

Analisis Konsep Pembangunan Berkelanjutan Dalam Aspek Geowisata pada Geopark Kebumen

Analysis of Sustainable Development Concept On Geopark Kebumen's Geotourism Aspect

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ABSTRACT

Kebumen Geopark is a geotourism area with various potential located in Kebumen Regency, Central Java, Indonesia. Currently, Kebumen Geopark is one of the UNESCO Global Geopark (UGG) candidates. In the Kebumen Geopark Area there is potential for natural landscapes (geodiversity), biodiversity and cultural diversity which have not been utilized optimally. This research aims to analyze the success of the concept of sustainable development in the geotourism aspect in the Kebumen Geopark. The research method used in this research is a qualitative analysis method. The data collection procedure was carried out using an integrated literature study from existing and relevant scientific sources as well as satellite image observations. The results of this research analysis show that the geotourism aspect in the Kebumen Geopark also greatly influences the development of socio-cultural and economic activities of the people of Kebumen City. The development carried out by the Kebumen geopark focuses on three important components, namely conservation, education and local environmental geotourism. To support this, the concept of sustainable development in the geotourism aspect is one of the main focuses in developing this geopark area. As conclude, in the future Kebumen Geopark meet sustainable development concept and for that its feasible to be UGG.

Keywords: Kebumen Geopark, Geotourism, Sustainable Development

ABSTRAK

Geopark Kebumen merupakan kawasan geowisata dengan berbagai potensi yang terletak di Kabupaten Kebumen, Jawa Tengah, Indonesia. Saat ini Geopark Kebumen menjadi salah satu kandidat UNESCO Global Geopark (UGG). Dalam Kawasan Kebumen Geopark terdapat potensi keragaman bentang alam (geodiversity), keragaman hayati (biodiversity), dan keragaman budaya (culturediversity) yang belum dimanfaatkan secara optimal. Penelitian ini bertujuan untuk menganalisis keberhasilan konsep pembangunan berkelanjutan pada aspek geowisata di Geopark Kebumen. Metode penelitian yang digunakan dalam penelitian ini adalah metode analisis kualitatif. Prosedur pengumpulan data dilakukan dengan studi literatur terpadu dari sumber-sumber ilmiah yang ada dan relevan serta observasi citra satelit. Hasil analisis penelitian ini menunjukkan bahwa aspek geowisata di Geopark Kebumen juga sangat berpengaruh terhadap perkembangan aktivitas sosial budaya dan ekonomi masyarakat Kota Kebumen. Pengembangan yang dilakukan geopark Kebumen fokus pada tiga komponen penting yaitu konservasi, edukasi, dan geowisata lingkungan lokal. Untuk mendukung hal tersebut, konsep pembangunan berkelanjutan dalam aspek geowisata menjadi salah satu fokus utama dalam pengembangan kawasan geopark ini. Kesimpulannya, ke depan Geopark Kebumen sudah memenuhi konsep pembangunan berkelanjutan dan oleh karena itu layak untuk dijadikan UGG.

Kata kunci : Geopark Kebumen, Geowisata, Pembangunan Berkelanjutan

INTRODUCTION

Geoparks are an increasingly important strategy in rural areas to achieve endogenous regional development through geomorphological heritage conservation and geotourism development. As defined by UNESCO (2017), "A Geopark is a single, integrated geographical area

in which sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development" (Stoffelen, Groote et al. 2019). Geopark according to UNESCO is an area with clearly defined boundaries and an area a surface area large enough for local economic development. Geopark consists of a number of

geological sites of special scientific interest, rarity or beauty. Geoparks are not only related to geology but also archaeology, ecology, historical or cultural value. In line with the principles of sustainable tourism applied throughout the world, geo-education, geoconservation and value growth programs. The local economy through tourism must continue to be improved and realized in accordance with goals and objectives of building a geopark.

