

Local Community Participation in Developing Natural Tourism and Contribution Against Social Economic Society

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ABSTRACT

The participation of local communities in the development of tourism becomes one of the indicators of the development of a tourist area. The local community's awareness of the environment and its contribution to social and economic aspects has a positive impact on regional development and development. The research is descriptive with qualitative approach. Technique of collecting data using interview, observation and documentation, sampling technique using purposive sampling, where informant research determined based on certain criterion in accordance with which have been determined. Data analysis used consisted of: data collection, data reduction, data presentation, verification and conclusion. The results show that the role of local communities in developing nature tourism is large, concern for the natural environment is poured in the vision and mission of the community with the goal of nature conservation. The contribution of the local community to the social and economic aspects of the community is applied in the form of activities by empowering the surrounding community through several activities, such as: making of waste banks and recycling of paper and plastic waste, making reading park for children and social activities others, for example in the form of in-service work in partnership with various parties involved in it

Keywords: *community, tourism, social, economy*

1. INTRODUCTION

Law Number 10 Year 2009 on Tourism indicates that tourism sector development activities are needed to accelerate the realization of the aspect of equal opportunity opportunity, create jobs, and the ability to face the challenges of change in local, national, and global. The alternative to creating new, unique and diverse tourist destinations creates creative ideas from each region in order to attract tourist visits, one of which is the development of a populist-based tourism paradigm in various forms, with the main objective of equal distribution of income and community empowerment. Involvement and the level of community participation have an important role in the sustainability of such tourism activities. Involvement of the community in tourism activities as well as providing opportunities for community groups to participate in enjoying the opportunities and results of tourism development, Community-based tourism development programs implemented by local communities originating from the local area.

The Community according to Big Indonesian Dictionary / KKB1 is a social group made up of several people with diverse backgrounds, who have an interest and the same. Community involvement in tourism activities, through community containers

formed from various elements of society who have different backgrounds, have the same concern and attraction to tourism activities. One form of local community is the Gucialit Nature Tourism Organization (GOWA), located in Gucialit Village, Gucialit District, Lumajang District. The GOWA community comes from the local community, established by Decree of Gucialit Subdistrict NUMBER: 188.4 / 30.427.918 / 2014. The establishment of GOWA is based on the same interest and concern for the surrounding environment, and aims to conserve and develop the region's potential and resources, so as to contribute positively to the development of the village. The local community of GOWA is located at Jl. Raya Gucialit, RT 04, RW 05, Gucialit Village, Gucialit District, Lumajang District, E-mail: pecintawisatagucialit@ymail.com.

The initial idea of establishing GOWA, comes from Gucialit youth, who share the same interests and interests in tourism, the environment and human resource development, especially for the younger generation. GOWA is working with the community to explore the potential of Gucialit Village to be developed into an independent area. The role of GOWA as a local community is large enough to contribute to the creation of Gucialit as a tourist village. Various activities undertaken by the

community have a goal so that the tourism sector and the creative industries of the region can be managed and utilized more maximally, by utilizing its potential, so the plan to realize Gucialit as a tourist village can be realized.

The form of activities undertaken by GOWA is more focused on the awareness of the natural environment embodied in various forms of productive and social activities such as: devotion in the area of tourist destinations, greening, and organizing various events related to caring and love the environment, both independently and in a way synergize with other parties.

While the contribution of GOWA to the social and economic aspects of the community is done in various forms of activities that are expected to help increase income for the surrounding community. The undertakings are not yet in the form of large scale business, so it still needs support from various parties so that activities can be run. For example, in the case of use of a waste to be processed into a variety of crafts recycling an attractive, solid waste management only to the extent sold directly, while garbage is processed into handicrafts recycling has not been maximized because it is still hampered related marketing activities and product innovation craft is limited so that the product which is made only by order or when there are certain events are not managed in a sustainable manner.

As for the economic product of creative contribution made is to create a superior product villages, tea manten and coffee Gucialit, from plantations around with the characteristic related to the sense and technique of presentation that is unique and different, so that the main attraction for tourists who visit the village Gucialit.

The purpose of this research is to know the form of GOWA participation in the development of nature tourism and the contribution of tourism to socio-economic aspects of society.

2. LITERATURE REVIEW

2.1 Tourism

Tourism is an activity of all levels of society, while the government is only a facilitator of tourism activities (Directorate General of Tourism Destination Development of the Ministry of Culture and Tourism and WWF Indonesia, 2009).

2.2 Community Empowerment

According to Mardianto and Soebiato (2015) community empowerment efforts can be seen in three corners of panang, namely: 1) Creating an atmosphere that enables the potential of the community to grow (enabling), 2) Strengthen the potential or ability possessed by the community (empowering), 3) Protect, community empowerment needs to protect potentials not just big potentials that are empowered then small potentials are not, 4) Efforts made in community empowerment is of course more emphasized on their potential or

capability so that when empowered will be more productive again.

