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Natural Tourism Potential and Rural Diversification Based Tourism in Semarang District Central Java Province Indonesia

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Abstract

Tourism is one of the leading foreign exchange development, create jobs and contribute to it. This study aims to identify the potential of nature tourism and tourism-based rural diversification. This research was conducted in several villages in the district of Semarang. The variables of this study is the potential of nature tourism, human resources and rural jobs. The data used are secondary data from relevant government offices and agencies, Education Office Culture Sports and Tourism, the Central Boreau of Statistics, and the National Development Planning and Local. Data analysis used to descriptive and presented in tabular form. The results showed that at the Semarang District has three types of tourism, namely the natural, cultural, and tourist attraction artificial. The number of the most dominant cultural attractions, namely 55 percent, then 30 percent of natural attractions and sights artificial 15 percent. natural attractions are the mountains and water. Human resources have a central function to promote the development of tourism. In some villages with nature, the proportion of working age population is more than 60 percent, but the human resources have of low quality. Educated population graduated from college less than 5 percent, while nearly 25 percent of high school education. The livelihoods of the majority population in agriculture, jobs non-agricultural sector is relatively small. In some villages the rural-based tourism diversification, with diversification index ranged from 1.73 to 4.62.

Keywords: Natural Potential of Tourism, Human Resources, Rural Diversification, Tourism

Introduction

Tourism is one sector that is very good for countries in an effort to increase revenue. The tourism sector is the industry's largest and strongest in the financing of the global economy. The tourism sector will be the driving force of the world economy in century -21. Dowid. J. (1999, in Wahab 1999), explained that the change of the engine of labor for centuries. In the 19th century the working machine is the agricultural sector, in the 20th century shifted to the manufacturing sector, and the 21st century is the tourism sector.

The global tourism industry shows move the rapid growth period as well, international tourism arrivals grew by 5 percent in 2013 to 1.087 billion, 4,4 percent in 2015 which amounted to total of 1.184 million tourism. The futher shows that in 2016, will increase by 4 percent. UNWTO also predict the number of international tourism will be increased with the 4-5 percent in the following years (UNWTO, 2016; BI, 2016; Pauceanu, 2016).

Indonesia is one country that is located in the Emerald of the Equator. An archipelago with 17,508 islands number. land area reached 1.68 million km², with a coastline of 81,000 km. has a wealth of natural resources such as the diversity of natural resources, mountains, land, beaches, and oceans. The resources are stretched from Sabang to Merauke, and Mianggas to Rote. Diversity of human resources, with the largest number of number 4 in the world, and in 2010 the number of 235 million. Grow and develop cultural diversity in every area, which consists of about 1,128 race, ethnicity 1072, and 743 languages (Statistics Indonesia, 2015).

Wealth of natural resources, human resources, and cultural diversity, is a very valuable capital to develop the tourism sector. Natural resource wealth into nature tourism potential. Natural potentials are unevenly distributed, and each has its characteristics and uniqueness, thus allowing everyone to visit.

Tourism development aims to develop and expand its product diversification and quality of national tourism, based on community empowerment, the arts and resources (charm) local nature by taking into account the preservation of traditional arts and culture and preservation of the local environment, and develop and expand the tourism market, especially the outdoor markets country. In addition, the development of the tourism sector aimed at improved its foreign exchange earnings, business opportunities, business opportunities, introduce nature and culture of the archipelago and accelerate interaction between nations (Ministry of Culture and Tourism, 2009).

Tourism development is confirmed also in the law of tourism (Ministry of Culture and Tourism, 2009), so that resources and capital tourism optimally utilized through tourism operations intended to increase national income, expand and spread evenly business opportunities and employment, encouraging the development process area, introduce and utilize the attraction and destination tourism in Indonesia, as well as fostering a sense of patriotism and accelerate friendship among nations.

The growth of the tourism sector is always on top of economic growth. In 2011, the state foreign exchange earnings from the tourism sector up 11.8 percent from 2010. In the same year Indonesia's economic growth of 6.5 percent. The growth of world tourism sector ranges from 4.5 percent. Means, the growth of the tourism sector exceeded the national economic growth and the growth of world tourism sector. Besides the contribution of the tourism sector ranks fifth after the oil and gas, palm oil, coal and rubber (Subagyo, 2012).

