



EVALUATION ANALYSIS OF ENVIRONMENTALLY BASED SUSTAINABLE MANAGEMENT AT DAGO DREAMPARK BANDUNG

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ABSTRACT

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This research aims to analyze the environmental management of destinations carried out at Dago Dreampark so that tourist destinations remain maintained and protected. Evaluation of sustainable management carried out regularly is needed so that factors can always be monitored that can cause a decline in nature environment and natural resources owned by tourist destinations, along with planning & monitoring efforts made to overcome these factors. The method that will be used in this research is a descriptive qualitative method. Data collection will be carried out using the tourist destination photo/video documentation method, direct observation of the sustainable development of the Dago Dreampark Bandung, and using the direct interview method with the Tourism Destination Management. The results in this research reveal the applications used by Dago Dreampark in managing destinations sustainably, starting from waste management, air and water management, and also managing nature conservation at Dago Dreampark. This research provides knowledge about the effectiveness of sustainable management applied to tourist destinations.

Keywords: Evaluation; Nature Tourism; Resources; Sustainable; Development

INTRODUCTION

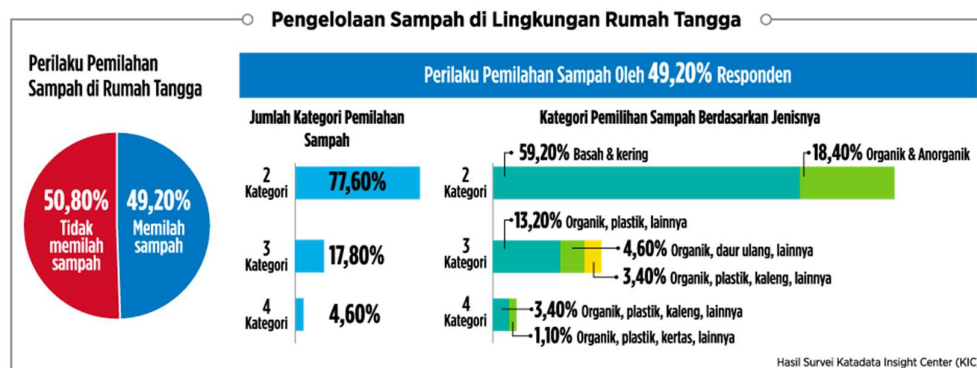
Tourist destinations will always need evaluation. Evaluation in tourist destinations seeks to ensure management that is effective, maintained, sustainable, and also, of course, aims to provide a maximum and satisfying experience for visitors to the destination. Sustainable evaluation can cover several aspects, such as the environment, which can be divided into several dimensions such as ecology, air and water quality, and waste management; it can also be evaluated from a socio-cultural perspective, such as environmental awareness of tourists and participation from other parties. As Buckley (2012) suggests, sustainable tourism management requires consistent monitoring and evaluation to maintain the ecological integrity of tourist destinations and ensure the socio-cultural sustainability of the host communities.



Hunter (1997) argues that sustainable tourism is an adaptive paradigm that must evolve in response to changing environmental and socio-cultural conditions. This is relevant to Dago Dreampark, where the management faces ongoing challenges such as waste management and facility maintenance. The need for sustainable practices is echoed by Swarbrooke (1999), who emphasizes that sustainable tourism management must balance economic viability with environmental stewardship and social equity.

The evaluation that will be analyzed includes the aspects explained. Dago Dreampark carries out management evaluations every month. Dago Dreampark, in its evaluation, is faced with several problems that are often experienced by other tourist destinations, especially natural tourist destinations, such as trees falling due to nature, and also damaged and dirty facilities due to a lack of awareness among destination visitors. According to Bramwell and Lane (2000), collaboration and partnerships are crucial in tourism planning to address such challenges, ensuring that all stakeholders are involved in maintaining the sustainability of the destination.

Hall and Lew (2009) highlight the importance of integrating environmental, economic, and social dimensions in tourism management. This holistic approach is essential for Dago Dreampark to address the multifaceted challenges it faces. Weaver (2006) also notes that effective sustainable tourism management requires a clear understanding of the destination's carrying capacity and the implementation of measures to prevent overuse and degradation.



