

Quality of Environmental Resources for Eduwisata Lontar Sewu as a Sustainable Tourism Village

Sri Murtini^{1,*}, Agus Sutedjo², Sabrina Azharia Sabitah³, Rivanda Dewi
Kusuma Putri⁴

^{1,2,3,4} Universitas Negeri Surabaya

*Corresponding author. Email: srilmurtini@unesa.ac.id

ABSTRACT

Sustainable tourism village is one of the government's programs in an effort to explore the potential of the village, empower the local community's economy and preserve the village environment. Eduwisata Lontar Sewu is a relatively new tourist attraction but attracts many visitors so it needs to be evaluated. The purpose of this study was to determine the quality of environmental resources in Lontar Sewu Eduwisata. The population is all managers. Data collection techniques with documentation, interviews, observations and measurements. Data analysis technique using scoring. The results showed that the quality of natural resources scored 7 (good category). While the quality of social resources obtained a score of 7 (medium category). So the quality of environmental resources gets a score of 14 (medium category).

Keywords: *environmental resources, eduwisata, tourism village.*

1. INTRODUCTION

Tourism village is one of the programs of the ministry of village, development of underdeveloped areas and transmigration which was followed up by the minister of tourism and the creative economy to become a sustainable tourism village (Peraturan Menteri Pariwisata No. 14 Thn 2016). Sustainable tourism villages are one of the government's targets in an effort to explore village potential, empower local communities' economies and preserve the village environment. It seems not difficult to realize because of the many potential tourist villages in Indonesia.

Eduwisata Lontar Sewu is a tourist attraction developed in collaboration with Hendrosari village with the village ministry, the pilot program for incubation of local economic development village innovation (PIID-PEL) in 2019. This tourist attraction is located in Hendrosari village, Menganti District, Gresik Regency with an area of 192ha, and opened Februari 2020 by the minister of village, underdeveloped development and transmigration. This tourist attraction was developed because of the large number of palm trees in Hendrosari village that are growing well. It is from this tree that sap / legend is produced which is a typical drink of Hendrosari village. The legendary drink is one of the attractions at Eduwisata Lontar Sewu. While other attractions are

water tourism, children's playground, flower gardens, unique houses, footbridges, viewing post, boat bikes, flying fox, lontar selfie spots, typical culinary snacks, family relaxing arena facilities, and others.

This edutourism has a strong potential to develop into a sustainable tourism village if its development is carried out properly. There are many potentials in Hendrosari village that can be explored to support the edutourism theme. The lontar tree is only used for its fruit as a special drink of siwalan ice, while other educational values do not yet exist. From these problems, it is necessary to evaluate this tourist attraction as edutourism. The purpose of this study is to determine: the quality of environmental resources.

2. METHODS

2.1 Population and sample

The population in this study were the people of Hendrosari village and the manager of Eduwisata Lontar Sewu in Hendrosari village, Menganti sub-district, Gresik regency. The research sample is all Lontar Sewu eduwisata managers.

2.2 Data and Analysis

Data obtained from documentation in the form of

administrative data, interviews to determine the competence of managers, attitudes of managers, institutions and management of tourist villages. Measurements to determine carrying capacity and observations to determine tourist attractions and land use.

Data analysis was done by scoring. Scoring of the quality of natural resources on the variables of natural tourist attractions, carrying capacity, and land use. Each variable is given a score between 1-3 in the bad-good category, so the score ranges between 3-9. Furthermore, the quality of natural resources is categorized into 3, namely poor quality with a score of 3-4, moderate quality with a score of 4-6, and good quality with a score of 7-9. The quality of social resources is scored on the variables of manager competence, attitude of managers, institutions, and management of tourist villages. The category of quality of social resources is divided into poor quality with a score of 4-6, medium quality with a score of 7-9, and good quality with a score of 10-12. So the quality of environmental resources is obtained by combining scores of natural resource quality and social resource quality, so that a score of 7-11 for poor environmental quality, 12-16 for moderate environmental quality and 17-21 for good environmental quality.

