

Tourism development strategy based on edutourism integrated with local wisdom: A case study of Gondanglor Lamongan

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ABSTRACT

Gondanglor Sugio Village has great potential to become a tourist village in Lamongan. Some of the tourist attractions in Gondanglor Village are Gondang Reservoir, G-Park, and Pesarean Nyai Dewi Sekardadu. But in reality, the number of tourists in Gondanglor village is decreasing every year. The aim of this research is to analyze the factors for the decline in the number of tourists and provide a policy brief for tourism development in Gondanglor Village. This research is qualitative research with a case study approach. Data obtained using interviews, questionnaires, observations and surveys. The results of the research show that one of the factors in the decline in the number of tourists is the strategy for optimizing the tourism management system which is less than optimal. This is demonstrated by management, planning, implementation of maintenance of tourist destinations, supervision, accessibility to tourist destinations, organization that only involves related agencies, and should be able to involve all stakeholders so that the involvement of all stakeholders in management can be optimal.

1. INTRODUCTION

Lamongan is one of the regencies in East Java Province that has many religious tourism destinations spread across various places, one of which is in Gondanglor Village, Sugio District, which also has religious tourism potential, namely Pesarean Nyai Dewi Sekardadu, where she is the mother of Raden Ainul Yaqin (Sunan Giri). In addition to religious tourism destinations, Gondanglor Village also has natural tourism destinations, namely Gondang Reservoir and G-park. This tourism is closely related to the history of Lamongan Regency. The existence of this tourism potential has a great influence on the economy of Gondanglor Village. These potentials can be used as opportunities to break through the village economy which is still weak to become a tourist village, including religious tourism which can later improve the village economy to be better and develop (Fina, 2020; Mitasari et al., 2022; Yoeti, 1991).

The tourism potential of Lamongan Regency according to Lamongan Regency Regional Regulation No. 15 of 2011 concerning the Lamongan Regency Spatial Planning Plan for 2011-

2031 is stated in article 36 of Lamongan Regency for tourism development in the form of natural tourism areas, cultural tourism areas and artificial tourism areas, and designates Gondang Reservoir Tourism as natural tourism (Baloch et al., 2023; Pisani, 2006; Teng et al., 2021; Widyastuty & Fanani, 2022). In 2021, the Lamongan Regency government revised regional regulations and issued regional regulation no. 3 of 2021 concerning the Lamongan Regency Spatial Planning Plan for 2020-2039 which states the development of natural tourism, cultural tourism and artificial tourism as mainstay tourism accompanied by the development of tour packages. The results of Kurniasari & Purnomo (2016)'s research show that the value of utilizing the Gondang Reservoir tourist attraction is as a place for refreshing, resting, recreation and a Strategic Area of the Regency for nature protection. This tourist attraction is quite strategic because the distance from the regency road reaches 19 km or 30 minutes (Kurniasari & Purnomo, 2016). However, tourism management has not been optimal, attention to existing facilities is still lacking, and supporting facilities are neglected, which is one of the causes of the decline in visitors to the Gondang Reservoir. The Gondang Reservoir is already at a stage of declining quality which is marked by neglected facilities and a decreasing number of visitors (Bhaktiar, 2023). The phenomenon of decreasing tourist visitors in Gondanglor Village is an interesting problem.

