

PAYANIE SWAMP ECOTOURISM LANDSCAPE AS A TOURISM OBJECT DESTINATION IN BIREUEN DISTRICT, ACEH PROVINCE

¹Sri Murni, *^{1,2} Rahmi Novalita, Muhammad Iqbal¹

¹Department of Social Science Education, Postgraduate, Universitas Almuslim, Indonesia

²Department of Geography Education, Faculty of Teacher Training and Education, Universitas Almuslim, Indonesia

e-mail: rahminovalita111@gmail.com

*Corresponding Author, Received: Sept 10, 2023. Revised: Nop 11, 2023. Accepted: Dec 11, 2023



This is an open access article distributed under the Creative Commons 4.0 Share-Alike 4.0 International License. If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. ©2022 by Journal Sjdgge

ABSTRACT: This research aims to describe the Payanie swamp ecotourism landscape as a natural tourism destination. This type of research is qualitative research. The research was conducted in Payanie swamp ecotourism, Bireuen Regency, Aceh Province. This research uses data sources in the form of an inventory and tourism approach, and uses key informants, namely the manager of the Payanie swamp tourist attraction. Data analysis techniques use data reduction, data display, data interpretation, and drawing conclusions. The research results show that; 1) the Payanie swamp ecotourism landscape as a tourist destination is the Payanie swamp including; Payanie swamp land, Payanie swamp animals and Payanie swamp plants, 2) management of Payanie swamp ecotourism is managed well by the private sector, namely the Aceh Wetland Foundation (AWF) and in collaboration with PT. Iskandar Muda Fertilizer.

Keywords: Payanie Swamp, Destination

1. INTRODUCTION

Tourism is one of the most important economic sectors in Indonesia. In 2015, Indonesian tourism was ranked 4th in foreign exchange earnings after petroleum, coal and palm oil [1]. Furthermore, based on analysis by the World Travel and Tourism Council and the World Bank, it was concluded that the tourism industry in Indonesia contributed 10% to gross domestic product [2]. This means that the number of foreign tourists entering Indonesia has increased by 10.79% compared to before [3]. In order to encourage the development of the tourism industry, the development of areas that have good tourism potential continues to be encouraged. The aim is for the tourism industry to contribute more to the Indonesian economy. These efforts include displaying interesting items that provide the latest information regarding the development of the Indonesian tourism industry and introducing the world to the fact that Indonesia has natural beauty as a tourist attraction. On the other hand, natural tourism has two objectives, namely the tourism industry and nature conservation [4].

Tourism is managed to encourage economic growth and social welfare, overcome unemployment and reduce poverty, preserve nature, the environment and resources, advance culture, improve the nation's image, and strengthen friendship between countries and nations, foster a

sense of belonging, love of the homeland and motherland, strengthening national identity and solidarity [5]. A tourist destination area is a geographical area located in one or more administrative regions, which includes tourist attractions, public facilities, tourism facilities, accessibility and designated communities, connecting and completing the realization of tourism [6]. The development of attractions and tourist objects which are the main drivers of the tourism industry requires the cooperation of all stakeholders, including the community and government, as well as direct cooperation from the business world and the private sector. In accordance with its duties and authority, the Government is a supporting institution whose role and function is to design and decide all policies related to the development of tourist objects and destinations. Tourist attractions are one of the main assets that must be owned in efforts to increase and develop tourist attractions. The existence of tourist objects and destinations is the most important link in a tourism activity, because the main factor that motivates visitors or tourists to visit tourist destinations is the potential and attractiveness of these tourist objects [7].

The increasingly rapid development of the global tourism industry has encouraged many countries in the world to compete for foreign exchange from the tourism industry. In recent decades, many countries have begun to consider

tourism as a source of foreign exchange earnings due to the weakening competitiveness of key commodities. Apart from that, the threat of a global economic crisis is also increasingly encouraging them to prioritize tourism development as part of economic recovery efforts. In subsequent developments, tourism has connected all countries in the international tourism industry network, thus making tourism an international activity that brings great benefits to many countries [8]. The economic growth approach to tourism development, also known as the advocacy approach, became popular in the 1960s, when most countries realized that tourism had the potential for significant economic growth. Various tourism potentials are explored and utilized to support various economic activities, create new jobs, generate foreign exchange and other economic drivers. The main aim of this approach is to explore and develop the potential of natural and socio-cultural resources as tourist attractions [9].

