

THE STUDY OF TOURIST PERCEPTION ABOUT ECOSYSTEM AND BIOLOGICAL RESOURCES CONSERVATION IN THE SATWA TARU JURUG TOURISM PARK, SURAKARTA MUNICIPALITY

By :
Dwi Maming S.A.¹⁾
Chafid Fandeli, Erny Poedjirahajoe²⁾

ABSTRACT

The aim of this research is to know the natural resources potency of The Satwa Taru Jurug Tourism Park as a mean to increase the people knowledge and perception of ecosystem and biological resources conservation. Beside that are to find out the tourism perception about those, their image and opinion about tourism object of The Satwa Taru Jurug Tourism Park and its development efforts.

This research use descriptive method, both qualitative and quantitative, as a basic method. The data collecting is done for the primary and secondary one. The primary data are flora and fauna potency, tourism structure (education level, occupation, hometown and age), tourist perception about ecosystem and biological resources conservation and tourism aspects. The collected secondary data are location condition (position, area, status, topography, soil type and climate) and the tourist number.

Tourist perception data about ecosystem and biological resources conservation is analyzed using chi-square test to find out the correlation of tourist structure and their perception. The quantitative analysis is used to analyze the flora potency data to find out the important value index and the diversity. The fauna potency data, tourism aspect data and other secondary one are analyzed using qualitative descriptive method.

The result shows that the tourist perception about it is divided into four, those are understand (67% of the tourist), understand enough (31% if the tourist), less understand (1% of the tourist) and not understand (1% of the tourist). The chi-square results show that there are correlation between tourist perception and education level, and between tourist perception and occupation. On the other hand, there are not correlation between tourist perception and hometown, and between tourist perception and age. Generally, the management, service and condition of The Satwa Taru Jurug Tourism Park is not satisfied the tourist yet, so it needs a development effort. The effort is done to add the attraction, accessibility and amenity of The Satwa Taru Jurug Tourism Park.

Key words : perception, ecosystem and biological resources conservation

¹⁾ Student of Forest Resources Conservation Dept., Forestry Faculty GMU

²⁾ Thesis Advisor of Forest Resources Conservation Dept., Forestry Faculty GMU