

Development of Tourism Village in Gempol Village Karanganom District - Klaten Regency

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Abstract

The purposes of this research are (1) to identify and evaluate internal and external factors, (2) to formulate strategy toward tourism village in Gempol village. Based on analysis result, internal factor's strength is the beauty and conservation of nature are the most significant influence on the development of tourism village. The most important weakness of Gempol village is not ready to receive the tourists, since the lack inadequate facilities. External factor's opportunity is the value of the people who always maintain and preserve traditional cultural. The most important threat is competition with other regions in the development of tourism village. The strategy taken is to maintain the harmony of nature and culture of the village. There is the need for a strong commitment from the entire village community. Another factor is conducting village community training, including village government on tourism management. Tourism management includes how to manage tourist attractions, guests or visitors. Use all media to introduce and promote tourism potential in the village with both conventional and unconventional media, such as the internet.

Keywords: external-internal analysis, tourism village, SWOT

A. Introduction

The government has declared tourism in Indonesia as the leading sector, because tourism has positively impacted the availability of employment and foreign exchange earnings. Karanganom District is one of the sub-districts in Klaten Regency. Five villages among the villages in Karanganom Subdistrict, namely Gempol, Jambeyan, Soropaten, Gledek, and Jeblok have great potential to be developed into integrated tourism villages. The five villages are located next to each other, and have the potential of each supporting each other. Gempol Village has organic farming potential, Jambeyan and Jeblok have water tourism potential, Soropaten has cultural and religious tourism potential, and Gledek has integrated farming potential.

Karanganom District, Klaten Regency has abundant natural and human resource potential. Natural resources that can be seen clearly are the presence of abundant water sources and organic agriculture that has a lot of tourism potential, such as the diversity of flora and fauna, the presence of many springs, and the existence of many cultural relics. Human resources in Klaten Regency have potential, especially in terms of the number of the population.

Table 1: Population by Regency/Municipality in Surakarta Residency, 2016-2018

a	b	c		d		e	
		2016	%	2017	%	2018	%
1	Surakarta	514,171	8.27%	516,102	8.26%	517,887	8.25%
2	Karanganyar	864,021	13.90%	871,596	13.95%	879,078	14.00%
3	Sragen	882,090	14.19%	885,122	14.17%	887,889	14.14%
4	Wonogiri	951,975	15.31%	954,706	15.28%	957,106	15.24%
5	Sukoharjo	871,397	14.02%	878,374	14.06%	885,205	14.10%
6	Klaten	1,163,218	18.71%	1,167,401	18.68%	1,171,411	18.66%
7	Boyolali	969,325	15.59%	974,579	15.60%	979,799	15.61%
Total		6,216,197		6,247,880		6,278,375	

Source: BPS Klaten 2018

The village, which is located in the springs of water springs upstream at Mount Merapi, and is 20 kilometers from the city of Klaten Regency, has turned into a center for organic rice producers. Its production has even penetrated markets in several cities.

At present, organic products such as rice and rice bran are the village's flagship. Organic farming is an option to be developed because it considers the healthy lifestyle trends that are being loved by the wider community. The public is increasingly aware that healthy living is not only with exercise but also balanced with healthy food consumption.

Table 2: Visitors Tourism Place by Sub District and Type of Tourism, 2018

Sub District	Swimming Pool, Fish Hook	Temple	Holy Grave	Landscape	Museum	Other	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Prambanan		17,961					17,961
Bayat			143,300	26,198		40,000	209,498
Trucuk							-
Karanganom	9,680						9,680
Tulung	58,253						58,253
Jatinom			1,500				1,500
Kemalang				7,000			
Klaten Utara						50,000	50,000
Klaten Regency	67,933	17,961	144,800	33,198	-	90,000	346,892

Source: BPS Klaten 2018

Potential natural resources and cultural resources such as a beautiful stretch of rice fields and supported by air conditioners, spring water sources, and are well known for agricultural products in the form of rice and organic rice bran. The development of a tourism village cannot be done instantly, only by creating a tourist attraction or holding a tourism event in the village. Moreover, the concept of developing tourist villages must fulfill a number of important elements that cannot be separated from the role of the community or the community as important actors in it. Based on the situation analysis previously described, the main aim of this research is to highlight the Based on the situation analysis described earlier, the main objective of this study is to highlight the development of a tourist village in the Gempol area. Adapted to the natural conditions and the population there.

