

## ADVANCEMENT OF OBJECT AND NATURAL TOURISM ATTRACTION AS A TOURIST DESTINATION AREA IN DALEMAN ASRI VILLAGE

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### ABSTRACT

This research entitled "Advancement of Natural Tourism Objects and Attractions as a Tourist Destination Area in Daleman Asri Village". The involvement of the community in its efforts to progress and develop the natural tourism object in Daleman Asri Village is influenced by several factors that arise to develop tourism has form a new habitus in the community. This research aims to explain various factors that influence the advancement of tourism objects and attractions in the scope of social practice theory by Pierre Bourdieu. This research uses qualitative method. Data collection was collected by interview and observation. The selection of informants was based on purposive sampling. Data validity by triangulating sources and techniques. The results indicated that the Daleman Asri Natural Tourism Village has grown in its efforts to improve the quality of tourism management and services, which is marked by an increase in the number of nature tourism visits rate in Daleman Village. People who participate in advancing tourism object can be seen in the various kinds of efforts they make to improve and support the development activities of the Daleman Asri Nature Tourism Village.

**KEYWORDS:** Nature Tourism, Social Practices, Habitus, Capital

### INTRODUCTION

Indonesia is known as an archipelagic state with abundant potentials of natural resource consisting of oceans, beaches, rivers, forests and land. Since the state consists of many islands, Indonesia is also inhabited by various kinds of people who come from different ethnicities, tribes and customs. Each region in Indonesia has its own uniqueness and excellences, including, in terms of, its natural potential. Through the tourism sector, this uniqueness and natural potential has great potential in improving the welfare and economy of the community, regarding this uniqueness, each region can be attractive and become a tourist destination for both domestic and foreign tourists. In the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, that the state of nature, flora and fauna as gifts of God Almighty, as well as ancient relics, historical heritage and arts and culture owned by the Indonesian people are treated as resources and capital for tourism development to increase prosperity and people's welfare as contained in Pancasila and the Preamble to the 1945 Constitution of the Republic of Indonesia.

Natural tourism villages become special tourist attraction in the DIY area, especially in Sleman Regency

ncy. The landscape of Mount Merapi makes the natural tourism village area more popular to tourists. Rural tourism is a form of tourism with objects and attractions in the form of village-life which has special characteristics in its community, natural and cultural panorama, so that it has the opportunity to be used as a commodity for tourists, especially foreign tourists (Demartoto, 2013: 124). The data shown by the DIY Tourism Official in 2017 the number of tourist villages registered in 5 districts/cities of Yogyakarta is 122 tourist villages with details of 38 tourist villages in Sleman Regency, 14 tourist villages in Gunung Kidul, 27 tourist villages in the city of Yogyakarta, 33 villages tourism in Bantul and 10 tourist villages in Kulon Progo. From these data, it shows that Sleman Regency is in the first position in terms of the number of tourist villages compared to tourist villages in other DIY areas.

Based on data shown by the Yogyakarta Special Region (DIY) Tourism Official, the number of tourist visits from 2012 - 2016 has always increased from both foreign and domestic tourists. In 2012 the number of tourists totaled 2,360,173 visits, with visit details of 197,757 foreign tourists and 2,162,422 domestic tourists.

In 2013, the number of tourists totaled 2,837,967, with details of 235,893 foreign tourists and 2,602,074 domestic tourists. In 2014, the number of tourists totaled 3,346,180, with details of 254,213 foreign tourists and 3,091,967 domestic tourists. In 2015, the number of tourists totaled 4,122,205, with details of 308,485 foreign tourists and 3,813,720 domestic tourists. In 2016, the number of tourists totaled 4,549,574 visits with details of foreign tourists as many as 355,313 visits and domestic tourists as many as 4,194,261 visits. In 2017 there were 6,390,962 visits with details of 6,068,780 domestic tourists and 292,180 foreign tourists.

Judging from these data, it can be seen that the interest of tourists to visit DIY from year to year is increasing. From the increase in the number of tourists that was visiting DIY, it shows the high enthusiasm of the community both from domestic and foreign tourists to visit DIY.

In the tourism sector, there are 3 main factors as drivers of the tourism system, that are the community, private and government sector (Pitana, 2005: 96). All these components must align hand in hand; therefore, it is necessary to have good and appropriate coordination system in developing tourism on a certain place. If one component stands and moves on its own, the results will not be optimal and will not reach the target. The three main actors make their own contributions to the sustainability of tourism in an area.

The community as the main actor includes all members of society, intellectual leaders, journalists and NGOs where the role of this community component is to support and to become the owner of tourism capital. The second actor as driver of the tourism system is the involvement of all private parties, consisting of hotels, transportation, souvenirs-making and even the private sector that can play a role in planning and monitoring tourism in an area. The role of government as the third actor in driving tourism is as a regulator and a facilitator. The participation of these three actors is very much needed in the

tourism sector so that areas that become tourist destinations can become prosperous, if they are prosperous, the unemployment rate can decrease and foreign exchange will also increase.

