

CHAPTER III

THE GOVERNMENT STRATEGIES TO IMPROVE THE TOURISM POTENTIAL IN THE FACE ASEAN ECONOMIC COMMUNITY BY LOCAL GOVERNMENT IN GUNUNG KIDUL REGENCY ESPECIALLY THE DEPARTMENT OF CULTURE AND TOURISM 2015

1. SWOT ANALYSIS

In this chapter the author will attempt to explain what are the strengths, weaknesses, opportunities, and threats, or better known as the SWOT analysis contained in Nglanggeran Tourism Village making it easier for the Department of Culture and Tourism Gunung Kidul Regency in the strategic planning process that they do for the development of tourism potential in Nglanggeran Tourism Village.

In the process of strategic planning, one of the steps taken was to develop a critical success factor both internal factors and external factors.

a. Internal factors

1) Strength

In the strategic planning process one step taken was to develop a critical success factor, which begins by reviewing the strategic environment that includes the conditions, situations, circumstances, events and influences that came from within (internal environment) and external (external environment). Internal and external environment have an impact on the life and performance of all the components involved, which includes strengths and weaknesses, opportunities and threats. Critical success factors are factors

that have an influence and function to focus on strategies to achieve the vision with formulate the goals, objectives, programs, and activities.

There are several factors that make the opportunities of the Department of Culture and Tourism Gunung Kidul Regency is excellent in developing tourism in the region, among others:

- Realization of conservation efforts, the development and empowerment of the cultural arts;
- Realization of improvement and development of cultural facilities and infrastructure;
- The realization of the increase in the quantity and quality of human resources.
- The realization of attractive tourism destination as the economic development efforts and well-being of communities, supported by a reliable infrastructure;
- Improving the quality of tourism services;
- The realization of inter-sectorial collaboration and stakeholder culture and tourism;
- The realization of the increase of tourism entrepreneurs;
- The realization of the marketing network system that effectively and efficiently based on market analysis and accurate information;
- The availability of promotional materials and support the implementation of tourism marketing;
- The increase in the number of investors in the field of culture and tourism;

- Tourism, which encourages job creation, economic growth and an increase in Regional Income (The strategic plan of the department of culture and tourism Gunung Kidul Regency period 2016-2021).

Nglanggeran Tourism Village has many advantages that made the strength to attract local and foreign tourists, among others:

- There is a soil structure that is so unique and Ancient Mountain there are already millions of years, and was found by one of the researchers who accidentally discovered the uniqueness in Nglanggeran tourist village at the time. This uniqueness can provide benefits for the tourism sector, and the mountain has become a major destination in the village (Interview with Mr. Ali Martono at 25 July 2016).



Source: Gunung Api Purba documentation data, 2016

The photo above is a major destination in Nglanggeran Tourism Village, the destination was known as the Ancient Volcano. The author had to spend some time at the travel destination. The uniqueness of Gunung Api Purba is an ancient mountain offers adventure theme in climbing the mountain top. The tourists adorned with beautiful scenery during the ascent, and tour packages offered by Gunung Api Purba like Flying fox, climbing, and camping.



Source: Package flying fox documentation data, 2016

The author also briefly interviewed an ancient volcano visitors from Klaten, Central Java. Mr. Guntur said ecotourism in Nglanggeran Tourism Village is very attractive, with an atmosphere that is so cool mountains, and a climbing route which gives travelers an experience which brings a more physical exertion in order to reach the top of an ancient volcano. For the problem of hygiene in an ancient volcano is very well maintained clean the bathrooms and the inn is located around this tourist area (Interview data with Mr. Guntur, 19 July, 2016).



Source: Mr. Guntur and his wife Ms. Natasyah documentation data, 18 July. 2016)

Mr. Ali Martono confirmed that the management of Nglanggeran Tourism Village especially those leading tourist potential, namely

Gunung Api Purba went very well, began cleanliness and maintenance. They are not only perform in the area of Gunung Api Purba, all tourist areas are located in Nglanggeran Tourism Village is the responsibility of all of them is the youth group (Karang Taruna and POKDARWIS) and society in Nglanggeran Tourism Village. So they see themselves very active in maintaining and even supporting the development potential of tourism in the tourist village (Interview data with Mr. Guntur, 18 July, 2016).



