

Community Empowerment Through Destination Management Organisation Model In Taman Kehati Emil Salim Sawahlunto

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Abstract – Taman Kehati Emil Salim Sawahlunto (TKES) is a local biodiversity area that will be built in Sawahlunto City. This area has an area of 24 Ha which will be managed by the surrounding community with the guidance of the Department of Housing and Settlement Areas, Land and Environment (DPKP2LH). Community empowerment through this institution is a form of sustainable development so that the government is obliged to provide direction and guidance in order to achieve development goals. This research aims to analyse community empowerment through the Destination Management Organization (DMO) model in TKES. This research was conducted at Taman Kehati Emil Salim, Sawahlunto City from January to October 2022. The approach used in this research is a qualitative approach with descriptive analysis. Data collection was conducted using primary and secondary data. Primary data was obtained through observation, documentation, Forum Group Discussion (FGD), questionnaires, and interviews. Secondary data was obtained through literature review. Research respondents were obtained using purposive sampling technique, namely the head of the TKES institution and the community. The results showed that in terms of quantity, the existing human resources around TKES are very sufficient in carrying out ecotourism management, while in terms of quality, they are still insufficient. So it is necessary to conduct training involving experts and academics from universities in supporting training to human resources.

Keywords – Community Empowerment, Ecotourism, Human Resources.

I. INTRODUCTION

Economic development in Indonesia is currently a top priority, apart from being a vital factor, many problems are faced in connection with development in the economic sector. National development carried out gradually and continuously has succeeded in improving economic conditions, both on a regional and national scale [1]. The implementation of this national development is carried out together with the community and the government. The community as the main actor of development and the government are obliged to direct, guide, and create a supportive atmosphere. So that there will be cooperation between the community and the government in achieving development goals.

Human Resources (HR) can be seen from 2 aspects, namely the quality and quantity aspects. The quantity aspect includes the number of available human resources / population / society, while the quality aspect includes physical and non-physical abilities / intelligence and mentality. So that in the development process, human resource development is needed because a large quantity of human resources without good quality will be a burden for national development [2].

Indonesia is an archipelago that has diverse natural resources. This is certainly an asset in developing the tourism industry by utilising the enormous natural and cultural potential. Natural scenery, mountains, valleys, waterfalls, forests, rivers, lakes, caves, and beaches are natural resources that have great potential for natural tourism areas. That way, the potential for the development of this creative industry will increase the economic value around natural tourism areas. With this natural potential, the tourism

sector as a creative industry can play a major role in the development of a region while contributing to foreign exchange earnings, encouraging economic activity, improving community welfare and creating employment opportunities. Seeing the role and contribution that is very large to development in Indonesia, the wealth of natural tourism needs to be developed in a sustainable manner.

Community-based tourism is an empowerment approach that involves and places the community as an important actor in the context of a new paradigm of sustainable development. Community-based tourism is an opportunity to mobilise all the potential and dynamics of the community to balance the role of large-scale tourism businesses. So it can be concluded that the community or local residents play an important and main role in decision making to influence and benefit their lives and environment [3]. The development of this ecotourism sector as an effort to empower the surrounding community is important in realising sustainable development. One form of ecotourism that can be developed is a biodiversity park. According to the Regulation of the Minister of Environment of the Republic of Indonesia Number 3 of 2012, a biodiversity park is a local resource reserve area outside the forest area that has in-situ and ex-situ functions, especially plants whose pollination and seed dispersal must be assisted by animals with the structure and composition of the vegetation can support the preservation of pollinating and seed dispersing animals [4].

One form of biodiversity park management carried out by the community is the DIY (Yogyakarta) Provincial Biodiversity Park which is managed by farming community groups or local communities. This biodiversity park has an area of 15 ha with the status of customary forest and Purwadadi Village treasury land [5]. Currently, Sawahlunto City will build a biodiversity park called Taman Kehati Emil Salim Sawahlunto (TKES). TKES is a former coal mine land that has been reclaimed and will be built into a biodiversity park ecotourism sector with an area of 24 Ha. The park will be managed by the local community under the guidance of the Department of Housing and Settlement, Land and Environment (DPKP2LH). The park was built through a collaboration between the Sawahlunto City government, Yayasan Kehati Indonesia, and Andalas University which turned the city forest into a local biodiversity park. The naming of this kehati park was inaugurated by the Sawahlunto City government in 2021 through Decree No. 660/353/DPKP2LH-SWL/2021 and is still under construction. Empowerment of the surrounding community is carried out by involving various stakeholders such as traditional leaders, local entrepreneurs, and the city government. With the involvement of these various stakeholders, it is hoped that it will be able to provide a better direction for ecotourism development in realising sustainable development.