2.3 Contribution of Tourism to Social and Economic Aspects of Society

According to Cohen (in Hirawan 2008) the social contribution of tourism according to his group consists of: (1) linkages and involvement between local communities and the wider community, (2) interpersonal relations among community members; (3) the foundations of social institutional organization; (4) migration from and to tourism areas; (5) the rhythm of community social life; (6) pattern of division of labor; (7) stratification and social mobilization; (8) the distribution of influence and power; (9) increasing deviations - social deviations; (10) arts and customs.

The contribution of tourism to the economy can have negative impacts or positive impacts on the economic environment in people's lives as a result of the development of tourism to changes in employment and community income, the pattern of division of labor, employment and business opportunities (Sukadijo, 1997: 25)

3. RESEARCH METHOD

The research used descriptive method with qualitative approach. Researchers conducted by digging information related to community empowerment activities through the local community that is GOWA and the contribution of activities conducted on the social and economic aspects of society.

The research sites are located in Gucialit Village, Gucialit District, Lumajang District. Techniques of data collection using interviews, observation and documentation. Technique of sampling using purposive sampling, where informant or research resource chosen based on certain criterion. The research informants consist of: GOWA board, business actors, community and tourists. Data analysis techniques used refers to Miles and Huberman, with stages of data analysis activities conducted consisting of: data collection, data reduction, data presentation, and conclusion.

4. RESULT AND DISCUSSION

4.1 Research Results

GOWA Participation to the Development of Nature Tourism

Based on the results of interviews and observations conducted, the form of GOWA participation in the development of natural tourism is manifested in various productive activities agenda in accordance with the vision and mission of GOWA. Opinions related to the form of activities undertaken by GOWA are submitted by the chairman of GOWA, as follows:

"... GOWA activities are more focused on activities that are concerned with the environment, nature tourism in particular, while examples of activities include: greening by planting productive crops for reforestation or reforestation .."

The form of environmental awareness activities undertaken by GOWA, as submitted by GOWA board, as follows:

"... GOWA's environmentally conscious activities are to clean up garbage in tourist destinations, so that tourists feel comfortable when visiting, and the natural conditions are always awake because they are free from garbage ..."

Another opinion related to the role of this local community in natural tourism, as proposed by the GOWA board, is as follows:

"... GOWA is working with PTPN XII, Perkebunan Kertowono, which owns tea plantations, related to agro-tourism promotion activities, so that it can also help in tourism activities and provide education about nature tourism, especially about the importance of preserving nature and environmental awareness ..."

The form of GOWA activities in environmental education activities is manifested in various other creative activities by incorporating elements of environmental education in it, as proposed by the chairman of GOWA, as follows:

"... GOWA in various activities undertaken always try to provide element of education in it especially to motivate society or tourists to care for environment, for example: activity of tree slaughter, that is planting productive plants that produce, drawing competition with environmental theme, hygiene competition, ..."

Activities undertaken GOWA also involves various parties concerned, especially in relation to tourism activities undertaken, as proposed by the community, as follows:

"... GOWA in carrying out its activities also cooperate with various related parties, for example: environmental agency, tourism office, cooperative service and SMEs, business actors, and some other external parties involved .."

GOWA has a big enough role in creating a comfortable, quiet atmosphere so that tourists feel comfortable when visiting Gucialit, as proposed by the following travelers:

"... I feel comfortable when visiting Gucialit Village, in addition to natural scenery and good tourist destinations, the role of GOWA as a tour guide is able to provide complete information related to tourist destinations visited, so very helpful .."

Contribution of Tourism Activities to Social Aspects and Economy Community

Based on the results of interviews and observation activities conducted shows that the activities undertaken GOWA expected to contribute positively to the social and economic aspects of the surrounding

community, so the purpose of the formation of GOWA is not solely for the benefit of GOWA personally but can be beneficial to the surrounding community. GOWA's contribution in the social field as proposed by the chairman of GOWA, as follows:

"... GOWA's contribution in the social field is mostly done by synergizing with related parties such as through the activities of garbage bank, which essentially provides education to the community to get used to sorting the garbage first before disposal, because some waste is still there that can be recycled ..."

GOWA also has some social activities such as social service by doing good work which is done routinely, or through hygiene competition event in order to create a safe and comfortable atmosphere for tourists as well as for society, as stated by the society as follows:

"... The existence of GOWA makes the village cleaner, because of the garbage bank, so that initially the garbage is thrown away by the community, after the garbage dumping bank can be sold, so the people get the profit ..."

Other social events undertaken by GOWA are realized by establishing partnerships with related parties through tourism events but there are social elements in it for example: plant seeds assistance, book aid, sembako and others, as stated by the following community:

"... Some activities undertaken by GOWA, among others activities in the form of donations or assistance to the community or parties who need for example: the help of productive plants, or plants toga, book aid or groceries .."

