

THE IMPACT OF TOURISM DEVELOPMENT ON COMMUNITY WELFARE: A CASE STUDY OF UMBUL NOGO TOURISM OBJECT

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Abstract - *The development of the tourism sector plays a significant role in driving economic growth and improving the welfare of local communities. This study examines the impact of the development of the Umbul Nogo tourist site in Karanglor Village, Manyaran District, Wonogiri Regency, on the economy and socio-cultural life of the local community. Using a qualitative approach, the research employed observation, semi-structured interviews, and documentation to gather data on both positive and negative impacts. The results show that the development of Umbul Nogo tourism has led to increased community income, job creation, and the emergence of small businesses in the tourism sector. However, challenges such as dependence on tourism seasons and a decline in the number of visitors during the COVID-19 pandemic have affected income stability. In addition to economic impacts, the study also highlights changes in the community's social and cultural interactions, where residents have begun adopting digital technologies for tourism promotion and management, while still striving to preserve traditional values. Thus, sustainable tourism development and active participation of the local community are key to maximizing positive impacts while minimizing negative effects in Karanglor Village's tourism sector.*

Keyword : *Sustainable Tourism, Community Empowerment, Economic Impact, Socio-cultural Impact*

1. INTRODUCTION

It is undeniable that the tourism sector in Indonesia is one of the sectors that is considered to have a great influence on the economy and welfare of a region. Indicators of development or not can be measured from the successful tourism sector. In the development of this industry, tourism development is able to play a role as one of the sources of income for a region. The process of developing various industries certainly has an impact, both positive and negative. Likewise in tourism development, every tourism development activity will certainly have a positive and negative impact (Nurhajati, 2018). The progress of tourism significantly drives and accelerates economic growth. The demand generated by tourism activities causes increased consumption, which will ultimately attract investment, resulting in the production of goods and services.

Tourism plays an important role in driving local economic growth and improving community welfare. However, to ensure that the positive impacts of tourism can be felt sustainably, a development approach is needed that not only prioritizes economic benefits, but also considers social, cultural and environmental aspects. This means that every step in tourism development must be balanced and responsible, taking into account the long-term impacts on local communities and the environment.

Local community involvement is key to achieving this goal. The community is not only a beneficiary, but must also be the main actor in the development and management of tourist destinations. Increasing community capacity, both in management skills, services, and creativity in creating unique tourism products, is an important step. With active community involvement, they will feel ownership and responsibility for the success of tourism in their area.

Furthermore, sustainable tourism not only explores and utilizes the potential of existing natural resources, but also develops human resources in the community. This includes education and training for local communities so that they can play a greater role in the tourism industry. With proper management, tourism can be a significant source of income, create jobs, and improve the quality of life of local communities. (Susanto et al., 2019)

Ultimately, sustainable tourism is tourism that has an impact on the welfare of the community. It is a comprehensive effort that combines the potential of nature, culture, and creativity of local communities to create advanced tourism development that is beneficial to all parties. The success of tourism is not only measured by the number of tourist visits, but also by how much positive impact can be felt by the community in the long term. In the process of meeting all the needs of tourists related to goods and services, various impacts will arise, namely positive and negative impacts. Likewise in the process of community empowerment and tourism development.

Karanglor Village is actively maximizing its tourism potential as part of a strategy to boost the local economy. One of the main destinations being developed is Umbul Nogo, located in Karanglor Hamlet. Umbul Nogo, with its clear and fresh natural water source, offers enchanting natural scenery and a relaxing water tourism experience. The management of this tourist destination is entrusted to BUMDes Karanglor, which aims to attract more tourists to the village. Thus, it is hoped that there will be a significant increase in the local economy, not only for Karanglor Village but also for Manyaran

District as a whole. This effort is a strategic step to introduce the natural beauty of Karanglor to a wider audience, while strengthening the village economy through the development of a sustainable tourism sector (Agustin et al., 2022).

Through this development, Karanglor Village not only highlights its natural tourism potential, but also shows its commitment to managing natural resources wisely and empowering local communities through new economic activities. This is a long-term vision that focuses on developing tourism as one of the main pillars to achieve prosperity and progress for all villagers.

Community empowerment through the tourism sector will have a huge impact on the welfare of the community around Umbul Nogo. There are several indicators of welfare that will be affected in line with the development of Umbul Nogo tourism. Including a quantitative increase in income felt by UMKM actors, the second is the opening of many job opportunities that can help the economy and social conditions of the surrounding community (Bahits et al., 2020). And the last one is of course the reduced unemployment rate. According to the Great Dictionary of the Indonesian Language, impact is an effect or influence that can bring good or bad results. Influence itself is a force that comes from something, such as a person or object, that can shape a person's character, beliefs, or behavior. In this context, influence describes a mutually dependent relationship or cause-and-effect relationship between the one who influences and the one who is influenced.

