

Community Readiness in the Development of Community-Based Natural Tourism Village in Ngestirejo Gunungkidul

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Abstract

The development of tourism can encourage the economic growth of the community, especially in the tourism village community of Ngestirejo. In its development can not be separated from the involvement of the surrounding community, local government and private parties or companies. Various parties have supported the development of this tourist village, namely the Ngestirejo community, the Pordasi Organization (All-Indonesian Horse Sports Association) Special Region of Yogyakarta, and the local government of Gunungkidul Regency. The purpose of this study is to describe the readiness of the community in the development of community-based nature tourism villages. This research is an exploratory case study with selected informants using purposive sampling method. Data were collected through in-depth interviews, observation, and documentation. Data analysis uses the stages of data collection (data collection), data reduction (data reduction), data presentation (data display), and drawing conclusions or verification (conclusions). The result of the research is that there is a form of community readiness both in physical and non-physical terms in the development of community-based nature tourism villages.

Keywords

Development; tourism; tourist village; pokdarwis



I. Introduction

Tourism development has been carried out with the aim of tourism as an agent in development (Sharpley, 2002; Sharpley & Telfer, 2008; Smith & Duffy, 2003). Tourism can be developed with the tourism potential in an area. Tourism potential can encourage economic growth by prioritizing tourism development (Scheyvens, 2002:23). The purpose of tourism development is to develop communities by taking the side of local communities to provide regenerative economic and social wealth (Aquino & Schanzel, 2018). Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

Tourism development cannot be separated from the support of both the community and the government. As stated in Law No. 10 of 2009 Article 1 point 3 concerning tourism, that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. The involvement of local communities, the government sector, and the

private sector is important in the preservation and sustainable use of natural resources (Goodwin, 1997; Keraf, 2000; Klun, 1998).

Smith's study (1993: 56) explains that tourism development will be successful if it involves and empowers the community by paying attention to habitat, heritage, history, and handicraft. This form of tourism is not only receptive to tourism activities but is involved in tourism development. This is because such involvement can foster a sense of belonging and maintain tourism activities (Muhamad, 2015). The existence of differences in the ability of the community to engage in tourism development needs to be considered in order to form a conducive climate for every tourism actor to participate (Muhamad, 2015). The government has an obligation to increase community participation because the community is considered ready to accept and adapt (Inskeep, 1986).

However, the reality on the ground shows a different condition. The results of the Palimbunga study (2018) show that support is only one-way, namely only from the government, the community is not involved in the tourism service process. In line with the study of Hermawan and Hutagulung (2021) which states that community involvement is only limited to participation that must be requested, without a request, public awareness in tourism development is still low. The involvement of elements that are not comprehensive which includes the community, entrepreneurs and the government, causes the community's unpreparedness in managing tourism (Nurazizah and Darsiharjo, 2018).

Community readiness in tourism development is needed, so as to realize sustainable tourism (Delfiliana and Dewi, 2016). Community readiness is explained as the overall condition that makes it ready to respond or answer in a certain way to a situation (Rahmat, 1991; Slameto, 2010). Furthermore, Mulyani (2015) argues that readiness is an action taken by someone to design something. This opinion is reinforced by Dalyono (2015) which states that readiness is a fairly good ability physically, mentally and learning equipment. Furthermore, it is explained that aspects that affect readiness are physical, mental, emotional conditions, needs and skills.

Several studies from research state that the level of readiness of the community in tourism development is still low (Ningsih, 2002; Sugiharto, et al, 2012; Delifiana and Dewi, 2016). The form of community readiness in Ningsih's study (2002) in the form of low readiness to read, listen and issue ideas in tourism development, low readiness to open restaurants, inns and souvenir/souvenir shops and low readiness to become professional tour guides. The results of the study by Sugiharto, et al (2012) explained that the level of community readiness in tourism development was still low, namely at the planning and evaluation level. While the study by Delifiana and Dewi (2016) is a form of low community readiness in the form of readiness in developing tourism awareness groups, readiness to carry out development in the field of fisheries, and readiness to develop regional arts. Aspects of readiness according to Slameto (2015) include: (a) Physical, mental, and emotional conditions, (b) Needs or goal motives, and (c) Skills, knowledge, and other understandings that have been learned.

Community readiness is a form of community response in tourism development (Anisa, 2019). Furthermore, it is explained that readiness is the basis for the development of sustainable and quality tourism. Soemanto (2012) states that the principle of readiness includes; a) All aspects of growth interact and together form readiness, b) one's experience also influences individual physiological growth, c) experience has a cumulative effect on the development of individual personality functions both physically and spiritually, d) if readiness to carry out certain activities is formed in the one's self, then certain moments in one's life is a formative period for personal development. Meanwhile, according to Andriyani, the type of readiness

The tourist village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that blends with applicable procedures and traditions (Yuliati & Suwandono, 2016). Tourist villages are divided into three categories according to Simanungkalit et al. (2017), namely embryonic tourism villages, developing tourism villages, and developed tourism villages. An embryo tourism village is a village that has tourism potential that can be developed into a tourist village and there has been a community movement to manage it into a tourist village. Developing tourism villages, namely embryonic tourism villages that have been managed by the community and the village government independently, have started to carry out promotions and there are already tourists who are interested in visiting.

