

Management Of Tourism Object With Collaboration Model Based Ecological Tourism

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Abstract: *Indonesia has natural tourism scattered in all regions. Objects of this nature have not all of them can be developed potential. CurugSewu located in District Patean, CurugSewu Village, Kendal Regency is famous as a natural tourist attraction. Nevertheless until now this tourist attraction has not become a natural tourist destination. The main obstacle is the absence of mutual understanding, agreement and togetherness among stakeholders in the management of the tourism object which consists of Government Institution, Educational Institution, Private, Community Social Institutions, Security Officers and Villagers. Through Collaborative Management can be realized a management model that summarizes all stakeholder interests. The understanding, agreement and togetherness of stakeholders in the collaboration opens the opportunity for the community to participate in working on the natural attractions, which leads to the increase of people's welfare and the realization of tourist destinations. This research is descriptive qualitative. Data required primary data derived from informants and secondary data sourced from the study of related documents. Sampling by purposive sampling, conducted by selecting the sample in accordance with the purpose of the study. The analysis technique is done descriptively systematic with data reduction step, present data and conclude. The result of this research is collaboration model in management of ecological tourism based tourism object as a solution in tourism management.*

Keywords : *Collaboration, Ecotourism, Society.*

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I. Background

The success of natural tourism into tourist destinations is determined by the role of stakeholders in managing these attractions. Models that can accommodate the interests of stakeholders one of them is a collaborative model. Collaborative management enables stakeholders to have mutual understanding, agreement and togetherness in managing natural attractions. Curug Sewu is a natural tourism object that has different stakeholders, consisting of District Government (Planning, Research And Development Department, Youth, Sport and Tourism Department, State-own forestry enterprise (KPH Kendal), Regional Finance Agency), Community Social Institution, Educational Institution, Private, Security Officer and society around the tourism object. The role of each stakeholder will work well because each stakeholder accommodated his interests in the Collaboration model. The relationships of each stakeholder in the collaboration will be visible after. the functions and roles of each stakeholder are known. The following table shows the functions and roles in each stakeholder collaboration as follows:

Table 1. Roles and Functions of Curug Sewu Tourism Object Stakeholder

No.	Stakeholder	Function	Roles in Collaboration
A. Local Government			
1.	Board of Planning, Research And Development	As a tourism development planner in the region	Provide the direction of tourism planning in Curugsewu
2.	Departement of Youth, Sport and Tourism	Implementing development, Youth, sports and tourism	Coordinator and the implementation of the presentation of tourist attractions of tourists in Curugsewu
3.	State-own forestry enterprise (Perhutani KPH Kendal)	Management of forests efficiently and sustainably in an integrated manner by involving communities around the forest	Forest monitoring and preservation at Curugsewu tourism object
4	Board of Regional Finance	Implementation of coordination and cooperation with other departments in regional finance	Determine the amount of burden that must be borne by tourists in enjoying Curugsewu attractions and local income surveillance from the reception of Curugsewu tourism object

5	Department of district facilities and infrastructure	Facilitate the needs of tourism objects related to facilities and infrastructure	Provision of facilities and infrastructure needed by tourists as well as who ensure security at Curugsewu attractions
6	Department of Industry Cooperative Small and Medium Enterprises	Guidance, training and socialization about the creative economy of MSMEs in Tourism Objects	Increasing the role of society in developing creative economy around Curugsewu tourism object
7	Department of Commerce	Make a trade policy	Conducting promotion, about attractions in Indonesia
B. Civil society organizations			
1	Forest Village community institutions	The official organization of the Perhutani partners in managing the forest	Supervision, preservation and development of tourism objects
C. Education Organizations			
1.	Higher Education (Universities)	Implementation of Tri Darma Perguruan Tinggi	Conducting training, research, scientific studies, empowerment, community around the tourism object
D. Private			
1.	Investor	make an investment	Exploring the potential that allows for development in tourism objects that can involve the community around the object of tourism
E. Security officer			
1	Local police	Security of tourist areas	Conducting security around the tourism object
2	Forest Police	Security of forest areas	Conducting security and monitoring of forests that serve as a tourist object
F. Communities around the Forest			
1.	Villagers	Protecting and Maintaining the Sustainability of Nature tourism object	Protecting and Maintaining the Sustainability of Nature tourism object

Source : Author's own work (2016)

Tourism development is inseparable from the planning set by the Research and Board of Planning, Planning and Development, the attractions located in the forest have stakeholders with different interests. In the Minister of Forestry No: P.19 / Menhut-II / 2004 on Collaboration of Nature Conservation Area Management (KSA) and Nature Conservation Area (KPA), has arranged collaboration of management of natural tourism object. Board of Planning, Research and Development as the development planning agency, research and development will pay attention to the rules that will be elaborated by the executor. Describing the implementation of collaboration among stakeholders that have been known based on preliminary research, that the stakeholder of Curugsewu tourism object consists of local government, social institution, educational institution, private or investor, security officer and organization around the tourism object.

