
OPTIMIZATION OF TOURISM AS A DEVELOPMENT OF REGION AND LOCAL ECONOMY OF SUB-DISTRICT SELO

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Abstract

Tourism will create a local economic climate that is very wise and can grow well, tourism economic activities will encourage people to develop their regions and open new tourism destinations and be able to create quality local brands. Selo District has all tourist destinations such as Nature, Artificial, Cultural and Religious Tourism, if the management of tourism activities can run according to the plan that has been set. Institutional, HR and governance factors must be recalculated so that the impact received by the community can be felt. This study uses the SWOT analysis method where this analysis will provide an overview of the strengths, weaknesses, threats and opportunities that can be developed and anticipated well. From the identification that has been developed, it shows that there are a lot of strengths and opportunities that can be developed by the community even though there are some points that become obstacles for the community. To overcome this, cooperation must be needed between tourism actors, namely the community and the government or private parties as developers of tourism activities.

Keywords: Tourism, Society, SWOT

A. Introduction

Tourism is a whole series of activities related to the movement of people who travel or temporary transit from their place of residence, to one or several destinations outside their living environment which is driven by several needs without intending to make a living (Gunn, Clare A: 2002). Many activities are done or carried out either individually or in groups to find fun and eliminate stress due to daily activities.

Indonesia as a country that has a lot of uniqueness and diversity of course there will be many destinations and attractions in tourism activities. Many Indonesian regions are developing tourism activities, including Nature Tourism, Cultural Tourism, Artificial Tourism and Religious Tourism, areas that have uniqueness and extraordinary tourist destinations are Central Java. A total of 228 tourist villages in Central Java that offer a variety of tourists both from Nature Tourism, Cultural Tourism, Religious Tourism and Artificial Tourism.

The tour activities take place because many factors support it, one of them is the attraction of the region, tourism activities, uniqueness and tourist destinations. According to the Tourism Law Number 10 of 2009, tourist attraction is anything that has a unique, beautiful, and value in the form of natural, cultural, and man-made diversity that is the target or purpose of the visit

The development of a tourist spot must pay attention to the things that are important in the world of tourism (Ngare, 2014), namely by creating and applying Sapta charm. Sapta charm consists of 7 (seven) elements namely; safe, orderly, clean, cool, beautiful, friendly and memorable. This is reinforced by the understanding of Sapta Pesona according to DISPARBUD (2004), which is a condition that is realized in order to attract tourists to enjoy tourism activities.

(Hariyanto, 2016) The main issue in developing tourism villages is about the positive contribution of tourism activities in tourist villages to the economic life of local communities. In the view of ordinary people, the success of developing a tourist village is the extent to which village tourism activities can improve the economic well-being of the local community



Figure 1.1 Natural Tourism and Artificial Tourism



Figure 1.2 Cultural and Religious Tourism



Figure 1.1 Culinary Culture Tourism

Mukhlas Alkaf (2015), Silo District is one of 19 sub-districts in Boyolali, between two mountains (Merapi and Merbabu). Silo District is divided into 10 villages. Silo tourist village is one of the sub-districts that has many tourism activities. Besides tourism activities, Silo village has such a beautiful landscape in the form of two mountain landscapes, namely Merapi and Merbabu, not until that Selo also offers a variety of tours including Nature, Culture, Forests and Religion Tourism from the four tourist activities that have an effect on local economic activities. The many tourist destinations that have sprung up can grow local economic activities, one of which is the local economic activities that are carried out are the making of crafts, sofenir and souvenirs. This can be developed if there is cooperation from the government, the private sector and the community to jointly develop tourism villages and develop the local economy. There are still many shortcomings and obstacles to developing tourist destinations that are in Silo, both from the way of packaging, transportation, facilities and infrastructure, human resources, sources of capital that can support tourism activities and development. This research emphasizes the development and improvement of tourism activities strategies.

1. Institutional

The belief that institutions can be a source of efficiency and economic progress has been accepted by most economies, even the most liberal ones. Veblen (1934) focused his attention on the dichotomy between business and industrial aspects in the economy, which then focused on developing the dichotomy between institutions and technology. The role of institutions in developing a tourism industry must of course go through several processes and be supported by several factors including social capital as a form of glue that unites the people of human relations, people do what they do to each other because of social and reciprocal obligations. social and community, Jim Ife (2014: 35), the second. The alternative development presented by Jim Ife (2014: 208), emphasizes the aim of developing and supporting structures at the community level that encourage the empowerment of communities that were only concentrated or concentrated, the third is the development of a conservative community economic

development in a crisis The economy is aimed at developing an alternative approach by relocating economic activities in the community in order to bring benefits to the community.

2. Management of human resources

Human resource management is closely related to managing human resources to be more positive in institutional activities. All developments that occur can be concluded which lead to one principle, namely that humans as other production tools. There will be a lot of motivation that arises because the needs are very complex, not only in terms of material but in terms of social life, social security, prestige, self-development that must be fulfilled (Siagian; 1992)

3. Tourism

Pariwisata is the etymology of the city of Istanbul, which is the city and the city. In fact, it means that I will go around and travel away or go. UU no. 10 of 2009 concerning tourism states that tourism as a travel activity is carried out by individuals or groups who make a trip somewhere at a time with the aim of refreshing the mind from the routine of daily activities.