The Payane swamp eco-tourism tourist destination is a tourist destination located in the Kutablang sub-district, Bireuen Regency which is well known to many people. The Payanie swamp tourist destination is one of the tourist destinations in Aceh province, especially in Bireuen district. Apart from being famous for its natural beauty, especially wet landscapes, the Payanie swamp tourist destination is also famous for the local wisdom of the surrounding community, including its unique and interesting culture. The Payanie swamp tourist attraction as a comprehensive and integrated tourist destination offers many interesting natural beauties. Some of its natural beauties include: Payanie Swamp which has an area of 31 hectares and is home to many unique animals such as birds and fish that thrive. The existence of the Payanie swamp tourist attraction is usually only as a transit tourist attraction, namely a tourist attraction that tourists pass by as a stopover so they can continue their journey to their intended travel destination. This tourist destination is considered a transit tourist destination, which makes people less aware of the potential of the Payanie swamp tourist destination, and the Payanie tourist destination does not yet have adequate facilities.

Law Number 22 of 1999 concerning Regional Autonomy brings greater opportunities and challenges for each region in exploring and managing its tourism potential. An important step related to tourism development is research to identify potential tourist destinations. This is important because the journey to a destination is basically influenced by tourists' interest in what are called tourist attractions. In general, the process of developing tourist destinations occurs

spontaneously and naturally, without the need for careful planning, through many stages as stated by Foster and Greenwood [10], especially the stages of discovery, local response and institutionalization. The discovery stage is the exploration of a place that has the potential to become a tourist attraction, which often happens by chance by people who have adventurous personalities and tendencies, such as explorers, explorers, or nature lovers.

They come to this place to enjoy recreational activities such as hunting, camping or simply to express their love for the charming local natural beauty. The local response phase is the phase where local reactions or initiatives emerge which is a continuation of the discovery phase. At this stage, a tourist attraction begins to be known through promotions carried out by the discoverer, either directly or indirectly. Seeing this, many tourists (domestic and foreign) have started to visit this place. The arrival of tourists encourages local communities to react to take advantage of tourist arrivals. After that, they created many different tourist facilities, but the existence of these facilities was generally inadequate in terms of quality and quantity due to their spontaneous emergence and financial independence. The institutionalization or institutionalization phase is a continuation of the phase of emergence of local reactions and initiatives. At this stage the number of tourists continues to increase so that the quality, quantity and diversity of tourist facilities are also increasingly improved until they reach the specified level. Likewise, the management of tourist attractions is starting to be organized within an institutional framework. Thus, at this stage the development of a tourist attraction truly reaches an optimal level of development [10].

The spontaneous and natural development of tourist destinations as described above often creates many difficulties in structuring them, both materially and institutionally, and often even creates the risk of conflicts of interest. To understand tourism holistically, one must view tourism as a multidimensional phenomenon that includes economic, socio-cultural, ecological and other aspects. Therefore, tourism development must be carried out through an integrated approach involving various scientific fields (multidisciplinary) [13]. This integrative approach is basically knowledge-based and integrates several fields of knowledge as its foundation [10]. Based on the above, identifying tourist destinations is the first step in planning the development of tourist destinations which is carried out through research based on scientific principles to understand the types and characteristics of tourist attractions, wider and deeper tourism potential. This research aims to explore the Rawa Payanie

Eco-tourism Landscape as a Tourist Destination in Bireuen Regency, Aceh Province.

2. RESEARCH METHODS

This type of research is descriptive using a qualitative approach. This research was conducted at the Payanie swamp tourist attraction, Bireuen Regency, Aceh Province. This research uses data sources through the following activities;

1. Inventory
There are 2 data needed in this research, namely; a) primary data obtained through direct observation of site conditions, b) secondary data obtained through relevant documentation and journals.
2. Tourism approach
The tourism approach is carried out by reviewing the main elements of tourism and the attractiveness elements of tourist attractions at that location. The main elements of tourism include: (1) tourist attractions, (2) facilities, (3) infrastructure (4) transportation and (5) hotels [9].