Source: Hygiene conditions of facilities in Gunung Api Purba, 2016

- There are have various attractions offered to tourists in Nglanggeran Tourism Village like nature tourism, education, and culture. The

following is the documentation obtained by the authors of the activities of the tourists while in Nglanggeran Tourism Village.



Source: Natural tourism in Nglanggeran Tourism Village documentation, 2016.

Pictured above are three themed travel destinations nature: first, Kedung Kadang waterfalls are still new and still under development at this time. This waterfall is a seasonal waterfall. Way to the waterfall is the distance of 1.5 km from the entrance to this area. The second is the area of Gunung Api Purba tourist destinations has been used since, and now the tourist area of Ancient Volcano has become a major tourist area in Nglanggeran Tourism Village. Some tour packages are very attractive when it wants to climb this mountain.

The third is Embung Nglanggeran (artificial lake), Mr. Eli Martono, Embung Nglanggeran is an artificial lake whose primary function is to irrigate orchards around Nglanggeran Mount (Gunung Api Purba). A side from being a source of irrigation water, Embung Nglanggeran (artificial lake) also functioned as a tourist attraction. The location used to be a hill reservoir which is then cut and used as an artificial lake. To reach the site Embung Nglanggeran (artificial lake) the travelers have to climb dozens of stairs winding. Once at the top, the eye will be treated to views of the beautiful artificial lake. When cast a glance around, our eyes will be spoiled with a view of a cluster of giant rocks that form Nglanggeran Mount. On the other hand we can also look verdant valley to the limit of the horizon. Travelers who visit Embung Nglanggeran forbidden to litter or fishing in the reservoir. In the area there is a gazebo reservoir that can be used to rest (Interview data with Mr. Eli Martono, 25 July, 2016).

Next is a cultural and educational tourism, which provides experience in education over the tourists are in Nglanggeran Tourism Village As the program Live In. Mr. Suwarno as a member organization POKDARWIS in Nglanggeran Tourism Village, LIVE IN Program is live and stay home residents with activities into the village community. Following the landlady as well as a new foster parents who stay at home for his new in the village. Activities that on average almost done by the tourist village include: studying agriculture,

plowing rice, bathing cows, looking for grass, etc (Interview with Mr.Suwarno, 18 July, 2016)



Source: LIVE IN Program documentation, 2016

- Accessibility tourism village located on the main road leading to the tourist attractions featured in Gunung Kidul Regency.



Source: Culture and tourism potential data of Gunung Kidul Regency, 2016

According to Mr. Eli Martono, Nglanggeran Tourism Village location on the path way to the coastal resorts make profits for the tourist village is always visited by tourists from Yogyakarta and Klaten areas. They make this tourist village as an alternative tourism as long as they take a trip to the coastal tourist area in Gunung Kidul Regency (Interview data with Mr. Eli Martono, 25 July 2016).

- Management by groups of Nglanggeran Tourism Village is good enough or are already independent. Mr. Suwarno confirmed that all the activities of the management of Nglanggeran Tourism Village

largely managed by Nglanggeran Tourism Village youth group and the groups have been able to be independent in the process of improving facilities for tourism development as well as human resources. one of which is the construction of the vehicle parking area to the area Kedung Kadang waterfall, the cost of which has been issued by the Nglanggeran youth group (Karang Taruna) tourism village is about 20 million (Interview data with Mr. Suwarno, 18 July 2016).



Source: Construction of parking lots by KARANG TARUNA documentation data, 2016.

2) Weakness

The increasing number of tourists each year both local and foreign tourists who visit Nglanggeran Tourism Village, local government of Gunung Kidul regency to make this a very good momentum, one of them is as the increase in revenue. Therefore, factors weaknesses of this tourism village in the form of Human Resources that have not been able to speak a foreign language,

especially English conversation and there are also the tourist guides who are still not certified.

