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Structuring Tourism Area of Sidomulyo, Batu City, Using The Method of Community Based Tourism

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ABSTRACT

Structuring the tourist area are expected to be able to develop objects and tourist attraction, moreover, through a community-based approach will give you the impact of social-cultural as well as being a great opportunity where tourist areas are managed by the local community and local businessmen. The participation of local communities in involving themselves in the decision-making process gives advantage to the development of tourism and can empower the community so it maximize community participation in various aspects of tourism development.

Public participation in community based tourism efforts are aligned with the purpose of tourism development of the city of Batu in East Java, Indonesia which is ecotourism. The tourist area of Sidomulyo with semi natural tourism potential for the adventurers, enjoyed cycling, and scenery as well as the centre of coolness area that is good for producing flowers inlaid with setup as vast tracts of land have the particularity of each floral blend with neighborhood residents became a tourist attraction as well as very attractive allows optimal utilization is done in this area, where most of its community planting flowers by leveraging their respective home pages as a medium of his planting.

Community Based Tourism approach provides opportunities in society can control and was directly involved in tourism development efforts those gives the value of benefits for the local community. Knowing the size of the participation of local communities in decision-making and the presence of sustainability that give you an advantage in the development of community accepted the region tourism is a result in Sidomulyo expected in this study.

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Keywords: community based tourism, tourist areas

1. Introduction

Tourism today is an absolute human need, both the leisure traveler and the community around a popular tourist destination, as well as Tourism City of Stone, in East Java Province. Travelers need to satisfy his desire, while the community around the site hoping to get the positive implications of increased revenue to support the economy. This phenomenon should be the concern of policy makers in the City of Stone, as mandated by the national tourism development is directed to become the leading sectors and is widely superior, as the largest foreign exchange earner that will drive economic growth, increase revenue, empower the community's economy, expand employment and business opportunities.

In general, in Southeast Asia, Indonesia is still far behind from Thailand, Singapore, and Malaysia in the capture of international tourist visits. If not clean, it is not likely we will just be a spectator in the increasingly fierce global competition. In line with the vision to the district of Batu City Tourism is to realize a more prosperous society. Therefore, development of tourism in Batu be able to benefit equally to all levels of society. Stone is entitled to the entire community the opportunity to enjoy the role and development of tourism in accordance with the roles he does.

Tourism is one sector that is expected to be a major foreign exchange earner, and was instrumental in the development of the region. It also contributed to job creation, increased local revenues, while increasing incomes. while maintaining the natural environment, physical, social, and cultural. Ability of the region in developing sustainable tourism that provides benefits to each party is a challenge that must be answered every region in the era now. The perceived benefits of local communities on income and involvement in tourism development likely to impact on the growing contribution of tourism to regional income.

Community-based tourism as an empowerment approach that involves and lay people as an important actor in the context of the new paradigm of development that is sustainable development (sustainable development paradigm) community-based tourism is an opportunity to mobilize all potentials and the dynamics of society, in order to compensate for the role of large-scale tourism businesses. Community-based tourism is by no means small and local efforts alone, but needs to be placed in the context of the global community cooperation.

Of some of the above definitions can be concluded that community-based tourism is tourism in which the public or local residents play a major role and influence in decision making and provide benefits to life and the environment their. In concept of community-based tourism is contained in the concept of community empowerment efforts community empowerment is essentially always associated with the characteristics of the target as a community that has characteristics, background, and community empowerment, the important thing is starting with how to create.

Batu City is one of the newly formed in 2001 as a fraction of Malang Regency. Previously the city of stone is part of the Sub Regional Development Unit 1 (SSWP 1) North of Malang. The city is preparing to be able to do the planning, implementation and development projects mengevaluasian independently so that the people in this region the rneningkat kesejahterannya Batu City which is located 800 meters above sea level is blessed with natural beauty that captivated. This potential is reflected in the wealth of agricultural production, fruit and vegetables, as well as the panorama of mountains and hills. Thus dubbed the real tourism city of Indonesia by Bappenas.



Source :RTRW Batu, 2010
Figure 1: The Map of Batu City

By nature and by itself is formed as Batu agropolitan city, supported by the state of nature and environmental tourism potential. Potential areas in the field of tourism and agriculture became the mainstay of comparative commodity. Agro-tourism or farm tourism sector is one of the options to be developed in the City of Stone by exploiting the potential of agriculture and tourism potential that exists. Development of Batu City as a city-based Farm Holidays declared by the City of Batu in 2008 - 2012 is getting a positive response from the community because the community has long Batu generally interact with the environment of life, especially to benefit from agricultural lands, livestock and fishery products and tourism services for its survival. With the efforts aimed at developing tourism and agriculture sectors is then not a new thing anymore for people to participate.