Method

The scope of this research is Silo District where Silo District is one of 19 Districts in Boyolali District. This sub district consists of 10 villages spread on the east and north sides of the slopes of Mount Merapi and on the south west slope of Mount Merbabu. Silo Sub district is at sea level between 1,200 masl - 1,500 masl, With Rainfall which is quite high which is 3,055 mm per year Land in Silo District is mostly used as dry land which reaches 5,572.4 Ha from 5,607.8 Ha, the rest is paddy fields which only cover 35.4 ha. Dry land is used by the community as a yard / building with an area of 998.9 ha, tegal / garden with an area of 1,9272 Ha, State Forest 1,350,6 Ha, others 495,7 Ha.

The types and sources of data obtained are through observation, interviews, and documentation.

The analytical method used is the SWOT Method (Strength, Weakness, Opportunities, Threats) used to formulate qualitatively both the internal and external environment of the object being observed. Within the internal scope, the SWOT analysis will explain in detail the aspects that are weaknesses (weakness) and business strength (strength). Meanwhile, in the external scope of this analysis, it will explain in detail about the opportunities and constraints / threats / challenges (threats) of the business to be faced. SWOT analysis (Strength, Weakness, Opportunities, Threats) is commonly used to evaluate opportunities and challenges in the business environment and in the internal environment of the company (Kuncoro. 2005).

EXTERNAL FACTORS	INTERNAL FACTORS	
	Strengths (S) List of all strengths possessed	Weaknesses (W) List of all weaknesses possessed
Opportunities (O) List of all opportunities identified	SO Strategy: Growth	WO Strategy: Stability
Threats (T) List of all identified threats	ST: Diversification strategy	WT Strategy: Defend

A. Results

In this SWOT analysis we will describe the strategies that can be developed by the community who can work together with government and private parties in developing tourism and creating a superior tourism product or local economic product that is able and able to attract local and foreign tourists to present in tourism activities in Silo District,

EXTERNAL FACTORS	INTERNAL FACTORS	
	STRENGTHS (S)	WEAKNESSES (W)
<ul style="list-style-type: none"> • Kec. Selo has many tourist destinations that can be visited, nature tourism, artificial tourism and cultural tourism • Good service and rama • An environment that is very supportive for developing artificial tourism • Products offered to tourists who visit are diverse and varied 	<ul style="list-style-type: none"> • Infrastructure will be the availability of public transportation that is not yet adequate • The quality of human resources is still low • Still needing creativity to package tourism packages that can be reached from all ages • There is still a need for investment support for artificial tourism 	
<p>OPPORTUNITIES (O)</p> <ul style="list-style-type: none"> • Nature, artificial and cultural tourism will potentially attract tourists to come to Selo district • Nature, artificial and cultural tourism can provide increased economic activity in cello communities and provide alternative economic activities • Tourism activities will create distinctive local bren products • Tourism that can be reached by all people 	<p>(SO) STRATEGY: GROWTH</p> <ul style="list-style-type: none"> • Optimization of community empowerment and the development of artificial tourism and culture will encourage to become an alternative economy for local communities • Development of a tourism economy that is creative and makes Kec. Selo as an art, cultural, artificial and culinary destination that is packed with tour packages • Tour packages will encourage and generate even tourist visits. 	<p>(WO)STRATEGY: STABILITY</p> <ul style="list-style-type: none"> • The number of tourists who are interested in coming, the community can create a distinctive trasportation to be reached in every tourist destination • Community empowerment will encourage and create good and quality human resources. • Collaboration with both government and private parties can encourage the community to develop quality local products or bren
<p>THREATS (T)</p> <ul style="list-style-type: none"> • Tourism is still considered by some people as activities that can damage the environment • Tourist visits can have adverse effects on customs and traditions • Lack of related institutions to form quality human resources 	<p>(ST): DIVERSIFICATION STRATEGY</p> <ul style="list-style-type: none"> • To continue to preserve cultural activities, arts, as well as natural, cultural and artificial tourism activities, activities such as cultural festival festivals need to be held. • Establish good institutions in order to provide good understanding for the community 	<p>WT STRATEGY: DEFEND</p> <ul style="list-style-type: none"> • Improved investment climate that is competitive for artificial tourism • Development of natural and cultural tourism in Selo District with strengthening in the field of promotion

Based on the results of the SWOT analysis, the facts about tourism villages in Silo sub-district greatly provide many opportunities for economic activities in the tourism sector. To dilute these opportunities, the best strategy applied in the SWOT analysis is S-O, which is combining the strengths sought with opportunities that can be achieved by combining these so that the potential needed to develop among others.

1. The government can provide education on how to package tourism activities so that even visits occur in all existing tourist destinations
2. The government can provide training for the community as a quality village guide
3. Establishing cooperation in the creative economy with the government as well as the private sector to be more able to develop the creative economy.
4. Complete supporting facilities and infrastructure for each tourist destination so visitors are very enthusiastic to visit.
5. Establish work with the government and the private sector to create and develop new tourist destinations so that existing tourist destinations are more varied and diverse.

C. Conclusion

The existence of tourism activities in Silo sub-district gives various impacts on community activities both for routine activities and alternative community activities, the real impact felt by the community is the optimization of community productive land used for tourism activities, the community gets good facilities, communication networks smooth and additional income from tourism activities. The emergence of tourism activities makes the community create local products that can be developed if there is a cooperation with government and private parties, tourism also provides alternative employment opportunities for the community and enhances community empowerment. There are still many shortcomings in the form of supporting facilities and infrastructure as well as the absence of professional management which has caused the development of tourism activities and the local economy to be hampered.

Based on SWOT analysis, the strategy that can be used to overcome problems is SO, namely by relying on and optimizing opportunities and strengths to be able to develop and strengthen the local economy, establish cooperation with government and private parties as investors who can provide support in developing activities. tourism and local economy so that it will create a very good tourist destination and quality local products

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