

The Special Interest Development Model Body Rafting Through Collaborative Management of Buffer Villages in the Wolowona River Area in Ende County

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Abstract— The purpose of the study was to determine the potential of the Wolowona river as a body rafting tour, to determine the tourists' perceptions of the condition of tourist attractions, accessibility, amenity and community perceptions of collaborative management plans between buffer villages. This type of research is descriptive qualitative. The research was conducted in the village of Wolowona river buffer and several institutions. Subject; Head of Culture and Tourism Office, Village Government, community, and potential adventure tourists. Using mixed methods analysis. The results of the study: a) Socialization, formation of management groups, training, mentoring, empowerment of organizational management, arrangement of track routes, provision of equipment, facilities and infrastructure (b) Partnership with government, rafting federation, village government, community, and academics (c) Packaging of conservation education, environmental and cultural thematic products (d) Creating supporting products with surrounding potential (agrotourism, weaving crafts, and cultural heritage of Ndungga and Rewarangga Villages), (e) CHSE-based body rafting SOPs. (f) funding from a percentage of village funds that have tourism potential with a revolving method for tourism businesses. The potential for body rafting tourism can become a new attraction if it is developed professionally and proportionally.

Keywords— *development models, body rafting, collaborative management.*

I. INTRODUCTION

Mass tourism has begun to be abandoned by tourists in the heyday and has turned to small – scale tourist activities often referred to as alternative or

special interests. The small-scale tourist activities often referred to as alternative or special interests. The small scale of travel is considered to be the world's current trend, and it is part of the government's favor for sustainable sustainability of natural, cultural and human beings. (1) According to Anindita (2010) special interest tour in adventure may be define as froms of travel made ata site with physical attributes that emphasize the challenges of recreative challenge, and the attainment of tourist desire through involvement/interaction with the elements of nature. One with special interest tourism of body rafting was considered ideal for new normal conditions-based CHSE concept, with no busy tourist activity.

The Special interest tourist attraction is said to be a popular tourist activity for young people, especially young people, as millennials and catalysts flourishing new tourist activities that utilize the outdoors as a tourist medium. Potential for body rafting tourism uses river medium as a source of support for its activities. It seems that Ende regency also has wolowona river streams that were potentially named as a special attraction of body rafting. Furthermore, the development of such tourism could benefit local pepole's economic improvements. Where the wolowona river area has a supportive support village emerged, and the special interest tourism developed.

Encountered obstacles such as the lack of human resources that have knowledge of this potential use, the limitations of facilities, and the means of infrastructure, there has been no feasibility study and no coordination and cooperation in the use of the river's potential for special interest tourism of body rafting so that the river has not been launched into

exploration. Based on these conditions, the development of special interest tourism could be directed optimally by communities through collaborative management models between villages capable of synergizing for economically independent communities in the tourism sector.

This research was intended to identify the potential of the wolowona river to be used as a special interest tourist body rafting and to identify potential traveler’s perception about accessibility condition, amenities, and support tools in development of body rafting and other facilitations to development of special-interest tourism. In addition, the study aims to know the local perceptions of the plan for special interest management of body rafting through collaborative models between the Wolowona river buffer village. The result of research can be used as a reference to stakeholders (village community and governance) in determining policy, effort, and taking significant strides in tourism in slow line economic growth or in indigenous incomes. In addition to the expose targeted in the research is the proceedings publication (international conference icast of Samarinda, in October 2021).

II. REVIEW LITERATURE

Potential Tourist Development (6) According to Bambang Sunaryo (2013) development is advancing and improving or improving something that already exists. (3) According to Damanik (2013), natural resources can be developed into a human tourist attraction in the form of natural beauty, flora diversity, fauna diversity, wildlife life, natural vegetation, untouched ecosystems, recreation areas, hiking, megalithic objects, weather and geographical conditions. (7) in A. Gima Sugiama, (2011) said that the tourism component consists of four components, namely: Attraction, Accessibility, Facilities, Ancillary.

