Community-Based Tourism Development at Gajah Mungkur Wonogiri Tourist Attraction

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Abstract. This study aims to identify: (1) the level and inhibiting factors of community participation, 2) the direction of community-based tourism development in Wonogiri Multipurpose Dam. The data were collected by field observation, documentation, and interviews with stakeholders in Wonogiri Multipurpose Reservoir Tourism Area. Data analysis are using descriptive qualitative and SWOT analysis accompanied by analysis of sustainable tourism development 3A (Attractions, Accessibility, Amenitas) as supporting data. The results of this research shows that: (1) the level of community participation is still low, and the inhibiting factor of public participation is the low of public perception about tourism potency and opportunity, the tourism object is only centered on one location, and spatial arrangement, (2) based on SWOT analysis, the direction of community-based tourism development is suggested, as resulted in increased tourist attraction in the Wonogiri Multipurpose Dam in the form of community involvement (planning-evaluation), spatial planning, and maximizing the promotion.

1. Introduction

Development is basically aimed to improve the welfare of the community in all fields. Development activities are led to improve the utilization of human resources and natural resources. The national development continues to be improved basically in economic growth to achieve basic needs, improve living standards and create job creation. The rapid development is marked by the improvement of progress in various fields, including the increase of development in the industry sector which in turn gives impact to the lives of community, both positive and negative impacts.

One sector being developed is the tourism sector. Nowadays, tourism field is a potential field in the development of a country since tourism is considered to bring a positive impact as a motor of economic activity in the country. Region with tourism potential can revive the economic activities of its surrounding community with the emergence of small to medium-sized enterprises, reduce unemployment, increase public revenues, and increase local revenues which will be re-used by the government to carry out development in the region and achieve prosperity [1]. In other words, tourism is an industry which is capable of generating rapid economic growth in providing employment, increasing incomes, living standards and stimulating other production factors. The development of the tourism sector is one way to reach a modernization which has brought many changes in human life as well as the way of environmental utilization.

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Tourism is one of the promising sectors. It provides great opportunities for national development. In this case, the national development refers to increase economic growth, improve the welfare of the people, eradicate poverty, overcome unemployment, conserve nature, environment and resources, promote culture, raise the image of the nation, nurture the love of the country, strengthen the identity and unity of the nation and cultivate international relationship [2].

Indonesian Tourism is the tourism that comes from, by and for the people. Therefore, in the planning of tourism development, it must involve local people, especially who are around tourist destinations. This is because the local community is the owner and more know the destination [3].

Application of community-based tourism (CBT) is a tourism development approach with participatory planning. Based on reference [4] CBT is a tourism that focuses on environmental, social, and cultural sustainability within one whole package. It is managed and owned by the community, for the community. It aims to enable visitors to raise their awareness and learn about community and local wisdom.

Community-based tourism is a tourism that is developed from society, by society, and for the community [5]. The processes within the grassroots community-based tourism system include planning, investment, implementation, management, and evaluation. Community participation in coastal tourism development covers 4 (four) indicators, namely participation in planning, participation in implementation, participation in the utilization of results and participation in evaluation [6]. Nevertheless, the role of government or private sector is also needed, not to dominate but simply to provide support.

There are several principles of Community-Based Tourism that must be done, namely: 1) recognize, support, and promote community ownership in tourism; 2) engaging community members from every stage of tourism development in its various aspects, 3) promoting pride in the community; 4) improve the quality of life; 5) ensuring environmental sustainability; 6) protect the unique (uniqueness) and cultural characteristics of local communities; 7) developing cross-cultural learning; 8) respect for cultural differences and human dignity; 9) distribute benefits and benefits proportionately to members of the community; 10) contribute to a certain percentage of revenues earned for community development; And 11) highlight the authenticity of public relations with the environment. Based on that opinion, it can be seen that Community-Based Tourism (CBT) is very different from the development of tourism in general (mass tourism). In CBT, the community is a major player in the process of tourism development, with the ultimate goal of improving community living standards [4].

