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DEVELOPMENT CONCEPT OF TOURISM KAMPUNG BASED ON ECOTOURISM

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ABSTRACT

Tourism is a sector that can increase regional income. Tourism provides a new experience for tourists to travel by enjoying attractions. Indonesia has a lot of tourism potential. Because it has a variety of beautiful cultures and environments. Surabaya is one of the cities that has kampung tourism by utilizing the environment and culture of the local community. Mangrove Gunung Anyar Kampung Tourism is a kampung that has mangrove forests and local culinary as tourism potential. However, the condition of the kampung did not develop well due to a lack of knowledge of the community in managing tourism activities. So that a development concept is needed as an effort to improve the quality of the kampung by empowering local communities. The ecotourism concept is one of the concepts that support environmental conservation and able to improve the economy of local communities by involving the community in managing tourism activities. The purpose of this study was to formulate the concept of developing ecotourism-based kampung. Qualitative methods are used to complete and discuss the kampung through data collection techniques of observation, interviews, and documentation. This research resulted in the concept of ecotourism to develop tourist kampung with a focus on utilizing the local potential and empowering the community.

Introduction

Due to technological developments, people have more time to travel. Increased demand for tourism influences the development of the tourism industry. The rapid development of the tourism industry generates an increase in regional income and provides employment [1]. Tourism offers opportunities for tourists to enjoy traveling and experience. However, tourism can cause damage to resources, negative impacts on the environment, and even change the lifestyle of local communities [2].

At present, Indonesia as one of the developing countries began to promote the tourism sector to attract tourists visiting Indonesia [3]. The uniqueness and distinctiveness of culture are one of the impulses for someone to visit a tourist area [4]. Indonesia has many kampungs that have the potential for tourism with diverse cultures and natural conditions. a kampung is a form of settlement that has its uniqueness. Surabaya is one city that has a kampung with various cultures [5]. The kampung can be used as a tourist attraction by utilizing the uniqueness of the area, where the kampungs have a lifestyle that is influenced by the environmental, economic, social and cultural conditions [6]. the tourist kampung must have several criteria, namely 1. Uniqueness, authenticity, distinctiveness; 2. It is located adjacent to a beautiful natural area; 3. Relating to cultured groups or communities that can attract tourists; 4. Has the opportunity to develop both in terms of infrastructure and facilities [6].

Mangrove Gunung Anyar Kampung Tourism is one of many kampungs in the city of Surabaya. This kampung has a variety of potential that can be developed as a tourism area, one of which is mangrove forest. However, tourism activities in this kampung did not develop due to a lack of community knowledge in managing tourism activities. Local communities also do not pay too much attention to environmental hygiene conditions and certainly have a negative impact on the sustainability of tourist kampung. This kampung environment looks bad, especially in the riverbank area which is a place for rubbish accumulation. Furthermore, the community has not yet benefited from tourism activities. Thus, a development concept is needed to improve the quality of the kampung by utilizing tourism potential and empowering local communities.

Ecotourism is one of the concepts that support sustainable development in the tourism sector [7]. Ecotourism is a tourism activity that deals with nature and considers environmental impacts, as well as improving the welfare of local communities from the results of tourism activities [8]. Ecotourism can provide opportunities to increase public awareness and knowledge of tourists and society about the natural environment and local culture [9]. Ecotourism planning must be regarding the conservation of natural resources, involve local communities, increase knowledge, and encourage productive small-scale businesses [10]. This study aims to formulate the concept of developing ecotourism-based tourist kampung with a focus on the utilization of mangrove forests and local culture.

Literature Review

Kampung can be represented as informal settlements in Indonesia. Kampung have a lot of uniqueness because they are the result of the inhabitants' cultural processes to form a settlement. Kampung can be an object that can be developed as a tourist area. Ecotourism is a form of nature-based tourism that seeks to preserve ecologically, socio-culturally and economically by providing knowledge of the natural environment or other specific elements [11]. Ecotourism as a journey to create an understanding of culture and nature by maintaining ecosystem integrity and generating economic benefits that encourage conservation activities [12]. Ecotourism is a journey to an area (such as natural forest, underwater life, traditional community life, etc.), learning activities to enhance tourist experience, promote efforts to conserve flora, fauna, and culture, and develop awareness and the capacity of local communities [10]. Ecotourism development must avoid threats to conservation areas, allocate income for conservation and provide benefits to local communities [13]. The principles of ecotourism are: (1) contribution to biodiversity conservation; (2) guaranteeing the welfare of local communities, on a sustainable basis; (3) as a learning experience, (4) involving responsible action from tourists and the tourism industry (5) business development on a small scale; (6) focus on community participation and business opportunities for local communities [14].

