



Policy Implementation to Improve Tourism Destination Based on Local Wisdom in Gunungkidul Regency Yogyakarta, Indonesia

Dwi Atmaji^{1*} and Zuly Qodir¹

¹*Muhammadiyah University of Yogyakarta. Indonesia.*

Authors' contributions

This work was carried out in collaboration between both authors. Author DA designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft on the manuscript and analyses of the study. Author ZQ managed the literature search and analyses of the study. Both authors read and approved the final manuscript.

Article Information

DOI: 10.9734/JESBS/2021/v34i230308

Editor(s):

(1) Dr. Shao-I Chiu, Da-Yeh University, Taiwan.

Reviewers:

(1) Biljana Strojan Ilic, Megatrend University of Belgrade, Serbia.

(2) Gayane Tovmasyan, Armenian State University of Economics, Armenia.

Complete Peer review History: <http://www.sdiarticle4.com/review-history/68070>

Review Article

**Received 22 February 2021
Accepted 27 April 2021
Published 05 May 2021**

ABSTRACT

Aims: To describe the implementation of policies to increase tourist destinations based on local wisdom which comes from various types of reading such as previous research, news articles and others. target indicator set more towards material things.

Study Design: Literature study model.

Place and Duration of Study: Gunungkidul Regency, Yogyakarta, Indonesia, between Oct 2020 and Jan 2021.

Methodology: Qualitative method with a Literature study model. Several articles were collected from various sources with the theme of policies to increase tourist destinations based on local wisdom and tourism policies in Gunungkidul Regency. About 50 articles of national and international scientific journals, online mass media and laws and regulations were obtained.

Results: The current policy for increasing tourist destinations in Gunungkidul Regency has not prioritized the value base of local wisdom. Furthermore, it discusses the implementation and obstacles faced in relation to policies to increase tourist destinations based on local wisdom. The implementation of policies in terms of resources leads to the value of local wisdom in developing

*Corresponding author: E-mail: dewiayu1908@gmail.com;

human resources which ultimately leads to material benefits. There has been no implementation that leads to local wisdom values of natural resource conservation, social, ethical and moral meanings. The implementation of policies in terms of communication between the public and the government is good enough, however, among tourism business actors is not optimal.

Conclusion: Based on the above discussion, it can be concluded that policy implementation in terms of resources leads to the value of local wisdom in developing human resources which ultimately leads to material benefits. There has been no implementation that leads to local wisdom values of natural resource conservation, social, ethical and moral meanings. The implementation of policies in terms of communication between the community and the government is quite good, but among tourism business actors is not optimal.

Keywords: Implementation; policy; tourism; local wisdom; gunungkidul.

1. INTRODUCTION

The enhancement of tourism based on Indonesia Law no. 10 of 2009 concerning Tourism has a goal to promote economic growth, increase welfare of society, eradicate poverty, overcome unemployment, preserve nature, promote culture, elevate the image of nation, foster love for country, strengthen national identity and unity and tighten the bonds of friendship between nations. The increase in tourist destinations in various regions is carried out by the central and regional governments. However, the accomplishment of efforts to increase tourist destinations are certainly significantly different from one area to another. It takes attentive planning supported by appropriate policies.

Policy is something that is carried out or not by activity actors such as government, a person, group in overcoming problems or realizing certain goals [1]. Generally, policies are closely related to the actions of the government as the party which responsible for determining the direction of policy. The policy of increasing tourist destinations is adjusted to the legislation on the development of ideal tourist destination areas, ethically and aesthetically in the local area [2]. The context of local government in Indonesia applies the value of local wisdom which is used as the foundation or basis for determining policies.

The value of local wisdom is a set of values, viewpoints or creativity, wisdom, civilization and cultivation or social-natural wealth that is trusted and recognized by the community as necessary point in maintaining social relations among community members [3] which originates from the culture values, local beliefs that develop into regional culture, therefore people may go through their lives properly and develop in a sustainable manner [4]. Concerning the interests of community and social-nature sustainability in

tourist destinations which are the fundamental of local wisdom values. It is conformable with [5] which mentioned that the main elements for the accomplishment in increasing tourism, is not only depend on the number of tourists, but also businessman / entrepreneurs, local governments who participate in tourism activities and the local community that needs to be considered.

The improvement in tourist destinations must be based on the strength of the local tourism area. This arrangement should consider local identities, such as culture, natural resources, environmental characteristics, as well as concern to the necessity of communities such as tourism support facilities and accommodating the needs of local communities [6]. The infrastructure facilities for tourism such as stalls, restaurants, souvenir shops, hotels, lodging, the availability of transportation and communication networks which aimed to the convenience of tourists during their tour are also need to be considered in promoting the economic impact of tourism activities. In which the tourist expense to obtain these facilities will activate the economy of the community and region [7]. This method is implemented by the Gunungkidul Regency Tourism Office, which generate policies to increase tourist destinations by assigning the community as subjects and applying the concept of community based tourism, optimisation tourism business partnerships and fulfil the responsibility for environment and socio-culture [8].

Gunungkidul Regency has a high potential in improvement of tourism destinations and the regional economy, based on data in the last 5 years shows that the tourism sector in Gunungkidul Regency has contributed significantly, namely $\pm 7\%$ of the regencys PAD (Regional Original Revenue) [6]. The economic sector in the surrounding community such as trading or service activities has also increased.

