

THE RECONSTRUCTION OF ECOTOURISM MODEL BASED ON RESOURCES AND LOCAL WISDOM

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ABSTRACT

This study aimed to: analyze the development of TWA Grojogan sewu effect on people's income, employment and land use in the surrounding community; analyzing the development of ecotourism, environmental management systems and competitiveness influence on the development of ecotourism place; analyzing the development model of tourism that is environmentally sustainable in Karanganyar. This study is a survey conducted around the natural attractions Grojogan Sewu, located in District Tawangmangu Karanganyar. The sample used in this study a number of 343 respondents. Sampling using purposive sampling technique. Methods of data collection using observation, interviews, focus group discussions and questionnaires. Methods of data analysis using validity and reliability test and multiple linear regression model. These results indicate that the development of tourism (ecotourism) effect on people's income, employment and land use in the study area; ecotourism development of environmentally sound and sustainable by using a model-based reconstruction ecotourism resources and local wisdom in the review of the development of ecotourism, environmental management systems and competitiveness have a positive impact on the development of Ecotourism. Model development of environmentally sustainable tourism, namely the construction of an ideal model of eco-tourism, are closely integrated between environmental management systems; the principles of sustainable tourism and active role of stakeholders in order to obtain a holistic integration in the use and management of land in accordance with the potential and environmental resources. Philosophy and meaning of local wisdom in the form of teaching tri dharma which is the philosophy / foundation of personal development communities work together with local authorities who then gave birth to a local government policy in the form of local regulations that became the philosophy of the area and guidelines for various activities of government and community development in the district of Karanganyar. including the development of regional tourism.

Keywords: ecotourism, local wisdom, tri dharma, resources

A. INTRODUCTION

Development is basically aimed at improving well-being in all areas. Development activities aimed at improving the efficient use of human resources and natural resources. National development continue to be improved to spur economic growth is basically to meet basic needs, improve living standards and job creation. Progress of development characterized by an increase in advances in various fields, including increased development in the industrial sector, which in turn gave birth to the impact on people's lives, both positive and negative impacts that are felt by the community. The increasing volume of tourism activities in an area demanding increased demand for resources the landscape and cultural landscape that can be made into a tourist attraction.

The existence of nature tourism as a tourism product gives a very important role for the national tourism industry's contribution at the same impact on the economy of a country. Nature tourism can be a tool to encourage Foreign Direct Investments (FDI), so multiplier effect on economic activity is increasing. The concept of double effect (multiplier effect) is based on the relationship of various sectors of the economy forming interrelated and dependent on the local economy. Sustainability of tourism activities in an area heavily influenced the survival of the economy (Faulkner, 1997).

Development of tourist areas in Karanganyar basically aims to support the development of tourism, which is expected to contribute to revenue from the tourism sector. The tourism sector is one of the major sources of income for the local area Karanganyar. TWA management Grojogan Sewu good cause this natural tourist areas showed an increase in tourist arrivals from year to year so that it can increase revenue for local governments. However, many tourists who visit requires completeness of facilities and infrastructure. This gives an opportunity to the people around him to strive in between the inn or hotel, restaurants, shops or kiosks, transportation services, as well as efforts to craft even emerging arts groups set up by locals. This means that the conditions to foster employment opportunities so that the dependence on subsistence farming can be addressed and ultimately improve people's incomes.

Development of TWA Grojogan Sewu supported mountain atmosphere cool and beautiful as well as the security of the region controlled makes the tourists are interested not only to visit, but also to buy land and establish a resort or villa at around tourist sites. The conditions used by some employers to build residential areas around TWA Grojogan Sewu. This resulted in the selling price of land increases, and consequently many local people who are interested to sell the land and their property. As a result, many standing villas and luxury estates in addition to shops and housing not owned by local residents.

The number of residents living around the outside of the object in addition to the socio-economic impact on the community, it will also affect the cultural sector, including the level of participation and cooperativeness of the population, the communication between people, educational and social norms. Tawangmangu community is still very strong in defining and coloring the practice of everyday life with the principles of the teachings of the Prince of Sember Life, (Kanjeng Gusti Pangeran Arya Adipati Mangkunagara I), where in Karanganyar District area is the area of struggle against the Dutch colonialists at the time. In various meetings the teaching community is always delivered as a reminder and a grounding in a variety of activities and social development, not only in the scope of the village even has been lifted into the teaching / cultural district.

The purpose of this study was to analyze the development of TWA Grojogan sewu effect on people's income, employment and land use in the surrounding community; analyzing the development of ecotourism, environmental management systems and competitiveness influence on the development of ecotourism place; analyzing the development model of tourism that is environmentally sustainable in Karanganyar.