The author had to ask directly to some villagers about the inability of the public in the English language and human resource development issues. According to Ms. Miah, the knowledge of foreign languages, especially English, Nglanggeran villagers not all proficient in speaking English. for training, the youth group had been providing training to speak English and now the training is still running with the concept of foreign tourists who come to tourist Nglanggeran Toursm Village to learn the culture and habits of even the Java language must provide their knowledge as a foreign language one of them, so among tourists foreign and rural communities can mutually share knowledge with each other. For human resources people here still have a passive to a building, but with the youth group, the people here are encouraged to be active against the development and changes that occur in this tourist village.



Source: Ms. Mia (right side) interview documentation, 18 July 2016

Mr. Suwarno said that not only the people who still cannot speak English, a youth groups of Nglanggeran Tourism Village still some people who cannot speak English, and also just a few people had said certified in tourism. But

with such circumstances we are constantly striving to improve the condition of human resources who can compete in AEC of course, also with the help of the local government (Interview data with Mr. Suwarno, 18 July 2016).

Mr. Eli Martono confirmed, that the ability to speak in English conversation is important because most of the tourists come from abroad so that people in the tourism village can introduce the culture and diversity of nature in the Nglanggeran Tourism Village to speak English to be easily understood foreign tourists. Then, from the aspect of the tour guide certification can improve informal worker so that tour guides can compete in the era of the ASEAN Economic Community (AEC) (Interview data with Mr. Eli Martono, 25 July, 2016).

b. External Factors

1) Opportunity

Based on the interview with the Head of Operations and Marketing of Tourism Destinations, Mr. Eli Martono. Conditions in Nglanggeran Tourism Village has considerable potential and could be the main attraction for tourists, such as eco-tourism, cultural tourism, and educational tourism. There are several opportunities that can be utilized by the Department of Culture and Tourism Gunung Kidul Regency to development of tourism potential in Nglanggeran Tourism Village, among others:

- Good support from the youth groups of Nglanggeran Tourism Village to all the plans from local government, Mr. Eli Martono said the collaboration between the local government and youth organizations

in Nglanggeran Tourism Village going well, both mutual support, provide input even of the youth group always offers new things that are in the Nglanggeran Tourism Village. And then local governments are always striving to provide any facilities that support rural development (Interview data with Mr. Eli Martono, 25 July, 2016).



Source: Evidence of the movement of youth organizations in supporting rural development documentation, 2016

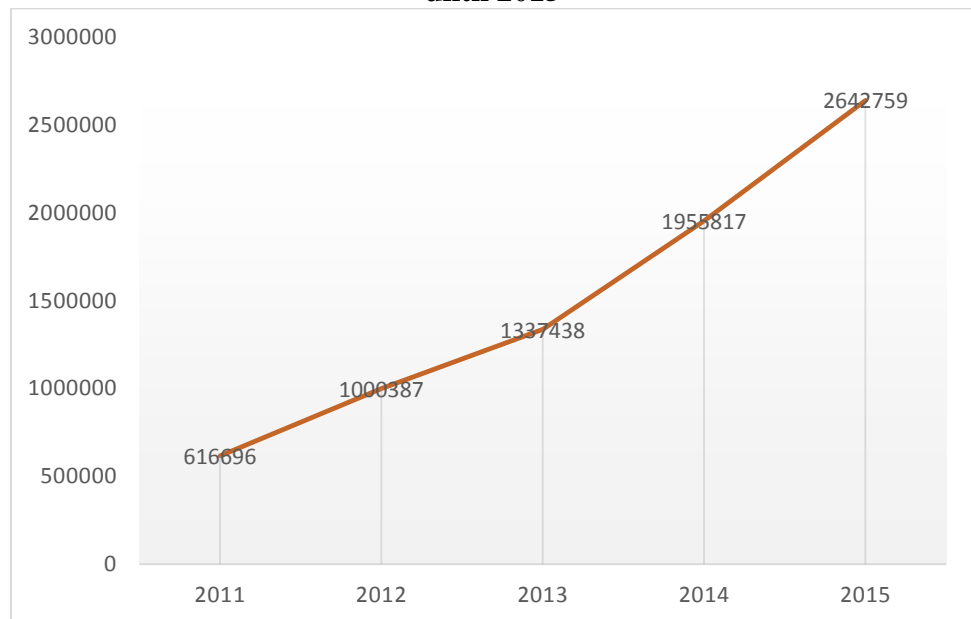
- This second chance is a chance the tourist village location is conveniently located to the attractions of the famous in Gunung Kidul. Mr. Eli Martono according to location positioning Nglanggeran Tourism Village makes a significant opportunity to increase the visitors who came traveled in Gunung Kidul Regency. So, as long as they travel to the coastal tourist area in Gunung Kidul Regency, the tourists can stop to the tourism villages along the path to the area beaches, including Nglanggeran Tourism Village. This advantage can also help the process of development and community development in the village (Interview data with Mr. Eli Martono, 25 July, 2016).



