The tourism impact on the social economic life of community in Ngargoyoso Sub-district, Karanganyar Regency

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Abstract. Tourism enables many people in Ngargoyoso replacing their livelihood from agriculture to tourism. It brings an impact on the socio-economic activities of the Ngargoyoso community. The research is set to find out the socio-economic activities of the Ngargoyoso community, Karanganyar Regency in the field of tourism, and its impact on the community's economy. The data is obtained by interviewing respondents conducted in 19 tourism objects using accidental sampling technique. The method of data analysis is a qualitative descriptive analysis. The results reveal that there is an increase in the livelihoods of the community from agriculture to the tourism sector such as traders (restaurants, stalls, traveler merchants, and souvenir traders), parking attendants, and tourism object managers. However, in the land processing and harvest season, the community tends to focus more on the agricultural sector instead of tourism. The impact of tourism activities on the economy of the community is an increase in income of 33 percent after working in the tourism sector. It can improve the welfare of the community. It is due to the number of visitors visiting tourism objects and carrying out economic activities.

1. Introduction
Tourism is a sector which can be developed as one of the sources of regional income in general and the income of the surrounding community in particular. Tourism development is mandated by Law No. 10 of 2009 concerning Tourism which states that the government along with tourism-related institutions conducts tourism research and development to support tourism development [1]. The development of tourism in Indonesia aims at reducing poverty, preserving nature, the environment, and resources, developing culture, improving the image of the nation, and strengthening relations with other countries [2].

The positive impact of the tourism development sector is reducing unemployment and creating jobs for the people around the tourism objects. Tourism gives a positive impact on the economy, society, culture, and environment, such as its contribution to GDP/PDB [3]. The development of the tourism sector can also create occupation in other related sectors, and increase the income and living standards of the people. Besides, another positive impact of the tourism sector is an increase in a country's foreign exchange reserves [4].

Tourism development generally focuses on minimizing environmental impacts, preserving culture, and improving the economy through community participation [5]–[7]. This concept leads to the focus of development to create occupation, and community participation, and stimulate the growth of economic activities.
The developed tourism based on local potentiality certainly has several benefits for the surrounding community. Previous studies show that tourism activities have an impact on increasing the economic life of local communities, such as business opportunities, income, and living standards and social life, such as culture, social welfare, and quality of life [8]–[10]. The development of tourism villages has an impact on the development of the local community’s condition. As for the economic side, the cost of living will increase. As for the environment, the decline of the tourism village quality can occur due to tourism activities that pay less attention to the environment. And as the cultural side, local cultural values can be preserved [11]. The step of community empowerment in tourism villages serves to maximize the potentiality and local resources of tourism [12].

Ngargoyoso is one of the sub-districts in the administrative area of Karanganyar Regency, Central Java, which has a high tourism potentiality, in the form of the natural beauty of the mountains. Besides, the hospitality of the people around tourism objects is also one of the supporting aspects of tourism activities in the area [13].

Tourism objects and attractions in the Ngargoyoso can be grouped into natural attractions (waterfalls and lakes), cultural (historical, ancient, and traditional), and artificial (agro-tourism). The tourism objects and attractions are not fully managed by the Karanganyar Government but by various parties such as the Ministry of Forestry, Indonesian Forest Company (perhutani), Village Governments, foundations, and even the private sector. Therefore, tourism income from tourism objects is not fully included in regional income, but only in the form of revenue sharing with the management [14].

Tourism activities in Ngargoyoso have long been developed. The various tourism objects have benefits for the community both in the social, economic, and environment. However, there are still many people who have not been involved and have not even enjoyed the benefits of tourism objects existence in their area. The tourism activities are also exclusive because there are only certain people participating in tourism activities. Then the participation or involvement of the community is very minimal because the tourism activity does not require many people. People who should be the main actors in all tourism activities and become the biggest beneficiaries, in this case, they only can act as observers. This is proof that the existence of tourism objects does not necessarily provide benefits to society. Based on the description, the research is carried out with the title "The Tourism Impact on the Social Economic Life of Community in Ngargoyoso Sub-district, Karanganyar Regency".

2. Methods
This is qualitative descriptive research [15]. The research is set to find out the socio-economic activities of the Ngargoyoso community, Karanganyar Regency in the field of tourism, and its impact on the community's economy. The research sites is Ngargoyoso with 19 tourism objects namely Sukuh Temple, Tahura, Jumog Waterfall, Madirda Lake, Planggatan Site, Parang Ijo Waterfall, Paralayang, Kemuning Hill, Katresnan Valley, Sumilir Valley, Tanggul Asri, Kali Pucung, Pesona Garden, Jambu Merah "234", Bintang Garden, Kali Sebendo, Kalimas, Njurung Salam, and Tubing Goa Sari. The subjects are the Ngargoyoso people who stay around the tourism objects which are related to tourism socio-economic activities. The research subjects consist of the Ngargoyoso community, village or sub-district government, and the community in general.