Rafting. (5) In Andi Setiawan (2014), White water rafting is an activity of rafting part of a river channel that is rafting using rides such as facilities or equipment consisting of rubber boats, kayaks, canoes, and paddles. The purposes of rafting are sports, recreation, and expeditions. Indicators of Feasibility research of Arum Jeram River Potential. Factors causing rapids, namely: (a) water volume, (b) steepness of river flow (gradient), (c) riverbed protrusion (roughness), (d) narrowing of river cross-sectional width (construction). while the components of the rapids consist of: (i) the tongue, (ii) standing waves, (iii) holes; (iv) rotating backflow, (v) hydraulic backflow, (vi) back curling standing wave, (vii) eddies, (viii) bends, (ix) shallow water (shallows).

TABLE I. RIVER RAFTING DIFFICULTY LEVEL

International Scale	Western Scale	Description
0	I	The water is flat and steady

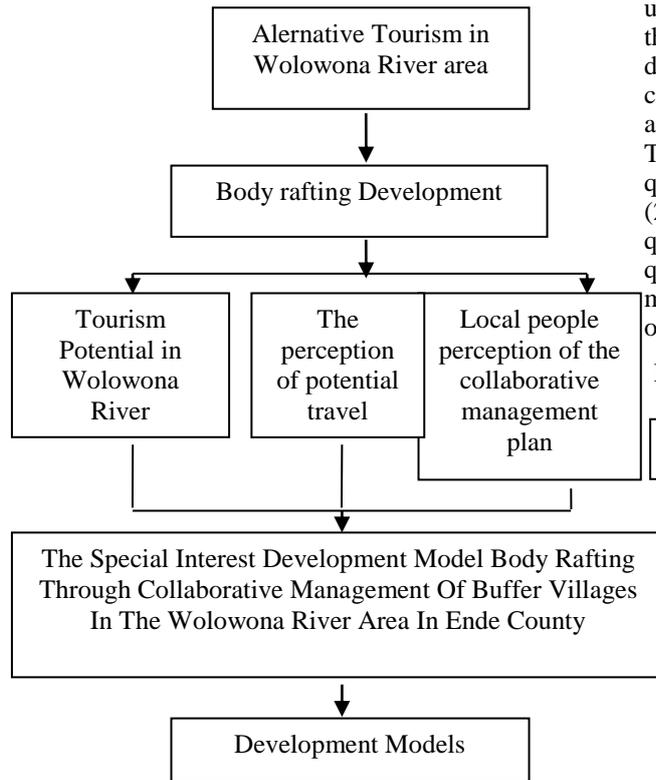
1-2	II	Small wavy, easy and, no obstacles, track/stream is very clear.
3-4	III	the difficulty level of the rapids is slightly moderate and the path of the river path is very clear
4-5	IV	The difficulty level of the rapids is that the waves are high and irregular, rocky and have lots of whirlpools, and the rapids are very clear but narrow.
5-6	V	The difficulty level of the rapids is very difficult. long and successive rapids of the river. strong and irregular waves. many dangerous rocks. whirlpools are frothy and the path is difficult to traverse. Therefore, precise and fast control is needed. the wader can't be a beginner. an experienced guide with the best equipment is required.
6-7	VI	The difficulty level of the rapids is very difficult. This river flows fast and sequentially and is dangerous with a certain distance. therefore, this rapid is very dangerous and difficult to control. because at all times face dangerous currents and very steep currents. crew must remain vigilant in such conditions, an experienced and best equipped crew is required
U		The difficulty level of the rapids is completely impassable

Source: Doc Marston (in Andi Setiawan: 2014)(5)

Perception (4) In, I Nyoman Pranata and Bagus G. Rahanata, (2018: 960), Perception is a process in which individuals select, organize and interpret the stimulus received through their senses into a meaning. Two factors that influence perception are personal factors (learning process, motives, and needs) and structural factors (environment, and social values in society).