Source: Gunung Kidul Regency tourism map, 2016

The layout of this Nglanggeran Tourism Village located where the position is in the village of Gunung Kidul Regency driveway, so that the tourists who come from Yogyakarta and Klaten are interested to come to Nglanggeran Tourism Village. Of this pathway is also the author knew that the level of density of visitors who come to travel in Gunung Kidul Regency is very much. Mr. Ali Martono confirmed that the west path is always crowded by tourists who want to get into Gunung Kidul Regency. From where the local government to make the areas an alternative tourism is the tourist villages are able to offer any activities for the tourists.

Graph 3.1
The number of tourist arrivals in Gunung Kidul Regency 2009
until 2015



(Source : Culture and Toursm Potential of Gunung Kidul Regency: 2016).

The graph above shows the traveler is increasing from year to year and most of these tourists come from the west lane to enter of Gunung Kidul Regency. The demands of the local government expects public response in utilizing this opportunity to further enhance the tourism potential in the face of competition in the ASEAN Economic Community (AEC).

2) Threats

According to Mr. Eli Martono With a number of advantages, disadvantages and opportunities that are owned by Nglanggeran Tourism Village. Not free from threats which resulted in increased tourism potential in the face of the ASEAN Economic Community (AEC). The threats include:

- Competition in the development of rural tourism has a lot in implementation in different regions such as in Bali, it is for us as local governments make it as a challenge rather than as threats to further develop the sector's development by utilizing natural resources and creativity of human resources in our have.
- Passive society in supporting the development and empowerment in the region will have an impact on the collaboration of cooperation in achieving development and empowerment of human resources, because the community is the most important element in the success of a plan.

For the Department of Culture and Tourism make this threat as a challenge in attempting to make the tourism sector in Gunung Kidul Regency especially Nglanggeran Tourism Village ready to face the competition is so tight in the era of the ASEAN Economic Community (Interview data, 25 July 2016).

With the threats that affect the increased potential for tourism in Nglanggeran Tourism Village, the authors have been involved directly in the observation and had interviewed a one of the youth groups that manage Nglanggeran Tourism Village named Mr. Lilik, he agreed that obstacle or threat to the increase in the tourism sector especially in the tourism sector a

sustainable community can give the effect of passive threat to the government's plans to increase tourism potential. Because the community is a major player on the success of a development plan.

1. PROBLEM SOLVING STRATEGIES

Based on the SWOT analysis in improving the tourism potential especially of Nglanggeran Tourism Village, it needs improving measures as follows, first, Overcoming internal problems it is necessary to improve the quality of natural resources and human resources, tourism marketing, and the provision of facilities to support the development of tourism in Nglanggeran Tourism Village to be competitive in the ASEAN Economic Community (AEC). And the Second, Overcome external problems it is necessary to empower the community's role in the success of the development process as well as increased tourism sector, especially in Nglanggeran Tourism Village.

a. Systematic SWOT analysis

SWOT analysis is required to apply the concept of systematic measures analysis as follows:

- 1) Determining strategy SWOT analysis through SWOT matrix chart.
- 2) Identifying and understanding the factors that the strengths, weaknesses, opportunities and threats that are owned by Nglanggeran Tourism Village.

