

Factor Affecting Local Resident's Perception for Tourism Development in Agropolitan Area Pacitan Regency

Rizha Hardyansah^{1*}, Luchman Hakim², Rita Parmawati³

¹Master Program of Environmental Sciences, Brawijaya University, Malang, Indonesia

²Biology Department, Faculty of Mathematic and Natural Science, Brawijaya University, Malang, Indonesia

³Postgraduate School, Brawijaya University, Malang, Indonesia

Abstract

Tourism is a potential services sector, integrating it with the Agropolitan concept to support rural area development is necessary. However, in its development the role of public perception must still be taken into account. The research aim of this research were to determine the role of factors (natural resources, human resources, social resources, and infrastructure) on community perceptions related to tourism development in the Pacitan Regency Agropolitan Area. Respondents from this research were 200 respondents based on the Slovin formula, and each respondent was given a questionnaire consisted of five components such as Natural Resources (X1), Human Resources (X2), Infrastructure Facilities (X3), Social Resources (X4), and Perceptions related to Tourism Development in Pacitan Agropolitan Area (Y). Data Analysis was conducted using multiple regression analysis with SPSS 16.0. The result show that natural resources, human resources, target facilities, and social resources influence the dependent variable, namely Community Perception related to tourism development in the Pacitan Agropolitan Area by 35.6 %. While the remaining 64.4% is influenced by other variables not included in this study. In addition, all of these variables have a significant influence on the variable perception of the main community on the variable human resources, social resources, and infrastructure.

Keywords: Agropolitan, Perception, Tourism Development

INTRODUCTION

Tourism is one of the sectors that has a level of development that significantly influences the economy [1] and has the potential to continue developing [2]. Tourism is a phenomenon resulting from the integration of social, cultural, and economic factors that require the activities of a person to travel and live in an area outside the environment that is normally inhabited for a no more than one year in a row with the aim of a vacation, doing business, or other purposes [3].

The development of tourism can encourage the economy of a region, this is because the development of tourism has a close relationship with economic growth, both economic growth due to the growth of tourism and vice versa. Thus, it is often said that tourism is a bidirectional sector [4][5]. One area that can be integrated with the tourism sector is the Agropolitan Region. Agropolitan is a bottom-up type strategy of development planning based on agricultural activities, and the objectives are to accelerate regional and agribusiness development in the surrounding area that consists of one or more activity centers located in

rural areas. In this area, there is a system and management of agriculture and the other resources indicated by the existence of functional linkages and a spatial hierarchy of the settlement and agribusiness systems [6].

The concept of Agropolitan enables integrated and integrated development with other sectors to realize environmentally sound development. So that when integrated with the tourism sector, it could be able to improve the community's economy and the sustainability of the region. However, in its development the role of public perception must still be considered. This is because a strong understanding of tourism needs to be known in depth by the community and the manager of the tourist attraction area. Besides the community must have confidence that the development of ecotourism can improve their welfare, and ultimately it will also increase the regional income (PAD) of the Pacitan Regency [7]. In addition, tourism development activities should ensure the participation of local communities and there must be interaction from the components involved, namely the government, private sector and the community to support the course of these activities [8]. This is the basis of this study to determine the role of factors (natural resources, human resources, social resources, and infrastructure) on community perceptions related to tourism

Correspondence address:

Rizha Hardyansah

Email : hardyansah.rizha@gmail.com

Address : Jl. MT Haryono 169, Malang 65145 Indonesia

development in the Pacitan Regency Agropolitan Area.

MATERIAL AND METHOD

Data Collection

Respondents in this study were calculated using the Slovin formula, as follows:

$$n = \frac{N}{(d)^2 + 1}$$

n = number of samples sought

N = total population

d = level of trust (by 90% or 0.1)

So that the respondents were 200 people, consisting of 100 people from Bandar District and 100 people from Nawangan Subdistrict.

The data collection instrument in this study was to use a questionnaire. [9] questionnaire is a data collection technique that is done by giving a set of written questions to respondents. Questionnaires are efficient data collection techniques if the researcher knows with certainty the variables to be measured and knows what can be expected from respondents. The questionnaire was distributed to respondents directly.

Data Analysis

Regression analysis here to examine the influence of natural resources, human resources, facilities and infrastructure, and social resources on community perceptions related to the development of the Pacitan Regency Agropolitan Area as a tourist destination.