Tourism can only be sustainable if there is close and consistent cooperation between various stakeholders. In fact, it is increasingly being realized that tourism will become a burden rather than an advantage if it is not able to produce positive changes for local communities. All parties realize that there are no stakeholders (tourism managers) that stand alone because the purpose of the tourism sector itself is to protect the welfare of the community, so the role of all elements of society is very much needed (Damanik, 2013: 7).

The development of tourism objects and attractions (ODTW), which is the main driver of the tourism sector, requires the cooperation of all stakeholders consisting of the community and government, direct cooperation from businesses and from the private sector. In accordance with its duties and authorities, the government is the facilitator that has its role and function in making and determining all policies related to the development of tourism objects and attractions.

This Daleman Asri tourism cannot be separated from the participation of the community involved in it, all forms of participation, either directly or indirectly, for tourism actors are needed to maintain the sustainability of this tourist village. In addition, the involvement of the community is the key word to accelerate the achievement of welfare through tourism development. A number of tourism villages in Sleman Regency can be seen as community activities in managing tourism objects as an impulse for the main tourism development and as a response to changing trends in tourist market demand. In this case, it is clear that the role of stakeholders is very important, because there are times when the local community in terms of participating in the management of the tourism village has obstacles, for example in technical matters regarding how to manage tourism services properly and correctly. The role of stakeholders is required to be one step ahead in terms of offering initiatives and taking action initiative ly. However, the participation and role of local communities is also very much needed. The community is encouraged to contribute whatever material that becomes the development of the tourist village. Thus, the local community is not easily trapped into passive plays, that is as spectators only, but the community must also be able to be both responsible and involved in the development of a tourist village.

The emergence of various kinds of obstacles in the development of natural tourism in Daleman Village must be known in the community, which will be discussed in this article using Pierre Bourdieu's theory of social practice. This theory is related to social practices in cultural reproduction, the dialectical result of Bourdieu's main concepts between habitus, capital and the scope or arena. The description of this concept is (Habitus X Capital) + Scope/Arena. The relationship that occurs between relations and actors influences each other and does not mutually negate and ends up in the link of social practice.

## RESEARCH METHODS

Based on the research title, this type of research is qualitative research with a case study research approach. According to Salim (2006: 122) Qualitative research with a case study approach focuses on the desire to determine the diversity and specificity of the object of research. Meanwhile, the final result of the research to be obtained is to explain the uniqueness of the case being studied. Qualitative research with a case study approach as an in-depth investigation of an individual, group or institution to determine the factors and their relationship between the factors that result in the behavior or status of the subject or respondent under study (Sukardi, 2006: 166).

Qualitative research determining how to retrieve informants is very important. Research informants are people who provide good information about themselves or other people and even an incident they had to researchers. These informants are not understood as objects or people who respond to something (things that are outside themselves), but rather as research subjects. In this research, the researcher used a purposive mechanism. This mechanism is conducted by determining certain criteria that must be met by the person who will be the source of the information. In determining this criterion, the most important thing is that the specified criteria must guarantee the validity of the data to be collected. Therefore, with this mechanism, the researcher knows the identities of people who deserve to be the research informants.

In taking informants, researchers used purposive sampling technique with the following criteria: 1) informants are Daleman Asri people; 2) the community that knows the development of the natural tourism village in Daleman Asri; 3) the local government that participates in the development of Daleman Asri natural tourism village; 4) tourists visiting the natural tourism village of Daleman Asri. Meanwhile, in terms of research data collection, the data collection techniques used are interview techniques.

Data analysis is conducted by carrying out several stages through three flow activities, those are data reduction, data presentation, and drawing conclusions. After the three steps have been conducted, data analysis using an interactive model is taken by drawing conclusions and verifying all the things contained in the reduction and presentation of the data when the data collection ends.

## RESULTS AND DISCUSSION

### A. Habitus x Community Capital in the Development of the Daleman Asri Nature Tourism Village

Daleman Asri Nature Tourism Village has several management units that have roles to manage and serve tourists and their function to support the sustainability of the tourism village. The management unit in the tourism village is in the form of an infrastructure management unit that is responsible for maintaining all facilities in tourism objects, a restaurant management unit in charge of providing consumption for tourists, an attraction unit in charge of managing various kinds of attractions presented in the tourist village such as riverbanks outbound, regular outbound, thorny palm-picking and the village nature explore outbound. There is also an accommodation unit that has the duty and manages a home

stay for tourists who want to stay and enjoy the daily life of residents of Daleman Village. In addition, there is a cleaning unit that is in charge of maintaining the cleanliness of the tourist area, especially in maintaining the cleanliness of the river which is the leading tourism promadona in this tourist village as well as a security unit.

