



INDEX OF POTENTIAL TOURISM VILLAGE IN SEMARANG REGENCY

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ABSTRACT

The purpose of this paper to calculate the tourism village potential index which can be developed in Semarang Regency. Method and data used in this study were weighted index and the potential of village. This index constructed from housing, environment, disaster mitigation, health, education, communication, and information. Potential tourist village is a village located in major tourist destination, such as Gedong Songo Temple, Bukit Cinta, dan Pemandian Muncul. The third tourist destination was chosen, because they have been managed by local government. For Gedong Songo Temple, potential tourism village are Kenteng or Banyukuning. Bukit Cinta, potential tourism village are Kebondowo or Tegaron. Pemandian Muncul, potential tourism village are Kebondowo, Tegaron, or Kebumen.

Key Word: index of potential tourism village; semarang regency

INTRODUCTION

Semarang district located in Central Java province, where its capital in Ungaran. Semarang Regency is building the tourism sector because tourism sector is a potential sector and is multidimensional such as physical, social, cultural, economic, and political. One form of development that has been done is a tourism village.

Currently, Semarang regency has 14 tourism village that have the potential for economic empowerment of local communities. Purpose of this study is to provide an alternative tourism village can be developed. The village may be an alternative tourist destinations other than a major tourist destination. There are Gedong Songo Temple, Bukit Cinta, and Pemandian Muncul.

METHODS

Data

This study used data potential of village Potential (Podes) 2008, from Central Bureau of Statistics. This data provides a variety of information such as public facilities, transportation accessibility, and disaster mitigation. In addition, information such as public facilities, health facilities, education, communications, and security.

Transportation information consists of the mileage and the existence of public transport to the village head's office to sub-district office; the mileage and the existence of public transport from the village head's office to the office of regent.

Disaster mitigation information includes a warning system by the local government, the safety equipment by local government;, the availability of safety extension (disaster simulation) by local government. Description of variables and indicator in **Tabel 1**.

Variables and Calculation

Construction of variables for index calculation consists of seven (7) groups : housing, environment, disaster, health, transportation, communication, and information.

Tourism Village Potential Index is a composite index constructed from other related index called the index compiler. There are seven index constituent consisting of housing, the environment, disaster mitigation, health, transportation, communication, and information. The calculation method as follows.

$$x(i) = \sum_{k=1}^n \text{the number of compiler index } (k)(i) * w(k) \dots\dots (1)$$

Where x (i) is an index constituent consisting of housing, the environment, disaster mitigation, health, transportation, communication, and information. k is an index constituent up to - n. Then, w is the weight of the

index constituents depend on the number k. Finally, we calculate the index of potential tourism village which is a composite index from the index constituent above, calculated as follows.

$$Y(i) = \sum_{k=1}^7 \text{constituent index } (k) (i) * \left(\frac{1}{7}\right)$$

(2)

RESULT AND EXPLANATION

This section calculates the index of potential tourism village around the main tourist attractions. There are Gedong Songo, Bukit Cinta, and Pemandian Muncul.

Results of calculation of the index of potential tourism village in Gedong Songo obtained the following table.

Based on **Table 2**. Gedong Songo is located in Candi Village, District Bandungan. Gedong Songo is located between eight villages namely Kenteng, Banyukuning, Bandungan, Munding, Sidomukti, Jubelan, Gebugan, and Bumen. Currently, there already are Sidomukti village, tourist village located near Gedong Songo. If local government wants to build a tourism village, it can located in Kenteng Village or Banyukuning Village.