This research also used key informants, namely the managers of the Payanie natural tourist attraction. Data analysis techniques use data reduction, data display, data interpretation, and drawing conclusions.

3. RESULTS AND DISCUSSION

Payanie Swamp Landscape as a Tourist Destination. Rawa Payanie is located in Kutablang subdistrict, Bireuen Regency, Aceh province. Payanie Swamp is a large swamp land located in the lowlands surrounded by hills. Based on Bireuen Regency Qanun Number 7 of 2013 concerning Regional Spatial Planning, it is explained that the area of Payanie reaches 304.19 hectares. Paya Nie is surrounded by 7 villages. The villages of Blang Me, Paloh Peuradi, Paloh Raya, Cruenng Kubang, Buket Dalam, Glee Putoh and Kulu Kuba. The uniqueness of the natural scenery creates potential for ecotourism and educational attractions in the Payanie swamp as follows;

Swamp Paya Nie

Rawa Paya Nie is an attractive natural landscape for tourist destinations which has an area of 304.19 hectares. The Payanie swamp area is used as a tourist attraction known as Ekoduwisata Payanie, its beautiful natural conditions are an attraction for tourists who come to the Ekoduwisata Payanie location which is being developed by the local community in collaboration with AWF (Aceh Wetland Foundation) and PT. Pupuk Iskandar Muda (PIM). This collaboration makes the environment around the Payanie swamp a center for conservation education and a tourist and educational destination.

Identification of the potential of the natural environment refers to the unique types of nature that are potential tourist attractions. The uniqueness of the Payanie swamp includes;

Payanie Land.

Land is an area on the surface of the earth with certain properties which include the biosphere, atmosphere, soil, geological layers, hydrology, plant and animal populations as well as the results of past and present human activities, to a certain extent these characteristics have a significant influence. of land use by humans now and in the future. The color of the Payanie swamp soil consists of; Dark Radias Grey, Yellowie Red, Reddish Brown, Black, Very Dark Grey. The depth of the Payanie swamp peat ranges from 0- >300. The maturity of the Payanie swamp peat consists of mineral, sapphire and hemic soil. Meanwhile, the depth of the ground water level includes; not flooded, shallow, and rather deep.

In the Paya-Nie swamp area there are various animals that inhabit the Payanie swamp. These animals include; Swamp Cucak birds, Red Rats, Coconut Honey birds, Buffalo Crabs, Plain Spinach Gagam (Himantupos), Gray Truleks (Vanellus Cinereus), Common Turtledoves, Rice Kareos (Amaurornis Phoenicurus), and Red Cagak. The plants in the Paya-Nie swamp consist of Chinese Ketepeng (Cassia alata L), Water Hyacinth, Lotus flower (Infographic Style), Purun Tikus (Eleocharis Dulcis), Semar Pouch, Bamboo Orchid (Arundina Graminifora). Meanwhile, the types of fish that are suitable for keeping are freshwater fish that are resistant to low oxygen conditions, including; catfish, snakehead fish, and Siamese catfish.

The Payanie Village rice fields are located in the Peusangan Sub-watershed. Rice fields with a backdrop of undulating mountains attract tourists from urban and coastal areas [11]. Rice fields around the Payanie area use river water flowing from the Peusangan River Basin and use an irrigation network. The people around Payanie use conventional methods to cultivate rice fields. Rice farmers harvest twice a year. Tourism activities can be carried out from agricultural environmental landscapes that have high potential. Apart from that, the development of tourist attractions, accommodation and tourism facilities can be carried out in the rice field environment. Climbing rice fields, harvesting rice, planting vegetables and enjoying the beauty of nature are some of the attractions you can enjoy on agricultural land.

Payanie is surrounded by hilly areas. Every hill is covered with local trees, including coconut trees. Tourist activities that can be carried out in a forest environment are hiking/tracking activities, research and even sports activities such as

mountain biking, dirt bike riding or even mountain climbing. Access conditions, which are still in the form of flexible contoured roads, provide unique challenges for tourists. The development of tourist attractions in the forest environment, apart from being an entertainment activity, also increases tourists' awareness of the importance of forests for life.

