

Condition of karangkepatihan village community balong district ponorogo regency in supporting development of community based tourism

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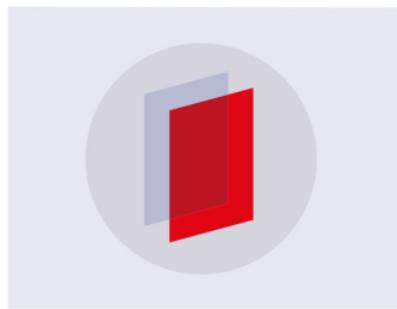
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Condition of *karangkepatihan* village community *balong* district *ponorogo* regency in supporting development of community based tourism

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Abstract. In *Karangkepatihan* village, it can be found some attractions that have the potential to develop. Some attractions have been developed by involving the community in its management, but its development has not been as expected. The purpose of this research is to know the attitude of the community and the level of human resources of the community of *Karangkepatihan* village in supporting the development of community-based tourism and the right strategy for its development. Subjects in this study were the head of the family and the physical condition of tourist objects, with a sample of 100 family heads taken randomly. Research data which are knowledge, understanding, participation, support to the development of tourism and level of education and skill obtained by interview while observation is done to get potential data of tourism object. The data obtained are analyzed by using scoring technique and SWOT analysis. The results show that community attitudes are positive in supporting community-based tourism development, but have not been shown to participate in developing tourism in *Karangkepatihan* village. The level of human resources in *Karangkepatihan* village to support the development of tourism is low so that the development of tourism is slow. An appropriate strategy for developing tourism development in *Karangkepatihan* village is to grow and build. Improving the skills of the community to fill the job opportunities in the field of tourism, increase the participation or involvement of the community in tourism activities, increasing the accessibility of tourism objects, increasing the facilities and infrastructure of tourism needs to be done.

1. Introduction

Public participation in the development of tourism is the willingness of a person or group of people to help the success of any tourism development program according to ability without sacrificing self-interest. Participation is manifested in the form of activities by giving input thoughts, energy, time, expertise, capital or material. Participation can be both active and passive.

Community-based tourism is concerned with the certainty of active participation of local communities in tourism development. Community participation includes attendance at meetings, financial contributions, and the presence of organizations with the right leadership. Community participation is indispensable as communities have the right to nurture, manage their resources sustainably. Suggested for the development of sustainable tourism should consider the participation of the community, especially the local community[1]



Community support is needed in the development of community-based tourism, the support is one of the important factors that determine the success or failure of community-based tourism development [2]. Examples of support are a concern, willingness, respect or care for the subject in their social environment. Community participation will have a positive impact on tourism development support in rural areas [3]

The personality of the inhabitants embodied in friendly and sympathetic nature is the strongest factor and has a positive impact on tourism development [4]. Other factors affecting community-based tourism are socio-democratic characteristics, higher education and long stay over 5 years indicate a positive attitude to impact tourism[5].

Community-based tourism is very important to develop, as it can improve the economic lives of local households, and raise awareness of local communities about nature conservation. Community-based tourism with good governance can generate economic, ecological and social benefits[6], contributing substantially to improving incomes in rural areas. Therefore, the development of community-based tourism should be proposed as a poverty policy in rural areas[7].

Rural-based tourism needs to be developed as it will encourage rural economic growth, expand rural employment that will ultimately improve the welfare of its people. Demographic problems that often arise in rural areas will be solved through the development of tourism, such as migration of young people to cities, unemployment, population decline, etc[8].

Development of rural tourism encompasses a wide range of agricultural activities, wildlife attractions, natural attractions [9]. Agritourism contributes greatly to the welfare of the community and positively improves the social and cultural environment of society while supporting entrepreneurship[10]. Tour characteristics influence people's perceptions of personal benefits and impact community and the completeness of tourism facilities[11].

Rural tourism has the potential to grow but in its development requires the process of modernization and innovation by creating a competitive travel service[12], for it takes certain steps to develop its tourism products. Promotion and expansion or improvement of infrastructure, it is important to improve the attractiveness of tourism, especially nature tourism[13].