The research objective to be achieved is to study tourism based rural diversification, identifying the potential of nature tourism, and human resources in the District Semarang. The benefits expected are aware of human resources at each location to develop nature tourism attraction toward rural diversification of the tourism-based.

Literature Review

National tourism development is divided into three (3) tourism development areas, namely the western, central and eastern regions. West region encompassing parts of Sumatra and West Java. Central region includes Kalimantan, Central Java, East Java, and Bali. Eastern Region covers an area of Sulawesi, Irian Jaya, Nusa Tenggara, and Halmahera Islands. Tourism development priorities centered on ten (10) national tourism destination. Ten destination of the tourism are the Special Capital Region of Jakarta, West Java, Central Java, Yogyakarta, Sumatera North, West Sumatra, North Sulawesi, South Sulawesi (Directorate General of Tourism, 1999, Ratman, 2016).

Tourism is traveling from one place to another and is temporary. Generally done individually or in groups, as an attempt to find a balance or harmony with the environment in the social, cultural, nature and science, so it is very complex. Tourism it involves a wide range of sectors, such as travel, tourism, and attractions, as well as entrepreneurs in the field (Spillane, 1994; Pendi, 1990; Fandeli, 2002).

Travel is a travel activity undertaken by a person or group of people to visit a unique tourist attraction that is visited in the interim time period (Yoeti 2006) tourist attraction is anything that has a uniqueness, beauty, and value in the form of natural diversity, culture, and the results of the targeted man-made or destination tourist visits. Tourism is a manifestation of the place, the state of nature, man's work, art, culture, and living order that has appeal to visit.

Tourism can be divided into three, namely the natural attractions, cultural attractions, and tourist artificial (Pendit, 2006).

Natural tourism is composed of: the sea, the beach. Mountains and mountains, lakes, rivers, fauna, flora, protected areas, nature reserves, natural landscapes, others. Cultural tourism, encompassing the various series of traditional ceremonies, historic buildings, cultural heritage, festivals, museums, local customs, and so forth. Artificial tourism, infrastructure and sports facilities, recreational parks, and others, according to the potential that exists in every region.

Tourism potential (Yoeti, 1983) is all contained in a tourist destination, and is an attraction for people to want to come to visit the place. Tourism potential is everything that is contained in an area that can be developed into a tourist attraction or anything state of real or tangible, or intangible, which worked arranged such that it can be utilized or realized.

Tourism potential, consists of three components, namely the potential of natural, cultural potential, and the potential human creation. Natural potential of the natural conditions and species of flora and fauna of a region, such as the beach, the woods, the physical state of a region. culture Potential, is all the creativity, taste. Man's work in the form of customs, handicraft art, historical relics, and others. Human resource potential, is all the people who live in regions with potential tourism industry. Human resources include the amount and structure. Number of shows quantity and structures showed his quality.

Rural areas have tourism potential, both natural attractions, cultural and artificial. The potential of these attractions will support the tourism industry, providing business opportunities, employment opportunities and increase incomes of the population. Tourism has the function of the economy, preserve the national identity, preservation and quality of the environment, fostering patriotism and nation (Fandeli, 2002; Yoeti 2005, and Pendit, 2006). Hardati (2015) adds that tourism serves to form the nation's character.

In rural areas that have a tourism industry, villagers in addition to still be working in the agricultural sector, it can also work in the tourism sector. The villages will cooperate and work together, process generating of rural diversification based on tourism. Rural Diversification is a process of the increasing importance of activities and non-agriculture income in rural areas, as a consequence of increased industrial activity related to agriculture and non-farm located in the village and in the nearby towns (Rijanta, 2003; Hardati, 2014).

Employment opportunities non-farm, work in the tourism sector has a function in the development of rural areas, to create jobs for workers in rural areas, do not need the support of large capital, capable of stimulating the growth of the rural economy, able to withstand the flow of rural-urban migration (Khada, 1982; Barlybaev et al, 2009).

