The Environmental Management and Tourism in Gunung Kidul: Where Hospitality Plays Well

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Abstract: Indonesian people are known for their hospitality. One of the municipality in Central Java which has big marine resources is Gunung Kidul. Therefore, this paper will discuss about environmental management and tourism that develop in Gunung Kidul and also the role of the community in presenting a friendly hospitality specially tourists. The official documents and literature are used in this paper. In Gunung Kidul, there is an environmental management in create an opportunity that provides great economic benefits for this area. On the other hand, the benefits in developing area as a tourist attraction is taken into account. Environmental management produces resources plus for an area to exploit into the regional economic power. The role of human resources in presenting comfort and preservation of regional culture is supported by environmental management.

Keywords: Tourism, Environmental Management, and Regional Economy.

1. INTRODUCTION

South Coastal Java Area which has marine resources of economic value is important, one of the area is Gunung Kidul area. Gunung Kidul in the fisheries sector has an economic value of marine resources of Rp. 63,957 billion. This is because the superior commodities of marine resources in Gunungkidul are tuna, skipjack, tuna, marlin, lemudang, layur, snapper, lotung and lobster (Sahubawa, 101: 2015).

With high economic value, it can be seen that the local strength of Gunung Kidul has a major influence on the strength of Indonesia's national economy in the international eye. In addition, marine resources in Gunung Kidul not only explain the role of Gunung Kidul as a region with high marine resources, but also reiterate that the potential of the sea in this region is in accordance with the character of Indonesia's foreign policy under the Joko Widodo Government which places the sea as national power or better known as the World Maritime Fulcrum.

In particular, marine resources in the Gunung Kidul area are located on small-scale fisheries. This is one of the important things that must be considered in the fisheries sector in Indonesia. As in other regions of Indonesia, fisheries activities in Gunung Kidul Regency, which is one of the regions in DIY Province, are also dominated by small-scale fisheries (Sarwanto, 2: 2015). This explains that the characteristics of natural resources in this region lie in the economic value of marine resources that have great potential in environmental resource management as well as the tourism sector, as well as the character of people who have hospitality in social interaction. This paper will discuss about environmental and tourism
management that develops in Gunung Kidul and the role of the community in presenting a friendly attitude towards anyone, especially tourists.

2. GEOGRAPHICAL CHARACTER AND SOCIETY IN BUILDING PROSPERITY

The tendency of a country or region in a country to prepare and build its strength, both economically or prosperously by relying on its national strength, explains the context of strategic thinking that emphasizes the development and utilization of local and national conditions that are independent from other countries, one of which is the use of natural resources through a production process that produces national power (Morgenthau, 112: 1954).

National force measurement is a critical issue. Hart identified three main approaches to measuring strengths in international relations: (1) control over resources, (2) control of actors, and (3) control over events and results (Hart, 290: 1976).

For an identity, size represents the resources it possesses - a real component of strength, while modernization reflects the capacity to effectively mobilize and utilize these resources - the intangible power component. The advantage of focusing on these two attributes is that their nature is unstable, but the characteristics of the country are relatively stable (McGowan, 223: 1973). State power can be understood at three levels: (1) resources or ability, or ability to survive; (2) how the power is changed through a national process; (3) and strength in results. But these capabilities - demographics, economics, technology, resources, and the like - only become real through the conversion process (Trevarton, 9: 2005; Kigpiboon, 2013; Kobayashi, et.al. 2013; Henry, 2014; Ekpung, 2014; Gideon, 2014; Adebambo, Ashari and Nordin, 2014; Shahid, Maryam and RABBI, 2014; Zomorrodi and Zhou, 2016; Danbaba, et.al. 2016; Baran and Yilmaz, 2018).

The role of a country's natural resources lies in natural resources that support the capacity to empower national industries, such as raw materials and petroleum, or marine resources to support national development of a country or province in a country (Morgenthau, 127 : 1954; Van et.al. 2014; Chidoko, 2014; Hofman, 2014; Zomorrodi and Zhou, 2017; Luong, et.al. 2017; Zheng, 2017; Al-Fatlawi, 2018).

