



Analyzing Local Residents' Perceptions of Tourism Activities in Tourism Areas

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Abstract. This study aims to 1) analyze local residents' perceptions of tourism activities in the Baturraden tourism area from economic, social and environmental aspects, and 2) propose programs that need to be undertaken by Penta Helix. This study employs quantitative analysis with a survey method. Questionnaires were distributed to as many as 69 respondents who were local residents. The results of the study indicate that the local population's perception of tourism activities is good. Yet, field observations found various obstacles dominated by the economic sector, including mentoring and coaching for business actors, business education and training for MSMEs, job opportunities for local communities, prices of goods and local community welfare. The implications of this study are 1) a survey on local residents' perceptions of tourism activities is conducted regularly every 6 months; 2) immediately responds to follow-up any complains by local residents; 3) the importance of developing a blueprint for Sustainable Tourism in the Baturraden Tourism Area; 4) collaboration between the Regional Development Planning Agency (Bappeda) with the Office of Manpower, Cooperatives, and UMKM (DisnakerKopUMKM) it is important to increase the involvement of local communities in tourism area management activities; 5) all stakeholders supervise each other with regular tests to monitor river water quality; 6) the importance of special attention related to building permits and regulations related to the environment.

Keywords: local residents' perception · tourism activities · tourism areas

1 Introduction

The impact of tourism on the community is not yet understood, even around the destination it is developing, so this is a big concern [1]. Thus, it is important to understand the impact of tourism so as to be able to maximize the positive impact and simultaneously minimize the negative impact on society [2]. On the other hand, economic growth is significantly influenced by tourism activities [3, 4]. Furthermore, it was emphasized that tourism plays a role in development in emerging countries [5]. The contribution of tourism to local communities is increasing income, employment and business opportunities [6]. Meanwhile, the social character of a destination is influenced by tourism development [7]. In line with this, tourism development poses barriers to local community engagement, particularly in new and remote tourism destinations [8]. Another

thing, tourism can also cause conflicts between tourists, suppliers, and residents [9]. More, tourism has a positive impact on the economy however also a negative impact has on the environment [10]. This is due to the complexity of the relationship between tourism and the environment [11]. One of them, it was the development of accommodation that consumes large amounts of water [12].

Baturraden is a sub-district in Banyumas Regency, Central Java Province, Indonesia which consists of 12 villages with density 1,100 people/km² and an area of 4,553 km². This sub-district is located on the southern slope of Mount Slamet and has been designated as a strategic tourism area through the Regional Regulation of Banyumas Regency Number 5 2018 concerning the Regency Tourism Development Master Plan (RIP-PARKAB) Banyumas 2018–2033. The results of previous research indicated that several cultural aspects in Baturraden were affected along with the development of tourism including: equipment and technology, economic systems and art [13]. Visitors are still dominated by local and domestic so it has less influence on regional income [14]. This finding is supported by the statement that the development of tourism in Central Java Province has no significant effect on the Regional Gross Domestic Product (PDRB) [15].

2 Objectives

Refers to this condition, this study aims to 1) analyze local residents' perceptions of tourism activities in the Baturraden Tourism Area, and 2) propose future programs that need to be undertaken by Penta Helix.

3 Theoretical Basis

As a real activity, tourism has a big impact and this is found in destinations when humans interact with the economy, socio-culture and environment [16]. Socio-cultural impacts occur when tourism speeds up the process of blending two cultures as local people adapt to a changing world [17]. The positive socio-cultural impacts include: 1) increasing the level of local interest and participation in the event, and 2) strengthening regional values and traditions. While on the other hand, the negative socio-cultural impacts are 1) commercialization, 2) modification of events to accommodate tourism, 3) increase in crime, 4) changes in the structure of society [18]. Meanwhile, [1] states that the economic impacts of tourism include: increasing employment opportunities, creating jobs, from staff to management level, generating income and improving living standards. Furthermore, the negative impacts of tourism on the environment include: 1) degradation and pollution of the environment; 2) destruction of habitats and ecosystems; and 3) impact on groundwater [19].

