

KOLABORASI PEMANGKU KEPENTIAN DALAM PENGEMBANGAN DAYA TARIK WISATA EDU-TOURISM RUMAH ATSIRI INDONESIA

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ABSTRACT

The discourse on collaboration has attracted the attention of researchers from various fields of science and backgrounds. As one of the potential sectors, tourism development is very dependent on the role of stakeholders involved in it. Stakeholder collaboration is ideal for small-scale to large-scale tourist destinations. The role of stakeholders can significantly affect the success of developing a destination. This study was conducted at Rumah Atsiri Indonesia, an Edu-tourism destination in Tawangmangu District. This study aims to answer the question, how is the collaboration of stakeholders in the development of RAI, and what factors are the obstacles in the collaboration of RAI development? The data collection in this study was conducted through observation, interviews, and secondary data analysis. The results of the study found that collaboration between the private sector and the government sector has been going well. However, the community as hosts has not been maximally involved in the development of RAI tourism.

Keywords: *Collaboration, stakeholders, Rumah Atsiri Indonesia, Edu-tourism*

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INTRODUCTION

The tourism sector is one of the leading sectors contributing significantly to Indonesia's foreign exchange. The development of the tourism sector is currently the central government's focus. The government's commitment is seen in the 2020-2024 RPJMN. In the RPJMN 2020-2024, tourism is designated as a leading sector and a development priority (RPJMN 2020-2024). As an economic catalyst, tourism is also termed an unbeaten sector or an invincible sector so that tourism development continues to be carried out, both on a national and rural scale.

Tourism can change the natural and cultural landscape into a space for activities (Burgos & Mertens, 2017). There are various types of activities in tourism, one of which is educational tourism (Edu-tourism). According to Alipour et al., (2020), Edu-tourism is a tourism activity that has the primary purpose of learning, educating, and acquiring knowledge. Edu-tourism has become a popular and potential tourist activity and awareness of the importance of traveling and gaining knowledge.

The tourism industry is fundamentally fragmented and requires coordination and cooperation in planning (Aas et al., 2005; Pforr, 2006). In the planning and development of the tourism industry, it is essential to involve multiple

stakeholders (Williams et al., 1998). Collaboration and synergies between stakeholders with different capacities can bring a win-win solution (Nuryanti & Hwang, 2002).

Collaboration between stakeholders refers to a collaborative decision-making process within the organization or tourism management (Getz & Jamal, 1995; Wood & Gray, 1991). Stakeholder collaboration can reduce long-term conflicts of interest (Getz & Jamal, 1995) can, increase cost efficiency (Bramwell & Lane, 2009), and be able to reach and involve actors from various levels (Wondirad et al., 2020).

The importance of the role of stakeholders in tourism development has triggered many studies conducted to identify the roles of stakeholders and describe the collaborations carried out. For example, several studies that have been conducted relating to the role of stakeholders are (Byrd, 2007; Hazra et al., 2017; Nunkoo, 2017; Nyanjom et al., 2018; Peroff et al., 2017; Roxas et al., 2020; Wondirad et al., 2020).

Rumah Atsiri Indonesia (RAI) is one of the thematic tourist destinations that emphasizes educational tourism (Edu-tourism). Several previous studies related to RAI tourism have been done from various scientific perspectives. A study conducted by (Suwarni et al., 2020) has identified efforts made by RAI to adopt new habits in RAI. Another study conducted by Suwarni et al., (2021) describes the RAI development strategy during the COVID-19 pandemic. A study on RAI stakeholders has been conducted by (Lutfiyani & Astuti, 2020),

which focuses on analyzing public-private partnership (PPP) cooperation in developing the tourism aspect of RAI. However, there has been no study that describes the form of collaboration between stakeholders carried out at RAI. Therefore, this study aims to answer the question, how is the collaboration of stakeholders in developing RAI, and what factors are the barriers to the collaborative development of RAI?

LITERATURE REVIEW

Stakeholders are all parties who have an interest and are entitled to make decisions within an organization (Freeman, 1984b). (Parmar et al., 2010) argues that stakeholders are important because they have an essential role in an organization. Employees, unions, suppliers, residents, government, and competitors are part of the stakeholders in an organization as described by (Freeman, 1984a) and (Savage et al., 1991).

