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EVALUATION OF THE LIMPAKUWUS PINE FOREST NATURAL TOURISM DEVELOPMENT PROGRAM IN BANYUMAS REGENCY

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Keywords

CIPP Model; context evaluation; input evaluation; process evaluation; program evaluation

ABSTRACT

This study aims to evaluate whether the tourism program, implemented by Perum Perhutani/PT, is effective in enhancing economic opportunities and quality of life for residents. The study uses the CIPP (Context, Input, Process, Product) evaluation model, by analyzing primary data from natural tourism managers both by interviews and observations and secondary data (document collection) obtained from related agencies. The results of the research on environmental issues, legal frameworks, technical guidelines, funding sources, and the overall effectiveness of the program have provided added value for both parties. The conclusion from the study is that the cooperation program for the management of natural tourism objects in the Limpakuwus Pine Forest implemented by PT Palawi Risorsis with the LMDH has provided additional value for the two parties. This study provides a comprehensive analysis that complements existing literature while addressing its limitations.

INTRODUCTION

A program evaluation model is an evaluation design model made by experts or evaluation experts which is usually named the same as the creator or the stage of its creation. Evaluation models seem to vary from one to another, but the purpose and purpose are the same, namely to carry out data collection activities or information related to the object being evaluated (Kirkpatrick & Kirkpatrick, 2019; Stufflebeam & Shinkfield, 1985). Furthermore, the information collected can be provided to decision-makers so that they can accurately determine the follow-up on the program that has been evaluated.

The evaluation model used in this study is the CIPP model (Context, Input, Process, Product) developed by Stufflebeam & Shinkfield (1985). This evaluation model is an evaluation approach oriented to decision makers (a decision oriented evaluation approach structured), which can provide assistance to administrators or chief decision makers. Further, Stufflebeam & Shinkfield (1985) said that the results of the evaluation with CIPP will provide alternative problem solving for decision-makers. The CIPP evaluation model is also oriented towards a decision evaluation with a structured approach (Aziz et al., 2018; Stufflebeam & Shinkfield, 1985; Stufflebeam & Zhang, 2017). In addition, the CIPP evaluation model is a comprehensive framework for conducting formative and summative evaluations of programs, personnel, products, organizations, and evaluation systems (Dizon, 2023; Stufflebeam & Shinkfield, 1985; Zhang et al., 2011).

Sustainable tourism development is a pressing global issue, as it seeks to balance the economic benefits of tourism with environmental preservation and social equity (Dangi & Petrick, 2021; Das

et al., 2023; Hariram et al., 2023; Khater et al., 2024; Morea, 2021). The rapid growth of tourism can lead to environmental degradation, cultural erosion, and economic disparities within local communities if not managed properly (Alamineh et al., 2023; Baloch et al., 2023; Mejjad et al., 2022). As the tourism sector continues to expand, it faces increasing scrutiny regarding its sustainability practices and the long-term impacts on host communities and natural resources.

According to the United Nations World Tourism Organization (UNWTO), international tourist arrivals reached 1.5 billion in 2019, contributing over $1.7 trillion to the global economy (UNWTO, 2020). However, this growth was drastically impacted by the COVID-19 pandemic, which led to a 74% decline in international tourist arrivals in 2020 (UNWTO, 2021). Additionally, a study published in Nature Communications estimates that tourism accounts for approximately 8% of global greenhouse gas emissions, underscoring the urgent need for sustainable practices in the industry (Lenzen et al., 2018). This data illustrates the dual challenge of promoting economic growth through tourism while ensuring environmental sustainability.

The specific issue under investigation in the context of the Limpakuwus Pine Forest Natural Tourism Development Program is the economic impact of tourism development on the local community of Limpakuwus Village in Banyumas Regency. This research aims to evaluate whether the tourism program, implemented by Perum Perhutani/PT. Palawi Risorsis, has significantly improved key economic indicators such as per capita income, employment rates, and the growth of small and medium enterprises (SMEs) within the community. By using the CIPP (Context, Input, Process, Product) model, the study assesses various factors including environmental issues, legal frameworks, technical guidelines, funding sources, and the overall effectiveness of the program in enhancing economic opportunities and quality of life for residents. This research fills a gap identified in previous studies by focusing on socio-economic impacts, contrasting with works like those of Utami et al. (2023) and Prianti & Priyanto (2022) that overlook economic outcomes, and addressing community involvement more than Nurandini & Triyono (2024), who concentrate on social media management. Ultimately, the study provides a comprehensive analysis that complements existing literature while addressing its limitations.

