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**Article**

# Revitalization of Sendang Bulus Tourist Attraction in the Development of Sustainable Eco-Education Tourism

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**ABSTRACT**

The diversity of tourist attractions in Ponorogo Regency has tourist attractions in terms of history, local wisdom, and natural beauty. The Sendang Bulus tourist attraction offers the charm of historical tourism "Bulus", local wisdom, as well as the beauty of rural nature. The management of the Sendang Bulus tourist attraction faces various challenges and obstacles that cause a decrease in tourist intensity and management of the tourist area is insignificant. This study aims to revitalize the Sendang Bulus tourist attraction to elevate the functional area into eco-educational tourism. The development of education-based ecotourism makes the tourist attraction continue to exist in sustainable development. This study uses a descriptive qualitative method with a SWOT analysis based on external and internal factors (strengths, weaknesses, opportunities, and threats). The results of the SO, WO, ST, and TW analysis provide alternative development strategies that can be used and attempted by the managers of the Sendang Bulus tourist attraction. Tourism revitalization through SWOT analysis is expected to increase the existence of tourism, quality, and quantity of tourists in a sustainable manner.

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## INTRODUCTION

Indonesia, a vast archipelago with over 17.000 islands, offers a unique blend of natural beauty and cultural diversity, making it an ideal destination for ecotourism (Anwar, et al; 2021). Ecotourism in Indonesia has become an important sector in the country's tourism industry, reflecting the global trend towards sustainable travel (Djuwendah, et al: 2023). Ecotourism in Indonesia encompasses a variety of activities such as forest tourism, educational tourism, beaches, mountains, and national parks (Fafurida, et al; 2020). Ecotourism activities not only aim to provide unforgettable nature experiences for tourists, but also to support environmental conservation and improve the welfare of local communities (Chan, et.al; 2021). With the increasing global awareness of the importance of environmental conservation, ecotourism in Indonesia has received great attention from various groups, both domestic and international (Sisriany & Furuya, 2024).

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Ecotourism in Indonesia offers various benefits, not only from an economic perspective but also social, educational, and environmental (Novianti & Purwanto, 2020). Ecotourism can create new jobs and support the local economy, especially in remote areas that have limited access to traditional economic markets (Kim, et.al; 2022). Through ecotourism, local communities can be directly involved in efforts to preserve nature and culture, in turn strengthening local identity and pride (Buckley, 2022). The development of ecotourism in Indonesia also faces various challenges, such as waste management, ecosystem damage due to tourism activities, and lack of adequate infrastructure (Muzakki, et al; 2023). Therefore, there needs to be cooperation between the government, the community, and tourism industry players to ensure sustainable and responsible ecotourism development (Susanto & Hartono, 2023).

Ecotourism is positioned as a tourism product that makes a major contribution to the economic, social, cultural, educational, and conservation sectors and environmental wisdom (Haryanto, 2014). Based on the Regional Regulation of Penajam Pasar Utara Regency Number 2 of 2021, the development of ecotourism is emphasized on the management and protection of natural ecotourism according to the principles of sustainable development *with* environmental insight (PERDA, 2021). Ecotourism development offers a tourism integration strategy between the value of natural beauty balanced with local potential according to the principles of nature conservation (Angela, 2023). Ecoedutourism is a trend in tourism products with a combination of recreation and education concepts considering aspects of attractions, amenities, and accessibility from the development of local potential (Smith & Janner, 1997).

One of the educational tourism villages in Ponorogo is Sendang Bulus Tourism in Pager Village, Bungkal Regency. Sendang Bulus stems from the story of a man named Mbah Pringgo Kusumo who led a village. Since the arrival of the Dutch colonialists, the situation in the village became unstable. He used guerrilla warfare as one of his strategies to defeat the colonialists, but was unsuccessful. He and his troops then performed penance and prayed to God. Mbah Pringgo met Surenggono and Surojiman, who were also hiding from the colonialists, during his penance. They also performed penance and moksa. In the former hermitage of Surenggono, a water source then appeared which formed a small lake inhabited by bulus. So, the small lake is called Sendang Bulus (Pramudiyanto & Sari, 2024).

Sendang Bulus is used for turtle farming ( *Amyda cartilaginea* ) as an effort to conserve the animal. Turtles are a type of soft-shelled turtle from the Trionychidae family (a type of soft-shelled turtle) which mostly live in fresh water such as lakes, rivers, reservoirs, and can also live in ponds (Restu & Ketut, 2016). Sendang Bulus also preserves biodiversity such as rain trees and banyan trees, provides swimming pool rides, and even games such as pancal ducks and mini trains. As time goes by, the intensity of visits to Sendang Bulus decreases so that further development is needed so that it can become a tourist object and attraction so that it can attract tourist visits.