This condition is supported by the increasing number of tourists visiting various tourist destinations in Gunungkidul Regency [9]. However, these conditions have not been able to bring favourable outcome to Gunungkidul Regency. This significant increment in the tourism sector is not followed by an improvement in the communities welfare at Gunungkidul. Aligned with research [7], that described there is no significant relationship between the number of tourist visits and the income sector. The community's economy has not improved because the communities has not been thoroughly involved in the development of tourism destination business [10]. The policy implementation of the Gunungkidul tourism development has not been optimum [11] and development only focuses on coastal tourism areas in the southern area of Gunungkidul Regency [7].

Based on the tracing of previous research which associated with tourism policies and related to local wisdom and its implementation, is quite popular material to be discussed. Discussions on tourism policy issues related to local wisdom [4] and constrained implementation with human resources, capital [12,13,14,15]. [12], communication and coordination that have not been optimum, external conditions (social, economic, and political) [16]. It is uneasy to generate policies that cover the needs of all parties, as well as the implementation in the field carried out by various related parties who are interconnected. Policies are required to be based on local wisdom in the local area in order to preserve human values and natural resources. The development of the tourism industry is currently starting to lead to a community base which means that it aims at community welfare and puts forward the value of unique and distinctive local wisdom in each region therefore it becomes a tourist attraction [17]. However, comparable with other industry, there are demands for material needs which often sacrifice the value of local wisdom in fulfill these material needs. This also applies to Gunungkidul Regency as a popular tourist destination in Yogyakarta which has various attractions. Research [11] showed that the implementation of the Gunungkidul tourism development policy has not been optimal. Lack of knowledge and skills regarding tourism activities and the governance of tourism which managed by owned by promoters and community [1].

The purpose of this study is to describe the policy implementation in enhancement of tourism destinations based on local wisdom in Gunungkidul Regency. Policies will achieve their goals if they can be implemented properly. In this case the Government has an important role in the activities of regulation, guidance, supervision and control of tourism policy implementation activities [12]. Policy implementation includes the interaction of legislator with other parties which implement policies such as tourism awareness groups (pokdarwis) [18].

2. METHODS

This study used a qualitative method with a literature study model, termed as literature review. The review activities of various literature are analysis, synthesis, summary, comparison between various sources that help outline the foundation in research [19]. Various sources of literature are research journals, articles, books, other internet sources related to the research theme. The objective of this study was to describe the policies implementation to increase tourist destinations based on local wisdom sourced from various types of literature such as previous research, news articles and others. Associate with the objectives of the literature review model, namely explaining the relationship between various sources of writing with the same theme, identifying ways of translating thoughts, presenting differences between reading sources, as material for further research thinking [19].

The literature study model or literature review has several stages. The initial stage is by searching for literature sources, both primary and secondary, followed by data classification based on research formulas, extracting evidence and knowledge [20] then processing data and or citing references that are displayed or presented as research results, abstracts and interpretation of data with inductive analysis to arrive at conclusions [21]. Several articles were collected from various sources with the theme of policies to increase tourist destinations based on local wisdom and tourism policies in Gunungkidul Regency. About 50 articles of national and international scientific journals, online mass media and laws and regulations were obtained.

3. RESULTS AND DISCUSSION

3.1 Gunungkidul Regency Tourism Destinations

The main elements of tourism include attractions, facilities, accessibility, human resources [22] and existing socio-culture that can be managed and developed to become a tourist attraction for tourists [23]. The attractiveness of a tourist destination must meet three requirements, including having a special attraction that can be noticed by tourists, providing several recreational facilities and souvenir items produced from local community crafts [23]. Tourist infrastructure facilities such as stalls, restaurants, souvenir shops, hotels, lodging, the availability of transportation and communication networks which intend to the convenience of tourists during their tour are also needed to rise the economic impact of tourism activities. The tourists expense in obtaining these facilities will activate the economy of community and region [7].

Gunungkidul Regency is the longest coastal area in the Special Region of Yogyakarta (DIY), which has a relatively large number of tourist destinations and continues to grow from year to year. The characteristics of beaches in Gunungkidul with white sand originating from coral fragments due to the impact of waves and waves are different from the beaches compared to coastal areas in other regency, plus various natural tourist attractions on different beaches [24]. The area of Gunungkidul Regency has a high potential for increasing tourist destinations and the regional economy, data in the last 5 years shows that the tourism sector in Gunungkidul Regency has made a significant contribution, namely $\pm 7\%$ of the regency's PAD [6]. The economic sector of the surrounding community with trade or service activities has also increased. This condition is supported by the increasing number of tourists visiting various tourist destinations in Gunungkidul Regency [9].

Gunungkidul Regency is an area that has tourism potential, a variety of cultures, culinary delights and a typical and unique history. Gunungkidul Regency provides various facilities and attractive tourist objects to attract local and foreign tourists to travel. There are natural tourism, artificial tourism, and arts and crafts tourism. One of the leading tourist objects is

natural tourism, namely the beach of Gunungkidul Regency which is widely known. Gunungkidul Regency has a long coastal area that stretches about 65 km from Purwosari District to Girisubo District, which is located in the south bordering the Indian Ocean. There are 103 beaches with around 60 beaches that are being developed by the government [24]. Besides beaches, natural cave attractions and waterfalls are also a leading tourist attraction.