B. LITERATURE REVIEW

1. Resource

Resources are everything in geosystem valuable when processed and used by humans (Blunden, 1985). Resources include objects or living or dead material that can be used by humans for survival, health and well-being of his life (Coates, 1981). In this regard, Sumaatmadja (1996) distinguishes resources into natural resources and human resources.

Resources for the benefit of tourism according to Boniface and Cooper (1987) have some characteristics, namely (a) the appearance of which can be seen (tangible features), and the economic value to the tourism industry; (b) tourism resources generally not be used in isolation or exclusively. These resources are part of other functions such as agriculture, lakes, forestry or locals; (c) tourism resources are easily damaged (perishable), susceptible (vulnerable) by changes in pressure and tourists.

Gee, et al. (1984) states that the resources can be a tourist attraction in the form of (a) natural resources such as the climate, beaches and mountains; (b) the cultural resources in the form of historical sites, museums, monuments, theater and society itself; (c) recreational facilities such as parks; (d) the event like a carnival; (e) the specific activity such as gambling, shopping; (f) appeal psychological, such as sex, adventure and so on. Law No. 9 of 1990.

Tourism in Chapter IV, Article 4 states that the object and attractions consisting of: (a) the object and tourist attraction created by the Almighty God, the tangible nature and the state of flora fauna; and (b) the object and tourist attraction man's work in the form of museums, historical relics, agro tourism, water tourism, hunting tour, tour-ngan loc natural, recreational parks and entertainment venues.

2. Ecotourism

Ecotourism is a form of tourism that is managed by conservation approaches (Fandeli, 2000). Conservation is an effort to sustain the use of natural resources for present and future other mendatang. Pendekatan is ecotourism should be able to guarantee the persistence of ecological processes for life support systems, protect biodiversity, and ensure the preservation and utilization of species and ekosistemnya. The existence of ecotourism in the era of sustainable development is an alternative tourism development mission which is not much negative impact, both on the environment and to the socio-cultural.

According to Damanik & Weber (2006), ecotourism is a natural tourist trips responsible manner mengonservasi environment and improve the welfare of local communities. From this definition of ecotourism can be viewed from three perspectives, namely: first, ecotourism as a product; second, ecotourism as a market; third, ecotourism as a development approach. From the above definition can be identified several principles of ecotourism as follows:

1. Reducing the negative impact of such damage or pollution of the environment and local culture as a result of tourism activities.
2. Build awareness of and appreciation for the environment and culture of tourist destinations, both on the tourists themselves, local communities and other travel perpetrators.
3. Offer a direct positive experiences for both tourists and local communities through more intensive cultural contacts and cooperation in maintenance or conservation.
4. Provide direct financial benefits for conservation purposes melalui contributions or extra spending tourists.
5. Increase the sensitivity to the social, environmental and political in tourist destinations.
6. Provide financial benefits and empowerment for local communities by creating tourism products that promote local values.
7. Respect for human rights and labor agreements, in the sense of giving freedom to the tourists and local people to enjoy a tourist attraction as a form of human rights, and subject to the rules of the game are fair and agreed upon in the execution of transactions tours.

According to Law No.10 of 2009 concerning tourism, the tour is a trip to a certain place with the purpose of recreation, personal development and learn the uniqueness of the attractiveness (travel). Eco-tourism or ecological tourism by Pendit (2006) is travel or visiting the region naturally relatively undisturbed, with the intention of really objectively to see, learn, admire the face of natural beauty, flora, fauna, including aspects of culture both in past and present that may be contained in the region. The term ecotourism (the ministry in 2009) can be interpreted as a tourist trip to a remote area with the aim to enjoy and learn about nature, history and culture in a region, where the pattern of tourism to help the economy of local communities and support the conservation of nature. The actors and experts in the field of ecotourism agreed to emphasize that the pattern of ecotourism

should minimize negative impacts on the environment and local culture and economy is able to increase the income for local communities and conservation value.

Some of the key aspects in ecotourism are: (1) the number of visitors is limited or regulated to suit the capacity of the environment and socio-cultural; (2) the pattern of environmentally friendly tourism (HCV); (3) the pattern of cultural and tourist friendly local customs (value education and tourism); (4) helps direct local community economy (economic value); (5) the initial capital needed for infrastructure is not large (community participation and economic value).

