

Priority Management of Nature Tourism in Sirah Kencong Tourism Area Blitar East Java-Indonesia

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***Abstract**---At this time, the Indonesian government is developing one of the country's foreign exchange sources. Blitar is one of the districts included in the National Tourism Development Zone and the National Nature Tourism Development Program. In fact, the Sirah Kencong Tourism Area in Blitar is among the ten best natural attractions in East Java, Indonesia. The purpose of this study is to select a priority management model to improve tourist attractions in Sirah Kencong Tourism Area. The method used in this study is the Analytical Hierarchy Process (AHP). This study uses ten criteria and four alternatives for assessment by ten experts working in the local government sector, the private sector and the community. The results in this study prove that the model designed to increase tourist attractiveness in the Sirah Kencong Tourism Area is the Destination Management Organization (DMO) model. Destination Management Organization (DMO) is a professional manager that has members of the stakeholders consisting of local governments, the private sector and the community who support the improvement of tourism, safety security and provide a positive image on attractions.*

***Keywords**---Management Priority, Nature Tourism and Sirah Kencong Blitar*

I. INTRODUCTION

Blitar Regency is one of the provincial districts in East Java which is located at Kelud Mountain slopes which is directly adjacent to the Indian Ocean, so it has great potential as a superior natural tourism destination in Indonesia. Based on observations in the field, the destination is visited by many tourists from various ages and professions [1]. Thus, if the potential is managed properly and professionally will have an impact on the productivity of local communities and local governments. In the Government of Republic Indonesia Regulations, Blitar Regency is included in the National Tourism Development Zone and the National Program for the Development of Nature Tourism, so that the Blitar Regency focuses on developing natural tourism. One of the natural attractions in Blitar Regency which is included in the top ten best natural attractions in East Java is the Sirah Kencong Tourism Area [2]. In this area, the entity is prioritized for immediate

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development, because it has a lot of tourism potential including several waterfalls, hilly areas, tea and coffee plantations, and dairy farming. Nevertheless, the natural tourism area is still unable to develop because it has not been managed optimally by the local government [3].

In general, tourism is one of the businesses that has a very significant contribution to the development of a country's economy, because it can have positive implications for the provision of new jobs, can increase revenue yields and improve the standard of living people in the area and be a stimulus for the emergence of other businesses [4] Thus tourism can be said to be a very multisectoral activity and cannot progress and develop by itself without the support of other sectors. On the other hand, other sectors can also use tourism as a mutually beneficial entity by supporting each other [5]. As a tourist attraction that focuses on nature, the Sirah Kencong Tourism Area can also be used as a medium and a way to maintain the sustainability of culture, art and ways of life of the people around the area. Thus, the community around the living area becomes more prosperous. One of the management methods that must be carried out is the Community Base Tourism (CBT) model [6]. This will create job opportunities, reduce poverty and have a positive impact on the preservation of the environment and native culture, which in turn will be able to foster the identity of the local community as an independent and equal nation with others.

In its development, the Sirah Kencong Tourism Area is one of the tours that offers a variety of potential, namely natural beauty, cultural richness and hospitality of the population. In order to develop the attractiveness of the Sirah Kencong Tourism Area, collaboration should be made between the landscape and the culture of the community as well as the involvement of the private sector, for example PTPN XII, PT. Kawisari and PT. Greenfield. With this concept tourism becomes a unifying tool for the regional development sectors and reduces the potential for conflicts of interest [7]. On the other hand, PTPN XII is also ready to work together in developing tourism and collaborating with the tourism management sector there. It can not be separated from the many tourists who come to the area, although initially only wanted to find the atmosphere and cool nature of the plantation [8]. However, there is a fact that many young people and local people are engaged in the urbanization movement. They left many areas to work outside the area. Thus, the development of tourism around the mountain slopes can increase the attractiveness of tourism by promoting the community in its management, so that it is sustainable development [9].

Based on the description above based on various studies, the problem in this research is the development of the Sirah Kencong Tourism Area requires a special strategy to be managed professionally and there is no integrated management model between parties and institutions. Thus, the development of the Sirah Kencong Tourism Area requires a planned strategy involving various stakeholders to manage it professionally. The significance of this research is to provide in-depth input so that the development of natural tourism runs professionally and produces maximum results to be a leading tourist destination in East Java Province in particular and generally in Indonesia.

