



A STUDY ON THE POTENTIAL OF GUBUG PAYUNG ECOTOURISM DEVELOPMENT IN BLORA

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ABSTRACT

Blora is one of the regencies with the lowest local revenue in the Central Java Province, this is very contrary to the potential of the region. One of the regional potentials which can be more developed is the natural tourism asset sector. Blora, with its extensive teak forest, even with one of the oldest teak trees and with an old train route for wood transportation, can be one of the attractions for tourists. The tourism asset sector is expected to increase revenue in Blora Regency. This study aims to generate potential asset development strategies for Gubug Payung ecotourism area as a source of regional revenue for Blora Regency. The research method used was quantitative rationalistic, with SWOT analysis technique approach. The data collection technique made use of interviews of relevant agencies in Blora Regency and the local community and literature reviews. Based on the baseline analysis, the potential asset development strategies of the Gubug Payung ecotourism area was carried out by supporting aggressive growth policies. Blora Regency requires an urban catalyst, so that it can reduce disparities between districts. Besides, the development of ecotourism assets can support the conservation of the dominant areas of protected teak forests.

Keyword: development strategy, tourism asset, ecotourism, Blora regency, sustainable regional development

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1. INTRODUCTION

Tourism is one sector with potential to be an essential foreign exchange for Indonesia. It can be done by encouraging economic improvement in a region. In accordance with the national development program "Nawa Cita", tourism is an excellent program for prioritizing its development (Moerwanto and Triono, 2017). It is supported by the potential of tourism in Indonesia, both in national and even international classes. This condition is the initial foundation for attracting tourists. Various typical values of tourist areas become their respective selling potential, to form a tourist market in several segments according to the type of tourism objects (Priatmoko, 2017). Tourism potential starts from a cultural segment that always has a role in the development of an area and the life of a community (Rahman and Selviyanti, 2018) to tourism with natural bases such as ecotourism (Iskandarrudin, Arifn, and Budi, 2018). Ecotourism is a form of travel which is responsible for areas which are still natural with the aim of conserving or preserving environments and providing livelihoods for local residents by involving elements of education (TIES, 2015; Koroy, Yulianda, and Butet, 2017). Not only from environmental aspects which will be conserved, but it also maintains cultural aspects in society (Dewi, Puspa, and Wiwin, 2017; Prihanta, Syarifuddin, and Zainuri, 2016). Hence, the concept of ecotourism is either developed in areas with high environmental values or in those in need of conservation. Besides being an actor in ecotourism, the government must also be supported by the business world and the community engaged in tourism (P. D. N, 2009).

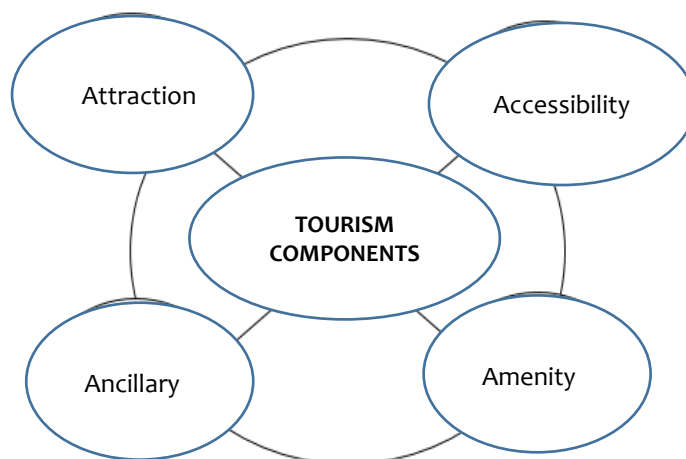
Blora Regency has a distribution of production forests around 7,303.4 Hectares. Gubug Payung tourism service is one of the available natural areas in response to the potential of existing teak forests. This

tour has long been completed with a loco tour. Loco tour is a tourist concept by enjoying the shades of shady teak forests by using an old train. The train used was a German production of Maschinenbau Germany in 1928, by wood fuel. The cost to enjoy the loco tour is quite expensive, so it is rare for local tourists to enjoy it. Consequently, the number of the loco tour visitors is decreasing. The development of natural potential is not optimum. It can be seen from the condition of the loco tour. The loco tour is physically fit to be used as tourist transportation but it is not managed properly. The condition and supporting accessibility are equipped with complete facilities, but they are unfortunately not well maintained. Tourists come and visit it to see and enjoy natural attractions, local arts and local food (Kristiani, 2010).