Agro sector in Batu City has a strong potential that is supported by the state of nature and the environment is conducive, but still needed infrastructure development more optimally by taking into account environmental sustainability factors. In general, all the attractions in the city of Stone always show the potential of agriculture in the city of Stone and can be purchased at the same time visitors as souvenirs. Starting from the production of upland vegetables such as potatoes, cabbage, carrots, cauliflower, etc., and various kinds of ornamental plants, cut flowers as well as the production of fruits such as apples, oranges, strawberries and that is not less interesting is the product processed food made from apples and other agricultural products.

Development of the built area of rural tourism in the area Sidomulyo, Batu city is a good concept in a model of community empowerment program (community) based on the wisdom of local value. In addition, this program can also be increase the attactive of the Regional Tourism Destination (RTD) in support of program development as the Batu City Tourism. Environmental management is

an integrated effort to preserve the environmental functions that include planning policy, utilization, development, maintenance restoration, monitoring, and environmental control.

Management of the built environment in the tourist area in Sidomulyo ekowisata area is a concept model of good environmental management are managed by community-based social value of local wisdom, which can have a positive impact of reciprocity for the community and local environment. In support of the tourism program, the management of the social environment guided village tour rates can increase the attractiveness of destination regions so as to attract tourists.

According Sunartiningsih (2004), empowerment is defined as an effort to assist communities in developing their own capabilities, so free and able to solve problems and make decisions independently. Thus empowerment is intended to encourage the creation of the power and capacity of communities to be able to independently manage themselves based on the needs of the communities themselves, and be able to overcome the challenges of the problems in the future.

Empowerment must be followed by strengthening the potential or power possessed by the community. This is necessary in order to more positive step and not just create a climate and atmosphere. Empowerment is not just include the strengthening of individual members of society, but also institutions. Instilling values like hard work, thrift, openness, accountability is an essential part of the effort the empowerment(Kartasasminta,1996).

The basic question that arises is How the structure of tourism development that is expected by the public Sidomulyo?

2. Methodology/Issue/Research Focus/etc.

This research is naturalistic, with a qualitative-descriptive approach is a model of research that seeks to create a picture / exposure and dig carefully and deeply about certain social phenomena without intervention and hypotheses. Study site selected is determined by purposive or intentional, which is a community built on the tourist village agropolitan Sidomulyo ecotourism village, district Bumiaji, Stone town. Subjects purposive determined, namely:

1. leaders and local community leaders,
2. The Farmers & Merchants Sidomulyo Ornamental Plants,
3. tourists, and
4. members of the community.

While the informant research include:

1. Department of Tourism Batu,
2. travel environmentalists,

Engineering Data Collection, includes:

1. Interview Indeepth

In-depth interviews (in-depth interviews) are the same as the other interview methods, only the role of interviewer, the purpose of the interview, the role of informant, and a different way of doing interview with interviews in general. Dilakukukan depth interviews many times and takes the lam with informants in the study site, for which this condition does not occur in the interview in general.

2. Observation

Observation means observation that aims to obtain data about a problem, to obtain an understanding or as a means of re-checkingin or verification of information / information obtained sebelumnya. Sebagai usual scientific method of observation is defined as the observation and recording of phenomena are investigated systematically. Observation in the broadest sense is not only limited to the observations made, either directly or indirectly.

3. Technical Documentation.

Data analysis technique used is descriptive techniques-interpretive-kualitaif with the description of analysis.

4. Results and Discussions

Sidomulyo village in Batu city is synonymous with Flower Village. There are over 1,000 species of plants and flowers are cultivated in three hamlets (Tinjumoyo, Tonggolari and Sukorembug) that were located close together. Sidomulyo village located only about 8 km from the center of Stone.

To reach it is also not difficult. Entering the village Sidomulyo, you can instantly listen to the charm of the color of the flowers at the edge of the left and right of way. Farm house and the yard was filled with flowers that it looked like a garden. Ever since the Dutch colonial era, the village has been famous Sidomulyo by the flowers, especially roses. This is due to the cool air. Geographically, the village is situated at an altitude of 1,100 meters above sea level with temperatures around 18-23 ° C.



Source: RTRW Kota Batu, 2010
Figure 2: Map of Sidomulyo

From the results of the study, the researchers get a general idea that the management of physical and social environment as a local social capital, which made the villagers Sidomulyo developed to target rural areas and villages Punten tourist interest as the traditional tourist village, is a good model in efforts to create jobs, so as to improve the condition of social welfare local.

Characteristics of natural and social environment and rural villagers Sidomulyo Punten very supportive in the development of the rural environment and the region with Punten Sidomulyo as rural tourism and rural tourism interest customs / culture. Sidomulyo village geographically and sociologically very supportive in the development of the Batu City as the city flower, because its potential is the village Sidomulyo specifically developed as a tourist village development area of cultivation of flowers and ornamental flowers. Determination of the village Punten the development of cultural tourism in the Batu city, given punten the development of cultural tourism village (indigenous) in the Batu City given Punten villagers still adhere to cultural traditions (adat) which could serve as a local tourist attraction.