3. Relationship of Ecotourism, Community Development, and Environmental Conservation

The communities around ecotourism destination has a very important role in supporting the successful development of ecotourism. Community participation in protecting the environment are a main attraction ecotourism can not be ignored. The most important thing is the effort to empower local communities is by engaging them in various activities of ecotourism (Brandon, 1993). In order to pursue it, the manager is obliged to urge the public to actively participate in the development of ecotourism to preserve the environment. Ecotourism development in order to be sustainable and effective, the views and expectations of local communities need to be considered. Although it does not mean that the expectations of the local community has an absolute right, sustainable ecotourism development will not be achieved if local residents feel ignored, and only used, and feel threatened by kegiatan ecotourism.

The other conditions that support the development of ecotourism is that if the community has unique values in the form of customs, beliefs, traditional art, and the art of handicrafts (Horwich et al, 1993). In addition, successful ecotourism is eco-tourism can provide benefits, both economic, social and culture to the local community. For example, with establishment of ecotourism, local people can be involved in selling food and drinks and souvenirs to tourists, the results of which can help them earn additional income.

Turnover can improve the economic benefits multiplier effect in the society (Goodwin, 1997). At a wider range it can keep the environment from damage due to ecotourism could feel the results of the local population will be encouraged to participate protect nature is the main attraction of the eco-tourism. Besides, local residents, for example, do not have to hunt animals for livelihood. Thus nature becomes the main asset of ecotourism will be saved from extinction (Roxe, 1998). In this case the most important thing is to convince and prove to locals that ecotourism can indeed provide benefits to meraka (Panos, 1995), because without concrete evidence meraka not be motivated to support environmental conservation program (Harrison, 1995).

The success of ecotourism separate testing of theory in the literature revealed eco-tourism and ecotourism implementation in practice is indicated by the location of the application of ecotourism. This framework shows if implementation using proper management can help obtain a balance between conservation and development increase continuously with a synergistic relationship between the natural, local residents and tourists (Ross and Wall, 1999). In principle all forms of tourism should be managed under the principles of sustainability both ecologically, socially, culturally and financially (Cater, 1994). Ecotourism is different from other forms of tourism in terms of its reliance on the protection of ecosystems and cultural elements contained therein. Nature and culture are an absolute asset ecotourism. Economic benefits derived from ecotourism should be used to preserve the environment, for example, used to hold a tool that can reduce environmental damage. Such facilities may include and camping sites, small rooms, as well as the interpretation center 'Boardwalks'. Ayala (1997) suggests that pure conservation programs that are not associated with other activities such as recreation is a concept of the past yng less effective so it needs to be revised. Pariwisata activities that can bring economic benefits can be used to support the conservation of natural and cultural resources.

The ecotourism development based on the natural and cultural environment as its main attraction will have implications for environmental conservation. Thus the obvious benefits are increasingly preservation of the environment, because without a quality environment ecotourism will be developed (Cater, 1994; Drake, 1991).

C. METHOD

The research conducted at the tourist attraction TWA Grojogan Sewu located in the district of Karanganyar Tawangmangu. The population used in this research consisted of 2803 respondents using purposive sampling technique in getting a sample of 343 respondents. Data collection technique used observation, interviews, focus group discussions and questionnaires. The method of analysis using validity and reliability test, multiple linear regression and hypothesis testing using t-test, F and coefficient of determination (R^2).

D. DATA ANALYSIS

The validity of the test results showed that all items valid question in explaining the variables and research instruments were used to collect data can measure the variable data consistently. Results of multiple linear regression showed that:

Table 1
Results of Multiple Linear Regression

Variable	Coefficient	Sig
Constant	34.287	.000***
Ecotourism development	.208	.000***
Environmental Management system	.191	.000***

Competitiveness	.242	.000***
Description:		
Y = The development of ecotourism spot		
X ₁ = Development of ecotourism		
X ₂ = Environment management system		
X ₃ = Competitiveness		
** = Significant at 5%		
*** = Significant at 1%		

Results of multiple linear regression model showed that the significance value smaller than $\alpha = 0.05$ means ecotourism development, environmental management systems and competitiveness influence on the development of ecotourism spot. Results of this study are consistent with research & Kuuder Isaac (2012); Singh and Ravi (2011); Kumar and Arvind (2009) which showed that the development of ecotourism, environmental management systems and competitiveness influence on the development of ecotourism spot.