The train used in the loco tour can accommodate 45 seated passengers and 15 passengers standing at a cost of approximately 12 million rupiah. The cost is quite expensive to reduce the interest of tourists to enjoy the loco tour. However, some state officials have felt the loco tour sensation, especially in its heyday. Gubug Payung has a potential of extensive teak forests, besides being passed through the loco tour line. The huts have millions of years of teak trees with fantastic value or price. Some of these teak trees are still preserved and protected or conserved, even gained a record from the Indonesian Record Museum (MURI) as the oldest teak tree in Indonesia (Merdeka, 2012). The teak is referred to get the nickname of denok teak, which is a teak tree with a height of about 30 meters and is surrounded by a lower base reaching 839 cm.

The loco tour tourism object brings visitors to explore the vast and dense teak forest coupled with knowledge on forest conservation and the principle of forest sustainability including logging, harvesting, timber transportation, wood processing, and selection of good wood. Inside are natural teak monuments and geological attractions of oil and gas drill wells. Visitors can directly see the drilling process (Putranto, Ardian, and Widayati, 2015)

This loco tour ends at Gubug Payung, even though it is less well known in local tourism circles but its name has already been well-known by foreign tourists because it is a part of the loco tour series. The condition of this tourist attraction is poorly maintained, but in the near future, the government plans to revive the glory of this tourist attraction (Merdeka, 2018; Krjogja, 2018). Based on the role, potential, and direction of regional development related to Gubug Payung tourism area, this study analyzed the potential of Gubug Payung tourism development strategies.



Source: Sugiama, 2013

Figure 1. Tourism Components

Tourism is a social activity carried out by tourists to achieve travel purposes through temporary displacement, which is created to meet their needs and become a part of the phenomena (Bafadhal, 2018). Whereas, tourist village is an area which offers an overall atmosphere reflecting rural authenticity, building architecture and village spatial planning, and has a potential to be developed by various tourism components

(Andajani, Widjaja, and Prihatiningrum, 2017). Hence, it can be concluded that tourism is a social activity carried out by a tourist from one place to another to get tourism services. The four tourism components of 4A are; attraction, accessibility, amenity, and ancillary.

Sustainability tourism is a form of the tourism sectors' high dependence on nature. But often, it has negative impacts on nature. The United Nations' World Tourism Organization (Postma, Cavagnaro, and Spruyt, 2017) noted climate change occurred due to increasing carbon emissions. It shows that how tourism has negative impacts on the natural conditions existing today

Ecotourism is a natural tourism activity in a responsible area by paying attention to the elements of education, understanding, and supporting efforts to conserve natural resources, as well as increasing the local people income (K. D. N. R. Indonesia, 2009). The concept of ecotourism can be developed in four types, namely marine, forest, mountain, and karst. Ecotourism is an effort to maximize and simultaneously preserve the potential of natural and cultural resources to be used as a source of sustainable incomes. The elements of caring, responsibility and commitment to environmental sustainability and improving the welfare of the local community are led by:

- 1) A concern on the destruction of environment by exploitative development of natural resources.
- 2) An assumption that tourism requires a good and healthy environment.
- 3) An environmental preservation may not be well maintained without active participation of the local community.
- 4) Local community participation will arise if they can obtain economic benefits from a sustainable environment.

The presence of tourists (especially eco-tourism) to natural places provides an opportunity for local residents to earn alternative income by becoming tour guides, porters, opening homestays, ecotourism huts (ecolodge), food stalls and other businesses related to ecotourism, so that they can improve their welfare or increase the life quality of local residents, either materially, spiritually, culturally or intellectually. In principle, ecotourism development needs to pay attention to seven things, namely the suitability of the types and characteristics of ecotourism, conservation, economics, education, providing satisfaction and experience to visitors, community participation, and accommodating local wisdom (K. D. N. R. Indonesia, 2009).

2. RESEARCH METHODS

The research method used was quantitative rationalistic method, with SWOT analysis technique approach. SWOT Analysis is the identification of various factors systematically to formulate a company's strategy. This analysis is based on logic which can maximize strength and opportunity, but simultaneously minimize weakness and threat (Andajani, Widjaja, and Prihatiningrum, 2017). Rationalistic quantitative SWOT is used to weight regional conditions and appropriate development strategies. The findings provide a priority reference to regional development. Rationality does not only end in numbers, but also presents the cause and effect meaning in each fact, it can be seen that it is attached to another. Rationalistic aspects provide an overview of the causal relationship and existing conditions that occur in the planning area. This aspect of rationality is then transformed into SWOT analysis techniques. The potential for developing Gubug Payung ecotourism was then assessed with a SWOT analysis.

The aspects which formed the basis of SWOT analysis in Gubug Payung ecotourism study were the physical conditions of the area, resources, attractiveness of investment, and infrastructure. The SWOT analysis of data collection method was done by searching primary data (searching for strategic problem issues) by interviewing relevant agencies in Blora Regency and local communities and secondary data (literature reviews).

