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## DEVELOPING THE STRATEGY OF ECOTOURISM DEVELOPMENT BASED ON REGIONAL PLANNING ANALYSIS: THE STUDY OF KABALONG ECOTOURISM, PEKALONGAN REGENCY INDONESIA

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**Abstract:** *The tourism sector has a significant role in the economy and became a very strategic sector to be developed. It can revive the economic activity of a region and stimulate the emergence of MSEs in the surrounding area, especially MSEs in tourism. However, area development must consider related matters like spatial and territorial planning, potentials, and various related policies. This research was conducted in the Kabalong ecotourism, Karanganyar, Pekalongan Regency, and analyzed using a policy-synergy, homogeneity of activity, land suitability, environmental carrying capacity, and potential risk approach. The result shows Kabalong ecotourism in line with the related policy, supported by its potentials, and has adequate infrastructure. The problems that still exist over there are a change in spirit and vision along with local government succession, ego-sectoral, and the weaknesses in promoting tourist areas. Therefore, it is important to formulate a "Kabalong Corporation" strategy framework, strengthen the local government commitment by documenting some agreements, convey the agreements to its successors, and develop an effective promotional method).*

**Keywords:** keyword, keyword, keyword

### 1. Introduction

The tourism sector plays a significant role in the economy. Therefore, it became a very strategic sector to be developed. The tourism sector can revive the economic activity of a region by stimulating the emergence of MSEs in the surrounding area, especially MSEs in tourism. Further, the emergence of MSEs absorbs labor and people's income, directly and indirectly through its multiplier effect on the food industries, accommodation and hospitality, and trade. Macroeconomically, the contribution of the tourism sector to the Gross Domestic Product (GDP) is growing significantly by 4.23% or Rp. 461.36 trillion, generating a foreign exchange of US \$ 11.9 billion and employing 12.16 million people (Kementrian Pariwisata 2018). With the many and varied tourism potentials, Indonesia's tourism sector has the opportunity to become the leading sector as stipulated as a priority program for the development of the 2015-2019 Working Cabinet in the President's 'Nawa Cita'

Pekalongan Regency has a variety of tourist potentials. According to the spatial and territorial planning of the Pekalongan Regency 2011-2031, one of the areas directed as a tourist area is the Kabalong (Karanggondang, Limbangan, Lolong) in the Karanganyar sub-district. This area is geared as an ecotourist area because it has a lot of potentials, such as the natural potential, culinary, history, and culture. The durian festival and the "Lengkung (Arch) Bridge" in Lolong village has become an icon of this area. With these potentials, the



development of Kabalong ecotourism can be expected to be one of the economic growth centers. Regional development should be aligned with the overall planning. Therefore, the regional planning approach is needed to ensure the harmony of various potentials, direction, and priorities as well as supporting factors that exist. This approach is also useful to identify any potential impacts of regional development. This study aims to develop the strategy of ecotourism development of Kabalong that is in line with its and surrounding potentials as well as the policy and regional development priority.

## **2. Literature Review**

### **2.1. Regional Economy and Planning**

In increasing the social welfare, regions are expected to develop their potential by leveraging their strengths and opportunities independently. The regional autonomy era implies a great expectation of the region in improving social welfare. Along with the implementation of regional autonomy, the autonomous regions (Regency /districts) must be able to adapt. Regional development, especially economic development, should be based on regional potential and uniqueness. Therefore, regions should explore their potential, cultivate, and develop it optimally for social welfare. The activities of tourism and national/regional are integrated phenomenon. The planning of tourism development must consider its effect on the economic, social, and environmental, nationally/regionally. Economically, the tourism sector contributes to foreign exchange, employment, helps to diversify the local economy, Increase tax revenues, and becomes the engine of domestic or regional economic activity. In the social, it plays the identity such as a tradition, enhances local community's esteem, and culture pride. Those will build the nation's identity. Environmentally, tourism can promote several local products and services and cultural life. Therefore, it needs to be continuously-developed (Nugroho, Negara, and Yuniar 2018). There are also some industries related to tourism, hotels, restaurants, retail and shopping, and travel agencies

The Development that relies on their potential will ensure the sustainability of development itself. A well-managed potential will accelerate local economic growth and finally improve society's well-being. The differences between endowment factors of the regions lead them to have different characters and uniqueness. Therefore, every region has a comparative advantage over another. Further, those comparative advantages become the basis of development planning (especially economic development), determining the priorities and directing development to be carried out. With the diverse potentials and appropriate management, a region can accelerate its regional economic growth. Besides using the "basis theory" such as Location Quotient (LQ), Shift-share and typology Klassen, the accuracy of the purpose of regional development can be identified by a regional character approach using policy-synergy, homogeneity of activity, the suitability of the land, environmental carrying capacity and potential risk, and origin-destination analysis (Nahuelhual et al. 2013) .