Research methods

¹This research was conducted in the District of Semarang. In Semarang regency has diversified typology based tourism (Hardati, 2014). Its territory consists of 19 sub-districts, has 208 villages and 27 urban villages. Tourism support facilities are in some villages / wards, spread unevenly. The study population is the village that has the potential of tourism. The sample is a village which has a natural tourism attraction. Determining the location of the sample was purposively. The research variables are the natural tourism potential, the potential resources in the village human nature. ⁵This research using secondary data. Data obtained from the publication of statistical reports. The data come from agencies and related offices, the education department of culture sports and tourism, the Central Bureau of Statistics, the Agency for Development Regional Planning. The data analysis is descriptive, and are presented in the table. Diversification index was calculated using the following formula (Ellies, 2001; Rijanta 2006, Hardati, 2014).

$$DI = 1 : (\sum_{j=1} S_j^2),$$

DI = Diversification Indeks,

S_j = the contribution of each source of income j, to the source of income

Diversification Indeks 1-2 = low

2-3 = Medium

>3 = hight

Results and Discussion

Overview District Semarang

Semarang regency is one area in Central Java province. The absolute location are between 110014'54,75 " - 110039'3" East and 703'57 " - 7030'0" south latitude (CBS 2015, and Bappeda,

2011). Administratively, the district is bordered by eight surrounding towns. the north side is bordered by the city, east of Grobogan, Demak, and Boyolali. South of Boyolali. The western side of Kendal, Temanggung and Magelang. The total area of 95,020,674 hectares, is used for agriculture and the remaining 63.44 per cent for non-agricultural lands (CBS, 2016).

Physically, corrugated morphology, with a height of 310 meters above sea level - 1,450 mpdl. In the western region, there is a row of Mount Ungaran, Mount Telomoyo, and Mount Merbabu. in parts of the east, the stretch of the highway, which connects Semarang and Surakarta. These highways are part of a segment of the highway that connects the city of Anyer (West Java) and Kota Banyuwangi (East Java).

Map in the Semarang District and Map in Indonesian

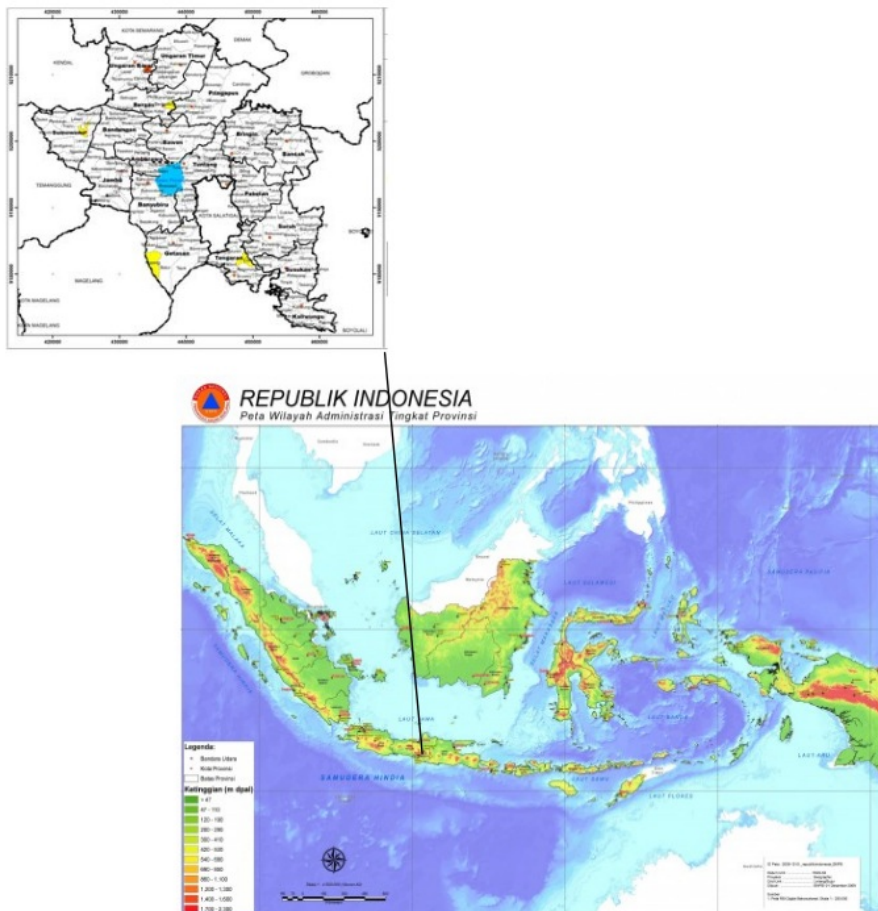


Figure1. Position Research Area

By 2015 the population of 961 421 inhabitants. In 2000, the population of 833 214 inhabitants. For 15 years increased 128 207 inhabitants, the average annual increase 8547 inhabitants .. The composition of the male sex fewer than the number of females, with a sex ratio of 97.22. That is, every 100 female residents there are 97 males. Based on the age composition, included in the category of youth. It is caused by an number of people aged 15-49 in number 55.04 percent. The population of productive age of 15-64 years, the number 68.43 percent (CBS, 2000; and CBD, 2016).