Revitalization is an effort to revive an area that was previously developing but has declined. The success of revitalizing an area will be measured if it is able to create an attractive environment and have a positive impact, and can improve the dynamics and social life of the community (Danisworo and Widjaja Kusuma, 2002). Revitalization of conservation bases, not only aims to preserve natural resources but also a tool to revive the utility of an area. So that with the revitalization of the Sendang Bulus tourist attraction, it is hoped that it will be able to elevate the functional area into an educational tourist spot.

This study presents a new innovation in the revitalization of tourist attractions by combining the concepts of ecotourism and education into ecoedutourism. The research approach not only focuses on increasing aesthetic and recreational values, but also aims to increase visitor awareness of the importance of sustainable environmental conservation and learning while playing. The more competitive the value of a tourist attraction, the more significant the contribution to the development of sustainable tourism. Moreover,

ecoedutourism has the potential to provide a positive impact on local communities through the opening of new jobs and community empowerment in managing tourist destinations. By revitalizing tourist attractions into ecoedutourism, it is expected to encourage changes in tourist behavior towards more environmentally responsible tourism and become a reference for tourist destination managers in designing innovative educational programs.

## METHODS

The research method used is a SWOT analysis (Santi Adelina Purba, 2018) by evaluating a problem and developing the potential of the Sendang Bulus tourist attraction based on external factors (*opportunities and threats*) and internal factors (*strengths* and *weakness*) (Edi Suarto 2014). Data sources were obtained through primary data sources and secondary data sources. secondary data. Primary data was obtained through interviews with several informants including Mr. Agus Prasetyo as the head of the service section and manager of the Sendang Bulus tourist attraction, tourism area business actors, visitors, and the surrounding community. Secondary data is obtained from data DISBUDPARPORA 22 Datasets to analyze existing data and journals or books references as a reference used by researchers. Data collection techniques through the process interviews, observations and documentation of the location related to carrying out three stages of procedures research, namely (1) preparation stage (2) implementation stage and (3) reporting stage (Nurwati Rahayu, 2019). Data analysis using an interactive model according to Miles and Huberman through 3 stages, namely 1). data reduction, 2). data presentation, 3). drawing conclusions or verification. Data reduction aims to be a process of selecting and simplifying all the information that is support research data. Data presentation facilitates the process of compiling information for drawing conclusions and planning further actions. Drawing conclusions or verification as the final step of data analysis (Zulfirman, 2022).

## RESULTS AND DISCUSSION

Sendang Bulus eco-tourism shows the need for collaboration between tourism managers, government, and the community in realizing tourism development strategies. The appeal of educational tourism creates infrastructure that is in demand among students so that its quality becomes an opportunity for progressiveness in the quantity of visitors. Students from various levels ranging from kindergarten, elementary school, junior high school, high school, to college students can explore new knowledge to learn while playing which is found in Sendang Bulus. Along with the development of tourism, the weaknesses and threats of tourist attractions make eco-tourism now and in the future a point of attention for managers to manage tourism by analyzing field conditions, evaluating, and reflecting on them for more appropriate strategies. Similar research states that educational tourism can provide benefits not only for tourists but also for researchers, where recreation can be done while learning directly to the community by providing new and enjoyable learning opportunities while providing education on life values, especially preserving nature and culture (Andari 2023).

Eco-tourism as the mainstay of Sendang Bulus tourism becomes an adaptive strategy in the construction of sustainable tourism development through SWOT analysis as an alternative instrument for development strategy. The development of Sendang Bulus tourism objects is narrowed down to the revitalization strategy based on the analysis of Strength-Opportunity (SO), Strength-Threat (ST), Weakness-Opportunity (WO), and Weakness-Threat (WT) strategies (Table 1). The SWOT strategy refers to the prospect of progressive growth by looking at the significance and effectiveness of conditions so as to allow for advanced development. The prospect of the SWOT strategy is directed at processing the weaknesses and strengths of tourist objects into a foundation for improving the quality, quantity, and expansion of tourism.