(9) In, Nuni Udiani, (2016) a collaboration model is composed of various basic elements of collaboration that form a certain series. The stakeholder collaboration model is a description of the stakeholders involved in the collaboration, the roles, duties and responsibilities of each stakeholder and the characteristics of the relationships between stakeholders which are explained through the causal relationship of collaboration elements that occur repeatedly to form a framework to describe a collaboration.

Figure 1. Road Map of research



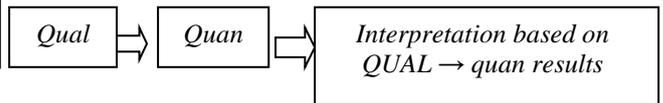
III. RESEARCH METHOD

The research is a qualitative description. The completion using research and development procedures developed by the borg and gall (in 2018) which involve exploration, implementation and desemenation. The research is conducted in Ende Regencyespecially in the Wolowona river streams, in the buffer village and some associated agencies to obtain information in support of the research. The research of conducted for six months start from March until September 2021. The subject of this research is the head of the tourist and cultural services of Ende district, village governments, Ndungga Village communities and domestic wildlife residents as many as 100 people and potential domestictourist travellers. The data analysis technique involves qualitative and quantitative analysis methods. ⁽¹⁰⁾ In Sugiyono, (2011:409) states sequential of research methods using qualitative methods and the next stage uses quantitative methods. The combination of data on both methods is connecting (continuing) through the results of the first and second research.

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Figure 2. ⁽¹⁰⁾ Exploratory, in Sugiyono, (2011: 409)



IV. RESULTS AND DISCUSSION

4.1 Tourism Potential in Wolowona River

a. Natural Potential

- 1) Has been one of the attractions for urban communities for bathing
- 2) There is agriculture along the river road that can be directed toward agro-tourism
- 3) River-trail category falls on a standard II scale of 4 km, of body rafting along river characteristic.

b. Support Culture Potential

- 1) There are communities of weaving makers and a population of grain crops made of weaving makers
- 2) It's very close to downtown
- 3) The existence of youth groups that have been formed so that it can be directed for empowerment to the tourism sector especially special interest excursions of body rafting,
- 4) Has relics of mythology and cultural history sites and historical cervias of the early beginnings of rivers that are close to mythology.

c. Artificial tourist potential

- 1) Could be named as specia interest excursion of rafting bodies.
- 2) Can make a photo spot along the river with the beauty of the hills and mountains.

4.2 The perception of prospective travelers about the potential for special body rafting tourism in the Wolowona River.

General characteristics of potential tourists (respondent) as follows;

- a. Respondents aged 24-40.
- b. In this survey is female the most
- c. Farmers are much more than unemployment
- d. Educational background is student dominated
- e. Most is from Ende city
- f. More than 78 percent of respondents had visited the tourist attraction in Ende

Efforts to encourage potential tourists to visit tourism object in Ende.

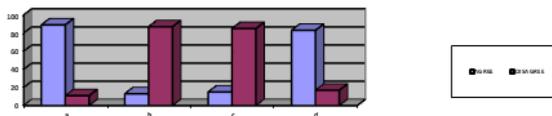


Figure 3. Efforts to encourage potential tourists to visit tourism object in Ende
The survey results can be described as follows:

- a. The Most prospect tourist (89%) agree claim that the Wolowona river has the potential for special interest tourism of body rafting
- b. The Most prospect tourist (87%) do not agree that accessibility currently held strongly supports the development of special interest excursions of rafting bodies
- c. The Most prospect tourist (85%) do not agree that the amenities held around the wolowona river currently support the development of special tourism interest body rafting
- d. The Most prospect tourist (83%) agree that the ancillary held around the wolowona river currently support the development of special tourism interest body rafting

4.3 The people's perception of Ndungga Village and Rewarangga Village against the planned management of body rafting in Wolowona River

General characteristics of public (respoden) as follows;

- a. Respondents aged 24-40.
- b. In this survey is female the most
- c. Farmers are much more than unemployment
- d. Educational background is dominated by bachelor and high school equivalent.