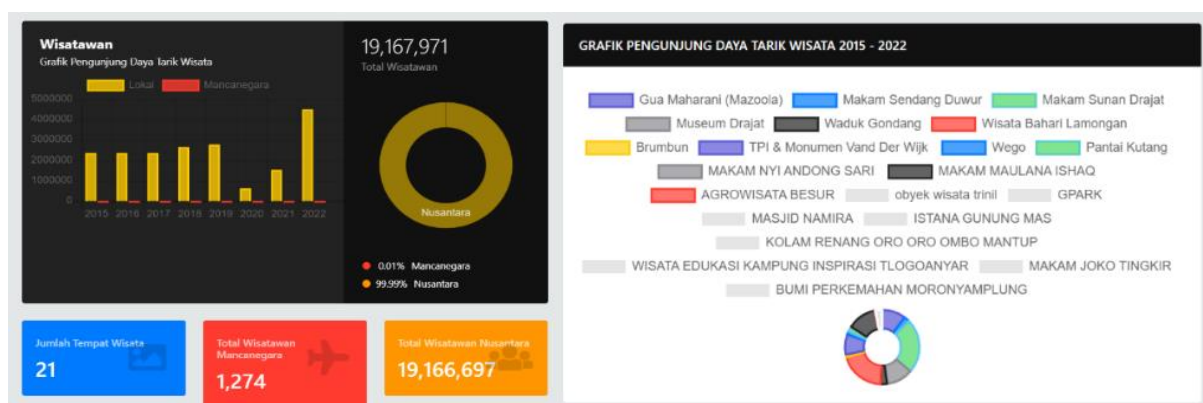


Figure 1. Tourist Visitors Graph in Lamongan

Based on the data in Figure 1, it can be concluded that the number of tourist visitors in Lamongan has increased every year since 2015, although not significantly, but in 2020 there was a very drastic decline, namely only 610,410 visitors, this was due to the Covid-19 pandemic. In 2021 it started to increase to 1548,554 visitors. A significant increase occurred in 2022 because this year the post-pandemic situation began to improve, namely with the number of visitors as many as 4520,418 people. This data covers 21 tourist attractions in Lamongan Regency with an average domestic visitor rate of 19,166,697 people and foreign tourists as many as 1,274 people. However, tourism in Gondanglor Village has not made a

significant contribution to the increase in the number of tourists in Lamongan. This can be seen in Figure 2.

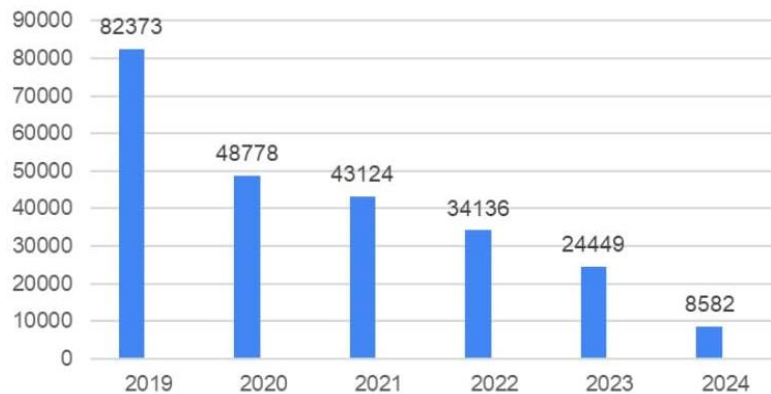


Figure 2. Gondang Reservoir Tourist Visitor Data Graph

Based on the data in Figure 2. it can be concluded that there was a significant decrease in the number of visitors between 2019 and 2020, where this decrease will continue until 2023. For 2024, the data obtained was that up to June the number of visitors who came was 8582 people. Meanwhile, another tourist attraction in Gondanglor Village, namely G-Park, is a tourist attraction that is still relatively new, namely in December 2020. In addition to natural and artificial tourism, there is also religious tourism, Pesarean Nyai Dewi Sekardadu, she is the biological mother of Sunan Giri who spread Islam in Java (Fatimah, 2015; Karyono, 1997; Sari, 2010). At Pesarean Nyai Dewi Sekardadu in Lamongan, on weekdays it looks quiet. If there are no visitors, all that stands out is the white-painted building with white ceramic floors. The building area is approximately 64 square meters, located in the middle of land surrounded by a brick fence (Department of Tourism and Culture of Lamongan Regency, 2018).