Meanwhile, the grouping of tourist villages is grouped into four categories by the DIY Provincial Tourism Office (2014), namely a) Tourism village based on the uniqueness of local cultural resources as the main tourist attraction., b) Tourism village based on the uniqueness of natural resources as the main attraction such as mountains, plantations and agriculture, coastal areas, c) tourism villages based on the unique combination of cultural and natural resources as the main attraction, d) tourism villages based on the uniqueness of creative economic activities such as the craft industry as the main tourist attraction.

Ngestirejo is one of the tourist villages in Gunungkidul Regency with a focus on community-based nature tourism (Trisanti, et al, 2019). This is evidenced by the natural potential in the form of Caves and Lake Tritis. In addition, the existence of a certificate from the tourism office regarding the tourism awareness group (Pokdarwis) further strengthens the existence of the Ngestirejo tourist village. The results of previous studies (Trisanti et al, 2020) explained that the origin of the tourism village came from the idea of the local community. On the way to the tourist village, the tourist village of Ngestirejo there are many touches from various institutions for the development of tourist villages. One of the organizations incorporated is Pordasi (All-Indonesian Horse Sports Association) Special Region of Yogyakarta.

The high motivation of the Ngestirejo community in pioneering the development of tourist villages makes the nature tourism there a tourist village initiated by the local community. This strength is a symbol that the management of community-based tourism (CBT) villages is. Hausler in Ainun et al (2019), CBT is an approach to tourism development that emphasizes local communities, both those who are directly involved in the tourism industry or not in the form of providing opportunities or access in tourism management and development which lead to political empowerment through a more democratic life, included in the sharing of benefits from tourism activities that are more equitable for local communities.

The existence of support from various parties, both the community, government and private sector in the development of the Ngestirejo tourist village, the Ngestirejo community should have both physical and non-physical readiness in developing community-based nature tourism. Therefore, this research focuses on community readiness in developing community-based nature tourism villages.

II. Research Method

The research uses an exploratory case study method and the research approach uses a qualitative case study method that is used to obtain information on community readiness in developing community-based nature tourism villages in Ngestirejo Gunungkidul. This research is an exploratory case study with the sample selected using purposive sampling

method. Qualitative research, purposive sampling technique is a method used to achieve a particular research objective. There is no limit on the number of respondents to make a purposive sample, as long as the expected amount of information can be obtained and generated (Bernard, 2002), in the case study all respondents were interviewed until data saturation had been reached and no new information could be obtained (Guest et al. al., 2006; Krysik and Finn,

This research was conducted in Ngestirejo Village, Tanjungsari District, Gunungkidul Regency, DIY with the target of Pokdarwis members in the tourist village of Tritis Ngestirejo. Data were collected through in-depth interviews, observation, and documentation. An interview is a conversation with a specific purpose carried out by two parties. Observations are complemented by observation guidelines to examine community activities as well as tourism actors, tourism activities in the tourist village of Ngestirejo, and educational activities in the community. Meanwhile, documentation is used to examine in depth various recordings of activities related to the research theme in the form of reports, archives, web sites, photos of activities, and so on.

Data analysis uses the analysis steps of the Analysis Interactive Model from Miles and Huberman (2007), which divides the steps in data analysis activities into several parts, namely: data collection (data collection), data reduction (data reduction), and data presentation (data collection). display), and drawing conclusions or verification (conclusions).

This research uses Sutopo's (2006) triangulation techniques are (1) triangulation of data/sources (data triangulation), (2) researcher triangulation (investigator triangulation), (3) methodological triangulation (methodological triangulation), and also (4) theoretical triangulation. The extension of the observation is also to validate the data by re-observing various activities that occur in the tourist village of Ngestirejo in accordance with the theme or focus of the research. The validity of the data in this study was further achieved by asking for opinions from experts and/or practitioners through focused discussions to discuss community readiness in developing community-based nature tourism villages.

III. Result and Discussion

The readiness of the community in developing a tourist village is divided into:

3.1 Readiness of Tourism Awareness Groups (Pokdarwis)

a. Physical readiness

The physical readiness of the community in the development of community-based tourism villages is the existence of a physical environment that supports the continuity of activities as preparation for a tourist village. The forms of readiness include:

a. Tritis Lake

Telaga Tritis is a natural potential owned by the Ngestirejo people who have stories culturally by the local community. The existence of the lake is a motivation for the community to continue to preserve it. The form of cultural preservation carried out by the community is to make it a tourist place that is united with nature. Even though the current condition of the lake is still constrained by the water supply, the community is still motivated to keep caring for the environment around Tritis Lake.

b. Tritis Cave

Tritis Cave is a cave whose existence is the same as Tritis Lake, which is located side by side. This cave is unique to the village of Ngestirejo, because under the cave there is a flow of water or a kind of river. However, the depth of the cave until now cannot be

known because it has not been done related to the depth of the cave. Tritis Cave has a very beautiful natural beauty, namely the presence of stalagmites around the outside of the cave that form beautiful carvings.