One of the leading tourist areas is the Mount Sewu Geopark area. The Gunung Sewu Geopark area extends west-east across 3 regencies (Gunungkidul, Wonogiri and Pacitan) and 3 provinces (DIY, Central Java, East Java) with area of 1,802 km². Mount Sewu Geopark as a National Geopark by the National Geopark Committee of Indonesia on May 13, 2013 and designated as a Global Geopark supported by UNESCO on September 19, 2015 in Tottori, Japan. In November 2015 the Gunung Sewu Geopark became the Gunung Sewu UNESCO Global Geopark [25]. Gunung Sewu UNESCO Global Geopark has 13 geosites in the Gunung Kidul area, including Baron-Kukup-Krakal Beach, Wanagama Forest, Derivative Forest, Ngingrong Cave, Jlamprong Cave, Bleberan Waterfall, Bengawan Solo Purba Valley, Siung-Wediombo Beach, Luweng Goa Jomblang , Luweng Kali Suci, Early Miocene Marine Deposits (Sambipitu Formation), and Early Miocene Volcanoes (Nglanggran Formation) [25]. The status of Gunung Sewu UNESCO Global Geopark has an important meaning for the existence of the Gunungsewu Karts area, apart from being a conservation effort to maintain the site's existence, it also plays a role in education and community empowerment programs. Another benefit of being more widely known is accelerating the development of Gunung Kidul tourism, supported by the Yogyakarta International Airport facilities in Kulon Progo [26].

There is data on the increase in the number of tourists at several tourism objects [9], which indicate that these tourism objects are well managed. However, there are still several other tourist objects that have not been managed as tourist destinations so that they are not yet acknowledged by tourists. The increasement in the number of tourists can be seen in the following table.

Table 1. Data on tourist visits in gunungkidul regency 2015-2019

Tourist	The Number of Tourist Visits				
	2015	2016	2017	2018	2019
Nusantara / Domestic Tourists	2.638.634	2.989.006	3.236.931	3.032.525	3.661.612
Foreign tourists	4.125	3.891	21.082	22.759	19.191
Total	2.642.759	2.992.897	3.258.013	3.055.284	3.680.803

Source: [9]

Table 2. Data on the number of tourism destination per district gunungkidul regency

Districts	Number of Tourism Destination (Unit)		
	2018	2019	2020
Grilled	-	3	4
Purwosari	6	6	6
Paliyan	-	-	4
Saptosari	4	4	4
Pat	11	12	12
Tanjungsari	8	8	11
Rongkop	-	-	-
Girisubo	7	7	7
Everybody	1	1	3
Ponjong	-	-	1
Karangmojo	1	1	2
Wonosari	-	-	1
Playen	1	1	1
Peck	1	1	8
Gedangsari	-	2	2
Nglipar	1	1	1
Ngawen	1	2	3
Semin	-	-	-

Source: [27]

The sub-districts of Tanjungsari, Tepus, Girisubo and Purwosari are the areas with the most tourist objects that provide natural tourist attractions, such as beach spots and natural caves, waterfalls which are a tourist area in the surrounding village. These have become a leading tourist destination in the Gunungkidul area.

It can be observed from the above table, that areas with tourist objects which have been managed, obtain an increment in number of tourists. In the data, there are districts that do not have tourist objects, actually do not cause by the absence of tourist objects, but because these areas have not been properly managed to receive tourist visits.

Regional tourism provides benefits, such as improving good relationship between communities; provide employment opportunities as well as business opportunities for the local community; increase creativity and creative economic activities of the community which in

turn will increase income; familiarise the magnificence of nature and the abundance of local culture in tourism objects; regional development with the construction of various tourist support facilities; as well as maintaining the sustainability of the natural and socio-cultural environment [2]. To achieve these benefits, tourism activities need to be supported by policies that regulate tourism actors in carrying out their activities.

The solid potentials of nature, society and culture have succeeded in attract numerous tourists to visit. The policy in developing the destination of Gunungkidul Regency is required to be based on local wisdom values and be well implemented.

Based on data from the Gross Regional Domestic Product (GRDP) data, which is a measure of the assessment of economic activity in a region. However, Gunungkidul Regency is still one of the underdeveloped areas, with the highest poverty rate indicator in Yogyakarta. Gunungkidul Regency is an underdeveloped

area with the regency's economic contribution of 13.6% in Yogyakarta, even though it has the largest area compared to other regency / cities [7]. The per capita income of the people of Gunungkidul is at the lowest level compared to other regency / cities, that cause the highest poverty rate indicator for Gunungkidul Regency in Yogyakarta and even for several years it tends to be stagnant [28], exacerbated by Gunung Kidul's Human Development Index (HDI) is also the lowest [29].

3.2 Local Wisdom of Gunungkidul Regency

The value of local identity wisdom includes the ethnic characteristics of the community in the form of community thinking [5], abstract guidelines for systems in solving problems in society that become a reference in daily life [30], ways of behaving and acting embedded and followed by community members [13]. In addition, in the form of beliefs, penalty and certain rules, philosophy (advice, proverbs, rhymes, poetry, folklore / oral stories), or in the form of real objects [23] which are the core of the cultural identity of the community [5]. Local wisdom creates a balance of natural supporting capacity with human life in fulfilling needs [31], culture, filtering and self-control of foreign cultures, accommodating elements of external culture [32], integrating external cultural elements into native culture and giving directions on cultural development [33,34]. Culture in local wisdom becomes a blocker to the increasing influence of globalization which starts to reduce national cultural values. Each region can explore and develop local culture as a social and cultural capital for the development of the local community [14].

