

WUJUD EKOWISATA DUSUN GIRPASANG KLATEN

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Intisari

Setiap daerah di Indonesia memiliki potensi mengembangkan daerahnya untuk menyejahterakan masyarakat di daerah tersebut salah satunya dengan pengembangan dan pelestarian sumber daya alam melalui ekowisata. Ekowisata merupakan kegiatan wisata yang berdampak minimum terhadap kerusakan lingkungan, mendorong apresiasi penuh terhadap budaya lokal, memberikan manfaat lebih besar kepada masyarakat lokal, dan menawarkan kepuasan wisata maksimal dan pengalaman bernilai bagi wisatawan. Dusun Girpasang sering dikunjungi wisatawan karena keunikannya. Sebagian besar masyarakat dusun Girpasang masih belum mengetahui potensi wisata apa yang terdapat di kawasan mereka, sehingga mereka memerlukan sumbangsih pemikiran dalam upaya pengembangan wisata dusun Girpasang. Penelitian ini bertujuan untuk mengetahui produk wisata dan pasar wisata yang berada di obyek wisata dusun Girpasang serta mengetahui manajemen wisata terhadap pendapatan masyarakat di dusun Girpasang.

Penelitian ini menggunakan instrumen penelitian berupa kuesioner. Kuesioner dibagikan ke 100 responden yang masuk dalam kriteria penelitian. Sampel dalam penelitian ini adalah wisatawan sebanyak 100. Jumlah sampel tersebut dihitung menggunakan rumus *Slovin*. Data hasil penelitian dianalisis secara deskriptif dan diberi *skoring* menggunakan skala *Likert* pada setiap aspek yaitu aspek produk wisata, aspek pasar wisata, dan aspek manajemen wisata. Dari penelitian didapatkan hasil bahwa produk wisata berupa atraksi, amenities, dan aksesibilitas termasuk dalam kategori kurang puas sampai dengan cukup puas. Sedangkan dari hasil pasar wisata berupa informasi dan promosi, aktivitas wisata, waktu kunjungan, sifat kunjungan, dan bentuk perjalanan menghasilkan persepsi wisatawan termasuk dalam kategori cukup puas. Kondisi manajemen pendapatan menunjukkan bahwa pengelolaan wisata belum berhasil meningkatkan kekuatan finansial masyarakat Girpasang.

Kata kunci : Ekowisata, produk wisata, pasar wisata, manajemen wisata

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THE FORM OF ECOTOURISM IN GIRPASANG HAMLET, KLATEN

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Abstract

Every region in Indonesia has the potential to develop its area to improve the welfare of the people in the area, one of which is by developing and preserving natural resources through ecotourism. Ecotourism is a tourist activity that has a minimum impact on environmental damage, encourages full appreciation of local culture, provides greater benefits to local communities, and offers maximum tourist satisfaction and value experiences for tourists. Girpasang Hamlet is often visited by tourists because of its uniqueness. Most of the people of Girpasang hamlet still do not know what tourism potential is in their area, so they need to contribute ideas in efforts to develop Girpasang hamlet tourism, This study aims to find out tourism products and tourism markets in Girpasang hamlet tourism objects and know tourism management on community income in Girpasang hamlet.

This study used a research instrument in the form of a questionnaire. The questionnaire was distributed to 100 respondents who entered the research criteria. The sample in this study was 100 tourists. The number of such samples is calculated using the Slovin formula. The research data was analyzed descriptively and scored using the Likert scale on each aspect, namely aspects of tourism products, aspects of the tourist market, and aspects of tourism management. From the study, it was found that tourism products in the form of attractions, amenities, and accessibility were included in the category of less satisfied to quite satisfied. Meanwhile, from the results of the tourism market in the form of information and promotions, tourist activities, time of visit, nature of visit, and form of travel produce perceptions of tourists included in the category of quite satisfied. The condition of revenue management shows that tourism management has not succeeded in increasing the financial strength of the people of Girpasang.

Keyword : *Ecotourism, tourist products, tourist markets, tourism management*

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