In developing countries, the concept of ecotourism is used as a response to environmental and cultural degradation associated with tourism. Ecotourism itself can make a significant positive contribution to the environmental, social, cultural and economic aspects. Ecotourism should be able to provide positive benefits to local communities and offer long-term solutions to protect and promote the diversity of nature and local culture [15]. Ecotourism has three pillars, namely, local participant, conservation and profitability. Ecotourism development aims to preserve nature and culture by empowering local communities and benefiting from tourism activities both for the environment and society [16]. The pillar of ecotourism can be seen in Figure 1.

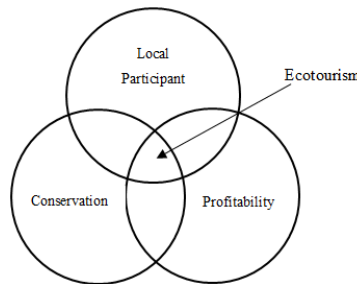


Figure 1: The Pillar of Ecotourism
Resources: Taher, David and Emad, (2018)

Research Methods

Qualitative research methods are used in exploring and identifying the conditions of the kampung. Qualitative research is research carried out in natural settings by understanding a phenomenon from the perspective of participants and being balanced by outsider observations and understanding or interpreting social-physical phenomena in complex contexts [17].

Data collection used in this study is a survey of primary data and secondary data surveys. The primary data survey was carried out by observation and interview. While secondary data surveys are conducted by looking for literature needed in research, such as scientific journals, books, and government regulations. SWOT analysis is used as a data analysis technique to identify strengths, weaknesses, opportunities, and threats. In the development of kampung tourism, it must optimize the strengths and opportunities to minimize weaknesses and threats [18].

Result

Analysis of Research Object

The object of the research is a kampung that uses mangrove forests and waste banks as tourism potential. The research object is located in Gunung Anyar District, Surabaya City. The location of the research object can be seen in Figure 2.



Figure 2: Overview of Mangrove Gunung Anyar Kampung
Resources: Google Earth, 2019

The object of the research will be analyzed to obtain potential and problems related to kampung tourism. The analysis is based on factors from ecotourism, namely local participant, conservation and profitability. The condition of tourist kampungs can be seen in Figure 3.



Figure 3: Existing Condition of Kampung Tourism
Resources: Researcher, 2019

1. Local Participant

The community participates in the ongoing tourism program, one of which is the Waste Bank program. The community still manages the program and makes it an additional income. In addition, the community will work together if there are activities held by the government in the kampung, such as helping prepare the event, collaborating, selling, etc.

2. Conservation

The community has not cared about efforts to conserve natural resources. The condition of the kampung environment is quite alarming because of the large amount of garbage in the riverbank. In addition to originating from local communities, these wastes also come from garbage carried by river currents. The problem of garbage in this kampung is something that should be quickly handled by the government and the community, where the presence of waste can disrupt the balance of the ecosystem and certainly will have an impact on the sustainability of tourist kampungs. Therefore we need special handling from both the government and the community to work together in dealing with the garbage problem in this kampung.

3. Profitability

Most of the people in this kampung are low-income communities, where most of the people work as fishermen and traders. Local fishermen catch fish and sell it to the community to be processed into smoked fish and then sold to the market. At present, there are approximately ten people who process and sell smoked fish. The type of fish that is smoked is sembilang fish, sea catfish, and mujahir fish. In addition to smoked fish, the community also adds income by collecting waste to sell to waste banks. The community does not feel much of the economic benefits of tourism activities at this time, because the kampung is still rarely visited by tourists. This kampung is usually visited when special activities are held by the government. The existence of tourism activities should be able to improve the economy of local communities by empowering communities to manage kampung tourism.

4. Condition of Facilities and Infrastructure

This kampung has several supporting facilities for tourism activities, such as food and drink kiosks, public toilets, parking, garbage banks, docks, and ships to enjoy existing mangrove tours. This tourist kampung is also close to the mosque which is approximately 500 meters away. This kampung is easily accessible because it is not too far from the main road, most of the kampung roads have been paved and paving blocks. This kampung already has an electricity network from PLN (Indonesian Electricity Company), clean water from the PDAM (Indonesian Regional

Water Company), telephone signal and internet access. The following is a description of the potential of a tourist kampung:

- **Bintang Mangrove Garbage Banks**

Bintang Mangrove Garbage Banks (BMGB) was established in 2012 and was built because of the large amount of waste on the banks of the river in this kampung and can disrupt the environment and local communities [19]. BMGB has several programs, such as deposit, saving or borrowing, medical treatment, and paying for electricity with garbage. At present the community prefers to exchange its garbage with cash, considering that the economic class of the community is middle to lower. BMBG is a program that has been successful until now, where the collection of garbage reaches 300-400 kg per week.