Geopark itself is the term for an area that has geological elements where local communities are invited to participate in protecting and enhancing natural heritage values, including archaeological, ecological and cultural values contained therein, in a sustainable manner. The word geopark is an abbreviation of geological park and in Indonesia can be interpreted as geological park or earth park. Indonesia has 15 National Geoparks and already has Geopark certificates, namely Geopark Silokek (West Sumatra), Geopark Ngarai Sianok Maninjau (West Sumatra) and Geopark Sawahlunto (West Sumatra), Geopark Natuna (Riau Islands), Geopark Pongkor (West Java), Geopark Karangsambung. Karangbolong (Central Java), Banyuwangi Geopark (East Java), Meratus Geopark (South Kalimantan), Mount Toba Caldera Geopark (North Sumatra), Mount Merangin Geopark (Jambi), Mount Belitung Geopark (Bangka Belitung), Mount Bojonegoro Geopark (East Java), Mount Tambora Geopark (West Nusa Tenggara), Mount Maros Geopark (South Sulawesi), and Mount Raja Ampat Geopark (Papua), (National Geopark, kumpan.com, 2018).

Geoparks aim to protect, manage and promote landscapes of exceptional value with three main objectives: geoheritage conservation, educating visitors through geotourism activities and residents by providing information, and achieving sustainable or endogenous economic development, (Stoffelen, Groote et al. 2019). Considering these aims, and although UNESCO explicitly calls for a bottom-up approach to empowering local communities in geoparks (UNESCO, 2017), community perspectives are largely absent from academic geopark studies. Geopark landscapes are intrinsically valuable and increased education increases public awareness of the value of geoparks. Such an approach has led to the statement that "In many

ways, geoparks are similar to zoos and museums and serve as informal learning centers". Such an objective vision of the landscape ignores that geoparks are not neutral landscapes but places lived and experienced by local communities, and that these communities have reciprocally created spatial affinities and regional identities.

Geopark development makes a real contribution, among other things, to regional development, increasing community resilience from disasters, educating people on a good life by respecting diverse cultures, empowering women to obtain additional sources of income, providing employment opportunities for the community with geopark tourism, and establishing cooperation between regions and countries in utilizing geological diversity, biological and cultural diversity, as well as environmental services in a sustainable manner. Using Geoparks to trigger regional growth, Geoparks are expected to increase the wealth of natural resources, regional development and growth, sustainable development, increase the number of visits and improve the local, regional and national economy.

The impact of geotourism in specific targets, such as employment promotion, establishment of sustainable infrastructures, reduction of inequalities and the environmental conservation, among others (Rosado-Et al 2020). Looking at the research focus taken in this research, namely Geotourism at the Kebumen Geopark Site, researchers will see how the concept of implementing sustainable tourism development is applied to this geotourism object.

LITERATURE REVIEW

Geoparks

Geoparks is a single geographical area with geological heritage (geosite) and valuable landscapes that have links between geological, biological and cultural aspects, developed with three main pillars, namely education, conservation and economic development of local communities. Managed in a sustainable manner by involving the community to increase people's understanding and concern for the earth and the environment (Aris Kusworo-Geological Agency, 2022).

The concept of sustainable geopark development aims to ensure that these

development programs can create added value that is useful in improving community welfare in a sustainable manner. This means that the benefits of added value are not only enjoyed by the current community, but also by subsequent generations in the future (Pardede, 2023).

Geotourism

Tom House (2000), geotourism is based on the results of previous research, namely geotourism as an activity that develops interactive spaces and services for tourists, prioritizing social values and benefits from geological and geomorphological conditions so that sustainability is maintained, used for education, tourists and the community. The home also addresses welfare and protection issues.

Geotourism is mostly narrated as geology-based natural tourism by utilizing the values of geodiversity and geoheritage. The tourism values contained in a geological heritage site can provide added value to an area's income (Aries Kusmono, 2021).

Sustainable Tourism

Geoparks have become a new tourism concept that has been developing in the world recently (Ibrahim et al., 2021; Lee & Jayakumar, 2021; Luo et al., 2021). Geoparks have a concept to connect two things, namely the protection of geological wealth and cultural wealth in an area with three basic objectives, namely conservation, education and sustainable development (Darsiharjo et al., 2016; Rifos et al., 2020).

Geopark development contributes positive support to several sectors including regional development, community empowerment, increasing employment opportunities, as well as creating good collaborative relationships between communities, regions and government in maximizing the function of natural resources related to geology, biology and culture, as well as sustainable nature protection. (Putri, 2019).

