

ANALYSIS OF TOURISM DEVELOPMENT ON SOCIO-ECONOMIC CHANGES IN THE COMMUNITY ON RINCA ISLAND, EAST NUSA Tenggara

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Keyword

Tourism Development, Community, Socio-Economics, Rinca Island.

Abstract

This study aims to analyze the impact of tourism development on socio-economic changes in the community on Rinca Island, East Nusa Tenggara. The research method and results used a qualitative descriptive design. Celebrity endorsement; testimonials; purchase intention. The subjects of this study were local fishermen, souvenir vendors, the head of the Tourism Police (Poldarwis), village staff, BPD chairman. The results of this study indicate that analyzing tourism development impacts socioeconomic changes on Rinca Island, East Nusa Tenggara. This demonstrates that tourism has brought about changes in the local economy, leading to greater stability, in addition to income from marine resources. The tourism sector has created employment opportunities for local residents, including services as tour guides, accommodations for homeowners, handicrafts for souvenirs, and the use of sea transportation for tourists. Before tourism, the community was primarily engaged in fishing, which was the primary source of income for the Rinca Island community. Other changes in the social life of the Rinca Island community include increasingly prominent lifestyle competition, and more open social activities, both in the form of interaction, direct communication, and social media.

INTRODUCTION

Rinca Island is one of the top tourist destinations in East Nusa Tenggara, Indonesia, after Labuan Bajo and Komodo Island. It is also home to the ancient Komodo dragon, a popular destination for both domestic and international tourists. Located in Pasir Panjang Village, West Manggarai Regency, East Nusa Tenggara Province, Pasir Panjang is a tourist village renowned for its high biodiversity. Rinca Island is one of the largest islands in Komodo National Park. It is known as the natural habitat of the Komodo dragon, a giant lizard that can grow up to 3 meters in length. Besides Komodo dragons, the island also hosts various other species, such as wild boar, water buffalo, and birds. Rinca Island is accessible by boat from Labuan Bajo, West Flores. The boat trip takes approximately 2 hours (Anju et al., 2021).

Some of the tourist attractions on Rinca Island include Loh Buaya, Kalong Island, Pempeng Island, Kambing Island, and so on. Seeing the various tourist attractions, each with its own charm, both natural and cultural, can certainly be used as capital to further develop this region as a tourist destination (Isman, 2018). Facilities at Rinca Island include a permanent pier, 24-hour electric hiking and trekking trails, five homestays with 30 rooms, tour boat transportation, and an information center for both domestic and international tourists. . Tourist attractions provided include trekking activities such as Batu Balok, Kalong Cave, Strawberry Island. Snorkeling spots such as Pempeng Island, Strawberry Island, Rinca Village Snorkeling Area. Cultural experiences

such as walking tours to Rinca Village, Manca Bajo dance and Komodo Pop animal dance. Wildlife experiences such as Kalong Cave, Batu Balok, Pempeng Island, Strawberry Island and Kalong Island. Cultural experiences include walking tours to Rinca Village, Manca Bajo dance, and Komodo animal pop dance. Wildlife experiences include Goa Kalong, Batu Balok, Pempeng Island, Strawberry Island, and Kalong Island. Educational experiences include a trip to Rinca Village, coral planting on Pempeng Island, a Katinting tour around Kalong Island, and a Komodo animal pop dance experience.

METHOD

This research uses a qualitative method with a descriptive approach. The focus of this study is field research. Field research is research conducted in the real-life setting. Field research is conducted by gathering data from the field (Darmalaksana, 2020). In this study, researchers went directly into the field to collect data, where the field data was collected in the Rinca Island tourist park area, East Nusa Tenggara. The design used in this study was a case study. The research location was the Komodo National Park (KNP) area on Rinca Island, East Nusa Tenggara. The data used in this study consisted of two types: primary data and secondary data. Data collection techniques used were observation, interviews, and documentation.

The framework of thought in this research is designed to analyze the development of tourism towards socio-economic changes in the community on Rinca Island, East Nusa Tenggara.

