

ANALISIS KENDALA DAN SOLUSI PENGEMBANGAN OBYEK WISATA BERBASIS MASYARAKAT DI KABUPATEN AGAM SUMATERA BARAT

(Analysis Of Obstacle And Solution For Community Based Tourism Object Development In Agam District West Sumatra)

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Abstrak, penelitian ini berawal dari permasalahan rendahnya pengetahuan masyarakat dalam meningkatkan kesadaran wisata dalam penerapan unsur *sapta pesona* sehingga berdampak kepada kurangnya minat pengunjung. Jenis penelitian ini adalah penelitian kualitatif. Pengumpulan data melalui catatan lapangan. Teknik pengumpulan data meliputi observasi, wawancara, dokumentasi. Teknik analisis data adalah reduksi data, penyajian data, interpretasi data, penarikan kesimpulan. Hasil penelitian menunjukkan bahwa hambatan pengembangan objek wisata berbasis masyarakat meliputi hambatan kebutuhan pengembangan objek wisata, hambatan karakteristik masyarakat dalam pengembangan objek wisata, dan hambatan lingkungan dalam pengembangan daya tarik wisata. Solusi untuk mengatasi hambatan masyarakat dalam mengembangkan objek wisata antara lain; a) perlunya pembelajaran bagi masyarakat khususnya pengelola objek wisata untuk mengembangkan potensinya pengelola objek wisata dalam rangka meningkatkan pengetahuan, b) perlunya pengembangan bahan ajar yang disesuaikan dengan kebutuhan dan karakteristik peserta didik (mengelola objek wisata) melalui pembelajaran menggunakan modul edukasi kesadaran wisata dengan tujuan pengelola objek wisata dapat belajar secara mandiri, c) perlunya dukungan berkelanjutan dalam pengembangan potensi daerah yang merupakan modal penting dalam pengembangan atraksi berbasis masyarakat.

Abstract, this research started from the problem of low public knowledge in increasing tourism awareness in applying the *Sapta Pesona* element. Therefore, it impacted the lack of visitor interest. This type of research is qualitative research—data collection through field notes. Data collection techniques include observation, interviews, documentation. Data analysis techniques include data reduction, data display, interpretation, and conclusion drawing. The study results showed that the obstacles to developing community-based tourism objects had blocks to the need for developing tourism objects, barriers to community characteristics in developing tourism objects, and environmental barriers in

developing tourist attractions. The solution to overcome community barriers in developing tourism objects includes; a) the need for learning for the community, especially managers of tourism objects to develop their potential managers of tourism objects to improve knowledge, b) the need for the development of teaching materials that are tailored to the needs and characteristics of students (managing tourism objects) through learning using a tourism awareness education module with the aim managers of tourism objects can learn independently, c) the need for ongoing support in the development of regional potential which is an essential capital in the development of community-based attractions.

INTRODUCTION

The Ministry of Culture and Tourism organizes the functions of national policy formulation, implementation policies, and technical policies. The Ministry of Culture and Tourism plays an essential role as an organizer of integrated tourism development in national development that is carried out in a systematic, planned, integrated, and responsible manner while still protecting religious values, culture that lives in society, sustainability, and environmental quality, and increasing prosperity and prosperity of the people.

Recognizing the magnitude of the potential of tourism in Indonesia, the government has arranged it in Law No.10 of 2009 concerning tourism that conditions, nature, flora, and fauna as a gift of God Almighty, as well as ancient relics, historical relics, arts and cultures that have Indonesian nation is a resource and capital for tourism development to increase the prosperity and prosperity of the people as contained in the Pancasila and the Opening of the 1945 Constitution of the Republic of Indonesia. This is a guideline for various regions in Indonesia to optimize the natural potential of each part to achieve the value of prosperity and welfare of the people around the area's tourism objects. In the effort to implement regional autonomy at this time, it is necessary to utilize the potential in the region as an area that has tourism potential seeks to develop in the field of tourism as a manifestation of the utilization of regional potential. The beauty of nature is a major supporting factor in the development of tourism in West Sumatra which has stunning natural resources consisting of a variety of flora and fauna, high hills, dense forests, fresh air, sea, beaches, and beautiful lakes. This condition has great potential in tourism development and attracts local and foreign tourists.

Tourism as a sector has an essential role in building the economy in West Sumatra. Progress and high economic prosperity have made tourism a part of human needs and lifestyle. This need and lifestyle can move millions of people to witness nature and culture. Therefore, tourism development requires a role and contribution to all parties, both from the elements of government, the private sector, and the community. The government concentrates as facilitator and regulator, while the private sector acts as an actor and spearhead dealing directly with products and markets.