The existence of a homestay as one of the tourist attractions in the tourist village of Daleman forms a new community habitus. This can be seen from some of the people of Daleman Village who do not yet have a permanent livelihood, now choosing to provide a homestay for tourists who want to stay and experience the life of the Daleman community for the next few days, with homestay attractions per night ranging from IDR 40,000 to IDR 70,000, at this rate tourists can stay and eat while staying at a community house that provides homestay facilities. In addition, the habitus is formed for housewives who previously only took care of the house, now housewives in Daleman village who do not work form a habitus as cooks for tourists and there are some of them who become traders and sell traditional souvenirs and snacks and characteristic foods typically as thorny-palm fruit preparations such as thorny-palm jam, thorny-palm chips and thorny-palm sweets.

The decisions that the people of Daleman Village have taken to participate and be involved in tourism development activities in their area will also form a new habitus that can affect their community life. Opening a house as a homestay and having a trading business within the area which is a tourist destination is a habitus that is owned by some residents who live in the tourist village area.

This decision is a choice made by local residents as a form of impact of the existence of a tourist attraction which is currently being widely recognized and visited by many tourists from various regions. A part from being a source of their capital, the developments that have taken place in the Daleman Tourism Village have also created income for the local community. Development activities carried out in the tourist village area have also begun to change the way of life of the Daleman people, especially in their economic sector. Many people who come from Daleman Village who initially did not have permanent jobs, now along with the development of these tourism objects, they choose to trade around Daleman tourism objects and make their trading businesses in the area as their permanent livelihoods.

The new habitus that the Daleman Community has created along with developments in the tourist village is also supported by the assets owned by the people of Daleman Village. These capitals include economic capital, in the form of livelihoods or various types of businesses owned by the Daleman community, besides that economic capital here can also take the form of assistance from various parties in the form of money and materials in the process of developing a tourist village.

Then there is social capital in the form of networks or relationships. Social capital here is the tight relationship between the community and tourism activists, which in this case is POKDARWIS (Tourism Awareness Group) which has good relations with the local village community and with other tourism village POKDARWIS and ecotourism activists.

In addition, there are cultural capital in the form of gamelan and dances that are presented in this tourist village of Daleman. Moreover, cultural capital can also be in the form of polite attitudes between fellow citizens and the use of correct grammar. Then the last thing is the existence of material symbolic capital, here symbolic capital in the form of land for lease involves the Village Head by renting out bengkok, land that is indeed given to the Village Head during his tenure. The cooperation between the community and the Village Head can be seen from the land that is leased to residents to be used as an outbound arena. The lease agreement is usually carried out at the beginning of the year.

## **B. Internal and External Dimensions of Community in the Development of the Daleman Asri Natural Tourism Village**

The various dimensions that appear in the development activities of the Daleman Nature Tourism Village include the internal dimension, that is the supporting dimension in the form of the tourism object that has natural potential which became attraction for tourists, in the form of beautiful landscapes from the slopes of Mount Merapi. Besides that, there is a clear and clean river which used for riverbank tourism attractions, in addition to that natural potential which is a supporting factor for tourism development is the existence of a large thorn-palm garden owned by the community which is used as a form of thorn-palm picking tourism attraction. There is also the involvement of the local church which provides accommodation space for tourists where the tour manager is free of charge when using the church accommodation.

In addition, there is accessibility that is easy to reach by tourists because it has two main routes, by way of easy access for tourists either by car or motorbike which will be provided with beautiful landscape views and large thorn-palm plantation areas.

While the external dimension in the form of an inhibiting factor in the development of the tourism village is the lack of government movement in providing assistance and training in counseling on tips and various ways to develop a tourist village, besides that another obstacle found is the lack of financial assistance from the local government since the Daleman tourist village only depends on the BUMDES Fund which applies to take a certain amount of money to be borrowed and will be returned at the end of the year.

## **CONCLUSIONS AND SUGGESTIONS**

The results of this research theoretically support Bourdieu's theory of practical practice, in which the people of Daleman Village have Habitus and Capital that can be used in the scope of struggle in Daleman Village to produce practices that can support tourism village development activities in their area and improve life welfare of local people who live in areas that become tourist destinations.

Without the participation and involvement of local communities directly in tourism development activities in an area where there are potential resources to be developed, it is felt that it will be quite difficult for these tourism objects to develop. With the participation and involvement of the surrounding c

community to be directly involved in all tourism activities within these tourism objects in addition to playing a role in being able to advance the tourism objects themselves, it is the surrounding community who will also feel directly the results obtained from the successful development of tourist villages in their area.

Forms of community participation in tourism development can be developed through cooperation with ecotourism institutions, developing potential in order to provide new jobs for the surrounding community, carry out promotions, build road signs, conduct training in human resources (HR), make regulations on ecotourism villages, improve the public transportation system, create new tour packages, cooperate with the right investors, limit the number of tourist visits each year, create a clear umbrella for ecotourism villages, and conduct traditional cultural training for the younger generation.

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