The decline in the number of tourist visitors in Gondanglor Village has an impact on the village economy. In order for the economy in Gondanglor Village to develop, tourism management is needed by considering the existing potential and looking at the village culture (Ciarlante et al., 2024; He et al., 2024; Kumar & Raman, 2024; Rosalina et al., 2023; Wang, 2024). This is also inseparable from the cooperation that must be carried out by several parties, both village officials, the surrounding community, and related agencies (Andalecio, 2024; Indrianto et al., 2022; Santoso & Oktavio, 2024).

This study focuses on efforts to develop and innovate sustainable tourism based on edu-tourism integrated with local wisdom, through optimizing the management of Gondang Reservoir and Gpark tourism, as well as the potential for religious tourism based on local wisdom, namely Pesarean Nyai Dewi Sekardadu with an orientation to improve the village economy and maintain religious values (Ma'rifah & Suryadarma, 2015; McGladdery & Lubbe, 2017; Sharma, 2015; Smith & Pellegrini, 2013; Suwanto, 2004; Winarto, 2016). The focus

of research based on local tourist destinations in Gondanglor-Sugio Village, namely Gondang Reservoir, Gpark, and Pesarean Nyai Dewi Sekardadu is very important to be raised in the problems of tourism development, village economy, and preservation of local wisdom values, where development and innovation in tourism management are one of the efforts to create a more advanced economy (Islam & Sadhukhan, 2025; Tan et al., 2025; Van et al., 2024). Suboptimal management of tourism potential has caused many problems, including the decline in the number of visitors which has an impact on weakening the income of local MSMEs (Batinoluho, 2022; Laela, 2024; Wulan et al., 2024). According to Rizqiyah (2015), the number of tourists at Gondang Reservoir, Lamongan Regency is influenced by several factors such as infrastructure, accessibility, and the presence of additional activities such as music events also affect the number of visitors who come.

The focus of this research is on the suboptimal management of tourism in Gondanglor Village and the lack of innovation in village tourism development, so this research produces a policy brief and innovative tour package that can combine tourism in Gondanglor Village. The existence of this policy brief and innovation is a policy direction and concrete steps for innovation in village tourism development as an effort to break through the weak economy of Gondanglor Village, Sugio District.

2. METHODOLOGY

Research Design, Time, and Location

This research was carried out using qualitative methods with a case study approach. Information and data were obtained by conducting interviews, direct observation, questionnaires, Forum Group Discussions (FGD), and literature reviews. The stages carried out are through the investigation process, making careful observations on a program, event or events, activities and processes, in a community group or a certain group of individuals based on cases in a predetermined time period (Mohajan, 2018). This is done because the case study approach is a research strategy in which researchers carefully investigate a program, event, activity, process, in a group of individuals or society (Creswell & Clark, 2010).