The river in the Payanie region is the Peusangan sub-watershed. The river's environmental conditions are still fresh and natural with a fairly fast flow and can be utilized for agricultural and domestic activities. A river with a fairly fast current is a characteristic of a river with a headwater. Access to the river is quite good with a pedestrian path that is easily accessible by foot or two-wheeled vehicles. Based on the determination made, the river has the potential to become a tourist attraction. The characteristics of a clear and rocky river with an ancient forest landscape. Potential attractions for water activities include: walking along rivers, cliffs or fish.

Swamp Payanie Eco-tourism Management

1. The role of outside parties

In essence, tourism development involves the roles of all existing and related stakeholders. The components involved in stakeholders include: 1) government, 2) private sector, and 3) society, with various tasks and functions respectively. These stakeholders cannot stand alone, of course they must synergize with each other and move together to achieve and realize the agreed development goals and objectives. Based on the description of the roles and functions of each stakeholder, it is explained as follows: a) the government in accordance with its duties and authority carries out its role and function as a facilitator in making regulations (regulator) in tourism development activities, b) the private sector (business actors/tourism industry) with the resources, capital and networks they have, carrying out their role and function as developers and implementers of the development of tourism activities, c) the community with the resources they have, in the form of customs, traditions and culture as well as their capacities, plays the role of host, however You also have the opportunity to become a tourism development actor according to your abilities. Payanie swamp eco-tourism is managed by the private sector.

The success of the Payanie tourist attraction management program is fully supported by the community, the Bireuen Regency government, and the private sector (Aceh Wetland Foundation and PT. Pupuk Iskandar Muda). The role of external parties is very important in supporting the successful development of Payanie Swamp Ecotourism.

Object management cannot be separated from the role of outside parties as external agents of change. External parties act as facilitators who help define problems, provide suggestions, new ideas, technical expertise, provide training and technical assistance, guide problem solving and decision making, and help develop management plans [12].

2. Justice

Management of the Payanie swamp tourist attraction provides socio-economic benefits for rural communities in the Payanie swamp area. The economic benefits obtained from management activities are directly or indirectly enjoyed by village communities. This management activity creates employment opportunities and additional income to support family life. The direct economic benefit of tourism income received by the community is taking fish from the Payanie swamp. The distribution of profits from the management of the Payanie swamp Ecoedutourism is not only received by the management who are directly involved in the management. According to [12] a shift in the paradigm of natural resource management helps marginalized and forgotten people thereby increasing their role in obtaining income from tourism resource management. The aspect of justice in managing ecotourism is not only about profits, but also includes the authority and responsibility of the community and the management. The decision-making authority and control of Payanie ecotourism is entirely the responsibility of an AWF institution (Aceh Wetland Foundation) in collaboration with PT. Pupuk Iskandar Muda (PIM).

3. Empowerment

Payanie swamp ecotourism management makes the community more empowered both politically and economically. Efforts to empower local communities and institutions in creating the Payanie area are still being preserved. Thus, local communities at the village level have the right to be empowered by those who manage Payanie swamp ecotourism. One of the empowerment activities carried out is providing training to the community in making crafts. Apart from that, the management is also given knowledge in making Payanie not only an area for educational tourism for researchers who come from outside, but the management is also given knowledge in preparing curriculum programs. Environmental schools collaborate with the Muslim University Postgraduate Program.

The regional government delegated some of its authority to AWF (Aceh Wetland Foundation) and collaborated with PT. Pupuk Iskandar Muda (PIM) to manage PayaNie resources. The regional government of Bireuen Regency acts as a facilitator who encourages and accompanies AWF (Aceh Wetland Foundation) and collaborates with

PT. Pupuk Iskandar Muda (PIM) to fully participate in the management of Payanie ecotourism. Therefore, with the cooperation of the private sector, it is hoped that they will be able to explore the potential and develop plans and strategies for sustainable management of PayaNie swamp ecotourism. The private sector as managers of tourist attractions becomes more empowered, in the sense of having the power and strength to manage tourism resources and the authority to make decisions. Empowerment is the acquisition of power and access to resources to earn a living, including in a political perspective the power and ability to influence other people.

