



Development of Tourism Site on the Narrow Land (Case Study Dam Colo, Nguter District of Sukoharjo)

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Abstract: *The purpose of this research is to develop the tourism object DAM COLO as stated in a site plan. To achieve these objectives, research methods are used by conducting field studies and satellite imagery interpretations to determine which portions of DAM COLO sites can be developed. In order to know the development part of DAM COLO used descriptive research method by describing each section to be developed and elaborated into a site plan. The data were obtained from satellite image interpretation and direct-field visits. Based on the results of observation and analysis, the parts that can be developed from the location of DAM COLO attractions include culinary location arrangement, the addition of public facilities (musholla and bathroom), addition of parking lot, addition of location icon and photo- boot. In addition, the addition of mass transportation to the location can also be developed to support tourists coming to the location.*

Keywords: DAM COLO, Development, Site Plan, Public Facilities

1. INTRODUCTION

Indonesia as renowned from its richness in tourist areas make it as one of the favorite countries for tourists to visit. In accordance with such a lot of nature and tourism then there are many tourism potentials found in Indonesia. From such potentialities, both Indonesian government and society need to manage optimally and upgrade from the existing ones to increase the tourism interest, due to the increasing number of tourists coming, the greater the revenue obtained by the managers of tourist attractions and local people in particular and countries in general. Many of the facing obstacles in the development of tourism objects, among others, uneven budget development between one area to another, the absence of a clear direction of tourism object development, the narrow land and difficulties in developing the tourism object. Similar to the existing tourist conditions in Sukoharjo District, the obstacle faced is the lack of clear direction from the development of tourism object and narrow land to develop the tourist attraction.

On the other hand, the development of spatial data utilization is progressing very rapidly. The development of technology combined with spatial data able to answer the problem of the direction of development of tourism object that has been a constraint, one of them is the use of Geographic Information System (GIS). The use of GIS is capable of processing satellite imagery, will facilitate in determining the direction of development of physical attractions, supported by field data will complement the study of tourist attraction development both physically and non-physical.

2. LITERATURE REVIEW

2.1. Development of Tourism Objects

The efforts undertaken in the development of a tourist attraction needs to be done with a hard effort to expect maximum results that attract tourists to visit. The main reason behind the development of tourism object is increase in regional income in general and surrounding residents in particular, so that the object of tourism is well managed and developed will generate a good income also for the region and its citizens obtained from tourist visits.

The development of a tourist object preceded by a good and mature planning, as well as determining the direction of its development goals. Planning should be made good by taking into account all

aspects. Planning is intended so that the direction of development of a tourist attraction can be in accordance with what is desired so as not to be separated from the goals and objectives of the planning itself. Tourism development can not be separated from other fields, meaning there is a link between the field of tourism with other fields, such as transportation.

Fandeli (2002: 147) argued that the development of natural tourism as well as tourism development in general, has a very broad aspect. The linkage between this and other fields is overwhelming. Thus the influence of tourism to other sectors is very significant including the aspects of employment both quantity, mainly quality. In contrast, tourism is also influenced by other sectors.

While similar research has been conducted by several researchers in similar research areas such as Amran (2003) assessing the characteristics and development of tourist areas, Noviasuti (2004) examines the development of reservoir areas, while Nugroho (2004) studies ecotourism development strategies, and Agus Sumargo (2006) examines the Ecotourism Development Strategy. So the position of this research is in the scientific area of planning and application of scientific planning. Yoeti (1991: 164) suggested that the condition of a tourist attraction in order to develop and attract tourists must meet 3 elements, namely:

- a. *Something to see*, which is in the place there must have a tourism object and tourist attraction, which is different from what is owned by other areas, in other words the attraction must have a uniqueness that became the icon of the attraction is different from other tourist attraction.
- b. *Something to do*, which means that in the place in addition to many thing can be seen and witnessed, it must also be provided recreational facilities or 'amusements' that can make them feel at home stay longer in that place. Convenience and completeness of infrastructure facilities is also a necessary condition to invite tourists coming to visit a tourism object.
- c. *Something to buy*, meaning that in the place must be available facilities for shopping (shopping), especially souvenir items and people's crafts as souvenirs to take home to their respective home. Souvenir items should be the hallmark of the location object, thus when people bring the souvenirs, it would be immediately known by the public as the origin region of the souvenir.

