

ABSTRACT

Development is a process of change in all areas of life that is carried out intentionally based on certain plans. The development process in various sectors will have an impact, as will tourism development. One of the tourism that can have an impact on the economy of the people of Deket Agung is Gondang Outbound Educational Tourism. Gondang Outbound Educational Tourism or familiarly called WEGO is located in the village of Deket Agung, Sugio district, Lamongan district. This tour was officially opened in 2016 which has a distance of approximately 15 km from Lamongan city center and is directly adjacent to the Gondang reservoir tourism. This is to find out the business opportunities of the community around the Gondang Outbound educational tourism object, the increase in income obtained by traders who trade in the Gondang Outbound educational tourism area, and the absorption of labor in the Gondang Outbound educational tourism area to the community in the Gondang Outbound educational tourism area. The results obtained from the overall GAP calculation show a negative value of -1.127." Based on the results of questionnaires and research, it is known that the perceptions of traders and workers in the tourist attraction area for business opportunities, income increases and employment are quite high, but there is still a gap between the perceptions and expectations of the people around tourism.

Keywords: pattern of economic activity, Gap Analysis, tourism development

ABSTRAK

Pembangunan merupakan proses perubahan disegala bidang kehidupan yang dilakukan secara sengaja berdasarkan rencana tertentu. Proses pembangunan dalam berbagai macam sektor akan menimbulkan dampak, begitupula dengan pembangunan pariwisata. *Salah satu pariwisata yang dapat memberikan dampak terhadap perekonomian masyarakat Deket agung yaitu Wisata Edukasi Gondang Outbond. Wisata Edukasi Gondang Outbond atau yang akrab disebut WEGO terletak di Desa Deket Agung kecamatan Sugio kabupaten Lamongan, Wisata ini resmi dibuka pada tahun 2016 yang memiliki jarak tempuh kurang lebih 15 km dari pusat kota Lamongan dan berbatasan langsung dengan wisata waduk gondang. Tujuan dilakukan penelitian ini yaitu untuk mengetahui peluang usaha masyarakat sekitar objek wisata edukasi gondang outbond, peningkatan pendapatan yang di dapat oleh pedagang yang berdagang di kawasan wisata edukasi gondang outbond, dan penyerapan tenaga kerja di kawasan wisata edukasi gondang outbond pada masyarakat di kawasan wisata edukasi gondang outbond. Hasil yang diperoleh dari perhitungan GAP secara keseluruhan menunjukkan nilai yang negatif yakni sebesar -1,127. Berdasarkan hasil kuesioner dan penelitian telah diketahui bahwa persepsi pedagang serta pekerja di kawasan objek wisata akan peluang usaha, peningkatan pendapatan dan penyerapan tenaga kerja cukup tinggi namun masih terdapat kesenjangan antara persepsi dan harapan masyarakat sekitar wisata .*

Kata Kunci: pola aktivitas ekonomi, Gap Analysis, pembangunan wisata