

PENGEMBANGAN KAWASAN WISATA ALAM  
KEBUN RAYA DAN KEBUN BINATANG (KRKB) GEMBIRA LOKA  
UNTUK WISATAWAN DIFABEL

Oleh:

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INTISARI

KRKB Gembira Loka merupakan produk wisata (*supply*) dan kawasan konservasi *exsitu* untuk mencegah kepunahan species. Wisatawan difabel merupakan segmen pasar wisata (*demand*) yang sangat potensial karena jumlahnya yang terus meningkat. Tujuan penelitian ini adalah mengetahui kesesuaian fasilitas wisata untuk wisatawan difabel di kawasan wisata alam KRKB Gembira Loka, mengetahui tingkat kepuasan wisatawan difabel di kawasan wisata alam KRKB Gembira Loka dan membuat strategi pengembangan kawasan wisata alam KRKB Gembira Loka untuk wisatawan difabel. Pengambilan data penelitian dilakukan pada bulan Juni 2012 di kawasan wisata alam KRKB Gembira Loka, Yogyakarta. Penelitian ini menggunakan teknik sampling *cluster* dan teknik sensus. Teknik pengumpulan data dilakukan dengan cara observasi, wawancara secara mendalam, dan studi pustaka. Teknik analisis data dilakukan dengan menggunakan *Scoring*, *Customer Satisfaction Index (CSI)* dan SWOT.

Hasil Penelitian menunjukkan: Pertama, kesesuaian fasilitas wisata di kawasan wisata alam KRKB Gembira Loka untuk wisatawan difabel tunadaksa (keterbatasan alat gerak) menunjukkan kurang sesuai (27), tunagrahita (keterbatasan mental) menunjukkan kurang sesuai (24), autisme (keterbatasan komunikasi dan interaksi sosial) menunjukkan kurang sesuai (17) dan tunarungu-wicara (keterbatasan pendengaran dan berbicara) menunjukkan kurang sesuai (17). Kedua, tingkat kepuasan wisatawan difabel di kawasan wisata alam KRKB Gembira Loka untuk tunagrahita menunjukkan tidak puas (0.401), tunarungu-wicara menunjukkan tidak puas (0.387), autisme menunjukkan tidak puas (0.121) dan tunadaksa menunjukkan tidak puas (0.082). Ketiga, strategi pengembangan kawasan wisata alam KRKB Gembira Loka untuk wisatawan difabel, yaitu: penerapan *barrier free natural tourism* (pariwisata alam bebas hambatan) untuk wisatawan difabel dengan meningkatkan kualitas atraksi, amenitas dan aksesibilitas di kawasan wisata alam KRKB Gembira Loka, peningkatan partisipasi wisatawan difabel melalui keluarganya dengan memberikan dana secara sukarela untuk melestarikan lingkungan kawasan wisata alam KRKB Gembira Loka dan perencanaan paket wisata pendidikan lingkungan dan penelitian bagi wisatawan difabel di kawasan wisata alam KRKB Gembira Loka dengan melakukan promosi.

Kata kunci: Fasilitas Wisata, Wisatawan Difabel, Kawasan Wisata Alam

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## NATURAL TOURISM AREA OF GEMBIRA LOKA BOTANICAL GARDEN AND ZOO DEVELOPMENT FOR TOURIST WITH DISABILITIES

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### ABSTRACT

Gembira Loka botanical garden and zoo is a tourism product (supply) and the ex-situ conservation area to prevent the extinction species. Tourist with disabilities is a segment of the tourist market (demand) whose very potential because their numbers have been increasing. The purposes of this research were investigating the appropriateness of tourist with disabilities facilities in the natural tourism area of Gembira Loka botanical garden and zoo, examining the satisfaction level of tourist with disabilities in the natural tourism area of Gembira Loka botanical garden and zoo and formulate the development strategy in the natural tourism area of Gembira Loka botanical garden and zoo for tourist with disabilities. Data research was taken on June 2012 in the natural tourism area Gembira Loka botanical garden and zoo, Yogyakarta. This research uses cluster sampling technique and the census technique. Technique of data collection by observation, in-depth interviews, and literature study. Data analysis technique was performed using Scoring, Customer Satisfaction Index (CSI) and SWOT.

The research results showed: First, the appropriateness of tourist with disabilities facilities in the natural tourism area of Gembira Loka botanical garden and zoo for tourist with physical impairment was less appropriate (27), for mental retardation was less appropriate (24), for autistic was less appropriate (17) and for deaf-speech impairment was less appropriate (17). Second, the satisfaction level of tourist with disabilities in the natural tourism area of Gembira Loka botanical garden and zoo for mental retardation was not satisfied (0.401), deaf-speech impairment was not satisfied (0.387), autistic was not satisfied (0.121) and tourist with physical impairment was not satisfied (0.082). Third, the development strategy in the natural tourism area of Gembira Loka botanical garden and zoo for tourist with disabilities are: applying of barrier free natural tourism for tourist with disabilities by improving the quality of attraction, amenity and accessibility, increasing the participation of tourist with disabilities by their family's relief fund to protect the environment and planning of travel packages environment education and research for tourist with disabilities by promotion.

Keywords: Tourism Facilities, Tourist with Disabilities, Natural Tourism Area

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