Geopark development is carried out according to the principles of sustainable development, where the framework for sustainable geopark development is basically structured by environmental sustainability, economic sustainability and socio-cultural sustainability (Oktariadi, 2015). Environmental

sustainability is carried out through the conservation of geological diversity which is integrated with the conservation of biodiversity (flora and fauna) and culture, as well as the sustainable use of geopark resources (without destroying them). Geotourism development, which is the foundation of economic development, is an embodiment of economic sustainability. Meanwhile, socio-cultural sustainability is carried out through community development, namely encouraging the community to become the main actors in geopark development, increasing the capacity of local communities, and increasing community understanding and pride in the geological, natural and cultural heritage values contained in the geopark area. Integrated and joint efforts in community development, economic development and conservation are needed for the development of sustainable geopark development (Hariani, 2020).

Community Based Tourism Management

One concept that describes community involvement in tourism development is Community Based Tourism (CBT). Conceptually, the basic theory of community-based tourism must make the community the main goal, by empowering the community through various tourism activities so that the community gets the maximum benefit from tourism.

The CBT approach is an approach that considers local communities as the main actors and plays a role in developing community-based tourism as planners, investors, implementers, managers, supervisors and evaluators in all lines of development, starting from planning, implementation, to evaluating the benefits and impacts of the scheme. tourism is felt directly by the community, then Community Based Tourism does not rule out the possibility of being successful because of the support of external parties such as NGOs and the Government with different roles. (Garcia Lucchetti & Font, 2013; Dods, Ali, & Galaxy, 2016; Mtapuri & Giampiccoli, 2016; Burgos & Mertns 2017).

The increasing enthusiasm of the public for geotourism is an indication that the development of geotourism with Community Based Tourism is proceeding according to the principles. Increased public attention and intensity towards tourism activities, without external parties dominating

and the emergence of new ideas and organizations shows that community readiness and the level of community participation are relatively high (Dangi & Jamal, 2016; Mtapuri & Giampiccoli, 2016; Ristiawan, 2017).

RESEARCH METHODS

This type of research is descriptive qualitative research. Qualitative research is methods for exploring and understanding meaning by a number of individuals or groups of people which are considered to originate from social or humanitarian problems (Creswell, 2013). The qualitative research process involves important efforts such as asking questions and collecting specific data from participants, analyzing data inductively starting from specific themes to general themes, and interpreting the meaning of the data.

The instrument in this research is the researcher himself who is assisted by supporting instruments in the form of interview guidelines, observation guidelines and documentation. Research related to the development of geopark ecotourism uses triangulation of data sources by exploring the truth of information from interviews, documents or observations. Next, the researcher carried out data analysis with the stages of data collection, data reduction, data presentation and drawing conclusions

RESEARCH RESULT

A geopark is an integrated geographical area in which there are geological heritage sites and landscapes of a particular geological phenomenon which are managed with a holistic concept including protection, education and sustainable development. A geopark is a geographical area that has geological heritage and geological diversity of high value, including biodiversity and cultural diversity integrated within it, which is developed with three main pillars, namely conservation, education and local economic development.

Indonesia has a number of geoparks spread across several regions. One of the geoparks on the island of Java is the Kebumen Geopark. This geopark has a land area of 1,138.70 square kilometers and a sea area of 21.98 square

kilometers. Within the geopark, there are 22 sub-districts with 374 villages. The area which was initially only 0.5 of the area has now been expanded, due to the existence of geological protected areas in the north (Karangsambung Geological Nature Reserve Area/KCAG) and in the south (South Gombong Karst Landscape Area/KBAK), so it needs to be expanded to increasing the economic benefits of sustainable development to society,

Kebumen Geopark has three geo trails. The green trail is the trail towards Karangsambung, which talks about The Mother of Java, while the yellow trail (to the west) tells about earth and human life. Then the purple geo trail is in the south, the warm tourist area of Kebumen. These three trails show a combination of geological, biological and cultural diversity, where the trail towards Karangsambung tells the story of The Mother Earth.