- 3) Evaluation the results of the identification and linking up with the right strategy.
- 4) Formulate strategies based on theoretical concepts.

b. Analysis identification of various internal and external factors as follows:

Table 3.1
Chart SWOT analysis and strategy scenarios Department of Culture and Tourism Gunung Kidul Regency to increasing potential tourism in Nglanggeran Tourism Village

<div style="text-align: center;"> <p>Internal Factors</p> <p>Eksternal Factors</p> </div>	<p style="text-align: center;"><u>Strengths (S)</u></p> <ol style="list-style-type: none"> 1. The uniqueness of natural resources; 2. There are variety of attractions offered to tourists; 3. Accessibility tourist village located on the main road leading to the tourist attractions featured in Gunung Kidul Regency; 4. Management managed by the groups in Nglanggeran Tourism Village is good enough or are already independent. 	<p style="text-align: center;"><u>Weakness (W)</u></p> <ol style="list-style-type: none"> 1. The lack of people skills in foreign language (English language); 2. The lack of human resources has been certified as a tour guide;
<p style="text-align: center;"><u>Opportunities (O)</u></p> <ol style="list-style-type: none"> 1. There is have good support from the youth groups of Nglanggeran village to all the plans from local government 2. The location of the tourism village is so strategic to the location of another objects tours; 3. Foreign and domestic tourists visit from the west path, is so much; 4. Had good cooperation between government, private, and community. 	<p style="text-align: center;"><u>Strategy (SO)</u></p> <ul style="list-style-type: none"> - Development of Rural Tourism Destinations; - The marketing strategy of rural tourism. 	<p style="text-align: center;"><u>Strategy (WO)</u></p> <ul style="list-style-type: none"> - Improve facilities to support the development of tourism and the development of human resources in Nglanggeran Tourism Village.
<p style="text-align: center;"><u>Threats (T)</u></p> <ol style="list-style-type: none"> 1. The same competition in the development of rural tourism has a lot in its implementation in various areas; 2. Their passive thought by the villagers to the development and improvement in the tourism sector; 	<p style="text-align: center;"><u>Strategy (ST)</u></p> <ul style="list-style-type: none"> - Counseling for local communities in Nglanggeran Tourism Village. - Enhance conservation of natural and cultural Nglanggeran Tourism Village. 	<p style="text-align: center;"><u>Strategy (WT)</u></p> <ul style="list-style-type: none"> - English training for local communities in Nglanggeran Tourism Village. - Training tour guides to local communities in Nglanggeran Tourism Village.

(Source: Interview Data: 2016)

According to Table 3.1, a strategy that uses S-O is a strategy to harness the power to seize and exploit opportunities as possible. The strategy needs to be done is development of rural tourism destinations and marketing strategy of rural tourism. Strategy development of rural tourism is done by increasing the tourist attractions in Nglanggeran Tourism Village. Tour packages that can be developed is outbound, plowing, planting rice, tracking, climbing, flying fox, and making Batik Masks. Maintaining the existing appeal in the region is the conservation measures there is a characteristic that is owned by a region with diverse appeal held that attract tourists.

Strategy S-T is a strategy of outreach to local communities around Nglanggeran Tourism Village and enhance conservation of natural and cultural in Nglanggeran Tourism Village. This strategy emerged from the force used to overcome weaknesses. Strategy outreach to the local community do to prevent things that are negative on the development of this tourism village.

Strategy W-O is the use of the opportunities that exist in ways that minimize the weaknesses, the strategy is done by increasing the human resource development support facilities and tourist areas. facilities that can be developed to support the tourism village in the region is the presence of road improvements, manufacturing tracking path, information center, security stations, parking lots, counters, rest area, and others that can support tourism. While the human resource development of local government to provide facilities to the tour guide certification in the area of the tourism village.

Strategy W-T is to minimize weaknesses and avoid threats, which can be done by training the public in relation to a local guide and the training of English language proficiency.