Tabel 1. Variable and Indicator

No	Variable	Indicator
1	Housing	lighting in the village main street
		the existence of a source of drinking water or cooking fuel used for cooking
		the place to defecate for most families
		garbage dump for most families
		temporary shelters trash
		the existence of the river for Tourism
		the existence of irrigation canals for tourism
		the existence of a lake or reservoir for tourism
2	Environment	the existence of water pollution
		the existence of soil contamination
		the existence of of air pollution
		the habit of burning land to start farming
3	Disaster Mitigation	activity or Facilities for Disaster Mitigation :
		safety equipment
		mutual cooperation among citizens
4	Health	extension safety
		midwife practices
		poskesdes (rural health posts)
5	Transportation	Other health professionals who live or lived in villages (health Mantri, assistant pharmacists, nurses, health visitors, etc.)
6	Communication	transportation facilities and infrastructure between villages: type of road surface
6	Communication	mobile phone signal
		warnet
		wartel/ warpostel/warpaspostel
7	Information	mobile post
		program / broadcast television without cable: Local TV
		program / broadcast television without cable: National Private TV
7	Information	program / broadcast television without cable: TVRI

Table 2. Calculation of Tourism Village Potential Index in Gedong Songo Temple

Districts	Village Code	Village Name	IPDW	Code
BANDUNGAN	5	KENTENG	77.93	2.00
BANDUNGAN	7	BANYUKUNING	72.99	2.00
BANDUNGAN	4	BANDUNGAN	66.87	2.00
BERGAS	1	MUNDING	66.53	2.00
BANDUNGAN	10	SIDOMUKTI	66.45	3.00
SUMOWONO	8	JUBELAN	65.24	2.00
BERGAS	3	GEBUGAN	64.23	2.00
SUMOWONO	9	BUMEN	64.15	2.00
BANDUNGAN	6	CANDI	64.15	1.00

Keterangan :

1. Location of Gedong Songo Temple
2. The nearest village with Gedong Songo
3. The nearest village with Gedong Songo and the village has become tourism village

Based on **Table 3**. Bukit Cinta is located in Kebondowo village, District Banyubiru. Bukit Cinta is located between five villages, namely Tegaron, Rowoboni, Wirogomo, Kemambang, and Rowosari. Pemandian Muncul is located in the Rowoboni village. Kebondowo village obtained the highest score. If local government wants to build a tourism village, it can be located in Kebondowo Village or Tegaron Village.

Table 3. Calculation of Tourism Village Potential Index in Bukit Cinta

Districts	Village Code	Village Name	IPDW	Code
BANYUBIRU	8	KEBONDOWO	74.95	1.00
BANYUBIRU	7	TEGARON	70.70	2.00
BANYUBIRU	6	ROWOBONI	64.91	4.00
BANYUBIRU	1	WIROGOMO	64.83	2.00
BANYUBIRU	2	KEMAMBANG	63.13	2.00
TUNTANG	4	ROWOSARI	55.73	2.00

Keterangan :

1. Location of Bukit Cinta
2. The nearest village with Bukit Cinta
4. Location of Pemandian Muncul

Based on **Table 4**. Pemandian Muncul is located in the Rowoboni village, District Banyubiru. Pemandian Muncul is located between five villages, namely Kebondowo, Kebumen, Tegaron, Kalibeji, and Rowosari.

Bukit Cinta is located in the Rowoboni village. Kebondowo village obtained the highest score. If local government wants to build a tourism village, it can be located in Kebondowo Village, Tegaron Village, or Kebumen Village.

Table 4. Calculation of Tourism Village Potential Index in Pemandian Muncul

Districts	Village Code	Village Name	IPDW	Code
BANYUBIRU	8	KEBONDOWO	74.95	4.00
BANYUBIRU	4	KEBUMEN	73.84	2.00
BANYUBIRU	7	TEGARON	70.70	2.00
BANYUBIRU	6	ROWOBONI	64.91	1.00
TUNTANG	1	KALIBEJI	64.56	2.00
TUNTANG	4	ROWOSARI	55.73	2.00

Keterangan :

1. Location of Pemandian Muncul
2. The nearest village with Pemandian Muncul
4. Location of Bukit Cinta

CONCLUSION

Based on results and explanation above, we can conclude that (1) For Gedong Songo, potential tourism village that can be developed is Kenteng Village or Banyukuning Village; (2) For Bukit Cinta, potential tourism village that can be developed is Kebondowo Village or Tegaron Village; (3) Pemandian Muncul, potential tourism village that can be developed is Kebondowo Village, Tegaron Village, or Kebumen Village.

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