The population density increased, in 2000, 876 people / kilometers square, being 1,012 people / kilometer square, in 2015. The increase in population density due to natural population growth and migration. Natural population growth is the difference between births and deaths, while the growth of the migration of the difference between the number of people coming and going.

Tourism Site

In Semarang regency has attractions that can be a tourist attraction and a tourist destination. There are three types of tourism, namely nature tourism, cultural tourism, and the artificial attractions. Number each groups tourism attraction are not the same. Cultural sights at most, 55 percent, of the natural attractions in number 30 percent, and 15 percent artificial attractions. It is powered by a different character in each region. The difference and uniqueness of the region into a potential diversity.

The number of visitors at every tourist attraction also bervariasi. Visitors most visited tourist attraction artificial, amounted to 51.39 per cent, and the least natural tourist visitors, only 2.33 percent. Most visitors (99.78 per cent) were domestic tourists, and only 0.22 percent of foreign tourists. foreign tourists are more interested in cultural tourism. Number of Visitors to increase, but the number of domestic tourists is always more than 99 percent.

Table 1 Types of Tourism and Tourism and Tourist in Semarang District

| Types of Tourism attraction | Number (percent) | Tourists (percent) | Status Tourist (percent) | |
|-----------------------------|------------------|--------------------|--------------------------|---------|
| | | | Domestic | Foreign |
| Natural Attraction | 30 | 2,33 | 100,00 | 0,00 |
| Artificial Attraction | 15 | 51,39 | 100,00 | 0,00 |
| Cultural Attraction | 55 | 46,28 | 99,78 | 0,22 |
| Total | 100,00 | 100,00 | 99,78 | 0,22 |

Source: Bureau Central Statistic Semarang District, and Analysis

Tourist attraction will be an attractive tourist destination if it were to support tourism. Some proponents of tourism available in Semarang Regency is accommodation, restaurants, and food stalls. By 2015, the number of 235 hotel units. Based on the level, there is a five-star hotel 2.88 percent, and 97.12 percent did not star hotel. The occupancy rate of hotel rooms, including low, only 23.58 percent (CBS, 2016). The phenomenon is caused Semarang district bordering the city of Semarang, capital of Central Java province, and several other major cities such as (Kota Magelang, Yogyakarta and Surakarta), each of which has a five-star hotel. Visitors or tourists do not stay at the hotel, which are located around a tourist attraction. Visitors are dominated by domestic travelers who come from the surrounding villages, so it does not stay.

The hotel's location is not spread evenly, but clumped in some areas. The hotel is found only in 9 regions sub district. Region has the highest hotel in the Bandungan sub-district, amounted to 45.11 percent. whereas in Getasan sub-district 40.43 percent, 4.46 percent remainder spread across 7 sub-districts, the number is not the same. Getasan sub-district has natural tourism objects, and the Bandungan sub-district has a tourism artificial.

Every tourist, in general, want every tourist attraction has a tourist attraction. Tourism should have a good tourist attraction, such as accessibility, facilities, attractions, and services. Yet all tourism have must be have high accessibility, good facilities, attractions are satisfactory, and good service.

In general, all the attractions can be visited by using the mode of road transport. Most of the means of transport used four-wheel vehicle or a car and motorbike private property. tourisms buses Large capacity, to the location of a tourist attraction, difficult. Not yet available, public

transport that connects tourist attraction. This is caused by the morphology of the area is very rugged, mostly mountainous.

Nature Attractions Potential

Semarang regency has incredible natural wealth. There are 13 natural attractions into a tourist attraction, namely Taman Wana Kartika, Wana Umbul Songo, Traveling Telomoyo, Niagara Kalipancur, Curug Tujuh Bidadari, Niagara Curuglawe, Curug Benowo, Niagara Semirang, Wana Penggaron, Umbul Sidomukti, Curug Kembar Bolodewo, Taman Bukit Cinta and Pemandian Sidomuncul.

Sightseeing nature amount 13, lying scattered, far apart from one another, and are located in several villages. Kopeng village has four natural travel, and six other villages each have one natural attractions.

