

**A MODEL OF SYNERGY OF TOURISM DESTINATION DEVELOPMENT
IN KARANGANYAR REGENCY**

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Abstract

The objective of research was to describe many attempts taken to develop tourism destination and to formulate a synergistic model in developing tourism destination in Karanganyar Regency. This study was a combination of descriptive qualitative and applied researches. Data collection was carried out through interviewing informants in-depth, data validity test using triangulation, and data analysis using interactive model. The result of research showed that the factors affecting a successful development of destination were: varying resources, destination's accessibility, facility, comfort, and stakeholders' participation. For that reason, synergies were required between destination organizers in policy making, between destination organizers and tourism office in the term of fund and institutional reinforcement, between organizer and surrounding people in the term of object maintenance and mutual benefit, between organizers and SME performers in providing service needed by visitors and souvenir, between organizer and empowerment institution, between organizer and local government as owner and mentor, and between organizers and high education through community service program. Synergy may include cooperation, governance policy, fund allocation, supervision, research, and training.

Keywords: Synergy, Tourism Destination, Accessibility, Stakeholder

1. Background

Geographically, Karanganyar Regency is located in the western slope of Mount Lawu, constituting one of regencies in Indonesia rich of various tourist objects. This potential tourist richness is supported with territorial condition in the mountain slope allowing the development of natural tourism, because it has many forest areas.

The condition of natural tourism in Karanganyar Regency is also favored by a variety of ancestor's heritages including temple or sacred place, cultural tourism in the form of sacred ritual events held at certain times that can be made attractive tourism destinations.

Tourism plays an important part to a region as it has great leveraging power, recalling that the attractive tourism destination will create the demand for product (goods) and service. The large number of visitors will create the demand for transportation service for either access or mobility purpose, the demand for food and beverage or culinary tour, and unique souvenirs from every tourism destination.

For those tourism destinations to develop, some attempts are required to make them attractive to visit. An object attractive to visit can be a magnet to the visitors to witness a variety of peculiarities offered. Later, it will activate the local economic activity.

The development of tourism destination in Karanganyar cannot be done by one party only, but all stakeholders should be involved. Individual stakeholders play different parts, and no one playing multi-role, involved either directly or indirectly.

Stakeholders in tourism destination development in Karanganyar Regency involves local government consisting of related offices, tourist object organizer, surrounding people, and economic actors benefiting directly from tourism destination, and both domestic and foreign visitors or tourists.

Tourism destination development should involve surrounding people or called surrounding community empowerment to maintain the condition of tourism destination. The surrounding community empowerment is an attempt of exerting resource to participate in developing potency and improving the community's participation in taking care of the tourism destination, so that it remains to be in attractive condition, visitors are satisfied, and make repeated visit. Thus, people (community) and their environment can provide and grow added-value from the tourism destination in participative manner. Even, according to Kartasmita 1995, surrounding community development and involvement grows not only economic added value but also social and cultural added-value.

Tourism activity, according to WATA (World Association of Travel Agent)'s provision is defined as an activity of traveling around the city for more than three days, held by a tour agent to see various places or cities either domestically or overseas. From such the definition, it can be concluded that the definition of tour emphasizes on the activity done by tourist in a tour travel. In a tour travel, if tourists visit a historical tourist object, the activity can be called historical tour. It means that the activity is conducted to enjoy the historical objects. It is thee representation of activity in a tour travel. This tour activity is highly determined by the tourists' interest itself. In addition, it is also affected by the tourism resource available. Therefore, many terms appear: historical tour, cultural tour, natural tour, educative tour, and others.

The definition of tourism destination, according to Marpaung (2012), is a form of related activity and facility, attracting the tourists or visitors' interest in coming to a certain area or place. Tourist object or attraction is closely related to travel motivation and travel fashion, because tourists want to get a certain experience with their visit to a tourist object.

Law No.10 of 2009 about tourism states that natural, flora, and fauna condition, as God's gift and historical, artistic, and cultural heritage belonging to Indonesians, becomes the resource and asset for tourism development in order to improve the people's prosperity and welfare as mentioned in Pancasila and Preamble of Republic of Indonesia's 1945 Constitution.

