



# The Concept of Developing Banyu Kencono Confluence Tourism Area as an Alternative of Economic Improvement for Bantul Regency Society

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## ABSTRACT

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Managing tourism areas as to improve the society's economy is an effort to activate the potential and integrate the surrounding society to get benefit from managing the tourism area. Natural potential possessed by the area can be used as an opportunity for the surrounding society in improving and developing tourism area to increase the income of the surrounding society. This research examined how the concept of developing Banyu Kencono Confluence tourism area as an alternative effort to support economic improvement of the surrounding society. The aim of this research is to be able to describe the potential of Banyu Kencono Confluence tourism area which can be developed and be able to construct a concept of developing the tourism area. Determination of factors supporting the development of Banyu Kencono Confluence tourism area and formulation of the concept of regional development have been done in this research. It is expected that the concept of developing a tourism area can improve the economy of the surrounding society. This research used descriptive research method with a qualitative approach. Data sources used were primary and secondary data. The data was collected using observation, interview and documentation techniques. The data analysis technique is in the form of qualitative descriptive analysis.

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## 1. Introduction

Tourism has directly and through its *multiplier* effect contributed to the economy of the society. For this reason, it is necessary to strive for the development of tourism which gives greater prosperity and has less negative impact on society. Managing tourism areas as an effort to improve the society's economy is an effort to activate the potential and integrate the surrounding society to benefit from managing the tourism area. Nature potential possessed can create opportunity for the surrounding society in improving and developing the tourism to increase the income of the surrounding society.

An area having tourism potential in Bantul Regency is the Banyu Kencono Confluence Tourism Area. The area is managed directly by the youth group and the local society leaders have supported the development of the area into a tourism area. Some of them are tourism actors who have concern and responsibility and play a role as a motivator in supporting the conducive situation for the growth and development of tourism in the region.

Developing tourism area is not easy due to the complexity of problems, such as environmental, economic, civilized, and local socio-cultural values dealing with the demands of tourists with their various needs. As the level of competition is increasing with many tourist destinations in Yogyakarta, the



development of the Banyu Kencono Confluence tourism area is expected to create tourism that is able to prosper the local society in the long term. Another important thing is human development. It must be comprehensive, starting from building mental attitude to building skills as tourism workers according to tourism needs without leaving the uniqueness of the local wisdom value of the surrounding society. In tourism development, it is important to prepare people who are ready to accept and be directly involved in tourism activities without losing social values. This reason emphasized that the development of society and environment including tourism infrastructure must be correlated to each other.

A strategy that can be applied in the development of the Banyu Kencono Confluence Tourism Area is to involve the surrounding society by protecting the environment in order to make the tourism area sustainable and durable for future generations. The application of the concept of sustainable development in the tourism sector is known as *Sustainable Tourism Development*, which means that tourism development is responsive to the tourist interests and direct involvement from the local society while emphasizing its long-term oriented protection and management efforts. The efforts to develop and manage resources should be aimed to meet economic, social, and aesthetic aspects while at the same time, it maintains the integrity and or preservation of ecology, biodiversity, culture and living systems. Management of society-based tourism areas is expected to increase the economy of surrounding society.

The development of Banyu Kencono Confluence tourism area requires attention to boost the acceleration of society economic growth by alleviating poverty and creating new employment opportunities by increasing rural tourism activities with a program to develop the potential of rural tourism areas, such as nature and educational tourism. The positive impact of tourism development can be seen from the construction of tourism facilities and infrastructure that absorb a lot of labours. The diversity of attractions in an area will help improving the tourism industry in the region. In managing the tourism areas, the things that need to be considered are cleanliness, waste management, security systems, and safety provided at each destination and other public facilities.