Destination Management Organisation (DMO) as an ecotourism management model by understanding the concept of "smart destination" which is divided into 5 pillars namely Governance, Innovation, Technology, Accessibility, Sustainability. So from this concept, management in a region/region-based regional system has the ability to integrate various components internally and externally, coalitions and stakeholder cooperation and tourism management systems [6]. So from this explanation, this research aims to analyse community empowerment through the DMO model in TKES.

II. RESEARCH METHODOLOGY

This research was conducted in Taman Kehati Emil Salim, Sawahlunto City from January to October 2022. The approach used in this research is a qualitative approach, the focus of research to achieve goals through theory [7]. The analysis used is descriptive to make a description, description, or painting systematically, factually, and accurately about the facts, properties and relationships between the phenomena investigated [8]. Data collection was carried out using primary and secondary data. Primary data was obtained through observation, documentation, Forum Group Discussion (FGD), questionnaires, and interviews. Secondary data was obtained through literature review. Research respondents were obtained using purposive sampling technique, namely the head of the TKES institution and the community. The research stages carried out in the form of data collection through literature review, interviews, and questionnaires. After that, FGD activities related to the DMO model were carried out by taking into account the views of the community and briefings from experts related to the DMO model. After the FGD activities were completed, data analysis was carried out.

III. RESULTS AND DISCUSSION

Taman Kehati Emil Salim is one of the collaborative projects involving Yayasan Kehati Indonesia, Department of Housing and Settlement Areas, Land and Environment (DPKP2LH), and Master's Environmental Science, Postgraduate of Andalas University. Taman kehati has a land area of 24 Ha, which is reclaimed land from former coal mines carried out by PT Bukit Asam and the government's reforestation programme. This land consists of Arboretum (1.06 Ha), Kandi Park (0.88 Ha), City Park (4.25 Ha), and Muh. Yamin monument (2.42 Ha). around the Taman kehati area there are several attractions, which is the Kandi

Animal Park, Circuit, Camping Ground, Horse Racing Field, and Kandi Fruit Garden. so that the location of the Taman kehati development is unique because there are many types of tourism and natural uniqueness.

Community empowerment needs to be carried out continuously, comprehensively, and stimulantly to achieve a dynamic balance between the community and stakeholders. One of the community empowerment programmes carried out is a tourism awareness group. But in this case, management by the community in TKES is carried out by institutions. This institution is the TKES Management Organisation (Figure 1). TKES was previously an urban forest that has a large area of land with the uniqueness of the former coal mine land, so it has the potential to be used as ecotourism by displaying cultural values, history, local biodiversity, culinary, and crafts. This needs to be supported by a management model that is able to provide positive values for the ecology, social and economy of the community in a sustainable manner. In this study, researchers provide proposals related to the DMO model as an ecotourism management model in supporting community empowerment.