The people of Gunungkidul Regency are known as people who are faithful to maintain and carry out various forms of local wisdom from generation to generation until present. Local wisdom can be in the form of thoughts that are expressed in the form of activities or ways of acting by the community in daily life and can produce the form of real objects. Including, the thought of awareness to always remember and grateful to God Almighty for all the sustenance given, represented in the form of "Rasulan" activities or the tradition of cleaning the village environment after harvesting crops accompanied by sports competitions and art performances [35], "Labuhan sesajen" or sweeping local food specialities on Ngrenehan Beach, Gunungkidul

[36], other activities such as welcoming the month of Ramadan performing "Ruwahan" or prayer thanksgiving along with typical culinary "apem" (rice flour cake) as well as "Padusan" which means purifying oneself before the fasting of Ramadan [37]. Another form of thought is to respect fellow God's creatures in the Gunungkidul social community such as togetherness (the principle of "mangan ora mangan waton kumpul"), deliberation, which is poured into mutual cooperation / work together or "Sambat" in terms of building houses, building village public facilities, and others [38]. The thought of being aware and proud of the cultural continuity makes the people of Gunungkidul will always protect natural and human resources with the rules they have set in the past known as the principle of "negara mawa tata, desa mawa cara" (city-state with rules, village with custom- his own customs) [39]. There are many other forms of local wisdom that the people of Gunungkidul Regency have.

All local wisdom possessed by the people of Gunungkidul needs to be supported by all related parties, not only the government, local government, but business people, visitors and of course the local community themselves. The support from government can be in the form of policies that are associated to local wisdom.

3.3 Tourism Destination Policy Related to Local Wisdom

Policies based on local wisdom has a significant role in strengthening the regional autonomy system [3]. Although there are obstacles in the application of the value of local wisdom in policy making, such as, there is an assumption that local wisdom-based policies are regional, ancient, traditional, and are considered to be democratic backsliding because they seem to have returned to the past in the modern era [30]. The local government has provided lot of efforts that success in implementing policies to increase tourist destinations based on local wisdom such as the Purwakarta Regency Government which has succeeded in city planning, infrastructure development, tourism, culinary and education systems while still promoting Sundanese Culture [33]. In increasing tourist destinations, local wisdom, creative economy and added value are needed to be offered to tourists [14].

Several ways in improving tourism policy include conservation and environmental improvement; increased employment opportunities; provide benefits to society; increasing empowerment and

resource value; there is a balance between utility and conservation; better service improvement; ease of information; there is a continuation of a comfortable environment [6], as well as a national campaign for tourism awareness or charm [1]. Local wisdom-based tourism policy is a policy in the tourism sector that prioritizes superiority in a certain area or a certain cultural community that has cultural values both material and non-material [16]. Discussions related to tourism potential based on local wisdom can be used as an alternative model for tourism development [40] which is based on regional characteristics, optimization of regional autonomy policies, local values and utilization of natural potential which is ultimately directed entirely at improving the quality of life of local communities [3]. The enhancement in tourist destinations must be based on the strength of the local tourism area. This is implemented by the Gunungkidul Regency Tourism Office, which makes a policy to increase tourist destinations by positioning the community as subjects by applying the concept of community based tourism, increasing tourism business partnerships and continuing to fulfill responsibility for the environment and socio-culture [8].

The vast area of Gunungkidul Regency and the high tourism potential are the reason for the local government in developing these areas. Based on data for the last 5 years, the tourism sector has gained a significant contribution, namely $\pm 7\%$ of the regency's PAD. [6]. Based on Perda No. 6 of 2011 Gunungkidul Regional Government regarding the Gunungkidul Regency Spatial Plan which aims to actualize the Gunungkidul Regency area as a business development center that relies on agriculture, fisheries, forestry and local resources to support tourist destinations towards a competitive, advanced community, independent and prosperous. Governance is aimed at supporting the area as a tourist destination. Based on the spatial plan for Gunungkidul Regency in 2010-2030, the potential for regional development in Gunungkidul Regency, among others, is designated as a production forest area; community forest area; agricultural designated areas; fishery allotment area; areas that have potential for mining materials; industrial potential area; tourism development area as well; the geopark area is the Gunung Sewu Geopark [24].

The legal basis for tourism development in accordance with the principles of development is Republic of Indonesia Law Number 10 of 2009

concerning Tourism which is realized through the implementation of a tourism development plan by taking into account the diversity, characteristics and uniqueness of culture and nature, as well as human needs for tourism. In (Article 8: paragraph 1) Tourism development is carried out based on a tourism development master plan consisting of a national tourism development master plan, a provincial tourism development master plan, and a regency / city tourism development master plan [22] Presidential Regulation Number 59 of 2017 Regarding the Implementation of Achieving the Sustainable Development Goals, it is stated that each region can actively participate in the development process of their respective regions, including planning, development and evaluation stages [22].