However, the development of Banyu Kencono Confluence tourism area still experiences various obstacles in its management. The potential of natural resources meets human resources, where the society has not yet participated in optimizing the potential of existing resources to utilize them as tourism potential in the area. It can be seen from the lack of support from the Tourism Office regarding tourism activities in Banyu Kencono Confluence. The urban tourist who pass through the area simply see the natural landscape without knowing that they can also interact with local people to find out local products, such as typical food craft items, drinks and other products that give tourists a memorable experience of the place. Likewise, the local society is also lacking in promoting the tourism potential that exists in the region. In addition, the absence of the provision of facilities and infrastructure owned by local society which usually encourages society participation and guarantees access to physical resources is a stepping stone for developing tourist villages.

Thus, there is still a lack of effort from the local government which has not been maximized in managing the tourism resulting in the tourist attraction potential unable to develop optimally. In this case, it is important to have awareness from various parties, especially local governments in carrying out development in the tourism sector. The tourism sector needs a strategy with a planned or structured tourism management pattern, so that the potential can be developed optimally. In this study, the problem to be examined is how the concept of developing Banyu Kencono Confluence tourism area as an alternative effort to support the economic improvement of the surrounding society.

In order that the research conducted can be directed as expected, the objectives of this study are to:

- a. Describe the potential of Banyu Kencono Confluence which has opportunities to grow and develop.
- b. Determine the concept of developing the of Banyu Kencono Confluence tourism area.

Urgency (virtue) Research is:

- a. It is expected to be able to help the development of tourism areas in facing the global competition through the management of tourism areas, create job opportunities, and improve the welfare of the surrounding society.
- b. It is expected to be able to help tourism actors to develop Banyu Kencono Confluence tourism area through the concept of evolving the tourism area.

The involvement of the concept of evolving Banyu Kencono Confluence tourism area as an alternative effort to support the economic improvement of the surrounding society.

## 2. Methods

### a. Research Design

Based on the problem of the research, the method used is descriptive research with a qualitative approach. This research is a descriptive study aiming to elaborate descriptively about the scientific picture explaining the potential of Banyu Kencono Confluence tourism area which has opportunities to be developed and illustrates the concept of evolving the tourism area.

### b. Research Data Collection

The processes of data collection are divided into two; primary data collection through in-depth interviews with informant, including tourism actors (Pokdarwis), local society leaders, and village authority, and secondary data through searching archives and related documents related to Banyu Kencono confluence tourism area.

### c. Research Location

The location was determined *purposively* in Karet sub-Village, Pleret Village, Pleret District, Bantul Regency, Yogyakarta with a consideration that it has a potential of tourist destination e.g. the Confluence of Banyu Kencono.

### d. Informant Selection Techniques

The selection of research informants was carried out using *purposive sampling* and *snowball sampling* techniques. The purposive sampling technique was carried out because of certain considerations. Considerations taken, for example related to the knowledge of respondents to the research problem. The snowball sampling technique was carried out to determine which samples were initially small, then the samples were asked to show other people who were more understanding about the information needed (Sugiyono, 2014)

### e. Data Analysis Techniques

This research is a qualitative research using a descriptive qualitative approach. The interactive data analysis phase of (Miles, H.B., Huberman, M., and Saldana, 2014: 14) through: data collection, data condensation, data presentation, and drawing conclusions.

## 3. Results

### a. Description of Banyu Kencono Confluence Tourism Area

Economic activity is an inseparable component in running people's lives. To achieve the goal of economic progress and improve the welfare of the society, the society group of Karet Sub-Village, Pleret Village, Pleret Subdistrict, Bantul Regency, initiated the development of tourism businesses as an alternative to society economic empowerment by utilizing the potential and local wealth they have. The tourism business referred to is the use of village-owned land in the Opak River watershed of 2000 m<sup>2</sup>, which is managed as a water tourism area named Banyu Kencono Confluence tourism area located at Jalan Tempuran, Karet Sub-Village RT 06, Pleret Village, Pleret District, Bantul Regency, precisely at the coordinates of -70.875819 South Latitude and 1100.395575 East Longitude.