**Table 1.** SWOT Analysis of Sendang Bulu Tourism

| **Internal Factors** / **Factor External** | ***STRENGTHS* (S)**<br>1. Public And government committed to develop spring turtle become object tour superior<br>2. Potential wisdom local support development tourist<br>3. Tourist attraction increase economy public local | ***WEAKNESS* (W)**<br>**1.** Lack of insight community in tourism management (sendang turtle)<br>2. Target marketing not yet stable<br>3. Lack of facilities and infrastructure adequate |
|---|---|---|
| ***OPPORTUNITIES* (O)**<br>1. Open opportunitiesdevelopment area tour spring turtle as eco-education tourism | **Strategy (SO)**<br>1. Creating eco-tourismas Power pull tour | **Strategy (WO)**<br>1. Increasing empowermentpublic local<br>2. Do training digital marketing |
| ***THREATS* (T)**<br>1. Decreased accessibility, facilities and infrastructure causes a decrease in tourist intensity<br>2. Business competition between tourism<br>3. Lack of security tourist area | **Strategy (ST)**<br>1. Improve maintenance of facilities and infrastructure at tourist attractions | **Strategy (TW)**<br>1. Increase control and object area supervision tour |

Strategy (SO), which is a strategy by maximizing the strengths to take advantage of opportunities. Strategy (SO) in the revitalization of Sendang Bulus tourism as follows.

1. Creating ecotourism as a tourist attraction

   Sendang Bulus Tourism offers a variety of rides that can be enjoyed by visitors. Visitors can feed the bulus and fish in the spring. Bulus as the main attraction fulfills the elements of attraction and tourism education. Children can also enjoy swimming in the pool provided. Meanwhile, adult visitors can relax in the park that has been prepared around the Sendang Bulus area.

   The diversity of these rides is an opportunity to attract more visitors, both families and groups, to come and enjoy the atmosphere at Sendang Bulus Tourism. By utilizing the strength of this diversity of activities, managers can develop attractive tour packages and increase promotions to reach a wider audience. This can encourage an increase in the number of visits and provide benefits for tourism managers.

2. Improving cooperation in managing tourist attractions

   Sendang Bulus Tourism Object located in Pager Village is a conservation area so that in its management it requires very important attention from the government, the village and the village community itself. So that the existence of the tourist attraction can be utilized by the community to carry out economic activities. From the results of observations that have been made, in the management of this tour there is a collaboration with the government through the submission of a proposal.

   The process of designing the proposal, the Sendang Bulus tourism manager has relations with various parties such as the Tourism Office , the Environment Office or from other tourist attractions that can provide inspiration in management in order to support increasing tourist attractions. In addition, there is a socialization of tourism management from Jogja for the development of sustainable Sendang Bulus tourism.

3. Improving local product marketing strategies

   Dissemination of information about tourist attractions through promotional activities is one of the important activities in the context of tourism development. Promotional activities in it have activities related to cooperation in tourism destinations, fostering

stakeholders in developing tourism information systems, and implementing mainstay tourism branding to be promoted nationally and internationally (Kurniawan *et al* , 2013). Based on observations that have been made, Sendang Bulus tourism has local products that are widely sought after by tourists, namely fried tiwul and pecel puli. By using local products that are in great demand, it is possible to promote them more widely, for example, using social media such as Instagram, YouTube, TikTok, Facebook, using websites or they can also be sold in schools and shops. In the packaging process, in addition to using rice paper, banana leaves, teak or taro leaves can be used as wrappers. The existence of widespread product marketing is so that it can help tourism develop further and to introduce typical Sendang Bulus regional products.

Strategy (WO) is a strategy in changing weaknesses by utilizing existing opportunities into the strengths of tourist attractions. Strategy (WO) in the revitalization of the Sendang Bulus tourist attraction as follows.

1. Enhancing local empowerment

   Empowering local communities in managing tourist attractions into eco-tourism areas can have a direct impact on the community. With the management of this tourism, it can create a good tourist area so that it can attract tourists and be competitive with other tourism. Empowering the community around tourism is one way to improve the standard of living of the community, in addition, with empowerment it is hoped that the community will be more independent and competitive (Samahudin, 2022)
2. Conduct digital marketing training

   Digital marketing greatly supports the success of the marketing process, advertising and promotion of a tourist destination so that it can attract tourists to come supported by social media, online websites or mobile applications in a wide range. Training is given to managers in making media that is useful for increasing the number of tourist populations by introducing the identity of natural tourism that is beautiful, spacious places, various rides available and Sendang Bulus which is the authentic center of the local community. The existence of training can support creativity which of course can increase tourist interest and increase income (Susilawati, 2008).
3. Holding an open event

   Tourism collaborates with school education systems such as *Play Ground* (PG), Kindergarten, to Elementary School while holding events such as "play and learn festivals" to support children's interest and introduce the beauty of existing tourist destinations, especially those packaged in educational-based tourism. In line with research.

