EXPLORING POTENTIAL OF ALMOUR RAWA TOURISM OBJECT IN BONDOWOSO JAWA TIMUR

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Abstract

This research aims to determine the potential of the Swamp of Indah Almour as a tourist attraction, when viewed from the aspect of economic benefits, aspects of the development of tourist destinations and the public’s response to the development of the Swamp of Indah Almour tourism object as a sustainable tourist attraction in Bondowoso, East Java. The development and construction of Swamp of Indah Almour tourism object that leads to a comprehensive and comprehensive ecotourism, will become an economic resource for the local government and the local community. With a fairly high level of public awareness about tourist destinations, this has the greatest potential for the development of ecotourism which is currently more popular with tourists, and can maintain tourism sustainability. However, there are some things that still need to be addressed, including the need for more modern management of tourist sites and follow the current trends to attract more investors and tourists to visit. In addition, it is also necessary to improve the quality of human resources in managing tourist destinations in providing services and management of tourism objects.

Keywords: indah almour swamp, sustainable tourism, economic benefits, people

INTRODUCTION

Investors will invest a lot in Indonesia when many tourist destinations have the potential to be developed. High investment will affect the economic field in Indonesia, namely increasing state income and improving the economy of affected communities. Tourism in many countries is a source of foreign exchange and even becomes the main focus for income. In Indonesia, when tourism booming, continues to strive to develop the tourism sector by appointing 10 (ten) leading tourist destinations. The passion for the development of tourism is not only echoed in the center, but local governments in all parts of Indonesia actively participate in developing regional tourism potential.

Bondowoso is one of the districts in the midst of four other districts, including Situbondo, Banyuwangi, Jember, and Probolinggo, and are also passionate about developing regional tourism.

The city is known as the city of tape. Bondowoso has many interesting tourist attractions to visit, one of which is Ijen Crater Tourism Object, Ijen Crater is a mainstay tourism object of Bondowoso which has a uniqueness and natural beauty that is rarely found elsewhere. In addition, in Bondowoso there is one tourist attraction that was recently developed and managed by the local community, namely the tourist attraction of Indah Almour Swamp. This tourist attraction is located in the middle of the population of the pedestal well housing, which is about 11 km from the city center or takes less than 25 (twenty five) minutes drive. Unfortunately, access to Indah Almour Swamp is inadequate and there is no adequate accommodation, although lately it has begun to be improved by the Bondowoso local government.

To get to the location, you can go through two routes, the first through the Koncer District to the Pujer District and the second through the Koncer District to the Jambesari District. Both of these districts the road to be passed is arguably quite good, but
the lack of access both of them is a guide that will facilitate tourists to the tourist attraction.

The tourism object is a natural tourism object that has the potential to be developed, namely the Almour Indah Swamp tourism. This area is still untouched by many people so the environment here is still natural and has not been polluted. With the condition of natural beauty and the potential for social culture, it is expected to be able to attract tourists who want to visit. Good management will have an impact on tourist visits.

Planning the management of attractions is an important thing that must be done by the manager. Attraction planning will make a destination that is sustainable, if the plan always takes the initiative to creatively change the socio-cultural system of tourists and careful trend-watching, both in terms of tourist attractions, the economy and the environment. However, the matter of a comprehensive communication approach will provide support in the process of developing tourist destinations in a sustainable manner.

The objective of this research are to find the potential of Indah Almour Swamp as a sustainable tourist attraction, the economic benefits, how the community responds, and barriers to develop the Indah Almour Swamp in Bondowoso, East Java.

LITERATURE REVIEW

In understanding this research study, it is necessary to convey a framework of thought used in understanding the flow of research carried out. The logic of thinking in this study needs to be limited to the terminology of the study.

Definition of Tourism

Mathieson & Wall (2009), Tourism is a series of activities in the form of activities for the temporary movement of people to a destination outside of their residence or place of work, activities that they do while living at the destination and facilities provided to meet their needs both during on the way or at its destination.