B. Literature Review

Some reviews are related to tourism village from several previous researchers. Tourism is an activity that directly touches and involves the local community so that it brings various impacts on the local community. Tourism is an activity that touches directly and involves the local community so that it brings various impacts on the local community. There are a number of things we must do so that the development of the tourism village can go well. What is usually commonly done is improving infrastructure, and then persuading the community to be better prepared to deal with tourists who come to visit. The impact of tourism on the community is often seen from the relationship between the community and tourists which causes the commercialization process of hospitality

of the local community. The impact of tourism on the community is often seen from the relationship between the community and tourists which causes the commercialization process of the hospitality of local people.

Empowerment of the Tourism Village Environment

Developing a tourism village refers to the presence of the 5A's element in tourism and community involvement. This element of 5A's is important to be owned by a tourism village, because it will affect the level of tourist visits, length of stay (length of stay) and the interest of tourists to visit again. If you want to understand it better, here are the following five 'A's factors represent the essential requirements for successful tourism: attractions, access, accommodation, amenities and activities.

Developing a suitable combination of these factors is at the heart of tourism planning. They are as follows (Dickman, 1996) : (a) Attractions: a tourist attraction is a place of interest that tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities. (b) Access :transport is needed to physically move tourists from where they live to where they are visiting. Globally, air transport dominates the movement of international visitors. Sealed roads offer greater opportunities for vehicle access. A healthy ground touring sector, either day or extended coach tours, is also required to serve the needs of tourists who prefer not to transport themselves, (c). Accommodation: all destinations need accommodation nearby otherwise tourists will have nowhere to sleep. This seems basic enough but investors will only invest in accommodation infrastructure if there is sufficient economic return. Successful accommodation development, more than ever before, depends on building the right type of facility to suit the needs of a profitable segment of the market, (d) Activities : attractions are often supported by a range of activities. For example, a beach attraction may have wind surfing, body surfing and surf boarding activities, while a treetop walk attraction may have numerous trails through the surrounding forest area for fauna and bird watching and botany activities, (e) Amenities : Amenities are the services that are required to meet the needs of tourists while they are away from home. They include public toilets, signage, retail shopping, restaurants and cafes, visitor centres, telecommunications and emergency services. Because many of the amenities are government services delivered by local, state and national agencies, a high degree of co-operation is needed, particularly where tourist services may be seen to be competing with the needs of local residents.

Sustainable Development

In order to support the development of village tourism can run well. It must also lead to sustainable development. It is worth mentioning that there are researchers who define sustainable development as a new attitude towards the environment, changing her relationships between human nature for a new partnership between the two entities, balance and harmony between them (Ciegis

et al., 2009). Thus, this concept can not be limited to economic growth and quality assurance environment, but must include a favorable framework for solving social problems facing the individual and collectives. In this vision integrating sustainable economic development is the form or type of evolution that combines balanced economic growth with environmental protection, social justice and democracy. Consequently such a perspective is limited by availability of natural resources and the existence of techniques or technologies capable of providing effective use and therefore should be considered influence on the social system, especially over how to distribute the benefits. Hence, resources must be managed properly to contribute to the nutritional well-being, economic and social population long-term and very long.

Summarizing, it can be said that sustainable development brings forth a new set of values that will guide future model of economic and social progress, aimed especially human values and needs of present and future natural environment - the protection and conservation, and mitigation actual damage ecosystems. Duran et al (2015).