Further discussion, this impact and influence are very important in everyday life because every decision or action taken has the potential to affect various aspects of life. For example, government policy decisions can have an impact on the economic conditions of society, or an advertisement can influence consumer preferences for certain products. These influences are not always immediate and can occur gradually, but the impact is often significant (Soebijantoro et al., 2023). This shows how strong the influence is in shaping the final results of various processes, both on an individual and societal scale. Therefore, understanding the impact and influence is key to making wiser decisions and considering the possible consequences in the future. Tourism development is one way for the government and society to overcome various problems such as poverty and unemployment (Bahits et al., 2020)

The impact of tourism development is a consequence of the development of the tourism sector which can bring both positive and negative results. In general, there are three main areas that are very influential, namely economic, socio-cultural, and environmental. In general, the impact of tourism on the economy as stated by Cohen is: 1) Impact on foreign exchange earnings 2) Impact on community income 3) Impact on employment opportunities 4) Impact on prices 5) Impact on distribution 6) Impact on ownership and control 7) Impact on development in general 8) Impact on government revenue (Nurhajati, 2018).

According to Yeoti, development means an effort or way to advance and expand something that already exists. In the context of tourism, this development is always carried out by considering the advantages and benefits for the community around the tourist destination. Tourism development is an important choice for a country or region because of its broad and diverse impacts, known as the multiplier effect in tourism activities (Agustin et al., 2022).

The main impact of tourism development is economic growth, which is seen from the creation of new jobs and increased investment. This encourages the emergence of increasingly diverse tourism products, both in the form of goods and services, which then support the development of tourism as a whole. In simpler terms, tourism development is not only about promoting tourist attractions, but also includes all aspects that support it, from creating job opportunities to building infrastructure that makes it easier for tourists. All of this aims to ensure that tourism can continue to grow and provide real economic benefits to the local community. For example, when an area repairs roads to tourist attractions or builds hotels and restaurants, this not only makes tourists more comfortable, but also opens up business opportunities for local residents and increases regional income. Thus, tourism development can be a strong driving force for the economy if it is managed well and pays attention to the needs of the local community.

Welfare indicates a good state of society or a condition where the social and economic conditions of individuals are prosperous, healthy, and peaceful. According to the Coordinating Ministry for People's Welfare, welfare is a state where the basic needs of society have been met. These basic needs include adequate food, clothing, and shelter, as well as access to health services, education, and employment opportunities. In addition, other basic needs include a clean, safe, and comfortable environment. Welfare also includes the fulfillment of human rights, participation in social life, and the realization of a society that believes in and fears God Almighty. If we look deeper, welfare is not just about meeting physical needs such as food, clothing, and shelter. Welfare also involves a broader quality of life, such as having access to good education, adequate health services, and opportunities to work. This all aims so that every individual can live properly and feel safe and comfortable in their environment.

In addition to the physical aspect, well-being also includes non-physical aspects, such as the right to participate in society and live a balanced spiritual life. This is important because true well-being is not only measured by what a person has, but also by the quality of their relationships with others and with God. For example, a safe and comfortable environment is not only about physical cleanliness, but also about feeling safe from crime and comfortable in interacting with neighbors and the community. Overall, well-being is an ideal condition in which every individual in society has the opportunity to live a healthy, prosperous and dignified life, both in material, social and spiritual terms. This is the goal that every country and society wants to achieve through various development efforts and social policies.

In this study, the author will discuss the impact of tourism development in community empowerment on the welfare of the community around Umbul Nogo in Karanglor Village, Manyaran District, Wonogiri Regency. As well as the role of Umbul Nogo Tourism in influencing village development in an effort to improve the economy of residents. The purpose of this study is to describe and analyze the impact of community empowerment in the form of community development on the welfare of the community around Umbul Nogo and the role of Umbul Nogo Tourism in the progress of the village economy.

2. METHODS

This research was conducted using qualitative research methods. Qualitative research is a method that aims to understand human or social phenomena by constructing complex and comprehensive representations that can be articulated in words, providing detailed insights collected from informant sources (Adlini et al., 2022). This research is located in Karanglor Village, precisely in Karanglor Hamlet, Manyaran District, Wonogiri Regency. Primary data obtained were collected through interviews, observations and documentation. This research observation was conducted on July 18, 2024 to August 19, 2024 by observing the empowerment program designed by the Umbul Nogo manager, community activities around Umbul Nogo, as well as UMKM actors, environmental conditions and Umbul Nogo Tourism activities. In the interview, the author used the semi-structured technique. This technique is used when the author can have the freedom to develop the questions that have been prepared. This interview was conducted in stages by interviewing several informants. Among them are the Umbul Nogo manager, the Head of the Karanglor Village BUMDes, and also the community and traders in Umbul Nogo. The documentation collected was in the form of photos, videos, and facilities of the Umbul Nogo Tourism Object.