In this case Tourism is forced in the research of a place with all its activities supported by all facilities and infrastructure to provide convenience and enjoyment to visitors so that it can be sustainable. Tourism that is focused on this research is Nature and culture tourism in Indah Almour Swamp, Bondowoso.

Definition of Tourist

A tourist is a person or a group of people who travel from their place of origin without staying in the place they are visiting or only temporarily staying at a place they are visiting both domestic and foreign tourists.

Meanwhile, according to IUOTO (International Union of Official Travel Organizations), it uses limits on tourists coming to other countries or residences and usually with any intention to do work that receives wages, as visitors. Temporary visitors, at least 24 hours in a country. Tourist destinations can be classified as Cruise, for recreation, vacation, health, study, religious and sporting purposes. Relationships, trade, relatives, relatives, meeting, incentive, convention and exhibition (MICE), etc. Travelers (excursionists) are temporary visitors who live in the country visited less than 24 hours.

While the definition of a Tourism Destination is an area chosen by someone who travels with a tour destination. Tourism Destinations are geographical areas within one or more administrative regions within which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities which are interrelated and complement the realization of tourism.

Meanwhile, according to Kusdianto (1996: 6), tourist destinations are classified or grouped based on the characteristics of these destinations, namely as follows, natural resource destinations, cultural resource destinations, recreational facilities, such as amusement parks, events, specific activities, psychological attractions.

Tourism management must refer to management principles that emphasize the values of environmental sustainability, the local community, and the social values of the area so that tourists enjoy tourism activities and benefit the welfare of the community around the tourism area. According to Cox
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(1985) in Pitana (2009) tourism management must pay attention to the following principles:

1. Establishment and development of tourism must be based on local wisdom and special local sense that reflects the uniqueness of cultural heritage and the uniqueness of the environment.
2. Preservation, protection, and the improvement of the quality of resources that are the basis of the development of tourism areas.
3. Development of additional tourist attractions that are rooted in the treasury of local culture.
4. Services for tourists based on the uniqueness of the local culture and environment.
5. Providing support and legitimacy for the development and development of tourism if proven to provide positive benefits, but instead controlling and/or stopping tourism activities if it exceeds the threshold of the natural environment or social acceptability even though on the other hand it is able to increase people's income.

Tourism in the context of a new paradigm of development that is sustainable tourism development based on the community, which is also an empowering approach that involves and places the community as an important actor of community-based tourism. Sustainable and community-based on tourism development is an opportunity to move all the potential and dynamics of the community, in order to balance the role of large-scale tourism businesses.

Community-based Tourism Management is a significant effort but needs to be placed in the context of global community collaboration. Community-Based Tourism is closely related to the participation of local communities. According to Timothy (1999) in Nurhidayati (2012) shows 3 (three) main things in participatory tourism planning that is related to efforts to include community members in decision making, the participation of local communities to receive benefits from tourism activities and tourism education for local communities, known as the name of Albeit Western Perspective. Specific characteristics of Community Based Tourism according to Hudson are related to the benefits obtained and the existence of mentoring planning efforts that defend local communities and other groups that have an interest/interest, which gives greater control in the social process to realize welfare.

The management of natural tourism areas known as ecology-based tourism concepts or better known as Ecotourism is motivated by changes in global markets that increase the economy that increases in quality countries to travel (Fandeli and Nurdin, 2005). The concept of this tour is called special interest tourism. Especially in the upper and lower classes, the most of certain values, morality and certain values. Traveling leisurely to nature against the artificial tourist patterns they feel have been saturated and less challenging.

The implementation of ecotourism must involve the community starting from the planning, management and monitoring stages because local communities, especially indigenous people who live in tourist areas, become one of the key players in tourism. Thus, nature tourism activities are expected to be able to seek financial benefits as well as alternatives to improving the standard of living of the community, they must be treated as subjects of development because they are actually the ones who will provide most of the attractions while determining the quality of tourism products.