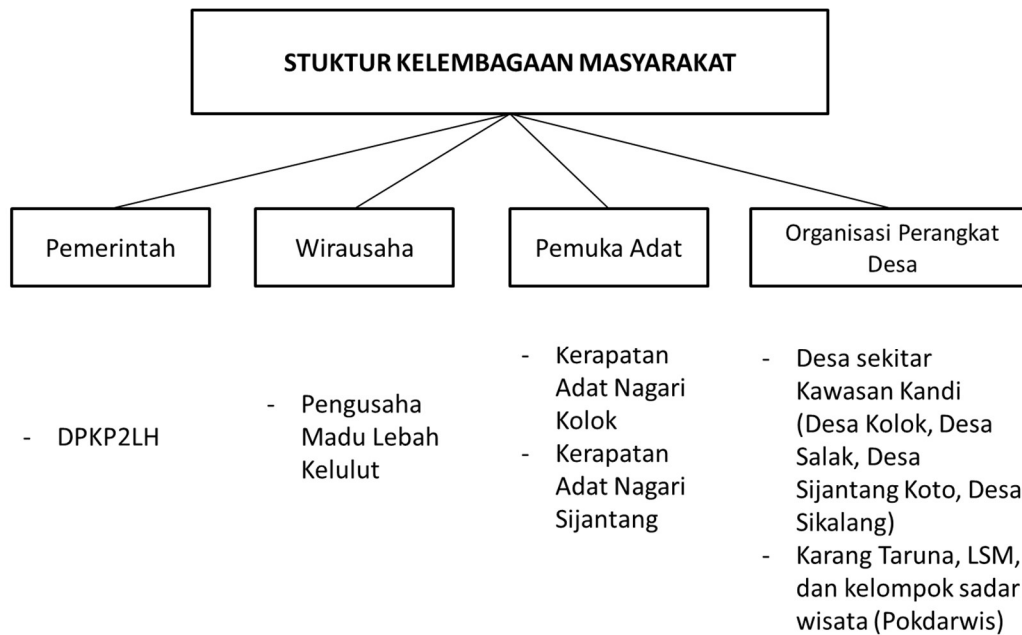


Figure 1: Institutional Structure Chart of the Community Management of Emil Salim Biodiversity Park in Sawahlunto

Community empowerment must be accompanied by the quality and quantity of human resources. In terms of quantity, the existing human resources around TKES are very sufficient in carrying out ecotourism management, while in terms of quality, they are still insufficient. So it is necessary to conduct training involving experts and academics from universities in supporting training for human resources. According to Vani et. al (2020) explained that academics can play a role in providing views and analyses based on the objectivity of data in the field regarding the level of development and also the right formula to advance tourism through various research, analysis, and human resource development [9].

So that FGD activities related to community empowerment will be carried out at TKES. This activity was carried out on 25 October 2022. The socialisation was carried out with the aim that there would be a meeting of stakeholders and the community in formulating ecotourism management, making training plans for members of the TKES institution such as tour guides, cultural values, homestay management, and festivals. The FGD activity began with the delivery of TKES development progress by DPKP2LH and the delivery of obstacles faced by community institutions. In the delivery of community constraints, the community felt that the institution did not have further progress after the formation of the institution. The community feels that the institution seems to be "running in place" because there has been no development of this biodiversity park. Community institutions also have difficulty in preparing further work programmes, so it can be concluded that community institutions have not been running properly.

After the activity of conveying institutional constraints, briefing activities were carried out by experts, namely Prof. Dr. Ir. Helmi, M.Sc as a facilitator in this FGD activity. in this activity, the expert explained about tourism products that can be

presented at the kehati park such as cultural festivals, local culinary, history, and crafts. In addition, the park can also present tour packages and experiences needed by visitors by improving facilities, infrastructure, internet access, and spatial layout that can provide an unforgettable experience. Managers must also be active in providing innovation and creativity to support ecotourism in a sustainable manner. In addition, ecotourism management also requires a business model in regulating the economic sector by applying the canvas business model so that each element contained in the institution runs well. So from this explanation, it can be concluded that the application of the institutional model will support the success of the institution in supporting ecotourism so that every element in the management of TKES will benefit.

After conducting FGDs on community institutions, researchers conducted analyses related to the activities that had been carried out. The analysis is the need for communication and collaboration between the community and stakeholders in order to build collective awareness through meetings and meetings, so as to be able to provide solutions in building tourist destinations. the need to improve the quality of human resources in order to contribute to the development of ecotourism such as tour guide expertise, business management, hospitality, and marketing. Strengthening promotions using digital marketing by utilising social media so as to attract visitors to come. According to Wati et. al (2020), the advantages of digital marketing are that the product will be delivered more quickly to consumers and does not cost relatively expensive for promotion, practical, fast, and efficient is what the concept of digital marketing offers to the world of producers [10]. From this analysis, the application of the DMO model at the TKES community institution can provide high value for tourist destinations if it applies technology, innovation, and creativity in its management. The need for multi-stakeholder collaboration and empowerment of the surrounding community in the development of this ecotourism. According to Abdullah in Putra (2014), the target group is a group of people who are targeted and expected to receive benefits from the programme in the form of changes and improvements [11].

IV. CONCLUSIONS

Stakeholder involvement in TKES is very important in contributing thoughts and directions to the management of the institution. One form of ecotourism management is by implementing the DMO model. This model has a form of management called "smart destination" so that every aspect is important to be applied to institutions. With the application of this DMO model, several benefits are obtained, namely the existence of multi-stakeholder communication and collaboration in ecotourism governance, improving the quality of human resources, and marketing using digital marketing. So that collaboration between government sectors is needed in providing training to the community in order to achieve quality human resources.

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