The Wonogiri Multipurpose Dam, which was inaugurated in the 1980s, was a gigantic, multipurpose, multipurpose dam, used for flood control, hydroelectricity and irrigation. Wide pool of water reservoirs that are accommodated by the dam reaches 8,800 ha inundating 52 villages located in 6 subdistricts. The water reservoir comes from several tributaries or sub-watershed in the upper part of the Bengawan Solo River Basin, namely: Keduang sub-watershed, Wiroko, Temon, Upper Solo, Alang Unggahan, and Wuryantoro. Wonogiri Multipurpose Dam Damage later known as Gajah Mungkur Reservoir. Now, in addition to fulfilling its main function economically and socially, the existence of Wonogiri Multipurpose Dam has provided many benefits for the surrounding community. Those are the development of cultural potential, fishery, and tourism. Tourism potential such as Gajah Mungkur Reservoir Area has an area of approximately 88 Ha. It is located on the west side of Wonogiri Multipurpose Dam, on the edge of Wonogiri - Wuryantoro highway in Sendang Village, Wonogiri District. Gajah Mungkur Reservoir tourist area has a beautiful, unique, and interesting scenery. It has the expanse of water surrounded by hills Seribu Mountains potential to be developed into community-based tourism.

Community involvement is essential to reduce the gap since the residents are the one who know the most what issues to solve and how they should solve them. It is generally assumed that local communities should be included in the planning and implementation of tourism because tourism activities should contribute to their welfare [7]. CBT tries to provide the question of how tourism can improve the process of community development, not on how people can benefit more from tourism [8].

The linkage between the economy of the local population, the conservation of natural resources and the preservation of local culture will result in sustainability [8]. It requires a strong commitment to nature and society to get the positive impacts such as preserving the natural environment and increasing the welfare of local communities.

The development of community-based tourism is a valuable and essential opportunity for community empowerment through community involvement in skills and self-confidence. Improving community empowerment is not the only key to community-based success, but for community development as a whole.

Based on the background of the problem, this study focused more on the analysis of tourism development in Gajag Mungkur Reservoir Tourism Area by prioritizing the concept of community-based tourism development, so it is expected to provide significant benefits for the welfare of local communities equally and sustainably. Thus, the purpose of this study is to determine: (1) levels and factors inhibiting community participation, and (2) direction of community-based tourism development in Wonogiri Multipurpose Dam.

2. Research methodology

This research is descriptive qualitative research (data presentation, data reduction, and conclusion) by using spatial approach. Population in this research is all perpetrators of tourism in Sendang village, Wonogiri. Tourism stakeholders consist of tourists, tourism managers, the tourism industry/service providers, supporting travel services, government, local communities, and non-governmental organizations. The sampling was done by Purposive Sampling and Accidental Sampling technique. Data collection can be done in various settings, various sources and various ways. Technique of collecting data in this research use observation, interview and documentation. Data validity using source triangulation techniques. Data analysis technique used in this research is SWOT analysis accompanied by analysis of sustainable tourism development 3A (Attractions, Accessibility, Amenitas) as supporting. SWOT analysis used to determine internal strengths and weaknesses, as well as opportunities and external challenges or threats of a tourist attraction. The data obtained will be analyzed by using SWOT Analysis, which is comparing between internal and external factors in the form of EFAS matrix and IFAS matrix. These factors are used for reference in determining the direction of community-based tourism development.

3. Results

3.1. Level of participation and inhibiting factors of community participation

The level of community participation in tourism development is viewed from 6 indicators: participation in planning, participation in investment, participation in implementation, participation in management, participation in the utilization of results and participation in evaluation. The following is the description seen in Table 1.