4 Methods

This research was conducted in the Baturraden Tourism Area which is a sub-district consisting of 12 villages. The research period is August 2021–February 2022 during the Covid-19 pandemic in Indonesia. Survey method was used with an instrument of

Table 1. Respondent Perception Class Category

Classes	Class Ranges	Explanations
I	4,21–5,00	Very Good
II	3,41–4,20	Good
III	2,61–3,40	Fairly Good
IV	1,81–2,60	Not Good
V	1,00–1,80	Very Not Good

Table 2. Survey Instruments. Sources: Kreag (2001)

Aspects	Sides (Positives/Negatives)	Indicators
Economics	Positive	Increased job opportunities for local residents
	Negative	Rising land prices and housing
Social and Cultures	Positive	Caring for local culture
	Negatives	Changes in local cultural values
		Increased prostitution
Environments	Positive	The creation of aspects of beauty and aesthetics in the tourism area
	Negative	Irregularity due to the rapid construction of hotels, villas and restaurants

7 questions in the form of a Likert scale 1 (strongly disagree) - 5 (strongly agree). Furthermore, the questionnaire was distributed to 69 local residents as respondents. The questionnaire was designed in a web-based manner so that it facilitated its distribution but assistance was provided in filling it out. As a comparison for the survey and observation results, 3 informants were used including 1 tourist attraction manager and 2 academics. By using a class width of 0.8, then the description of the respondent's perception can be classified into 5 class categories as shown in Table 1 (Table 2).

5 Findings and Discussion

From this table it is shown that the total score of local residents' perceptions of tourism activities is 1,916 or an average of 4.0, so it is included in the good category. However, based on the results of a survey of local residents through open questions, suggestions were obtained that there were still various weaknesses that needed to be addressed immediately. Mostly it was dominated by the economic sector, including assistance and coaching for business actors, business education and training for MSMEs, employment opportunities for local communities, prices of goods and welfare of local communities (Tables 3 and 4).

Table 3. Descriptive Statistics of Respondent Demographic. (Source: SPSS 25)

Respondent Demographic	Valid	Frequency	Percent	Mean	Std. Deviation
Gender	Female	31	44,9	1,55	,501
	Male	28	55,1		
	Total	69	100		
Education Background	Elementary	3	4,3	2,93	,773
	Junior High School	14	20,3		
	Senior High School	37	53,6		
	Collage	15	21,7		
	Total	69	100		
Age	<30 years old	9	13	1,97	,484
	31–55 years old	53	76,8		
	>55 years old	7	10		
	Total	69	100		
Income	< 2 million rupiahs	44	63,8	1,38	,517
	2–5 million rupiahs	24	34,8		
	>5 million rupiahs	1	1,4		
	Total	69	100		

5.1 Economic Aspects

Based on semi-structured interviews with Kusumantono, Plt. The Head of UPTD Lokawisata Baturraden on January 12 2022, it was received information that there were 451 micro businesses (micro small medium enterprises) around Lokawisata Baturraden. This is quite a lot considering that it is only one tourist attraction, not yet secondary educated workers who work in the formal sector such as hotel, restaurant, café and coffee shop staff, considering that there are 106 non-star hotels and 5 star hotels. Supporting this, based on the results of interviews with Prof. Agus Suroso, lecturer at the Faculty of Economics, Jenderal Soedirman University, an economic observer for Banyumas Regency on January 17 2022, obtained information that tourism has a high multiplier effect, especially in the fields of hospitality, accommodation (hotels, restaurants) and the side of participation in other fields such as transportation and others.

This is supported by [20] who stated that direct income from tourism is the most attractive incentive for destinations to bring in many visitors and support tourism. This also supports [1] theory that the creation of job opportunities is one of the positive sides of the tourism sector for the economic aspect. It was also stated that tourism activities generate an economic side that creates jobs for local communities [6].

One of the increases in income due to tourism activities on the aspect The economy can be calculated from the income at each tourist attraction in Baturraden Tourism Area

Table 4. Local Residents' Perception of Tourism Activities. Sources: Primary Data (2021)

Aspects	Sides (Positive/Negative)	VD (1)	D (2)	N (3)	A (4)	VA (5)	Mean	Classes
Economic	Increased job opportunities for local residents				9	60	4,8	Very Good
	Rising land prices and housing		4	5	24	36	4,3	Very Good
Social & Cultures	Caring for local culture			4	13	52	4,6	Very Good
	Changes in local cultural values	15	16	14	8	16	2,9	Fairly Good
	Increased prostitution	4	5	10	20	30	3,9	Good
Environments	The creation of aspects of beauty and aesthetics in the tourism area				9	60	4,8	Very Good
	Irregularity due to the rapid construction of hotels, villas and restaurants	6	12	16	20	15	3,3	Fairly Good
Average Scores							4,0	Good

as listed in Table 5. This is in accordance with the findings of [5] which emphasizes the important role of tourism in economic development in developing countries. Furthermore, this is also supported by [3] which states that as tourist visits increase, it will have a positive impact on economic growth. This is also supported by [21] which conclude that the tourism sector is experiencing growth and providing a positive side to the national economy. Furthermore [4] also emphasizes that if it is in a stable condition in the long term, then there is a relationship between tourism development with economic growth.