In relation to economic activity, the productivity of the tourism sector needs to be considered, in order to release the productivity it is necessary to indicate the capacity of accommodation, the number of tourists, the average tourist stay, the number of tourists staying overnight[12]. Need to integrate all production factors to support decent rural tourism business.

Karangkepatihan is one of the villages in Balong District, Ponorogo Regency. In *Karangkepatihan* there are undeveloped natural tourist destinations namely *Gunung Beruk*. This tourist destination needs to be developed because it has not been long used as a tourist attraction and in the current development of the local community has not been involved. Natural potential of *Gunung Beruk* to be a tourist attraction is very good, but tourism facilities are not widely available in that place.

The condition of *Karangkepatihan* people, in general, is not yet developed, especially from the economic aspect. To improve the economy of the community through the development of community-based tourism needs support from the community itself. Support should be initiated from community understanding and knowledge of community-based tourism development. High community support for tourism development will have a positive impact on the successful development of community-based tourism in a tourism destination location.

To improve the community economy *Karangkepatihan* Village required the development of community-based tourism on the tourist attraction of *Gunung Beruk*. In order to develop the tourism, how: 1) public knowledge about tourism object, 2) public understanding of tourism development, and 3) community willing to support or participate in tourism development, 4) community resources, 5) strategy used to develop tourism object.

2. Methodology

The subjects in this study were the head of the family, with a sample of 100 family heads taken randomly in *Karangkepatihan* Village. Research data that is knowledge, understanding, public participation to development of tourism, level of human resources obtained by way of the interview while observation is done to get data condition of tourist object.

Scoring techniques are used for data knowledge, understanding, participation, and human resources and each data consists of several aspects. Each aspect is scored and summarizes the score so that the scores for knowledge, understanding, participation and human resources are obtained. Furthermore, the number of scores each categorized into low, medium or high category. The data of tourism object are analyzed descriptively.

SWOT analysis is used to find out strategies that can be applied for the development of the object of *Gunung Beruk* tourism by using all data. All data obtained are grouped into a community-based weakness, strength, threat or opportunity for tourism development.

3. Results and Discussion

Public knowledge can be used as a benchmark of success in tourism development, the higher the level of knowledge of the people the higher the success of desirable tourism development. With high knowledge, society will be able to face all kinds of obstacles and obstacles that arise in so that the success rate of tourism development will be high.

Measuring the level of community knowledge *Karangkepatihan* use 5 aspects with the score of each aspect as follows.

- Community knowledge of potential tourist attraction, score: 212
- Community knowledge of tourism object development, score: 248
- Community knowledge of tourism organizations, score: 238
- Community knowledge of tourism object management, score: 288
- Community knowledge about community empowerment, score: 201

From the total score of all aspects of community knowledge amounted to 1445, the score is included in the category of knowledge that is still low.

Viewed from the aspect of knowledge, people who still low knowledge can have an impact on the success rate of tourism development is also low. Such a society will not be easy to conduct activities related to economic activities, because economic activity is not a simple problem, especially in terms of management and empowerment.

Meanwhile, knowledge of the organization and potential of tourism can be improved by doing the practice directly, so that knowledge can be improved as well. To this aspect gives an indirect and lesser impact on economic improvement.

Understanding the community can be used as a benchmark to know the success of tourism development, the more people understand the more know what should be done to develop tourism. Measurement of community understanding using 7 aspects with the score of each aspect as follows.

- Understanding in the maintenance of tourism facilities, score: 241
- Understanding in keeping the environment clean, score: 289
- Understanding in maintaining environmental security, score: 312
- Understanding in preserving the environment, score: 307
- Understanding in maintaining the beauty of a tourist attraction, score: 288
- Understanding in maintaining environmental order, score: 301
- Understanding in creating environmental comfort, score: 314

From the total score of all aspects of community understanding of 2052, the score is included in the category of high comprehension. Understanding will have an effect on perception so that high understanding of society will shape a more favorable perception. On the economic, socio-cultural, and environmental impacts of tourism development, a more favorable perception leads to greater support for tourism planning and development[14].