The application of the principle of social communication is closely related to the interaction of the host and guests/tourists. The relationship between the host (local community) and visitors/tourists in the tourist destination is very dependent on the duration, intensity, and nature of the visit. The depth of this relationship determines the impact or benefits that can be received by the community in the tourist destination (Murphy, 1985) in Nurhidayati (2012).

Mathiasison and Wall (1982) explain the general socio-cultural influence arising from tourism development is the demonstration effect (demonstration effect). CBT political principles are closely related to the
participation of local communities, increased community authority, and protection that guarantees community rights in natural resource management (Timothy, 1999; Yamen and Mohd, 2004). The application of environmental principles can be used, among others, from the application of carrying capacity of the environment, which is a source of comfort to maintain its function and quality in order to provide the desired recreational experience (Clawson and Knetsch, 1966).

RESEARCH METHODOLOGY

Research Type
This type of research is positivistic paradigm research that looks at the objective reality of the subject and the object of the research. The object and research subjects are positioned as a reality in the causality relation between the reality of the development of Indah Almour Swamp natural tourism and the respondent's perception of the research subjects. However, this study did not verify the facts of the causality relationship.

The research method is done by the explorative method of describing the relativity of research with qualitative and quantitative approaches.

Location and Time of Observation
The place of research is the tourist attraction of Indah Almour Swamp, Alassumor Village, Pujer District, Bondowoso Regency, East Java. The time for conducting the research will be from August to September 2019.

Data Collection Technique
Direct observation by visiting the location of the tourist attraction Indah Almour Swamp, Alassumor Village, Pujer District, Bondowoso Regency, East Java. The interview is used as a data collection technique that is carried out to explore in-depth information on the informants who are determined namely the location of tourist destinations, managers and tourists.

Documentation in the form of records of events that have already passed. Documents can be in the form of pictures or monumental works of a person. Documents in the form of writing such as diaries, life history (life histories), stories, biographies, regulations, policies.

Triangulation is used to determine the validity, accuracy and credibility of the data. The triangulation used is sourced triangulation and data triangulation.

Sampling Technique
To determine the sample that will be used in research, a purposive sampling technique is used for the subjects of the research that are determined, which are considered capable of providing comprehensive and in-depth information on the research object.

Data Processing Techniques
According to Sugiyono (2014), data processing techniques consist of three stages, namely Data Reduction, Data Display, Data Verification through the steps of drawing conclusions and verification to obtain a descriptive and a relational picture of data, so that it can be interpreted and searched for theses and the synthesis between existing data.

RESULTS AND ANALYSIS

General Description of Tourist Attraction Location – Rawa Indah Swamp
Indah Almour Swamp is a tourist attraction located in an Alassumor village, Pujer District, Bondowoso Regency, East Java. A district located on the eastern tip of the island of Java, the city is one of the East Java Province, which borders the southern Jember district, the eastern Banyuwangi Regency, the northern Situbondo Regency, and the western Probolinggo Regency. Bondowoso is surrounded by hills and mountains and has no sea at all, namely, in the western region is the Iyang Mountains, the central part is a plateau and is bumpy, while the eastern part is the Ijen Mountains.

The tourist attraction of Indah Almour Swamp tourist attraction located in the Pujer District has a natural beauty that is very interesting to visit. The distance from Bondowoso city center to the attractions of Indah Almour Swamp is around 14.1 Km or can be reached by vehicle for more than 25
minutes. The area of Pujer District is approximately 39.88 km² and its population is around 39,032 people (2016) while the area of Indah Almour Swamp tourist attraction sites is around 4 (four) hectares.

**Picture 1.** District Map of Pujer District, Bondowoso

![District Map of Pujer District, Bondowoso](Source: bondowosokab.go.id)

This tourism object includes a special food culinary facility in Alassumur Village, a bathroom even though there are only 2 (two) spaces, two tourist attractions, namely Duck Boat and Flying Fox, accessibility that has not been adequate, the management organization is not yet professional. Indah Almour Swamp managed by resident youth. Relational networks with outside institutions have not been established except with local governments.