II. LITERATURE REVIEW

Nature tourism is a tourism concept that reflects the environmental insight that puts forward the principle of natural balance and environmental sustainability [10]. On the other hand, by nature travel humans get the benefits to improve health and have a direct contribution to the function and nervous system, so as to eliminate stress and fatigue. In addition, by seeing and enjoying the beauty of nature can fulfill higher needs in terms of spirituality, so that it becomes the most basic need for humans in general. Integrated natural tourism management and sustainable use of professional tourism resources based on local communities are becoming increasingly important studies. Collaborative management and

partnerships between organizations and stakeholders can be the basis for the success of the tourism business in the future. Thus, strong coordination between actors who form the same vision in making tourists get high-quality experience in natural tourism destinations needs to be done [11].

The application of the holistic concept in the development of sustainable tourism in tourist destinations is the main task and at the same time a challenge [12], so it is often faced with the necessity in finding a balance between the interests of policy makers with environmental needs. At the same time, managers are also faced with meeting the demands and expectations of tourists, so that effective and efficient marketing and management planning is needed. According to Kurniawan's study (2013), that the development of the Sirah Kencong Tourism Area needs to be integrated and collaborative among stakeholder sectors, namely between local governments, the private sector and the community to increase tourist attractiveness and increase tourist visits [13]. Efforts to involve stakeholders as major players in tourism development can be done through partnership programs. Partnership in management involving government, private sector and the community can be a strategy in developing tourism in an area and encourage the productivity of the tourism industry.

According to Morrison (2013), the success of developing tourist destinations is largely determined by the fulfillment of ten indicators consisting of Awareness, Attractiveness, Availability, Access, Appreciation, Assurance, Activities, Appearance, Action and Accountability. As for the ten indicators that are priorities in the development of tourism is Awareness [14]. As a comparison, one of the priorities in developing tourism objects in Bojonegoro-Indonesia is geography, socio-cultural elements, infrastructure, economy, nature tourism, cultural tourism and alternative tourism. The research using the AHP approach explains that the highest percentage is geography and natural attractions [15]. The priority strategies undertaken in developing the city's tourist attraction in the Old City Area of Surabaya are geography, social and culture, infrastructure, attractiveness, and economy. The alternative models are community participation, the re-use historic building model, the heritage tourism model and the traffic structuring model. The results of the study show that the attraction criteria as priority criteria and the heritage tourism center model are the priority models for the development of Kota Lama Tourism Area Surabaya, Indonesia [16].

III. RESEARCH METHODOLOGY

ANALYTICAL HIERARCHY PROCESS (AHP)

The methodology used in this study is the Analytical Hierarchy Process (AHP). Analytical Hierarchy Process (AHP) method is generally used in making multi-criteria decisions, planning the allocation of resources and determining priorities of strategies in conflict situations [17]. Analytical Hierarchy Process (AHP) is a synthesis that is usually used for decision makers who try to understand a condition of the system and help make predictions in decision making that is priority.

Analytical Hierarchy Process models generally use the perception of individuals or groups that are considered experts. The expert is considered as the main input, so that complex and unstructured problems can be solved into groups and built into a hierarchy [18]. In this study, the Analytical Hierarchy Process is used to select priority management models in the Sirah Kencong Tourism Area in Blitar. Expert choice is used systematically to analyze and make judgments in evaluating complex decisions in order to prioritize effective and productive management.

RESPONDENTS

The survey in this study was conducted in the Sirah Kencong Tourism Area in Blitar Regency, East Java Province,

Indonesia. Information in this method was obtained from respondents and experts about the development of natural tourism in the Sirah Kencong Tourism Area. According to Saaty, in this research model there are no requirements about the number of experts involved in this model as long as they have knowledge and deep understanding [17]. As such, there were several respondents and informants chosen in this study who did not comply with certain requirements. As those involved in providing data are as follows, Regional Planning and Development Agency, Tourism Board, Regional Promotion Board, Nusantara XII Plantation, Kawisari Company, Tourism Village Association, Indonesian State Forest Company, Media, Academics and Society.