3. SUPPORTING AND INHIBITING FACTORS IN THE DEVELOPMENT STRATEGY OF TOURISM SECTOR IN NGLANGGERAN TOURISM VILLAGE

a. Supporting factors

- Tourism potential which is owned by the Tourism Village Nglanggeran such as cultural tourism and natural attractions such as Gunung Api Purba, Embung Nglanggeran (Artificial lake), outbound, camping ground, flying fox, and Package Education in nature (farming, cultivation of cocoa, packages loving environment).
- Role of Government and the Public Interest, went to the field sites in cooperation with nearby communities with management cooperation in developing tourism in the village Nglanggeran.
- Coordination between the Department of Culture and Tourism with each village groups Nglanggeran going well.
- Their involvement and participation of local communities in tourism development through the establishment of Tourism Awareness Group (Pokdarwis).

b. Inhibiting factors

- A society that is passive in supporting the development of tourism in Nglanggeran village.
- There are still some tour guides are not yet certified.

4. STRATEGY DEPARTMENT OF CULTURE AND TOURISM IN GUNUNG KIDUL REGENCY TO DEVELOPING THE POTENTIAL OF TOURISM IN NGLANGGERAN TOURSM VILLAGE**a. Development of Rural Toursm Destinations**

From the data it has been found that in developing tourism strategy undertaken by the local government or the Department of Culture and Tourism Gunung Kidul Regency will provide the facilities and infrastructure in order to increase the tourism potential that can face the challenges of the ASEAN Economic Community (AEC) in particular the Tourism Village.

In the development of tourism at Nglanggeran Tourism Village development strategy tourist attraction be implemented based on the principle of balance between development efforts destination management to create a tourist attraction that is high quality and competitiveness and to develop conservative attempts to conserve resources and sustainable tourism, the following is proof form of photographs of the development of tourist destinations in Nglanggeran tourist village, the data in the form of infrastructure development to the preservation of tourist attraction to this area.



The road condition to Nglanggeran Tourist Village



The road to agrotourism destination in Nglanggeran tourist village



Center gift shop located in Nglanggeran tourist village still in the process of development



Signpost in Nglanggeran tourist village



Board description tourist destinations located in Nglanggeran tourist village



The toilet facilities are located in the Nglanggeran tourist village



Condition vehicle parking area in Nglanggeran tourist village



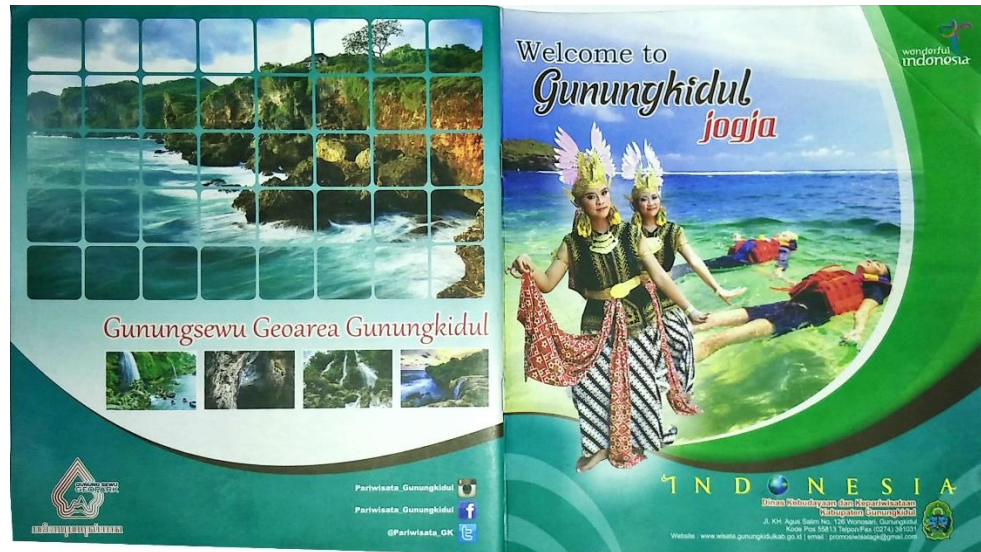
Guardhouse at one of the tourist destinations located in Nglanggeran tourist village