On the other hand, based on the results of an interview with Chusmeru, Banyumas tourism observer, FISIP lecturer at Jenderal Soedirman University on January 19 2022, the negative side of tourism activities in the economic aspect is the lack of community involvement. The community has been involved by becoming parking attendants, drivers, security officers, hawkers, tour guides, homestay managers, hotel staff, restaurants, coffee shops. This means that community involvement in tourism management is still at a lower level. This is supported by the findings of [8] which state that the participation of mountain communities that are still lagging behind is coupled with many challenges. More, this is also supported by (Mustapha & Azman, 2013) which emphasizes the importance of other Penta Helix to encourage community involvement in tourism development.

Table 5. Suggestions of Local Residents towards Tourism Activities. Sources: Primary Data (2021)

No	Suggestions of Local Residents	Aspects
1.	“Entrance ticket to Baturraden tour just pay 50% of the ticket price especially those with Baturraden KTP (identity card).”	Economic and Social Cultures
2.	“There is a Baturraden tourism buffer in every village is very good when properly managed for the welfare of local residents and this must be supported by village regulations.”	Economic and Social Cultures
3.	“In order to reduce the price of goods on tourism area according to standard prices in general.”	Economics
4.	“Use HR in the appropriate area by necessity, if possible do not take from outside the territory.”	Economic and Social Cultures
5.	“Development of tourism potential in the Buffers village for example Kutasari and Purwosari to become a Souvernir Market. Map Procurement area to make it easier for tourists who want to travel, there are signs illustrated dangers to be understood by children, a place to avoid.”	Economic, Social Cultures and Environments
6.	“Management of tourism is more improved again so that visitors more satisfied and give welfare for the buffer village tourism, local people and surroundings.”	Economic, Social Cultures and Environments
7.	“Always keep maintenance and protect natural beauty.”	Environments
8.	“In the future all business actors around Baturraden tourism is more prioritized.”	Economics
9.	“Creating job opportunities for local residents, there are business opportunities Good and profitable SMEs create a market for businesses professionally. And it is necessary management education and training Mutual effort.”	Economics

Table 6. The Income of Tourist Attraction in the Baturraden Tourism Area (2015–2021). Sources: Central Java Statistics Center Bureau, Processed (2015–2021)

No	Tourist Destinations	Income per year (Rupiahs)						
		2015	2016	2017	2018	2019	2020	2021
1.	Lokawisata Baturraden	6,458,218,462	6,621,331,750	7,003,135,058	7,061,180,550	18,161,934,000	1,538,650,500	4,135,490,000
2.	Pancuran Tiga	384,083,700	438,810,000	377,961,200	6,087,750	1,385,465,000	30,135,000	-
3.	Pancuran Tujuh	165,592,500	200,454,000	140,080,000	2,633,500	367,615,000	8,580,000	-
4.	Telaga Sunyi	66,872,800	102,210,000	98,471,300	2,138,250	461,773,000	25,376,000	-
5.	Bumi Perkemahan	4,502,500	-	-	22,000,000	60,675,000	4,800,000	-
6.	Curug Bayan/Gede	96,342,750	129,955,150	-	23,574,000	478,661,750	42,355,000	-
7.	Wana wisata Baturraden	376,923,600	754,386,000	370,224,600	5,586,750	355,516,500	8,418,000	-
8.	<i>Small World</i>	-	-	-	-	4,214,143,000	105,149,000	-
9.	<i>The Village</i>	-	-	-	-	3,589,939,643	47,505,738	-
10.	<i>Forest Island</i>	-	-	-	-	789,704,000	76,138,000	-
11.	Dew Karangsalam	-	-	-	-	220,630,000	-	-
12.	<i>Caping Park</i>	-	-	-	-	5,114,820,500	163,780,000	-
13.	Curug Jenggala	-	-	-	-	216,626,000	27,824,000	-
14.	<i>Gallery Water Karangmangu (GWK)</i>	-	-	-	-	-	97,429,000	-
15.	CAUB	-	-	-	-	-	12,790,000	-
16.	Curug Telu	-	-	-	-	-	10,815,000	-
Total		7,552,536,222	8,247,146,900	7,989,872,158	7,123,200,800	35,317,402,393	2,199,745,238	4,135,490,000

5.2 Social and Cultures Aspects

Based on the results of research and analysis, it indicates that according to the perception of local residents, one of the positive sides of tourism in social aspects is to care for local culture. This is in accordance with the opinion of [1] and [23] also agrees that in order to bring tourists, traditional cultural materials have been made to protect it (Fig. 1).