Gamal Suwanto (2004: 19-24) suggests the main elements that can support the development of tourism in tourist destination areas that concern the planning, implementation development and development includes the following five element:

a. Objects and Tourism Attractive Force

Tourism object is also called a tourist attraction is a potential that encourages the presence of tourists to a tourist destination. The uniqueness of a tourist attraction will directly invite tourists come to the attraction.

b. Infrastructure of Tourism Site

Tourism infrastructure is a natural resource and man-made resources that are absolutely needed by tourists on their way in tourism destinations. The tourism infrastructure that supports the development of tourism attraction, among others, electricity, water, telecommunications, terminals, bridges, and so forth

c. Tourism facilities

Tourism facilities are the completeness of the tourism destination needed to serve the needs of tourists in enjoying the tour. Among the facilities include places to stay, restaurants and shopping places that present unique goods from the tourist attraction.

d. Infrastructure

Infrastructure is a situation that supports the function of tourism facilities and infrastructure, both in the form of regulatory systems and physical buildings above the soil and below ground such as irrigation systems, electricity and energy sources and distribution networks, adequate transport and terminal systems, communication systems, security or surveillance systems.

e. Society/Environment

Regional and tourist destinations that have various objects and attractions will invite the presence of tourists, such as society, environment, and culture.

3. RESEARCH METHODS

This research was conducted in the tourist attraction DAM COLO Nguter District of Sukoharjo. In this study the method used qualitative descriptive method by describing the site plan that has been made the results of satellite image analysis and field analysis. Sources of research data consists of two types namely primary data and secondary data. Primary data in the form of real condition data in the field, both about physical and non-physical components, while the secondary data in the form of digital satellite images obtained from the compilation of Google Earth image and aerial photographs to produce images with good quality. Data collection technique is done by documentation and observation technique. Technique of data analysis conducted in this research is technique of site plan analysis.

4. RESULTS AND DISCUSSION

DAM COLO or commonly called DAM COLO Nguter District Sukoharjo District to be a tourist asset because it has the scenery and an interesting location. The embryo of the location becomes a tourist spot because of the frequent local people take advantage of several points on location twrsebut for short leisure and leisure. That's because in addition to the DAM COLO water gate is an area that is still natural that is very comfortable to be used for rest and refreshing for a moment. So that over time, the habit is transmitted and passed down through the generations by the local community and even spread to the luaa community around Sukoharjo District.



Figure1. DAM COLO location at Nguter Sukoharjo

Data that has been taken about the area of DAM COLO Nguter Sukoharjo location shows that the area has many potentials that can be developed and changed to become more interesting to be able to stimulate more tourists.

The current conditions of DAM COLO include; (1) Damage View being one with Sukoharjo Wonogiri border crossing, (2) Warung Lines along the east line of DAM COLO facing directly to the river, (3) Trembesi tree row along the lane (5) Empty gardens in several gaps around the dam, (6) Border bridge between Sukoharjo and Wonogiri regencies, (7) Warung Lines around the road before entering the area Dam Tours.

Some of the location points have been worked out by the local community and arranged in such a way with their respective capacities and limitations. If you look at the naked eye, the pattern is already forming sketches of facilities and infrastructure that already characterize it as a tourist location. But unfortunately the response from government agencies related to the field, in this case the Department of Tourism is still lacking. So the efforts of the community in developing facilities and infrastructure to public facilities are classified as slow and less than the maximum. plus the interest of tourists visiting decreases day by day. It is not without cause, tourists may not have get the right stimulus in the area of DAM COLO as an attractive tourist choice. Therefore, the accuracy to renovate the location needed to advance the tourism assets to be more interesting.

