

Empowerment of the Tourism Sector for the Economic and Welfare System in Wonodadi Village, Pracimantoro District, Wonogiri Regency

Toni Hardianto ¹, Pranichayudha Rohsulina ²

^a Faculty of Teacher Training and Education, Veteran Bangun Nusantara University, Sukoharjo 57521, Indonesia

¹ hardiantoni7@gmail.com ;

* Corresponding Author



Received 1 April 2022; accepted 8 January 2023; published 15 April 2023

ABSTRACT

The empowerment of the tourism sector for the economic and welfare system in Wonodadi Village here requires the role of the local community in its development. Here it can be done through the stages of planning, implementation, and supervision. This study aims to determine the involvement of local communities in empowering tourist villages and this development can have a positive impact on the local community's economic system in Wonodadi Village, including: in the form of increased income for the surrounding community, increased employment and business opportunities for local communities, and increased government revenue through tourist fees. The less dominant role of the government can be utilized by the surrounding community in the development of tourist villages and can increase space for the community to participate. This data collection was carried out using in-depth interviews and questionnaires which were filled in directly by local residents. The analytical method used is SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats).

KEYWORDS

Tourism Sector
Economic System
Welfare in the Village

This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



1. Introduction

Wonodadi is one of the villages in Pracimantoro District, Wonogiri Regency which is in the Thousand Mountains, which has an altitude of 300-600 degrees, with relatively different slopes. Salam Hamlet is a hamlet that has the steepest land slope compared to other hamlets, the land slope is at 31-46%. The topography of this village is hilly with a slope reaching 31-46%, so that the land in this village is made of terraces. Rice fields as the main land for the livelihood of the population must also be made terraced, in addition to fulfilling its main function as a regulator of rice field irrigation, it is also a reflection of the local culture that exists here, especially the survival of the livelihood system in agriculture.

Based on research data, there are 2 tourism sectors in Wonodadi Village, namely Goa Putri Kencana and Salam Village. According to Mr. Darmadi, as the manager of Goa Putri Kencana, since 2015 it has been considered to have not developed rapidly, due to the lack of awareness of the surrounding community and concern for young cadets so that there is no attraction presented in this tourist attraction which only depends on the natural environment. So that public awareness is needed for the rearrangement of the area. Meanwhile, according to Jarkoni, the manager of Salam Village since 2017, this tourist attraction has only been managed by the local community. for surrounding supporting infrastructure development services such as roads, parking areas, places of worship, and unique new icons to be an additional attraction for every visitor who wants to come. Community empowerment here must focus on developing local culture, community creativity training, entrepreneurship training and other trainings that affect the progress of the tourism village here.

The development carried out above needs to be studied in order to find out the extent to which the benefits of developing the Wonodadi tourism village have had on the local community's economy. The success of the development of a tourist village is the extent to which the activities of this tourist village are able to change the mindset of the surrounding community to care more about the tourism potential that exists around it in order to improve the economic welfare of the local community. Tourism will be considered a failure if the economic benefits from tourism activities are actually enjoyed by outsiders or large investors, while the local community is economically marginalized. For this reason, research on the impact of tourism development on the local community's economy really needs to be carried out as an effort to control tourism-based economic development. (Hariyanto, 2016) in (Hermawan, 2016).

2. Method

To study the development of this tourist village using a qualitative approach method. This approach is used as an effort to reveal the phenomenon in depth through the views and experiences of the community. The advantage of this approach is that it can gain a more natural perspective on community life and opens up a more detailed exploration of individual views in society. According to Lewis, 2003 in (Dewietal., 2013).

The data used in this study are primary data and secondary data. To produce primary data we use individual interviews with managers to obtain views and information regarding community participation in the process of developing a tourism village. This technique is useful in social research because in-depth interviews can dig up more in-depth information and observations of the community. The interview guide was used as a reference for obtaining data from informants. Interviews and field observations were conducted with managers and owners of snack stall businesses. The selection of informants was carried out by snowball sampling, taking into account the SWOT analysis. Criteria for selecting informants is based on:

1. Directly related to tourism village developers,
2. Tourists who visit these tourist attractions, and
3. The hawker business owners around the tour.