Environmental Impacts Of Tourism

An attractive environment appeals to tourists, whether natural or built, and the development of tourism in a locality will relate to the surrounding area. The term 'environment' refers to the physical setting in which tourism takes place – this could be coastal resorts, historic cities, mountain ranges, pictures villages, sites of cultural interest including museums and national monuments –and which provides the stimulus for travel. Tourism itself will affect the environment in both positive and negative ways. The following lists summarize these effects:–Increased investment in the area (may improve facilities, access and enable development);–Conservation of features encouraged (buildings, wildlife, countryside);–Increased income for upkeep and preservation of facilities. There are pressure groups that campaign to preserve the environment and try to prevent over-development, such as Friends of the Earth and Tourism Concern. Government departments in many countries aim to achieve sensitive tourism development that is respectful of local environments and customs. The more involved a local community is with the development of tourism in an area, the less damaging the impact of tourism may be on that area. However, the local community may see the benefits of tourism development without being fully aware of the negative effects or costs to the community. Or they may focus on the threats to the environment without seeing the positive aspects. This is where local tourism forums (such as regional tourist boards) can help focus the issues and provide an opportunity for discussion and analysis as well as raising public awareness, (Esmacil et al, 2013).

C. Research Methodology

This research was conducted at Gempol Village Karanganom district. The time of study began in July 2019 until November 2019. The method used is descriptive method. With this method can be determined external and internal strategic factors, alternative strategies, up to strategy priorities. The required data consists of primary data. Primary data is data obtained through interviews, discussions and Focus Group Discussions (FGD) activities to particular respondents. Secondary data is data obtained from internal source company, literature study, print and electronic media, and other information related to the research topic (Sugiyono, 2012).

D. Result and Discussion

Evaluation Results of Internal Environmental Strategy Factors

The analysis of internal environment in the form of strengths and weaknesses of tourism villages in Gempol Village, Karanganom District is carried out by conducting field observations and interviews with 24 respondents. The rating is obtained from the average of seven respondents representing other respondents. The criteria for rating for factors of strength and factors of opportunity are values which are very weak, values two are rather weak, values are strong, values are strong, factors are based on factors.

Table 3: Internal Factor Strenght

No	Internal Factor Strenght	Weight	Rating	Score
1	The beauty of natural resources	0.099951	4	0.399804
2	The uniqueness of natural resources	0.098740	4	0.394960
3	Sustainability of natural resources	0.097650	4	0.390600
4	The existence of tourist attractions	0.062250	4	0.249000
5	Cool enviromental environment	0.060250	3	0.180750
6	Accessibility	0.063753	3	0.191259
7	Community Attitude	0.066551	3	0.199653
8	Income obtained by the wider community	0.067740	2.5	0.169350
Total Strenght Weight		0.616885	27.5	2.175376

Based on Table 3, it appears that internal strategic factors have different values. The first most important strength factor is the beauty of natural resources and the sustainability of natural resources that get weighted 0,099. The fact that beauty and sustainability are things that are very influential tourism development. With such beauty and sustainability, tourists feel happy to visit and very much enjoy the beauty of the landscape scenery that is sustainable.

Table 4: Internal Factor Strenght & Weakness

No	Internal Factor Weakness	Weight	Rating	Score
1	Adequate facilities and infrastructure	0.068113	2	0.136226
2	The ability of people to speak English fluently	0.052719	2	0.131438
3	Management of tourists	0.056282	2	0.114564
4	Utilization of human resources as tour guide	0.056124	2	0.112248
5	Environmental hygiene	0.058562	1	0.045562
6	Promotional support	0.050715	1	0.049715
7	Environmental management	0.040600	2	0.081200
Total Weakness Weight		0.383115	12	0.6709530
Strenght Factor & Weakness Factor		1.00	39.50	2.84632900

While the main weaknesses are inadequate infrastructure facilities which obtain the weight of 0.068. Facilities and infrastructure are still very minimal in Gempol Village to support the village as a rural tourism village. The quality of environmental cleanliness weight 0.058 does not yet reflect the Gempol Village ready to receive tourist visits. Tour guide services is a part of weakness weight 0,056. It is important point because tour guide performance was found to have a significant direct effect on tourist satisfaction with guiding service and an indirect effect on satisfaction with tour services and with tour experience (Songsshan, 2010). From the total internal strategy factor score of 2.85 included in the category is quite strong, because a total score below 2.5 indicates a weak internal strategy factor. So in this case, Gempol Village has been able to utilize strengths to overcome weaknesses.