Management of Payanie swamp ecotourism provides access to earn a living from managing tourism resources for residents. They become more economically empowered if Payanie is managed well, thereby providing a positive domino effect to further increase human resources and become more economically empowered. To support the successful management of tourist attractions, competent human resources are needed to provide training to empower local communities. Based on the results of interviews with the community, they were involved in empowerment by participating in various training.

4. Conflict resolution

Management of tourist attractions is not free from conflict, but can be managed well. There are several conflicts that arise, such as residents' distrust of the management of tourism products, jealousy of residents who do not experience direct benefits from tourist villages and inconsistency in government support which threatens the sustainability of tourist attraction development. Conflict resolution that is no less important is the transparency of tourist attractions. Transparency in the form of good administration and regular reporting of income and use of tourism products, strengthening accountability, credibility and community support for tourism managers a. The local government's lack of attention in supporting the preservation of tourist attractions means that some tourist attractions are less attractive to visitors.

Efforts to resolve the conflict in reducing dissatisfaction and accusations about monopolistic tourism management by a handful of residents, the community has the opportunity to be actively involved in and utilize Payanie, one of which is fishing. Handling disputes between local communities and larger natural resource interests at the local, regional and even national levels is one aspect that can be targeted through management with a community-based approach [14]. If we look at the management of the Payanie eco-tourism tourist attraction, there is no conflict because the Payanie area is managed by AWF

(Aceh Wethland Foundation) and PT. Pupuk Iskandar Muda (PIM) with the approval of the local community and the Bireuen Regency government.

5. Knowledge and Awareness

Integrated tourist attraction management planning seeks to ensure that good management considerations are fully integrated into the development process of all resources so that they can be conserved sustainably and benefit local communities living around Payanie. The involvement of all affected parties is very important in the development of tourist areas which must involve the government, private parties and communities affected by the management of tourist attractions. For this reason, community participation in the management of tourist attractions must be carried out as early as possible in the process and on an ongoing basis. Payanie tourist attraction managers regarding tourism knowledge must be improved so that the management of the tourist attraction can be managed well. Knowledge of tourist attraction management can be obtained through training and workshops related to tourism. Besides that, Payanie tourist attraction managers must also have high awareness to actively participate in creating the charm of tourist attractions in the Payanie Eco-tourism environment.

6. Sustainable Use

Collaborative management of tourist attraction areas refers to partnerships as stakeholders in managing tourist attractions so that they have responsibility for developing tourist attractions. Community participation in decision making in tourism development policies makes it easier to achieve targets [18]. A collaborative approach is seen as leading to efficient agreements between parties, causing changes in attitudes caused by cooperative behavior. Collaboration is not only theoretical, but also practical [15]. Stakeholders in the development of regional tourist attractions are able to work together to make decisions in managing resources independently. [16].

In the collaborative management process, different stakeholders develop relevant partnerships to determine and ensure the functioning of the tourist attraction area. In order to support the development of Payanie tourist attractions, it is necessary to collaborate in developing sustainable tourist attractions. with cooperation, knowledge and skills can be increased in developing Payanie tourist attractions so as to provide substantial economic benefits for rural communities. Apart from providing employment opportunities for the community, it also contributes to village development. The continued use of the Payanie tourist attraction in Bireuen Regency as a natural tourist attraction is closely

related to nature protection. Swamps have many benefits for the surrounding community. Not only as a source of water storage, but can also be used as a new economic source. The benefits of the Payanie swamp that can be felt directly are; Biodiversity in the Payanie swamp, Payanie swamp as a filter and natural water reservoir, natural carbon source, reducing the risk of flooding due to storms (heavy rain), Payanie swamp as an economic resource, Payanie swamp as ecotourism, improving the welfare and health of residents.