### **2.2. Tourism and Ecotourism**

According to Ismayanti in Pranata (2012), tourism is divided into several types, namely culinary, Sports, Commercial, Marine, Industrial, Honeymoon, and Nature Reserve Tourism. Meanwhile, UNWTO (2015) and Kontogianni & Alepis (2020) grouped tourism into several categories based on the number of people traveling (Individual Tourism, Group), intention (Recreation/Leisure), cultural, healthy recovering, sports, speech), transportation equipment (Land, water, Aerospace), geographic location (Regional, Domestic, International) and ages (adolescents, adults), gender, price, and social's class. There are tourism *dimensions*, such as *attraction, accessibility, amenities, ancillary, hospitality*, and *infrastructure*.



Tourism sustainability emphasizes the implementation of responsible tourism that meets the needs without compromising the potential of the fulfillment of human needs and aspirations in the future. Therefore, tourism should apply the principles that ensure economically viable (environmentally sound), socially acceptable, and technologically appropriate (Ismayanti, 2016). Ecotourism is an eco-friendly tourism activity that prioritizing aspects of nature conservation, socio-cultural and economic empowerment of local communities' learning and education. This kind of tourism has become a solution to biodiversity management. Ecotourism that involves the local community is believed to be an ideal activity. It utilizes Indonesia's biodiversity so that the sustainability of tourism will be created. Development of Ecotourism is expected to increase sensitivity to nature, provide economic benefits to residents, increase sensitivity to ethnic culture, and minimize negative environmental impacts. So, the development integrated tourism sector is very crucial. Therefore, it is necessary to have a tourism development roadmap that in line with the regional development planning (Joelyartini, Siti Tri, 2016) because the development of the tourism sector is proven to support regional economic independence (Haryanto, Joko T, 2014; Hapsari, Pradnya Paramita, et al. 2014; Puspitaningrum, Merynda, 2015).

### 3. Methodology

The research was conducted in the natural tourism of Kabalong (the acronym of Karanggondang, Limbangan, and Lolong), Karanganyar sub-district, Pekalongan Regency. Kabalong area is headed to be an ecotourism area in Pekalongan Regency. It is stated in Pekalongan Regency Regulation no. 2 of 2011 about the Pekalongan Regency Spatial Planning in 2011–2031. This study used secondary data from several official sources such as Regency statistics, sub-district monographs, and village monographs as the main input. This research is also underpinned by primary data that obtained by field exploration, focus group discussion (FGD) with a meta-plan approach to who is considered competent and know well the potential of study areas (such as the Regency's government organs, sub-district head, village chief/headman, and MSEs).

The analytical technique used in this research is a descriptive analysis that commonly used in regional planning as follows:

1. Policy-synergic analysis that is intended to look at the suitability between policies. This is so that the programs do not overlap and conflict.
2. Homogeneity of activity Analysis. This approach is used to decrypt indicators that are often used in regional development as indicators of physical analysis, topography, history, and ethnic similarities.
3. The suitability of land analysis to an overview of the suitability between the physical condition of the land and its environment towards land use for various activity
4. The Carrying Capacity and Risk Management Analysis is intended to obtain an overview of the environmental support capacity of regional tourism development and risk management as a result of regional development.

### 4. Discussion and Conclusion

#### 4.1. Object and Location Overview

Kabalong is an acronym of three villages which are administratively included in the Karanganyar sub-district of Pekalongan Regency, namely Karanggondang, Limbangan, and Lolong. The entire area of these three villages is 1653231 Ha. Kabalong is well-known as a tourist area but has not been optimally managed. It offers various types of tourism, especially in the village of Lolong has a lot of tourism potential such as culinary tourism (durian Lolong) that is become an icon of Kabalong, historical tourism (the heritage of Dutch





history during the colonial era), water tourism (Sengkarang river) that decorated by the natural beauty around them, namely durian plantations, rice fields, large stones that are quite stunning and desirable for taking pictures, rafting through the river up to 5 km long. The population of the three villages reached 5,911 people. At that place are many economic facilities in the form of stalls/kiosks/ shops, 42 units in Karanggondang, 31 in Limbangan, and 49 in Lolong.