e. Most is from Ende (Rewarangga and Ndungga Village)

The public perception about collaborative management plans can be seen in Figures 4. Analysis diagram of survey results as follows;

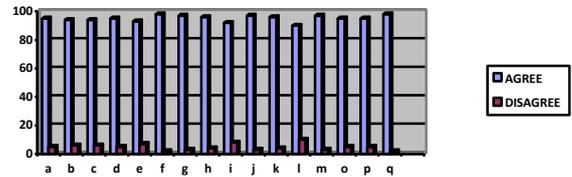


Figure 4. collaborative management plans public preference

The survey results can be described as follows:

- a. All the people of the village of Ndungga and Rewarangga agree if the wolowona river is developed into a body rafting tourist attraction that is 95 percent
- b. Most agree if they are involved in the planning, decision-making, management, evaluation and benefit-taking processes in body rafting tourism activities, that is 94 percent.
- c. Most of the community takes the role that is done in the form of active participation in the process of planning, managing, evaluating, and taking benefits in body rafting tourist attractions that is 94 percent
- d. Before pandemic the respondents used to have meal in restaurants near beach, during pandemic price to have meal is more concerned by them. that is 95 percent
- e. Most people are willing to be given tasks in planning, decision-making, management, evaluation and benefit-taking activities in rafting and body rafting tourist attractions that is 93 percent.
- f. Most of the people are willing to be responsible for the tasks that have been given in planning, decision-making, management, evaluation and benefit-taking activities in rafting and body rafting tourist attractions that is 98 percent.
- g. Most of the people admit that their village has natural and cultural tourism potential that can be served to tourists who cross in body rafting tourism activities that is 97 percent.
- h. Most people agree that in body rafting activities, tourists are escorted to several potential cultural and natural and artificial

tourism that is around the track in your village that is 96 percent.

- i. Most people are willing to become food and beverage service providers in body rafting tourism activities that is 92 percent.
- j. Most people agree that body rafting activities can be a medium to maintain cleanliness along the wolowona river path that is 97 percent.
- k. Most people agree that body rafting tourist attractions can be used as a means to do reforestation along the river crossing that is 96 percent
- l. most people agree that body rafting activities can be a medium to keep the environment clean and increase the economic income of the local community along the wolowona river route that is 90 percent.
- m. Most people agree that accessibility from within the city and from outside the city which is close to the Wolowona river is very feasible that is 97 percent.
- n. most of the people agree that if facilities and infrastructure are built to support rafting and body rafting tourism activities at the point that will be planned later that is 96 percent.
- o. Most of the people agree that supporting facilities such as Puskesmas, Police Stations as well as information and telecommunications networks are currently very supportive of the Wolowona river to develop rafting and body rafting tourist attractions that is 95 percent.
- p. Most people agree that planning, decision-making, management, evaluation and benefit-taking are managed based on the formation of tourism awareness groups in the village supporting the rafting and body rafting trails that is 95 percent.
- q. The majority of the community agree that planning, decision making, management, evaluation and benefit-taking are carried out collaboratively between buffer villages that is 98 percent.

SWOT identification in this questioner about respondents' interest and interviews with stakeholders dealing with tourism, especially in Kupang City as follows;

STRENGTH

- (S1) Attractive cultural and natural tourism.
- (S2) Friendly local.
- (S3) Travel Agents and tour operators who aggressively organize outdoor activities;

landscape, culture, natural conditions are our advantages, including local tourists.

- (S4) It's very close to downtown
- (S5) Has been one of the attractions for urban communities for bathing
- (S6) There is agriculture along the river road that can be directed toward agro-tourism
- (S7) River-trail category falls on a standard II scale of 4 km, of body rafting along river characteristic.
- (S8) There are communities of weaving makers and a population of grain crops made of weaving makers
- (S9) The existence of youth groups that have been formed so that it can be directed for empowerment to the tourism sector especially special interest excursions of body rafting,
- (S10) Has relics of mythology and cultural history sites and historical cervias of the early beginnings of rivers that are close to mythology.
- (S11) Could be named as specia interest excursion of rafting bodies.