The tourism industry is a system described by (Goeldner & Ritchie, 2012). The tourism industry is a process of interaction between tourists, service providers, local governments, local communities, and the surrounding environment (Goeldner & Ritchie, 2012). In tourism, three primary actors can be categorized as tourism stakeholders: the government (public) sector, the private sector, and the community (Lickorish et al., 1994; Nuryanti & Hwang, 2002).

Collaboration in the tourism industry only became formally recognized in the mid-1980s (Bramwell, Bill; Lane, 2000). Various examples of the successful development of tourism with the concept of stakeholder collaboration were written by (Nuryanti & Hwang, 2002), (Carlisle et al., 2013), (Nyanjom et al., 2018), and (Salouw, 2021).

METHODS

This study uses a qualitative approach. The primary data in this study were obtained through in-depth interviews and direct observation at the study site. In addition, secondary data in the form of maps and spatial data as well as laws and regulations were obtained from various credible sources and then analyzed. Data analysis in this study was carried out by data triangulation. Data collection was carried out for one week, then analyzed. Informants in this study were taken purposively (purposive sampling) considering representatives of all stakeholders involved in the development of Rumah Atsiri Indonesia. In this study, interviews were conducted with ten people who are considered to represent each of the stakeholders who play a role in the development of RAI.

There are three stages in this study: the preparation stage, stakeholder identification stage, data collection stage, analysis stage, and data triangulation. In the preparation stage, several things related to the need for the study were carried out, including studying the profile of the study location. The identification stage of stakeholders is carried out through secondary

studies, both from journal articles and other online media. The data collection stage was structured discussions and semi-structured interviews with previously identified stakeholders. After the data is obtained, data analysis and data triangulation are carried out.

In the study of the role of stakeholders, several approaches can be taken. The general stakeholder approach is the Penta helix collaboration approach. In addition, the triple helix, quadra helix, and multisectoral approaches can also be used. In this study, the approach used is a multisector approach by looking at three main sectors: the public sector, the private sector, and the community as the host. This study uses the stakeholder role theory developed by Lickorish et al., (1994) and Nuryanti & Hwang (2002) to describe the collaboration and evaluate the broad outline of stakeholder involvement. (Figure 1. FGD and interview)

FIGURES AND TABLES



Figure 1. FGD and interview documentation
Source: Authors



Figure 2. Photo of RAI Tourism Destination
Source: RAI Company Profile, 2020



Figure 3. Plumbon Village Hiking Trails Plan
Source: Plumbon Village Document, 2020

Table 1. Stakeholders Who Collaborate In Developing RAI Tourism Destination

Stakeholders	Actors
Private Sector	PT. Rumah Atsiri Indonesia
	Dewan Atsiri Indonesia
	Asosiasi Pengusaha Hutan Indonesia

Public Sector	Plumbon government UJI Yogyakarta Dewan Atsiri Indonesia UNNES UNS	Village
Community	Plumbon Community surroundings.	Village and

Five types of gardens can be visited at RAI, a museum that presents the history of Atsiri oil, and a shop that sells various types of essential oil products. In addition, there is a restaurant that serves a variety of RAI specialties, a learning house where tourists can learn in outline how to make essential oils, and MICE facilities which include Glamping and meeting rooms

Stakeholders Identification

Before describing the role of each stakeholder, stakeholder identification is carried out to find out each actor who plays a role in a destination (Salouw, 2021). Based on in-depth interviews with various parties, this study finds that three main sectors collaborate in RAI tourism development (table 1).

Stakeholders Role

Government (public sector)

As a tourism stakeholder, the government has a vital role in developing tourism development. The role of the government in tourism development is crucial because the government is a policy planner and regulator of development strategies, forming tourism institutions, and also plays a role as an entrepreneur in terms of tourism development in the early stages (Lickorish et al., 1994; Nuryanti & Hwang, 2002).

As the highest authority in village development, the Plumbon Village government has a central role in tourism development. The Plumbon Village Government has played an active role in developing the Indonesian Atsiri

Source: Authors

RESULTS AND DISCUSSION

Overview of RAI

RAI is a thematic tourist destination that uses the concept of Edu-Tourism (Suwarni et al., 2021). RAI's tourist destination was built in the middle of a former citronella factory in 1963. RAI has been functioning as a tourist destination since 2017. Rumah Atsiri Indonesia is located in Plumbon Village, Karanganyar Regency. RAI was developed to become a thematic aromatic and Edu-tourism destination. Currently, RAI has transformed with some supporting facilities such as glamping, MICE facilities, museums, and research and development facilities for aromatic essential oils. (Figure 2. Photo of RAI Tourism Destination)

In general, the tourist attractions in RAI are divided into four attractions, namely parks, museums, learning centers, shops, MICE facilities, and restaurants.