To find out whether the independent variable (independent) has a significant effect on the dependent variable (public perception) that is people's perception (Y) used multiple linear regression analysis method. This model is intended to determine whether there is a causal relationship between independent variables (X). As explained earlier, this model wants to find a relationship between natural resources (X1), human resources (X2), facilities and infrastructure (X3), social resources (X4) to people's perceptions (Y). The formula used:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + e$$

dimana :

β_0 = Regression constant
 β_1 - β_5 = Regression coefficient
e = Error

Some tests in regression analysis are using the F test, t test, and the coefficient of determination (R²).

The F statistical test basically shows whether all independent variables entered in the model have a joint (simultaneous) effect on the dependent variable.

The t test was used to test the significance of the partial effect of the independent variable on the dependent variable. This test serves to test the significance of the constants of each independent variable on the dependent variable.

This test is carried out by comparing t-counts and t-tables with a significance level of t < 0.05 (5%) and at a free degree level df = n-k-1. If t-count > t-table, partially the independent variable has a significant effect on the dependent variable, and vice versa.

The coefficient of determination is used to measure the percentage of variation of the dependent variable which is explained by all the independent variables. The coefficient of determination lies between 0 and 1 (0 < R² < 1), where the higher the R² value of a regression or the closer to 1, the better the regression results will be. This means that the independent variables provide almost all the information needed to predict the dependent variables.

RESULT AND DISCUSSION

Natural resources, human resources, infrastructure, and social resources are factors that can support the planning and development of tourism in an area. The existence and condition of each of these factors is also a consideration for developing the right type of tourism for the study area. However, the mindset or public perception of these factors in tourism development must also be known, because people in the region are direct actors who will be affected and involved in tourism development. To be able to find out how much the relationship between Natural Resources (X1), Human Resources (X2), Infrastructure Facilities (X3), and Social Resources (X4) with Community Perceptions related to Tourism Development in Pacitan Agropolitan Area (Y) used regression analysis linear. By using this analysis it can be seen how much influence the independent variable (X) on the dependent variable (Y) and how much each variable will affect the community perception related to tourism development in the Pacitan Agropolitan Area.

The results of the analysis that have been carried out can be seen in Table 1 below.

Table 1. Regression analysis results (R-square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596 ^a	.356	.342	4.60710

Source: Data Analysis, 2019

Based on the results of the regression analysis conducted in Table 1, it is known that the influence of independent variables including natural resources, human resources, target facilities, and social resources influence the dependent variable, namely Community Perception related to tourism development in the Pacitan Agropolitan Area by 35.6 %. While the remaining 64.4% is influenced by other variables not included in this study. The public is optimistic to say that the development of tourism in the Pacitan Agropolitan Area is the right step, because according to the landscape communities in this area, it is no less interesting than the tourism areas in cities that have advanced in terms of tourism, namely the Special Region of Yogyakarta. So that the desire of the community to be involved in tourism planning and development is quite high. Research conducted by [10-14], states that local communities are important stakeholders in the process of tourism planning and development, especially in rural areas. This is related to community participation in each planning process and participation from the community is very important regardless of the many potentials owned by an area. Community participation can be described first with the perception of the community of an area in the development of tourism. This is because there is a positive correlation between community perceptions and the level of participation, besides the success of a program is also determined from the level of community perception that will impact on the support given to the program being developed [15]. Based on the results of interviews conducted and questionnaires that have been distributed to the public willing and will contribute and be actively involved in the planning and development process, this is because the community sees an opportunity to

further improve their economy and welfare regardless of their work as farmers.

The development of an area into a tourist destination can bring impacts in the economic, socio-cultural and environmental fields both positively and negatively. Tourism development can improve the quality of life of the community such as an increase and increase in infrastructure, opportunities to get jobs, and protect the environment if the management that has been done is correct. In addition, tourism can also increase Local Revenue by encouraging cultural festivals and tourism weeks that will bring both local and foreign tourists [16-20]. Besides having a positive impact on the surroundings, tourism planning and development that does not consider environmental conditions and involving the community can lead to environmental damage, increased crime rates, and large changes in the socio-cultural conditions of local communities [21-24]. Most people already know about tourism and can already have a picture or design of the type of tourism that can be developed based on the surrounding landscape, human and socio-cultural conditions. So that it can further maximize the positive impacts and reduce the negative impacts caused. But, of course the synergy between stakeholders and the community becomes an important point in this development process. This is because decision making that is too hasty by the government can lead to the unsustainability of tourism that is developed and the surrounding community will only benefit a little from the development of tourism in the area. To encourage the emergence of conflicts between government and society. So the government needs to be very careful and careful in making decisions and must involve the local community for this planning and development, besides that the community agrees that in the future the government will be involved in this development especially from the initial planning stage to the execution and management stages.