3. RESULTS AND DISCUSSION

3.1 Results

1) Quality of Natural Resources

a. Nature Tourism Attraction

Nature Tourism Attractions in Eduwisata Lontar Sewu show that there are treats / spectacles that have educational value. Foods with educational value derived from palm trees are measured by to see, to do and to buy. The results showed that in Eduwisata Lontar Sewu there were many palm trees and palm tree nurseries, this treat contained a to see aspect with a score of 1. Meanwhile, the manager was not able to present attractions that had educational value to be done by visitors so the score was 0. While the to-see aspect buy, there can be quite a lot of available such as es siwalan, siwalan fruit and legen/tuak, with a score of

1. The total score of the natural tourist attraction variable is 2.

b. Carrying Capacity

Carrying capacity is a measure used to determine the maximum capacity of visitors who come at a certain time. The results showed that the area of Eduwisata Lontar Sewu is 55,000m² with the average number of visitors on effective days is 300 people while on holidays, Saturdays and Sundays as many as 3000 people. If the average number

of visits for each tourist attraction in the open space is 3 hours, then the carrying capacity at Eduwisata Lontar Sewu is (55000: 3000): 3 hours=6.1m²/person/hour. According to Yulianda (20007), the need for visitors in the open space tourist attraction area is on average 50m²/person/3hours or 16.7. Therefore, the carrying capacity at this attraction is below the average threshold for open tourism objects so that Eduwisata Lontar Sewu is included below the threshold with a score of 3 (good category).

c. Land Use

Land use in the study is land whose designation is related to educational value. The results showed that there were several land uses in Eduwisata Lontar Sewu. In this tourist attraction the land is used for palm plantations and nurseries so that the score obtained is

2. So the total score for the quality of environmental

resources is 7, which is obtained from natural tourism attractions 2, carrying capacity 3 and land use 2. A score of 7 is included in the medium category (range 5-7).

2) Quality of Social Resource

a. Competence of Manager

The manager competency variable is measured by formal education, experience and training related to tourism. The results showed that none of the managers had tourism education so that the score obtained was 0. There was 1 manager with 2 years experience so that he got a score of 1. While those who participated in the tourism management training were 1 person so that the score he got was 1. The total score obtained from management competence is 2.

b. Managers Attitude

The attitude of the manager shows a tendency to be able to act, think and feel towards a certain object. The meaning of attitude in this study describes how managers can respond quickly and appropriately in dealing with all situations. The attitude of the manager towards visitors, the attitude of the manager towards the development of objects in the short, medium and long term. The results show that the manager's attitude is good towards visitors, responds quickly if problems occur and is optimistic to develop Eduwisata Lontar Sewu in the short and medium term. According to the manager, this tourist attraction is one of the natural attractions that is strategically located, has easy access, relatively cheap entrance tickets (effective day Rp 5,000, - holidays, Saturday and Sunday Rp 8,000, -), suitable for educational vehicles children and optimistic to

- continue to develop in the short and medium term. So the score obtained is 2.
- c. *Institutional*
Institutions are parties involved in the management of this tourist attraction. Eduwisata Lontar Sewu is managed by BUMDes (Village-Owned Enterprises), this BUMDes is a village socio-economic institution through the concept of a partnership between the government, the private sector, and the community (Public-Private-People-Partnership). This tourism object received support from the Local Economic Development Village Innovation Incubation Pilot Program (PIID-PEL). So, it can be said that there is 1 institution that manages Eduwisata Lontar Sewu so that the score obtained is 1.
- d. *Tourism Object Management*
Management of tourist villages, shows the existence of planning, monitoring and evaluation activities. Management can be done

in the short term, medium term or long term. The results showed that there were already two activities, namely planning carried out in the short term and monitoring so that the score obtained was 2.

So the total score obtained from the quality of social resources is 7. A score of 7 comes from manager competency 2, manager attitude 2, institutional 1 and tourist attraction management 2. Score 7 is in the bad category (range 7-11). Thus the total score of the quality of environmental resources is 14, which comes from a score of 7 for natural resources and a score of 7 for social resources. A score of 14 belongs to the category of medium environmental quality which is in the range of 12 -16. For more details, see the following table.