E. DISCUSSION

1. The impact of the development of TWA Grojogan Sewu to income, employment and land use surrounding communities.
 - a. The development of TWA Grojogan Sewu impact on people's income
The development with of TWA Grojogan sewu generally occurs in the number of their income. None of the respondents with different types of employment stating their income reduced, with the tourism activity, 8.5% of those who have a job entrepreneur / trader and 8.0% on the kind of service work stating their income remains with the development of tourism. This is due to the declining value of the currency that is characterized by the increase in almost all prices of goods resulting in a decrease in working capital. In addition, there are also some people who opened the business with the same type so the competition started to grow, more and more providers of travelers needs resulting in a decline in demand.
 - b. The development of TWA Grojogan Sewu impact on employment
The development with of tourism activities support activities to encourage the growth of tourism as a main job or a sideline, such as craft industry, trade and services. Results showed most respondents have a second job, tendency of domination of the population have a second job are those who have a main job as entrepreneur / pedagang. Sedang kind of sideline most of them are side job services and farmers. The number of self-employed / traders have side jobs or services because the average farmer entrepreneurs use time effectively working only 4-7 hours. In addition, the entrepreneur / traders tend to have more capital or know the way to get venture capital and has a place of business / strategic lived so the chances of this provides an opportunity for them to try.

Most people who have a main job services have a second job in addition to the self-employed because their services do basic work also opened various businesses in their homes. The business activities can be carried out by family members there, while they generally do so after completing the main job. In addition to having a second job entrepreneurs / traders, service workers also farmer. Sideline farming done in conjunction with members of family, but entrepreneurs / traders, farmers obtain a second job as a result of production that is good enough to be relied upon as income, although sometimes its earnings are not necessarily because it is influenced by the rise and fall of the price of production.

Symptoms draw from these results, that almost all residents yangditeliti according to the type of work essentially has a side job services (30.4%) and self-employed / traders (40.6%). It shows the development of the tourism sector providing opportunities for surrounding residents to strive to improve their standard of living. Depicts a side job opportunities for residents due to geographical circumstances where he lived so that the state of the environment allows providing a stimulus to increase hours worked in another sector of the main job.

Tourism development impact on society, especially on livelihood / type of work population and other economic activities, namely the opening of business opportunity which in turn opens up opportunities / employment opportunities for the surrounding community. Considerable opportunities for the community reflected in the use of labor of every kind of work that reaches 56.8% of the responders studied.

- c. The development of TWA Grojogan Sewu impact of the use of public land
Experienced many forms of land use changes, the type of work 83.3% of farmers are changing, these changes include tourist attractions, businesses and farmland. On the type of job changes artisans 64.7, Part besarperubahan the new businesses include restaurants, lodging / hotels, grocery stores / kiosks. Changes in forms of land use also occurs in this type of work PNS / police / military, 58.6% experienced a change. It is due to the pendirian tempat new business premises and homes on lands that sebelumnya merupakan previously vacant land or house only stay saja. Perubahan also occurred on the type of service work dan wiraswasta / traders. Changes that occur 44.0% on the kind of service work and 45.1% at entrepreneurs. Basically these changes because of the new land use with the type of change that is the same as other types of employment.

Tourism development provide a large enough impact to change the use of lahan. Hal This is clear evidence that the tourism activity influence the change of use of all types of occupation lahan. Dari decline in the number of land use for residential saja. Pada generally they use their home as a place apart as well as a place to stay usaha. Selain it on the kind

of self-employment jobs, services, craftsmen, civil servants / police / military, previously contained vacant land turned into productive land either agricultural land or places of business.

Changes in land use are generally in use as a place of productive economic activity that is expected to increase earnings, despite which there are changes due to environmental reasons. Of land use as residential use only changes into a business that is very strategic. Perubahan this happen given the increasing number of tourists visiting the surrounding encourage people to open new businesses to increase revenue either as a side job or main job.

2. Impact of eco-tourism development, environmental management systems and competitiveness to the development of eco-tourism spot.

a. Reconstruction of Model-Based Ecotourism Resources and Local Wisdom Judging from Ecotourism Development

Ecotourism development has a positive impact on the development of ecotourism. This result implies that the efforts of tourism development is closely related to other sectors because tourism is cross-sectoral, meaning that tourism affects and is affected by other sectors such as the economy, politics and technology, in other words, the more tourism-oriented cross-cutting, the higher its economic impact. Factors that support tourism development by Sutarno (1986), among others: (a) the potential (appeal) both nature and human culture; (b) the location of potential tourism asset that will be developed as products and attractions; (c) facilities, infrastructure and facilities that support tourism to be developed; (d) physical and environmental conditions of the resource potential to be developed as a tourist attraction; and (e) the spatial pattern and discretion of the authorities concerned,

Ecotourism development efforts can be done by providing employment opportunities to the widest public, increase investment in the region Tawangmangu, strengthening local wisdom, preserve local culture, improve the existing facilities in the area of ecotourism can keep the surrounding natural environment.

