.

They include series of facilities to meet the demand of accommodation (places to stay), the provision of food and beverages, entertainment venues, shopping areas and other services (Sugiana, 2011:78). It could be assumed that Gunungronggo Village had not met the needs of amenities yet, as it was still in the planning and development stages. The existence of homestay accommodation facilities was planned along with the development of tour packages. Then, for the provision of food and drinks, there were stalls around Sumber Jenon. Also inside the Sumber Jenon bathing tour, these were just simple stalls with snacks such as fried foods, meatballs and packaged instant drinks.

4. Ancillary Services.

They support the implementation of tourism activities such as banks, ATMs, hospitals, security posts and so on (Sunaryo, 2013:159). In Gunungronggo Village the provided ancillary services were still very limited. ATMs were only at minimarkets on the main road before entering Gunungronggo Village. Meanwhile, the hospital was only a small clinic covering the entire village and *POSKESDES* (Village Health Post). The post office and security post could be found on the route to Sumber Jenon, respectively. As for those who supported the implementation of tourism, the management was entirely controlled by *BUMDes* Argotirto. There were no stakeholders, because they prioritized the livelihoods of local residents. Travel agents were not yet available, and tour guides were

available when required and provided by *BUMDes* managers and locals.

5. Institutions.

Sunaryo (2013:117) explained that institution's components with their respective roles and functions include the central and local governments, the private sector or the tourism industry, and the tourism people. In Gunungronggo Village, the local government—Malang Regency Government, played a role, which was overseeing village development through the Village and Society Empowerment Service (DPMD). There were still no private parties or the tourism industry in Gunungronggo Village who had an active role in its development. The last component of institution—the tourism society, did the role as the host, by supporting the tourism implementation. Lastly, there were those who performed a role as business actors by providing food and beverages around Sumber Jenon and renting tires for tourists there.

CONCLUSION

The potential of Gunungronggo Village is quite diverse, ranging from the recognized natural potential by many tourists, namely Sumber Jenon, to those unknown by many people such as the Peller Bridge, and the slopes of Mount Ronggo. There is also a plan to develop an agro-tourism tour package in Gunungronggo Village where there are fields of corn, rice, sugar cane and vegetables, as well as the potential for cultural tourism, namely the Nyladran traditional event, village clean-up ceremony, and Nglampet. Also, the potentials for specific activities are trail and cycling.

Then, an active participation is performed by parties involved in Village-owned Enterprise (*BUMDes*) Argotirto. The locals provide supporting facilities for tourist needs such as selling food and beverages, maintaining toilets and prayer rooms, and renting tires at Sumber Jenon. They are also friendly and welcome the tourist arrivals well. Meanwhile, a passive participation is by preserving the original environment of Gunungronggo Village, helping to maintain security and cleanliness, and carrying out orders without any self-initiations from Village Heads as the superiors.

The development of destination consists of five main components. They are attractions which consist of Sumber Jenon, Nyladran traditional events, clean villages and

Nglampet, lines for trails and cycling trails. Though the accessibility is good and easy to access, the amenities have not been fulfilled properly. Judging from the absence of accommodation, the provision of food and beverage is only in simple stalls owned by residents, while tourism information centres, tourist agents and so on have not yet existed. Ancillary Services in Gunungronggo Village has not been fulfilled. ATMs are located far before entering the village, the hospital is only a small clinic, parties who support tourism such as travel agents, stakeholders, have not yet existed in Gunungronggo Village. Institutions consist of Malang Regency local government and the village residents whether they are members of BUMDes Argotirto or not. In addition, there are no private parties in the development of Gunungronggo Village.

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