METHODS

This research method uses the CIPP (Context, Input, Process, Product) evaluation model, by analyzing primary data from natural tourism managers both by interviews and observations and secondary data (document collection) obtained from related agencies (Perum Perhutani/PT. Palawi Risorsis) and also from the LMDH of the Limpakuwus Pine Forest. To obtain primary data, it was carried out using observation/observation techniques and direct recording as well as interviews with PT. Palawi Risorsis and the community involved are members of the Limpakuwus Forest Village Community Institution (LMDH). The CIPP evaluation model is as shown in Figure 1 below.

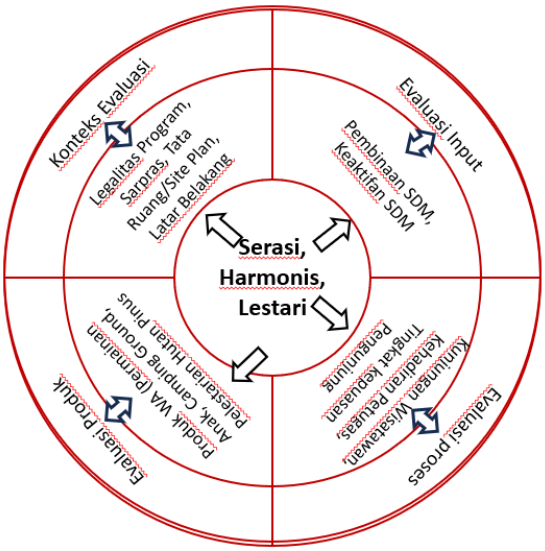

Figure 1. CIPP Evaluation Model in the Evaluation of the Limpakuwus Pine Forest Natural Tourism Development Program

In research, it is necessary to have a research design that is useful as a guideline or procedure and technique in research planning to build a strategy that produces a research model or blueprint. The research design "Evaluation of the Limpakuwus Pine Forest Natural Tourism Development Program in Banyumas Regency" is presented in the following Figure 2:

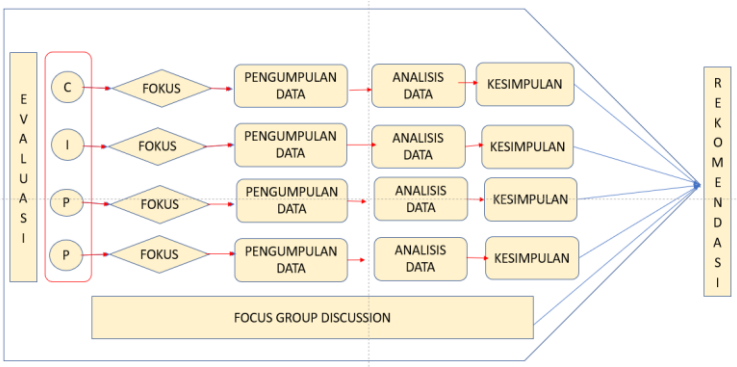

Figure 2. Design of Research Evaluation of the Limpakuwus Pine Forest Natural Tourism Development Program

The data analysis technique used in this study is qualitative descriptive. The data analysis in this study uses the Flow Model (Miles & Huberman, 2012) which is divided into three stages, namely data reduction, data presentation, and conclusion drawn.

If the conclusions presented at the initial stage are supported by valid and consistent evidence, then the conclusions presented are credible conclusions. Data analysis techniques are presented in Figure 3.

