The Role of BUMDes in Overcoming Over Tourism in Bejiharjo Tourism Village Karangmojo District Gunung Kidul Regency

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Abstract. The topography of the Bejiharjo tourist village in the form of rice fields, rivers, caves is very supportive of various natural tourism activities. Cave tubing Goa Pindul is famous for its unique natural beauty, one of which is karst stalactites and stalagmites attracting the attention of tourists so that overtourism occurs. The research was conducted with the aim of finding out how the Bumdes Institution can overcome the problem of overtourism. The research method used is descriptive research, data obtained by interviews with stakeholders. The results show that the Bumdes Institution plays a role in overcoming overtourism by providing alternative diversions of tourists who come to Pindul Cave to other tourist destinations in the Bejiharjo tourist village. The community worked hard hand in hand in tourism awareness groups resulting in the success of villagers in the Bumdes Institution to manage and promote the potential of the Bejiharjo tourist village so that it became one of the leading tourist villages in Gunung Kidul Regency, Special Region of Yogyakarta and in 2012 was named the best tourist village by the Ministry of Tourism and Creative Economy.

Keywords: Bejiharjo, BUMDes, Diversion, Overtourism, Tourism

INTRODUCTION

Speleo Tourism is a natural tourist attraction that presents the beauty of caves with adventure activities in it. Activities that can be done in speleo tourism are one of them along the cave by descending the cave with a rope, walking along the cave on foot, along the underground river that flows along the cave, and so on. One of the leading Speleo tourism in Indonesia is located in Gunung Kidul, Yogyakarta, namely Pindul Cave. Pindul Cave is located in Bejiharjo Village, Gunungkidul, Special Region of Yogyakarta which provides speleo tourism attractions in the form of cave tunnels using tires or often referred to as cave tubing. Speleo tourism activities using tires are the main attraction for tourists visiting Pindul Cave.

The large number of tourists who come will certainly have a positive impact on the economy of the surrounding community, both in the form of business opportunities, employment and increased income. However, it is undeniable that if it is not managed
properly, it will have a negative impact, namely in the form of environmental sustainability of Goa Pindul which is disturbed and causes *over carrying capacity* which will ultimately reduce the economic impact felt by the community and have implications for the sustainability of Goa Pindul tourism. The management of Goa Pindul is marked by conflict. The first conflict is the claim of the SHM landowner over Goa Pindul Darmayanti. The next conflict between Pokdarwis became a social conflict between *humans*, now it also has the prospect of becoming a conflict between humans and non-humans.

This is exacerbated by the case of illegal trip managers providing opportunities for greater possibility of *undetected overcapacity*. Meanwhile, management that sideways carrying *capacity* will backfire on the management. *Speleo tourism* is a non-renewable tourist attraction, formed by itself from nature without human hands. So if you do not use the right management system will be able to damage the ecosystem of the area and if it is severely damaged then the attraction will be lost. Based on this, the question is “Is the management of Goa Pindul with the *mass tourism system* still relevant considering the exploitation that threatens the sustainability of *Speleo Tourism* Goa Pindul? There is a management conflict, who is responsible for overcoming the problem of *overtourism*?

On this basis, we conducted *research* on the role of the Bumdes Institute in overcoming over-tourism due to the exploitation of *Speleo Tourism* Goa Pindul in Gunung Kidul, Yogyakarta.

**LITERATURE**

Definition of BUMDes: Village-Owned Enterprises (BUMDes) are economic institutions owned by villages with the aim of improving the economy and welfare of rural communities. BUMDes aim to develop the potential of village resources and create jobs at the local level. Over tourism occurs when a tourism destination experiences a surge in the number of excessive tourists, exceeding its carrying capacity. Over tourism can have a negative impact on the environment, culture, and local communities. In the context of Bejiharjo Tourism Village, over tourism can cause environmental damage, social conflicts, and a decrease in the quality of life of the local community.

BUMDes can play a role in regulating and controlling tourism activities in Bejiharjo Tourism Village to remain sustainable. This includes adequate infrastructure development, waste management, reducing energy consumption, and protecting cultural and natural heritage. BUMDes can also develop diverse tourism products based on the local uniqueness of Bejiharjo
Tourism Village. By offering different tourist experiences, tourists can be distributed to different places in the village, thus reducing the pressure on one particular destination point. BUMDes can provide training and education to local communities to improve the quality of tourism services. This includes training in hospitality, marketing and hygiene. By improving the skills and knowledge of the community, Bejiharjo Tourism Village can provide a better tourist experience to visitors. BUMDes can play a role in regulating visitor access and capacity to Bejiharjo Tourism Village. This includes setting the number of visitors allowed to enter, limiting the time of visit, and setting the entrance ticket system. By controlling the number of visitors, Bejiharjo Tourism Village can maintain the quality of the environment and a better tourist experience. BUMDes can take a role in the marketing and promotion of Bejiharjo Tourism Village by focusing on the right market segment.