The ST strategy is a strategy that uses strength factors to overcome threats. The ST strategy in the revitalization of Sendang Bulus tourism is carried out through efforts to increase maintenance of facilities and infrastructure at the Sedang Bulus tourist attraction. In the tourism sector, good service is one of them with the availability of facilities, with the availability of good facilities can satisfy and support tourist trips (Budhi et al., 2022). Based on the results of the research conducted, it is known that the Sendang Bulus tourist attraction has sufficient facilities and infrastructure. The facilities and infrastructure include the following .

1. Natural pool

   Based on observations, the water in Sendang Bulus looks less clean because it is mixed with leaf and twig litter. This murky and unmaintained water can interfere with the growth process and health of living things in it. According to Rochyani (2018) murky water can support the growth and survival of fish in the pond. However, if the turbidity of the water is not monitored and regulated, it can interfere with the growth and health of living things in the pond. Excessive turbidity in a fish pond can trigger the development of ectoparasites (Dela, 2023). Therefore, efforts are needed to maintain the cleanliness of the pond properly. Efforts that can be made include cleaning leaves and twigs that may interfere with the

species in the pond. In addition, visitors are also advised not to throw any items or trash into the pond because the trash may contain chemicals that can poison the species in the pond. Then, the thing that needs to be considered is the provision of fish or bulus feed. To maintain water quality, the fish feed given must also be environmentally friendly and free of chemicals (Muahhidah, 2023).

2. Entrance gate

   The entrance gate to the Sendang Bulus tourist attraction has attracted quite a lot of visitors, but if it is cleaned thoroughly and then repainted with the appropriate color, the appeal of the gate will increase. In addition, it is also necessary to install an information board explaining the brief history of the formation of Sendang Bulus near the gate. Then, installing lights with sufficient light can also add to the aesthetics at night. By carrying out maximum maintenance and improvements, this entrance gate is expected to be able to give an attractive first impression to visitors, thereby increasing their curiosity to explore more deeply about this Sendang Bulus tourist attraction.

3. Prayer room

   A prayer room or place of worship is a very important place for religious people to perform worship. The maintenance of this place of worship is very important so that visitors can use it comfortably. Efforts that can be made to maintain or care for a place of worship are to maintain cleanliness inside and out, check for damage and renovate it, and provide worship facilities such as mukena and sarung. Through this maintenance, visitors can use the place of worship more comfortably.

4. Toilet and bathroom

   Based on observations of the condition of the toilet and bathroom in the Sendang Bulus tourist area, it is in good condition, there is clean water, trash cans near the toilet, lights for lighting and everything works well. To make visitors feel comfortable when using it, maintenance can be done as much as possible, for example by painting the peeling bathroom and toilet walls, giving fragrances, cleaning every day, brushing the bathroom floor and its surroundings, draining the bathtub, and throwing away trash when it is full. By making maximum maintenance efforts, tourists will be comfortable when using it and will give a positive impression regarding the Sendang Bulus tourist facilities.

5. Education center

   This Sendang Bulus tourism has an education center as a means to increase insight into preserving flora, fauna and the surrounding environment. This place is made as comfortable as possible, namely under shady trees so that it feels cool. This place has a roof but is still open so that when educational activities are held, education participants may feel disturbed by other visitors passing by the place. Therefore, the construction of a closed education space can also potentially provide comfort for participants. However, apart from the disturbance of education participants due to the crowds of visitors, with the opening of the education center they can also feel the beauty of Sendang Bulus tourism directly. In addition, officers can maintain this education center by always cleaning and tidying up the area after educational events are held and completing educational facilities such as outdoor screens/projectors, chairs, tables, and so on.

6. UMKM Center

   Sendang Bulus provides a center for UMKM for local residents. There are stalls selling various types of food. The stalls are neatly arranged so that visitors are not confused. It would be more interesting if the buildings that are almost fragile are repaired and the stalls that have been closed for a long time are cleaned of leaf litter. This can be done by tourist officers or people around.