Table 1. Level of Participation

No.	Indicators of Participation	Dominant Participation
1	Planning Community participate in deliberations Community takes initiative to give opinions on tourism policy	Government
2	Investment Minority of community invest in tourism Funding is still sourced from the government	Government
3	Implementation There are tourist attractions shown by the community Public participation in the tourism area, such as markets (food stalls, souvenirs), services (parking, tour guide, boat), fishery (keramba) The community participates in maintaining security, comfort, order and cleanliness of the tourist area Society shows its understanding towards tourists Community also promotes Community tourism object	Community
4	Management Community involved in the management is a community incorporated in the Pokdarwis government	Government
5	Utilization of Result Only people who participate in tourism and around tourist objects (food stalls, drinks, souvenirs, boat tenants) whose income increases Government	Government
6	Evaluation Communities are involved to assess tourism development policies The community takes the initiative to provide assessments, criticisms and suggestions on the Government's tourism development policy	Government

Source: The analysis data of the research, 2017

Based on the results of interviews, it is broadly deriving some factors inhibiting public participation in the form of low public perceptions of tourism potentials and opportunities, tourism object is only centered on one location, and spatial arrangement that has not been optimal.

3.2. The direction for community-based tourism development

Based on SWOT analysis undertaken for the direction of community-based tourism development resulted in increased tourist attraction in Wonogiri Multipurpose Reservoir in the form of SWOT Matrix table, as the following Table 2.

Table 2. SWOT matrix

	Strength (S)	**Weakness (W)**
	1. The attraction of an attractive and natural tourist attraction 2. There are organization or community groups as the embryo of the birth of the tourism conscious group as a tourist manager 3. Community participation in the tourism industry already exists in the field of trade (food stalls, souvenirs), services (parking, boat tour guide), fishery (keramba) 4. Inadequate infrastructure 5. Openness to visitors	1. Village community participation tends to be executor or object 2. Low public perception of potential and tourism opportunities and not maximal promotion 3. Tourist attractions centered on one location 4. Accessibility in tourism object less support 5. Deposit funds
Opportunity (O)	**SO Strategy**	**WO Strategy**
1. There is a government regulation that encourages the development of community-based tourism 2. The tourism market is still wide open	**1.** Involving the community in community-based tourism development from planning to evaluation **2.** Developing a community-based tourism program that is unique to the natural and cultural potential of the local community **3.** Maximize attraction, accessibility, and amenitas as well as promotion	1. Assistance to the community to oversee the process of becoming community-based tourism 2. Improving the human resource capability of Sendang village community by conducting training in tourism sector
Threat (T)	**Strategy ST**	**Strategy WT**
Lack of coordination between government and community	Building coordination between government and community groups with improvement of community-based tourism institutions	Providing counseling, guidance and explanation to the community, especially those living around the tourism object, about the importance of tourism or the benefits of tourism development for efforts to support regional economic development and improve the welfare of the community, especially rural communities who reside around the attractions

Source: The analysis data of the research, 2017

4. Discussion

4.1. Level of Participation and Inhibiting Factors of Community Participation

From the results of the study, it is explained that the level of public participation in the development of community-based tourism in the object of the Gajah Mungkur reservoir is still low because the level of power control for development and management is dominantly in the hands of the government. This is due to the low perception of the public about the potential and tourism opportunities, attractions are only centered on one location, and spatial arrangement. Changes in public perception can be urged by giving counseling, direction and explanation to the community, especially those living around the tourism object, about the importance of tourism or the benefits of tourism development for efforts to support regional economic development and improve the welfare of rural communities who live around attractions. This counseling will increase the knowledge of behavioral changes from the community of Sendang village on how to maintain the village environment and increase public awareness of the progress of the region by making it community-based tourism. It needs to be done spatial arrangement so that the tourism object is only centered on one location and the facilities available in the tourism object can be enjoyed evenly by the tourists so as to increase the opportunity of the surrounding community to open a business.

Based on the observation and information from the respondents, it is shown that the community has not been actively involved in the tourism sector, only a few people who work in the tourism sector such as food and beverage sellers at coastal tourism sites, jukung boat providers and some people working as hotel or villa employees. That exists, but the average community works as farmers.