Source: Katadata, 2019, 28 February 2024

A survey conducted by Katadata in 2019 with 354 respondents across Jakarta, Bandung, Semarang, Yogyakarta, and Surabaya indicates that 49.20% of the population still lacks awareness about sorting waste. Since Bandung residents are included in the statistics, this issue can also arise at Dago Dreampark due to the similar lack of awareness among tourists. Consequently, the management of Dago Dreampark still has to manually sort rubbish, with litter sometimes being strewn along the destination's pathways. This situation is consistent with the findings of Gössling and Hall (2006), who observe that the lack of environmental awareness among tourists is a significant barrier to achieving sustainability in tourism.

It can also be seen from reviews on platforms like TripAdvisor, Tiket.com, and Traveloka that accessibility to Dago Dreampark is still not good, as are attractions that are poorly maintained and neglected. These issues suggest the need for specific

programs to address these problems, such as repairing damaged roads to improve access, monitoring, and rebuilding neglected attractions, and conducting regular checks and evaluations to maintain visitor safety and comfort. McCool and Moisey (2008) emphasize that sustainable tourism development must prioritize the maintenance of infrastructure and attractions to ensure long-term visitor satisfaction and destination sustainability.

Based on the results of pre-interviews, problems such as a lack of tourist awareness regarding waste disposal and damage to facilities were also identified. The efforts made by Dago Dreampark in pre-interviews have been in place to mitigate problems such as sorting waste and reselling recyclable waste, replanting damaged trees, processing waste, making several policies, and consistently reminding visitors to maintain personal safety and comply with existing regulations. However, these problems continue to occur frequently at Dago Dreampark, necessitating further monitoring and evaluation of existing mitigation efforts. As Font and McCabe (2017) note, effective sustainability marketing must be supported by transparent and ongoing evaluations of environmental and social impacts to build trust and engagement with visitors.

Hardy et al. (2002) stress that sustainable tourism is not a static goal but a dynamic process that requires continuous learning and adaptation. For Dago Dreampark, this means regularly updating its management practices based on the outcomes of monthly evaluations to address recurring issues effectively. Jamieson and Noble (2000) advocate for the use of sustainable tourism indicators as a tool for monitoring and improving destination management, which could be beneficial for Dago Dreampark in tracking its progress.

Butler (1999) underscores the importance of state-of-the-art reviews in sustainable tourism to keep abreast of new challenges and opportunities. This perspective suggests that Dago Dreampark's management should stay informed about the latest developments in sustainable tourism to refine their strategies continually. Miller and Twining-Ward (2005) add that sustainable tourism transitions require robust monitoring frameworks to guide decision-making and ensure long-term success.

In conclusion, while Dago Dreampark has made strides in addressing sustainability challenges, ongoing evaluation, adaptation, and stakeholder collaboration are crucial to ensuring the long-term sustainability of the destination. This aligns with the broader literature on sustainable tourism, which emphasizes the need for a comprehensive and dynamic approach to managing tourist destinations.

LITERATURE REVIEW

Sustainable Management

Sustainable management is an approach that seeks to balance current needs without using energy for future generations just to meet their own needs. According to Budiharjo and Sudjarto (2012) Sustainable management is a city that has developments that are able to meet the needs of today's society, able to compete in the global economy while maintaining environmental, social, political and cultural

sustainability without reducing the ability of future generations to meet future needs. the upcoming one.

According to the UN (United Nations) sustainable management is a management concept that aims to meet the needs without sacrificing the abilities of future generations, efforts are needed to build inclusive, sustainable management for ecosystems on earth and also humans, this can be achieved if we pay attention to several elements such as economic, social and environmental conservation.

Evaluation

Evaluation is an activity carried out to assess and consider the quality of objects such as programs, processes, products, systems and organizations which will be analyzed and then interpreted which will provide various efforts and opportunities for planning & decision making based on the results of the assessment and considerations have been done.