The role and function of each stakeholder is the basis for the creation of collaborative management pattern of the tourism object. Each stakeholder has different interests with other stakeholders. This difference of interest should be minimized, through understanding and agreement in managing natural attractions. Understanding and agreement that can summarize all the interests of stakeholders can realize a pattern of collaboration management of natural attractions

The realization of the understanding and agreement between stakeholders facilitates the management of natural attractions, in addition it can open opportunities for local communities to participate, in all fields. The community can work well in creative industries (eg culinary, souvenir), business in the form of services (transportation, tour guide, lodging, photographi, kampong wisata) or local art (traditional dance and music). Community participation will enable the village where the tourist attraction will be able to develop into a developed and independent tourist destination village, and the community can benefit in the form of welfare in live.

Research Problems

The above description states that the pattern of collaboration is a pattern, which is expected to summarize all stakeholder interests in an understanding and agreement, to develop these attractions. The research problems are :

1. What is the pattern of collaboration that can bring about understanding and agreement among stakeholders?
2. How to develop stakeholder collaboration in order to realize Curug Sewu become a tourist destination?
3. How is the effort to involve the community in using the opportunities to improve its welfare?

II. Collaboration Of Management Of Tourism Object

In the Leading Collaborative Learning (Sharratt and Planche, 2016), mention that collaboration is not just cooperate, but cooperation is done, accompanied by understanding and agreement to achieve a certain goal, without lessen the interest of each stakeholder collaborating. In collaboration there is social interaction among stakeholders, mutual respect of role and position in one activity to be achieved together, mutual appreciation to achieve mutually agreed goals. stakeholders.

Government through the Minister of Forestry Regulation no. P.19 / Menhut-II / 2004, has established collaborative management of nature reserve area and nature conservation area. In the regulation, collaboration of management of nature reserve area and nature conservation area, implemented based on mutual agreement and agreement between stakeholders together and mutual bersinergitas. Collaboration arrangements are set forth in a collaborative text which includes among other containers, working mechanisms, financing agreed by the parties who are members of the collaboration. So in the script of management collaboration of the tourism object will be described in depth the interests of each stakeholder. Implementation of collaboration as outlined in the script will lead to the management of natural attractions that still maintain environmental sustainability. According to Ephraim Feed (2012) collaboration occurs when there is a joint work between two or more people to achieve common goals. In the achievement of common goals, there must be agreement and agreement between people or institutions working together, without understanding and agreement between people or institutions working together is difficult to achieve common goals. The principles of collaboration are as follows

a. Mutual respect

Mutual respect can take place if there is a mutual understanding and respect for the role and position of each stakeholder.

b. Mutual respect

In the interaction between stakeholders must respect each other's opinions and can accept if it supports their interests.

c. Cooperation

Stakeholders participate according to their respective roles and positions

d. Mutual benefit

Stakeholders in the team facilitate each other to achieve the same goals and satisfy each team member.

e. Sharpening, foster care

In the stakeholder team learn from one another, there is a caring attitude and love each other.

f. Mutual trust

Stakeholders in the team must trust each other. If there is no trust then the goal will not be achieved.

Based on these principles, the criteria and indicators of successful Collaboration management can be determined as follows:

1. Commitment to work together
2. Volunteer to partner
3. Agreement of roles and responsibilities
4. Commitment to strengthen capacity
5. Equity distribution of costs and benefits
6. Mutual accountability
7. Transparency in making decisions.

III. Research Methods

The design of this study is qualitative, the data presented in the form of descriptive with in-depth study. The samples were taken purposively and selected according to the research objectives regardless of their generalizability. The location of the study was selected in the forest area under KPH PerumPerhutani Kendal CurugSewu village, Patean Subdistrict, Kendal District. This location has the potential of nature to be developed into a natural tourist destination. Data needed in this research is primary data and secondary data. Primary data is data directly obtained from informants, people who know in depth about the problems to be solved. Data collection method used is the observation that is the way of data collection with direct observation to the object of research, open interviews are structured and unstructured. While the secondary data is data derived from the study of several documents, literature and related notes, documentation in the form of photographs of videotapes about the object of research. The determination of informants was done purposively, one of them was selecting experienced informants with knowledge of the tourism object which came from the officers of Taman

CurugSewu and CurugSewu Waterfall, which had been working for more than 10 years, and the Patean sub-district. The research instrument is the researcher himself. Data analysis is done descriptively qualitative and interpretative.