Figure 1. Form of community participation

Community participation is a major support in the preparation of community-based tourism development planning. The main objective of the development is to focus more on the interests of the local community so that the programs are targeted and provide the greatest benefit to the local community. Ideally, the participation of the community is considered as an effort to foster the ability of the community to participate, so that the development process can reduce the burden and finally the development can be felt fairly and evenly [10]. Referring to the level of the level of participation is the strongest or high if the level of participation is at the level of community control which means that the power of development and management is entirely in the hands of the community [11].

4.2. The direction for community-based tourism development

The direction of tourism development based on SWOT analysis result is along with analysis of 3A Tourism Development (Attraction, Accessibility, Amenitas) as the following: (i) Involve the community in the development of community-based tourism from planning to evaluation, such as: Decision making

on tourism development policy is more concerned about the community; The surrounding residents provide their homes as lodging for visitors who want to spend the night; Community participated in local cultural arts attractions and sales of food and beverage business and souvenirs typical of Sendang village, Wonogiri. (ii) Increase public human resource preparedness and establish the institution or organization of tourism supporters such as tourism conscious groups. Village community organizations / organizations have an important role in the sustainability of tourist villages so that the need to establish an organization such as tourism conscious groups. Increasing the ability of community human resources Sendang village, Wonogiri by conducting training, especially in the field of tourism, such as the prime service program of travel, training programs and enhancement of local art and culture. (ii) Provide counseling, guidance and explanation to the community, especially those who live around the tourism object, about the importance of tourism or the benefits of tourism development for efforts to support the development of regional economy and improve the welfare of rural communities who live around the attractions With this counseling will be increased knowledge of behavioral changes from the village community Sendang about how to maintain and maintain the village environment and increase public awareness of the progress of the region by making it community-based tourism. (iii) Conducting spatial arrangement of facilities and infrastructure so it is not centered in one location. (iv) Conducting community-based tourism promotion: Promotion of Printed Media, This kind of promotion is done by making banners, advertisements in newspapers, magazines, books, stickers, pamphlets, flyers and so forth; Electronic Media Promotion, Electronic media is one way to promote by using television and radio; Internet Media Promotion, Internet media used is to create a website and Instagram; Other Media Promotion. It can be done by holding or organizing events or arts performances are routinely held every day with the aim as an attraction to the community to come.

5. Conclusions and Recommendation

5.1. Conclusions

Based on the results of research and discussion, it can be concluded that: The level of community participation is still low. The power for development and management is still dominated by the government, whether in terms of planning to evaluation. Inhibiting factors of community participation in the form of low public perceptions of tourism potentials and opportunities, tourist attraction centered on one location, and spatial arrangement. The direction of community-based tourism development in the Wonogiri Multipurpose Reservoir constitutes community participation in all aspects (planning-evaluation), spatial planning, and maximizing community-based tourism promotion.

5.2. Recommendation

The recommendation that can be given: It is needed to do community-based tourism development in Gajah Mungkur Reservoir. It increases the human resources, especially in the tourism sector, both quality and quantity. It is very necessary to be done to improve the quality of service and support the management of tourism destinations efficiently. Key to the success of community-based tourism involves the community in planning and evaluation. A multi-stakeholder approach involving all parties (government, communities, NGOs, and tourism enterprises) can align perceptions of community-based tourism objectives. This similarity of perception is the basis for joint planning and development of management structures that are required to build a tourism sector that supports the protection of natural and cultural resources. Village community organizations have an important role in the sustainability of tourist villages so it is necessary to establish an organization such as tourism conscious groups. Socialization of tourism awareness movements and campaigns on hygiene and environmental sustainability is intended as an effort to raise public awareness to be more concerned about the importance of maintaining cleanliness and environmental sustainability. The tourism awareness movement is needed to improve people's understanding of tourism so that the enchantment program can be done well. It is expected that people and tourists who come to visit can still maintain environmental sustainability such as not dispose of waste or litter carelessly; Need further research related to the

development of tourist attraction, analysis of tourism development in Gajah Mungkur tourism object. The impact of tourism on the economic and socio-cultural aspects of the Sendang village community, the environmental impact analysis of tourism activities in Sendang village, and other related research.

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