There are several policies related to increasing tourist destinations, such as; National Tourism Development Master Plan (RIPPARNAS); Provincial Tourism Development Master Plan (RIPARPROV); Regency / City Tourism Master Plan (RIPPAR-KOTA) Regional Tourism Master Plan (RIPPARDA), policies that related to the responsibility for the natural environment and socio-cultural environment. The Regional Medium Term Development Plan (RPJMD) has the objective on actualize the development of competitiveness in tourism and the protection, maintenance, development and utilization of culture. With indicators of success based on the number of visits by domestic tourists and foreign tourists; duration of stay of domestic tourists and foreign tourists as well as the index of cultural preservation. Gunungkidul Regency Regional Regulation No.5 of 2013 concerning the Implementation of Tourism, certainty of obligations, rights, and procedures for managing tourism. Regional Regulation No. 11 of 2012 concerning Buildings and Buildings. Regent Regulation No.56 of 2014 concerning Guidelines for Regional Regulations of Kab. Gunungkidul No. 5 of 2013 the Implementation of Tourism. Regent Regulation No. 69 of 2016 concerning Position, Organizational Structure, Duties, Functions and Work Procedures of the Tourism Office [28]. All of these policies aim at increasing the tourist destinations of Gunungkidul Regency which must be carried out systematically, planned, integrated, sustainable, and responsible while still providing protection for religious, cultural and environmental values [22] which is where this is already includes the fulfillment of local wisdom values. However, some of the targets to be achieved are more directed at material things, such as increasing investment,

expanding employment opportunities, increasing the number of tourist visits; increase in revenue of original regional income (PAD) or the target indicator set, namely the number of visits by domestic tourists and foreign tourists; length of stay of domestic tourists and foreign tourists [28]. This shows that the current policy to increase tourist destinations in Gunungkidul Regency has not prioritized the value base of local wisdom. Furthermore, it discusses the implementation and constraints encountered in relation with policies to increase tourist destinations based on local wisdom.

3.4 Implementation and Constraints

Implementation means the execution and application of predetermined plan. Implementation leads to understanding efforts that should have happened, an action in order to achieve the goals that have been set in a decision. Decisions that have been determined are translated into action by generating several changes [13].

Policy implementation is legally supervising policy implementers together carrying out policies to achieve the desired goals. Implementers of policy include all parties related to the implementation of policies such as government agencies, community organizations, parties related to politics, economics, and social policies that are implemented [22]. Policy implementation is in the form of individual actions or groups of government or private agencies that aim to achieve the goals set out in policy decisions [13].

The policy implementation approach model explains that policy performance is influenced by policy standards and objectives; or policy measures and purposes; and the results of interrelated activities. The explanation of policy implementation in this literature study includes; 1) Resources, in this case human resources, in the form of skills of policy implementers to implement policies effectively and financial resources; 2) Communication between related organizations and implementation activities [13,15].

3.4.1 Policy implementation in 97ravelled97t tourism destinations based on local wisdom in gunungkidul regency in terms of resources

The implementation of the policy to increase tourist destinations requires human resources

(HR) with quality and quantity as well as affordability to local natural resources and cultural resources. Improving the quality of human resources, including training in natural tourism management, tour guides, entrepreneurship training, developing creative ideas for the development of a creative economy based on local wisdom [4]. For example, the local government, a tourism conscious community group (pokdarwis) in the artificial lake tourism area on the Embung Batara Sriten hill, Gunungkidul Regency routinely for a certain period of time conducts socialization, training and guidance and community assistance [1]. Improving the quality of human resources to produce experts or trained practitioners with education should start for the local population [14]. Where they know more about their own territory and have a more sense of ownership, pride and want to advance their territory. However, there are obstacles in many tourist destinations, namely the lack of ability and skills of the people around the tourist areas due to their lack of knowledge and awareness of tourism activities [1]. It is necessary to instill thoughts in the community regarding the potential of culture and local wisdom as a more aesthetic and ethical tourist attraction. Where tourism trends lead to local culture and wisdom, it is unique for tourists to be interested in coming, learning, enjoying these things that tourists have never found elsewhere [14]. Another obstacle is the low awareness of the concept of tourism and institutional awareness groups [41].

Meanwhile, the affordability of natural resources includes various natural potentials in Gunungkidul Regency which can be used as a tourist attraction. Apart from coastal areas, natural caves and waterfalls, the potential for rice fields and surrounding areas is acceptable to be improved, supported by the community involved in managing tourism assets; village-level financial institutions; various tourist facilities such as traditional buildings, native houses, village halls, the presence of community social organization groups and traditional customs as cultural potentials supported by the use of technology [6]. The assessment of tourism components including internal and external factors on 19 beaches in Gunungkidul Regency is considered moderate, where the owned tourism component maintains the concept of local culture, social value, meaning, and certain culture (Agustina, Hindersah, & Asiyawati, 2017).

Constraints related to natural resources in several tourist destinations is the condition of the tourist environment is not well maintained. For example, on the beaches of Need and Ngedan, garbage pollution is scattered therefore it is quite disturbing for tourists [41]. There are several implementation programs that can be carried out to prevent environmental damage related to waste problems such as a clean environment culture which is commonly known as community service as a typical rural community activity, construction of a waste recycling system and reforestation and maintenance [32]. Another obstacle is related to natural resources, sacrificing natural habitats for the sake of tourism, such as the tourist destination of Pindul Cave, the bats that inhabit the cave have begun to disappear and one stalactite has been cut to facilitate access for visitors tracing the water flow [42]. Another example of a tourist destination in the protected forest area of Watu Payung Gunungkidul, which has regulations that regulate the management but have not been supported by the government in terms of regional development funds [43]. Constraints related to tourists who do not have environmental awareness, socio-cultural sensitivity, empathy characteristics, effect to the extra expense for nature conservation [14]. In addition, the constraints on the development of layout and spatial planning are intangible and affect the exquisiteness of environmental governance [44].