This will provide the region's economic power to expand its influence as an area that has the ability to generate prosperity and a strategic alternative in increasing economic power through the use of marine resources.

On the other hand, the character of society becomes the backbone in carrying out economic power or in achieving economic goals. Therefore, the success of economic activities, both in environmental management and building tourism areas are not independent of the attitude of politeness and hospitality of the people in the region.

3. DISCUSSION AND ANALYSIS

Marine and fisheries resources in Indonesia are estimated to be worth US $ 136.5 billion which includes: fisheries totaling US $ 31.9 billion; coastal areas less than US $ 56.0 billion; biotechnology US $ 40.0 billion; tourism US $ 2.0 billion and oil and gas US $ 6.6 billion (Pustek Marine UGM, 2005). In the coastal area of Yogyakarta Special Region (DIY) has important economic marine resources such as: large pelagic fish (tuna, skipjack, marlin, lamadang), shrimp, lobster, coral reefs and environmental services (tourism), strategic in the regions, national, regional and international (Sahubawa, 102: 2015).

Specifically, in Yogyakarta, precisely in Gunung Kidul, marine resources in the region are located in small-scale fisheries. This is one of the important things that must be considered in the fisheries sector in Indonesia. As in other regions of Indonesia, fisheries activities in Gunung Kidul Regency which is one of the regions
in DIY Province are also dominated by small-scale fisheries (Sarwanto, 2: 2015).

The coastal / southern coastal regions of Gunungkidul Regency which have identified potential marine resources with important economic value, namely: (Sahubawa, 112: 2015).

1. Pantai Sadeng (fishing port area)
2. Nampu / Wediombo
3. Siung
4. Sundak / Indrayanti
5. Drini
6. Baron
7. Ngrenehan
8. Gesing

In addition, the geographical area presents the coast as an attractive tourism area to visit. With a combination of abundant marine products and attractive beach characters, tourists can not only enjoy seafood directly, but also spend activities on the beach to relax with family.

The great potential of marine resources and tourism in the region has a major impact on strengthening local and national forces that have an impact on Indonesia's independence in managing existing marine resources.

In managing environmental resources in Gunung Kidul, the type of economic activity that stands out are: (Sahubawa, 112: 2015)

1. Pelagic business with large fishing boats,
2. Small pelagic and demersal fishing and lobster with outboard motor boats and
3. Efforts to harvest natural seaweed.

Marine waters in Gunung Kidul Regency are included in the Fisheries Management Area (WPP) 573 which covers the Indian Ocean in the waters of southern Java, Bali, NTB and NTT. Gunung Kidul is the main producer of capture fisheries in Yogyakarta Special Province (DIY) and its catch is used by fishermen. In 2009, fish production from Gunungkidul Regency reached 3,249 tons, which is about 76.7% of the total DIY Province fishery production (Sarwanto, 3: 2015).

Main commodities are fisheries products with high potential, high quality, commercial value with high consumer demand, and have been used optimally with appropriate technology (intensive and additional scale) and adequate infrastructure support (Sahubawa, 107: 2015).

In calculating economic value, the role of marine resources in Gunung Kidul has a significant influence in improving the welfare of the local and national economy. This can be seen from the economic value of each marine resource used through economic activities.

Lobster is an important fishery commodity in Gunungkidul Regency. The economic value of lobster is quite high reaching IDR. 200,000 to IDR. 400,000 per kg. Lobster is also an export commodity. Lobster production in Gunungkidul Regency in 2012 reached 88.27 tons. Large fisheries production must be balanced with efficient marketing, considering fishery products that are easily damaged. Marketing is the most important thing in running a fishery business because marketing is an economic act that has an impact on the low income of fishermen (Maisyaroh dan Ismail, 131: 2014).