WEAKNESS

- (W1) Human Resources in tourism were scarce especially in development of body rafting
- (W2) equipment, facilities and infrastructure in operation body rafting have not been found,
- (W3) Not yet known as privatization, training and empowerment of people as well as development of the Wolowona river
- (W4) The people still throw garbage along the river
- (W5) The trees on which support is limited to erosion

OPPORTUNITY

- (O1) The local government has been supporting the local government has been supporting the local government of Ndungga village and Rewarangga as well as Ende tourist and cultural service
- (O2) The wolowona river awareness forum has developed a similar vision and mission in the tourism sector.
- (O3) The presence of animos from the environmental community
- (O4) Fairly high urban purchasing power
- (O5) Local people and harmonious governments,
- (O6) Technological advances have been able to support information and communication in the tourism sector
- (O7) The coommunities' ability in technological mastery and social media.

THREATS

- (T1) Flash Flood
- (T2) Still in a pandemic situation

- (T3) Reduction in development fund in the periode
(T4) Erosion occurs

Strategis pengembangan atraksi minat khusus body rafting berbasis pengelolaan kolaboratif antar desa penyangga sungai Wolowona;

SO (Strength, Opportunity):

1. Creating new product of special interest body rafting body rafting with the packaging of environmental and cultural conservation adventure products by using rivers, agricultural communities (agro-tourism) and local communities of weaving and mythology and cultural history that are thematic and instructive,
2. Encouraging governments to cooperate with communities especially youth groups that have been formed for development and managing special interest attraction of body rafting.
3. It involves stakeholders of environmentalist doing exploration, promotion and education to increase insights for the tourist.

WO (Weakness, Opportunity):

1. To work in cooperation with the FAJI (Indonesia Rafting Federation), government and academia to perform socialization, training and fellowmen to achieve optimal development and management to achieve self-awareness.
2. Lifting rafting line alignment
3. With government formulating policy of rules and order in the management of garbage along river pathways
4. Encouraging small efforts from the community to support efforts for welfare body rafting activities such as food and drink, parking lots, transportation, etc
5. Of competing local bodies rafting guides from local communities.

ST (Strength, Treats):

- 1 Utilizing IT-based communication networks and other information media in the tourism area to continue to supervise and inform tourists and businesses to continue providing services and facilities according to health protocol standards.
- 2 Working closely with the hotel to help local governments manage patients.
- 3 In carrying out promotions and providing tourist facilities services, mandatory certification of health protocol and performance management (HR) standards must be included.
- 4 The activity of the tour that utilizes attractions related to the physical tourist needs to be regulated according to age, distance (tracking), accessibility conditions and facilities that are tailored to the ability and physical endurance of

the tourists with the aim of maintaining immunity and safety of tourists while still paying attention to cleanliness.

- 5 It is necessary to support academics in conducting socialization which is preceded by research or community studies to open mindsets about the readiness of the community at the destination and the strategy to see the weather climate, adapted to local characteristics to bring new alternative products with the theme of tourism on a small scale.
- 6 Product packaging for new alternative tourism packages by combining the old tourist attraction in the city but with more dominance than alternative tourism outside the city while in the city with a small proportion.
- 7 To creating a body rafting attraction with the environmental uation theme by reforesting and handling garbage as part of the tourist package

WT (Weakness, Treat);

- 1 In cooperation with the tours operator and the government in maketing and promotion of product.
- 2 To prepare operational standards for procedures in travel activities that are consistent with the CHSE concept.
- 3 Presupposing human resources that have competence in mitigating accident risk management, information medium mitigating disasters such as evacuation and simulating floods and landslides.
- 4 Partnership with village government, college and non-governmental group in the development of development funds include the provision of facilities and infrastructure facilities that meet standard safety and standard health protocol.