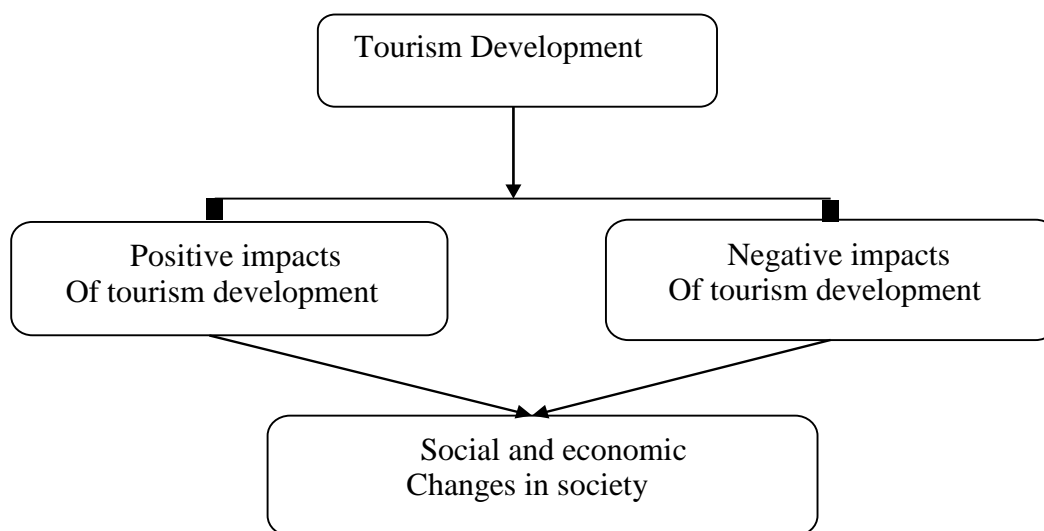


Figure 1. Research framework

RESULTS

1. The Tourism Sector Influences the Socioeconomic Structure of the Rinca Island Community

The presence of various tourist attractions around Rinca Island will undoubtedly influence the socioeconomic conditions of the surrounding community. Interviews with informants revealed a general difference in the socioeconomic conditions of the community before and after Rinca Island became a tourist destination, as expressed by Mr. Achmad, a staff member of Pasir Panjang Village, West Manggarai Regency, East Nusa Tenggara Province.

"Before tourism, the community depended on fishing for a living and lived in socially deprived conditions. However, with the introduction of tourism managed by the local community, economic progress has improved. Socially, especially in education and health, tourism on Rinca Island has had little impact; much improvement is needed."

A similar thing was also expressed by Mr. Baco, a local resident who also works as a souvenir trader around the tourist spot.

"Previously, the economic conditions of the Rinca Island community were heavily dependent on the sea as fishermen. Since Rinca Island was designated a tourist village in 2018, it has undergone a complete transformation, with some residents shifting their jobs to become local guides, souvenir sellers, and travel agents. 70% of the community has become tourism operators. Socially, this has had a very positive impact on the education, health, and social aspects of the local community, all of which are improving."

Mr. Kasmir, a local fisherman, said that:

"Kondisi ekonomi sebelum adanya pariwisata dibawah 40% dan meningkat setelah adanya pariwisata mencapai 70%. Pendapatan utama masyarakat sebelum adanya desa wisata Pulau Rinca ini adalah dari melaut dan hampir sebanyak 80% sebagai nelayan dan hanya 20% menjadi pelaku wisata dan wiraswasta. Secara sosial diketahui sangat berdampak terhadap pendidikan karena dengan adanya pariwisata masyarakat lokal secara umum terutama anak muda termotivasi untuk belajar berbahasa inggris dengan mengikuti pelatihan gratis yang diadakan oleh lembaga wisata Desa Pulau Rinca"

