

PENGEMBANGAN EKOWISATA DI KAWASAN WISATA DANAU GUNUNG TUJUH TAMAN NASIONAL KERINCI SEBLAT

INTISARI

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Pengelolaan ekowisata di kawasan wisata Danau Gunung Tujuh belum berjalan optimal karena itu dibutuhkan strategi pengembangan ekowisata di kawasan wisata Danau Gunung Tujuh. Penelitian ini dilakukan bertujuan untuk mengetahui produk wisata, persepsi wisatawan, pihak pengelola dan masyarakat sekitar, dan menyusun strategi pengembangan ekowisata kawasan wisata Danau Gunung Tujuh.

Penelitian ini dilaksanakan pada bulan Nopember 2015 sampai Desember 2015. Metode penelitian ini menggunakan pendekatan deskriptif analitik secara kualitatif dan kuantitatif. Untuk strategi prioritas pengembangan menggunakan AHP (*Analytical Hierarchy Process*).

Hasil penelitian menunjukkan bahwa kawasan wisata Danau Gunung Tujuh memiliki keunggulan nilai atraksi wisata yang baik berupa keragaman flora dan fauna, nilai potensi lanskap yang tinggi serta keunikan atraksi alam berupa danau tertinggi di Asia Tenggara namun diketahui memiliki kualitas amenitas yang belum memadai dan aksesibilitas yang masih terbatas. Wisatawan merasa puas berwisata tetapi menilai sapras pendukung belum memadai sehingga masih perlu pengembangan, pihak pengelola dan masyarakat sekitar setuju terhadap pengembangan ekowisata di kawasan wisata Danau Gunung Tujuh walaupun diketahui tingkat partisipasi masyarakat sekitar masih rendah. Strategi utama pengembangan ekowisata di kawasan wisata Danau Gunung Tujuh adalah penanaman jalur hijau pada batas kawasan, meningkatkan kapasitas ekonomi kreatif masyarakat sekitar, dan mengadakan kegiatan sosialisasi, pelatihan, dan pendidikan konservasi.

Kata Kunci: Danau Gunung Tujuh, Ekowisata, Pengembangan Ekowisata, AHP

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DEVELOPMENT OF ECOTOURISM IN GUNUNG TUJUH LAKE TOURISM REGION KERINCI SEBLAT NATIONAL PARK

ABSTRACT

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Ecotourism management of Gunung Tujuh Lake tourism region was suboptimal due to its lack of ecotourism development strategy. This study aimed to identify the tourism product and the perception of tourists, management, and local communities, as well as to determine the most suitable strategy for ecotourism development of Gunung Tujuh Lake tourism region.

The research was carried out in November to December 2015. The method used in this research included qualitative and quantitative descriptive analysis with analytical approach. The priorities of strategy development were analyzed by using the Analytical Hierarchy Process (AHP).

The results showed that Gunung Tujuh Lake tourism region has numerous privilege tourist attractions including its high diversity of flora and fauna and its beautiful landscape, as well as the fact that it is the highest lake in the Southeast Asia as unique natural tourist attraction. Despite its excellences, it is not supported neither by qualified amenity nor adequate accessibility. Tourist's satisfaction in visiting the tourism object is not accompanied by sufficient facilities and infrastructures. However, both of the management and local community agree to make several efforts for the development of ecotourism in Gunung Tujuh Lake. The main strategies include the establishment of green belt on the boundary region, the development of creative industry within the adjacent local communities, as well as the socialization, training, and education of nature conservation.

Keywords: Gunung Tujuh Lake , Ecotourism , Development of Ecotourism , AHP

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