The method of data collection is employed by interviewing 100 respondents in 19 tourism objects using accidental sampling technique. The method of data analysis is a qualitative descriptive analysis [16]. The obtained data is included in a single tabulation, and the impact of tourism activities on the socio-economy is analyzed using qualitative descriptive analysis.

3. Results
3.1 The characteristics of the socio-economic activities of the Ngargoyoso Community in tourism
The tourism objects in Ngargoyoso provide a role in creating jobs for the surrounding so that it can reduce the unemployment rate. It can be seen from the people who live around tourism objects, some of which are workers in the tourism sector. Therefore, the tourism sector is expected to provide its
benefits, especially to the community around tourism objects. Tourism is a labor-intensive sector by offering employment opportunities for people for the first time entering the labor market or having difficulty finding work elsewhere. Thus tourism plays a role in providing opportunities for low-skilled workers and workers with few qualifications in general, ethnic minority groups and immigrants, unemployed youth, long-term unemployed, and women with family responsibilities who can only take part-time jobs. Also, this type of job opportunity is an important component of income for retirees and other people who are experiencing work transitions [17].

Respondents in this study consist of 100 people with the proportion of women being 57 percent and 43 percent being male respondents. Gender equality is important because basic human rights should be the same for everyone, regardless of their sexual identity [18]. The age of the respondents ranges from 15 years to more than 55 years. The respondents aged between 15 years and 24 years are around 6 percent, between the ages of 25 years and 39 years is 57 percent. At the age of 40 years to 54 years is 24 percent, and at the age above 55 years is 13 percent. Age is important information in this study because it is related to someone's performativity [19].

The level of education in this study is the last education taken by the respondents. The background of the respondents' education level is graduating from elementary school (SD) which is 64 percent, graduating from junior high school (SMP) is 17 percent, graduating from senior high school (SMA) is 11 percent, and graduating from college is 8 percent. This case will enhance the ability of tourism education to provide graduates who are ready to work for the global tourism industry in the future [20].

Table 1. The Characteristics of the community’s social activities

| Variable                      | Respondents’ Identity |   |
|-------------------------------|-----------------------|---|
|                               | Frequency | Percentage |
| 1. Sex Identity:              |           |             |
| a. Male                       | 43        | 43.0        |
| b. Female                     | 57        | 57.0        |
| 2. Age (year):                |           |             |
| a. 15- 24                     | 6         | 6.0         |
| b. 25- 39                     | 57        | 57.0        |
| c. 40- 54                     | 24        | 24.0        |
| d. >55                        | 13        | 13.0        |
| 3. Education Level:           |           |             |
| a. Elementary School          | 64        | 64.0        |
| b. Junior High School         | 17        | 17.0        |
| c. Senior High School         | 11        | 11.0        |
| d. University                 | 8         | 8.0         |
| 4. Type of Work:              |           |             |
| a. Student                    | 4         | 4.0         |
| b. Farmer / Breeder           | 26        | 26.0        |
| c. Farmworker                 | 33        | 33.0        |
| d. Village Authorities        | 2         | 2.0         |
| e. Entrepreneur               | 15        | 15.0        |
| f. Other                      | 20        | 20.0        |
| 5. Respondents’ Status:       |           |             |
| a. Married                    | 74        | 74.0        |
| b. Unmarried/Single           | 22        | 22.0        |
| c. Divorce                    | 4         | 4.0         |
| 6. Business Ownership:        |           |             |
| a. Private                    | 67        | 67.0        |
b. Other People
7. The Number of Family Member:
   a. 1-3  48  48.0
   b. 4-6  5  5.0
   c. 7-10

Source: The Analysis of Research data in 2019

Based on the table above, the status of the married respondents is 74 percent, the status of unmarried respondents is 22 percent, while the status of divorce is 4 percent. Married employees tend to have more experience in work, so they can obtain greater authority to manage their work time. Moreover, married employees tend to have more family roles that compete with work roles, or in other words, many dependents must be fulfilled in the family [21]. The ownership status of the respondents’ business is 67 percent private property, while 33 percent is owned by another person.