The SWOT analysis is divided into two categories of data analysis. The first category is internal factor analysis and the second one is external ones. Internal factors are internal aspects that influence an organization in making a decision. The internal factors analyzed in Gubug Payung ecotourism assets namely (Wheelen, Hunger, Hoffman, and Bamford, 2017)

- 1) Structure, there are chains of commands
- 2) Culture, there are general forces
- 3) Resources, there are industry analysis

Meanwhile, external factors are aspects outside the organization which may give a real influence on the process of preparing a policy (Oetomo, Widi, Ardini, 2012). The external analysis units of the Gubug Payung ecotourism asset area are (Wheelen, Hunger, Hoffman, and Bamford, 2017):

- 1) Natural environment, there are three components, namely: climate, weather, and solar phenomena.
- 2) Societal environment, there are four components, namely: economic, technological, political-legal, and sociocultural.
- 3) Task environment, there are six components, namely: interest group, community, market, competitor, supplier, and government.

SWOT analysis is one of the most popular and commonly used in business strategy analysis to produce business strategy formulations by analyzing internal and external environmental conditions. The focus used in the SWOT analysis is to analyze internal strengths and weaknesses to suit the opportunities and threats that existed in the market (Putri, Diyani, Widodo, 2015).

3. RESULT AND DISCUSSION

The Gubug Payung tourist attraction in Nglobo Village and Cabak Village, Blora Regency had potentials, problems, opportunities and threats that had to be studied to find the best development potential formula for the region. The big potential owned was natural resources in the form of vast teak forests and the presence of petroleum spread in almost all districts. The potential of teak forests could be a natural tourist attraction, supported by human resources, the majority of which were productive age groups. From this potential, there were also several development opportunities including the reactivation of the Gubug Payung tourist attraction and the loco tour as well as opportunities for developing natural resource-based industries.

The potentials and opportunities owned by Blora Regency, especially in developing ecotourism, were sufficient, but there were also constraints to its development. The obstacles referred to the fact that still many infrastructure conditions had been damaged and many villages which were still left behind and the majority of their human resources had low levels of education. It was also exacerbated by external conditions which also posed a threat to the smooth development of ecotourism. The threat mentioned was the lack of fair distribution of the development in Blora Regency, which had led to disparities between districts, Cepu as a regional activity center (PKW), which had had less effect on the surrounding districts, and the extent of protected teak forests was one of the constraints to the development.

The potentials, weaknesses, challenges, and threats owned by Blora Regency in the effort of ecotourism development were the provisions for further analysis using SWOT. The SWOT can be seen in table 1 and table 2.

Table 1. SWOT Internal Factors

Internal Factors	Weight	Rating	Weight X Rating
Potentials			
The potential of existing natural resources, that Blora regency was identical with teak forests and crude oil wells spread almost in all districts	0.3	3	0.6
	0.1	2	0.2
	0.1	3	0.3
In addition to timber production, teak forests in Blora Regency could fully be utilized as agroforestry and natural tourism			

Internal Factors	Weight	Rating	Weight X Rating
The condition of the population in the study area strongly supported the development of ecotourism, the majority of which was in productive age or a low dependency ratio			
Total of potentials			1.1
Weaknesses			
The road infrastructure was mostly in damaged condition	0.3	1	0.3
The number of underdeveloped villages in <i>Blora</i> Regency, one of which results in poverty, this condition also occurred in <i>Nglobo</i> and <i>Cabak</i> Villages.	0.1	2	0.2
The majority of people in their education level were elementary school			
Total of weaknesses			0.7
Total	1		1.8
Notes		Threats:	
Opportunities		Weaknesses	
1 = Very weak		1 = Very strong	
2 = Weak		2 = Strong	
3 = Strong		3 = Weak	
4 = Very strong		4 = Very weak	

Table 2. SWOT External Factors

External Factors	Weight	Rating	Weight X Rating
Opportunities			
There was a government program to reactivate <i>Gubug Payung</i> tourism	0.3	4	1.2
One of the suburbs with a contour of mountainous areas directed towards the development of low density settlements and the natural resources-based industries/agroindustries	0.1	2	0.2
There was a loco tour located in <i>Cepu Urban</i>		3	0.3
Total of opportunities			1.7
Threats			
Uneven development occurring in <i>Blora</i> regency, resulting in disparities between districts	0.1	2	0.2
<i>Cepu</i> district as PKW was considered to have less effect on other districts, it was because the nature of the relationship was <i>clave</i> , a closed relationship that did not require inputs from surrounding areas (because the oil	0.1	3	0.3
	0.3	2	0.6

External Factors	Weight	Rating	Weight X Rating
potential was connected to other regencies)			
The use of land dominated by protected teak forests made this area rather difficult to develop in a built manner			
Total of Threats			1.1
Total	1		2.8

Notes

Opportunities	Threats:
1 = Very weak	Weaknesses
2 = Weak	1 = Very strong
3 = Strong	2 = Strong
4 = Very strong	3 = Weak
	4 = Very weak

Based on the SWOT calculation and analysis, it is then illustrated through a matrix to clarify and obtain an overview of the appropriate development strategies, as in Figure 2.