In addition to primary data from interviews, direct observation is also used as a combination of the results of in-depth interviews in qualitative research to produce meaningful comprehensive data. In addition to primary data, secondary data is also used. The secondary data used comes from books, journals, websites and other sources. The availability of data in Wonodadi Village is quite complete so it is very helpful in this study. Data were collected and analyzed using the SWOT analysis method. Data were evaluated and discussed according to a literature review and compared with existing data.

3. Results and Discussion

3.1. General Description of the Research Object

Wonodadi Village is located in Pracimantoro District, Wonogiri Regency, Central Java Province. The distance from Wonodadi village to the sub-district capital is 3.5 km, and the distance to the district capital is 28 km. Wonodadi Village is located on a plateau 300-600 meters above sea level, has a mountainous landscape with relatively different slopes. The number of growth in Wonodadi village in 2020 is 3014 people, with an area of 966 Ha (6.79% of the total area in Pracimantoro). Wonodadi Village is administratively divided into 8 hamlets namely Wonosobo, Surodadi, Ngerboh, Salam, Jojo Godang, Gunungan, and Kerok.

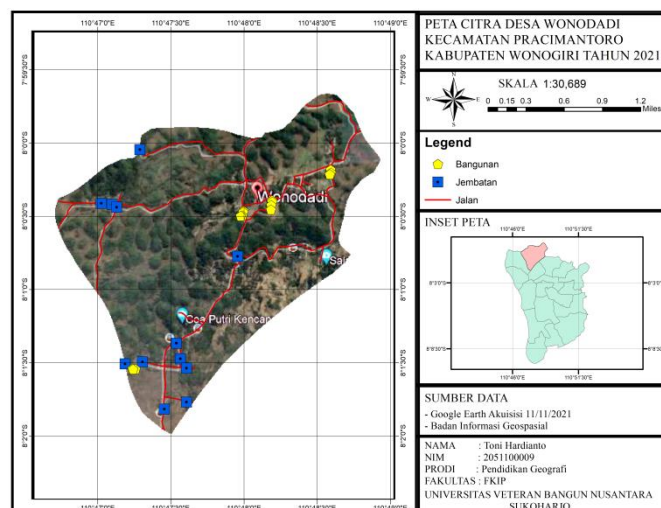


Fig. 1. Wonodadi Village Area Map

3.2. Community Economy in Wonodadi Village

Most of the local people in Wonodadi Village have their main livelihood in the agricultural sector which is managed individually, but there are also businesses in other sectors that are individual or group in nature, for example:

1. Cattle, goats, plantations (fruits such as mangoes and bananas)
2. Bamboo handicraft industry
3. Processed food industry such as banana chips, peanut chips, tempeh and others,

3.3. Wonodadi Tourism Village Development Efforts

Efforts to develop tourism in Wonodadi Village carried out by the management agency include:

1. Development of new icons to increase tourist attraction in Wonodadi village.
2. Development of Amenities (tourism facilities and infrastructure) around tourist objects.
3. Development of tourism accessibility in Wonodadi village.
4. Community empowerment.
5. Establish cooperation in development and empowerment, for example in terms of marketing tourism objects.

3.4. Community Participan in the Planning Stage

Community participation in this planning stage includes the involvement of the surrounding community in identifying the formulation of the problem, the goals of empowering the tourism village, and the direction of developing the tourism village. The Wonodadi people admit that they are not involved in problem identification and are not involved in the development of the tourism village. They admit that they are rarely invited to dialogue in identifying the needs of local communities. This happens, because:

1. The idea of developing a tourist village is carried out by the Wonogiri Regency Government without involving the community, so that the Wonodadi people do not understand the background of developing a tourist village,
2. Local communities do not have the power to participate actively in the sense of participating in giving color to the decisions that will be taken by tourism managers.
3. Local people only carry out what is programmed by the government, for example building tourist facilities.

So that the participation carried out by the community is classified as pseudo, and the form of participation that is carried out does not show significant results. It is hoped that the participation of the Wonodadi community should be active and direct. With this mechanism, the Wonodadi people

are not used to participating in the development of this tourist village, and only depend on the government and management. If conditions like this continue, it will result in a lack of response, enthusiasm and community involvement in the management and development of assets in their area.

The results of this study indicate that residents admit that they rarely contribute directly to meetings in the village, and even state that they rarely know of meetings that discuss the development of tourist villages. These meetings are usually attended by community leaders, tourism managers, and agencies, sekaa (groups), educated members of the community, for example teachers, civil servants who are officially invited by the village head. This condition indicates that village development tourism has not fully involved all levels of society because the dominance is the upper middle class, educated people, and informal leaders.