Furthermore, the community needs to develop their capacity to play a role not only as beneficiaries of development but also as active actors in encouraging the success of tourism development in their respective regions. The results of Hanim Norlida (2013) explain that tourism development must have community involvement that catalyzes economic growth and the sustainability of the tourism industry. The participation of local communities in the tourism business is influenced by two main factors, namely income and family encouragement and beliefs, interests, and opportunities.

One fundamental aspect of tourism development success is the availability of a conducive climate for tourism development in West Sumatra. Associated with creating a conducive environment in tourism development is known as tourist awareness. Aware of tourism is the desired tourism situation (Ideal) to occur during society through applying the elements of sapta charm consequently and consistently based on growing awareness from within yourself. The research results by Khalik Wahyu (2014) on the study of the safety and comfort of tourists in the tourism area suggest that the comfort and safety factors are influenced by the low level of public understanding of tourism awareness through the element of sapta charm. In addition, the shared experience of the community affects the comfort and security around tourist attractions. Community participation in the comfort and safety of tourists does not function optimally. This is caused by the lack of synchronization between community organizations.

In addition, based on the results of interviews and observations of researchers in the field (grand tour), there are problems of tourist awareness by the community, especially managers of tourist attractions are: a) still common public knowledge, especially managers regarding tourism awareness, b) limitations of

travel awareness learning modules for the community (manager) so that the manager does not have information about tourism, c) limited human resources in providing counseling and training for tourism managers, d) neglect of community participation in applying the element of sapta charm of tourism objects, such as throwing trash around tourist objects, illegal collection, and lack of order. Therefore, tourism development requires support from the involvement of all stakeholders in the tourism sector. The community is one of the essential elements of stakeholders to jointly with the government and the business / private sector to implement and support tourism development. Therefore, tourism development must pay attention to the community's position, potential, and role in the subject, actors, and beneficiaries of action, because community support also determines the long-term success of tourism development. Based on the background above, the authors conducted a study Analysis of Obstacles and Solutions for Community-based Tourism Object Development in Agam District, West Sumatra.

METHODS

This research is a case study research using a qualitative approach. This, research was held tourism object in Jorong Babukik and Jorong Sonsang, Agam District. The informant in this research is the key informants. The informant in this study is the community and the relevant agencies tourism object Tarusan Kamang in Jorong Babukik and tourism object Tirta Sari Jorong Sonsang, Agam District. Informants were taken by using the snowball sampling technique. The data was collected through a list of questions (observation format) and a camera. Other data was gathered from documents and articles related to the research. And the data collection techniques used were observation, interview, and documentation study. The researchers used a standard validity of the data presented by Lincoln and Guba in Moleong (2006: 326), which consists of four steps, they are Credibility, Triangulation, Transferability, Dependability, Certainty (confirmation). Techniques of Data Analysis in this study were: Data reduction, Displaying the data, Data Interpretation, Concluding.

RESULTS AND DISCUSSION

The results of research and analysis of the authors in the field in connection with the constraints of the development of tourism objects by the community, the authors found several things that become obstacles to the development of tourism objects by the community, among others:

3.1. Needs Analysis

Needs analysis aims to discover the fundamental problems needed in developing community tourism objects. Analysis of the author's needs through field observations and interviews with several tourism agencies concerning environmental issues around tourist objects, availability of community education activities, especially for tourism managers, and tourist-aware analysis of tourist attractions. Based on the observations and interviews, the authors conclude that there is often a disregard for community participation, especially the management of tourism objects in creating a clean, orderly, comfortable, safe, beautiful, calm, and memorable tourist area.

The tendency of managers of tourist attractions lacks adequate knowledge and insight to be able to understand tourism problems, think about issues, and choose the most appropriate problem solving to achieve their goals so that people have erroneous knowledge and information about tourism due to lack of experience, education, and cultural factors others. Furthermore, tourism business managers' limited knowledge, attitudes, and skills impact the ability to strive for higher quality, such as poor service and not the tourism-oriented business. In addition, there are limited human resources in providing counseling and training to the public, especially managers of attractions.

