

SWOT ANALISYS FOR INTEGRATED ECO-TOURISM DEVELOPMENT IN STRENGTHENING NATIONAL RESILIENCE (CASE STUDY IN GAJAH WONG RIVER, YOGYAKARTA, INDONESIA)

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ABSTRACT

River used to be the center of human activities as water is the source of life. As we know many kingdoms were situated nearby the river and some of them fight for water resources. The development of science and technology had been brought many options to get water. Nowadays, in many urban areas, rivers are no longer strategic location for living. Evenmore, river used for illegal housing or the shelter of marginalized people and terminal of waste and garbages. Riverside becomes slums area. Poverties, crimes and other social problems seem to be the mark of the riverside area. This should not be happened. It must be found the way out. Rivers have to be revitalized as resource water and its ecosystem including Gajah Wong river in Yogyakarta. The uniqueness of this river is the water resources from 24 springs, flows to the South Ocean. The development of integrated eco-tourism will perform sustainable development and accelerate the strength of National Resilience. The purpose of this research was to analyze Gajahwong integrated eco-tourism in Yogyakarta. The method of this research was Descriptive Qualitative. Data collecting by direct observation, Focus Group Discusion, in-depth interview, documentations. This research used SWOT (Strength, Weaknesses, Opportunities and Threats) analysis. The result shows that the development of integrated eco-tourism in Gajah Wong river will significantly generate the strength of National Resilience. The recommendation of this research is that the synergy of five pillars namely Local Community, Local Government, Academician, Investor and National Policy is really needed.

Keywords: *Eco-tourism, National Resilience, Integrated, Synergy .*

INTRODUCTION

Yogyakarta is famous as one of the main tourist destination in Indonesia. Yogyakarta is on the ninth rank for the number of visitors (2.460.967 visitors in the year of 2010) and on the fiveth rank for the most favourite tourist destination city (Ministry of tourism, 2010). There are three rivers in Yogyakarta city, namely: Code; Winongo and Gajah Wong. Each of them has their own characteristic. Code river for instant, regularly floats ones in eight years in average; Winongo river tends to depend on the season. Much water flows in rainy season and less in dry season. Gajahwong has specific and unique characteristic. Specific because of its heritage, connect to the history of Mataram Kingdom in Yogyakarta in the past. And it also unique because the source of river water is comes from 24 springs along the body of the river which is flows to the south ocean. So, the quantity of Gajah Wong river water relatively constant rather

than another both rivers. The riverside area of Code; Winongo and Gajah Wong and many other rivers in the cities in Indonesia more or less has similar social and economic problems. Slums area, polluted rivers, crimes, illiteracy, uneducated people, unemployment, poverty, seems to be the identical problems. Without serious attention and action to solve, these problems will impact to many aspect of National Resilience (Natural resources; Human resources; ideology; politics; economics; social and culture; Defence and Security), which is mean also the sustainable development's barrier. There are many ancient heritage situated along the Gajah Wong riverside area. Unfortunately these heritages are not well regarded and some of them disappear of people destructions. In the Gajah Wong riverside, also situated culture village (Giwangan village), the center of culture area, which is the habitants have various groups of hobbies and economics activities. Developing Gajah Wong river must be aware of environment aspect. The spirit of Yogyakarta Special Territory "*Mamayu Hayuning Bawono*" determined to Yogyakarta City's Plan of Action "*Segoro Amarta*" (*Semangat Gotong Royong Agawe Maju Yogyakarta*) in developing Gajah Wong river area. Three main indicators in developing river area, there are: 1. Health river; 2. Health residential area and 3. Economic Growth (Government's Regulation: *UU No. 13 Th 2012 tentang Keistimewaan DIY – Rancangan Perdasai Pemda DIY tentang Tata Ruang*). By developing river, maintenance heritages and integrating eco-tourism along the Gajah Wong river in Yogyakarta city will push the economic growth and other social aspects. The sustainable development will occur and the national resilience getting stronger.

AIMS

This paper present the strengths, weaknesses, opportunities and challenges in order to establish the integrated eco-tourism in the Gajah Wong river area in Yogyakarta city. The development of integrated eco-tourism supports sustainable development in accelerating the strenght of National Resilience.