Kebumen Geopark has a complete package in terms of geology, cultural diversity and biology. For this reason, Chusni and his team conducted a study which resulted in culture-based geopark branding with the acronym LAWET. LAWET is an abbreviation for Local Arts for Wonderfully Enhancing Tourism. This study contains the diversity of local arts and culture which plays a strategic role in increasing culture-based tourism in the Karangsambung Geopark Area as the Floor of the Ancient Ocean. For this reason, according to him, the next step is to determine the packaging of the Kebumen Geopark to make it global.

This paradigm shift in geopark area development certainly requires a sustainable management system. This is in line with the geopark development concept introduced by Bappenas, namely Geopark Sustainable Development. This concept was developed through three pillars, namely education, conservation and improving economic welfare (Han, Wu, Tian, & Li, 2018; Ministry of State Secretariat of the Republic of Indonesia, 2019). The formulation of the Geopark Sustainable Development program must of course pay attention to regional aspects. This is because each region has different characteristics and potential, even though they are still in the same geopark area. This is in line with what is stated in Law no. 32 of 2004, that development must pay attention to regional potential and

diversity, because each region has different social, cultural and even geographical characteristics, so different policies are needed. Each region may have tourism potential and superior products, one of the two, or neither. This tourism potential is closely related to the nature that stretches throughout the Kebumen Geopark Area, in the form of beaches, waterfalls, caves, and even hills. The superior products represent the uniqueness or special expertise of a region, so that they become the identity or symbol of that region. These superior products can be food/drink products, arts or other handicrafts.

This concept was developed through three pillars, namely education, conservation and improving economic welfare. The explanation of each pillar is as follows:

1. Education

Starting with developing professional local geotourism guide training. This is to raise human resources' knowledge of the potential that exists in their region so that they do not become spectators in their own region. The local community has more dominant power because they have been in the geopark area since childhood. So you can better understand the ins and outs of forming a geopark area. Then local residents were given training on creating and developing tour packages by collaborating on the types of potential of the area, as well as safety and security training at the destination.

Apart from increasing human resource capacity, local communities are also invited to utilize ICT (Information and Communication Technology) so that they can carry out good marketing branding for the tour packages that have been created. Typical Kebumen food can also be explored through culinary tours which are served always paying attention to hygiene. Then provide training in tourist villages by building homestays from several residents' houses by providing services to guests who stay overnight.

2. Conservation

The geopark area information center is an important facility in the management and

promotion of the geopark area. This center functions as a center of knowledge, education and information for visitors and local communities. The following are several things that need to be considered when building a geopark area information center:

- a) Environmentally Friendly Architectural Design: Information centers should be designed with environmental sustainability in mind, for example by using environmentally friendly building materials and energy efficiency.
- b) Interactive Exhibition: Has interactive exhibitions about geology, flora, fauna and local culture in the geopark area. This can help visitors to better understand the important values of the area.
- c) Information about Activities and Tourism: Provides complete information about activities and tourist locations that can be done around the geopark area, such as hiking, geological observations, or nature tours.
- d) Education and Educational Programs: Providing educational and training programs for local communities, schools and organizations about the importance of preserving geodiversity and environmental sustainability.
- e) Collaboration with Local Communities: Involving local communities in the management and operation of the information center to ensure their involvement in promoting and preserving the geopark area.
- f) Supporting Facilities: Has facilities such as meeting rooms, rest areas, souvenir shops and cafes to improve the visitor experience and support the operational continuity of the information center.
- g) Technology and Innovation: Using the latest technology such as augmented reality (AR) or virtual reality (VR) to increase the interactive and educational experience for visitors in understanding the geology and natural riches of the geopark area.
- h) Promotional Activities and Campaigns: Holding campaigns and promotional activities to attract tourists and increase awareness of the importance of

preserving the environment and natural wealth of the geopark area.

By paying attention to all these aspects in the construction of a geopark area information center, it is hoped that it can increase public understanding about the importance of preserving geopark areas and increase sustainable tourist visits.