7. Camping area

This camping area is one of the places provided by Sendang Bulus tourism. The area should be made flat to make it easier to set up a tent. Visitors are also advised not to litter so that its cleanliness is maintained. This can be done by putting up a warning sign prohibiting littering. In addition, making a ditch around the camping area is also important because when it rains, water can flow into the ditch and not pool in the tent area so that it does not make camping difficult.

8. Swimming pool

   Sendang Bulus also provides a swimming pool that can provide fun for children. On weekdays (school days) the pool is cleaned and drained on Saturdays and Sundays. This is intended to minimize excessive water use. Meanwhile, other than that day the pool is closed because there are no children visitors coming. It is different when during the holidays, officers usually drain the swimming pool every day and replace it with clean water.

9. Rides

   Field observations show that several rides, such as swings, odong trains and mini Ferris wheels are considered poorly maintained and not operating. This has caused visitor dissatisfaction which has an impact on the decline in the number of visitors to Sendang Bulus. Therefore, optimal maintenance must be carried out so that the rides remain in demand and become an attraction of the tour itself.

10. Entrance to the area

    Bad roads when heading to the Sendang Bulus tourist area and poorly maintained rides require efforts to improve facilities and infrastructure, namely with various flora in the area around Sendang Bulus which are very varied and lush, but unfortunately not organized. For this reason, it is necessary to regulate the distance between plants in order to provide space for plants to grow well.

The TW strategy seeks to minimize the weaknesses and threats of tourist attractions for the sake of long-term tourism sustainability. The TW strategy in revitalizing Sendang Bulus tourism is carried out by increasing control and supervision of tourist attractions. To achieve the targets of the Sendang Bulus tourism sector, an appropriate and efficient implementation and supervision system is needed in order to achieve tourism goals as a vehicle for achieving national tourism targets and objectives (Arso & Abas, 2021). Whatever the form, this supervision aims to improve the ability of everyone involved directly or indirectly in tourism sustainability by involving themselves in decision-making activities.

In managing Sendang Bulus tourism and advancing the tourism sector, the local government has currently issued many policies, namely cooperation with land managers, taxes, tourist visitor insurance, and subsidies to tourism industry players. The role of the government in developing and managing tourism in general is to provide infrastructure (not only in physical form), expand various forms of facilities, coordination activities between government officials and the private sector, regulation and general promotion to other regions or outside the region which covers a wide area. In addition, there is business cooperation in the culinary field and the business of providing vehicle rental or transportation that facilitates access to tourist locations in Sendang Bulus as well as the provision of supporting services for communication, water and electricity at tourist attractions.

Supervision has the aim of minimizing the possibility of deviations. Supervision can be in the form of evaluating the organization's work achievements in compiling, analyze, work on, and take steps to solve things that have not been achieved. According to (Kartono, 2016) there are 3 indicators of supervision:

1. Determining the implementation measures: namely ways to measure implementation, there are several minimum requirements in carrying out supervision such as once a week or several times a month or even perhaps several hours every day, the purpose of this

implementation measure is to obtain a comparison of results when the activity is carried out.

2. Giving assessments: giving a value to each job given to subordinates, whether the work is good or bad.
3. Conducting corrective actions: This corrective action is intended as internal correction, namely evaluating various existing supervision methods such as standards that are too high, and external, namely giving sanctions to subordinates. Actions in making decisions or evaluating improvements, if there has been a deviation between standards and activities in the field, it is necessary to take action in the form of corrections to the deviation.

The need for supervision for the implementation of government is needed to provide legal protection for both the community and the administrative bodies of the state itself. When supervision has a clear purpose, it can be a benchmark for the implementation of tasks properly. (Hakim, 2019). The existence of a supervisory function can provide authority to provide input or suggestions so that there are no deviations in activities or misuse of activities made especially in tourism management.

## CONCLUSION

Sendang Bulus tourism has the potential to become an educational-based tourist attraction that is packaged into eco-educational tourism through sustainable tourism revitalization. Based on the SWOT analysis in the revitalization of Sendang Bulus tourism, several strategies were obtained, including increasing eco-educational tourism as a tourist attraction, cooperation in managing tourist attractions, tourism promotion and local product marketing strategies, empowering local communities, digital marketing training, providing open events, improving maintenance of facilities and infrastructure in tourist attractions, increasing control and supervision of tourist attractions. The design for revitalizing Sendang Bulus tourism into eco-educational tourism is expected to receive attention so that its realization is attempted to support the existence of tourism and the community's economy. The progress of sustainable eco-educational tourism makes Sendang Bulus continue to exist along with the competition of superior types of tourism in the future.

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