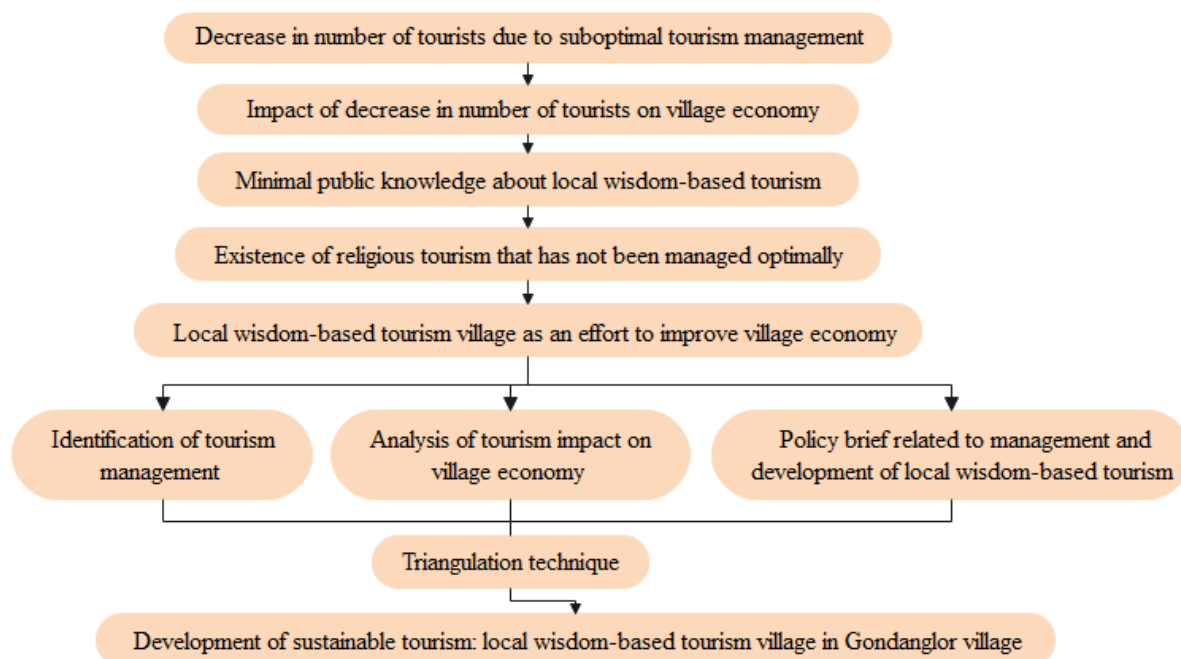


Figure 3. Framework of Thinking

The decline in the number of tourists and its impact on the village economy, as well as the lack of knowledge about optimal tourism management are obstacles to tourism in Gondanglor Village. The existence of these problems is then carried out in this study, identification, analysis, and formulation of a policy brief related to tourism management and development for Gondanglor Village. Offline activities were carried out in Gondanglor Village, Sugio District by means of direct observation, interviews and questionnaires with related parties. Research time from April to August 2024.

Sample Determination Technique

For qualitative research to understand the phenomenon as well as possible, the choice of individuals and places is determined deliberately by the researcher (Creswell & Clark, 2010). In this research, sample determination was carried out using purposive sampling and convenience sampling. Purposive sampling was used for village officials, Gondang Reservoir tourism managers, G-Park tourism managers, Pesarean caretakers, and Pokdarwis. Convenience sampling is used for tourists aged >18 years, local communities and MSMEs.

Data Collection Techniques

This research has received a letter of ethical passing from the Pemas Research and Development of Lamongan Islamic University. literature study, observation, interviews, offline distribution of questionnaires, and documentation. Observations were carried out from 21 May to 09 July 2024. Interviews and distribution of questionnaires were carried out to the relevant

Department (Lamongan Regency Tourism and Culture Office), Village Officials, visitors, MSME actors, and the local community from 25 May to 09 July 2024. Research instrument developed by researchers to obtain the expected power with 20 yes and no choices as well as 5 questions indicating personal opinions regarding tourism in Gondanglor Village to obtain more in-depth information and explanations.

Data Analysis

To answer objectives 1 and 3, content analysis was used based on the purposive sampling method, namely collecting data with certain considerations (Sugiyono, 2013). Objective 2 is answered using convenience sampling with a non-probability sampling method where data is collected from a group of people who are easily accessible and available. Qualitative data analysis used by researchers is in the form of data condensation which refers to the process of selecting, simplifying, abstracting and transforming data that approaches all parts of direct observation notes, interviews and other empirical materials. The condensation results are then taken to the data presentation stage by compiling a set of data obtained so that a conclusion can be drawn from the data obtained. Next, the conclusions from the data are verified so that their accuracy is tested.

3. RESULTS AND DISCUSSION

Tourism in Gondanglor Village

According to various sources, tourism is an activity in the form of a temporary trip carried out by someone outside their place of residence, this is explained by Nova Putra et al. (2022). In addition, according to the World Tourism Organization (WTO), the definition of tourism is the activity of traveling and staying for some time in a place other than a person's place of residence. The tourism in Gondanglor Village is Gondang Reservoir and G-park. In addition to non-religious tourist attractions, Gondanglor Village also has a historical site, namely Pesarean Nyai Dewi Sekardadu. These three places are local wisdom that can be developed optimally.