Lobster (Panulirus sp) is an important component of shrimp fisheries in Indonesia, which according to Statistics Indonesia 2005 records lobster ranks fourth for export commodities from crustaceans after Panaeus, Metapaeaus and Macrobrachium (Maisyaroh dan Ismail, 132: 2014).
In addition, fishing and lobster activities take place quite intensively, and quite a number of tourists visit to enjoy the beauty of the beach and culinary. The mining business is intended to meet the needs of food and culinary stalls in the region, as well as the needs of the surrounding community, including marketing in Wonosari, Yogyakarta and Surabaya (Sahubawa, 113: 2015).

In one area in Gunung Kidul, namely Jepitu Village and Balong Village in Girisubo District. These areas have many beautiful and amazing beaches. In addition, he said, Sadeng Beach in Girisubo is also a marine resource with abundant fish catches (Puspita, 2018).

In other areas in Gunung Kidul, these regions are not only because of their culture and society, but also because of their tourism. Various tourist destinations can be found. Starting from cultural, educational, natural, culinary and even trendy tours.

The combination of beauty and natural wealth can attract domestic and foreign tourists and culinary enthusiasts to visit Gunung Kidul. "In the end it will improve the economy of the Girisubo District community in particular, and Gunungkidul Regency in general (Puspita, 2018). Who would have thought, Gunungkidul which is synonymous with barren limestone hills save tourist spots that attract tourists. Gunungkidul is one of the districts in Yogyakarta Special Region which is famous for its charming beach tourism. Gunung Kidul in Yogyakarta seems to be a paradise for beach lovers. There are many beach attractions in Gunung Kidul lined up from the west to the east. To visit it, you should use a jogja car rental service that is widely available for traveling around Yogyakarta. Although Gunungkidul Regency is dominated by limestone hills and mountains which are identical to arid in the dry season, this district has unique characteristics, both from history, culture, tourism and culinary. In addition to beach tourism, in Gunungkidul Regency there are also other popular tourism objects such as cave tours, waterfall tours, cultural tours, pre-history sites and temples and many others (Natural Sunrise Tour, 2018).

According to sources from the Culture and Tourism Office (Disbudpar) of Gunungkidul Yogyakarta, tourist visits to Gunungkidul beach are increasing during the Eid holiday season in 2018. Data from among others stated that the level of visits to the Gunungkidul Tourism Object had increased to 282 thousand visitors and the beach visit was the most popular. And the rest many also visit Gunungkidul attractions such as Nglanggeran Hill, Pindul Cave, Oya Times and others. Gunungkidul's Regional Original Revenue (PAD) also increased from previous years, this is because there is an increase in the price of admission to Gunungkidul tourism objects. Sources say that the target of PAD through the tourism sector has gone through billion. In the future there will be a discourse for the revision of the PAD target in the APBD changes to the Gunungkidul DPRD. Related parties currently continue to make improvements and improvements in a number of tourism objects for the convenience of visitors. The problem of waste management is one of the priorities so the beach remains clean (Njogja Tours, 2018).

It is also interesting related to tourism, the Government of Gunung Kidul Regency, Yogyakarta Special Region Province, is conducting a new effort to attract tourists to visit the area. This time the villages in Gunung Kidul Regency were encouraged to document their history in the book. For local governments, the writing of history is important in addition to preserving its history so that future generations know, also in accordance with the recommendations of the director general of culture if foreign tourists currently tend to want to know the history of a region visited (CNN Indonesia, 2018).

This of course not only emphasizes the area as a tourism object, but the role of the government, and especially the character of the community will be a selling point in promoting culture-based tourism.
Also do not miss the role of the people in these regions in encouraging regional progress. The role of the community, especially the Gunung Kidul fishermen, is dominated by traditional fishermen (artisanal). This can be seen from the composition of the number of Household Fisheries (RTP / Fisheries Household) as many as 771 RTP or 94% of the total FH in Gunungkidul Regency are boat-free fishermen (479 RTP) and use outboard vessels (246 RTP). Whereas RTPs that use motorized boats only amount to 46 or around 6% of the total RTP (Sarwanto, 18: 2015).

