

The Influence of Natural Resource Potential of Domestic Tourist Visits in Green Kayen Tourist Village, Yogyakarta

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ABSTRACT

This study aims to analyze the potential of natural resources in influencing domestic tourist visits to the Green Kayen Tourism Village Yogyakarta, located in Kayen, Condong catur, Depok, Sleman, DIY. So that it provides an impact that includes economic, social, and environmental aspects to support a more sustainable tourism village. The research method used is descriptive qualitative with data collection through observation, interviews, and documentation. The respondents to be taken are the number of visitors who come and are encountered each month, as well as data and information on managers and support from the local community in the Green Kayen Tourism Village. The classification of visitor respondents taken is everyone who comes for the purpose of traveling with a demographic analysis that is determined including female and male gender with an estimated age of 3-70 years. The results of the study indicate that the potential of natural resources in Green Kayen Tourism Village, such as clear rivers, natural forests that have a strong attraction for domestic tourists. The community in various levels is now not only for certain groups, so that its management must be carried out effectively and involve related parties. In addition, accessibility factors, supporting facilities, and tourism needs for the community in addition to achieving all the objectives of developing natural tourism potential in Green Kayen Tourism Village in particular. This study concludes that optimizing the potential of natural resources with sustainable management and maximizing the potential of effective natural resources can increase domestic tourist visits to Green Kayen Tourism Village. Research recommendations include improving infrastructure, developing educational tourism packages, and empowering local communities to support sustainable tourism.

INTRODUCTION

Tourism has become a significant sector in the global economy and plays an important role in increasing the income and welfare of local communities, especially in developing countries such as Indonesia (UNWTO, 2022). Along with the development of the tourism sector, tourist villages have become one form of destination that is increasingly in demand because they offer unique natural and cultural attractions (Widyastuti & Astuti, 2021). Yogyakarta, as one of the main tourist destinations in Indonesia, has various developing tourist villages, one of which is the Green Kayen tourist village. This village is famous for its natural beauty, such as rivers, rice fields, and natural green areas, as well as the uniqueness of the local culture that can attract domestic tourists to visit (Pratiwi & Handayani, 2022). The potential of natural resources in the Green Kayen tourist village has a significant role in attracting tourists. Natural resources such as beautiful landscapes, the existence of a well-maintained ecosystem, and sustainable agricultural practices provide added value to the development of sustainable tourism (Kusuma, 2019). Nature-based tourism also provides an immersive experience for tourists, thus increasing the interest and visits of domestic tourists who are looking for alternative destinations that offer the tranquility and freshness of nature (Suhardjito & Santoso, 2020).

However, to maximize this potential, it is important to understand more deeply how natural factors in this tourist village affect tourist visits. This analysis is important so that the potential of existing natural resources can be optimized and managed sustainably to prevent environmental degradation and maintain the attractiveness of the destination in the long term (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2020). Therefore, this study aims to analyze the potential of natural resources in the Green Kayen tourist village and the extent to which it affects domestic tourist visits, with the hope of providing insight into the development of sustainable tourism that provides economic benefits while preserving the environment.

METHOD

1. Research Approach and Type

This study uses a qualitative descriptive approach. This approach was chosen because it aims to describe and understand in depth the potential of natural resources in Green Kayen Tourism Village and how this potential affects domestic tourist visits. Qualitative descriptive research allows researchers to explore respondents' perspectives and experiences directly, thus obtaining richer and more in-depth data.

2. Subject and Research Location

This research was conducted in Green Kayen Tourism Village, located in Sleman Regency, Yogyakarta. The subjects of the study included:

- a. Local Communities and Tourism Village Managers: They are parties who have direct knowledge about the management of natural resources in tourism villages and their involvement in tourism activities.
- b. Domestic Tourists: Tourists who visit this tourism village will provide perspectives on the natural attractions and factors that influence their interest in visiting.