Evaluation Results of Factors for External Environmental Strategy

The analysis of external environmental opportunities and threats to rural villages in Desa Gempol was carried out by conducting observations and interviews involving 24 respondents. Based on the interview the weighting and rating of the respondents to the external factors will be known. Weighting was carried out by 24 respondents. The weight calculation was obtained using how much influence each factor had on the development of rural village tourism in Gempol Village, Karanganom District, Klaten Regency, with a value of one low influence, two with moderate influence, and three high influence.

The ranking criteria for Opportunity and Threat factors are the value of one is very weak, the value of two is rather weak, the value of three is rather strong, and the value of four is very strong. In Table 5, the total overall known external factors are known 1.0, which indicates the results of the weight calculation is correct and from the total overall score, the position of external factors will be known to the development of rural tourism villages.

Table 5: External Factor Opportunity

No	External Factor Opportunity	Weight	Rating	Score
1	The visit of foreign tourists and the archipleago	0.080471	2	0.160942
2	Strategic location with other attractions	0.080029	2.5	0.200073
3	The concept of developing natural tourism	0.075153	3.5	0.263036
4	Agricultural land used as a tourist attraction	0.080158	3.5	0.280553
5	A partnership with the government - investors	0.063228	2	0.126456
6	Cultural values of the local community	0.081172	3	0.243516
7	An alternative tourism need	0.070423	2	0.140846
8	Support tour operators	0.052740	2.5	0.131850
Total Opportunity Weight		0.583374	21	1.547271

Based on Table 5, it appears that external factors consisting of opportunity factors and threat factors obtain different values. The first most important factor is the cultural value of the people of Gempol.

Village by always maintaining and preserving the traditional culture prevailing in the village with a weighting value of 0.0811.

The village of Gempol does not merely sell natural attractions and wading pools but instead sells agricultural products in the form of rice and organic rice bran, when tourists understand the high value of cultural health in Gempol Village, there is a certain feeling to keep coming and visiting Gempol Village .

While the strongest threat is competition with other regions in the development of tourist villages which get a weight of 0.0601. If Gempol Village does not immediately improve its shortcomings such as the lack of adequate infrastructure, the absence of accommodation and supporting tourism facilities, the low human resource capabilities, the promotion that has not been maximized, and the many potentials that have not been explored, it will all become a threat or competition for Gempol Village from other regions in developing tourist villages. Of the total score of external strategy factors of 2,52, it is said to be this external factor is classified as strong with a value above the average of 2.5. So this shows that the external factors of the tourism village in Gempol Village Karanganom District is able to take advantage of opportunities and overcome threats.

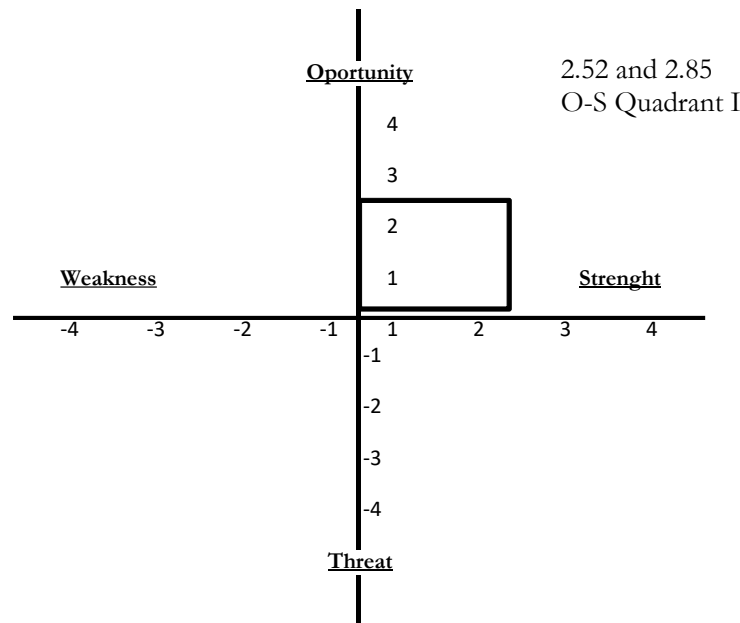
Table 6: External Factor Opportunity and Threat