ARRANGEMENT OF THE HIERARCHY

In AHP analysis, structural hierarchy is built based on ten criteria and four alternatives. The ten criteria are (i) Awareness, (ii) Attractiveness, (iii) Availability, (iv) Access, (v) Appreciation, (vi) Assurance, (vii) Activities, (viii) Appearance, (ix) Action, and (x) Accountability, while the four alternatives are (i) Destination Management Organization Model, (ii) Destination Management Company Model, (iii) Community Based Tourism Model and (iv) Local Management Model. The structural hierarchy in this study is shown in (Figure 1).

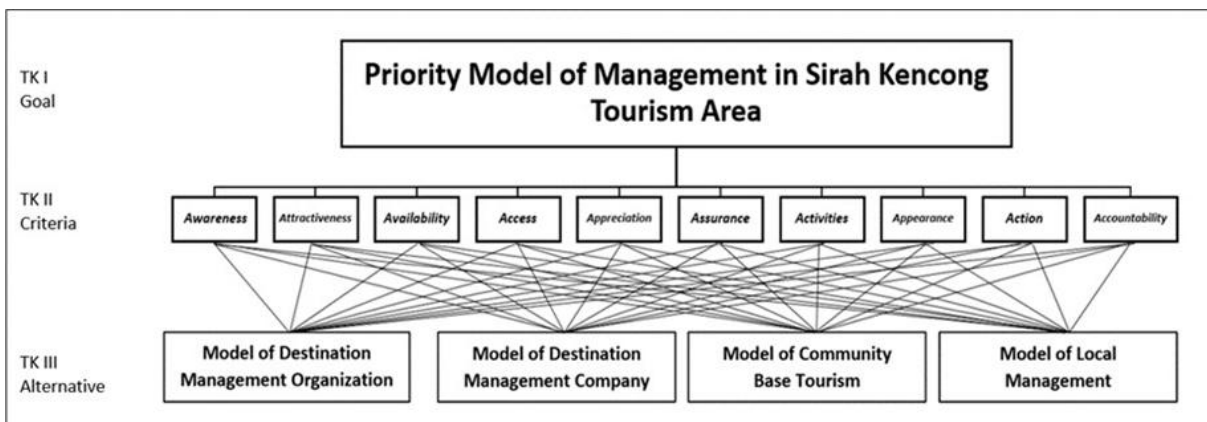


Figure 1.

Structural hierarchy priority model of management in Sirah Kencong Tourism Area

ASSESSMENT CRITERI AND ALTERNATIVES

In this process pairwise comparisons are made between various criteria which go through two important stages namely (i) determining what is considered important between the two choices and (ii) determining how many times more important than the other. The priority of the set of criteria and alternatives is determined by comparing each other in pairs which are weighted in the form of a scale from 1 to 9 with the definition of each scale (Table 1). The acceptable level of inconsistency is less than 10%. So, if the Consistency Ratio value is less than 10%, then the results of comparison of preferences are consistent. Conversely, if the Consistency Ratio is more than 10%, then the results of comparison of preferences are not consistent. If the results show inconsistent figures, then there are two choices, namely repeating the comparison of preferences or doing the autocorrection process [18].

Table 1.
Pairwise Comparison Rating Scale

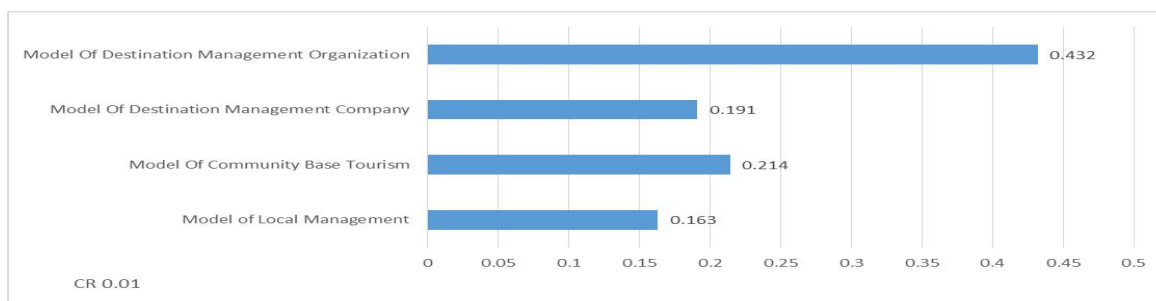
Intensity of Interest	Information
1	Both elements are equally important
3	One element is slightly more important than the other
5	Elements that have a strong level of importance to others are clearly more important than other elements
7	One element is clearly more important than the other elements
9	One element is absolutely more important than the other elements
2,4,6,8	The values between the two considerations are close together