The initial idea of business management in tourism began around April 2017 from Karet Sub-Village society who started managing the facilities and infrastructure of the tourism area independently and cooperatively in group. After some time, the development of management is carried out with a guidance and assistance system by the local government and academic studies of several universities in the Special Region of Yogyakarta.

#### 1) Vision

Become a creative economic empowerment unit in tourism which enable to provide satisfying tourism services to visitors, with the support of professional human resources and be able to support environmental sustainability programs so that society welfare can be realized.

#### 2) Mission

- a) Developing best facilities and services that suit the visitors' needs;
- b) Realizing Sapta Pesona Values;
- c) Building visitor loyalty as a key to sustainable business by creating memorable and valuable experiences;



- d) Preserving the values of education and local culture through the implementation of sustainable activities;
  - e) Upholding work professionalism and excellent service;
  - f) providing open management and superior teamwork;
  - g) Engaging in *social responsibility* and providing benefits for social interests and environmental sustainability.
- 3) Motto
- a) *With Touch and Friendly*
  - b) Environmental Sustainability Realizing Community Welfare

**b. Concept of Product Development and Services for Banyu Kencono confluence Tourism**

In tourism activities, tourism components are interrelated in supporting the development of an area. The tourism component is divided into two factors, the *supply* component and the *demand* component of tourism. Supply tourism activities include everything offered to tourists including tourist attractions, accommodation, transportation, infrastructure, and various supporting facilities, while tourism demand activities include everything related to tourism demand, such as visitors and the public.

Important elements in tourism are carrying out their respective functions by maximizing the planning and implementation. Related to the principle of developing Banyu Kencono Confluence tourism area, several important things to consider are the aspects of the product, human resources (HR), management and institutions, promotion and marketing as well as investment. In the aspect of tourism products, the development of tourism areas must emphasize the principles of product development as follows: 1) *Authenticity*: 2) *Local traditions* implying a strong local tradition. 3) *Attitudes and values*, attitudes and values of a culture need to be upheld especially by the local society to avoid the degradation of values due to the bad influence from tourist visits. 4) *Conservation and carrying capacity*, as the development of tourism areas need to apply the principles of conservation as well as in terms of their utilization in order not to exceed the carrying capacity of the environment.

In competent and professional human resources (HR) aspect, the development of tourism areas must be supported by human resources which are qualified, competent, comprehensive and understanding the principles and concepts of tourism, working honestly and totality, and having high loyalty towards obligations. Human resources (HR) manager of tourism activities must have the ability to master various elements of locality as the main attraction force. Human resources (HR) tourism can be interpreted that all people who are involved and or contribute their energy and thoughts to all the potential contained in the tourism business in order to achieve the welfare of life in a balanced and sustainable order (Sunaryo, 2013: 201).

Aspects of tourism management, in the development of tourist areas, need to be supported by solid, flexible, simple, and dynamic management or institutional management. The independent management of the tourism area involves society leaders and the local society and is based on the principle of benefits not the principle of profit (*profit oriented*). The involvement of local communities is a major element in the management of tourism areas, so that the society will grow a *sense of belonging* to the tourism development, as the manager and beneficiary. In addition, the character of tourism activities as an alternative form of tourism requires the development of more focused and selective promotional and marketing strategies with a combination of *online* promotion (e.g. digital and electronic media) and *offline* (e.g. roadshow, fam trip). Investment is also part of the planning and development of tourism in a tourism area, both in the form of funding and physical assets of buildings and land, which will then be utilized to develop potentials as an attraction for visitors.