Through regular meetings and activities Jagabaya Nuswantara cultural arts through the holding of Wayang Kulit (Puppet Show) with the Theme “Growing Love for Their Own Cultural Arts as a Real Form of Strengthening the Archipelago’s Cultural Resilience and Identity Nation,” this community is respected; one of them is by Mr. Koespono. This means that it does not support the findings of [1] which states that one of the negative sides of tourism in social and cultural aspects is the change in local values and traditions. On the other hand, prostitution has a negative side toward local community in the Baturraden

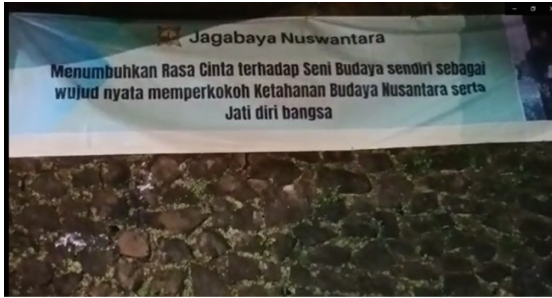


Fig. 1. Tagline Caring for Local Culture by the Local Cultural Community. Sources: Primary Data (2022)

Tourism Area. Regarding prostitution as a negative side to the social aspect of tourism, [24] argue that studying people's behavior towards prostitution as a social aspect of tourism, it is important to include it in the concept of tourism marketing, planning, management objectives and supervision. Furthermore, [25] concluded that obstacles to sustainable management in destinations require a combined effort from Penta Helix (Table 6).

5.3 Environment Aspects

Regarding the Creation of Beauty and Aesthetics in the Baturraden Tourism Area, according to Professor Agus Suroso from UNSOED as an economic observer in Banyumas said that tourism encourages the growth of cafes, restaurants and coffee shops rustic motif, set in rice fields, located by the river. Meanwhile, based on the results of further observations in the field and unstructured interviews with several informants, information was obtained regarding the positive side findings of tourism in the environmental sector, namely 1) a reduction in forest encroachers and poachers in the forest areas included in the village of Kemutug Lor; 2) active involvement of the village community through Proklim Village (climate program village) by Karangsalam Lor Tourism Village since in 2011 to make the 20,000 Climate Village Program successful in 2024 launched by President Jokowi; and 3) the development of a Garbage bank in the supporting village of the Baturraden Tourism Area.

Concerning the involvement of local communities, it was stated that one of the roles of tourism development is to encourage community involvement in sustainability programs [26]. Likewise with [27] who argue how important the agenda involves community participation in environmental management. In relation to the three positive side findings of tourism on the environment, this is supported by [11] statement that tourism has the potential to provide positive benefits to the environment through environmental protection and preservation. It was also conveyed that tourism can contribute to environmental preservation [28].

Based on the results of observations with the Village Government and the Karangmangu Village community on December 21, 2021, information was obtained that there was river pollution (Kali Taman) in the form of soaking water/soap water from hotels



Fig. 2. Assistance in filling out online questionnaires in Karangmangu Village. Source: Primary Data (2021)

(non-star) which caused the river water to become cloudy. The regulations state that hotels must have a storage tank and waste water management so that no pollution that endangers the environment (water, soil) occurs. This is reinforced by [28] who argues that everyone must be aware of the negative sides of tourism and take appropriate steps to manage the liquid waste generated by tourism activities, especially the government as the authority holder. This is supported by [29] which state that administrative legal sanctions are more effective in protecting water resources from pollution. While, other scholar proposed concerning the importance of supervision of tourism activities [30] (Fig. 2).

Implications for Penta Helix: 1) Conducting a survey related to the impact of tourism activities in the Baturraden Tourism Area is carried out regularly every 6 months; 2) To protect and preserve the natural and physical environment in the area, it is necessary to immediately arrange zoning of the tourist area; 3) Build a team to handle complaints and information from the public regarding river pollution and other environmental pollution; 4) Integrated supervision of the implementation of the AMDAL (Environmental Impact Analysis) in permits for the establishment of hotels, villas, restaurants and other buildings within the area; 5) Blueprint for Sustainable Tourism in the Baturraden Tourism Area; 6) collaboration between the Regional Development Planning Agency (Bappeda) with the Office of Manpower, Cooperatives, and UMKM (DisnakerKopUMKM) it is important to increase the involvement of local communities in tourism area management activities.

6 Conclusions

This research has succeeded in knowing Penta Helix's perception of tourism activities that have been running in the Baturraden Tourism Area that their perception is good. This includes economic, socio-cultural and environmental aspects on the positive and negative sides. Furthermore, the managerial implications are in accordance with the discussion that there are 6 basic program recommendations that are important to be implemented by Penta Helix.

The limitation of this study is that it still measures the perceptions of local residents; a recommendation for future research is to measure the perceptions of the Penta Helix. Furthermore, this research is still within the scope of measuring perceptions about tourism

activities, recommendations for further research are measuring the impact of tourism including direct, indirect and induced impacts.

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