METHOD

This study used a qualitative descriptive approach. Data sources were obtained from literature studies, observations, and interviews with several resource persons. As for the type of data used, namely; (1) Primary data is data and information obtained directly from respondents in the form of information sourced from the Head of the Bejiharjo Village Ecobang Division Mr. Jumiyo as the local Village Government, Goa Pindul tourism manager, the community around the tourist destination, tourists and other related tourism actors. (2) Secondary data is data obtained or collected by researchers from various sources, namely, books, scientific articles, websites, journals, previous thesis references, newspapers and other documents related to the research theme.

DISCUSSION

Goa Pindul was designated as a cultural village with Governor's Decree No. 325/KP-TS/1995 which in 2016 was replaced by a new DIY Governor's Decree No.262/KEP/2016 concerning the Determination of Cultural Villages. Its rapid development then in 2012, the Government through the Ministry of Tourism and Creative Economy, Goa Pindul tourist destination received an award as the best tourist village at the national level. The target of PAD 2.5 M was achieved by 5M. The success of Goa Pindul tourist area is seen as the main source of livelihood and employment for improving the welfare of the local community of Bejiharjo village. In 2016 the number per day ranged from 3,000-15,000 people in 2016 with an income of around 9 million a day (Afala, 2017).
Management Conflicts

The success of Goa Pindul as a source of livelihood and employment has led to management conflicts. The conflict can be seen in Figure 1.

The management of Pindul Cave was marked by a feud between Darmayanti, the wife of a Chinese businessman (WNA) who claimed Pindul Cave was in his land certificate. Legal and non-legal routes were taken by Darmayanti but failed because Goa Pindul is public property. The next stage, Pokdarwis, Dewa Bejo and PKK, together with the help of government funds, managed Goa Pindul and produced welfare for the residents. However, tourism awareness groups have emerged that have caused new problems among fellow groups due to mutual claims to the right to manage Goa Pindul. The local government of Gunungkidul itself has issued Regional Regulation Number 5 of 2013 in regulating the management of Goa Pindul tourism. The main hope is the creation of good management and conflict prevention measures, including protecting Goa's ecosystem.

The life order of the Bejiharjo Village community after the conflict was formed, a village-owned business entity hereinafter referred to as BUMDes was formed which is expected to reduce the potential for conflict and in tourism management can be more organized and can accommodate all elements in the community (Meriwijaya, 2016). According to (Soemaryani, 2016) tourism must be managed with a pentahelix model which is a reference in the development of synergy between agencies to achieve goals. Furthermore (Rampersad et. al., in Halibas et.al., 2017) stated that the role of pentahelix collaboration has the purpose of innovation and contributes to regional socio-economic progress. Orchestration is created in activities, facilities, services, experiences and benefits to society and the environment.

Therefore, a tourism driving system is needed through optimizing the role of business, government, community, academic, and media or BGCAM (Aribowo, 2019 in Vani et.al., 2020). The results of interviews with Mas Carlos and Kang Santo as managers of tourism business units in Goa Pindul, as well as interviews via Whatsapp to Mr. Jumiyo as Chairman of the Bejiharjo Village.
Village Ecobang stated that the beginning of the management of the Goa Pindul Tourism Area was briefly explained that the Goa Pindul Tourism Area began to be inaugurated in 2009 to become one of the special interest tourist destinations in Gunungkidul. In 2012-2016, Goa Pindul Tourism Area was managed independently by the Bejiharjo Village Pokdarwis which then in 2017 began to be regulated and managed by BUMDes Maju Mandiri in accordance with the Village Head Licensing Decree which is still ongoing until now.

Based on the Regional Regulation of Gunung Kidul Regency No. 5 of 2013, Article 18 states that:

- Tourism Business can be organized by Local Governments, Village Governments, and Tourism Entrepreneurs.
- Tourism business organized by the Village Government is carried out by BUMDes.

The management of Goa Pindul Tourism Area is carried out by local BUMDes also under the supervision of the Yogyakarta Tourism Office. With this, it can be said that the existing management system in the Goa Pindul Tourism Area has fulfilled the legality and avoided the existence of illegal tourism managers. However, in reality the current management of Goa Pindul is indeed managed by several managers who are registered in BUMDes legally but there are only illegal managers who sell their trips on social media so tourists must be quite selective in choosing legal managers. With this, there is a lack of communication between the manager and the Government and if there is a case it should be reported immediately so that it does not become a prolonged issue.

