



TOURISM DEVELOPMENT STRATEGY IN GIRIKARTO VILLAGE, GUNUNGKIDUL, YOGYAKARTA

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ABSTRACT

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Tourism development, especially on the coast of Gunungkidul, has a significant impact on various aspects of community life. This study aims to analyse the socio-economic impacts of tourism development and to analysis tourism development strategies in Girikarto Village. The research method is descriptive qualitative, mapping the development of tourism potential based on SWOT analysis (*Strenghtening, Weakness, Opportunity and Threads*). Data collection was conducted through observation and in-depth interviews with business actors, Pokdarwis, the community, local government, and village officials. The results of the study show that tourism is able to absorb labour, improve the community's economy, create business opportunities and also change the employment patterns of people who previously worked outside the area back to settle in the original village. Tourism has implications for improving the skills, education, and lifestyle of the community. In addition to bringing positive impacts, some negative impacts of tourism are environmental degradation, reduced vegetation cover, changes in karst morphology, increased congestion, pollution and waste problems. Tourism development strategies can be done through optimising community involvement in tourism (CBT/CommunityBased Tourism), increasing community capacity and optimising the role of stakeholders to promote sustainable and equitable tourism for the community and the environment.

Keywords: Community Based Tourism; Development Strategy; Tourism Impact

INTRODUCTION

Tourism is one of the potential sectors in contributing the largest foreign exchange for the country and plays an important role in the economic growth of the community (Adinugroho, 2017; Jamalina & Wardani, 2017). Rasool (2021) states that tourism in several countries is ranked third as a contributor to industrial exports, after mining exports and the food industry. In an effort to encourage the tourism sector, several policies are implemented by the government, including the provision of a length of stay for foreign tourists for 30 days, ease of investment to support tourism development and infrastructure development. In addition, the



policy in the form of visa fee exemption stipulated through Presidential Regulation No. 69 of 2015 has also proven to increase the number of foreign tourist visits to Indonesia (Mahadevan et al., 2016).

Yogyakarta, apart from being a city of education, is also known as a tourist city that presents a variety of natural tourism/ecotourism, educational tourism, cultural/craft tourism, historical tourism, agro-tourism, ethnic tourism, resort city tourism, etc. Hospitality, comfort, uniqueness, tranquility combined with the uniqueness of the building/culture/tradition and the presentation of various tourist spots in Yogyakarta is a magnet for domestic and foreign tourists (Permatasai & Wahyono 2017; Aji, 2019). Gunungkidul as one of the tourist destinations in Yogyakarta stores natural wealth in the form of karst hills, ancient volcanic areas, cave tourism, underground rivers, coastal tourism that has the potential to be developed (Sudarsono & Susantun 2019). Likewise, the attractiveness and natural beauty of Girikarto Village as one of the villages on the south coast of Gunungkidul has great potential to continue to be explored to encourage economic improvement and community welfare.

It is hoped that tourism development in Gunungkidul will be able to reduce and alleviate the poverty rate, which is still quite high, which reached 17.07% in 2020, an increase of 0.46% from 2019 (BPS 2021) and encourage equitable development and reduce inequality. As a study (Adinugroho, 2017) states that the southern part of Gunungkidul is one of the areas experiencing inequality in development, because so far development is still focused on the central region, which is concentrated in Wonosari as the centre of government, trade, and housing.

The large gap and inequality in terms of development is due to the distance from the city centre, Girikarto Village is located quite far, and in the previous decades the potential of the existing area has not been optimally developed (Pinandito, et al 2019). The poverty rate and low development are correlated with the low level of education, which is shown by 34.6% of the community not going to school and not completing primary school, while 34.3% graduated from primary school (BPS Gunung Kidul, 2020). The low level of education and skills of the community has implications for limited employment opportunities and the low level of wages earned by the community. The high poverty rate, especially before the development of tourism, is due to the physical (morphological, as well as hydrogeological) conditions of the area which are not optimal for the development of agricultural/plantation cultivation. Soil conditions with a very thin effective soil depth/lithosol soil, with less fertile soil conditions and water difficulties resulted in some people deciding to migrate to the city centre, namely to Yogyakarta City or even outside the city. The low level of education of the people who depend on the urban area has resulted in the livelihoods of the residents as casual labourers, construction workers, household assistants, food servers, carpenters/builders, salesmen, etc. The limitations and patterns of life that some people have have lasted for generations, or in the study of Geertz (1974) is referred to as inherited poverty. In addition to being influenced by physical aspects, education levels, infrastructure limitations, poverty in Girikarto is also influenced by the "Nrimo" culture of the community, which accepts poverty as a destiny. Jati (2019) mentioned that cultural factors are one of the factors that make it quite difficult to alleviate poverty in Gunung Kidul.