⁽⁶⁾ According to Bambang Sunaryo (2013) development is advancing and improving or improving something that already exists. However, the results of the study show that for now, no activity has been carried out at all to advance, improve or enhance something that exists from the tourism potential of the Wolowona river. While the results obtained that the Wolowona river has the potential to be developed as a

Special interest tourism body rafting, this is in line with what was stated by ⁽³⁾Damanik (2013), that tourism potential is a natural resource that can be developed into a tourist attraction in the form of natural wonders/beauties, flora diversity, fauna diversity, wildlife life, natural vegetation, ecosystems that have not been touched by humans, recreation areas, nature walks, megalithic objects, weather and geographical conditions. Therefore, the potential of the Wolowona river has conditions, geographically the river path that strongly supports cross-country activities through the river, the natural beauty of the

unspoiled countryside, plant vegetation along the river route as well as plantations and agriculture of rural communities that can be used as supporting tourist spots such as agro-tourism, and local cultural objects, megalith sites and cultural mythologies of Ntungga and Rewarangga Villages as well as traditional ikat weaving crafts add color to the packaging of the body rafting trip. So, the wolowona river needs to be developed by considering where the tourism component is. ⁽⁷⁾ According to Cooper et al (in A. Gima Sugijama, 2011) said the tourism component consists of four components, namely: Attraction, Accessibility, Amenities, Ancillary. Currently, the Wolowona River has potential attractions that support but are not supported by amenities and ancillary that are able to support body rafting tourism activities. Facilities and management need to be a priority through the formation of groups and increasing the capacity of human resources found in the Two Villages that are the paths for body rafting tours, so a synergistic management model is needed through a collaboration between Ntungga Village and Rewarangga Village.

⁽⁹⁾ This is supported by the opinion of Thompson and Perry (in, Nuni Udiani: 2016), a collaboration model is composed of various basic elements of collaboration that form a certain series. The stakeholder collaboration model is a description of the stakeholders involved in the collaboration, the roles, duties and responsibilities of each stakeholder and the characteristics of the relationships between stakeholders which are explained through the causal relationship of collaboration elements that occur repeatedly to form a framework to describe a collaboration. So it is necessary to study the responsiveness of the people of Ntungga and Rewarangga Villages with the planning of body rafting tourism development through collaborative management. Based on the results obtained that the people of the two villages gave a positive response to be involved in collaboration, their respective roles, duties and responsibilities in the development of body rafting special interest tourism.

V. CONCLUSION

The wolowona river has potential characteristic that can be used as an environmental education medium, and it has the potential for supporting tourism between agricultural areas that can be directed into agro-tourism, cultural sites and history of mythology and, weaving communities, the natural panoramic beauty of the foothills and mountains, as well as the floral vegetation along the river's path.

The most of the perceptions of potential travelers claim that the wolowona river has considerable promise if it is developed into special interest excursions of rafting bodies. But still worth noting

accessibility, amenities and ancillary. Than it takes development on those still less things.

The most of local communities, Ntungga Village and Rewarangga Village are strongly in favor of developing the Wolowona River's potential as a new attraction for special body rafting projects to be managed in collaboration between two villages and community-based management concepts.

According to the plan, there should be a collaborative development and management strategy model to run optimally. The strategy model that needs to be done is;

- 1 The creation of body rafting products that can offer new experiences on the ebb site of environmental, education, local uplift culture, and provide economic added value, including the economic value of local agricultural and weaving.
- 2 Empowering local communities as the main beneficiaries of both the development, management and economic benefactors directly, including the growth of economies through small business, transportation, food and drink services.
- 3 Forging partnership, with regional government, village government, private sector, hotels, restaurants, tour guides, travel agents and various medium information whether medium or electronic in increase, human resources, funding, marketing and promotion.
- 4 Strengthening managerial capacity, through socialization, training and fellowmen to independent management, according to safety and conservation standards of travelers, and health protocol standards to guarantee the continuity of the body rafting tourism.

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