IV. Result And Discussion

Collaboration Model In Management Of Natural Tourism Objects

Collaboration is a pattern that requires understanding and agreement among stakeholders who are members of collaborative work. The management of tourism objects that have more than one stakeholder such as tourism object Curugsewu will not grow if not managed collaboratively. With the collaborative management of all the affiliated stakeholders will respect each other, commitment, responsibility and openness. SewuCurug tourist attraction located in District Patean CurugSewu Village of Kendal Regency is famous as a natural tourist attraction. However, until now the natural attractions have not become a natural tourist destination, even visitors of this natural attractions tend to decline. Potential as a natural tourist attraction is very large because there are still places that can still be developed. The main obstacle is the lack of understanding, agreement and togetherness among stakeholders in the management of these attractions, although the beauty of nature can still be sold.

Through Focus Group Discussion (FGD) can be explored the interests of stakeholders and there is agreement that in developing the attractions of all stakeholder interests. which consists of Government Institutions, Educational Institutions,. Private, Community Social Institutions, Security Officers and Forest Village Communities will be explored and sought by stakeholders' understanding. In the FGD there is an agreement that to develop the SewuCurug Tourism Object there are 4 directly related components, namely planning, development, management and empowerment. These 4 components have stakeholders as implementers. Based on the 4 components and stakeholders contained in each component can be created a collaborative model that connects the 4 components with stakeholders.

The model is a description that explains a system, or concept, which is often a simplification of solving a problem. The form of governance design. Collaboration model from the results of this study indicates that to develop attractions based on Ecological Tourism there are 4 principal components of activities and stakeholders on each component that determines its success are:

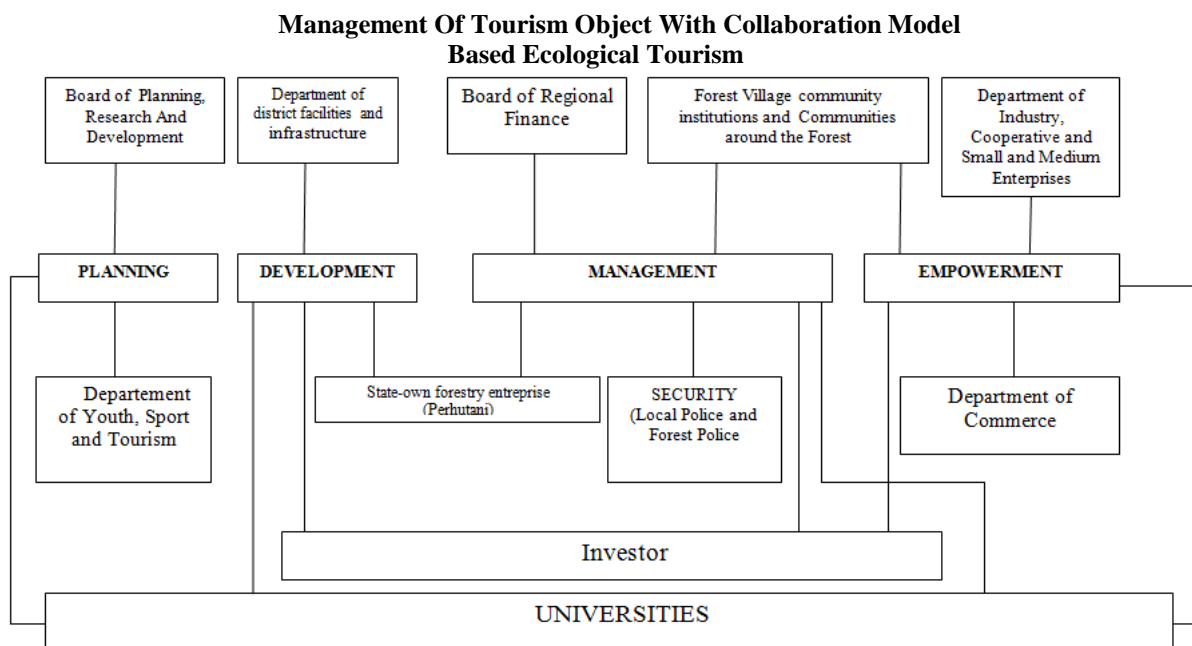


Figure 1 : Model of Collaboration In Management Of Natural Tourism Objects (author’s own work, 2016)

Planning in the development of natural attractions conducted by Board of Planning, Research And Development and Departemen of Youth, Sport and Tourism who took the Higher Education Institution to obtain in-depth study. The development will involve parts of facilities and infrastructure, especially transportation and accommodation for tourists. Implementing the development of tourism potential is carried out by investors who are concerned with PerumPerhutani so that the environment is maintained. The role of Higher Education institutions in the development of tourism objects, providing input that is educational to the tourist attraction is also an eco edu tourist for tourists.