c. Road as access to Goa and Lake Tritis

Access roads to Telaga Tritis and Goa Tritis can already be passed by four-wheeled vehicles. In addition, the surrounding community continues to maintain the cleanliness and safety of the road even though this road is included in the village road.

d. Gasebo and parks to support tourism activities

Gasebo and parks around Tritis Lake and Caves were created by tourism awareness groups (pokdarwis) to increase the readiness of the lake and cave locations as natural tourist attractions.

e. Horse stables as a place to keep horses

Pokdarwis has made a horse stable in preparation for the horses to be cared for in the stables around Goa and Telaga Tritis. The construction of the cage has been coordinated with the village in collaboration with the Pokdarwis.

f. Horses used to support horse tourism

Pokdarwis received horse assistance from a special Yogyakarta fund through Pordasi (All-Indonesian Horse Association). This condition was well received by the people of Ngestirejo, especially pokdarwis.

b. Non-physical readiness

Non-physical community readiness in the development of community-based tourism villages, namely the existence of human resources as executor of tourism activities which include readiness:

a. Pokdarwis' readiness

The Pokdarwis who manages the tourist village of Ngestirejo is named Asma Dewi. The existence of an organizational structure that has been made in the group shows that Pokdarwis is enthusiastic and has high enthusiasm for managing tourist villages, especially horse tourism villages.

b. Readiness to learn and practice

Pokdarwis Asma Dewi has a high motivation to continue learning about the management of the Ngestirejo tourist village. The activities that have been carried out are participating in capacity building training as an increase in the capacity of tourism village managers which includes knowledge and skills in managing tourist villages. Other training that has been followed is how to take care of horses and demand horses to ride horses. This is done because the pokdarwis will later be responsible for the management of this tourist village.

c. Physical readiness

The physical readiness of the tourism-aware group (Pokdarwis) can be seen from the youth who are always ready to take part in training activities and always want to learn more than what they have received so far. This commitment was agreed by the Asma Dewi Pokdarwis that to become a successful tourist village, one must be compact and have a high commitment.

d. Spiritual readiness

Spiritual readiness is also manifested in the attitude and pride of Pokdarwis in managing tourist villages. Pokdarwis has a disciplined attitude in the activities of membership meetings. Meanwhile, the pride of Pokdarwis is manifested in the activities of always maintaining group cohesiveness to realize the Ngestirejo tourist village.

3.2 Community Readiness in Managing Tourism Villages

Ngestirejo tourist village is included in the category of embryo tourism village. An embryo tourism village is a village that has tourism potential that can be developed into a tourist village and there has been a community movement to manage it into a tourist village. This condition has occurred in the tourist village of Ngestirejo, where the community has carried out many activities to prepare for the realization of a tourist village.

The readiness of the Ngestirejo village community can be seen from their contribution in supporting various activities carried out by Pokdarwis in preparing tourist villages. Their contribution is in the form of mutual assistance in cleaning up Tritis Lake and Cave during the dry season. Another contribution made by women is that they help in providing various consumption needs when there are community service activities to clean caves and lakes. Women also show their readiness by participating in culinary training activities to increase knowledge and skills in culinary arts. As for the training that has been followed, namely training in the manufacture of processed cassava and peanuts. The community also has a high motivation to continue learning. This was proven during the coordination meeting, women who are not members of pokdarwis want to be given training in the management of tourist villages. This is because they feel they are part of the community that supports the existence of the tourist village of Goa and Telaga Tritis, so they want to be affected by the existence of a tourist village.

The readiness of the community, both those who are members of the Pokdarwis and those outside the Pokdarwis, shows that there is a readiness that supports the management of community-based tourism villages. Ngestirejo tourism village is a community-based tourism village because it is initiated by the community and carried out by the community and has the aim of prospering the local community. This is in line with the statement of Demartoto (2009), namely tourism development from the community by the community and for the community. Furthermore, the implementation of community-based tourism must involve the local community. In this case, the tourism village of Ngestirejo has involved local communities as tourism actors starting from planning, forming tourism awareness groups and implementing various trainings for group members.

The community's readiness in managing the Nglangeran tourist village includes physical and non-physical readiness. Non-physical readiness which includes the readiness of Pokdarwis human resources, readiness to learn and practice as well as physical and spiritual readiness is in line with the opinion of Andriyani, et al (2017). The findings that are in line are the readiness of personality conditions which include physical and spiritual, readiness in learning and practicing. Meanwhile, the readiness of Pokdarwis is a finding in the field.

IV. Conclusion

The readiness of the community in managing community-based tourism villages consists of the readiness of the community who are members of the tourism awareness group (pokdarwis) and the surrounding community who are not members of the pokdarwis. The community readiness includes a) physical readiness, namely the condition of Tritis Cave and Lake, Road to Goa and Lake, Gasebo around Goa, Horse and Horse stables, b) non-physical readiness which includes pokdarwis readiness, readiness to learn and practice, readiness physical and spiritual readiness.

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