#### **4.2. Policy-synergic analysis.**

Synergic among policies, both hierarchical (vertical relationship) and related policies, are important. Various policies should complement each other, do not overlap, and guiding in the same way. The next part is the result of the policy-synergic analysis in the frame of ecotourism development in the Karanganyar sub-district, especially Kabalong. Regarding the Spatial and Territory Planning of Pekalongan Regency, Karanganyar sub-district is directed to be the protected area managed by the community, the Area that Provide Protection for Subordinate Areas, the area of Production forest, the center of sweet potato commodity crops production, the center of Tomato, chili, cucumber, and durian fruit plant development. The area of ecotourism, namely Kabalong (Karanggondang, Limbangan, Lolong), the area of Artificial tourism of recreation of Kulu Asri and Tirta Alam Swimming Pools, the area of Religious Tourism Habib Abdurrahman's grave that is located in Lolong Village and Sheikh Abu Bakar Bin Toha Bin -Yahya's grave that is located in Kayugeritan Village, the designated area of Limited Production Forest, and the Community Forest Areas with superior commodities of durian, coconut, rubber, and sugarcane.

Based on the assigned of Karanganyar's development, this study shows that there were no misappropriations of the tourism development masterplan against the spatial and territorial planning of Pekalongan regency. Relating to the spatial and territorial planning of Central Java Province, Pekalongan Regency isn't assigned to be a tourism area. However, it doesn't mean that the development of the Kabalong ecotourism contravene to the spatial and territorial planning of Central Java Province, since the type of tourism developed still in the line, in the term of protected areas that managed by the community (article 32), cultural and science reserve areas (article 48), the fix production forest areas (article 68), and community's forest areas (article 71). Thus, it can be said that there is a synergy between the Kabalong tourism area development policy and various regional development plans

#### **4.3. Homogeneity-activity Analysis**

The Homogeneity in activity analysis elaborates factors that thought have a significant effect on the success of regional development. Factors referred to consist of physical, historical, infrastructure conditions. Physically, historically, and its infrastructure, the Pekalongan Regency as a whole the same relatively. Thus, Pekalongan Regency can be said to have a homogeneous activity, and so the sub-district of Karanganyar. The natural factors referred to consist of the type of land, climate, and topography. There are no differences in climate, rainfall, topography, and land. Meanwhile, social factors referred to consist of education, economics, and culture. Socially, the majority of the population works in the manufacturing sector; high school and below graduated; Javanese ethnicity; and a majority are Muslim

#### **4.4. The Land Suitability Analysis**

The area of the Karanganyar sub-district is 63.48 km<sup>2</sup>, consisting of 17.98 km<sup>2</sup> of paddy and 45.50 Ha dry field. It has a slope between 5 percent to 50 percent with the types of land latosol, andosol, and grumusol. Andosol soil has a medium to high organic content and able to absorb water well to tackle erosion. It is good for agriculture. The availability of adequate irrigation will greatly support the content of water in the soil and very beneficial to



absorb nutrients in the soil for plants. Such soil characteristics boost productivity in agriculture. Latosol soil is suitable for plants such as sugar cane, chocolate, coffee, and rubber. Meanwhile, grumusol soil that can absorb high water and store the nutrients that are needed by plants is good for grass and teak plants. Several Types of Commodities by the Karanganyar Sub-district are presented in Table 1

**Table 1 Commodity of Agricultural Products of Karanganyar Sub-district  
Pekalongan Regency**

Commodities	Karanganyar Sub-district		Pekalongan Regency		% to Pekalongan Regency
	Harvest area (Ha)	Production (tons)	Harvest area (Ha)	Production (tons)	
Pady	2.583,00	13.319,02	41.519,00	219.545,93	6,07
Corn	16,00	773,00	2.122,00	11.315,42	6,83
Sweet Potatoes	12,00	167,00	72,00	826,30	20,21
Ginger		17.500,00		156.646,00	11,17
Galangal		40.000,00		1.419.081,00	2,82
Mango (tons)		1.017,00		77.743,00	1,31
Durian		14.431,00		87.761,00	16,44
Orange		57,00		433,00	13,16
Banana		715,00			
Fisheries		21.435,00		212.227,00	10,10

Source: Pekalongan Regency Statistic, 2020.