With a huge national power potential in Indonesia's marine resources. This gives benefits to Indonesia to have a bargaining position while reflecting Indonesia's character as an archipelago. On the other hand, social conditions play a role in supporting the enhancement of Indonesia's national power in the management of marine resources.

The social characteristics, culture of Gunung Kidul people are traditional communities that still hold a noble culture of ancestral heritage. Fishermen as part of the Gunung Kidul community also have these characteristics, thus greatly affecting the behavior of fishermen (Sarwanto, 19: 2015). On the other hand, many tourists claimed to be very happy with the hospitality of the Gunungkidul people and the creativity of Nglanggeran tourism managers who were still young people (Widyarto, 2018).

4. ENVIRONMENTAL MANAGEMENT AND TOURISM

Law Number 26 of 2007 concerning Management of Coastal, Marine and Small Island areas states that the management of coastal, marine and island areas is a series of planning, utilization, supervision and control of maritime and fishery resources carried out between sectors, between governments, and interdisciplinary science to improve people's welfare. The government and stakeholders, including universities, have a big responsibility to develop investment plans for the management and utilization of marine resources (fisheries and environmental services / tourism) that can be used as a reference by the private sector and the general public to invest (Sahubawa, 102-103: 2015).

Planning, utilization, supervision and control of marine resources, operationally, regulated in Law 1945/2009 concerning fisheries, the Act states that in utilizing fish resources aimed at improving the welfare of fishermen, foreign exchange and employment opportunities, but also mandated to be managed optimally and guaranteed the sustainability of fish resources. So that the potential of Indonesian fish resources needs to be managed properly. Local governments obtain greater mandate and authority in managing marine resources based on Article 18 of Law No. 32 of 2004. Regional authorities to manage marine resources as intended are: (Sarwanto, 22: 2015).

1. exploration, exploitation, conservation and management of marine resources;
2. administrative arrangements;
3. spatial arrangements;
4. law enforcement regulations issued by the region or delegated by the authorities;
5. participate in security maintenance; and participate in defending state sovereignty. This condition requires the provincial / city / district government to play a role and responsibility in managing fish resources to be utilized by the community optimally and sustainably.

As evidence that marine resources in Gunung Kidul have a significant effect on local and national economic strengths seen in fisheries business also contributes economically in Gunungkidul Regency. In 2012, the contribution of fishing tax levies from fishermen (3% of production value)
and traders (2% of production value) reached IDR. 593.27 billion. The accumulated value of captured fish production in 2012 reached IDR. 13.6 billion. The fish marketing system in Gunungkidul can be grouped into 4 types of marketing. In the institutional aspect, fisheries business activities in Gunungkidul are institutionally supported by TPI, fishermen groups and Pokwasmas. PPP Sadeng is the most complete fish landing center of its institutional system (Sarwanto, 4: 2015).

Interestingly, the management process is also carried out through a marketing system that supports local and national industries in creating economic activities that generate profits with great economic value.

The marketing institution of Fish Auction Place in Gunungkidul Regency consists of fishermen, collecting traders. In Gunungkidul Regency several fishermen and marketing actors (merchant collectors) bonded. This happened because the collectors had several private vessels operated by fishermen at the Fish Auction Place (TPI / Fish Auction Place) (Maisyaroh dan Ismail, 132: 2014).

The Gunung Kidul Marine and Fisheries Agency (DKP) continues to facilitate businesses to develop processed fishery products and marine resources. It was mentioned, up to now there have been 11 business actors registered with DKP with the main production of processed fish and other marine resources. Of the 11 businesses, around 23 types of processed products were produced, with production reaching hundreds of tons per year. The marketing of this product besides the Gunung Kidul area is also marketed around DIY and major cities in Java (Kandar, 2016).

With the intervention of central and regional governments, the role of the government has become very intensive in supporting national industries in the utilization of the potential of marine resources to be transformed into national forces.

**REFERENCES**