METHODOLOGY

This research conducted as Field Research. The definition of Field Research is any activities aimed at collecting primary (original or otherwise unavailable) data, using methods such as face to face interviewing, telephone and postal surveys and direct observation (www.Businessdictionary.com/definition/field-research.html). The method of this research is Descriptive Qualitative. This study was analyzed by SWOT analysis. The respondent is the key person. They are, related governmental institution namely Balai Besar Wilayah Sungai Serayu Opak (BBWSO), Badan Lingkungan Hidup (BLH DIY), Badan Pengelola Daerah Aliran Sungai (BP DAS DIY), Dinas Kebudayaan (Culture Office of Yogyakarta), Dinas Pariwisata (Tourism Office of Yogyakarta), Camat (The chief) of Umbulharjo District, Kepala Desa (The chief) of seven villages along Gajah Wong river area, seven river guards (Ulu-ulu), RW (formal community leader), Gajah Wong Community Forum (Forsidas Gajah Wong), Groups of hobbies and economic activities. The data collected by direct observation, focus group discussion, in-depth interview and documentation

RESULT AND DISCUSSION

A. Yogyakarta profile

Yogyakarta has strategic position as the capital city of Yogyakarta province and the center of regional activities of Yogyakarta special Province area and southern Java. It perform the specific activities patterns, potencies and problems as open area with high mobilization. This condition drives Yogyakarta to urban society which is depending on services sector rather than manufacture sector in big scales production. The Yogyakarta city has 3.250 Ha or 32.50 Km² wides (only 1,2 % of Provinve's width) with the fareset distance 7.5 Km from north to south and 5.6 Km from west to east. Yogyakarta has 14 districts, 45 villageS. Most of land use for residential 2.103,27 Ha and only 20.20 Ha vacant areas. The widest district is Umbulharjo which is most of the body of Gajah Wong river lied on this district in the Yogyakarta city. It has 812.00 Ha or 24,98 % of Yogyakarta's width.

There are 3 rivers flows from north to south deviding Yogyakarta namely Gajahwong in the east, Code in the center of city and Winongo in the west. After the eruption of Merapi Volcano, Yogyakarta face the threat of lahar float disaster as Merapi located in the north of Yogyakarta and the lahar flows down into the rivers. In the end of the year 2010, the Merapi eruption had threated the people who lives and do their activities in 16 village situated alongs Code river. According to this threat, Yogyakarta government has to be ready to handle it.

In the year of 2010 there are 457.668 people lives in Yogyakarta. The poverty data in the year 2007 shows that Yogyakarta has 89.818 poor people but in the year of 2010 decrease to 65.371 poor people. The poverty centered on the marginal area and most of poor people living in the illegal area such as in the riverside that make the riversides become slums area. The poor people residential usually not well organize and there is no basic residential facility (unproper residential). The percentage of unproper houses is 4.36% in the year of 2010. Until the end of the year 2011 there are 1.979 unproper houses. (Kimpraswil Kota Yogyakarta, 2010). The changing of poverty standards and the inflasion also impact to increase the number of not poor jump into poor people category if they cannot be able to increase their welfare.

B. The Vision and Mission of Yogyakarta 2005-2025

The Vision of Yogyakarta Development 2005-2025

According to the condition, problems and challenges in 20 years from 2005 and by calculates the strategic factors and the potencies of Yogyakarta, the vision of Yogyakarta Development 2005-2025 is "Yogyakarta as Qualified Educational City, Tourism Based on Culture and Services Serving Center which is aware of environment". (The Document of RPJPD Kota Yogyakarta 2005 – 2025)

The Mission of Yogyakarta Development 2005-2025 to perform the vision is by nine Development Mission as follows:

1. Maintain the predicate of Yogyakarta as educational city
2. Maintain the predicate of Yogyakarta as tourist city, Culture city and Struggle city
3. Creating the competitive power of Yogyakarta the prime in serving public service
4. Making Yogyakarta nice place to live and friendly to the environment
5. Performing Yogyakarta people that honours to moral, ethics, humanism and culture