b. Tourism Promotion

The strategy undertaken by the local government of Gunung Kidul Regency, particularly the field of tourism in developing tourism in Nglanggeran Tourism Village is to establish marketing emphasis to the use of information technology and improving the quality of tourism products for the advancement of science and technology today demand clarity and certainty of all information needed by tourists, in addition it also takes effort standardization of service quality tourist products, including hotel businesses, restaurants, transport, accommodation and

scouting, including preparing the Standard Operating Procedure (SOP). Efforts made to disseminate travel information and improving the quality of tourism products include:

- 1) Mapping, analysis of market opportunities and pioneering marketing to potential markets;
- 2) Consolidation of the mass tourist market segment and the development of market segments in order to optimize the development of tourism destinations and global market dynamics;
- 3) Development Nglanggeran Tourism Village image as a tourism destination that is safe, convenient, and competitive;
- 4) Increasing the role of marketing communications media in marketing and promoting tourism in Nglanggeran Tourism Village;
- 5) Development of an integrated marketing partnership, synergistic, continuous and sustainable;
- 6) Organizing, structuring, and facilitating means of supporting tourism businesses;
- 7) Services and demolition permits;
- 8) facilitating compliance with service standards;
- 9) Socialization, motivation, and facilitate the realization of Sapta Pesona (seven elements of the development and management of tourist attraction in Indonesia).



Book promotion of tourist destinations in Gunung Kidul regency



Official Web Nglanggeran Tourst Village.

c. Institutional Development of Tourism

1) Strategies of community empowerment and villages

Business community-based tourism mandated in regulation regents Gunung Kidul number 3 of 2014, can be done through cooperation with potential community or village into a tourism village. This activity begins with the identification of the potential of involving the local community, then

the results of identification can be the formation of groups of managers. The next activity, simultaneously carried out the provision of infrastructure, human resource development, and promotion.

The activities carried out jointly with related agencies, both central and local, private business and the local community. among others, with the national program PNPM Mandiri Tourism, KKN thematic, and Corporate Social Responsibility (CSR) private companies. synergistically, the determination of one of the attractions are supported by a comprehensive policy all working units (SKPD) in accordance with RIPPARDA through integrated tourism development for the field / sectors respectively.

as an attempt to encourage the role of co-develop tourism in the village, the village government involved in cooperation (levy charged) corresponding Regional Regulation No. 5 of 2013 on the operation of tourism.

Enactment of regional autonomy since 2004, opening up opportunities for the regions to explore, develop the potential of the area in a more creative and more independent. One is the development of potential tourist attraction in the region as a source of income that can be obtained by the local community.

One approach is a new paradigm in the development of today's society is a community-based tourism development that involves and lay people as actors. Community-based tourism development is an opportunity to mobilize all the potential and dynamics of society that not only recognizes the role of local communities but also provide an opportunity to develop the potential of territorial respectively. Besides, community-based tourism is tourism in which community or local residents play an important role and major

decision-making to the benefit of life, the environment and welfare of the community itself.

2) Tourism development based on local wisdom

In the implementation of tourism development in Nglanggeran Tourism Village, a wealth of local knowledge will be retained and used as a basis for the values contained in the local wisdom is very relevant to the development of tourism. Besides the natural attractions in the form Ancient Volcano, local wisdom in Nglanggeran Tourism Village which includes customs, values and culture and some aspects of social life has also become a tourist attraction, both tangible and intangible.

Through the development of special interest in Nglanggeran Tourism Village, preserved local knowledge into a tourist attraction, for example staging traditional arts, preservation of tradition, festivity, Rasulan. Cultural attractions are united in a tour package that is prepared in Nglanggeran Tourism Village. Besides, the pattern of life like farming, building houses, the customs and traditions of the community such as gotong royong, politeness, and suave also be a tourist attraction and part of the tour.