3. Increasing Economic Welfare

Increasing economic prosperity in the geopark area is an important goal in efforts to preserve and manage the area in a sustainable manner. Here are some steps you can take to achieve this goal:

- a) **Sustainable Ecotourism Development:** Develop environmentally and socially responsible ecotourism programs, which can attract more tourists but still pay attention to environmental sustainability and local culture. This includes developing tourist routes, managing sustainable tourism activities, and educating tourists about the importance of conservation.
- b) **Diversification of MSME Products:** Supporting the development of Micro, Small and Medium Enterprises (MSMEs) by encouraging product diversification that can be sold to tourists, such as local handicrafts, typical foods, or products related to the geological or natural themes of the geopark area.
- c) **Education and Training:** Provide education and training programs to improve local community skills in business management, marketing and other skills needed to manage tourism businesses or MSMEs more effectively.
- d) **Local Community Participation:** Encourage the active participation of local communities in the management of geopark areas and the sustainable use of their natural resources, including through fair distribution of economic benefits and participation in decision making.
- e) **Collaboration with the Private Sector and Related Parties:** Develop partnerships with the private sector, non-governmental organizations and educational institutions to increase

investment in tourism infrastructure development, promotion and development of MSME products in the geopark area.

- f) **Strengthening Infrastructure and Accessibility:** Improving infrastructure and accessibility to the geopark area to increase the number of visitors and facilitate the distribution of MSME products to a wider market.
- g) **Monitoring and Evaluation:** Carry out continuous monitoring of the economic impact of tourism and MSME activities in the geopark area, as well as carrying out regular evaluations to adjust the strategies and policies implemented.

By implementing these steps in an integrated and sustainable manner, it is hoped that the geopark area can not only become an attractive tourist destination, but also become an economic driving force that empowers local communities and maintains environmental and cultural sustainability.

CONCLUSION

The tourism sector can be an important source of income for a region. This can of course have a positive impact on economic development in the area. One of the real benefits of tourism for the region is that it can encourage the creation of local entrepreneurs, most of whom are engaged in services such as hotels, restaurants and travel agencies. Development activities in the tourism sector can create jobs both directly and indirectly.

Seeing the importance of the tourism sector for the economic development of a region and all the beneficial symbiosis that tourism creates, the tourism sector needs to be managed very well and on target in order to minimize negative impacts that could occur and maximize the positive impacts obtained from the tourism sector. Not only does utilizing the tourism sector in the economic sector need to be the main goal in tourism development, but it must also pay attention to other aspects such as the impact that will occur on the environment, social and community.

Sustainable development of the Kebumen Geopark Area should be adapted to the characteristics and potential of the region. In general, the Kebumen Geopark Area is divided into three clusters, namely the north, west/south and east clusters. Alternative development of the North cluster can be carried out in Karangsembung and Alian Districts as the epicenter of regional development. The alternative epicenter for development of the west/south cluster area is Karanganyar, Petanahan and Ayah sub-districts. Meanwhile, Kebumen and Kutowinangun sub-districts are alternatives for the epicenter of development of the eastern cluster area.

This research only uses a regional topography approach to determine subregional groups of the Kebumen Geopark. Further research can holistically consider social, economic and cultural aspects and understand the interaction of these aspects in influencing the overall development of the Kebumen Geopark area. The process of community participation through Community Based Tourism (CBT) in developing geotourism is based on the existence of traditional and cultural sources of local communities that have the potential to be

developed. Determining geotourism development starting from the Tourism Awareness Group is very appropriate, because in principle CBT emphasizes optimizing the original potential of the community to become a tourist attraction. The existence of tourism in the Kebumen Geopark opens up opportunities for participation and increasing the role of the community, although the role is very dependent on community leaders, even though the Tourism Awareness Group is a representation of power relations. Professional community involvement is really needed in the development of geotourism, professionals in this case have basic knowledge about geotourism, as well as knowledge as a tour guide in accordance with the Indonesian National Work Competency Standards (SKKNI). Collaboration between figures and institutions contained in the Pokdarwis institution greatly influences socio-cultural, economic and environmental relations. This happens because of full control over decision making, distribution of work and benefits, apart from that tourism awareness figures and groups are also the first institutions in establishing cooperative relationships with external parties.

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