6. Performing Yogyakarta a *good governance*, clean government, justice, democratic and based on laws
7. Performing Yogyakarta secure, in order, unity and peace
8. Performing qualified structure and infrastructure development
9. performing healthy Yogyakarta

C. National Resilience Theory

National Resilience is National dynamic conditions contains strengths and perseverances in facing challenges, threats, barriers and inferences which are threaten national identity, integrity and existency in many aspects namely ideology, politics, economics, social-cultural, defense and security (Lemhannas RI, 1999). There are eight elements of national resilience called Asta Gatra, consist of Tri Gatra and Five Gatra. Tri Gatra are three natural elements of national resilience, there are Location and geographically position of the country, Natural Resources and Human Resources. Panca Gatra are five social elements of national resilience there are Ideology, Politics, Economics, Social, Cultural, Defense and Security. These eight elements all together build the performance of the national resilience. The eight elements Asta Gatra are integrated as one gestalt power and there is inter-related and correlation among the element. One dynamic condition element influences to the dynamic condition another. Gestalt means when the power of one element plus another one power of element the result is much bigger than just adding the number of the two single power of element. Economic Gatra/element extremely influences another gatra. When Economic Gatra is strong, it will be able to: (1) buy high-tech protection system to guard the state and the border. (2) Financing the exploration of national natural resources that builds the proudness of the nation. (3) Providing technology and opportunity to accelerate the quality of human resources. (4) Strengthening the national ideology. (5) Establish democracy and politic stability. (6) Establish social stability and strengthening national social-cultural. (7) Performing the national defence and security. In the contrary, when the economic gatra/element of national resilience is weak, the poverty drives people against the law in order to fulfill their basic needs for living. The crimes, illiteracy, blind democracy, unsecure, unpeace and all can be disorder.

National resilience is a welfare and security concept to reach the welfares and conduct the national security in the same time. Remaining that economic growth can accelerate the welfare and also that the development should be sustain, the development of integrated tourism along the Gajah Wong river is the best solution for poverty problem solving and creating the new strategy of tourism product.

D. Gajahwong River and Integrated Eco-tourism

Gajahwong river has 8 Km long from north to the south passing through three district and seven village of Yogyakarta, One District and two villages in Sleman Regency, three Districts and five villages in Bantul regency. In Yogyakarta city, Umbulharjo District has the longest part of Gajahwong river which is situated in five villages there are: Mujamuju, Rejowinangun, Warungboto, Pandeyan and Giwangan. The long is about 7 Km in the west side of the river and about 2 Km in the east side of the river. The water quantity is relatively stabil because the source of river water is from 24 springs in the body of Gajahwong river. Before the year 2000, there are

about 49 springs, but in the year of 2012 only 24 springs left (Forsidas Gajah Wong, 2012). The water of these springs is all in good qualities. It had been tested in the laboratory and the result shows zero bacteria colie in it. Unfortunately people's behavior makes Gajah Wong river called the most polluted river in Yogyakarta. BLH DIY (2012) declare that all rivers in Yogyakarta Province are polluted of BOD, Chlorine, Sulfide, Zink, Magnesium, methal and bacteria colie and the worse is Gajah Wong river. There is not any attention from the government, as government not provide fund for Gajah Wong development in the year 2013 but will provide it for the next year.(Bappeda, Yogyakarta,2013). Considering the quantity of the water, in Giwangan was built a dam to collect the Gajahwong river water for irrigation purpose. Gajah Wong river had been watering 40.000 Ha ricefields in Bantul Regency (in the south of Yogyakarta city, southern of Yogyakarta special Province).

There are many tourist area along the Gajah Wong riverside area which are not integrated yet. From the north to the south there are: Affandi Art Gallery, Gembira Loka Zoo (in Mujamuju village), Springs Heritage: Umbul raja, Umbul Naga, Umbul Lanang, Umbul Wadon (in Warungbata village), Gajah Wong Educational Park (in Pandeyan village), situs Cinde Amoh and dam(in Giwangan village), funeral area of Old Mataram's king and Giwangan village (the cultural center village).