- **Mangrove Forest**

This kampung has a mangrove forest that can be used as a tourism attraction. Mangrove forests still look very natural and can be used as tourism potential in this kampung. Tourists can enjoy mangroves with ships provided by the local community. Fishermen make use of their boat in addition to fishing, but can also be used for tours, the price offered is Rp. 300,000 per boat.

- **Local Culinary**

This kampung has local culinary, namely smoked fish which is one of the typical food in the tourist kampung. Smoked fish are produced from the collaboration between communities, namely fishermen and smoked fish traders. Local fishermen sell their fish to fish traders so that they can be processed into smoked fish. This smoked fish can be used as one of the potentials of tourist kampungs by involving local communities to improve the economy of the community.

Based on research data, then analyzed by SWOT analysis to produce a description of the concept of development of tourist kampungs. The results of the SWOT analysis can be seen in Table. 1

Table 1: SWOT Analysis

Internal Factor	Strength	Weakness
<p>External Factor</p> <p>Opportunity</p> <ol style="list-style-type: none"> 1. The government provides several tourism supporting facilities. 2. Assistance in the form of supporting facilities from universities and institutes from the city of surabaya. 	<ol style="list-style-type: none"> 1. Has natural mangrove forests 2. Has Garbage Bank Program 3. Smoked fish as a typical food processed by the community 4. The community supports the kampung program <ul style="list-style-type: none"> • Increase tourist attraction by exploiting the potential of mangrove forests and smoked fish • The community utilizes the waste bank program in overcoming waste problems and as an additional income. 	<ol style="list-style-type: none"> 1. Low environmental awareness 2. Economic benefits that have not been felt 3. Lack of tourism supporting facilities <ul style="list-style-type: none"> • Provide knowledge to the local community about the importance of maintaining environmental cleanliness • Creating jobs for local communities in supporting tourism activities • Create supporting facilities for tourism programs
<p>Thread</p> <ol style="list-style-type: none"> 1. The government has not noticed the problem of garbage in the kampung. 2. Lack of tourist interest to visit tourism kampung 	<ul style="list-style-type: none"> • The community cooperates with the government in overcoming waste problems • Produce a development concept that has a unique appeal for visitors and uses recyclable materials. 	<ul style="list-style-type: none"> • Formulating the development concept of kampung tourism based on ecotourism in improving the quality of the environment and attracting tourists

Resource: Researcher analysis, 2019

Tourism Development Concept

Ecotourism is used as the basis of the development concept in improving the quality of the village by considering the principles of ecotourism and the results of the SWOT analysis. Following is the concept of developing a tourist village based on ecotourism factors:

1. Local Participation

In increasing community participation in managing kampung tourism programs, it needed that empower communities directly. Tourism programs are made in accordance with the capabilities and expertise of the local community as well as maximizing the potential of the tourism village. The waste bank program and smoked fish production are programs that can be carried out by local communities. This program can also be used as a learning media for tourists, where tourists can learn and participate in these activities. In addition to empowering local communities, the program will provide knowledge to tourists.

2. Conservation

The role of the community and government is very important in biodiversity conservation efforts. Maintaining environmental cleanliness is the most important thing in conservation efforts. The government and the community must work together to solve the garbage problems on the banks of the river. In addition, the community is disseminating information about the importance of maintaining biodiversity to foster public awareness. In addition, tourists and the tourism industry also play a role in ensuring the sustainability of biodiversity, where tourism activities should not have a negative impact on the environment and should support conservation efforts towards biodiversity.

3. Profitability

The existence of kampung tourism must provide benefits to local communities to ensure the welfare of the community in a sustainable manner, one of which is by improving the economy of local communities. Tourism activities can create jobs and provide business opportunities for the community. Making economic support facilities for the community, such as making docks for fishing boats, making a place to sell for traders, and making places to eat and drink to support tourism activities.

4. Tourism Support Facilities

Kampung Tourism should have supporting facilities to improve and support tourism programs. Tourism supporting facilities are arranged and designed attractively to attract tourists visiting kampung tourism. The facility is based on an information center, parking area, gate, retail, garbage bank, café, and dock. The arrangement of tourist villages can be seen in Figure 4.