Meanwhile, the data analysis technique used by the author in this study is to use an interactive model to analyze data through several steps. The first is the stage of data collection by means of field observation and interviews, which are then presented descriptively. Then the data is checked and processed to remove information that is not relevant to the focus of this research study. After the reduction process, the data is presented again descriptively in accordance with the qualitative approach. This process ensures that the data presented is appropriate and in accordance with the needs of the study.

3. RESULTS AND DISCUSSION

Development of Umbul Nogo Tourism Object

The process of developing the Umbul Nogo tourism object begins with the utilization of vacant land which is considered to have regional potential, so the manager invites the community to manage the area to improve the welfare of the Karanglor Hamlet community. The development of Umbul Nogo tourist attraction is purely from the local hamlet, there is no intervention from the government. Umbul Nogo is a tourist attraction in Wonogiri that offers the beauty of the umbul with a stunning natural panorama. Umbul Nogo is known for its clear spring water with a peaceful surrounding atmosphere. Umbul Nogo is the source of life for the surrounding community (Munandar, 2023). Visitors to Umbul Nogo, which significantly increase on holidays and are relatively more stable on weekdays, show the potential that can be utilized by the local community to support the development of this tourist attraction.

The involvement of the local community in the development of the Umbul Nogo tourist attraction is very important to increase the attractiveness and comfort of tourists. One form of involvement is by providing supporting facilities that can enrich the tourist experience. For example, the community builds facilities such as parking areas, public toilets, photo spots, food stalls, drinks, and souvenirs. In addition, they can also play a role

in designing and maintaining walking paths, creating comfortable rest areas, and providing information and tour guide services. With active contributions from local communities, Umbul Nogo will not only become a more attractive destination but will also support the local economy and strengthen a sense of community in the management of tourism resources.

The impact of the development of the Umbul Nogo tourist attraction

Impact can also be understood as a result or influence. In the Big Indonesian Dictionary, impact is also understood as an impact that is very influential and invites both positive and negative consequences (Susanto et al., 2019). Tourist attractions can provide many benefits both in terms of socio-cultural and economic. And can bring benefits to tourists, tourism managers, and the community around the tourist attraction. Local residents have an important role in the development of tourist attractions. They are directly involved in various activities related to tourism in their area, such as welcoming guests in a friendly manner, organizing cultural attractions (such as traditional dances or traditional ceremonies), and producing typical souvenirs. In addition, they also play a role in maintaining environmental security, so that tourists feel comfortable and safe during their visit. However, if tourist attractions are not managed properly or not planned properly, this can cause environmental damage and negative impacts on the local economy and society (Haeruddin et al., 2022).

Economic Impact of Umbul Nogo Tourism Object

The development of the Umbul Nogo tourist attraction indirectly has an impact on the economy of the surrounding community, especially in the community's livelihood sector, one of which is the absorption of labor by utilizing the Karanglor Village community as managers of the Umbul Nogo tourist attraction. The development of the Umbul Nogo tourist attraction provides opportunities for the surrounding community. This opportunity is utilized by the surrounding community by becoming entrepreneurs by opening new businesses according to the needs of tourists. The existence of the Umbul Nogo tourist attraction is utilized by some of the people around the tourist attraction to sell food, drinks, and souvenirs. The development of this tourist attraction provides opportunities to absorb labor so that it will have an impact on increasing community income, where people who depend on the agricultural sector are now starting to get alternative jobs, namely professions that work in the tourism sector (Sholeha et al., 2022). The increasing number of tourists visiting the Umbul Nogo tourist attraction has a positive impact that can be felt by the community where the community will continue to look for ways to meet the needs of tourists, both food, entertainment, etc., this can be seen through several shops or kiosks around the Umbul Nogo tourist attraction.