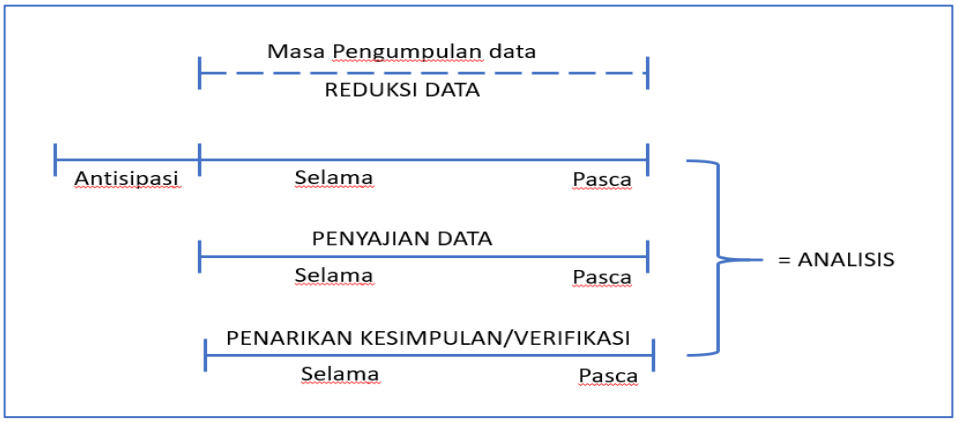

Figure 3. Flow Model Data Analysis Techniques

RESULTS

Research Results

In the study of the Evaluation Research of the Limpakuwus Pine Forest Natural Tourism Development Program based on CIPP consisting of Context, Input, Process, and Product, it can be explained in stages below.

Context Program

Program Context includes an analysis of problems related to the program environment or objective conditions to be implemented, containing an analysis of the strengths and weaknesses of certain objects. Context evaluation is an effort to describe and detail the environment of unmet needs, the population and sample served, and the project objectives, theoretically studied related to the program background, legal basis, and program objectives.

Input Program

The second stage of the CIPP model is the evaluation of inputs. Input evaluation helps to organize decisions, determine existing resources, what alternatives are taken, what are the plans and strategies to achieve goals, and how are the work procedures to achieve them. Input evaluation components include technical guidelines/guidelines, organizational tools, and program funding.

Process Program

The third stage of the CIPP model is process evaluation. Process evaluation is used to detect or predict the design of procedures or implementation designs during the implementation phase, provide information for program decisions and as a record or archive of procedures that have occurred. Process evaluation includes the collection of assessment data that has been determined and applied in the practice of program implementation. Essentially, the evaluation of the process is to find out to what extent the plan has been implemented and what components need to be improved. The evaluation of the process includes: the suitability of the program, what the business development model is carried out, and the diversification of the tourism products that are carried out.

Product Program

Product evaluation is an assessment carried out to see the achievement/success of a program in achieving predetermined goals. At this stage of evaluation, an evaluator can determine or provide recommendations to the evaluation whether a program can be continued, developed/modified, or even

stopped. Product Evaluation Objects include added value in terms of economy, profit sharing (sharing), infrastructure of natural tourism objects, local wisdom, safety assurance in the environment of tourist attractions, implementation of environmental cleanliness and involvement of certain community members.

Discussion

Context Program

Based on the results of the interview, the cooperation program for the management of natural tourism objects in the Limpakuwus Pine Forest is based on Law Number 41 of 1999 concerning Forestry and specifically its derivative rules, namely the Regulation of the Minister of Environment and Forestry (LHK) Number P.31/MenLHK/Setjen/Kum.1/3/2016 concerning Guidelines for Business Activities for the Utilization of Natural Tourism Environmental Services in Production Forests, and operational technical guidelines are in the form of a Cooperation Agreement between Perhutani/PT Palawi and LMDH Limpakuwus Pine Forest with PKS Number 033/PKS/PALAWI-ABWWB/2023 and Number 012/SP-KJ. HPL/XII/2023 dated December 15, 2023 concerning the Cooperation Agreement between PT Perhutani Alam Wisata (Palawi Risorsis) and the Limpakuwus Pine Forest Services Cooperative regarding the Utilization of Limpakuwus Pine Forest Natural Tourism Environmental Services.

The results of the research on the basic legal indicators show that the program is carried out based on applicable laws and rules. Therefore, it is eligible to be implemented and is included in the Good category, namely programs based on relevant legal rules.

Based on the Cooperation Agreement between PT Perhutani Alam Wisata (Palawi Risorsis) and the Limpakuwus Pine Forest Services Cooperative regarding the Utilization of Limpakuwus Pine Forest Natural Tourism Environmental Services, the objectives of the Implementation of the Limpakuwus Pine Forest Natural Tourism Management Cooperation program are aimed at Maintaining the existence of forests and sustainable forest management, Realizing the Limpakuwus Pine Forest as a Leading Tourist Attraction, Improving the regional economy and providing benefits to the community, and Increase the income of the Parties in the form of revenue sharing.