In the 2000s, tourism development in Girikarto Village had not been carried out optimally, the tourism development system was still self-help with limited capital, facilities, infrastructure and infrastructure, making the tourism sector unable to absorb a large number of workers. At that time the tourism sector was an unpromising sector, but in 2018 until the 2020 tourism development began to be taken more seriously by the government and by cooperating with several investors. Funding and seriousness in managing this tourist attraction are able to open tourist attractions with new concepts. Tourism innovations developed by combining natural concepts with modern concepts encourage the level of tourist visits to increase from time to time. Tourism packaging that answers the needs of millennials, adequate comfort and facilities, and the concept of tourism that can be enjoyed by all family members can encourage an increase in tourist visits (Director of HeHa Ocean, 2021). Several investors who helped develop tourism in Girikarto, including opening attractions in the form of HeHa Ocean, Taman Watu, Teras Kaca, Puncak Segoro. Of the four investors, HeHa Ocean is the largest investor with a land area of 3.5 Ha for tourism development in which there are photo spot tours, culinary and lodging with sea views and artistic building architects.

Tourism development and the influx of investors in Girikarto Village certainly have various impacts on people's lives. Based on this, this research aims to analyse the impact of tourism development, especially on changes in the social and economic conditions of the community, mapping problems and strategies in tourism development in Girikarto Village based on SWOT analysis.

METHOD

This research was conducted using a qualitative method, presenting the data descriptively. Creswell (2016) states that qualitative research is research conducted by exploring and understanding the meaning that occurs in a group of people/individuals who come from social problems. Data were obtained through interviews with several key respondents, namely village officials, business actors, pokdarwis, investors, people involved in the tourism sector, MSME players. The research location was chosen in Girikarto village, Panggang sub-district. This village was chosen because in 2021 this location opened a new tourist attraction, namely HeHa Ocean, where tourist visits in a day once reached 5000 people. Apart from being managed by investors, in this village there are also various tourist attraction developments that are managed independently by the community, namely Tanjung Kesirat beach, Bidadari beach and Gesing beach. Other attractions managed by investors besides HeHa Ocean are Puncak Segoro, Teras Kaca, and Taman Watu.

RESULTS AND DISCUSSION

Tourism as a Subsystem Sector of Society during the Pandemic

The Covid-19 pandemic that swept across the world in early 2020 and is not yet known when it will end, has had a significant impact on the community's economy. The pandemic is one of the disasters that adversely affects all sectors of people's lives, paralysing the economy, changing civilisation, resulting in millions of people

losing their jobs, experiencing a decrease in income, increasing the number of poverty rates and community helplessness. Likewise, in Girikarto Village, the pandemic has caused some people to lose their jobs (PHK) because several factories/industries and businesses where they worked collapsed/bankrupted. Some people who experienced these conditions inevitably returned to the village to work as farmers and breeders with limited natural resources/land so that the income obtained was limited. However, in the midst of the pandemic, the process of building and developing tourism in Girikarto Village continues, this condition certainly has a positive impact on the community. The development of new tourist destinations is able to absorb at least 100 workers to clear the land and work as builders to build the HeHa Ocean tourist complex. Likewise, several other tourist attractions (Puncak Segoro, Teras Kaca and Taman Watu) are also improving to continue to carry out development. Community involvement in building tourist destinations certainly brings positive value to people who have just lost their jobs. The development, which began in 2020, is able to provide economic sustainability for the community.