The law mentions that tourist object and attraction include, among others: 1. God-created tourist object and destination, manifested into natural condition like flora and fauna, natural scenery, beautiful panorama, wild jungle with tropical forest vegetations and scarce animals, and 2) man-made tourist object and destination in the form of museum, ancient heritage, historical heritage, art and culture, agricultural (agrotourism), water tourism, adventure tourism, recreating park, and other entertainment places.

There are some tourism destinations or objects well-known and crowded with visitors in Karanganyar, but some others have few visitors. This difference is due to different attractions between one object and another. This problem can be minimized by building synergy between tourist objects and stakeholders.

Considering the phenomenon above, a research should be conducted on the attempt should be taken to develop tourism destinations in Karanganyar Regency, focusing on synergy model.

2. Problem Statement

1. What factors do affect the development of tourism destination in Karanganyar Regency?
2. What should the tourism destination development in Karanganyar Regency be?

3. Theoretical Foundation

1. Conception of Tourism

Tourism is a term given when a tourist makes a travel alone, or in other words an activity or incidence occurring when a visitor makes a travel (Sutrisno, 2014). Concisely, tourism can be formulated as an activity related to tourists within society (Soekadijo, 2014).

Tourism is an integral part of human life, particularly pertaining to social and economic activities. It departs from an activity originally enjoyed by few rich men in early 20th century and now becomes a part of human rights. It not only occurs in developed countries but begins to be felt in developing countries. Indonesia as a developing country tries to develop tourism industry in its development stage as an attempt to achieve equal foreign trading balance. Through this industry, the income from foreign exchange is expected to increase (Pendit, 2012). As is known, tourism sector in Indonesia still plays an important role in supporting national development and is a very strategic factor to improve the people's income and the state's foreign exchange.

2. Conception of Tourist

Tourist, according to Yoeti(2015), is defined as every individual coming from a State not to stay or to work there regularly and spending money they got in another state in the state where he/she stay for a while. Meanwhile, according to Soekadijo (2015), tourist is a visitor staying in the state he/she visits for at least 24 hours and coming based on motivation.

The Republic of Indonesia's Law No.9 about tourism, Chapter 1 of General Provision in Articles 1 and 2 formulates (a) tour as an activity of traveling or some of the activity conducted voluntarily and temporarily to enjoy tourist object and attraction; (b) tourist as the one conducting touring activity.

3. Tourism Development

Tourism planning and development is a dynamic and sustainable process toward higher value level by conducting adjustment and correction based on the result of monitoring and evaluation as well as feed back on the implementation of previous plan constituting the foundation of policy and the mission to be developed. Tourism planning and development is not a system standing alone, but closely related to other development planning system in intersectoral and interregional ways.

4. Research Method

1. Type of Research

Viewed from its objective, this study was a combination of descriptive qualitative and applied therapy. Applied research relates to the actual problem, conducted to find basis and

corrective measures that should be dealt with practically for the aspects of life (Miles and Huberman, 2014).

2. Method of Collecting Data

Corresponding to the qualitative research form, technique of collecting data used was direct observation with formal and informal methods to observe a variety of tourism destinations, facilities, infrastructures, and other supportabilities. Others method used were in-depth interview with key informants, the one considered as capable of giving factual information about the details of tourism, and focus group discussion (FGD) in which this technique is beneficial to explore data, particularly on attitude, interest, background of a condition, and a group of people's wants and needs.

3. Technique of Analyzing Data

Technique of analyzing data used was an interactive model, in which the analysis was conducted since data collection, data reduction, and conclusion drawing.