Gondang Reservoir was inaugurated by President Soeharto on April 4, 1987 and functions as a rainwater reservoir whose main function is to irrigate rice fields in Lamongan City. Because this place has the potential to be a tourist destination, development is carried out to support this place with facilities such as fishing spots. Based on the results of a survey conducted at the Gondang Reservoir, there is also a camping ground, outdoor area, several children's games, various animals and even culinary places.

Gondang Park (G-Park) Tourism is located on the edge of Gondang Reservoir. The rides utilize land from Perum Perhutani Unit III East Java. This tour includes a protected forest to maintain the water discharge of the Gondang reservoir with the concept offered is a calm forest

atmosphere as a place of recreation with supporting facilities in the form of a live music stage, a playground, there are also instagrammable photo spots and even a fishing area for fishing enthusiasts. In Gondang Park (G-Park) there are also several children's play facilities such as outbound around the forest area of the Forest Management Unit (BKPHK Lawangan Agung Perhutani Forest Unit (KPH) Mojokerto. Gondanglor Village also has the potential for religious tourism, namely the Pesarean Nyai Dewi Sekardadu. Pesarean is taken from the word "sare" which means sleep in Javanese, gets the prefix "pe" and the suffix an to indicate the place. Pesarean means grave or burial. Based on the results of the interviews that have been conducted, Nyai Dewi Sekardadu is the biological mother of Sunan Giri who spread Islam in Java. Pesarean Nyai Dewi Sekardadu has many visitors on certain days, for example at the flower-laying event to commemorate Lamongan's Anniversary (HJL), on normal days it looks quiet. If there are no visitors, the only thing that stands out is the white-painted building with white ceramic floors. The building area is around 64 square meters, located in the middle of land surrounded by a brick fence.

Tourism Management

The Gondang Reservoir tourism management system is 100% managed by the relevant agency, namely the Tourism and Culture Agency of the Lamongan Regency Government. This is in accordance with the interview by the Head of the UPT Tourism and Culture Agency of the Lamongan Regency Government.

Table 1. Technical Triangulation for Gondang Reservoir Tourism Management Data

| Triangulation Technique Results | |
|--|--|
| Interview Results | Questionnaire Results |
| <ul style="list-style-type: none"> Gondang Reservoir Management 100% from the Tourism and Culture Office of the Lamongan Regency Government No involvement of the community and local officials in the management of Gondang Reservoir tourism | <ul style="list-style-type: none"> Gondang Reservoir tourism is fully managed by the Tourism and Culture Office of the Lamongan Regency Government The community and local officials do not contribute to tourism management |

Based on the explanation above, it can be concluded that the management of Gondang Reservoir tourism is only managed by the Tourism and Culture Office of the Lamongan Regency Government without the involvement of village officials and the community. In addition, Gondang Park Tourism (G-Park) which is a non-religious tourism in Gondanglor Village has not been managed optimally. Basically, there are many potential attractions in it to be of interest to many visitors. To explore further regarding the management of Gondang Park Tourism (G-Park), interviews and questionnaires were conducted as follows.

Table 2. Triangulation of G-Park Tourism Management Data Techniques

| Triangulation Technique Results | |
|---|---|
| Interview Results | Questionnaire Results |
| <ul style="list-style-type: none"> Gondang Park (G-Park) Tourism is a tourism managed by the Gondanglor village youth organization | <ul style="list-style-type: none"> The community is involved in the management of Gondang Park Tourism (G-Park) in this case the youth organization but there is no coordination by the village apparatus. |

Based on the results of interviews and questionnaires, it was found that Gondang Park Tourism (G-Park) is managed by the youth organization of Gondanglor village. Meanwhile, the religious tourism of Pesarean Nyai Dewi Sekardadu is managed by 1 caretaker who has the task of guarding the pesarean. The caretaker is often called "Modin".