The management of Banyu Kencono Confluence tourism area develops the concept of natural tourism combined with educational tourism and cultural tourism. Tourism products and services that can be enjoyed by visitors include:

- 1) Boat Tours
- 2) natural view of the Opak River flow
- 3) Playing Ground and Semi Outbound Game Areas
- 4) Cultural performance stage
- 5) child game
- 6) Culinary in Gazebo on the river bank
- 7) Selfie spots

To enjoy the products and services offered, visitors need not to worry because every product offered is at affordable price. The details of the costs at Banyu Kencono Confluence tourism area are in the table below:

**Table 1**  
Prices of Products and Services of Banyu Kencana confluence Tourism Area

No	Item	price (per person)	Specifications
1	Entrance ticket	voluntary	Enjoy nature tourism
2	Boat	Rp. 5.000,00	A boat carries maximum 8 people
3	Kids playground	<i>Free of Charge</i>	Common playground
4	Kids carriage (discourse)	Rp 2.000,00	Kids are under 7 years old
5	Andong (horse carriage)	Rp 5.000,00	Sightseeing around the village on a horse carriage ride.
6	<i>Selfie spot</i>	voluntary	Love, Gunungan and nature themes
7	Shuttle trains (discourse)	Rp 5.000,00	Shuttle around the area and around the village
8	Kids outbound package	Rp. 50.000,00	Education and fun game package
9	Stage performance and Pendopo	Rp 400.000,00	Electricity, mats, sound system, janitor
10	Fishing area (discourse)	Adjusted to fishing acquisition	Certain area
11	River tour (discourse)	Rp 10.000,00	Rubber tire
12	Camping Area	Rp 400.000,00	Certain Area

In the development of Banyu Kencono Confluence tourism area, the society has become a perpetrator of tourism activities with hereditary experience in natural resource management and culture and economic activities, so that they have a strong commitment to manage sustainably since it involves the lives of the local society. Improvement and equitable distribution of the economy for society is the whole society's hope. Developing tourism potential can be done by developing an integrated potential and uniqueness of the local village area within the tourism frame, including providing attractions and accommodation in an integrated manner in the tourist area, developing the community through a cooperation as investors and also managers (*body cooperate*), thus presenting tourism from, by and for the community, absorbing as much as possible the local workforce, which is intended to provide employment opportunities for the surrounding society.

In general, the research findings can explain that community involvement in the development of Banyu Kencono confluence tourism area experienced ups and downs. It can be seen from the level of group or community member participation in the management activities of the tourism area. At the beginning of the idea implementation, it was quite high, in all economic, physical and socio-cultural aspect. Most people, who were directly or indirectly involved, had high spirits, thus tourism activities began to appear stretched in the first year. However, then slowly the society participation began to decrease and until now there are no more than 15 (fifteen) active people in the development of Banyu Kencono Confluence tourism area, while around 50 people are inactive. However, these 50 people will still be present and are responsible for the development of Banyu Kencono Confluence tourism area.

Furthermore, the sustainability of tourism area management policies has also considered the environmental sustainability. As the initial capital for the management of Banyu Kencono Confluence tourism area, the managers involved in initiating the tourism business have the future development concept, such as the concept of educational tourism, cultural tourism and family recreation. Several activities have been carried out to achieve these ideas through reforming and structuring tourism areas and planning to conduct study visits to several tourism areas managed by society in Bantul, Gunungkidul and Sleman Regencies.

Based on the research findings, the effort that needs to be done is to formulate policies related to the management of Banyu Kencono Confluence tourism area by stating clear division of authorities in the management organizational structure in each section so that all aspects of management can be carried out properly in order to provide satisfactory services to visitors with memorable experiences after visiting Banyu Kencono confluence Tourism area.

Broadly speaking, society groups related to the management of Banyu Kencono confluence tourism area are: First, the community groups that act as managers. Second, community groups involved in tourism activities or tourism actors, the tourism service sellers, such as boat managers, culinary and souvenirs sellers,



and community groups who benefit directly from activities carried out in Banyu Kencono Confluence tourism area. Third, the other society groups who are not involved in the management of Banyu Kencono Confluence tourism area, but are affected. Based on the division of 3 (three) groups, each role can be described, as presented in the table below:

**Table 2**  
Division of Roles by Society Groups

No	Groups	Roles
1	Pengelola	<ul style="list-style-type: none"> <li>a. Managing activities in the tourism area</li> <li>b. Providing the main facilities for visitors in Banyu Kencono Confluence tourism area</li> <li>c. Selling products and providing services to visitors at the Confluence of Banyu Kencono tourism area</li> <li>d. Carry out the functions of Sapta Pesona (Security, Order, Cleanliness, Coolness, Beauty, Hospitality, Memories)</li> </ul>
2	Tourism actors	<ul style="list-style-type: none"> <li>a. Selling tourism services such as tour guides, game instructors / outbound, and boat rental services</li> <li>b. Carrying out tourism activities related to the provision of facilities and complementary infrastructure for visitors such as food and beverage sellers, souvenir sellers, parking services, security services, etc.</li> <li>c. Helping managers in implementing Sapta Pesona</li> <li>d. Establishing tourism awareness groups (POKDARWIS)</li> </ul>
3	Affected society	<ul style="list-style-type: none"> <li>a. Publishing or introducing the existence of Banyu Kencono Confluence tourism area</li> <li>b. Demonstrating hospitality to each visitor of Banyu Kencono Confluence tourism area</li> <li>c. Meeting the visitors needs outside the tourism area</li> </ul>

The next study is related to the efforts made to guarantee conducive environmental conditions for the development of Banyu Kencono Confluence tourism area. It needs to be examined to see both direct and indirect impacts on the socio-cultural order, social values and norms, and the impact on environmental sustainability.

The research finding explains that based on a large concept or *master plan*, the development of Banyu Kencono confluence tourism area will have an impact on: First, the preservation of local culture, because cultural attractions and performances planning program will be carried out continuously in the future. On the other hand, organizing performances and cultural attractions will also be an effort to preserve and reintroduce, especially to the younger generation of people around Banyu Kencono Confluence tourism area, the local culture of Bantul Regency which has been eroded by globalization due to the development of technology and information brought by foreign cultures. Second, the development of education, especially for children by organizing modern educational games and traditional games that have noble values for the growth and development of children.

Those concrete steps have been realized by providing a playground for children to use by the visitors. Furthermore, the manager of Banyu Kencono Confluence tourism area has also developed cooperative network with outside parties. One of the programs implemented is holding DIY Culture Festival in Bantul Regency, located in Banyu Kencono Confluence tourism area which presents various creations, cultural performances, traditional games and culinary. DIY Culture Festival was held on 18-20 October 2018 by involving all cultural actors and local tourism society and taking an advantage as an exhibition of the Bantul Regency tourism market. Besides that, there was also a visit to Banyu Kencono Confluence tourism area by 17 countries representatives on August 23, 2019 for Elderly visits to Karet sub-village, introducing local culture. Furthermore, these visits will have an impact on the empowerment and improvement of the local economy through tourism services. The impact on environmental sustainability is, of course, by utilizing unproductive land on Opak River banks into a green area and reducing the risk of abrasion caused by river flows.

The most important thing when conducting a study of a business development area, including tourism businesses, is conducting an analysis of the environmental and social impacts that may occur and be experienced by the society surrounding the development area. This section will present the results of a study

of the sustainability of society development, vacancy in the tourism sector, increased income of local society, and benefit distribution.

The first finding on the economic impact explains that up to now the society has not been able to feel a direct impact on the improvement of the economic sector because of less visitors in Banyu Kencono confluence tourism area, even though the first month had shown a quite busy activity in the tourism area. It happens as the existence of the areas has not been known widely by public. The area was even closed for temporary since there were no visitors. The decreasing number of visitors at Banyu Kencono Confluence tourism area has caused a decline in society enthusiasm and participation. However, the manager has now begun to be active again after receiving a stimulus in the form of guidance and assistance from government and several universities in Yogyakarta. Real activities shown are managing to add boat facilities, gazebos, halls, children's playgrounds and landscape settings, and add plants to make attract visitors. In addition to the positive impacts mentioned above, some negative impacts needed to be anticipated are the emergence of increasingly complex social problems such as the disruption of public order, business competition, and environmental impacts outside Banyu Kencono Confluence tourism area.