IV. RESEARCH RESULT

MANAGEMENT MODEL PRIORITY CRITERIA

The results of AHP analysis based on all the criteria from experts indicate that the "Activities" criteria is the main priority criteria to be developed in determining alternative management of Sirah Kencong Tourism Area. The value of the Consistency Ratio is 0.02 (under 0.1). The value of the Consistency Ratio in this analysis meets the requirements, so it can be concluded that the priority choices given by experts are consistent and deserve to be used as a reference. Thereby increasing the quality of Assurance in order to increase the main and secondary tourist attraction that considers the elements of Appearance, Attractiveness, Action, Appreciation, Access, Accountability in accordance with Availability in the Blitar Kencong Sirah Tourism Area. Improving the quality of Assurance is expected to be able to increase tourist

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ons for increasing the awareness of the community around the area. The priority management criteria are shown in (Figure 2).

Figure 2.

Priority Criteria of Management Model

PRIORITY MODEL BASED ON AWARENESS CRITERIA

Priority model of management based on criteria awareness shows that "Destination Management Organization" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0,01 (under 0.1). This shows that the comparison of preferences is consistent (Figure 3).

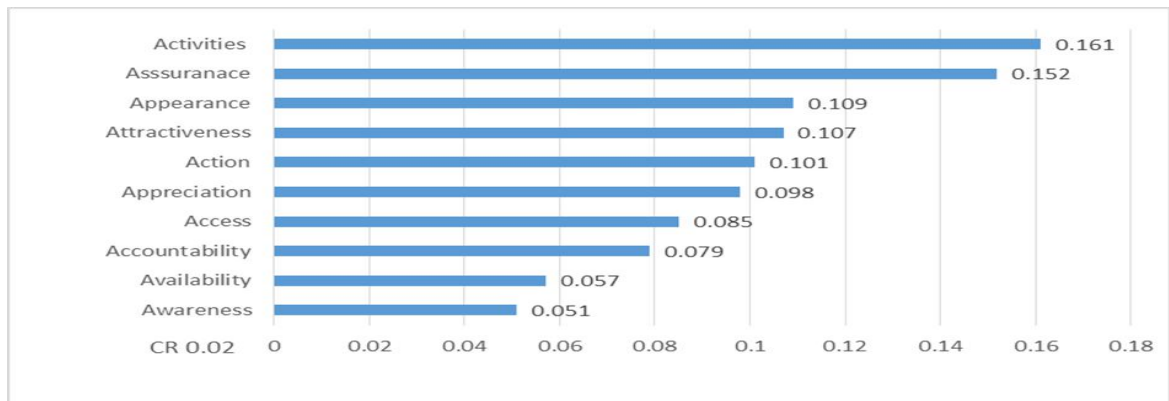


Figure 3.

Priority Model based on Awareness Criteria

PRIORITY MODEL BASED ON ATTRACTIVENESS CRITERIA

Priority model of management based on criteria attractiveness indicate that "Community Based Tourism" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0.00085 (under 0.1). This shows that the comparison of preferences is consistent (Figure 4).

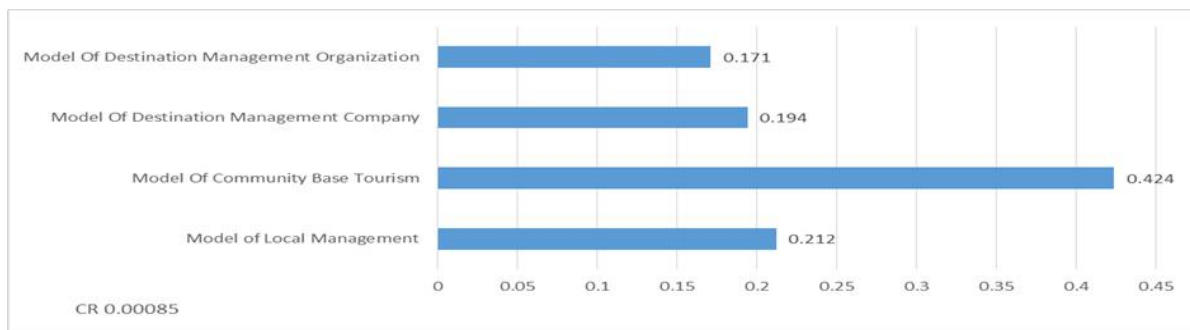


Figure 4.

