



Manajemen Wisatawan pasca Revitalisasi Taman Balekambang: Perspektif Hukum Pariwisata

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INTISARI

Penelitian ini bertujuan untuk menganalisis efektivitas manajemen wisatawan pasca revitalisasi Taman Balekambang sebagai ruang publik dan destinasi wisata unggulan di Kota Surakarta. Fokus penelitian diarahkan pada tiga aspek utama pengelolaan wisatawan, yaitu manajemen fisik, regulatif, dan edukatif, serta keterpaduannya dalam mendukung prinsip pariwisata berkelanjutan.

Metode penelitian yang digunakan adalah penelitian hukum empiris dengan pendekatan kualitatif, melalui wawancara semi-terstruktur dengan pengelola BLUD UPTD Kawasan Wisata dan observasi non-partisipatif terhadap aktivitas wisatawan serta kondisi fasilitas taman. Data dianalisis secara deskriptif-analitis dengan mengkaji dan menafsirkan temuan lapangan berdasarkan kerangka konsep dan ketentuan hukum yang relevan. Hasil penelitian menunjukkan bahwa revitalisasi Taman Balekambang berhasil meningkatkan kualitas fisik kawasan dan jumlah kunjungan, namun pengelolaan wisatawan belum berjalan optimal secara integratif.

Manajemen fisik relatif lebih berkembang dibandingkan manajemen regulatif dan edukatif, yang masih menghadapi kendala kelembagaan, penegakan aturan, dan sistem edukasi perilaku wisatawan. Penelitian ini menyimpulkan bahwa efektivitas pengelolaan wisatawan sangat bergantung pada penguatan regulasi teknis, integrasi strategi edukatif, serta peningkatan kapasitas kelembagaan pengelola guna mewujudkan pengelolaan destinasi yang berkelanjutan.

Kata Kunci: Manajemen Wisatawan, Revitalisasi, Taman Balekambang, Pariwisata Berkelanjutan.

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Post-Revitalization Visitor Management of Balekambang Park: A Tourism Law Perspective

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ABSTRACT

This study aims to analyze the effectiveness of visitor management following the revitalization of Balekambang Park as a public space and a leading tourism destination in the City of Surakarta. The focus of the research is directed toward three main aspects of visitor management, namely physical, regulatory, and educational management, as well as their integration in supporting the principles of sustainable tourism.

The research employs an empirical legal research method with a qualitative approach. Data were collected through semi-structured interviews with the management of the Regional Public Service Agency–Technical Implementation Unit (BLUD UPTD) of the Tourism Area and non-participant observation of visitor activities and park facilities. The data were analyzed using a descriptive-analytical method by examining and interpreting field findings based on relevant conceptual frameworks and legal provisions. The results indicate that the revitalization of Balekambang Park has successfully improved the physical quality of the area and increased visitor numbers; however, visitor management has not yet been implemented optimally in an integrated manner.

Physical management is relatively more developed than regulatory and educational management, which continue to face institutional constraints, weaknesses in rule enforcement, and limitations in systematic visitor education. This study concludes that the effectiveness of visitor management is highly dependent on the strengthening of technical regulations, the integration of educational strategies, and the enhancement of the institutional capacity of the managing authority in order to achieve sustainable destination management.

Keywords: Visitor Management, Revitalization, Balekambang Park, Sustainable Tourism.

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