Table 1. Scoring

No	Quality of Environment resources	Indicator	Score	Total Score
A Quality of Natural resources				
1.	Nature Attractions	Precense of elements: to see and to buy	2	
2.	Carrying Cappasity	Under threshold	3	
3.	Land Use	There are lontar plantations, nurseries	2	
Score			7	
B Quality of Social Recources				
1.	Manager Competence	Experienced and have training	2	
2.	Manager's attitude	Responsive, optimistic with planning and monitoring.	2	
3.	Institutional	BUMDes	1	
4.	Tourism Village Management	There is monitoring planning and	2	
Score			7	
Total Score			14	

3.2 Discussion

Based on the results of the study, it shows that the natural tourist attractions found in Eduwisata Lontar Sewu are not all available elements. Tourists can only see palm trees and palm tree nurseries which are included in the to see element. Something to see is very important for a tourist attraction that is a special attraction for tourists. Currently, the to-do element does not exist, the manager should be able to explore knowledge about the palm tree, where it grows, the use of its leaves, stems, fruit and flowers that can be tapped to be drunk directly as legen (tuak), fermented into palm wine or processed into palm sugar (a type

of palm sugar).

This series of stages does not seem to exist even though the meaning of education is what should be raised to become a strong attraction for tourists. Something to do is important for a tourist attraction so that tourists can do something fun and make them last longer at the attraction. Meanwhile, the to-buy element can be found because there are many traders who sell siwalan ice and palm wine/legen. Something to buy is an icon in a tourist attraction and can be used as a gift (Yoeti, 1985: 164). Aspects of tourism attractiveness can develop in a place basically because the place has an attraction, which is able to encourage tourists to come visit it.

Murray 1993 (in Gunn 1979; 50) said: "... a thing or feature which draws people by appealing to their desires, tastes, etc. Especially an interesting or amusing exhibition which 'draws' crowds". Gunn 1979;48 argues that "attractions are the on-location places in the region that not only provide the things for tourists to see and do but also offer the lure to travel". According to Inskeep 1991;77 attractiveness can be divided into 3 categories, namely: a. natural attraction: based on the formation of the natural environment b. cultural attraction: based on human activity c. special types of attractions. Eduwisata Lontar Sewu is included in the natural attraction.

The carrying capacity of Eduwisata Lontar Sewu is low, making it possible to increase the number of tourists in a comfortable condition. According to Yulianda (2007), the threshold for open tourism objects is 16.7m²/person/hour. In addition, tourism objects must pay attention to the carrying capacity and capacity of an environmentally sound (Made, 2015). This is because this tourist attraction has not been able to provide maximum attraction because the to do aspect has not been explored optimally by the manager. Land use in this tourist attraction is also only used for palm trees and nurseries, other uses of educational value have not been maximized. Supposedly with the existing potential and maximum management, Hendrosari village can become a tourist village that has a unique attraction that has educational value (Ibori, 2013).

The quality of social resources is in the medium category, because the competence of managers still needs to be improved through training or schools. Besides that, there is only one village-owned business entity, so it is necessary to add to it by inviting the private sector to develop this object. Regarding this management, planning and monitoring have been carried out, but because this object is only one year old, it still takes time, cost and quality human resources to make it better and more popular. So to develop this tourist attraction, it is necessary to improve the quality of natural and social resources.

So this is that the objectives of tourism development can meet economic, social and aesthetic aspects. at the same time can maintain the integrity and or preservation of ecology, biodiversity, culture and living systems. (WTO, 1990). According to Rimsky (2017), this tourist attraction includes CBT (community based tourism), namely that this tourism object is managed and owned by the community for the welfare of the local community by paying attention to three main pillars, namely the environment, social and economy. Meanwhile, the World Sustainable Tourism Council (Global Sustainable Tourism Council), stated that there are 4 pillars of sustainable tourism development where

tourism development performance is measured and evaluated based on its contribution to economic growth, increasing community welfare, reducing unemployment and poverty, preserving natural/environmental resources, cultural development, improvement of the image of the nation and the identity of the nation so as to strengthen unity.

4. CONCLUSION

Eduwisata Lontar Sewu is included in the medium category so it is necessary to improve the quality of natural resources and social resources.

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