3.5. Community-Based Tourism Village Development Model

As an approach, the model formulated must represent community participation in every aspect. It is hoped that the people of Wonodadi in developing the tourism village in the future are:

1. The need for a harmonious relationship between humans and God (parahyangan), with each other (pawongan), and with the natural environment (palemahan) in order to achieve inner and outer well-being,
2. Fully involve the community in the development of tourist villages,
3. Respect the rights of local communities,
4. Keep paying attention to environmental sustainability,
5. Utilization of land for the construction of new icons as additional tourism objects, and
6. The establishment of its own institution for the management of a tourist village that embraces local communities who can be accountable to the village or custom.

In its implementation, it must guarantee that the community can be more involved in it so that the tourism village development program runs according to the needs of the community. To guarantee this, the following matters are formulated:

1. The local community becomes the main center in the subject of all tourism village development processes, so that the community will be motivated and able to prosper their local community,
2. The development of a tourist village requires three main elements, namely the government, the private sector, and universities, where the local community is the stakeholder of the collaboration,
3. The three stakeholders must be in an equal position in carrying out cooperation and mutual respect,
4. Formation of its own institution for the management of tourist villages that embraces local communities who can be accountable to villages or customs that can provide feedback at every level of the organization,
5. Citizens who have an identity whose role is recognized as a participant in the decision-making process, and
6. Development of tourist villages to strengthen the ability of local communities to direct and manage assets owned by their natural potential.

In its implementation, more attention must be given to management functions and available resources (HR, equipment, capital, materials and information). In order for the implementation of the relationship between stakeholders to be more directed, the roles and responsibilities of each must be clear. Government Roles and Authorities, namely:

1. Carrying out guidance on village-specific crafts and culinary arts as elements of tourist memories,
2. Carry out environmental management and conservation in areas that are characteristic of tourist villages,
3. Repair/procure waste and sanitation infrastructure,
4. Carrying out community movements to realize Sapta Pesona,
5. Making tourism information and facilities,

6. Carrying out repairs/improvement of the quality of public space, pedestrian and Mesa landscape/environment to support Sapta Pesona, and
7. Empowerment support for tourism awareness groups (Pokdarwis) in preserving the tourism environment (forest areas and rice fields).

Private Roles and Authorities (Investors, Universities, NGOs, other tourism actors). that is:

1. Carry out integrated promotions between tourist attraction managers to drive tourist visits between tourist attractions,
2. Making and marketing competitive tour packages that are affordable to the community,
3. Entrepreneurship training, individual skills training related to business in the tourism sector (English language training, hospitality training, cultural knowledge training, and characteristics of domestic and foreign tourists),
4. Development of business groups with the community, and
5. Running a hotel, restaurant, souvenir business, and others.

The role of the local community, namely:

1. Providing most of the attractions while determining the quality of tourism products. Traditional agricultural land management, handicrafts and cleanliness are some examples of roles that provide attractiveness for tourism,
2. Cultural actors, for example, art which is one of the tourist attractions, and
3. Providers of accommodation and tour guide services, provision of manpower, typical food products, local crafts, local arts, and so on.

The Roles and Authorities of the Management Body, namely:

1. The management body as the main manager and director in protection, care, preservation in order to maintain its function as a tourist village (cultural and natural heritage),
2. Make the necessary arrangements in the context of developing a tourism village,
3. Providing and operating all facilities to support business activities,
4. Grant and revoke placement permits, determine requirements, and determine and charge all commercial businesses at tourist attractions,
5. Determine and collect fees/levies and other levies for the use of available facilities and the results are entirely the revenue of the managing body,
6. Carry out planning in the field of developing tourist attractions/products, developing tourist facilities,
7. Organizing in the field of institutional strengthening and development,
8. Conducting directions to increase the competence of tourism object managers so that they are in line with the goals of developing a sustainable tourism village, and

Evaluating and supervising tourism activities in order to achieve the goal of developing a sustainable tourism village.