Resources that are meant are not only human resources and natural resources, but all resources related to the increase in tourist destinations. Infrastructure such as roads, bridges, clean water, telecommunications networks, electricity, environmental control and maintenance systems, and others [14]. In several 98 ravelled tourist destinations, various improvements in tourism supporting infrastructure have been carried out. For example, in the Embung Batara Sriten tourist area, there are the addition of several facilities for direction signs, a gate at the entrance to the tourist area, and several supporting facilities at the Batara Sriten embung such as gazebos, construction of stairs and the construction of facilities at five regional entrances which are the result of group collaboration in the community aware of tourism (pokdarwis) and people who contribute to road widening efforts without having to acquire residents' land. The local government appreciates the roads restoration which at that time were still classified as bad and less suitable to be 98ravelled as a tourist route [1]. However,

in several other tourist destinations, the availability of infrastructure or public infrastructure is still insufficient and insignificant [41,42,43], scattered garbage, chaotic fish trade management, and poor parking management [41]. Infrastructure constraints are more related to material procurement. The reasons related to infrastructure constraints that are put forward are always the same, namely limited investment, funding sources or limited land area [41].

Based on the above discussion, it can be concluded that policy implementation in terms of resources leads to the value of local wisdom in developing human resources which ultimately leads to material benefits. There has been no implementation that leads to local wisdom values of natural resource conservation, social, ethical and moral meanings.

3.4.2 Policy implementation in enhancement tourism destinations based on local wisdom in gunungkidul regency in terms of communication

In general, the definition of communication is the process of delivering messages from the communicator (sender of the message) to the communicant (message recipient). Communication is the consistency of information conveyed. It is hoped that the government and society will establish unidirectional communication and consistency of information. The government and tourism entrepreneurs who assist in supporting the success of tourism based on local wisdom (Wismayanti, 2009). It takes the cooperation of related parties from various interests such as related agencies, tourism actors, cultural and tourism activists, local communities, and others to work together to build tourism areas based on available social capital such as networks, norms, and social trust. (social trust) which supports coordination and cooperation for the common interest [4].

The examples of effective communication in the policy implementation of utilizing village land Law Number 13 of 2012 concerning the Privileges of the Special Region of Yogyakarta and Yogyakarta Governor Regulation Number 34 of 2017 on Sri Gethuk Waterfall tourist destinations alongside with the cultural and religious values of the local community through deliberation Cultural and religious values in Sri Gethuk's tourism management can be maintained overriding materialistic values through the policies of community leaders [11]. There is good

communication between the local community and the government by always being involved in the preparation of tourism planning, as well as tourism marketing activities that are more directed at the concept of social marketing and responsible marketing, in this case, such as environmental conservation according to local wisdom values [14].

There are several constraints that associated with communication aspect, considering that the growth of digital technology affects marketing operations and other activities [44], therefore the selection in utilisation of appropriate technology according to the value of local wisdom is needed [44] (Purnomo, Wiradimadja, & Kurniawan. , 2019). Another obstacle is related with the cooperation between tourism actors, both national and international, still inadequate, therefore tourist visits are not evenly distributed and tourism marketing unoptimized yet [41]. The globalization that has reached all regions of Indonesia, including Gunungkidul Regency, where local values are starting to erode with new values such as commercialization, individualism and materialism [11].

Based on the above discussion, it can be concluded that the implementation of policies in terms of communication between the community and the government is quite favorable, however it is still unoptimized yet among tourism business actors. It is necessary to design a communication guide with communication management in order to achieve the objectives of effective communication.

4. CONCLUSION

Gunungkidul Regency is an area that has tourism potential, a variety of cultures, culinary delights and a typical and unique history. There are natural tourism, artificial tourism, and arts and crafts tourism. There is data on the increasement in the number of tourists at several tourism objects [9], which indicate that these tourism objects are well managed. However, there are still several other tourist objects that have not been managed as tourist destinations therefore the tourists not yet admit them. Tourism activities need to be supported by policies that regulate tourism actors in carrying out their activities. All of these policies aim to rise the tourist destinations of Gunungkidul Regency which must be carried out systematically, planned, integrated, sustainable, and responsible while still protect the religious, cultural and

environmental values [22] which is include the fulfillment of local wisdom values. However, some of the targets to be achieved are more directed at material things, such as increasing investment, expanding employment opportunities, increasing the number of tourist visits; increase in revenue of original regional income (PAD) or the target indicator set, namely the number of visits by domestic tourists and foreign tourists; length of stay of domestic tourists and foreign tourists [28]. This shows that the current policy to increase tourist destinations in Gunungkidul Regency has not prioritized the value base of local wisdom. Furthermore, it discusses the implementation and constraints encountered in relation with policies to increase tourist destinations based on local wisdom. Based on the above discussion, it can be concluded that policy implementation in terms of resources leads to the value of local wisdom in developing human resources which ultimately leads to material benefits. There has been no implementation that leads to local wisdom values of natural resource conservation, social, ethical and moral meanings. Based on the above discussion, it can be concluded that the implementation of policies in terms of communication between the public and the government is quite favourable, however, it is still unoptimized among tourism business actors.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Hartono N. The development policy of the north zone tourism area of gunungkidul regency by the local government through sriten batara embung tourism destination. *Civics Journal*; 2017. Available:<http://eprints.uny.ac.id/id/eprint/52972>
2. Darwance D, Rendy R. Activation and mobilization of a tourism conscious community based on local wisdom, nauticalsm, and sustainable green tourism. *Journal of Community Service*. 2018;14–23. Available:<http://www.journal.ubb.ac.id/lppm/article/view/743>
3. Hannan A, Rahmawati F. Sustainable regional tourism development strategy through the concept of ecotourism based on local wisdom in Indonesia, the response