While the contribution of GOWA in the field of economy to the community is manifested in various forms of productive activities, as proposed by the following business actors:

"... The flagship product bazaar organized by the relevant agencies in collaboration with local business actors provides opportunities for MSMEs to promote superior products while extending the marketing reach of locally produced products, such activities as well as a means for business actors to share experiences related to excellent products are produced .."

Superior products Gucialit Village one of them tea and coffee into another attraction owned by Gucialit Village in addition to the benefits of natural tourism has, as proposed by tourists as follows:

"... Tea from Gucialit is famous for the best quality with the standard of export, become the superiority of culinary in this area, while the other innovation product that produced is tea manten, that is tea with the combination of spices that efficacious for stamina and health .."

Another economic aspect in which GOWA contributes in it is creating business opportunities through the superiority of local products namely Gucialit coffee, as proposed by business actors as follows:

"... Gucialit coffee is unique in terms of taste and different serving techniques, so that tourists can enjoy the sensation of drinking coffee in different ways, the existence of Gucialit coffee as well as providing business opportunities for coffee farmers and business actors, especially in the field of coffee ..."

Other creative economic activities in which GOWA also participates in it are carried out in various forms of activities as proposed by the GOWA board as follows:

"... The manufacture of handicrafts from recycling by utilizing plastic and paper waste has been done, but still experiencing constraints related to the limitations in terms of product innovation produced and also product marketing, so that this kind of craft is made only by order or if there are certain events such as : competition, bazaar or exhibition, so it has not maximized its marketing results .. "

Other economic development activities are conducted in the form of training conducted to MSMEs, involving elements of GOWA board to participate also in it, as disclosed by the business actors as follows:

"... Batik training to the community and business actors is done by establishing cooperation between GOWA with business actors, related department of UMKM and society to create innovative product that is Gucialit batik, this activity is very useful especially to increase experience and knowledge and business opportunity for society through batik .. "

4.2 Discussion

GOWA Participation to the Development of Nature Tourism

Activities undertaken by GOWA in relation to the development of nature tourism are carried out in various forms of activities that contribute in maintaining the natural conditions and the surrounding environment in order to stay awake. In accordance with the vision and mission of GOWA. Some of these activities are carried out either independently, or by cooperating with relevant parties, who have the same concern for the environment. For example: kenduru tree, reforestation or reforestation, village service work, education for love of the environment, including working together with PTPN XII Kertowono, as a tour guide in tourism activities, so that not only play a role in promoting Gucialit tourism, but also as a means of education to tourists visiting to keep and care for the environment

Contribution of Tourism Activities to Social Aspects and EconomyCommunity

The contribution of GOWA activities in the social field is manifested in some social activities either by the organization independently, or in the form of cooperation with the relevant agencies involved in it, for example the bank of waste that not only serves as a means of education to the public to maintain cleanliness as well as opportunities for people to earn

income from the waste that belongs, especially waste that can be recycled. While the economic aspects of GOWA's contribution is made in the form of creating productive business opportunities for the community through the recycling of waste plastic and paper waste products from waste banks into a variety of unique and interesting handicraft products. This kind of effort also helps the community to earn additional income. However, in the implementation of the undertakings can not be maximized due to the limitations possessed, both in terms of product innovation that impact on diferensifikasi resulting product is limited and limitations in terms of marketing is done. In terms of marketing constraints faced related to product marketing activities and promotion of products produced. So far, product marketing activities conducted are limited to certain events, such as bazaars, exhibitions, and demand based on orders, so that the income received is limited.

Other contributions from the economic field undertaken by the GOWA community are realized in the form of productive economic activities, which is to produce regional culinary products by utilizing the potential of superior products of Gucialite tea and Gucialit coffee. The resulting tea product variant is done by combining with spices and other herbal products to create a different tea sensation. Included also with Gucialit coffee which has its own specialties both from the aroma and taste and in terms of unique presentation techniques, so that the main attraction for tourists who visit the location.

5. CONCLUSION

Based on the results of research indicating that the form of local community participation in tourism activities GOWA large enough, both in terms of activities undertaken and in the main role as an element of education to the community to have awareness and love for the environment while maintaining the environment. The form of environmental activities undertaken by GOWA is manifested in the form of consecrated work, greening and other environmental activities. This kind of activity has proven successful because it has full support from various parties from the government, business actors, tourists and from the local community.

While the contribution of tourism activities to the social and economic aspects through GOWA embodied in various creative economic activities such as the manufacture of handicrafts recycling waste plastic waste and old newspapers, the manufacture of tea products by making innovations to create herbal tea using additional spices and herbal products, coffee gucialit and batik training. Economic activities undertaken by GOWA involving communities and business actors, especially in relation to palstik waste recycling, marketing of mantaen tea and gucialite coffee products are still constrained, requiring more support from government agencies and business actors competent in their fields to work together to helping to create superior village

products and creative economic products that are produced can be accepted by the market and have a wide marketing range, so that production activities can be carried out routinely and continuously, not just fulfill orders or if there are certain events, production activities can be done by MSMEs

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