**Data Analysis**

**Internal and External Environmental Factor Pressure**

Based on the data obtained through observation and interviews with informants can be described about some realities that are internal and external environmental variables that determine the potential of the Nature Tourism Object of Indah Almour Swamp.

**Internal Environment Variable**

Based on the data that has been processed through the method of data collection observation and interview with the manager of the tourist attraction, tourists and the community around the tourist area can be described as follows:

1. **Human Resources**
   Human resources in the tourist attraction of Indah Almour Swamp in the enthusiasm to be involved in the management effort and awareness of the importance of these attractions are quite enthusiastic, youth participation to be involved in the management process and their openness received very high input. The community around the site has participated in efforts to manage and develop tourist attractions. One example is the community participated in promoting the tourism object of Indah Almour Swamp.

   While in terms of knowledge about tourism, the management is still less comprehensive in overcoming the process of development and manage to make the tourism object more beautiful and attractive.

2. **Amenities**
   While the existing facilities in the Indah Almour Swamp tourism object such as toilets, places of worship, visitors' rest areas, places and acceptability to find public facilities are still far from adequate. Facilities to enjoy the beauty of nature are still very far from the standard needs of a tourist project. For example, there are only two toilets, which seems to be just as long as there are. Likewise, forging rubbish is difficult to find by tourists and even seems not to be the attention of the manager of the tourist attractions. In addition, there is no space or medical equipment that will deal with tourists or employees in charge of experiencing an accident while undergoing tourism activities.

3. **Tourist Attraction**
   Attraction as one of the variables that is quite potent in inviting tourists, Indah Almour Swamp until now has not been able to explore with the maximum regional culture and available facilities. Such as the culture of "ngalap berkah" and the potential of other traditions that live in the area. Existing facilities have not been managed well and professionally, as is the case with the
duck boat attraction. Not all duck boats totaling 6 (six) can be used by tourists for tourism activities, there are only a few that can be used and even those that can be used are not suitable as a tourist attraction. Besides flying fox tourist attraction the safety of tourists who use this tool cannot be guaranteed, because the place to use this tool is still using bamboo that has not been replaced for a long time.

4. Accessibility
The road to tourism object of Indah Almour Swamp, its accessibility is relatively good, is currently undergoing improvement, but no widening is done on the road in the area of the Attraction. Besides that it has not been equipped with directions to the area of the Attraction.

5. Funding
One of the problems faced by the manager of tourism object of Indah Almour Swamp is funding. It was felt that the inhibiting factor in the process of developing and managing the tourist attraction of Indah Almour Swamp was the lack of funds. So far, the funds used for development are village funds.

6. Organization
Tourism development management organizations are still handled by the local community on an amateur basis. There has not been a touch of investment from outside involved in managing these attractions.

7. Collaboration with Other Institutions
The relationship that has been made by the manager of tourist attraction of Indah Almour Swamp is that of the Government, in this case the government has made road repairs needed by the tourist attraction, besides the government has also participated in the marketing process.

8. Promotion
Promotions that have been carried out by the management that is utilizing social media, but promotions that are managed through social media that have been assisted by local governments, have not shown a significant relationship with the number of visitors. Evidenced by many more visitors come because of word of mouth.

Effect of External Environmental Factors
Based on data obtained through observation and interviews seen from aspects of external environmental factors, namely as follows:

1. Tourist
During the revenue of the manager of the tourism object, the existence of tourists becomes the main source of income in the management of the tourism object and the community around the tourism object. There is a tendency for tourists to increase every year even in the holiday season there is a significant increase up to 4 times compared to normal days. The beauty of tourism objects according to tourists is considered to be very beautiful, but the matter of facilities and infrastructure as well as the management of tourism objects still seems to be an amateur.