- and attention of the government to the agenda 59 Of 2017 concerning the implementation of achieving the development goals of a more focused policy. Entity. 2020;2(1):97–119.
4. Bakti I, Sumartias S, Damayanti T, & Nugraha AR.. Development of a tourism communication model based on local wisdom in the pangandaran geopark area. *Journal of Communication Studies*. 2018;6(2):217. Available: <https://doi.org/10.24198/jkk.v6i2.18459>
 5. Ahdiati T, & Kusumanegara S. Local wisdom and identity development for promotion of cultural tourism in banyumas regency. *Journal of Applied Tourism*. 2020;4(1):25. Available: <https://doi.org/10.22146/jpt.50417>
 6. Bawono SE. Rural tourism development plan with gunungkidul 360°; 2014. Available: <https://pdfcoffee.com/rural-tourism-development-plan-dengan-gunungkidul-360-pdf-free.html>
 7. Adinugroho G. The relationship of tourism development to the regional economy in South Gunungkidul. *Journal of Regional and Rural Development Planning*. 2017;1(1):16. Available: <https://doi.org/10.29244/jp2wd.2017.1.1.16-27>
 8. bappeda.gunungkidulkab.go.id. Tourism development policy in gunungkidul regency; 2019. Available: <http://bappeda.gunungkidulkab.go.id/2019/09/keb-Policy-pengembangan-pisata-di-kabupaten-gunungkidul/>
 9. BPS. Tourist visits in gunungkidul regency 2015-2019; 2021b. Available: <https://gunungkidulkab.bps.go.id/indicator/16/124/1/jotal-wisawatan.html>
 10. Manteiro MCB. Local wisdom-based tourism village development model as poverty alleviation strategy in rote ndao regency, East Nusa Tenggara. *Journal of Business & Management*. 2016;2(2):93–101. Available: <http://jurnal.pnk.ac.id/index.php/bisman/article/download/56/29>
 11. Sudaryanto S. Implementation of gunungkidul regency tourism development policy; 2019. Available: <http://repo.apmd.ac.id/760/>
 12. Anjelina L. Implementation of tanjung setia beach tourism object development policy, pesisir Selatan district, pesisir barat regency; 2017. Available: <http://digilib.unila.ac.id/id/eprint/27446>
 13. Christanti E. Implementation of tourism policies based on local wisdom (case study of West Kotawaringin regency). *Journal of Management and Accounting Sciences*. 2019;7(1):8–14.
 14. Fitriana E, Ridlwan MK. Ecotourism development ased on creative industries with local wisdom insights in palangkaraya. *proceeding of community development*. 2017;1:269. Available: <https://doi.org/10.30874/comdev.2017.32>
 15. Hernawan D, Pratidina G. The model of tourism development policy implementation in the policy implementation model of tourism development in order to increase tourism destination places in bogor regency. *Journal of the Social Humanities* 2015;6(2):94–103.
 16. Jupir MM. Implementation of local wisdom-based tourism policies (study in west manggarai regency). *Journal of Indonesian Tourism and Development Studies*. 2013;1(1):28–38. Available: <https://doi.org/10.21776/ub.jitode.2013.001.01.05>
 17. Wazni W, Harirah MS, Z, Darmansyah R. Evaluation of Tourism development policy inputs based on local wisdom in siak regency. *Sebatik*. 2020;24(2):178–186. Available: <https://doi.org/10.46984/sebatik.v24i2.1124>
 18. Sumarni S. Implementation of policies of the ministry of tourism and the creative economy in dealing with new customs adaptations in the field of tourism case studies in the district. 2020;14–15. Available: <http://repo.uum.edu.my/28057/>
 19. Utami LSS. Intercultural adaptation theories. *Journal of Communication*. 2015;7(2):180–197.
 20. Fadhlurrohman MI, Purnomo EP, Malawani AD. Analysis Of sustainable health development in indonesia (sustainable development goal's). *Indonesian Journal of Environmental Health*. 2020;19(2):133–143. Available: <https://doi.org/10.14710/jkli.19.2.133-143>
 21. Darmalaksana W. qualitative research methods literature study and field studies.