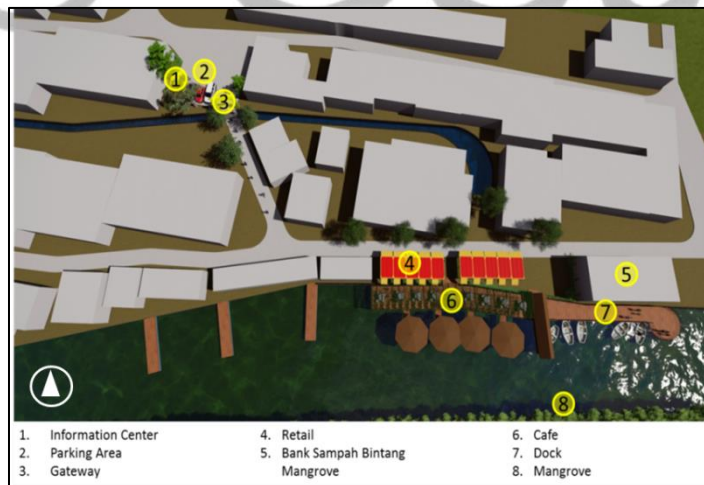


Figure 4: Layout Plan
Resources: Researcher, 2019

- Information Center

The Information Center is located near the parking area, where its position considers the location that is easily accessible by tourists. This information center serves as a place to get information about attractions. The information center design can be seen in Figure 5.



Figure 5 : Information Center Design
Resources: Researcher, 2019

- Parking Area

The parking lot is located at the front of the tourist attraction, where this position facilitates tourists when visiting. The parking area consists of car parking and motorcycle parking. The parking area arrangement can be seen in Figure 6.

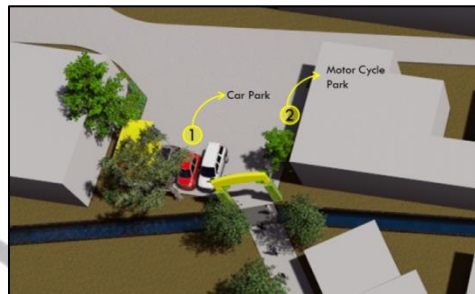


Figure 6: Parking Area
Resources: Researcher, 2019

- Main Gate

The existence of a gate to make it easier for tourists to find the existence of attractions. The gate is designed to be attractive and suitable with the concept of a tourist attraction so tourists are interested in seeing it. The main gate design can be seen in Figure 7.



Figure 7 : Main Gate Design
Resources: Researcher, 2019

- Retail

Retail is used as a place to trade by local people, especially for selling smoked fish. Tourists can buy fish, enjoying the view of the mangrove forest and also see first hand the process of making smoked fish. Retail design can be seen in Figure 8.



Figure 8 : Retail Design
Resources: Researcher, 2019

- Cafe

This cafe is one of the important facilities in the tourism area, where tourists can enjoy the mangrove scenery while eating and drinking. This cafe must be managed by local communities to improve economic conditions. Cafe design can be seen in Figure 9.



Figure 9: Cafe Design
Resources: Researcher, 2019

- Docks

The pier is used as a place to dock local fishing boats. The boat can be used as a supporting tourist attraction, where tourists can enjoy mangrove tours using the boat. Docks design can be seen in Figure 10.



Figure 10: Dock Design
Resources: Researcher, 2019

Discussion

Ecotourism development supports to preserve nature and culture by empowering local communities and benefiting from tourism activities both for the environment and society. Ecotourism has three aspects, namely local participants, conservation and profitability. Based on the results of the analysis, within the aspect of community participation, residents participate in the ongoing program, one of which is the Waste Bank program. From the conservation aspect, the community has not paid attention to the surrounding environment, a lot of garbage is buried on the banks of the river, this garbage is the result of household waste and trash that is carried away from other locations. In terms of the aspect of profitability, the community does not feel much of the economic benefits of tourism activities at this time, because this kampung is still rarely visited by tourists. This kampung attended a compilation held by the government.

The concept of ecotourism is used as a foundation in the development of tourist villages by considering the problems and potential of the village. In this study, the concept proposed was based on aspects of ecotourism and the design concept of Pariwisata supporting facilities, such as an information center that serves as a place to get information about attractions, vehicle parking, a gate to make it easier for tourists to find tourist attractions, kiosks as places to trade, cafes for tourists to be able to enjoy the scenery, and the pier as a place for fishing boats.

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