In addition to the influence of all independent variables on the dependent variable in this study, regression analysis can also analyze the role and effect of each independent variable that exists on the dependent variable. As shown in Table 2 below.

Table 2. Regression coefficients of the effect of each independent variable on the dependent variable

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant)	24,083	4,929		4,886	0,000
Sumber Daya Alam (X1)	0,023	0,034	0,041	0,670	0,504
Sumber Daya Manusia (X2)	1,265	0,165	0,465	7,671	0,000
Sarana Prasarana (X3)	-0,231	0,116	-0,118	-1,997	0,047
Sumber Daya Sosial (X4)	0,301	0,065	0,285	4,598	0,000

Source: Data Analysis, 2019

So it can be seen that the variables of social resources, human resources, and infrastructure have a significant influence on people's perceptions related to tourism development in the Pacitan Agropolitan Area, this is because based on the significance value of these three variables are 0,000, 0,000 and 0,047 ($< 0,05$), so H_0 is rejected and H_a is accepted. Whereas the variable of natural resources does not have a significant influence on people's perceptions related to tourism development in the Pacitan Agropolitan Area, this is because based on the significance value of each of these variables is 0.504 (> 0.05), so H_0 is accepted and H_a is rejected.

Social resources have a significant effect on people's perceptions related to tourism development in the Pacitan Agropolitan Area because in the Agropolitan Region they have a distinctive culture that is already considered part of the lives of the surrounding community, namely the Kethek Ogleng dance, Ludruk art, and others. In addition, community groups have also been formed and already have an active role in the development of their villages. This community group itself consists of several parts, namely the Farmer Group, Art Group, and others. The harmony of the community in the Pacitan Agropolitan Area is one of the strong reasons for developing this Region to become the tourism destination of choice in Pacitan Regency. Although it still needs some development in other sectors.

Rural communities are classified as people who have a harmonious character and this has become a part of their lives so that it is often referred to as a "friendly" community. In addition, the life of rural communities still highly

appreciates the richness and preservation of nature and local wisdom that already exists in their communities [25]. The community thinks that the local wisdom in the Pacitan Agropolitan Area must be preserved and maintained until the next generation. Thus, the community is optimistic that if Pacitan Agropolitan Region is developed into one of the tourist destinations, the local wisdom in it will be increasingly known and increasingly able to face the era of globalization, where many local pearl of wisdom begin to disappear and eroded by time because no one wants carry on the tradition. Although Kethek Ogleng's art has become one of the Pacitan Regency's intellectual property, if it is not followed by other activities can support it, it is feared that the art will disappear. The main community is the arts activist Kethek Ogleng hopes that later tourism that is developed can integrate with the existing culture, to create a cultural tourism destination in the Pacitan Agropolitan Area. Cultural tourism is a collection of activities such as seeing art performances, seeing cultural festivals, visiting historic/traditional sites, and cultural tourism having uniqueness that can increase and attract foreign tourists to be able to see, follow, and participate in it [26].

Human resources also significantly influence people's perceptions. This is because the majority of people have the desire to be able to live a better life. One of them is by increasing the family economy. Tourism is one sector that can improve the economy of the community. Although the majority of people do not know about the definition of tourism, the benefits of the community already understand it. In addition, there are already enough people who

have skills in terms of processing agricultural products. The ability to process agricultural products is the result of the training from the government or independent learning (supported by the government). Thus, began to create local superior products for the Pacitan Agropolitan Area.

Infrastructure significantly influences community perception. This is because the facilities and infrastructure both primary and supporting in the Pacitan Agropolitan Area are quite complete. In addition, the condition of the main roads is partly already in pretty good condition with asphalt as the type of road. Roads in the Agropolitan Region consist of 3 roads, namely Provincial Roads, Regency Roads and Village Roads. Road construction in the Agropolitan Region is also quite fast because this area is a provincial star-level region in terms of improving the economy and alleviating poverty in the Pacitan Regency. In addition, a fairly extensive road segment and beautiful natural scenery are some of the reasons and the desire of the community to be able to develop tourism in the Pacitan Agropolitan Area.

Variables that have been described have a relationship with one another. So that to plan and develop the Pacitan Agropolitan Region into a tourist destination, identification of the potential resources within it must first be observed, making observations regarding the facilities and infrastructure in the area as part of tourism support, and collaborating with community from the planning stage to the management.

CONCLUSIONS

The results of the regression analysis showed that all potential variables (natural resources, human resources, and social resources) and the means of infrastructure means that the effect was 35.6% on people's perception. In addition, all of these variables have a significant influence on the variable perception of the main community on the variable human resources, social resources, and infrastructure.

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