3. Technique of Data Collection

Data were collected using the following techniques to obtain rich and in-depth information:

- In-depth Interviews: Interviews were conducted with local communities, tourism village managers, and domestic tourists. These interviews aimed to understand their perceptions of the potential of natural resources, available natural tourist attractions, and factors that make Green Kayen Tourism Village attractive to domestic tourists. Interview guidelines were prepared as a reference but were flexible, so that additional relevant information could be extracted.
- Participatory Observation: Researchers conducted direct observations of the natural conditions and tourism facilities in Green Kayen Tourism Village. Through this observation, researchers can understand the physical conditions of the environment, tourism support facilities, and tourist interactions with the surrounding nature. Observations were conducted in a participatory manner with researchers directly involved at the location to understand tourism activities as a whole.
- Documentation: Documentation in the form of photos, videos, and field notes were used to complement the data obtained through interviews and observations. This documentation provides a visual depiction of the existing natural potential, such as scenery, environmental conditions, and available tourism facilities.

4. Technique of Data Analysis

The collected data was analyzed qualitatively with the following steps:

1. Data Reduction: Data from interviews, observations, and documentation are selected, categorized, and simplified to identify information that is relevant to the focus of the research. This reduction is done to facilitate further data analysis.
2. Categorization and Theme Creation: The reduced data are grouped into certain categories, for example themes about “natural potential”, “attractions for tourists”, and “management challenges”. This categorization aims to find patterns that emerge in the collected data.
3. Data Interpretation: The grouped data are then interpreted to understand the relationships between themes and answer research questions. This data interpretation is based on theoretical understanding that has been built through literature reviews and empirical experiences found during the research.

5. Data Validity

To ensure data validity, data triangulation was conducted by comparing information obtained from various sources, namely local communities, tourism managers, and tourists. This triangulation ensures that the data obtained is consistent and accurate. In addition, researchers rechecked the results of interviews with informants to ensure that the interpretation of the data was in accordance with the original perspective of the respondents.

RESULTS AND DISCUSSION

From the results of data analysis obtained through direct observation, several important things were found related to the analysis of natural resource potential in influencing domestic tourist visits to the Green Kayen Tourism Village, Yogyakarta.

1. Natural Resource Potential in Green Kayen Tourism Village

- a) The results of observations and interviews show that Green Kayen Tourism Village has great natural resource potential as the main tourist attraction. This potential includes: • Beautiful Natural Landscape: Green Kayen is surrounded by stunning views of hills and rice fields. The natural conditions and fresh air are an attraction for tourists looking for a calm and natural atmosphere.
- b) Biodiversity: The village has a diversity of local flora and fauna that is attractive to tourists interested in ecotourism. The availability of trekking trails and nature observation areas provide opportunities for visitors to explore nature and learn about the local ecosystem.
- c) Rivers and Natural Recreation Areas: The rivers that flow around the village create natural recreation areas that are often used for water tourism activities, such as playing in the river or taking pictures with a natural background.

This potential is strengthened by the care and preservation of nature carried out by the local community, who actively maintain the cleanliness and sustainability of the environment.

2. Factors Affecting Domestic Tourist Visits

Through interviews with tourists, several factors were found that influence visits to the Green Kayen Tourism Village, including:

- a) Natural Attractions: Most tourists are attracted to the calm and natural beauty, which provides a different atmosphere from urban life. The main attractions mentioned by respondents are the natural views of the hills and rivers.
- b) Facilities and Accessibility: Basic facilities such as rest areas, parking areas, and good road access also support tourist comfort. Although these facilities are still limited, tourists feel quite comfortable during their visit because of the cleanliness of the area and the friendliness of the local community.
- c) Educational Tourism Experience: Tourists are also attracted to educational tourism activities, such as introduction to local flora and fauna. This educational tourism increases the appeal of Green Kayen as an ecotourism destination that not only offers recreation but also knowledge.

3. Challenges in Managing Natural Resource Potential

Interviews with tourism village managers and local communities revealed several challenges faced in managing the natural potential of Green Kayen Tourism Village, namely:

- a) Limited Supporting Facilities: Basic facilities that are still minimal are the main challenge. The availability of adequate toilets, trash bins, and green open spaces is still a necessity to improve tourist comfort.
- b) Environmental Awareness: Some tourists still care less about environmental cleanliness, such as littering. This requires better environmental education and awareness, both for tourists and local communities.
- c) Limited Funds and Government Support: Tourism village managers complain about limited funds and support from the government for facility development and destination promotion. Assistance from external parties is expected to support the development of sustainable tourism in Green Kayen.

4. The Role of Local Communities in Managing Tourism Villages

The active participation of local communities is very helpful in the management and development of tourism in Green Kayen Tourism Village. They not only play a role in protecting the environment, but also provide

tourism services, such as local guides and equipment rentals. In addition, local communities are involved in providing handicraft products and culinary specialties that can be enjoyed by tourists, thus providing an authentic and interesting experience for visitors.