According to Chen (2015) from Wanzer (2019) states that evaluation is a process of collecting empirical data and systematic information about a program. To assist program planning, implementation and effectiveness of a program, evaluation is needed, especially answers to the questions what, who, how, whether and why. And in Ajat Rukajat's book (2018) he states that evaluation is a process of determining decisions regarding the quality of objects or activities by making value judgments based on data and information collected, then analyzed and interpreted systematically.

METHOD

According to Sugiyono (2020: 9) Qualitative research is a form of research where the research object is scientific in nature, where the writer is the key instrument, the data collection technique is inductive and the research results produce more meaning. And according to Creswell (2018: 35) the qualitative approach has data, analysis, interpretation, and writing that are different from quantitative. Qualitative uses deliberate sampling, open data collection, analysis of text or images, representation of information in tables, and the author's personal interpretation of the findings which exists. From both of the understanding, it can be concluded as that qualitative research is a research to examine phenomena, experienced by research subjects by utilizing scientific methods where the writer can be the key instrument, then the data can be collected inductively and described in the form of words and language.

The research method that being used in this research is a qualitative research method to obtain the necessary data and facts related to the objectives and titles taken. The selected research location was Dago Dreampark, Bandung Regency. Researchers focused on analyzing the evaluation of sustainable management at Dago Dreampark, from the title and object of the research carried out, it would be more suitable if descriptive qualitative research was used as the form of research carried out. Researchers also uses several data collection techniques based on this understanding, namely Observation, Interviews, and Documentation which can then be processed and explained in the results of this research. The informants/participants used in this study were 5 informants related to the Development of Dago Dreampark.

In terms of documentations, the researcher will use 2 types of data that will be collected. Primary Data, according to Sugiyono (2018), primary data is data sources that directly provide data to the data collectors. Meanwhile, according to Fuadah (2021), primary data is data sources that directly provide data to the requester. From these definitions, it can be understood that primary data is data provided directly to the data collector. To obtain primary data, the researcher will directly visit the Dago Dreampark tourist destination to conduct an interview session with one of the informants, namely the management of Dago Dreampark.

Analysis Method

For the analysis method, the researcher will use a theory from Miles and Huberman (1992). The theory conclude that there are 4 steps to do data analysis. First one is Data Collection, In the data collection stage, the researcher has employed various data collection methods through interviews with the management of the Dago Dreampark tourist destination, as well as observations and documentation conducted repeatedly at the location. Second one is Data Reduction, Data reduction is a process of selecting, focusing, or filtering raw data that needs to be processed so that the information conveyed can be well understood.

In the data reduction stage, the researcher summarizes the elements that focus on data related to the research topic to ensure they are comprehensible and clearly presented. The third one is Data Presentation, Data presentation is the process of displaying a set of data that has been reduced and well-organized so that the presented data can be understood and subsequently lead to the final stage, which is drawing conclusions/verification. The data presentation stage is a crucial step. Last step is the Conclusion, The conclusion drawing stage is the final phase where the conclusions derived from the research results, which might not have been initially clear, become evident. However, this stage requires verification throughout the research process to ensure the presented data's validity and to guarantee that the data has high validity. As For the data validity techniques, the researcher will use Data Triangulation and Time Triangulation.

RESULTS AND DISCUSSION

Nature Conservation

Dago Dreampark faces several general challenges that often occur in a few Indicator, there are risks that could potentially damage the ecology and nature conservation at Dago Dreampark. Based on the results of interviews with resource persons, Mr. Revi, as marketing & Public Relations at Dago Dreampark, from the results of Mr. Revi's interview that there are 3 general problems that often occur at Dago Dreampark, which is tourists throwing rubbish carelessly, continuing to damage facilities that are more natural, like destroying trees. And if it caused by nature, the tree falls, and also due to its mountainous location, the road at Dago Dreampark is quite steep.