Priority Model based on Attractiveness Criteria

PRIORITY MODEL BASED ON AVAILABILTY CRITERIA

Priority model of management based on criteria availability indicate that "Destination Management Organization" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0.01 (under 0.1). This shows that the comparison of preferences is consistent (Figure 5).

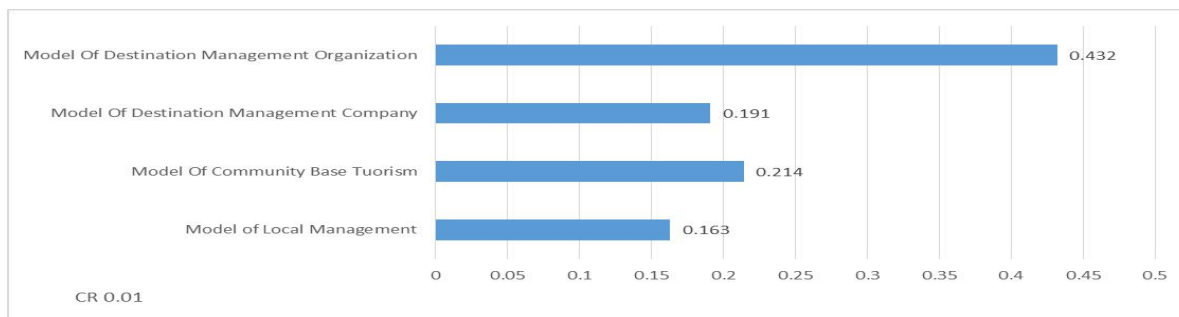


Figure 5.
Priority Model based on Availability Criteria

PRIORITY MODEL BASED ON ACCESS CRITERIA

Priority model of management based on criteria access indicate that "Destination Management Organization" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0.00674 (under 0.1). This shows that the comparison of preferences is consistent (Figure 6).

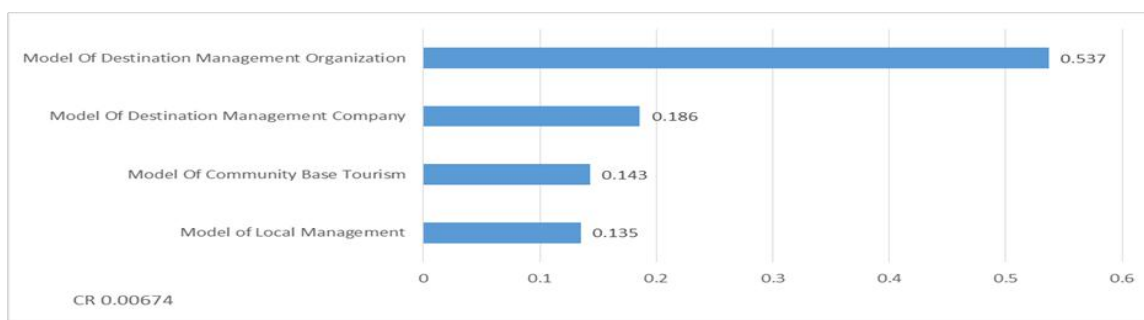


Figure 6.
Priority Model based on Access Criteria

PRIORITY MODEL BASED ON THE APPRECIATION CRITERIA

Priority model of management based on criteria appreciation indicate that "Destination Management Company" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0.02 (under 0.1). This shows that the comparison of preferences is consistent (Figure 7).