Facilities and infrastructure need to be innovated and developed in DAM COLO and its surrounding areas; (2) facilities of prayers (mosque or mosque), (3) adequate parking facility (bicycle, motorcycle, car to bus), (4) children playground facilities (educational, (6) rest area (gazebo, pendhapa, transit), (7) the iconic view DAM COLO (sculptures, statues, buses and public transport) writing, gate), (8) the

addition of tourism sites in Dam area (entertainment stage, mini zoo, etc), (9) main line and access road, (10) center of souvenir and development of warung food vendors to PUJASERA.

The concept of development is not necessarily without reason. If you look at the condition of space and natural facilities could be a tourist asset DAM COLO which originally serves as a regulator of the water flow of the river bengawan solo it becomes multifunctional as well as really good tourist location for the whole public. Some parts that can be developed include:

4.1. Improving the Facilities of More Adequate Toilets and Procurement of Small Mosque



Figure1. *The existing condition of toilet facilities*

A tourism location will be said to be comfortable if providing public facilities and public facilities such as toilets and adequate toilets and the existence of a mosque as a place of worship for tourists in need. Location Tour DAM COLO already has an MCK facility but has not had a musholla, but if seen from the layout and the condition of the location of the facilities are not yet meet public needs if visitors exceed the limit. The condition there is only a toilet facility location in the eastern area of DAM COLO, while on the other side there is no such facility. until it needs to be added at some point. that is: (a) in the west to the connecting bridge between Sukoharjo and Wonogiri districts, (b) next to the entrance of DAM COLO area (north), (c) Musholla or small mosque may be added in the eastern area of DAM COLO, adjacent to existing toilet area .

4.2. Improvement of Vacant Land Facilities as Educative Children's Playground

Children playground is one of the favorite facilities for visitors to the sights. That's because more tourists when it comes to average with families with different age categories. The tendency of the number of tourists category of children can be predicted wherever the natural site of tourism located. Thus, by the existence of children's playground many of the positive things will be obtained, starting from the comfort and security, display more neat and beautiful loaction, to reduce the impact of children doing things outside the clump. It is risky in case the spatial tourist location is mixed into one in the absence of space limits. between tours for adult consumption should be spaced with tours for child consumption. In addition, because the tourist sites in DAM COLO still a lot of empty land that can still be used as a to introduce the site to people in general, which is (a) a location that can be utilized for children's playground facilities in the center of the main lane, (b) the western location facing south, (c) the location to the north after the entrance, the western part of the PDAM office.

4.3. Making Icon in the Form of Location Characteristic or the Like.

Making the icon that is characteristic of DAM COLO or the like, the location is at the central point of DAM COLO. It is so that when tourists enter the location shall get a special attraction, which is only be found in DAM COLO, and only one in Indonesia. The location is more precisely located in the meeting of 3 roads are the road north, west and east. in central it is interesting for icon location. The aforementioned icon can be written, and then also equipped with photoboot.

4.4. Revamping the Road Infrastructure to the Tourism Object

Infrastrutur is an important access for a location anywhere. Whether it's a tourist location or a public location. It is undeniable that our society has been closely following the times. Thus, when they were getting an information about a new tourism location or an update from an existing tourism location. Therefore, the most sought after is the advanced information about the access road to the location and

facilities. It is in close proximity with the interest of tourists to be sure to visit the location. A good tourist loop of any kind but if the access road and the path less comfortable and safe to pass, then it may be dampen the interest of any tourist visit.

Data obtained from the field observations provide an illustration if road access at the site has been managed, but over time many roads and lanes are damaged and there is no improvement. While on the other side there is also a narrow road access for certain fleet categories (mini bus, bus, and public transportation with wide body). Lack of mass transit vehicles to the location is also an obstacle, so it needs to increase the number and intensity of public transportation to the location. Data obtained from the field observations provide an illustration if road access at the site has been managed, but over time many roads and lanes are damaged and there is no improvement. While on the other side there is also a narrow road access for certain fleet categories (mini bus, bus, and public transportation with wide body). Lack of mass transit vehicles to the location is also an obstacle, so it needs to increase the number and intensity of public transportation to the location.



5. CONCLUSION

Based on the above explanation it can be concluded that some parts that need to be added and developed are public facilities such as MCK and musholla, addition of children's educational playground, making of location icon and development of road infrastructure.

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