Giwangan Cultural Center Village have many cultural performance such as: Karawitan/Gamelan (Traditional orchestra), Wayang Orang (people puppet performance), Wayang Kulit (leather puppet performance), Ketoprak (Traditional drama life performance), Dance (Traditional, classic, modern), Jathilan (mystical dancing), Gejog Lesung (music of wood), Theq-theq (music of bamboo), Keroncong (traditional music), Campursari (traditional music creative), Mocopat (old wisdom poetry), Angklung (bamboos music), Dolanan Anak (children's games), Hadroh, Rebana, Samproh (moslem's music), Pit Onthel (ancient bicycle community), *Andong Wisata*, Batik handycraft, Silver handycraft, Varous Souvenirs (Bordir, Sulam Pita, Accesoris, Sungging Wayang, mini becak mini, etc), Culiner (various traditional food, various snack, jamu, emping mlinjo, abon nabati, etc). Unfortunately, the government does not handle the Gajahwong river community yet. The existency of community forum "Forsidas Gajahwong" and their activities attracts government's attention. One week Gajah Wong (14 – 21 April 2013), One day seminar Festival, art's and culture performance was done successfully. It is indicate that the people pays good attentions and willing to participate in developing Gajah Wong and the riverside area. These attractive tourist spots can be developed as integrated eco-tourism.

Eco-tourism at the first defined by The Eco-tourism Society in the year 1990 as a kind of journey to the natural area that aimed to conservate the environment and for sustainability of social and culture of the local community. While The Australian Department of tourism more or less defined eco-tourism as tourism based on nature within including the education aspect and the interpelation to the natural environment and the culture by managing sustainable ecology. It can be said that eco-tourism is a tourism managed by conservation approach.As the International Union for Conservation of Nature and Natural Resources means that conservation is men's effort to use the biosphere to achieve the bigger result and sustainability for this generation and in the future (Fandeli, 1990).

E. Policy to Perform Health River, Health Residential and Economic Growth

The government interested in fulfill the basics needs of the people. As there are many problems related to the housing and the residential area, in the year of 2011 Government regulate by The Governmet's Regulation Number 1 in the year of 2011 about Housing and Residential Area in point 56 (*Pasal 56 UU No 1 Th 2001 tentang Perumahan dan Kawasan Permukiman*):

1. Residential area organized in order to establishing land as living environment and space of activities to support comprehensive, integrated and sustainability living planned according to space arrangement.
2. Residential area organized as in point (1) aimed to fulfill citizen's right to get proper housing in health environment, secure, arranged and guaranty the certainty of residency

Riverside area in certain distance closer to the water along the river has main function as a bondary area between the river and the land. It is protected to maintain the sustainability of river functions and to control the environmental distruction of human activities (Chairman of Dinas PUP-ESDM DIY, 2013)

The eight criteria of health river are: 1) Have the sempadan area, 2) Rocks in the river's body, 3) Connections the beginning to an ends of the river, 4) Free from pollution, waste and garbage, 5) Amphiby access (water and land connection zone), 6) Fish, birds, and other species as ecosystem cycle, 7) No barrier for fish and other species water animal to do their activities and migration, 8) Have social access to the river

While the criteria of health residential area are: 1) As the order of Site Plan, 2) Outside of protected area, 3) Aware of living environment's condition, 4) Completed with public services such as proper access; clean water; domestic waste water disposal; garbage management; drainage and green open space

As Yogyakarta famous as tourist destination city, the economic growth strategy in Yogyakarta is by developing innovative programmes on tourism. Yogyakarta government developing Community Based Tourism concept which is offers the environmental resources and local way of life. Yogyakarta spirit "*Mamayu Hayuning Bawono*" has been guiding green development in Yogyakarta since in the year 1756 that modernized to develope Yogyakarta Green City. There are eight indicators of Green City namely: Green Planning and Design, Green Open Space, Green Community, Green Waste, Green Transportation, Green Water, Green Energy and Green Building. The development of integrated eco-tourism an Gajah Wong Riverside area must be conduct guidance by those government's policy.