One of the largest tourist attractions in Girikarto Village, HeHa Ocean, opened in March 2021. The marketing system carried out through online/social media (instagram, tik-tok, youtube, etc.) has drastically increased the number of tourist visits. This tourist attraction is not the only tourist attraction developed by investors, but because other tours such as the Glass Terrace, Segoro Peak and Taman Watu are not too wide in scope, the number of workers absorbed is only limited. In contrast, HeHa Ocean, which has been built on 1.5 hectares of land (out of a total of 3.5 hectares), can accommodate 5,000 tourists, with implications for labour needs reaching up to 150 people. The opening of this new tourist attraction brought fresh air to the people of Girikarto, when some people were affected by the pandemic, the existence of tourism in this location actually increased and was able to provide jobs for some people who were laid off. The viral location of HeHa ocean through various social media is an attraction for tourists (local to foreign countries). The beauty of the natural panorama combined with artistic creativity makes various offers of photo spots, as well as spots to relax with family interesting to visit.

The increase in the number of tourist visits in Girikarto has implications for the increasing need for personnel directly involved in tourism objects, as well as business opportunities that support tourism development. This certainly brings benefits to the economic improvement of some of the people of Girikarto. The slump in economic conditions due to the pandemic can be saved by the presence of tourism that was previously unimaginable to the community. With the presence of tourists, economic growth began to revolve in Girikarto Village.

Tourism for Economic Improvement and Community Welfare

Tourism is one of the sectors that is able to absorb high enough labour for the community. The presence of tourism is also able to open various business opportunities for the community, so it can be said that the *multiplayer effect* generated from tourism is very massive. This is what is felt directly by the residents of Girikarto, where the opening of various tours, especially along the coast, has made several communities get a source of income and more benefits. Some labour and business opportunities from tourism are presented in Table 1 below.

Table 1. Employment Opportunities for Tourism Development

| No | Tourist Attraction | Labour in Tourism Objects | Labour: parking attendants, motorcycle taxis, etc | Seller involved |
|----|--------------------|---------------------------|---|-----------------|
| 1 | HeHa Ocean | 150 | 25 | 15 |
| 2 | Tanjung Kesirat | 20 | 10 | 10 |
| 3 | Taman Watu | 25 | 1 | - |
| 4 | Taman Bidadari | 10 | 1 | - |
| 5 | Teras Kaca | 30 | 3 | 5 |
| 6 | Puncak Segoro | 15 | 3 | - |
| 7 | Pantai Gesing | 50 | 20 | 20 |

Source: Data Analysis 2021

Tourism brings fortune and changes the economic/living conditions of the community as well as providing and creating new job opportunities. The tourism sector is one of the largest industries, especially in Indonesia, which is able to increase foreign exchange and community economic growth (Akuino 2013; Syechhalad et al 2017; Lesmana et al., 2020). One of the tourist developments that has significantly changed the condition of the community is the opening of the HeHa Ocean tourist attraction. Some job opportunities include: HeHa Ocean employees/workers who work as ticket guards, entrance guards, tenant guards for photo spots, janitors, food tenant guards, bathroom guards, photographers who work on photo spots. In addition, the opening of HeHa Ocean also opened up business opportunities for community members as parking attendants, food vendors/traders, and motorbike taxi services from the parking lot to the entrance of HeHa Ocean. The parking lot management and profit-sharing system applied at HeHa Ocean provides more profit opportunities for the community. Where at the beginning of the agreement, the land used belonged to the community, henceforth the capital to do the levelling, backfilling, construction of the parking lot was carried out by HeHa Ocean. The community as a landowner of 4 people is entitled to 70% profit which is used to finance labour and profits for landowners, while 30% goes to HeHa Ocean. From the agreement set, the revenue from parking of 30% which goes to HeHa Ocean is 15% submitted to the village as village funds. The division of results with this scheme certainly provides benefits for the community (parking attendants and landowners) as well as routine income for the village for development. Likewise, for the community of tourism business actors, namely traders and motorbike taxi officers, the business / cooperation system applied is not charged rent or contribution to HeHa Ocean. Some businesses are only charged a retribution/cash rate for village development.