Figure 2. The role of BumDes
Mr. Jumiyo said that the existence of Goa Pindul Tourism Area can be a means of empowering the people of Bejiharjo Village and also become one of the job creations for the local community. In addition, the existence of Goa Pindul Tourism Area also has a positive impact on the socio-culture of the community, namely the maintenance of the value of mutual cooperation to maintain cleanliness and have a sense of responsibility for the existence of Goa Pindul Tourism and the physical environmental impact in the tourist area which is more accessible and structured due to the development of environmental infrastructure. However, if this management is not carried out with good sustainability management, it is possible that its attractiveness and economic benefits will also be lost.

With the reopening of the Goa Pindul Tourism Area around 2021, there are new regulations in the Goa Pindul Tourism Area that focus on health and environmental sustainability while maintaining economic benefits in Goa Pindul. Capacity restrictions on the number of tourists who come are also strictly enforced which initially reached 10 thousand tourists and are now only limited to 3 thousand tourists per day. In addition to reducing possible risks related to the pandemic, this regulation was enacted with the aim that the geological and ecological sites of Speleo Tourism Goa Pindul related to the karst layer in the cave are maintained. In establishing this regulation, BUMDes work with the tourism office to supervise and ensure the daily tourist quota so that overtourism does not occur again.

The manager of Goa Pindul Tourism Area is a local community who routinely carry out community service and mutual cooperation activities every week with a picket system to better maintain and care for the existence of the natural environment and also the ecosystem in Goa Pindul. Every month routine controlling is also carried out from the Gunungkidul Tourism Office to supervise the karst layer of Pindul Cave. Kang Santo also explained that currently the group is only served with a booking system and every 7 people will be supervised by 1 guide so that the safety and comfort of visitors can be better controlled. In its management, the majority of tour guides in the Goa Pindul Tourism Area already have a tour guide certificate that is guaranteed legality.

However, unfortunately the certification process of each tour guide requires costs that are not cheap to reach more than 1 million per certificate and also has a valid time limit and must be renewed every 5 years. This is what causes the uneven certification of tour guides in the Goa Pindul Tourism Area. The management of Goa Pindul expects government intervention in this certification process. Government assistance is needed in improving the quality of human resources in every manager in the Goa Pindul Tourism Area, both in the form of training for tour guides.
guides in receiving tourists and also in caring for environmental conditions in Goa Pindul. With the improvement in the quality of human resources, the management of the Goa Pindul Tourism Area is expected to also improve the quality of services offered and maintain the ecology of Pindul Cave.

Goa Pindul tourism is managed by 11 business managers, each of which has a legal license. The management of Goa Pindul Tourism Area has been oriented towards sustainability, namely tourism that can be carried out continuously, for generations, and can be managed by the local community. This sustainability is pursued by the implementation of evaluation and efforts to innovate through regular meetings held once a month by 11 business units with BUMDes and related stakeholders. Management efforts are also focused on updating facilities and infrastructure through the application of the e-ticketing system in response to the development of industry 4.0 through BUMDes Maju Mandiri Bejiharjo Village. Currently it is still at the stage of preparation and development. However, communication and coordination from every stakeholder, especially the manager, must be the focus of Goa Pindul management, both from the tourism business unit and the Bejiharjo Government.

Branch management is also a challenge of Goa Pindul's management system. Illegal management issues must be dealt with as soon as possible and it is better to create an official website from the village to find out the official management contact person and better yet if an e-ticketing booking system is created on the official village website to overcome this problem. The issue of guide certification should also be done immediately so that the sustainability and comfort of tourists in traveling in Pindul Cave is maintained. And BUMDes should make FGDs with each manager to discuss what are the obstacles in operations so that communication from the management system is well established. The role of the community is also very necessary, working together to maintain the sustainability of Pindul Cave.

With the sense of belonging of the community with Goa Pindul itself will be a positive impact on the local community. The need to increase awareness to protect the environment, both from the geological site of Goa Pindul itself and the surrounding environment by maintaining cleanliness, waste processing, and so on. Public relations and tourists must also be well established and complemented by the hospitality of the local Bejiharjo community. Tourists who come can also be given information about the uniqueness of Goa Pindul so that tourists can also contribute to efforts to preserve Goa Pindul. With all stakeholder roles that run well and are carried out with sustainable management, Goa Pindul can always benefit with maintained sustainability.
CONCLUSION

BUMDes' steps in solving the problem of overtourism are quite effective but more control and monitoring of the strategies they implement are still needed. BUMDes must also think more about human-non-human conflicts to maintain the sustainability of Goa Pindul. Based on the results of this study, several things can be suggested as follows:

- Centralized management system
- Periodic FGDs with tour attendants
- Integrated marketing digitization
- Increased price of cave tubing attractions
- Other destination promotions
- Development of educational tourism'

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