F. Swot Analysis On Gajahwong River Integrated Eco-Tourism:

The data of Strengths, Weaknesses, Opportunity and Threats was collected by observation, focus group discussion, in-depth Interview, documentation and from National Seminar of Gajahwong Festival, 21 April 2013 in Yogyakarta. Based on the informations the SWOT (Strengths, Weaknesses, Opportunity and Threats) of Integrated Eco-tourism Development in Gajahwong riverside area shows as follow:

Strengths:

Source of the river water is from natural springs that have heritage value and watering 40.000 Ha ricefields, Yogyakarta Green Open Space 32,45% of area above tne minimum standart (30%), Many tourist spots along the Gajah Wong riverside area, Strategic location in the city. Entrepreneurship of the people, many groups of various art and culture communities and economic activities, willingness of the people to participate in development.

Weaknesses:

Dirty river water, Untreated heritage springs (the river water source), No green knowledge, Low of managerial skill, Poverty, Less Capital, Minime Infrastructure, Illegal housing in the river lines, Regulation and Law enforcement.

Opportunities:

Government's support, Academician's support (UPN "Veteran Yogyakarta and Gadjahmada University), Groups of hobbies and economic activities in the area of study, River Community Forums, There are many Situs and Heritage, Yogyakarta towards Green City and the most famous tourist city.

Threats:

Dissaster, Global warming, Situs and Heritage destruction, Uncontroll Population growth, Global competition, Travel warning, Terrorism, Corruption.

G. The impact to National Resilience:

There are eight elements of national resilience called Asta Gatra, consist of Tri Gatra and Five Gatra. Tri Gatra is three natural elements of national resilience, there are Location and geographically position of the country, Natural Resources and Human Resources. Panca Gatra is five social elements of national resilience there are Ideoligy, Politics, Economics, Social-Cultural, Defense and Security. According to this concept hereby the condition that require to strengthen National Resilience by developing integrated eco-tourism in Yogyakarta:

Natural resources (land, water and natural wealth contained in it) well manage in sustainability and utilized largely for the people's necessity, Well educated people including in green knowledge to strengthen human resources, The implementation of National way of life (ideology) Pancasila in all aspect of development, Good governance and clean government, Grass roots democracy, Green business/ Green economic activities, The Sustainability of social and culture of local community and the national security protection.

Reffering to the inter-related among gatra in National resilience, the growth of economic will impact to the increase of other gatra (in politic participation, social status, security etc). The contribution of Eco-tourism in strengthening National Resilience in the case of Gajah Wong integrated eco-tourism is the support to maintain sustainable development by the growth of economic to strengthen The National Resilience

CONCLUSION:

The development of Yogyakarta city to perform welfare for the people is depending on services sector rather than manufacture sector in big scale production. Yogyakarta as tourist city developing Community Based Tourism concept which is offers the environmental resources and local way of life. "*Mamayu Hayuning Bawono*" and *SEGORO AMARTA* guidance Yogyakarta towards Green city. Developing integrated eco-tourism along the Gajahwong riverside area, means all the potencies as a tourist spot will stimulate people empowering as a strategy to support local community economic development. Synergies with local government and other stake holder is needed to optimize and accelerate the progress of economic development in Yogyakarta. By integrating the potential of nature, human resources and political will, this area

is being developed as a business district based on ecotourism. The environment can be preserved, so people can also improve their living standards. By developing Gajahwong river and the situs and heritage surrounded, people can earn from it for living. Integrated eco-tourism along the Gajahwong river in Yogyakarta city will push the economic growth and other social aspects. The sustainable development will occur and the national resilience will getting stronger.

RECOMMENDATION

The recommendation of this research is that the synergy of five pillars namely Local Community, Local Government, Academician, Investor and National Policy is really needed.

1. Local community alongs the Gajahwong river must be eager to develop self resilience and participate in involvement with social and cultural or economic creative groups and maintenance the environment in the same time for sustainable development.
2. Local government should strengthening community and business leadership role in developing arts and culture and regulate people activities to maintenance the heritage.
3. Academician should participate more in finding the way out solving the problem that may appears with their capability in science and technology.
4. Investor (Government and Private investor) should keep on support the finance for arts, culture, creativity and design communities which is could be support by ventura capital, donator, sponsor, syariah bank and rolling funds from government

National Policy should be applicable and accelerate the synergy of the local community and the local government in developing integrated eco-tourism at the Gajah Wong riverside area.

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