Input Program

The second stage of the CIPP model is input evaluation, or input evaluation. The components of the input evaluation include technical guidelines, organizational tools, and program funding. The results of the research on the Guidelines/Technical Guidelines used in carrying out the cooperation program for the management of natural tourism objects in the Limpakuwus Pine Forest, show that there are provisions that regulate the existence of complete arrangements in the PKS so that it is included in the Good category. The results of the study on organizational tools show that the availability of complete organizational tools, both in the environment of PT Palawi Risorsis and in the LMDH environment of the Limpakuwus Pine Forest, so it can be said that it is included in the Good category. The results of the research on program funding show that the Cooperation Program for the management of natural tourism objects in the Limpakuwus Pine Forest uses 100% of the program funding source from the LMDH of the Limpakuwus Pine Forest, both from the cooperative management and its members. LMDH while from the side of PT Palawi Risorsis does not exist.

Process Program

The evaluation of the process includes the suitability of the program, what the business development model is carried out, and the diversification of the tourism products that are carried out.

The results of the evaluation of the suitability of the program are included in the Poor category, namely the cooperation has not gone well, has not been in accordance with the targets in the PKS and has not been able to solve obstacles as well as possible from competitors, and the level of visits to these tourist attractions has decreased. The results of the research on the development of business models carried out in the management of natural tourism objects in the Limpakuwus Pine Forest, can be said to be included in the Good category, namely the development of business models has been carried out according to the points of agreement in the PKS, for example in terms of structuring Natural Tourism Attraction Attractions by building supporting facilities and infrastructure for Natural Tourism Attractions, the use of the UNION Tourism E-Ticketing System and Mobile Point of Sale Unit (MPoS), payment transaction instruments and proof of transaction (tickets), and conducting promotions for the progress and increase of the Parties' income. However, the PKS does not explicitly mention the annual revenue target, this causes a decrease in revenue acquisition for these tourist attractions, especially since the outbreak of Covid-19 and due to the occurrence of visitor accidents at locations that are actually outside the Perum Perhutani forest area (a natural tourist attraction of the Limpakuwus Pine Forest).

The results of the research on the diversification of tourism products applied in the management of natural tourism objects in the Limpakuwus Pine Forest, can be said to be included in the Good category, this is evidenced by the creation of various infrastructure facilities and vehicles, but when viewed from the realization of the development of natural tourism facilities and infrastructure from the target of 74.26 Ha in accordance with the PKS has only reached ±30 Ha (40.40%).

Product Program

The evaluation of this product is to determine what next decisions will be achieved, what will be done after this program runs. Evaluation products also change participants' behavior and have a positive impact. Product evaluation objects include: added value in terms of economy, profit sharing, infrastructure of natural tourism objects, local wisdom, safety assurance in the environment of tourist attractions, implementation of environmental cleanliness, and the involvement of certain community members. The conclusion from the results of the study is that the cooperation program for the management of natural tourism objects of the Limpakuwus Pine Forest implemented by PT Palawi Risorsis with the LMDH of the Limpakuwus Pine Forest has provided added value for both parties. In addition to the management parties of the Limpakuwus Pine Forest natural tourism object who benefit economically, the surrounding community also takes part in enlivening the natural tourism object, namely the traders who do business in the location, and also the government by obtaining PAD and PNBP from the tourist attraction. However, the sharing of income is not fair due to disproportionate income sharing.

CONCLUSION

The evaluation of the Limpakuwus Pine Forest Natural Tourism Development Program reveals that the context and input aspects are rated as good, indicating compliance with legal frameworks and adequate resources for management; however, both the process and product evaluations are poor, highlighting challenges in achieving planned targets and insufficient development of tourism facilities. To improve the program's effectiveness, recommendations include clearly defining targets in the Cooperation Agreement, providing training and guidance to local management, increasing openness to corporate social responsibility (CSR) contributions, and enhancing coordination with local government and stakeholders to address declining tourist visits. Future research should focus on longitudinal studies to assess the program's long-term economic impacts, investigate barriers to

facility development, conduct comparative analyses with similar programs, and employ qualitative methods to gather insights from community members and stakeholders about the program's social and environmental effects.

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