- pre-print digital library of UIN sunan gunung djati bandung. 2020;1:1–6. Available:[http://digilib.uinsgd.ac.id/32855/1/Qualitative Research Methods.pdf](http://digilib.uinsgd.ac.id/32855/1/Qualitative%20Research%20Methods.pdf)
22. Herlandi G. Baron beach tourism development policy, gunungkidul regency; 2020. Available:[http://repo.apmd.ac.id/1359/1/GI LANG%20HERLANDI.pdf](http://repo.apmd.ac.id/1359/1/GI%20LANG%20HERLANDI.pdf)
23. Wulandari, Lastiani Warih, Baiquni, Eni Harmayani, Wahyono. Ecospa tourism destinations based on community empowerment through partnerships in the Nglanggeran Tourism Village, Gunungkidul, Yogyakarta. Proceedings of the 2019 UMS X National Geography Seminar. Engineering and Human Geography. 2019;254-270. Available:gunungkidulkab.go.id. Gunungkidul tourism; 2021. Available:<https://gunungkidulkab.go.id/>
24. Accurate.co. Yogyakarta gunung sewu geopark offers 13 geosites; 2017. Available:[https://akurat.co/gayahidup/id-57303-read-geopark-gunung-sewu-yogyakarta-t Offer-13-geosite](https://akurat.co/gayahidup/id-57303-read-geopark-gunung-sewu-yogyakarta-t-Offer-13-geosite)
25. Republika.com. Gunungsewu gunungkidul survives as UNESCO world geopark; 2019. Available:<https://www.republika.co.id/berita/pxi8ws382/gunungsewu-gunung-kidul-bertahan-jadi-geopark-dunia-unesco>
26. BPS.. Number of tourism destination per district gunungkidul regency; 2021a. Available:<https://gunungkidulkab.bps.go.id/indicator/16/129/1/jotal-objek-wisata.html>
27. Husna FK, Nurokhmini A. Improvement of Community Welfare Based on Tourism Policy in Gunungkidul Regency. Proceedings of the 2019 Indonesian Economic Outlook Seminar: Challenges and Opportunities for the Indonesian Economy in 2019. 2018;41–54. Available:<http://prosiding.stie-aas.ac.id/index.php/prosenas/article/view/12>
28. jogja.suara.com. Poverty level in Yogyakarta is still high; 2019. Available:<https://jogja.suara.com/read/2019/07/10/214157/tlasi-kemoverty-di-yogyakarta-masih-tinggi?page=1>
29. Budiana HR, Bajari A, Mulyawan R. Transformation of sabilulungan values in public service communication activities in bandung regency government. Journal of Communication Studies. 2020;8(1): 42. Available:<https://doi.org/10.24198/jkk.v8i1.23768>
30. Mastika IK. Development of ecotourism based on local wisdom in the former region of besuki, East Java. Journal of the Masters of Tourism. 2018;4:240–252. Available:<https://doi.org/10.24843/JUMPA.2018.v04.i02.p06>
31. Rakib M. Local wisdom based creative economy development strategy as a tourist attraction. Tourism Journal. 2020;1(2):54–69.
32. Gustini Y, Sanusi I, Muchtar K. Government efforts in forming the image of purwakartathrough global local wisdom. Public Relations: Journal of Public Relations. 2018;3(4):97–115.
33. Rahmi SA Tourism development in the perspective of local wisdom. The Reformation. 2016;6(1):76–84.
34. Brahmanto Erlangga. Rasulan tradition becomes mainstay of ethnic tourism in gunungkidul regency, Yogyakarta. Khasanah Ilmu. 2014;2:69-75.
35. Umam, Agus Khotibul, Arif Himmawan, Christanto Arief Wibowo, Pramono Edy Siswanto, Arina Hasbana, et al. Building a community mindset in an effort to optimize local wisdom using klumpit kanigoro saptosari gunungkidul through the tourism village program. Community Service Conference Proceedings. 2019;1:339-343.
36. Listianingrum Nesti, Sudrajat. Local wisdom of the community of bedoyo village, ponjong district, gunungkidul regency. Department of Geography and Environmental Sciences, Gadjah Mada University; 2015.
37. Pamungkas, Arya Dwi, Rosyani, Suand. Study of the value of "sambatan" in social life and its relationship with the sustainability of village communities in meranti Jaya village. Socio-Economics Business. 2013;16(2):1-9.
38. Sudaryanto A. Local wisdom values applied in the management of sri gethuk tourism land in bleberan, playen, gunungkidul. Mimbar Hukum - Faculty of Law, GadjahMada University. 2018;30(1):78. Available:<https://doi.org/10.22146/jmh.29153>
39. Cahyono AE, Putra YBT. Analysis of the economic potential of agro-tourism development based on local wisdom in sumbermujur tourism village, lumajang

- regency. *Eco-Socio: Journal of Economic Science and Education*. 2017;1(1):14–22. Available:<http://jurnal.stkippgri-bkl.ac.id/index.php/ECS/article/view/326>
41. Huda IAS, Matondang MFG. 5 coastal tourism potential development strategy in saptosari district, gunungkidul regency. *Shoots Geography Journal*. 2020;9(1):13. Available:<https://doi.org/10.24114/tgeo.v9i1.17287>
42. Saputra FB, Rijanta R. Strategy for supporting the poor people in the management of ecotourism in Pindul cave in Bejiharjo village, gunungkidul regency. *Journal of Bumi Indonesia*. 2018;7(3):1–11.
43. Suhendroyono, Novitasari R. Management of watu payung nature tourism as a culture-based tourism icon in gunungkidul Yogyakarta. *Journal of Tourism*. 2016;10(1):43–50.
44. Aji RR. Coastal tourism components in the regional economy of gunungkidul regency. *ETHOS (Journal of Research and Community Service)*. 2020;8(1):4929. Available:<https://doi.org/10.29313/ethos.v8i1.4929>

© 2021 Atmaji and Qodir; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
<http://www.sdiarticle4.com/review-history/68070>