Figure 2. SWOT Baseline Analysis of the Potential of Gubug Payung Ecotourism Attraction Development

Table 3. Space Matrix Analysis Model

Quadrant	Point Position	Matrix Area	Ranking	Priority of Strategies
1	1.1 ; 1.7	1.87	1	Aggressive
2	0.7 ; 1.7	1.19	3	Diversification
3	0.7 ; 1.1	0.77	4	Turn around
4	1.1 ; 1.1	1.21	2	Defensive

The matrixes in figure 2 and table 3 show that aggressive strategy priority is the highest ranking space matrix analysis model compared to other priorities. This condition illustrates the ideal potential for regional development. It is because aggressive strategy priority has opportunities and strengths, so it can take advantage of opportunities. The strategy that must be established in this condition is to support aggressive growth policies.

The coordinates of the SWOT strategy obtained in each internal and external factors can be mapped to clarify the appropriate development strategy. Analysis and calculation on internal factors gained a value of 1.8 with the value of total strengths, 1.1 and a total value of weaknesses and 0.7, and 0.4 for the value of

strengths-weaknesses. Meanwhile, analysis and calculation of external factors resulted 2.8, 1.7 for total opportunities, and 1.1 for the value of the total threats, whereas the threats were 0.6. These results can be illustrated in the SWOT matrix diagram as shown in Figure 3.

Based on the calculation results, the total value of external factors was bigger than that of internal factors, which were 2.8 for internal factors and 1.8 for external factors. It indicates that the development of ecotourism can be done by further optimizing external factors compared to internal factors. The concept of appropriate development based on the matrix diagram in Figure 3 is an aggressive strategy concept. This strategy prioritizes the strengths or potentials owned to take advantage of the existing opportunities.

The concept of development strategy which can be done is to realize the reactivation plan of Gubug Payung tourist area as one of the main tourist attractions in Blora regency. The potential of Gubug Payung Ecotourism area development is very good, with a dominant baseline analysis in the sectors of strengths and opportunities, making the Gubug Payung potential Ecotourism development area in an aggressive position or in an ideal position. So that the potential of Gubug Payung tourism development is appropriate to be developed with the strategy that must be established in this condition, by which to support aggressive growth policies. It can be done by fixing the Gubug Payung area and managing forest resources as well as available human resources to support the reactivation of Gubug Payung tourist area.

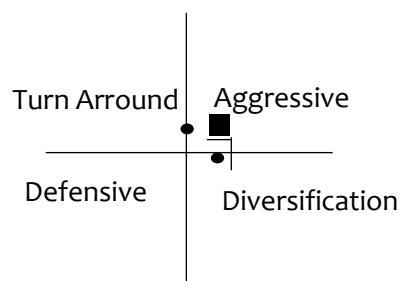


Figure 3. SWOT Matrix Diagram of Potential of Gubug Payung Ecotourism Attraction Development

The strategy for developing ecotourism with an aggressive strategy is in line with the research done before, which is the development of ecotourism villages to increase the local revenue (Attar, Hakim, and Yanuwadi, 2013). The potential of tourist villages supported by good natural resources becomes an aggressive strategy to be a good choice in developing ecotourism villages. However, the strategy of ecotourism development may not always use aggressive strategies.

The selection of strategies is done through SWOT analysis that pays attention to the potential, opportunities, threats, and weaknesses of ecotourism which will be developed. Pessimistic development strategies may also be carried out when the potential cannot be developed because the obstacles and constraints faced are quite big (Karsudi, Soekmadi, and Kartodihardjo, 2010).

4. CONCLUSION

The concept and strategies of ecotourism development selected in each region will be different because of differences in potentials, opportunities, obstacles, and constraints faced. The ideal concept of ecotourism development for Blora Regency is to optimize external factors. The concept of developing external factors is the reactivation plan of the Gubug Payung tourist area with the potential to be developed, with infrastructure improvement support and added promotion to attract tourists. The concept of development is supported by the selection of the right strategy, namely aggressive development strategy. It can be done by fixing the Gubug Payung area and managing forest resources as well as available human resources to support the reactivation of Gubug Payung tourist area.

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