No	Internal Factor Threat	Weight	Rating	Score
1	Competition with other region	0.060170	2.5	0.150425
2	Change in people's minset and behaviour	0.055230	2.5	0.138075
3	The pattern life of urban communities	0.059213	2	0.118426
4	The attractiveness of employment in urban areas	0.050120	2	0.100240
5	Management of attraction by foreign investor	0.050103	2	0.100206
6	There are migrants	0.051018	2.5	0.127545
7	The cultural value of the community will fade	0.047032	3	0.141096
8	Pollution of the environment	0.045740	2	0.091480
Total Threat Weight		0.418626	18.5	0.967493
Opportunity Factor & Threat Factor		1.00	39.50	2.513264

Internal-External Matrix Analysis

Internal-external analysis is carried out to sharpen the results of the evaluation and analysis that have been done before. This analysis will produce an internal-external matrix which is useful for knowing the position of the tourism village in Gempol Village. It is currently able to provide alternative strategy choices. Mapping the position of tourism villages in Gempol Village is very important for the selection of alternative strategies in the development of tourism villages. Based on the average score of the IFE and EFE matrices, an IE (Internal-External) matrix can be arranged (Mirzakhani, 2014).

An IFE score of 2.85 illustrates that the tourism village in Gempol Village is in a moderate internal condition. EFE value of 2,52 illustrates that tourism in Desa Gempol has the ability to take advantage of opportunities and avoid the threat of the external environment.



Graphic 1: IFAS and EFAS Matrix

Mapping of each total score from internal and external factors illustrates the position of the tourism village in Gempol Village, Karanganom District, which is currently in the IE matrix. To increase the development of rural tourism villages can be pursued, among others, by structuring the environment or tour packages and giving a different impression to attract tourists to visit. Providing a playing field, a family relaxing place and other refreshing facilities. Provide maximum services to create tourist loyalty and provide a sense of comfort so that tourists consider the tourist village in the village of Gempol as part of their lives or as a second home for them.

The development of a tourism village is carried out to maintain the existence of Gempol Village as one of the tourist destinations in Klaten. The development of a tourism village can be done by improving tourism supporting facilities and infrastructure that are still inadequate as a tourism village.

Alternative Development of Tourism Villages in Gempol Village

Based on internal and external environmental factors of the tourism village in Gempol Village, a SWOT (strength, weaknesses, opportunities, and threat) analysis was conducted which is an alternative to the development of rural tourism villages in Gempol Village, Karanganom District, Klaten Regency. The SWOT matrix produces four possible alternatives for the development of a tourism village in accordance with the potential and conditions of the internal environment and external environmental conditions of Gempol Village.

Based on each analysis, it is elaborated and derived various development programs that support the development of rural tourism villages, Gempol Village in particular and Klaten Regency in general. The SWOT analysis matrix for the tourism village of Gempol Village, Karanganom District can be seen in Table 4.

Based on Table 4, development that uses S-O is to use all the power to seize and take advantage of the maximum opportunity. The development that needs to be done is the development of a tourist village, maintaining existing attractions and conducting promotions. The development of rural tourism villages is carried out by designing routes and tour packages. Tour packages that can be developed are: plowing rice fields, planting rice, grinding rice. Maintaining the attraction that exists in the area is a preservation act that is a characteristic of the area with a variety of attractions that are owned so that it attracts tourists.

The development of S-T is to educate local communities around the Gempol Village area and improve and maintain security in the Gempol Village environment. This development arises from the strengths used to overcome weaknesses. Counseling to local communities is done to prevent negative things from developing rural tourism villages.