5. Result

1. Factor affecting the Successful Tourism destination Development

a. Varying Resource

The condition of tourism destination in Karanganyar is still characterized with varying resources. The type of tourism destination existing includes natural tour, cultural tour, historical tour, culinary tour, and religious tour. The presence of some tourism destinations in Karanganyar can develop in line with Sukmana et al.'s (2016) study found that a tourism destination will be attractive when it is equipped with physical environment supportability including both natural and cultural environments. These natural and cultural peculiarities contribute considerably to tourism development. Tourism destination development should build on the natural resource owned; the more varying the resources owned, the higher is the potency to achieve the objective of tourism destination development.

b. Destination accessibility

The presence of a tourism destination is not only affected by the public but is also affected by its accessibility in order to develop. The fact justifies this statement. Some accessible tourism destinations have more visitors. The attempt to be taken by the organizers of destination along with related stakeholders is to facilitate the access. The inexistent infrastructure should be constructed and the preexisting one should be maintained and repaired. This accessibility includes the road connecting the destination to other places.

c. Facilities

A good tourism destination should be equipped with a variety of supporting facilities. Facilities including adequate parking lot, toilet, praying area, and food stall should improve a destination's attraction. Violina, et al.'s (2016) found that many facilities affect tourist visit. Public facilities include toilet, parking lot, and waste (rubbish) bin to provide better tourist object. Supporting facilities are also suggested by Hariyana et al. stating that in addition tourist object as main attraction, traveling-supporting facilities such as restaurant, art gallery, and etc are required.

d. Comfort

Tourism destination attraction is also affected by the comfort enjoyed by visitors. Shade makes the visitor staying there longer. The fact of research shows that destination giving more comfort will be visited more than the one giving less comfort.

e. Stakeholders' participation

Tourism destination in Karanganyar is inseparable from the role of stakeholders, in this case surrounding people. The participation of surrounding people may include maintaining the cleanliness and preservation of destination. Aristiarini, et al. (2016) found that the role of community supports the tourism activity. The destination will be more attractive when surrounding people participate in governing the smoothness of transportation, and providing souvenir products and etc.

2. Synergy Model for Tourism destination Development

The result of research shows the factors affecting the development and the improvement of tourism destination attraction as aforementioned; therefore a model of synergy development in tourism destination management is needed in Karanganyar Regency. The synergy intended includes synergy between destination organizers in policy making, synergy with tourism office in the term of fund and institutional reinforcement, synergy between organizer and environment community in the form of object maintenance and benefiting each other, synergy between organizer and SME performers, synergy between empowerment institutions, synergy between organizer and high education through community service.

a. Synergy between destination organizers in policy making

Tourism destinations in Karanganyar Regency are distributed in many places. Natural tourism destinations are located along Mount Lawu, and there are also well-known historical tourism destination, Sukuh and Cetho Temples. In addition, there are religious tour destinations: Surakarta Kings' the 2nd President of RI's (HM. Soeharto) graves. Each of tourism destinations is managed by different people under Tourism Office of Karanganyar Regency's building. Synergy is needed to equate the service given to visitor, for example, in uniforming the food/service price. Considering the result of interview with organizer, a standard policy is required, and it can be manifested into the synergy of policy between destinations. Furthermore, according to the organizer, synergy is also need in the form of connection between destinations. Connectivity to an integrated and modern transportation model (e.g. cable car) will have high attraction. Connectivity can also be in the form of single entry ticket. The single ticket model is a cross subsidy model to increase the number of visitors.

b. Synergy with tourism office in the term of fund and institutional reinforcement.

Tourism Office of Karanganyar Regency is the mentor of all tourism destinations, so that the synergy with the organizers of all tourism destinations is required. The synergy is intended to reinforce institution and tourism destination management. Tourism office also contributes to promoting tourism destination, so that the ideas of tourism destination development coming from the organizers can be accommodated to be followed-up later. The proposal of tourism destination development is filed to Local Government of Karanganyar Regency through Tourism Office as well; thus, synergy is needed to bridge the organizers and local government.

c. Synergy between organizers and surrounding people include maintaining object and benefiting each other. Tonglo, et al.'s (2016) study shows that local community empowerment will improve the tourism destination attraction. The participation of local

people is needed in developing tourism industry in their region. Tonglo said that the local community's improved knowledge on tourism field and the number of people who can speak foreign languages can support the tourism destination, so that public participation is needed.

d. Synergy between organizers and SME performers

The visitors of tourism destination, during staying and enjoying the tourism destination, need food and beverage that can be fulfilled by the community. They also need souvenir or gift to bring with them when they go home. This opportunity is utilized by the people (community) by providing product/service needed by the visitors. Considering the result of research, it can be seen that synergy has been established by building or mentoring the sellers in the term of service and training them in providing unique souvenir.

e. Synergy with empowerment institution

There some community empowerment institutions caring about tourism destination development. Those institutions participate in cooperation for maintaining, preserving, and developing destination. Another form of participation is to promote the destination in order to be more well-known broadly.