Many obstacles must be faced to show the importance of regulations and awareness from local governments in carrying out the development in the tourism sector. Managing the Confluence of Banyu Kencono tourism area is still considered in the initial stages so that it has not yet been clearly seen is on the economic development of the society and the welfare improvement of the surrounding society. The development of human resources (HR) still needs to be done, through education, training and participation in seminars, discussions, etc., as well as in tourism. Education is needed for workers to be employed in managerial staff. For this reason, it is best to assign young people from the local village to attend tourism schools, while training is given to those who will be given the task of receiving and serving tourists. Participation in seminars, discussions, etc. was given by tourism officials in villages, sub-districts and districts. Local tourism practitioners can be given other skills training to increase business activities such as crafts, home industry, local food manufacturing, cultivation, sewing, and others.

The impact of the development of Banyu Kencono Confluence tourism area for the local community includes; 1) Improving the level of society life while preserving cultural identity and local traditions. 2) Increasing the level of income economically while distributing evenly to the local society. 3) having orientation to the development of small and medium scale businesses with mass labour absorption and appropriate technology. 4) Developing a spirit of competition as well as cooperation. 5) Utilizing tourism as much as possible as an agent contributing cultural traditions with minimal negative impact.

The principle of implementing the development of Banyu Kencono Confluence tourism area is emphasized on the participation level of group members or society in managerial activities. The present condition shows the high participation from the society. At the beginning of implementing the idea of managing a business unit in the tourism area of Banyu Kencono Confluence in the economic, physical and socio-cultural aspects, most people, directly or indirectly involved, had high spirits. However, then slowly, the society involvement began to decrease and until now there are no more than 15 (fifteen) people active in the development of the tourism area, while around 50 people are inactive. However, these 50 people will still be present and responsible for the development of the tourism area.

The lack of participation mentioned above often happens in every society-based business development, but then society participation will again increase when the benefits or impacts are gained from the business. The application of the development concept of Banyu Kencono Confluence tourism area has not yet been fully implemented. This is because the commitment and support from the society is unstable since the society has not been able to feel any tangible benefits as an output or outcome from the tourism business unit that has been sought.

Furthermore, if it refers to the principles of modern management, the development of Banyu Kencono Confluence tourism area has not yet implemented a structured and systematic management because generally, the management team only has the basics of tourism management and services. The management of the tourism area is currently only carried out by a few people who have the commitment and volunteerism to develop it, despite the limited insight and basic knowledge on tourism.

Efforts to improve the management of the Confluence of Banyu Kencono tourism confluence area are still being carried out by carrying out internal and external activities through revamping the tourist area, including rearranging the places, planting trees and ornamental plants, providing gazebo, children's play areas, cleaning facilities and public toilets. External efforts include cooperating with the local government



and several universities related to guidance and assistance in the service and tourism product development in the tourism area.

#### **4. Conclusions**

The management of Banyu Kencono Confluence tourism area is still in the initial stages, so the impact on the economic and welfare improvement of the surrounding society has not yet been clearly seen. The application of the development concept of the tourism area has not yet been fully implemented. This is due to the commitment and support from the society is still unstable since they have not been able to feel any tangible benefits as an *output* or *outcome* of the management of the tourism business unit that has been sought. When referring to the principles of modern management, the management of Banyu Kencono Confluence tourism area has not implemented a structured and systematic management because in general the management team still has not mastered the basics of tourism management and services. The management is currently only carried out by a few people who have the commitment and volunteerism to develop the tourism area, despite the limited insight and basic knowledge about tourism. Efforts to improve the management area are still being carried out by carrying out internal and external activities through revamping the tourist area, including rearranging the places, planting trees and ornamental plants, providing gazebo, children's play areas, cleaning facilities and public toilets. External efforts include cooperating with the local government and several universities related to guidance and assistance in service and tourism product development.

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