From the problems above, Dago Dreampark overcomes these problems using several methods, such as conducting training for its employees, planting trees again, while for visitors, announcements have been made near the Barong area and towards the parking lot to always look after children because the tourist location goes up and down, they are also warned. to visitors to throw away rubbish in the

right place and participate in maintaining the cleanliness of Dago Dreampark. As for the animals in Zoomanji (one of the tourist destination in Dago Dreampark), Sick animals will be given immediate help and rehabilitated until the recovery process is complete, because Dago Dreampark has a collaboration channel with veterinarians.

Water and Air Quality

As for the air quality, Dago Dreampark have already tried using and adapting to electric bus but the weight is too big to hold up to 15 person and more. So Dago Dreampark stil use gasoline fuel for the bus. But in the future, Dago Dreampark will still try to convert this fuel gasoline energy into a renewable energy. Dago Dreampark has 2 water sources that are used at Dago Dreampark. Namely using water sources directly for the needs of visitors, and also using river flows to be used to fill water ride pools and watering plants. Dago Dreampark does not have a special water management system to conserve and reduce water usage levels, but plans are being planned for water management in the future.

Waste Management



Source : Sir Revi as Public Relation in Dago Dreampark (2024)

As for Waste Management, Dago Dreampark has their own waste management process, this process is temporary until a more efficient process is found in handling waste. And in waste management there are three (3) divisions concerned with this management process, namely the P3 division, Project Division, and Gardener Division.

In the first step, Dago Dreampark provides a sufficient number of trash bins in every corner of the area. However, a visitor respondent with the initial A said, "In my opinion, it is quite good for now because in terms of cleanliness, there is no litter and everything else is fine. In the future, perhaps more trash bins could be provided. The availability is still scarce." In terms of cleanliness, there is no scattered trash, but the availability of trash bins is still lacking. Therefore, it is necessary to increase the number of trash bins around the Dago Dreampark area. The second step, the management of Dago Dreampark collects waste at predetermined points before transporting it. The P3 division is needed to gather the waste around the destination area before moving on to the waste transfer process.

As for the third step, Dago Dreampark will transfer the waste for separation. Special vehicles provided by Dago Dreampark are used for waste transportation.

The the last step is waste separation, Waste is separated so that each type can be taken to the next disposal stage. Organic and inorganic waste is separated according to their criteria. If the waste is plastic, it will be sold because selling can utilize the waste by recycling it into new products. Organic waste, such as compost, can be utilized by the gardener division to make plant fertilizers that can be used for planting. Paper waste, such as tickets, receipts, and food packaging, will be burned. Dago Dreampark typically schedules waste burning about 2-3 times a week depending on the volume of waste.

As for the waste separation process, the management of Dago Dreampark still uses manual waste sorting because, despite having three types of waste bins provided for disposal, and also Dago Dreampark created a concept called Green Tourism. Green Tourism at Dago Dreampark is a concept of utilizing fallen pinus fruit and reusing it as a decoration for trash cans and souvenirs. This concept is not only used for trash cans and souvenirs, it is also used to decorate booths in various food / drink stalls in every area of Dago Dreampark.

CONCLUSIONS

Based on the results of the research that has been made, it can be concluded that the management of the Dago Dreampark destination is quite good because every problem can be overcome in various ways, such as replanting trees, hourly announcements regarding security and visitor awareness. The animals at the Zoomanji tourist attraction were given immediate help and rehabilitated by veterinarians in collaboration with Dago Dreampark.

Dago Dreampark still uses gasoline for Wara Wiri and is still moving towards the process of using electrical energy. Dago Dreampark does not yet have a special water management system to reduce dirty water waste. However, Dago Dreampark already has its own waste management process and has several stages such as waste collection, waste transfer, waste separation, divided into 3 types, namely animal waste, plastic, paper waste and each waste has its own process.

And as a researcher and who wrote this research, Dago Dreampark already has various ways to mitigate the problems it faces, has collaboration connections with veterinarians for the Zoomanji animal, and also has good waste management. In the future, we need to increase our use of renewable energy sources, continue to try to switch to electric power to reduce air pollution, create a special water management system to reduce water waste. Overall, it is considered sustainable, but there are still several aspects that need to be improved.

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