2. Regulation
The Regulation side is sufficient for the professional management process obtained by agreement between the developer community and the local government, in developing tourism potential.

3. Competitor
Bondowoso Regency has many attractions that have a different beauty and uniqueness of each tourism object, so tourists who come from outside the region or Bondowoso people themselves do not all come to the tourist attraction of Indah Almour Swamp. From some of the tourists who have been interviewed, they will go to a tourist attraction by considering the issue of time, funds or money and its natural beauty.

4. Technology
Technology is a means used by a company to market its citizens. As well as promotions that have been carried out by the manager of Indah Almour Swamp
attraction, namely by utilizing social media (YouTube, Facebook, Instagram).

Discussion

Departing from the processed data shows that the actual tourism object Indah Almour Swamp is able to become a potent and sustainable tourist attraction. The management principles that emphasize the local community and the social values of the tourism area have been carried out well. People have felt the benefit of the existence of tourist sites in their area. They have understood the importance of tourists who come in the area. The social value of the local community is accommodated and useful as a potential wealth of tourist destinations.

The principle of development and tourism development that is based on local wisdom has been done well, but the special local sense that reflects the uniqueness of cultural heritage and the uniqueness of the environment has not been explored properly. Nyadran culture of local people, which can be an interesting attraction for tourists is still done in the context of religion alone.

While the preservation, protection and improvement of the quality of resources seems not well managed and professional, demiliary additional tourist attractions that are rooted in local cultural treasures have potentially been owned but not yet explored. While human resources in tourist services are well created, they just don't have professional expertise in their service.

Tourism Object of Indah Almour Swamp when built with an empowerment approach that involves and puts the community as an important community-based actor often known as Community Based Tourism. The potential will become sustainable tourism and will lure large-scale tourism managers.

Management of natural tourism areas is often known by the concept of ecology-based tourism or better known as Ecotourism will provide a new space for tourism development of attraction Indah Almour Swamp as this concept of tourism is called special interest tourism. The implementation of ecotourism must involve the community starting from the planning, management and monitoring because local communities, especially indigenous people who live in tourist areas, become one of the key players in tourism is very likely to be developed.

Thus the Tourism Object of Almour Indah Swamp has great potential to be developed as a large-scale tourist attraction with the concept of community-based attraction in a large ecotourism space that currently has a high market value.

The great potential to be developed and developed based on community or participatory tourism in a large space of ecotourism will be a great potential to develop the regional economy and the benefits that are not small for residents and managers of attractions. The problem that still exists in the process of developing towards this is the ability of skilled human resources in managing and serving tourists professionally. Likewise, the lack of willingness to invest funds in the establishment and the development of Tourism Object of Almour Indah Swamp, Bondowoso, both from the private sector and local government. That is because there is not much information about the potential of attractions to be developed.

Actually, with the awareness of the community in understanding the development of tourist destinations is quite good, the tourism object of Indah Almour Swamp, Bondowoso will be very easy and there will be no sociological obstacles from the local community.

CONCLUSION

Starting from the analysis that has been done, it can be concluded that the tourism object of Indah Almour Swamp is a tourist destination that has great potential to be developed as an ecotourism based on participant tourism. With this potential, these attractions will be able to be developed into large scale tourist destinations.

The establishment and the development of tourism object of Indah Almour Swamp that leads to a comprehensive and comprehensible ecotourism, will become an economic resource for the local government and the local community.
With a fairly high level of public awareness about tourist destinations, this has the greatest potential for the development of ecotourism, which is currently increasingly popular with tourists, and can maintain tourism sustainability.

**SUGGESTION**

1. It is necessary to describe technically both the present ecological and architectural concepts to convince investors to invest their capital in the development of sustainable participant tourism.
2. Protecting nature to become a sustainable tourist destination.
3. Improving the ability of community human resources in serving tourists and managing attractions.
4. Maximizing conventional and new media in creating a marketing communication mix.

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