WO is the utilization of existing opportunities by minimizing weaknesses. This is done by improving the facilities and infrastructure that supports Gempol Village and maintaining good partnerships. The means and infrastructure that can be developed to support tourism villages in the area is by road improvement, construction tour packages, toilets, information centers, security posts, parking lots, agro-tourism markets / traditional markets, counters, rest areas, etc. that can support tourism.

The W-T strategy is to minimize weaknesses and avoid threats, which can be done by structuring the area and managing objects and providing training to the community in relation to being a local guide. This arrangement also needs to be done with various problems that are owned by Gempol Village as follows:

1. Inadequate parking facilities, visitors park on the body of the road causing traffic disruption.
2. There is no agro-tourism market that sells agricultural products during the harvest season.
3. There is no kiosk that sells handicrafts as souvenirs for tourists.
4. Lack of management.

In addition to the next environmental arrangement is the management of the Gempol Village area. In its management, the tourism village is not going well due to lack of funds, which has hampered the development of Gempol Village as a tourist village. Gempol village needs to establish cooperation with the government and investors in developing it as a tourism destination.

Development of Tourism Village in Gempol Village
Karanganom District - Klaten Regency

Internal Analysis	Strenght (S)	Weakness (W)
External Analysis	<ol style="list-style-type: none"> 1 The beauty of natural resources 2 The uniqueness of natural resources 3 Sustainability of natural resources 4 The existence of tourist attractions 5 Cool environmental conditions 6 Accessibility 7 Community attitude 8 Income obtained by the wider community 	<ol style="list-style-type: none"> 1 Adequate facilities and infrastructure 2 Tour guide services 3 The ability of people in fluent English 4 Management of tourist attractions 5 Environmental Hygiene 6 Utilization of HR as a tour guide 7 Promotional support
Opportunity (O)	S-O strategy	W-O strategy
<ol style="list-style-type: none"> 1 The visit of foreign tourists and the archipelago 2 Strategic location with other attractions 3 The concept of developing natural tourism 4 Agricultural land used as a tourist attraction 5 A partnership with the government, investors, and the community 6 Cultural values of the local community 7 An alternative tourism need 8 Support tour operators 	<p>Tourism Village Development Strategies and Maintaining Various Tourism Attractions $S1+S2+S3+S4+S5+S6+S7+S8+O1+O2+O3+O4+O5+O6+O7+O8$</p> <p>Promotion Strategy $(S1+S2+S3+S4+S5+S6+S7+S8+O1+O2+O3+O4+O5+O6+O7+O8)$</p>	<p>Strategies to Improve Facilities and Infrastructure Supporting Development and Maintaining Good Partnerships $(W1+W2+W3+W4+W5+W6+W7+W8+O1+O2+O3+O4+O5+O6+O7+O8)$</p>
Threat (T)	ST Strategy	WT Strategy
<ol style="list-style-type: none"> 1 Competition with other regions in the development of tourist villages 2 Change in people's mindset and behavior 3 The pattern of life of urban communities 4 The attractiveness of employment in urban areas 5 Management of attractions by foreign investors 6 There are migrants 7 The cultural value will fade 8 Pollution of the environment 	<p>Counseling Strategy To Local Communities Around Gempol Village $(S8+T1+T2)$</p> <p>Community empowerment of agricultural products $(S1+S2+S3+T1+T2+T3)$</p>	<p>Environmental Management Strategy and Area Management $(W1+W4+W5+W8+T1+T5)$</p> <p>Language Training Strategies and Local Tour Guides $(W3+W7+T1)$</p>

E. Conclusion

The conclusions of this study are as follows:

The priority that can be done is to develop tourism villages and maintain attractiveness by preparing tour packages, and structuring the area. In the management of tourist villages, Gempol Village needs a fast and directed management policy, including the landowner farmers as managers. So that farmers are not merely used as objects but as subjects. So that in management there is only one management door.

After the management, it is hoped that it will be able to maintain the existence of the area with paddy fields, a swimming pool as an object of attraction without making many changes that can damage the surrounding environment.

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