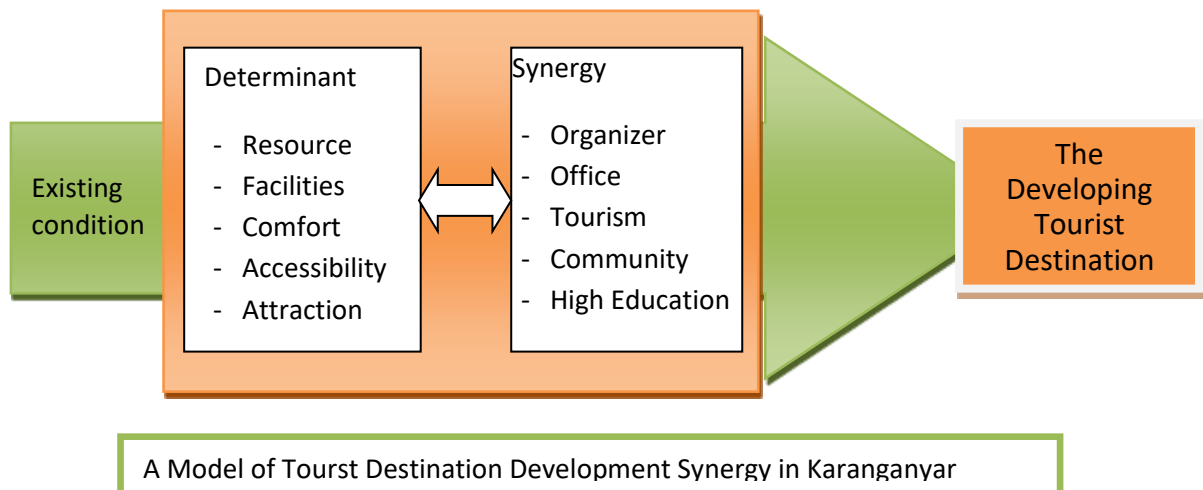
f. Synergy between organizers and high education through community service program

High education can contribute to the development of tourism destination through one of its *tri dharma* (three pillars), community service. In the community service, high education institutions existing in Surakarta and surrounding carry on a program providing not only many activities but also much fund. The result of research shows that Universitas Sebelas Maret has contributed to giving training for producing and packaging spinach chips, Universitas Islam Batik Surakarta has participated by holding training for Batik SMEs. For that reason, synergy between high education and stakeholders contribute considerably to the development of tourism destination.

3. Form of Synergy

The form of synergy may include: cooperation, in which destinations cooperate with each other in uniforming the price and service, with other parties such as tour and travel agent by means of promotion, management policy by arranging the space layout for its tourism area consisting of business area, parking lot and etc. Synergy between government and other parties may include the fund allocation for destination development. Synergy in the form of supervision is established to ascertain that the management runs well. Synergy may include the research for developing destination and training for the sellers to improve their product and service qualities.

Considering the elaboration about the determinant of successful development and synergy, the model of tourism destination development in Karanganyar can be depicted in the figure below.



6. Conclusion

Considering the result of observation, interview, and data analysis on tourism destination in Karanganyar Regency, it can be found 2 (two) key factors to the successful development: determinant and synergy. The determinant includes tourism resource, destination facilities, visitor comfort, and destination accessibility and attraction. Another factor is the need for synergy between organizers, between organizers and Tourism Office, between organizers and surrounding people (environment community) including SME performers working in tourism destination environment, between organizers and empowerment institution, e.g. High Education Institution.

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