Table 2 Natural Attraction in Semarang District

| Name Natural Attraction | Location | |
|-------------------------|-----------|---------------|
| | Village | Sub-district |
| Taman Kartika | Kopeng | Getasan |
| Wisata Umbul Songo | Kopeng | Getasan |
| Wisata Telomoyo | Kopeng | Getasan |
| Air Terjun Kalipancur | Nogosaren | Getasan |
| Curug Tujuh Bidadari | Keseneng | Sumowono |
| Air Terjun Curuglawe | Kalisidi | Ungaran Barat |
| Air Terjun Curug Benowo | Kalisidi | Ungaran Barat |
| Air Terjun Semirang | Gogik | Ungaran Barat |
| Wana Wisata Penggaron | Susukan | Ungaran Timur |
| Umbul Sidomukti | Sidomukti | Bandungan |
| Curug Kembar Bolodewo | Wirogomo | Banyubiru |
| Taman Bukit Cinta | Kebondowo | Banyubiru |
| Pemandian Muncul | Rowoboni | Banyubiru |

Source: Bureau Central Statistic, Education Departement of Sport and Tourism, Development Planning Agency Regency, and Analysis

The natural attractions into a tourist attraction in the region. Discover the natural attractions scattered in 10 villages, and each village is not same the amount. In the village of Kopeng the most much. The villages have a natural tourism objects, do not have to seek capital to create a tourist attraction. Each of natural attractions have character and uniqueness. The features of each

of the natural attractions to be superior tourist attraction. Natural Sightseeing is already a superior nature. However, the number of visitors dominant by domestic travelers. It is caused by a component of the appeal of the wizard, which include accessibility, facilities, attractions and services not available complete.

Kartika garden park attractions, is a natural tourism attractions on the slopes of Mount Merbabu. This ⁵ tourist attraction has a panoramic view of the mountains is very interesting. The administration entered Kopeng Village area, Getasan sub-district. Have a high accessibility, because it passed the highway that connects the city of Salatiga, and Magelang. Salatiga distance of approximately 14 kilometers, and 15 kilometers from the city of Magelang. Support facilities available include bungalows, swimming pools, lodging, restaurants, food stalls, market vegetable, fruit and ornamental plants.

Waterfall tourism “Umbul Songo” is located in the tourist area Kopeng Getasan District of Semarang regency, Central Java province. It is flanked by several mountains, namely Mt Telomoyo, Mountain Ungaran, and Mount Merbabu. Distance from Magelang City and 23 km from the city of Semarang. 54 km. Have a waterfall with a height of about 15 meters. No tourist attraction include a swimming pool, children's playground, a campground.

Telomoyo, the name of the mountain in Semarang regency, Central Java province. Has a height of about 1,894 meters above sea level. Telomoyo mountain is a tourist attraction highlands. The facilities available are the cornerstone "paralayang gantole", and is the highest in Central Java. At this location there are dozens of transmitters and rest area facilities for enjoy beautiful panorama of Mount Telomoyo. To get to the top, a distance of about 6 kilometers from the city of Salatiga, and after until gate to the summit takes about 2-3 hours.

Niagara Kalipancur is natural, has a height of about 100 meters. The location is at Mount Telomoyo Mountains leading to Lake Rowopening. Aksesibilitas including medium, is about 14 kilometers towards the West of the city of Salatiga, taken about 30 minutes. From Semarang approximately 70 km to the south, journey taken about 75 minutes. Passing through highways, rural roads, and walk to the location.

“Curug Tujuh Bidadari”, is a natural attractions located in the village Keseneng, District Sumowono. Low accessibility waterfalls, can be reached by using any type of motor vehicle, but the road is narrow, so should be careful. To go to the location, via footpaths and roads. Reached

by foot, because it must pass through the bamboo bridge. Location is not far, only about 3 Km from Sumowono sub-district, and can be taken approximately 15 minutes.

Curuglawe, is the nature tourism attraction of water. Located adjacent to the waterfall Benowo. Located in the village of Kalisidi. The distance between the two waterfall (Benowo and Curuglawe) about 30 minutes. Curuglawe reaches a height of 30 meters. Accessibility is low, due to go to the Curuglawe, must walking, passing terrain clay, and the clay walkways.