The development of HeHa Ocean in addition to providing various photo spots, culinary also provides tenants for souvenir centres and tenants of local Gunung Kidul products. Hendro as Director of HeHa Ocean stated that the provision of tenants for local products is intended so that the community has access to a variety of local products, this also aims to introduce and market superior products for tourists. However, until this study was conducted, the community had not optimised the business opportunities that had been provided, as well as other creative business opportunities that could encourage community business.

Tourism development in Girikarto is not only able to provide jobs for the community, but also provide increased income for the village government as well as for the local government. The increasing number of visits certainly also increases the amount of retribution generated at the entrance fee (TPR). The level of tourist visits with a range of 1,000 people to 5,000 people per day certainly increases the

Regional Original Revenue, which is partially returned to the development of Girikarto village.

Opportunities and Strategies for Tourism Development

Along with the development of the needs and trends of today's society, tourism has become one of the basic needs for the community. The relatively more prosperous economic conditions of the community, the level of stress and life pressure that is heavier makes tourism an alternative to refresh energy and enjoy togetherness with friends or family. This is certainly an opportunity and challenge for how the tourism potential in Girikarto can be maximised by involving the community (*Community Based Tourism/CBT*). The current pattern of cooperation and tourism development in Girikarto is still limited to investor relations as business owners who certainly have labour needs - while the community needs the availability of jobs. On the one hand, this pattern provides income and economic improvement for the community. However, this pattern still positions the community as workers, not as the main actors/partners in driving tourism.

Business development developed by investors has both positive and negative implications for the community and the environment. On the one hand, the availability of jobs provides certainty to the community to get a salary/wage every month. However, this scheme only places the community as workers with more or less standard income. Meanwhile, for the private sector/investors, the benefits obtained from tourism development certainly provide multiple results. In this case, self-help tourism development needs to be encouraged so that all benefits can be enjoyed together, and provide maximum welfare and sustainability to the community.

Based on the analysis of the field study, it shows that business opportunities in supporting tourism and community opportunities to get more value from available resources have not been maximised. The existence of investors with the community there is a very far gap, the relationship between leaders and workers is still very strong because of the pattern and construction of thinking that was built from the beginning like that. The absence of assistance and the absence of ideas in developing cooperation between the community and investors have resulted in a very large income gap between workers and investors. This condition is considered reasonable because all costs incurred for development from the process of purchasing land, clearing and cultivating land, building facilities are all done and financed by investors.

Patterns of co-operation that are parallel / partnership patterns between developers and partnership patterns between developers and the community have not been seen in Girikarto Village. The construction pattern to build together and develop together has not been seen in the development of tourism in Girikarto. The low creativity, innovation, capital and capacity of the community in capturing business opportunities make the community still become 'workers'. Even business opportunities in the form of cooperation in selling local products and artworks of Girikarto residents have not been maximised by the community.

The unpreparedness of the community in capturing this tourism business opportunity should be encouraged, so that this opportunity is not taken by other parties. In several cases of tourism development in several regions also show that most Indonesian people are not ready to respond to change, weak adaptation and

limitations (capital / skills) owned make people not immediately move from poverty (Sutojo & Yanto 2017). The results of the study show that in Girikarto Village agricultural products, plantations and fishery products have the potential to be developed. Assistance in processing local products into high-value products is needed, packaging and marketing of community products are also needed so that from upstream to downstream everything is planned and carried out optimally. The increasing level of tourist visits is certainly a business opportunity, for example: how local products are processed and packaged so that they become souvenirs when visiting Girikarto Village.

Some tourism opportunities that are managed independently also need to be encouraged by the government / NGO / CSR programmes such as those on Tanjung Kesirat beach, Grigak beach, Bidadari beach, Wohkudu beach and Gesing beach. Easy accessibility and supporting infrastructure are certainly needed so that the beauty of the beach can be easily enjoyed by tourists. Limited capacity and capital in developing this tourism potential makes some of these attractions seem to sink due to the presence of HeHa Ocean. Meanwhile, if the government, investors and the community jointly develop a tourism concept/design/tour package with the principle of progressing together, the existing tourism diversity will actually become an alternative for tourists to visit longer in the Girikarto Village tourism complex. However, until this study was conducted, the integration and linkage of tourism packages/designs in Girikarto Village had not yet been completed. The law of survival that applies in Girikarto is who has large capital, has great power, and has a wide network, controls the marketing system can certainly become a ruler/monopoly in tourism management in Girikarto Village, while for non-capitalised tourism managers this condition can be a threat to a decrease in the number of tourist visitors.