**Table 2.** The Characteristics of the community’s economic activities

| Variable | The Economic Activities of The Community |
|----------|-----------------------------------------|
|          | Frequency | Percentage |
| 1. Type of Work in Tourism Object: |             |            |
| a. Restaurant Traders | 17 | 17.0 |
| b. Stall | 32 | 32.0 |
| c. Traveler Merchant | 8 | 8.0 |
| d. Souvenir Traders | 5 | 5.0 |
| e. Parking Attendant | 25 | 25.0 |
| f. Tourism Object Manager | 13 | 13.0 |
| 2. Type of Occupation: |             |            |
| a. Main Occupation | 45 | 45.0 |
| b. Side Occupation | 55 | 55.0 |
| 3. Length of Working: |             |            |
| a. 1-2 days | 44 | 44.0 |
| b. 3-4 days | 21 | 21.0 |
| c. 5-6 days | 17 | 17.0 |
| d. Every day | 18 | 18.0 |
| 4. Business Ownership: |             |            |
| a. Own Business | 37 | 37.0 |
| b. Profit-sharing | 44 | 44.0 |
| c. Loan | 19 | 19.0 |
| 5. Income (Month): |             |            |
| a. <500,000 | 22 | 22.0 |
| b. 500,001-1,000,000 | 24 | 24.0 |
| c. 1,000,001-1,500,000 | 21 | 21.0 |
| d. 1,500,001-2,000,000 | 12 | 12.0 |
| e. 2,000,001-2,500,000 | 10 | 10.0 |
| f. 2,500,001-3,000,000 | 7 | 7.0 |
| g. 3,000,001-3,500,000 | 4 | 4.0 |
| 6. Meeting the need: |             |            |
| a. Not Enough | 11 | 11.0 |
| b. Enough | 57 | 57.0 |
| c. Very Enough | 32 | 32.0 |
| 7. The Participating Family member: |             |            |
| a. Yes | 29 | 29.0 |
b. No

|     | 71  | 71.0 |
|-----|-----|------|

8. Initial Capital:
   a. Saving
   b. Loan/Credit

|     | 72  | 72.0 |
|-----|-----|------|
|     | 28  | 28.0 |

Source: The Analysis of Research data in 2019

Based on the table above, the income of respondents from under 500,000.00 is 22 percent, between 500,001.00 to 1,000,000.00 is 24 percent, between 1,000,001.00 to 1,500,000.00 is 21 percent, between 1,500,001.00 to 2,000,000.00 is 12 percent, between 2,000,001.00 to 2,500,000.00 is 10 percent, between 2,500,001.00 to 3,000,000.00 is 7 percent, and between 3,000,001.00 to 3,500,000.00 is 4 percent.

3.2 The tourism activities impact on the community’s economy in Ngargoyoso

The communities in Ngargoyoso which have activities in the tourism sector generally receive a direct impact from the existence of tourism activities, especially the communities around tourism objects. There are 89 percent of communities are having an extraordinary increase in income, while an ordinary increase in income is 11 percent.

| Variable | Tourism Impact |
|----------|----------------|
|          | Frequency | Percentage |

| 1. Increasing Income: |  |
|----------------------|  |
| a. Increase          | 11  | 11.0 |
| b. Greatly Increase  | 89  | 89.0 |
| 2. Income:           |  |
| a. 500,000-1,000,000 | 31  | 31.0 |
| b. 1,000,001-1,500,000 | 10 | 10.0 |
| c. 1,500,001-2,000,000 | 33 | 33.0 |
| d. 2,000,001-2,500,000 | 18 | 18.0 |
| e. 2,500,001-3,000,000 | 2  | 2.0  |
| f. 3,000,001-3,500,000 | 4  | 4.0  |
| g. 3,500,001-4,000,000 | 2  | 2.0  |
| 3. Tourism Activity Impact: |  |
| a. Profitable        | 51  | 51.0 |
| b. Increasing Income | 37  | 37.0 |
| c. Other             | 12  | 12.0 |

Source: The Analysis of Research data in 2019

4. Discussion

4.1 The Characteristics of the socio-economic activities of the Ngargoyoso community in tourism

Tourism provides a major influence in alleviating poverty through increasing the income of people around tourism objects. The increased income of community occurs on Saturdays to Sundays and major holidays. The involvement of the community in the socio-economic activities in the tourism sector is evident from its role in various types of businesses such as traders (food stalls, restaurant traders, traveling merchants, and souvenir traders), parking attendants, and tourism objects managers. Some people consider their job as the main job and the others consider it as side occupation because work in tourism is not dependent on seasons. Jobs in the tourism industry refer to all jobs (or involved people) in the tourism activities and non-tourism activities in all companies of the tourism industry[22]. Working in the tourism sector can be done at any time by the community when there are many visitors. As a consequence, it provides an increase in the average income of 500,000.00 to 1,000,000.00 per month. Thus the existence of tourism objects in Ngargoyoso for the socio-economic
activities of the community has a big contribution in the economic field because it provides a large multiplier effect with the emergence of various types of businesses. The overall economic impact of tourism is generally known in the form of a multiplier effect [23]. The multiplier effect reflects and expresses direct links between entries in the economic system - investments - and results in the form of income levels from participants' economic activities [24]. Thus, we can understand how tourism has an important influence and greatly influence other branches of activity and, generate many economic benefits, and improve the local and national economy [23].