Board of financial and asset management, strives for assets to be utilized properly, as well as obtaining original revenues from the area. Therefore, in managing nature tourism coordination with PerumPerhutani is very important for tourism objects can be developed without reducing the interests of PerumPerhutani is environmental sustainability, it is expected that the management of natural attractions will increase local revenue. Tourists are interested in visiting because there is good service. Implementation of good service is the duty of Investors to attract tourists to visit natural attractions. Security guarantees are an important factor for travelers to feel comfortable. Security in this case the security of interference.

Community empowerment around the forest that must play a role is Department of industry and cooperative of SMEs, especially in generating creative economy, marketing and promotion both the results of the creative economy and natural attractions. Investors are expected to participate in developing creative economy, Forest Village Community Institution as the target of creative economy producer should be given training through cooperation with Higher Education Institution. Higher Education Institution through its Tri Dharma Perguruan Tinggi program will provide training to what is done by Forest Village community standard and not subject to copyright infringement.

Based on the collaboration pattern of tourism development can be done in harmony with the interests of each stakeholder. The main step that must be done is the interaction continuously, to build an understanding by observing the principles of collaboration. The next step tries to understand the interests of each stakeholder. From field research while interacting with stakeholders, the much-expressed issue is from forest village communities, accidentally represented by the village head himself. Banyak input that was asked is less to include villagers to participate in managing the natural attractions. The reality of the field shows that many infrastructure facilities are not taken care of.

Destination of Natural Tourism Object

Natural tourism objects that have potential to be developed can be realized if the collaboration model is followed by an academic script that binds all stakeholders in the collaboration signed by the regent. Based on the FGD conducted, the stakeholders agreed that the issues to be solved in the solution are the contribution and revenue management of CurugSewu tourism object, the management of infrastructure facilities, the improvement of the quality of Human Resources to provide services to the tourists, access to the natural attractions in this Curugsewu Natural Tourism, Transport Facility, standardize all existing facilities in the attractions SewuCurug to ensure the safety and security of visitors and Information and promotion that has not optimal management. Potential of CurugSewu natural tourism which has not optimal management are:

- Waterfall that has 3 levels with a height of 15 m, 20 m and 45 m respectively.
- Campuar Jambe Camp Site is available
- Natural fence which is a hill as high as 60 meters
- There are caves that can be used as tourist attractions are Goa Lingsang, Goa Gethong, Goa Baladewa and Goa Tretes.
- Tuk Lanang Springs
- Blue lake called BalongBiru
- Other potentials are the means that can be used for walking sports, Rock Climbing, Gantole and Tourism Village

The potential is an opportunity for the community to participate. However, participation is expected to involve local residents can take place, provided that adequate human resources to provide services to visitors attractions.

Opportunities For Community Participation

Opportunities for the community to participate in the management of natural attractions, especially CurugSewu very extensive, a lot of work that can be done. Based on research and observation in the field shows job opportunities that can be done for the community are as follows: Tourist transport services is a very vital means to transport tourists to the tourist destination. Culinary services during this less show the local culinary features. In order to characterize the local culinary prominence, it is necessary to do coaching and counseling to motivate the cultivators to seek identity and develop local culinary. Providers of accommodation for tourists have not been adequate, although in the FGD the village head has prepared a tourist village but has not been socialized well. The organization of entertainment and recreation should refer to the development of local culture. Curugsewu area has a culture in the form, Kuda Lumping / Jaran Keping, Kenprung, Lais and Srandul, the organization must coordinate with the manager. Information and promotion less done continuously, and has not cooperated with professional promotional services. Guides services are still in the process of forming. The existence of guides services will facilitate tourists in accessing various tourism facilities offered.

V. Conclusion

- Collaboration model requires understanding and agreement of all stakeholders in achieving the objectives.
- All stakeholders' interests in the collaborative work remain accommodated
- The CUREWSEWUCURUG Tourism Collaboration Model requires an academic script authorized by the highest Regional Leadership to be able to bind all stakeholders incorporated in collaborative work
- Destination of natural attractions will be achieved if the management of contributions, ease of access to natural attractions, Transport, Security, Promotion and Information adequate.
- Opportunities for people to participate in the management of natural attractions are very broad, which must be prepared is the quality of human resources adequate to provide services.

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