This threat must be mitigated immediately so as not to cause friction between investors and investors, investors and the community or friction between communities. The government certainly has a big share in striving for tourism development in Girikarto Village to move forward together and provide the main benefits for the community. The continuity and sustainability of community life and the progress of tourism are the main priorities in future tourism development plans. The strategy of actively involving the community in developing tourism and strengthening community capacity is needed so that in the future the community is able to enjoy the natural potential that exists in Girikarto Village.

| | <i>Strength (S)</i> | <i>Weakness (W)</i> |
|--|--|--|
| | <ul style="list-style-type: none"> - People have a hardworking, honest work ethic. - Potential natural - The existence of complex tourism objects is a tourist attraction - Complex cultural potential | <ul style="list-style-type: none"> - Limited skills, community capacity - Limited financial capital - Limited network and information technology - Unpreparedness in capturing business opportunities - Inadequate infrastructure |

| | | |
|--|--|---|
| <p>Opportunities (O)</p> <ul style="list-style-type: none"> - Opportunities for tourism support facilities(<i>Home Stay</i>) - Businesses in the service sector / trade / restaurants related to tourism - Businesses in the field of crafts / souvenirs - Fishermen's catch processing business | <p>Strategi SO</p> <ul style="list-style-type: none"> - The need for mentoring so that the community is able to seize business opportunities - The need for training so that people are able to process local products - The need to collaborate ecotourism with cultural tourism | <p>Strategi WO</p> <ul style="list-style-type: none"> - Community capacity building - Need for capital participation for business development - Building community readiness - The need to develop creativity, innovation to create business opportunities |
| <p>Threads (T)</p> <ul style="list-style-type: none"> - The presence of investors exploiting natural resources - Environmental degradation (destruction of karst hills, garbage, pollution, congestion) - Unhealthy business competition - Social jealousy between investors and the community or between parties | <p>Strategi ST</p> <ul style="list-style-type: none"> - Policy on protection of space utilisation/space suitability - Cooperation and collaboration between the community and investors with the principle of mutual benefit to realise tourism sustainability and environmental sustainability. - The need to develop a road map for tourism development - Cooperation and collaboration among tourism developers/managers | <p>Strategi WT</p> <ul style="list-style-type: none"> - Increasing the capacity and skills of the community so that they have equal value and position with investors - CSR programme to increase community capacity/skills - Technology and information mastery training - Development of adequate infrastructure - Optimisation of the role of local and village governments to increase capacity and realise equitable and sustainable tourism for the community and the interests of investors. |

Figure 1. SWOT Analysis of Tourism Potential Development in Girikarto Village

Figure 1 above shows that the physical/natural/human resources/cultural potential of Girikarto Village is very potential to be developed. However, the many challenges and limitations that exist have resulted in new business opportunities or tourism development opportunities that cannot be optimised. Prafitri & Damayanti (2016) mentioned that increasing institutional capacity and individual capacity is important so that the existing potential can provide economic improvements for the community. In this context, the role of the government, NGOs and related stakeholders is needed so that capacity building programmes can be carried out in synergy and sustainability. The development of tourism potential in Girikarto is expected to be able to drive the economy of the community and village and be able to provide a *multiplayer effect* for the community.

CONCLUSION

Tourism plays an important role in driving the economy and increasing community income. The tourism sector in Girikarto Village is able to provide employment for most of the community, provide new business opportunities and reduce the poverty rate in Girikarto Village. *Community-based* tourism (CBT) development in Girikarto needs to be encouraged so that tourism is not only carried out by the private sector/investors. Institutional capacity building, including

through tourism awareness community groups and individual capacity building, is very important to realise an empowered community in managing tourism. Tourism development strategies need to be carried out so that the challenges and weaknesses/limitations that exist in Girikarto Village can be minimised so that the community is able to create new business opportunities to support tourism development.

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