Table 3. Data Triangulation for the Management of Pesarean Nyai Dewi Sekardadu

| Triangulation Technique Results | |
|--|--|
| Interview Results | Questionnaire Results |
| <ul style="list-style-type: none"> Pesarean Nyai Dewi Sekardadu is managed by the caretaker "modin" There has been no effort made to make Pesarean Nyai Dewi Sekardadu a religious tourism but in the development it has only started with the traditional and historical values by the local community. | <ul style="list-style-type: none"> Lack of coordination between related agencies, managers, village officials and the community in managing tourism. There has been no effort to introduce Pesarean Nyai Dewi Sekardadu to the outside community |

Meanwhile, in terms of religious tourism, the Nyai Dewi Sekardadu pesarean has many historical values integrated with local wisdom. However, until now the existence of this pesarean is not yet known to the wider community. According to the results of interviews with local village officials, it was stated that efforts to introduce this religious tourism have only just begun by the management to the local community of Gondanglor Village. So the impact of tourism on the village economy and local UMKM is less than optimal.

Impact of Tourism on the Economy of Gondanglor Village Residents

Fewer Visitors Affect MSMEs

Based on an interview with the Head of the UPT for Tourism and Culture, she said that there were several factors that influenced the decline in visitors, one of which was Covid-19. During Covid-19, Gondang Reservoir Tourism was often closed so as not to spread the virus. Based on the results of interviews and questionnaires through technical triangulation, it was found that the income of local MSMEs began to decline since the Covid-19 outbreak until now, where 100% of MSMEs experienced a decline with varying levels of decline from 2019 to 2023. In 2024, April experienced an increase because there was a holiday. However, it decreased again in the following months and if projected until the end of the year, it still cannot be said to

have increased compared to previous years. This has a significant impact on the number of visitors present. The data on the decline in visitors in Gondanglor village is as follows.

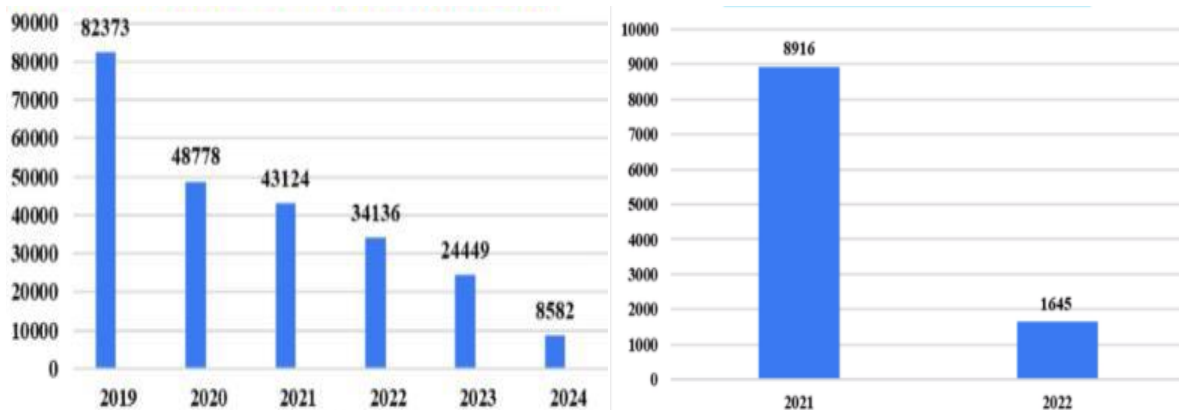


Figure 4. Tourist Visitor Data Graph

From the data, it is known that tourism in Gondanglor Village has experienced a decrease in visitors from year to year. The decrease in visitors has an impact on the income of MSMEs. This is supported by the results of interviews that distributed questionnaires to 20 MSME owners in Gondanglor tourism, showing a decrease in visitors, which has an impact on the income of MSMEs selling in Tourism.