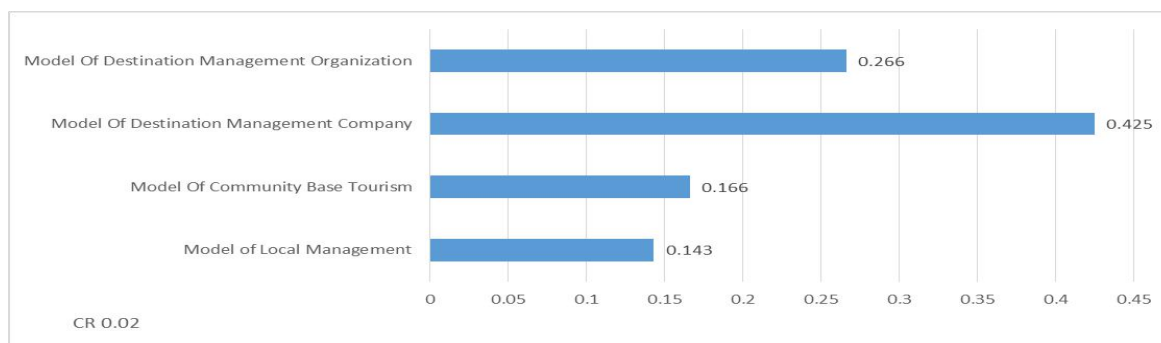


Figure 7.
Priority Model based on Appreciation Criteria

PRIORITY MODEL BASED ON THE ASSURANCE CRITERIA

Priority model of management based on criteria assurance indicate that "Local Management" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0.02 (under 0.1). This shows that the comparison of preferences is consistent (Figure 8).

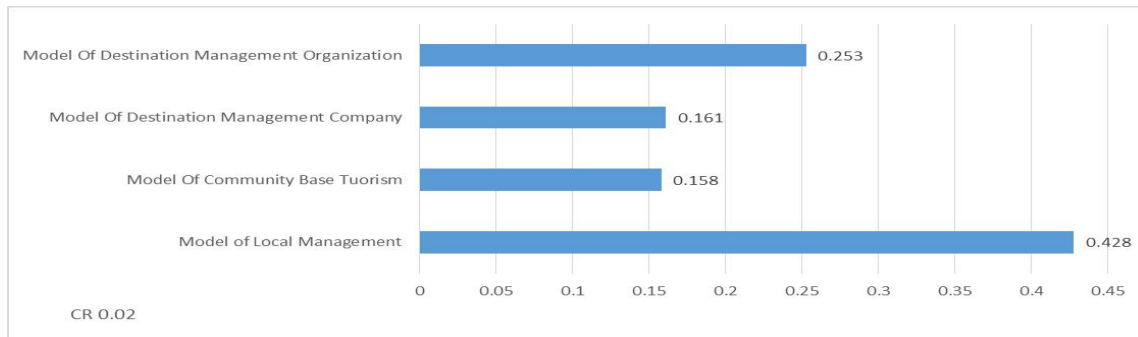


Figure 8.

Priority Model based on Assurance Criteria

PRIORITY MODEL BASED ON THE ACTIVITIES CRITERIA

Priority model of management based on criteria activities indicate that "Local Management" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0.02 (under 0.1). This shows that the comparison of preferences is consistent (Figure 9).

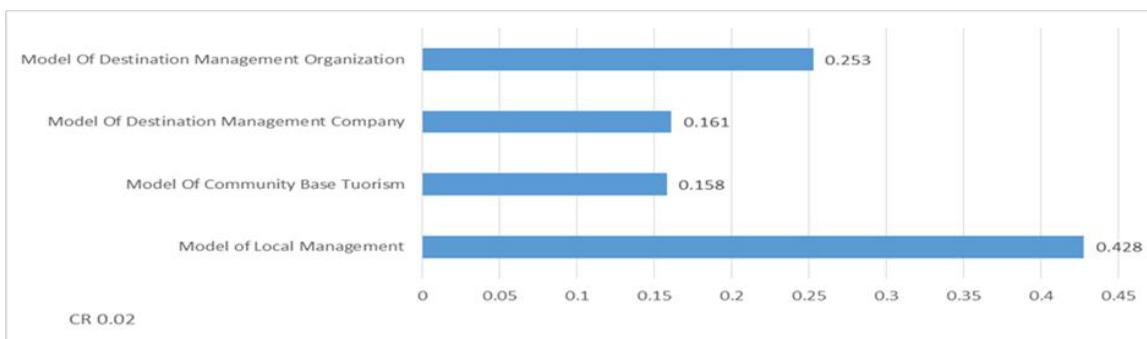


Figure 9.

Priority Model based on Activities Criteria

PRIORITY MODEL BASED ON THE APPEARANCE CRITERIA

Priority model of management based on criteria appearance indicate that "Destination Management Organization" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0.00939 (under 0.1). This shows that the comparison of preferences is consistent (Figure 10).