House tourist destination. Some of the roles that have been performed are described in the following.

To date, the Plumbon Village government has facilitated RAI by leasing three hectares of land to plant crops that can be used to produce essential oils (Suwaji, 2021). With land facilities for planting various types of plants that can produce essential oils, tourists can freely learn directly from the garden that has been provided and planted with essential plants.

In addition to providing land, Plumbon Village is currently planning to build roads as hiking trails two kilometers long and two meters wide. The road passes through rice fields, which can attract tourists (figure 3). These hiking trails are planned to be built using village funds from Plumbon Village.

Another role that the Plumbon Village government has performed is revitalizing and widening RAI entrance access. In addition, several parking spots have also been built by the Plumbon Village government to support the development of RAI.

Private Sector

As tourism stakeholders, the private sector has a role as a provider of accommodation, souvenirs, entertainment facilities, transportation support facilities and plays a role in developing tourist attractions (Lickorish et al., 1994)

PT Rumah Atsiri Indonesia as the primary developer of RAI tourism has a vital role in developing Rumah Atsiri Indonesia tourism. RAI was opened to tourists in 2017, PT. RAI has carried out several strategic roles.

Currently, most of the employees working at RAI are residents of Tawangmangu District, especially from Plumbon Village. This has become one of the goals in tourism development, namely community empowerment (Phillips & Roberts, 2013). Community involvement in tourism can boost the economy (Beeton, 2006). Another role that RAI has carried out is providing training to the community around Plumbon Village. The training provided is training on hospitality and the development of essential plants.

Another effort that RAI has made is marketing MSME products produced by the Plumbon Village community. This is very helpful for the people of Plumbon Village because RAI in branding has had a significant influence, making it easier to market MSMEs for the Plumbon Village community.

Community

The community as the host can take an active role in tourism. The roles of the community that can be carried out are: being involved in the management and development of tourism, providing tourist facilities, enjoying the economic benefits of the presence of tourism.

As a tourism host, the Plumbon Village community plays a role in developing

Indonesia's essential home destinations. Although the roles carried out have not been comprehensive, several strategic roles have been carried out by the people of Plumbon Village to date. A significant role that has been carried out by some of the people of Plumbon Village is to provide land for planting essential plants.

Public-Private-Community Collaboration

Since the establishment of RAI, various collaborations have been carried out involving the government, the private sector, and the community. Collaboration in the marketing of MSME products for the Plumbon Village community is one example of collaboration across sectors. The collaboration was carried out because of the initiation of the Plumbon Village government, which RAI then followed up. Another example of cross-sectoral collaboration that occurs is the training effort by RAI and assisting the community in obtaining BPOM permits at the Karanganyar District Health Office.

Obstacle factor

Several collaborative obstacle factors can be identified in this study. First, community involvement in collaboration with RAI has not been maximized. So far, the collaboration between the Plumbon Village government and RAI has been going well. However, the role of the community has not been seen optimally. Second, the development of RAI as a

tourist attraction has not provided a domino effect on people who make a living as traders around the entrance of RAI. This is evident from several interviews that were successfully summarized in this study. For example, source M gave the following statement:

Keberadaan RAI belum terasa bagi saya. Saya sudah berjualan disini sekitar 40 tahun. Kehadiran Rumah Atsiri tidak memberikan dampak bagi saya. Bahkan Rumah Atsiri tidak terlalu banyak menyerap tenaga kerja. Kami masuk juga harus bayar (Ibu M, pedagang).

Another interview result that showed that the community did not fully feel the presence of RAI was conveyed by resource person W, 23 years old. W admits that the impact of RAI on entrepreneurs and traders like himself has not been maximized. It is recognized that some people have felt the impact of RAI tourism, especially those who are RAI employees.

CONCLUSION

This study succeeded in identifying stakeholders and knowing the role of each stakeholder. However, this study is limited because it only identifies PT RAI stakeholders, the Village Government, and some community representatives. Further studies, it is recommended to map the power and interest of each stakeholder

In conclusion, the role of each stakeholder in the development of RAI has been going well. However, the collaboration between PT RAI and the community is still minimal. So far,

many collaborations have been carried out between the Plumbon Village government and PT RAI. Referring to the theory of actor roles in this study, it can be concluded that all actors have played a role but have not been maximized and according to their respective roles.

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