5. Impact of Natural Potential on Increasing Tourist Visits

Based on interviews and observations, it was found that the potential of natural resources owned by Green Kayen Tourism Village plays a significant role in increasing the interest of domestic tourists. Natural attractions and ecotourism are the main attractions that continue to attract tourists, while local community participation in tourism management creates a friendly and interactive village atmosphere for visitors. However, to support sustainability, it is necessary to develop supporting facilities and better environmental education efforts. The results of this study indicate that the potential of natural resources in Green Kayen Tourism Village plays a major role in attracting domestic tourists. Further development of adequate facilities and support is expected to increase tourist attractions, making Green Kayen one of the sustainable nature tourism destinations.

Interview Results: Natural Resource Potential in Green Kayen Tourism Village

1. Interview with Tourism Village Manager:

"Our village is indeed blessed with beautiful natural scenery, there are rivers, hills, and lots of natural green areas. This is the main attraction for tourists, especially those who want to enjoy nature and the rural atmosphere."

"We continue to strive to maintain cleanliness and preserve nature. Every week, the community helps clean the river area and trekking paths so that they remain well-maintained."

2. Interview with the Tourists

"I love visiting here because the atmosphere is different from the city, very calm and natural. The view of the hills is very beautiful, especially in the morning when the air is still fresh."

"The nature is very beautiful and well-maintained, it seems that there is not too much development around here, so it is still very natural."

Factors Affecting Domestic Tourist Visits

"What attracted me here was the beautiful atmosphere and not too crowded like other tourist attractions. I also like that there are activities like trekking that can be enjoyed with family."

"The facilities here are quite adequate, although simple. The most important thing for me is the cleanliness of the place and the friendliness of the local people who really support the comfort of visiting."

Interview with Village Manager:

"We always try to maintain friendliness and good service for tourists. Some of us even offer local products, such as food and traditional crafts, to provide a more enjoyable experience for tourists."

Challenges in Managing Natural Resource Potential

Interview with Tourism Village Manager:

- "The facilities here are still limited, especially in the parking area and bathrooms. Tourists sometimes complain about this, but we are still limited by funds for development."
- "There are some tourists who are not yet aware of environmental cleanliness, they sometimes litter. We have provided trash bins at several points, but further education is still needed."

Interview with Local Community:

- "We want to improve the facilities, but because of limited funds, we can only rely on what is available. We hope there will be more support from the government or sponsors to develop the facilities here."
- "Sometimes we feel the need for additional education on how to manage nature tourism to be more environmentally friendly, and so that tourists also understand the importance of maintaining cleanliness."

Interview with Tourism Village Manager:

- "I came here because I was attracted by the natural atmosphere. There are many beautiful natural tourist attractions, but Green Kayen offers a different beauty, it is quieter and has not undergone many changes."

- "I often come here because besides the nature, the people are friendly and they really keep this place clean and beautiful."

Interview with Tourism Village Manager:

"Natural potential is indeed the main attraction. We receive many tourists every month, and they usually give positive feedback about the natural beauty here. They like the pure nature experience and different views."



Source : Documentation photo of the management of Green Kayen Tourism Village

CONCLUSION

This study aims to analyze the influence of natural resource potential on domestic tourist visits to Green Kayen Tourism Village, Yogyakarta. Based on the findings obtained, it can be concluded that the natural resource potential owned by Green Kayen Tourism Village plays a very important role in attracting domestic tourists. The natural beauty, fresh air, and diversity of flora and fauna are the main attractions that influence tourists' decisions to visit. In addition, sustainable nature management and involvement of local communities also play a major role in improving the quality of the tourism experience offered.

Well-managed natural potential provides dual benefits, namely maintaining environmental sustainability while supporting the economic income of local communities. With community-based management and the application of ecotourism principles, Green Kayen can become a model for a sustainable tourist destination, which is not only economically profitable but also maintains environmental quality.

Recommendation:

Based on the research results, it is recommended that the management of natural potential in Green Kayen be continued by considering the principle of sustainability. In addition, increasing tourism promotion that highlights the natural attractions and uniqueness of local culture will further increase the number of domestic tourist visits. Active community participation in destination management must also continue to be encouraged so that economic benefits can be felt by all levels of local society.

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