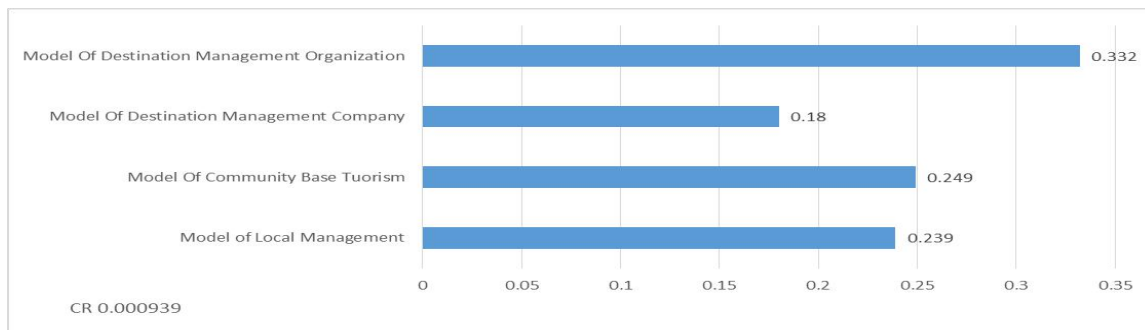


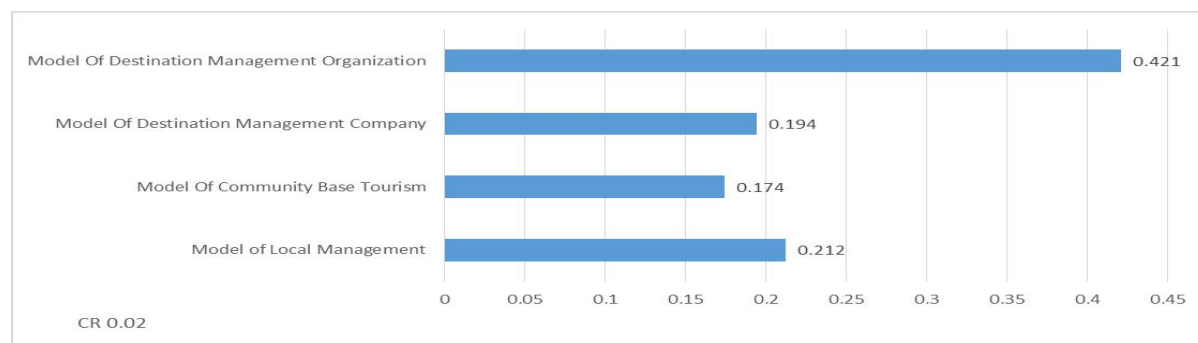
Figure 10.

Priority Model based on Appearance Criteria

PRIORITY MODEL BASED ON THE ACTION CRITERIA

Priority model of management based on criteria action indicate that "Destination Management Organization" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0.02 (under 0.1). This shows that the comparison of preferences is consistent (Figure 11).

Figure 11.



Priority Model based on Action Criteria

Priority Model based on Accountability Criteria

Priority model of management based on criteria accountability indicate that "Destination Management Organization" is the priority model of management in Sirah Kencong Tourism Area with Consistency Ratio 0.00565 (under 0.1). This shows that the comparison of preferences is consistent (Figure 12).

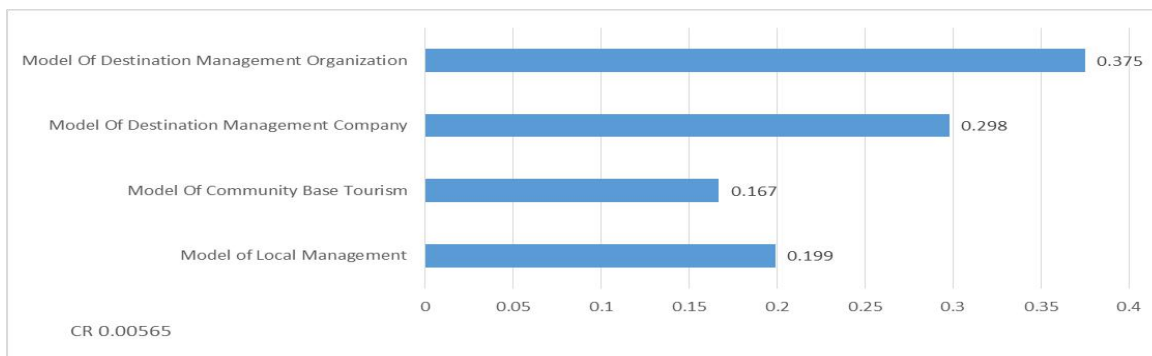


Figure 12.