Curug Benowo, is one of nature tourism. Located on the slopes of Mount Ungaran. Administratively located in the village of Kalisidi, District West Ungaran. Accessibility is still low, due to go to the location through the trail, flat and uphill. Distance from City Ungaran about 7 kilometers towards the West.

Niagara Semirang or Semirang waterfall is a tourist place situated on the northern slope of Mount Ungaran section. Administratively, sign Village area Gogik, Ungaran Barat sub-district. The area reached 10 hectares, a height of 45 meters. High accessibility, distance from the office of Regent of Semarang in Ungaran, about 7 kilometers. Applied for about 30 minutes, with used motor vehicle, 2 or 4 wheels.

Penggaron, is a tourist attraction wana. Ecotourism is one of the forest Penggaron target. In the woods there are various birds travel, Green Peacock collection, and some other fauna. Administratively, it is located in Susukan, District Ungaran Barat. Various activities undertaken by population about is sports, jungle tracking, outbound training, scouts, and recreation.

Umbul Sidomukti, the administration entered the territory of the District Bandungan. Located in the village of Sidomukti, District Bandungan. Is one of the natural attractions of the mountains. Umbul Sidomukti tourist areas supported by several tourist attractions, namely outbound training, adrenaline games, camping ground, meeting room, park natural pool, cottage and lodge. Generally, visitors are youth, teens, and children in schools. They visited for the purposes of training youtbond, adrenaline games, or camping ground. One for children or the elderly are usually the purpose is to enjoy the culinary at the cottage.

Curug Kembar Bolodewo, is a waterfall located in the park Argo Travel Kelir Curug Twins Balarama. Its location in the village Wirogomo, District Banyubiru. Named twins, since there are two waterfalls next to each other, within one hundred meters. Society named the waterfall Bolodewo. Height of the waterfall is about 50 meters and 70 meters. Bolodewo waterfall is

located in the Foothills Telomoyo. Inaugurated be the object of nature by Semarang district government in 2008.

Bukit Cinta, is a natural attractions, located in the Village District of Banyubiru Kebondowo. Located on the slopes of Mount Ungaran. High accessibility, can be reached by using all types of motorized vehicles. The road leading to the site by road, and come. Distance from City Ungaran about 60 km, can be reached about 75 minutes.

Pemandian Muncul, a bath in the form of a pool. Water comes from nature, the ground water. The water out of the spring since the Dutch era. Its location in the village of Rowoboni, District Banyubiru. High accessibility, accessible by all types of vehicles, the distance about 20 minutes from Ambarawa, or 60 minutes of distance from the city of Ungaran 21 Km from Semarang and about 40 Km. Support facilities, hotels, food stalls. Typical food that can be purchased is a fish chips and a variety of food from fish. Things to do is "padusan", usually held on the eve of the fasting month, exactly two days before Lent, and carried out once every year. Things to do every week in the second week is live music.

Characteristics of Human Resources and Rural Diversification Pariwisata Based

Human resource is the main capital in tourism industry. Human resources are the subject and at the same object, but it also became the driving and feel the benefits in the process of rural diversification. Quality human resources can enhance the tourist attraction. Tourist attraction is not visible, but very necessary is the hospitality of the villagers.

Human resources in villages that have the potential of nature tourism becomes a major contributing factor in the development of nature tourism. Human resources in each country varies greatly, both in number and quality. The population of productive age, which is reflected in the number of people aged 15-64 years (CBS, 2015) is the basic capital in the form of livelihood assets.

Human resources, reflected in the proportion of working age population in each village. Human resources into supporting the diversification of the rural-based tourism. In the villages that have a natural attractions, the proportion of productive age population is high. The proportion of the highest population of productive age 73.39 persen.di Kopeng village, while in the village of Wirogomo 60.02 percent lower. This situation is in accordance with the opinion

(Noveria, et al, 2011) which says that the population of productive age is an asset to create alternative employment opportunities in rural areas.