Figure 5. MSME Income Data Graph

From the results of the interviews and questionnaires, it can be seen that as many as 17 MSMEs have incomes below Rp. 2,500,000 this shows that the income of MSME owners is below the UMR of Lamongan Regency, which is Rp. 2,828,323. However, this income decreases every year so that it cannot meet daily needs and cannot be used to develop the MSME. Factors that influence the decline in MSME income are the decline in the number of visitors, the absence of experts who are specially certified to handle protected animals, the withdrawal of animals by the East Java BKSDA, and the tourist attractions that are now starting

to decrease. However, there has been no special policy from the tourism manager to overcome this.

Factors Behind the Drop in Visitor Numbers

Based on the results of interviews and visitor questionnaires, it was obtained that one of the factors for the decline in visitors was related to the cleanliness, security, and beauty of tourist attractions. The satisfaction of cleanliness, security, tourist attractions in Gondanglor is as follows.

Table 4. Triangulation Results on Factors Affecting Visitor Numbers

| Triangulation Technique Results | |
|--|---|
| Interview Results | Questionnaire Results |
| <ul style="list-style-type: none"> The condition of tourism in Gondanglor is not well maintained. Although the location is quite large, the rides are incomplete so they are less attractive. | <ul style="list-style-type: none"> The cleanliness of the location is lacking, the rides are incomplete, and there is a lack of attraction for the public. |

Efforts to Develop Tourism Management Based on Local Wisdom in Gondanglor Village

One of the potential results of this research is a policy brief given to the Lamongan Tourism and Culture Office, Gondanglor Village Apparatus, Tourism Managers, and Pokdarwis. Efforts to develop local wisdom-based tourism management in Gondanglor Village can be done through several strategies. The related offices, the local village government and the local community must work together to develop tourist destinations. This requires cooperation that must be carried out by several parties, including village apparatus, surrounding communities, and related agencies (Lamongan Government Tourism and Culture Office). In addition, there also needs to be special training related to the service and management of combined tourism management (religious and non-religious tourism) in one area. This is intended for all parties involved in the management of existing tourist destinations to increase management competency to become more advanced. The development of Tourism Villages must also be carried out by considering aspects of sustainability including economic, socio-cultural, and ecological sustainability. This can be done by adopting the idea of developing tourist villages based on edutourism and ecotourism integrated with local wisdom. In the field of marketing and promotion, it can be done by utilizing digital media that has developed at this time. In addition, it can also involve someone who is famous on social media such as Tiktok and Instagram (content creator). This is done by following the era that has developed which all shifts to online activities. So that we can do promotions via online channels that can introduce existing tourism with a wider reach. The existing tourism potential, starting from non-religious (Gondang Reservoir and Gpark) and religious (Pesarean Nyai Dewi Sekardadu), needs to be targeted for consumer reach. These tours can be targeted to all

groups from children to adults. With the existence of religious and non-religious tourism, the target market can also be increased, not only from local tourists, especially tourists from the area around Gondanglor, but also other areas in Indonesia and even foreign tourists. Thus, the potential results in the form of references for innovation from this research are innovations in developing tourism in the form of tour packages consisting of special glamping packages and Gondang Wisdom Tourism which involve the three tourist destinations in Gondanglor.

4. CONCLUSION

The management and development strategy of local wisdom-based tourism villages in Gondanglor Village that has not been optimal has resulted in a decrease in the number of tourists in Gondanglor Village. This is due to the lack of involvement and coordination of related agencies, village officials and the local community. The decline in the number of tourists in Gondanglor Village has resulted in a drastic decline in the income of all local MSME actors (100%) of up to 65%. Policy brief in the form of a strategy for managing and developing a tourist village based on local wisdom in Gondanglor Village needs to involve the government, private sector, community, and academics as well as innovation in the form of providing special tour packages, glamping packages and Gondang wisdom tourism packages.

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