4. CONCLUSION

The Payanie swamp ecotourism landscape as a tourist destination is the Payanie swamp including; Payanie land, Payanie swamp animals and Payanie swamp plants, 2) Payanie ecotourism management is managed by both private parties, namely the Aceh Wethland Foundation (AWF) and PT. Iskandar Muda Fertilizer. The benefits of the Payanie swamp that can be felt directly are; Biodiversity in the Payanie swamp, Payanie swamp as a filter and natural water reservoir, natural carbon source, reducing the risk of flooding due to storms (heavy rain), Payanie swamp as an economic resource, Payanie swamp as ecotourism, improving the welfare and health of residents

5. ACKNOWLEDGEMENTS

This research was carried out thanks to the collaboration of various parties. The researchers would like to thank the managers of the Payanie swamp tourist attraction and the Payanie village community

6. REFERENCES

- [1] Kementerian Pariwisata dan Kebudayaan. (2016). Pedoman Kelompok Sadar Wisata. Jakarta. Kementerian Pariwisata.
- [2] Suwena, I.K. and Widyatmaja, I.G.N. 2017. Pengetahuan Dasar Ilmu Pariwisata. Penerbit Pustaka Larasan.2017. pp.18
- [3] Statistik Profil Wisatawan Mancanegara Tahun 2016. Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf) Republik Indonesia.
- [4] Ahmad Mardalis, Ratna Puspa Wijaya. 2016). Pengelolaan Daya Tarik Wisata Alam Berdasarkan Kepuasan Dan Keinginan Wisatawan. Prosiding Seminar Nasional Ekonomi dan Bisnis. EB UMSIDA.
- [5] RI (Republik Indonesia). 2009. Undang Undang tentang Kepariwisata, UU No. 10 Tahun 2009. Jakarta.
- [6] Kementerian Pariwisata dan Kebudayaan. (2016). Pedoman Kelompok Sadar Wisata. Jakarta. Kementerian Pariwisata.
- [7] Helln, A. D., 2017. Pengembangan Obyek Dan Daya Tarik Wisata Alam Sebagai Daerah Tujuan Wisata di Kabupaten Karanganyar. Jurnal Sosiologi DILEMA, Vol. 32, No. 1. ISSN: 0215/9635
- [8] Mill, Robert Christie; Terj. Tri Budi Sastrio. 2000. Tourism The International Business. Jakarta: PT Raja Grafindo
- [9] Spillane and James, J. 1987. Ekonomi Pariwisata Indonesia, Sejarah and Prospeknya. Yogyakarta: Kanisius
- [10] Pujaastawa, I Nyoman Ariana, 2015. Pedoman Identifikasi Potensi Daya Tarik Wisata. Konsorsium Riset Pariwisata Universitas Udayana Denpasar.
- [11] Sitorus. 2004. Evaluasi Sumberdaya Lahan. Bandung: Tarsito Bandung
- [12] Silitonga, F., Latifah, S., & Afifuddin, Y. (2013) Analisis Potensi Ekowisata Di Desa Sosor Dolok, Kecamatan Harian, Kabupaten Samosir (Analysis of Ecotourism Potential in Sosor Dolok Village. Forestry Science Journal, 2 (1), 82 ± 87
- [13] Pomeroy, Robert S, Brenda M. Katon, Ingvild Harkes 2001, 'Conditions Affecting the Success of Fisheries Co-management: Lessons from Asia', Marine Policy, 25: 197-208.
- [14] Keller, Stephen R, Jai N. Mehta, Syma A. Ebbin, and Laly L. Lichtenfeld 2000, 'Community Natural Resources Management: Promise, Rhetoric, and Reality', Society and Natural Resources, 13: 705-715.
- [15] Kenney, D.S. (2000). Arguing About Consensus: examining the case against western watershed Initiatives and other collaborative groups active in natural resource management. Natural Resources Law Centre, University of Colorado: Boulder.
- [16] Camacho, A. E., Susskind, L. E. & Schenk, T. (2010). Collaborative planning and adaptive management in Glen Canyon: A Cautionary Tale. Columbia Journal of Environmental Law. 35(1).
- [17] Borrini-Feyerabend, G. (1996). Collaborative management of protected areas: tailoring the approach to the context, issues in social policy, IUCN, Gland (Switzerland). Resources, 13: 705-715