From several opinions of the informants above, it shows that the establishment of Rinca Island as a tourist village in the Pasir Panjang Village area, West Manggarai Regency, East Nusa Tenggara Province is able to have an indirect impact on the economic life of the local community around Rinca Island. Where economically around 70% of the economy of the community around Rinca Island has increased since 2018 when it was made a tourist village, where previously the economy only reached 40% because the majority worked as fishermen and after becoming a tourist village, many people changed professions to become local guides, souvenir sellers, and also tourist agents where the income earned is much greater than when they were fishermen before. In addition to experiencing significant economic growth, social changes have also occurred. Previously, the community's life as a tourist village was in a state of deprivation. However, with the existence of a tourist village managed by the local community, it has been able to change the social life of the community very rapidly, especially in the field of education where the local community in general, especially young people, are motivated to learn English by participating in free training held by the Rinca Island Village tourism institution. Meanwhile, in terms of health, there has also been an increase, where public awareness of environmental cleanliness has increased, resulting in a cleaner environment, creating fresh air and also the availability of adequate facilities to anticipate bad things that befall the local community and visiting tourists. However, there are still some local people who have not been able to feel the positive impact of the existence of a tourist village on Rinca Island. This is likely because these people prefer to pursue professions other than tourism.

The changes in the socioeconomic conditions of the local community around Rinca Island are inextricably linked to government policies that strongly support improvements in the economy and social life of the surrounding community, as expressed by Mr. Achmad, a village staff member.

"The government, as the umbrella body for the community, certainly makes a significant contribution to the community through policies and work programs in the field of human resource development and village asset development in tourism management."

A similar thing was also expressed by Mr. Sahrudin as Chairman of the BPD.

"Because the government grants permits to the public to sell in several strategic locations that are frequently visited by tourists, it will have a significant impact on the local economy."

From these opinions, it can be concluded that both the village government and the central government have excellent policies, which strongly support the development of tourist attractions on Rinca Island. The government provides dedication through socialization about sustainable tourism by empowering local communities to always participate in tourism activities. In addition, the government also provides permits for local communities to sell in several strategic locations that are frequently visited by tourists, thus significantly affecting the socio-economic conditions of the local community. The government is able to act as an umbrella for the community, of course, making a very significant contribution to the community through policies and work programs in the field of human resource development and the development of village assets in tourism management. With the support of village and central government policies in the development of tourist attractions on Rinca Island, it is hoped that it will be able to improve the

economic and social life of the local community, which can support the increase in APBD revenue of Pasir Panjang Village, West Manggarai Regency, East Nusa Tenggara Province.

2. Increased Tourist Visits Impact the Transformation of Jobs and Income of the Rinca Island Community.

The economic and social development of tourism in a tourist destination also requires the key to success and active participation of the local village community, the village government, and the central government in the development of Rinca Island tourism from an economic and social perspective, namely by identifying opportunities and turning them into income while maintaining local wisdom. Therefore, it is necessary to improve sustainable tourism management, as well as improve the human resources of the local community. In addition, by preserving the environment, culture, and customs, it will be the spearhead for Rinca Island tourism and bring about economic and social changes. Also, being able to speak English can directly help good communication between the local community and tourists. Therefore, good cooperation is needed from all parties in this case the village government, community organizations, tourism actors, and the general public is the key to success in developing tourism from an economic and social perspective.



Figure 2. Tourist Destinations

3. The Impact of the Tourism Sector on Socio-Economic Changes in the Rinca Island Community

The existence of the Rinca Island tourist village has a positive impact on the cultural values of the local community, including adding new experiences to the local community with the arrival of many domestic and foreign tourists who visit the tourist village and increasing their understanding of natural tourism and the development of Komodo conservation as a protected animal in their village. Furthermore, job opportunities have emerged for local residents, who have higher incomes due to their ability to absorb more labor beyond fishing. The community has developed in terms of skills, expertise, ideas, and education. Community welfare has improved due to the emergence of numerous alternative jobs, such as working as local guides, souvenir sellers, craftsmen of Rinca Island souvenirs, grocery sellers, homestay entrepreneurs, and so on. From a social perspective, the community will also have an indirect impact, experiencing a change in lifestyle, adopting a more modern approach with the application of technology for the advancement of tourism development on Rinca Island. Furthermore, there will be a shift in educational orientation, as the community will be more diligent and active in learning about Rinca Island and deepening their foreign language skills, especially English. The negative impact is that the clothing, especially that worn by foreign tourists, appears immodest, making local residents somewhat uncomfortable because it does not conform to their manners and customs. Nevertheless, they are able to provide advice and counseling to tourists by wearing more modest clothing when visiting the Rinca Island tourist village. Local communities still adhere to religious norms and customs, so that tourism does not reduce changes in the community environment, because religious norms and customs are still maintained and preserved despite the large number of foreign tourists visiting their tourist village. . Negative impacts that may affect the

cultural values of the local community can be prevented by good cooperation between the government and the local community, such as the Government conducting weekly outreach to the community so that they can protect the environment and maintain local culture through religious and social institutions. The government will provide protection to the community with established rules for visitors and social media users, so that things that influence or have a negative impact on the community do not occur. In addition, it can also be done by trying to increase religious knowledge, knowledge of norms, customs and culture.