With the presence of Umbul Nogo Tourism, local people have the opportunity to create new jobs, which directly helps reduce unemployment in the area. This increase in the local economy not only provides financial benefits for individuals, but also strengthens the welfare of the community as a whole. However, behind this positive impact, there are challenges that need to be faced, especially related to the nature of the available jobs, which are often seasonal. This type of work only offers job opportunities

at certain times, such as during the holiday season or when there is a special event, so workers do not have a guarantee of continued employment after the season ends. As stated by Mrs. Nyamini, Mrs. Sayekti, and Mrs. Dwi

"I have been selling for about 8 years, selling here because I am looking for money and in tourist attractions it can be an opportunity to earn money, but since Covid-19, visitors have decreased, which used to be crowded, now it is quiet, besides that"

The decline in the number of visitors can create economic uncertainty for seasonal workers and their families. However, although the development of the Umbul Nogo tourist attraction is expected to improve the welfare of the surrounding community, the reality is the opposite. The development does not have a positive impact but instead worsens the situation by creating new problems that have a negative impact on the local economy and community welfare. Welfare is the satisfaction obtained from the income received, where the level of welfare depends on the level of satisfaction obtained from the level of income (Marsela & Wijaya, 2020). Social welfare is seen as a condition where basic needs can be met. As conveyed by Mrs. Nyamini, Mrs. Sayekti, and Mrs. Dwi

"Yes, before COVID-19, my daily income could reach Rp 200,000 – Rp 300,000, but after COVID-19, it's hard to even earn Rp 50,000."

From the condition of the community as business actors around the Umbul Nogo Tourism Object, there are always impacts such as decreasing income because the number of tourists is sometimes not crowded. Some initiatives that may be taken include business diversification, such as developing other economic sectors that do not depend on the number of tourists, or improving the skills of workers so that they can adapt to other jobs outside the tourism sector. In addition, Umbul Nogo Tourism also provides opportunities for the community to develop other local businesses, such as food stalls, souvenir shops, or rental of tourist equipment.

The active participation of local residents in the management and utilization of this tourist attraction shows that they do not only act as workers, but also as entrepreneurs and small business owners who contribute to the regional economy. Thus, Umbul Nogo Tourism is not only a tourist center, but also a center for empowering the local community's economy (Lalaun & Siahaya, 2015).

Socio-Cultural Impact of Umbul Nogo Tourist Attraction

The Karanglor Hamlet community is generally a rural community whose cultural and social values are still highly respected to this day. Social values such as tolerance and mutual cooperation are still strongly held by the community around the tourist spot, and these values still tend to develop in a better direction. The existence of the Umbul Nogo Tourist Object has changed many aspects of the social and cultural life of the Karanglor Village residents. In an effort to promote Umbul Nogo, many residents now use social media and digital platforms. They must learn how to create interesting content, such as photos and videos, and interact with visitors via the internet. This is a big change from the traditional way that previously only relied on local marketing or word of mouth. In addition, to remain attractive to tourists and compete with other destinations, residents must follow the latest trends in the world of tourism. They often update facilities, add new attractions, or offer special packages according to what is popular among visitors. This

forces them to always be aware of changing trends and tourist tastes (Haeruddin et al., 2022).

These changes also affect the way residents interact with each other and with tourists. They become more open to outside cultures and customs brought by visitors. For example, residents may adopt new customs from tourists or start to appreciate traditions and ways of life that are different from their own culture. However, even as they try to keep up with the times, the residents of Karanglor Village still try to maintain and preserve their local cultural traditions. They try to strike a balance between introducing modern elements and maintaining traditional values. In this way, they not only benefit economically from tourism but also ensure that their culture remains alive and appreciated.

I. CONCLUSION

The tourism sector plays a significant role in driving economic growth and community welfare. Local community participation is a crucial element in achieving sustainable tourism. Sustainable tourism encompasses not only the utilization of natural resources but also the development of human resources. In Karanglor Village, the development of the tourism sector, managed by BUMDes Karanglor, aims to strengthen the local economy and empower the community through creative economic activities.

The development of the Umbul Nogo tourist attraction has created several opportunities for the local community, which has responded by establishing new businesses in line with the needs of tourists. The influx of tourists to Umbul Nogo has had a beneficial impact on the local community, as it has provided an incentive for the provision of a range of tourist services, including food and entertainment. However, despite these advantages, challenges persist, particularly about fluctuations in community income, which is contingent on the number of tourists visiting Umbul Nogo.

Most Karanglor Hamlet residents continue to espouse traditional cultural and social values, including tolerance and cooperation, reinforced by the influx of tourists. The establishment of Umbul Nogo has brought about significant changes in the socio-cultural life of the local community. The surrounding community has embraced the use of social media and digital platforms as promotional media while maintaining an openness to the cultural trends of visitors while still preserving the original culture of the Karanglor Village community.

Community empowerment through the tourism sector in Umbul Nogo has a significant impact on the welfare of residents in the surrounding area and Karanglor Village as a whole. Collaboration between tourism managers and the Karanglor Village BUMDes has resulted in several positive outcomes, including increased income, wider employment opportunities, decreased unemployment, and increased revenue for the community.

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