Table 3. The Characteristics of Human Resources in The Village of Natural Attractions

| Rural | Working-age Population | Level of Education Collage | Livelihood Non-Agriculture | Diversification Index |
|-----------|------------------------|-------------------------------|-------------------------------|-----------------------|
| Kopeng | 73,39 | 2,07 | 27,74 | 1,82 |
| Nogosaren | 65,22 | 1,53 | 27,82 | 1,83 |
| Keseneng | 66,39 | 0,45 | 34,10 | 2,16 |
| Kalisidi | 68,98 | 1,31 | 65,08 | 3,87 |
| Gogik | 68,39 | 2,31 | 75,96 | 3,83 |
| Susukan | 69,18 | 13,96 | 92,06 | 4,31 |
| Sidomukti | 69,95 | 0,92 | 32,68 | 2,08 |
| Wirogomo | 60,02 | 0,21 | 25,28 | 1,73 |
| Kebondowo | 67,77 | 5,70 | 73,35 | 4,62 |
| Rowoboni | 67,79 | 3,63 | 68,24 | 4,59 |

Source: Bureau Central Statistic, Semarang District, and Analisis

The quality of human resources is reflected in the level of formal education has been terminated. In the villages that has a tourism, education level of the population is low. Residents are college educated very little, ranging from 0.45 percent to 13.96 percent. Level of college education, in the Village Susukan, at most, ie 13.96 percent, and in the village of Keseneng lowest, 0.45 percent. The quantity and quality of human resources is very important, because it is one of the five components of livelihood assets (Ellis, 2000; Rijanta and Suhardjo 2003, Rijanta 2012; Hardati, 2014; Hardati, 2016).

Residents who have higher levels of education, are expected to provide a better insight, able to develop a natural asset in the form of natural attractions, and willing to take the initiative to make the tourist attractions in each village. Villagers are willing and able to market the natural attractions. This is consistent with Taoline and Saptono Nugroho (2016), explains that the tourism potential can be developed with the involvement of local human resources.

The potential of nature tourism can thrive supported by natural resources and human resources. The potential of natural resources are natural capital whose value is very high, must be preserved, because it can not be bought by any means. Natural resources are resources that are given, can not be created by man. This is in accordance with the explanation (BI, 2016) that the

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tourism flows in China mainly focus on the environment unpolluted nature, countryside, farm land, rural life, and ethnic cultural scenery.

Most of the rural population livelihoods in agriculture and non-agriculture. Non-agricultural sector in the village, conducted in his spare time, so that they can still carry out their main activities in the agricultural sector. The tourism sector in rural areas, as an alternative new jobs in non-agricultural sectors. The villages whose inhabitants have jobs in agriculture and non-agriculture, shows there has been a process of rural diversification.

In this condition, the quality of human resources will determine the sustainability of rural diversification. Both sectors, namely agriculture and non-agriculture (tourism) growing together. The tourism industry is a service industry, the hospitality industry (hospitality industry) and industrial image or impression or image industry. The role of human resources in the tourism industry is very important. Satisfaction in the service of the tourism industry to be one of the main things. The existence of local human resources or the host will determine the sustainability of the tourism industry. The tourism industry is a melting postal and activities of interaction between people, can grow and develop perception, as a result of the meeting, recognition, observation and understanding of tourists to the attractions (Barlybaev, AA, et al, 2009; (Hardati, 2015). In addition, the tourism industry can reduce the flow of migration to the city and become a source of employment in rural areas.

The villages that have become tourist attraction and tourist destination, cooperate to the villages surrounding, that is the village tourism support provider. So it will happen synergism between villages, going klaterisasi tourism. And a process of diversification of the rural-based tourism. Schiavone et al (2016) argued that tourism is Considered as a strategy for the diversification of rural economics Tus for making local communities more vital and vibrant. In this a crucial role is played by the local action groups as rural tourism is included in the local development strategies implemented by them.

Conclusion

The natural attractions is a tourist attraction with huge potential, is a natural asset that should be preserved. In the District of Semarang are the natural attractions that amounted to 30 per cent. location of the natural attractions scattered in several villages, but there is no access road connecting with each other, so that the end had to use means of personal transport.

Tourism potential of nature can still be improved by increasing accessibility, facilities, attractions, and services. Human resources increased by increasing school enrollment, providing skills of tourism, so that tourism can be a tourist attraction and tourists obtain through to see, to do and to buy.

Rural diversification occurred in the villages of natural attractions. Diversification rate ranging between 1-4. The village with a high level of diversification occurs in 7 villages. The villages could enhanced index lower diversification through non-farm activities to support tourism, such as tourist attractions. Villages with a high index of diversification, generate employment non-farm-based tourism, increasing revenue, and is expected to occur sustainable livelihoods.

Suggestion

rural diversification based tourism, should still increased, and need support from various parties, whether indigenous or local, private, and government. The quality of human resources, especially those residing in the tourist villages must have a high hospitality.

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