3.6. Wonodadi Tourism Village Development Efforts

Tourism development in the Wonodadi Tourism Village is expected to have a positive impact on the community's economic system which is quite developed, because it can open up business opportunities for the community such as parking lots, selling various food or drinks and crafts from local people in tourist areas which will be an additional source of income for the local community. Tourism development in the Wonodadi Tourism Village can also open up many new opportunities for the community to earn additional income apart from the agricultural sector. Little by little, local people can feel the impact and benefits of empowering tourist villages, which can increase their income apart from the agricultural sector.

3.7. Wonodadi Tourism Village Development Efforts

Tourism development in the Wonodadi Tourism Village is later expected to contribute positively to increasing employment opportunities and reducing unemployment in the Wonodadi Village community. There are still many young people in Wonodadi Village who do not have jobs. It is hoped that the development of this tourist village can reduce unemployment for youth in Wonodadi Village. Besides being able to increase job opportunities, tourism development can also

give birth to several types of new businesses both in the tourism sector, as well as supporting business forms.

4. Conclusion

The government's role is expected to be a facilitator by providing greater roles and benefits to the community. This shows that community participation-based tourism development has not materialized in this region. Society cannot yet become the subject of development, but it is still the object of development. The local community, especially the Wonodadi Village community, still needs to be invited to develop the tourism village. In this case the development of a tourist village is expected to have a positive impact on the economic development of the local community in Wonodadi Village, including increasing the income of the Wonodadi Village community, increasing employment and business opportunities for local communities in the tourism sector, with this development direction it can foster a sense of community pride. local people to work and do business in their own villages, the government's income through tourism fees increases. The direction of developing a tourism village must be guaranteed by the community to be directly involved in it To guarantee the development of this tourist village, it must provide a greater role for the community by opening up space for the community to participate. So far, the community has not been accustomed to participating in the development of the tourist village. In addition to physical development, the empowerment of local communities must always be intensified in order to create a tourism community that is competent and economically independent, and ready to optimize the economic opportunities that arise from village tourism activities.

Based on the contents of this article, the authors suggest that the development of tourist villages must be further enhanced and there is a guarantee for the community to be directly involved in it because the community plays a major role in advancing and prospering tourist villages, especially in Wonodadi village.

References

- Dewi, M. H. U., Fandeli, C., & Baiquni, M. (2013). Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal Di Desa Wisata Jatiluwih Tabanan, Bali. *Jurnal Kawistara*, 3(2), 117-226, <https://doi.org/10.22146/kawistara:3976>
- Hermawan, H. (2016). Dampak Pengembangan Desa Wisata Nglanggeran Terhadap Ekonomi Masyarakat Lokal. *Jurnal Pariwisata*, 2). <https://doi.org/10.31219/osf.io/xhkww>
- Hendriawan., Nandang., Mulyanie Erni. (2018). Analisis Potensi Pariwisata Air Terjun Di Kabupaten Tasikmalaya. *Jurnal Geografi*, 15(1)
- Mareni, Ni Ketut, Septiviari A.A. Istri M. (2018). Peranan Pariwisata Bahari Dalam Pemberdayaan Dan Peningkatan Taraf Ekonomi. Masyarakat Lokal Di Desa Les Kecamatan Tejakula. Jakarta: Universitas Bunda Mulia
- Mamonto Nazlina., Gosal TAMRonny., & Singkoh, Frans. (2017). Pemberdayaan Masyarakat Dalam Menunjang Sektor Pariwisata Sebagai Pendukung Perekonomian (Studi Di Desa Mooat Kec.Modayag Kab.Bolaang Mongondow Timur). *Jurnal Eksekutif*, 1(1)
- Meriyanti, Aminuyati, & Herkulana. (2019). Pengaruh Pariwisata Temajuk Dan Pemberdayaan Ekonomi Terhadap Kesejahteraan Masyarakat Sambas. *Jurnal Pendidikan Pembelajaran*, 8(10)
- Muzaqi, Aje Hanif., Hanum Fauziah. (2020). Model Quadruple Helix dalam Pemberdayaan Perekonomian Lokal Berbasis Desa Wisata di Desa Duren Sari Kabupaten Trenggalek. *Jurnal Sains Sosio Humaniora*, 42)
- Risman Apep., Wibhawa, Budhi., & Fedryasyah, M. (2016). Kontribusi Pariwisata Terhadap Peningkatan Kesejahteraan Masyarakat Indonesia. *PROSIDING KS RISET & PKM* 3(1)