Priority Model based on Accountability Criteria

PRIORITY MODEL BASED ON THE COMBINED CRITERIA

Priority model based on combined criteria shows that the most important model was Destination Management Organization, followed by priority development model in Sirah Kencong Tourism Tourism Area with a consistency ratio 0.02 (under 0.1). This shows that the comparison of preferences is consistent (Figure 13).

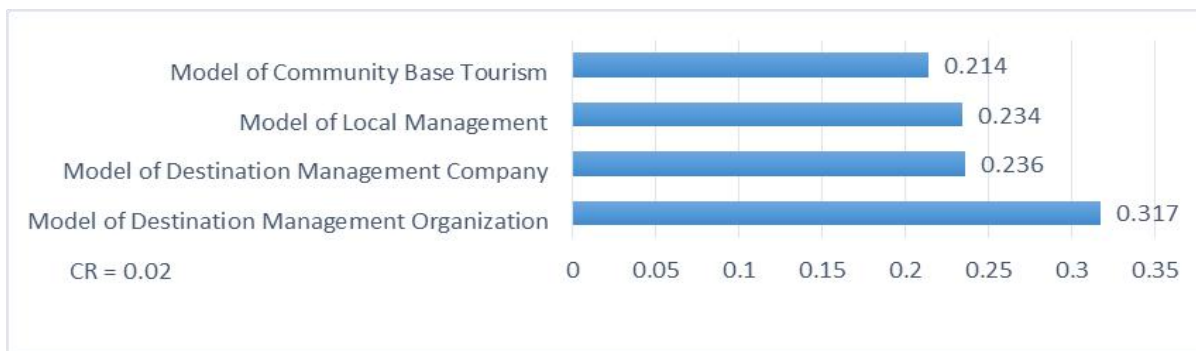


Figure 13.

Priority Model based on Combined Criteria

V. RESEARCH DISCUSSION

In general there are four management models proposed by experts related to the management of the Blitar Kencong Sirah Tourism Area, which include (i) the Destination Management Organization Model, (ii) the Destination Management Company Model, (iii) Community Base Tourism Model, and (iv) Local Management Model. AHP analysis results show that the Destination Management Organization model is a priority management model in order to increase tourist attractiveness in Sirah Kencong Tourism Area.

The other three management models can be used as supporting models. The Destination Management Organization Model is a governance structure in the form of professional organizations in tourist destinations that involve stakeholders, which includes the government, private sector and the community. The organization can be run by six things which include leadership and coordination, planning and research, product development, marketing and promotion, partnerships and team building, community relations.

The Destination Management Company model is the second type of management model of the AHP and is a model that can support the Destination Management Organization. Destination Management Company generally can provide travel services. The Destination Management Company target is foreign tourists who will organize a tour, to design and carry out MICE activities, tourism activities, transportation services, hotel reservations and so on.

The next management model is Community Base Tourism which emphasizes community empowerment around the area of natural tourism destinations. The Community Base Tourism Model can support the Destination Management Organization management model. Because the basic principles of community-based tourism management can place the community as the main actor. Through community empowerment in various tourism activities, so that the benefits of tourism as much as possible is prioritized for the community. The last management model is the Local Management Model which has been applied in the Sirah Kencong Blitar Tourism Area. The Local Management Model can support the Destination Management Organization Model mainly related to the culture of rural organizations that can be applied in the organization or management of tourism there.

VI. CONCLUSION

The priority management model in the Sirah Kencong Tourism Area is the Destination Management Organization model. The Destination Management Organization model can be formed through a formal organization that manages the Sirah Kencong Tourism Area with members consisting of local governments, the private sector and communities around the area. The Destination Management Organization is expected to make the tourism activities of the Sirah Kencong Tourism Area more attractive, provide security, safety and comfort for tourists and can form a positive image. Thus it can increase tourist attractions in Sirah Kencong Tourism Area in increasing tourist visits and satisfaction and planning a return visit.

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