Source: RTRW Kota Batu, 2010
Figure 3: One of the flower stall in the village Sidomulyo

Public participation in support of program development and management of environmental areas and rural villages Sidomulyo Punten as rural tourism and rural tourism interest customs / culture is very high.

Most of the villagers agree Sidomulyo have the attitude and support towards the development of rural areas Sidomulyo rural tourism as an area of interest, however there are still concerns from the public, especially related to the fears of the investors entered into the master

program and master the marketing of flowers. Similarly, the public agrees with Punten rural development as a tourist village customs/culture, given that the village is a village Punten considerable tourism potential in the framework supporting the Batu City in terms of customs/culture. Besides the development of rural areas as region Punten traditional tourist village/ culture will assist in developing and preserving local ancestral culture.

Dimensions of tradition, values and norms that exist in rural communities and villages Punten Sidomulyo can be concluded as follows:

1. Punden ceremonial traditions that are a reflection of society in environmental concerns. Ritual is actually thank the people of the ancestral form which has natural and beautiful and lush environment. Meaning the value contained in this ceremony is that the public should maintain, conserve, and utilize the natural environment as well as possible
2. Norms that form the rules that apply to Persatuan Pedagang Tanaman Hias Sidomulyo (PPTHS) where they are obliged to always pay attention to the environment. This rule is binding, so that all members PPTHS which amounts to 100 people, must be obeyed; and
3. in general the values that exist in rural communities and villages Sidomulyo Punten put the natural environment as part of their lives.

Benefits arising from tourism village program Sidomulyo interest are:

1. Economic development because it can create employment of Field where people can trade in flowers;
2. Environment is more orderly, beautiful, beautiful and harmonious; and
3. People can gain knowledge in agriculture, particularly on the management of ornamental plants, because of the extension program pertanian, so farmers can become more creative.

While the benefits of rural development as a tourist village Punten customs / cultures are among others:

1. Preservation of traditional values of rural traditions Punten;
2. Development of traditional / cultural Punten village as a tourist attraction;
3. Development of rural cultural traditions eventevent Punten
4. Development of economic value added management of customs / culture and traditions of rural communities Punten; and
5. The presence of tourists who appreciate the customs / culture and traditions of rural communities Punten.

Development of rural tourism interest, is part of the development of ecotourism. indeed ecotourism can conceptually be regarded as a concept of sustainable tourism development in order to support efforts to conserve natural and cultural environment and increase community participation in management, so that the economic benefits to local communities. In terms of management, ecotourism can be said to be an organization of responsible tourism activities in areas where natural or made under the rules of natural, sustainable and economically to support efforts to conserve the environment and improve the welfare of local communities. One of the identity of the Batu City is a city synonymous with the city of interest, therefore the development of the tourist area of interest to the attention of governments and local communities.

Sidomulyo village geographically and sociologically very supportive in the development of the Batu City as the city flower, because its potential is the village Sidomulyo specifically developed as a tourist village development area of cultivation of flowers and ornamental flowers. Tourism has a great chance to be applicable and effective medium poverty.. Approach to tackle community-based tourism (community-based tourism) could pave the way for the wider community to participate menikmati poor and the development of tourism opportunities.



Source: RTRW Kota Batu, 2010

Figure 4: Welcome to the Village Board Sidomulyo

Development of the built area of interest in the tourist village of Batu City tourism, Malang, is a good concept in the model of community empowerment program (community) based on the potential and wisdom of local values. In addition, this program can also increase the attractiveness of destination regions (DTW) in support of program development for the city of Batu City Tourism. Environmental management is an integrated effort to preserve the environmental functions that include planning policy, utilization, development, maintenance, restoration, monitoring, and environmental control. Local economic development is a process whereby local governments and / or community-based groups to manage existing resources and enter the new partnership arrangement with the private sector, or among themselves, to create new jobs and stimulate regional economic activity.



Source: personal documentation

Figure 4: Farmer in Sidomulyo

The main feature of local economic development lies in its central point that led to the policy of endogenous development potential use of human resources, institutional and local physical. This orientation leads to focus in the development process to create new jobs and stimulate the growth of economic activity (Blakey, 1989).

However, taken the form of development policy, local economic development has one orientation, namely: increasing the number and variety of available job opportunities for local residents. In achieving this, local governments and community groups are required to take the initiative and not just a passive role only. Any development policy and public decision and the business sector, as well as decisions and actions of society, must comply with local economic development orientation, or synchronous and supports local economic development policies that have been dispakati together. Each community has unique local conditions of the potential that can help or hinder economic development. These local attributes will form the seed, from which Local Economic Development strategies can grow to improve local competitiveness. To build the competitiveness of each community needs to understand and act on the basis of the strengths, weaknesses, opportunities and threats to make the area attractive to business activity, the presence of workers and institutions that support. From the research data can then be assessed on the general concept of community-based model of local potential through the development and management of rural tourism and rural tourism interest customs / culture at the study site.