In terms of the Kabalong Eco-tourism, the suitability of the land is very high because of the development of the Kabalong ecotourism precisely based on its natural potential of Kabalong. Kabalong ecotourism centered on the Sengkarang river. Senkarang River has a highwater debit and never dry even though in the dry season, beautiful scenery with durian forest surrounding area and cool air. The durian festival events that have often held, historical relics "Lengkung Bridge" that built during the Dutch colonial, and Wisnu River with not too heavy debit that is suitable for natural tourism "tubing" also strengthening the Kabalong Eco-tourism. Meanwhile, the artificial tourism/recreation of Kulu Asri and Tirta Alam Swimming Pool is supported by adequate water. The Religious Tourism o Habib Abdurrahman grave located in Lolong and the grave of Sheikh Abu Bakar Bin Toha Bin Yahya located in Kayugeritan has suitability because those graves are easily accessible, although still in need of access and other supporters' improvement. The latosol and grumusol soil are suitable to develop forestry's superior commodities such as durian, coconut, rubber, and sugarcane.

#### **4.5. The Carrying Capacity and Risk Management Analysis.**

The development of the area may have impacts and potential risks on the environment. Thus, it is important to analyse and identify those impacts and potential risks. Ideally, area development considers ecological, conservation, and cultural/local wisdom functions. The hope is that tourism remains comfortable, but the environment, conservation building, and local wisdom are still maintained.



Related to the carrying capacity of the environment and the potential risks, Kabalong ecotourism development seems to have a high carrying capacity and low potential risks. Because of the Kabalong ecotourism based on its natural resources. The type of tourism developed adapts to the environment itself and does not exploit nature. The Lengkung Bridge that is within the area Kabalong ecotourism is the conservation of Dutch colonial beautifies the area and instagramable. Socially, Kabalong ecotourism is supported by the openness and hospitality of the community, the commitment of the local and district governments, the availability of highly motivated and creative peoples, and tourism awareness groups. There is the closeness between the regional apparatus and population, and enthusiasm of the local community concern with the Kabalong ecotourism development. However, there is a little note concern with the Kabalong ecotourism development, namely the changes of the local governments often have significant effects on the development priorities. It seems that the vision of previous leaders was poorly communicated to their successor. Whereas previous programs were not well documented, then the sustainability of the program less intact. The Habib Abdurrahman's religious tourism grave in Lolong and Sheikh Abu Bakar Bin Toha Bin Yahya grave in Kayugeritan seems to have a low social risk because of its attractiveness relating to the religion professed by the majority of the population, Muslim

#### 4.6. Analysis of the transportation system (Origin-Destination).

The facilities and infrastructures of transportation are important elements in the structure of the region's space. They are keys to connectivity, from regions to others. Regarding the facilities and infrastructures of transportation in the Karanganyar sub-district, it seems that the condition of the roads very adequate. The road with asphalt surface reaches more than 90 percent of roads in the Karanganyar sub-district. Most of them are in good condition.

Tabel 2 The Roads Condition of Karanganyar District

Type of Roads	Length	%
a. Asphalt	507,36	90,42
b. Gravel	33,84	6,03
c. Land	4,14	0,74
d. Semens	10,91	1,94
e. Not Detailed	11,84	2,11
<i>Total</i>	561,11	100,00
ROAD CONDITIONS		
a. Good	360,70	64,27
b. Medium	104,63	18,64
c. Damaged	67,68	12,06
d. Severely Damaged	28,17	5,02
<i>Total</i>	561,18	100,00

Source: Pekalongan Regency Statistic, 2020

#### 5. Conclusion

Based on the analysis of the regional planning approach, the development of the Kabalong ecotourism stated in the spatial and territorial planning of the Pekalongan Regency is appropriate. It is proven as follows: (1) Based on the policy-synergic analysis, there is no misuse of the purpose of the area development against the Pekalongan Regency Tourism Masterplan, the spatial and territorial planning of Pekalongan Regency, and spatial and territorial planning of Central Jawa Province; (2) the activity is homogeneous. They have the same climate, culture, ethnicity, language, and level of education; (3) The type of soil and



topography are appropriate with the assigned of the area; (4) There is a high environmental carrying capacity with low potential risks; and (5) The infrastructure and transportation system are adequate. However, there are problems related to the development of the area, namely spirit and vision changes following changes in local leaders, sectoral-ego in terms of concern with their village, and the weaknesses of tourism management, especially in promoting. Thus, it is important to formulate a "Kabalong Corporation" strategy framework, reinforce the commitment of the local government, documenting agreements, communicate the agreements to the successors and improve the management capability of the area.

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