DISCUSSION

Rinca Island is part of the Komodo National Park area and is now a reference for natural and educational tourism. This destination is being developed to support its ecotourism potential. While you can enjoy the enchanting natural beauty and see Komodo dragons, a rare and protected species in Indonesia, this tourist destination still faces shortcomings, such as the lack of adequate tourism facilities and infrastructure (Singgalen, 2023). Some of the tourist attractions on Rinca Island include Loh Buaya, Kalong Island, Pempeng Island, Kambing Island, and so on. By exploring the various tourist attractions, each with its own charm, both natural and cultural, it can certainly be used as capital to further develop this region as a tourism destination (Isman, 2018).

The facilities provided at the Rinca Island tourist attraction include: a permanent pier, a 24-hour electric hiking trail and trekking. There are 5 homestays with 30 rooms and tourist boat transportation, there is an information center for both domestic and foreign tourists. The tourist attractions provided include trekking activities such as Batu Balok, Kalong Cave, Strawberry Island. Snorkeling spots such as Pempeng Island, Strawberry Island, Rinca Village Snorkeling Area. Cultural experiences such as walking tours to Rinca village, Manca Bajo dance and Komodo animal pop dance. Wildlife experiences such as Kalong Cave, Batu Balok, Pempeng Island, Strawberry Island and Kalong Island. Educational experiences: A walk to Rinca village, Coral planting on Pempeng Island, Katinting Tour around Kalong Island and Komodo animal pop dance experience.

CONCLUSION

Based on the research results above, the following conclusions can be drawn:

1. The Tourism Sector Influences the Socioeconomic Structure of the Rinca Island Community.

The tourism sector has a significant impact on the socioeconomic structure of the Rinca Island community, both positively and negatively. Positive impacts include increased local income, increased job opportunities, and infrastructure development. However, negative impacts include economic disparity, changes in social values, and potential environmental damage. Therefore, tourism management on Rinca Island needs to be carried out in a sustainable and community-based manner, so that the benefits of tourism can be enjoyed equitably by the local community and the environment is preserved.

2. The increase in tourist visits to Rinca Island has impacted changes in the jobs and incomes of the Rinca Island community.

a. Income: The increase in tourist visits to Rinca Island has brought about changes in the employment structure and increased incomes for some residents. In addition to their income from fishing, some residents also earn additional income from working as tour guides, selling souvenirs, and renting homestays for visitors.

b. Job opportunities, job opportunities are widely open for local people, both as tour guides for high school/vocational school/Islamic high school graduates with English language skills, selling handicraft souvenirs such as Komodo statues and other types of handicrafts, using residents' houses as lodging (home stays) for visitors who want to stay overnight, and selling fishermen's products to visitors other than fish which are exported outside the area for sale.

2. The impact of tourism development on social change in the Rinca Island community

Social changes resulting from tourism encompass two social aspects: increasingly open social interactions and an improved social lifestyle. This open social interaction positively impacts both

the community and visiting tourists, through communication, direct interaction, and hospitality, welcoming them with open arms regardless of their origin or race. Daily activities are increasingly emphasized, such as the habit of mutual cooperation, helping each other, and other activities. Furthermore, the community's lifestyle, particularly among young people, has changed, initially due to limited information, to a greater adherence to religious values and socio-cultural norms. This transformation is driven by the information obtained and the impact of tourism development on Rinca Island. In addition to the negative impacts of social media use, foreign visitors and tourists are also influenced by inappropriate clothing styles, frequent use of uncontrolled, impolite language, and increasingly free associations.

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