b. Reconstruction of Model-Based Ecotourism Resources and Local Wisdom Viewed from Environmental Management System

The environmental management system has a positive impact in the development of ecotourism. These results have implications for the environmental aspects to be managed by the economic, environmental policy includes a commitment to pollution prevention, continuous improvement, comply with environmental regulations and other requirements that must be followed, monitoring and continuous improvement of the procedures and the quality of the environment carried out in an integrated and sustainable, environmental policy is documented and communicated stakeholders, any internal processes or external to the organization always consider the environmental aspects, any environmental initiatives (waste reduction, recycling) provide benefits to organizations and society and the use of natural resources such as energy and water, air pollution locally and regionally, global pollutants such as the use of greenhouse gases), soil contamination to the attention of stakeholders.

c. Reconstruction of Model-Based Ecotourism Resource And Judging from the Local Wisdom Competitiveness of Tourism Destination

The competitiveness of tourist destinations have a positive impact in the development of ecotourism. This result implies that the existing building should be able to have a strong image of a tourist destination and is directed at a clear target market (tour groups); use of information systems and technology are easily accessible (eg, the Internet); tourism promotion done effectively and efficiently; adequate facilities and supporting infrastructure; ecotourism infrastructure to function properly; the government has been instrumental in developing community ecotourism development region has been running in the development of Ecotourism region.

3. The model of ecotourism development of environmentally sound and sustainable

Development TWA Grojogan sewu done through increasing variety of facilities and infrastructure for easy access with the goal of increasing tourist visits in order to increase revenue, it is becoming the center of attention of the region, but an increase in infrastructure is not accompanied by policies to improve the management and utilization of community-owned land around the area of the object, in general, community land, management and use rests entirely by the community independently so that the utilization and production of land is not optimal when compared to the potential and the carrying capacity of the land so that tourism development area is not balanced with economic growth per capita of the land owners around tourism.

Land management structures of local communities around the tourist attraction in the area of research, partially and independently managed by the land owner desires. Orientation land management tend to the fulfillment of economic needs in person, even the majority of the population of land used only as a green open land. Uncoordinated management and no partnership / active participation from existing stakeholders, in respect of the land in the area of tourism development, the management did not pay attention to the principles of sustainable tourism and are not oriented land management with environmental management systems.

Based on the results of this study can be explained briefly the findings of this research is a model of ideal construction of ecotourism, the development model of environmentally sustainable tourism, closely related in an integrated way by considering the environmental management system; the principles of sustainable tourism and the role of active stakeholders. These three components are analyzed qualitatively and quantitatively in order to obtain a holistic integration in the use and management of land in accordance with the potential and environmental resources that can make a positive contribution to the government, private individual and society. The integration of holistic also be a positive contribution of society in the form of local wisdom that Rumangsa melu handarbeni, shall melu hanggondeli (hangrungkebi) and mulat sariro hangrosowani, as well as the government's contribution in the form of participation of stakeholders in the management, monitoring, evaluation, accountability, training and promotion, use of resources sustainable way, improving the quality of the environment and reduction of unemployment.

Synergy of community contribution through local wisdom and contribution of government (stakeholders), the beneficiaries and land management in accordance with the potential and resources of the environment is an ideal model construction tourism development (the development of environmentally sustainable tourism).

F. CONCLUSION

1. The presence of influence development of tourism (ecotourism) on people's income, employment and land use in the study area, indicating that the study area has a significant impact on the character of the economic life of the community and communities around the area of land use / tourism areas.
2. The development of ecotourism and environmentally sound sustainable reconstruction using a model-based ecotourism resources and local wisdom in the review of; Ecotourism development, environmental management systems and competitiveness have a positive impact on the development of Ecotourism.
3. Model Environmental Sustainable Tourism Development, the Ideal Model Construction Ecotourism, closely related in an integrated manner between environmental management systems; the principles of sustainable tourism and active role of stakeholders in order to obtain a holistic integration in the use and management of land in accordance with the potential and environmental resources. The integration is also a holistic form of community positive contribution in the form of local knowledge (teaching tri dharma) as well as the government's contribution in the form of participation of stakeholders in the management, monitoring, evaluation, accountability, training and promotion of sustainable use of resources, improving the quality of the environment and reduction of unemployment.
4. The philosophy and the meaning of local wisdom in the form of tri dharma teachings of the philosophy / personality development of community foundations in synergy with local authorities who then gave birth to a local government policy in the form of local regulations into local philosophy and guidelines for various activities of government and community development in the district Karanganyar including the development of regional tourism.

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