Furthermore, society assumes that the income can fulfill their needs, especially primary needs, and secondary needs. It is concluded that the development of tourism is a producer of employment and income not only for entrepreneurs but also for all regions with high multiplier effects on the national economy [25]. Capital is needed to open a business. The average community gets capital taken from a personal savings account. But some people take business capital from loans, both from government and private loans such as savings and loan cooperatives, PNPM Mandiri, and BIM Cooperatives (Bina Insan Mandiri). As a result, the community can build its business ownership around tourism objects. If the community opens a business in a tourism object, a place is provided by the manager, so that the community only pays rent each year to the tour manager. But there are also managers from Indonesian Forest Company (Perhutani) who do not charge fees for the community to open businesses around tourism objects, but if at any time the Indonesian Forest Company (Perhutani) wants the land, then the community must be willing to leave the place. This is because the land is occupied by the government. The management facilitates people who want to open a business; this is due to the purpose of opening tourism objects to empower the surrounding community. Community empowerment influences the community to participate in tourism planning and development [26] so that it can absorb labor and generate income in the tourism sector.

4.2 The tourism activities impact on the community's economy in Ngargoyoso

The existence of tourism activities in Ngargoyoso has an impact on the economy of the community around tourism objects. The emergence of new jobs for the community is one example of tourism activities impact. Tourism has the potential to employ many people and to generate income for many households [27]. For example, the jobs are in the form of merchants (food stalls, restaurant vendors, traveler merchants, and souvenir traders), parking attendants, and tourism object managers. In general, someone who has a job is considered as a worker and He is part of an economically active population [22]. The existence of tourism objects gives opportunities for people to open businesses, although in the form of small and it will only be visited on weekends and national holidays. This case affects the velocity of money that occurs between visitors and people who have businesses around tourist sites. That minimum income (wages) has resulted in a significant increase in workers' low wage income and fact plays an important role in reducing inequality over a while [28]. Thus it can increase people's income and improve their standard of living. The effect of the money velocity spent by tourists also causes the economic impact felt by business actors in the form of income and profits from the results of the business and it is also felt by local workers in the form of salary wages from a place he works [29]. Besides, the existence of tourism objects makes the community able to fulfill their daily needs, nutritional needs, clothing, shelter, household furniture, medical expenses, and school fees. Tourism increases employment opportunities. Additional work, ranging from entry-level low wages to highly paid professional position in the management and technical fields. It can generate income and increase living standards, especially in rural areas. Diversification created by tourism helps people who might depend on only one industry. When tourism grows, additional opportunities are created for investment, development, and infrastructure [30].

Regarding the phenomenon, many people feel the benefits of tourism objects. The average income is 33 percent ranging from Rp. 1,500,000.00 to Rp. 2,000,000.00. The increase in community income is due to the number of visitors visiting tourism objects and carrying out economic activities. The tourism sector has many benefits for the economy and the local community. The key benefits include assistance with economic growth, foreign investment, trade balance, job creation, and diversification.
This sector also allows high-level participation for poor and unskilled people through labor-intensive jobs and income. Income leads to poverty alleviation and improves quality of life. Tourism has a low level of barriers in opening a business and enabling small business development. Ultimately, tourism also increases domestic household consumption and facilitates infrastructures and communication networks [31].

5. Conclusions
The results reveal that the characteristics of the communities’ socio-economic activities in the tourism sector are taking a job as traders (food stalls, restaurant traders, traveler merchants, and souvenir traders), parking attendants, and tourism object managers. Women dominate the tourism activities where their age is over 30 years and the marital status has a stronger positive relationship as a result, they make the job as the main occupation. The impact of the tourism existence encourages the economical increase of surrounding communities. The opening of employment opportunities is also one of the triggers of the economic impact of the community. It can improve their living standards due to job opportunities. The occurrence of a multiplier effect at the same time accelerates the distribution of income of the community and it can alleviate poverty to achieve the welfare of the community.

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