High public understanding of tourism facilities and environmental conditions will have an impact on increasing tourist attractiveness if the community does what it understands. An interesting tourist attraction will be visited by many tourists, this is the hope of the community. Tourists will certainly spend the money to buy various purposes, and if the community is able to provide it will directly improve their economy.

Community participation can also be used as a benchmark to determine the success of tourism development, the higher the community participation in tourism development, all planned activities will

run well so that the success rate of development can be run. Measurement of community participation using 8 aspects with the score of each aspect as follows.

- Participation in providing lodging, score: 330
- Participation in providing souvenirs, score: 361
- Participation in participating in tourism training, score: 344
- Participation in maintaining tourism facilities, score: 324
- Participation in maintaining the security of a tourist attraction, score: 325
- Participation in maintaining the comfort of a tourist attraction, score: 347
- Participation in maintaining the cleanliness of tourist attractions, score: 335
- Participation in tourism organizations, score: 326

Of the total score of all aspects of community participation of 2092, the score includes high participation. The high participation of the community will have an impact on the motivation to give a contribution to the development of tourism[15].

High participation directly from the community through various activities related to the provision of tourist needs will attract more tourists to visit. The more tourists visiting the economic activities will increase which impact on the economic level of the community. Cleanliness, safety, comfort is a basic tourist necessity. High participation from the community about it is possible to increase the number of tourists visiting.

Community resources are related to the ability to do something in relation to the education that has been taken, experience and skills ever done. The higher the level of human resources will be able to do something better so that the development of planned tourism will work well and succeed.

The measurement of human resource level in this research uses 5 aspects with score of each aspect as below.

- Educational level, score: 235
- Experience in following tourism organizations, score: 109
- Experience of traveling education, score: 100
- Experience working in the field of tourism, score: 111
- Experience in traveling training, score: 108

From the total score of all aspects of community resources of 653, the score is very low. Human resources are heavily influenced by the quality of education and knowledge, related to sustainable rural tourism development, this condition will cause many challenges and problem problems[16].

The low level of community resources will have an impact on the quality of the work. Work in the field of tourism is relatively large if the work is done by low-quality labor will be obtained something of low quality too. This can affect the number of tourist visits and impact on the economic activities of the community

3.1. SWOT Analysis

In order to overcome the problem of the development of Tourism Object of *Gunung Beruk* as a community-based tourism is needed SWOT Analysis. This analysis is used to find out the right strategy in its development. For that, we need to know the strengths, weaknesses, opportunities, and threats encountered Tourism Object of *Gunung Beruk*.

Based on the results of research, aspects of strength, weakness, opportunities, and threats in Tourism Objects of *Gunung Beruk* are as follows.

1. Strengths: the level of tourism potential including high, environmentally safe security, public understanding of tourism object is high, comfortable, diverse tourism attractions, not yet withdrawn retribution.
2. Weaknesses: low accessibility, low community knowledge, low human resources, fewer tourism facilities, roads in bad tourist spots.
3. Opportunities: information in various media, can be a tourist attraction for all circles, the absence of a tourist attraction in close range, the support of the government
4. Threat: no public transportation, high landslide potential, no cooperation with related institutions.

Based on strengths and weaknesses that are internal factors, and opportunities and threats that are external factors are scored for each aspect and matrix. From the matrix of external and internal factors,

it can be seen that *Gunung Beruk* in the second position is Grow and Build. This position shows that the position of *Gunung Beruk* is strong but has great challenges. In this position, the strategy model that can be applied is intensive product development.

An intensive strategy in this regard is to eliminate the existing weaknesses and reduce the threats. Threats can be reduced by making public transportation to *Gunung Beruk*, while weaknesses can be eliminated by increasing the skills of the community to fill employment opportunities in tourism, increasing public participation or involvement in tourism activities, increasing accessibility between tourism objects, adding tourism facilities and infrastructure.

4. Conclusion

Based on the condition of *Karangkepatihan* village community that is a low level of human resources, low knowledge level, community-based tourism development in *Gunung Beruk* is relatively difficult. But there is still hope to be developed because of the high support of the community.

The development strategy that can be done is to first improve the skill of the *Karangkepatihan* community in the field of tourism, increase the involvement of the society in the field of tourism, increase the tourism facilities in the tourist area, and improve public transportation.

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