Based on the needs analysis, it is seen that the need for learning for the community, especially the managers of tourism objects to develop their potential as managers of tourism objects to improve their knowledge and create conditions conducive to the growth and development of tourism in distillation or region so that a cleaner, orderly, comfortable environment is realized. Safe, beautiful, calm, and memorable. Besides that, by developing existing human resources to manage and empower all the region's potential following their interests and needs. Community empowerment efforts are carried out in several ways, namely by involving the community in tourism-aware groups and giving more portion to the community's active role as one of the tourism stakeholders in the region. With the growing and developing community awareness of the importance of tourism potential in the area, it is expected that the community's more significant role as stakeholders in every effort to create the tourism object of this marine national park. Not

only as an object of perpetrators but also can play a role in every decision making on planning and development to utilize its territorial potential.

3.2 Analysis of Community Characteristics

Analysis of community characteristics in this study is carried out on aspects of intellectual development and things that can increase the motivation of managers of tourist attractions. Analyzing the intellectual development of tourism object managers is used for consideration in solving problems that occur in the field. The results of the analysis of the characteristics of the tourism object managers are between the ages of 21-60 years have been able to argue, communicate well but still lack understanding about tourism-aware knowledge. Cognitive development analysis of tourism managers is done by interviewing several managers of tourist attractions. Interviews conducted were unstructured interviews. Namely, interviews were conducted without using interview guidelines but instead developed based on respondents' answers so that they were able to explore deeper information. Interviews were conducted to know the understanding of tourism managers about tourism consciousness.

Based on the interviews, each manager of a tourist attraction, in general, has a different understanding. This can be seen when researchers conduct interviews about tourist awareness. There are tourism object managers who do not know tourism consciously. Even tourist managers do not know about tourism awareness regarding objectives, organization, formation, and guidance of tourism-conscious groups. Looking at the explanation above, the instructional material developed can help managers of tourism objects facilitate them to increase knowledge and arouse the attraction of the managers of interests to do learning. Based on the analysis results above, the need to develop teaching materials that are adapted to the needs and characteristics of students (managing tourism objects) is learning to use a tourism-conscious education module to manage tourism objects independently.

3.3. Environmental Analysis

Based on observations researchers made in several tourism objects in Agam Regency, there was still a lack of facilities and infrastructure managed by the community. For example, the lack of a trash can so that a lot of garbage is scattered so that the location of the tourist attraction looks dirty. Furthermore, community services are less friendly to tourists. Toilet/bathroom facilities are a separate issue for tourists. Besides that, the cleanliness of toilets/bathrooms is still far from expectations. In line with this, the cleanliness of the musholla also needs to be considered, and the existing musholla is not kept clean. This causes tourists to feel uncomfortable in worship—furthermore, irregular parking of tourist vehicles and no parking attendants. One fundamental aspect of tourism development's success is a concept that describes the participation and support of all components of society in encouraging the realization of security around the Object.

Douglas Pearce (1989) states that at least six main components in the tourism development plan need attention. The first component, according to Pearce, is the spatial inventory pattern (space), including the availability of the main elements and supporting elements of tourism such as tourist attractions, transportation, accommodation, supporting facilities, and other services, as well as the availability of adequate infrastructure. Second, spatial demand patterns are related to tourist habits and desires in tourism activities. Third, the geographical conditions of tourism objects include; geological conditions, topographics, soil stability, climate, season, and physical needs of the relevant tourism objects. Fourth is the flow and movement of tourists, including potential tourist destinations, length of stay, tourism costs, accessibility between regions. Fifth, the impact of tourism, namely improving the standard of living of local communities through multiplier effect activities, decreasing environmental and perceptual carrying capacity, and Sixth, concerning the development models of potential tourism objects. Humans as a microcosm and their environment as a macrocosm are a unity in the harmony of life. Ecological wisdom with local communities to realize prosperity requires harmonization between the two (Amsikan, 2006; Nasrudin Anshoriy, 2008). Continuous support of regional potential becomes an essential capital in developing community-based tourism objects.

CONCLUSION

The research results can be concluded that the obstacles to developing community-based tourism objects include blocks in need for developing tourism objects, barriers in community characteristics in the development of tourist objects, and environmental barriers in the development of tourist attractions. The solution to overcome community barriers in developing tourism objects includes; a) the need for learning

for the community, especially managers of tourism objects, to develop their potential as managers of tourism objects to improve knowledge, b) the need for the development of teaching materials that are tailored to the needs and characteristics of students (managing tourism objects) through learning using a tourism awareness education module with the aim managers of tourism objects can learn independently, c) the need for ongoing support in the development of regional potential which is an essential capital in the development of community-based attractions.

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