

INTISARI

Penelitian ini mengkaji pengembangan dan kendala Dinas Tanaman Pangan, Hortikultura, dan Peternakan (TPHP) Provinsi Jambi dalam tata kelola Kawasan Objek Wisata Taman Rimbo. Penelitian ini bertujuan untuk menganalisis pengembangan dan kendala Dinas Tanaman Pangan, Hortikultura, dan Peternakan (TPHP) Provinsi Jambi dalam mengembangkan tata kelola Kawasan Objek Wisata Taman Rimbo. Dengan memanfaatkan metode kualitatif dan deskriptif, penelitian ini menggunakan teknik pengumpulan data wawancara mendalam. Informan penelitian meliputi para Kepala Dinas TPHP, Kepala Bidang, Kepala Seksi yang menangani aspek tanaman dan infrastruktur, Kepala Sub Bagian Perencanaan, serta staf pelaksana yang mengimplementasikan program di lapangan. Hasil penelitian menunjukkan bahwa pengembangan tata kelola kawasan objek wisata Taman Rimbo oleh Dinas TPHP Provinsi Jambi telah berhasil menerapkan empat dari lima aspek fundamental tata kelola pariwisata, yaitu kolaborasi antar-lembaga melalui koordinasi intensif dengan berbagai pemangku kepentingan, perencanaan terpadu yang mengintegrasikan aspek pertanian-peternakan-pariwisata dengan pendekatan responsif, manajemen sumber daya yang mengoptimalkan aset existing melalui pengembangan bertahap, dan pemberdayaan masyarakat yang memberikan dampak positif berupa peningkatan pendapatan 60-70% serta keterlibatan aktif generasi muda dalam program edukasi lingkungan. Namun, inovasi produk wisata masih terbatas pada pengembangan konvensional dan belum menciptakan atraksi unik yang kompetitif, sementara kendala utama yang dihadapi meliputi keterbatasan anggaran dan SDM berkualitas, kesulitan koordinasi antarinstansi, kurangnya data akurat untuk pengambilan keputusan, tantangan menyeimbangkan konservasi dengan pengembangan fasilitas, serta keterbatasan kreativitas dalam mengembangkan produk wisata inovatif yang dapat membedakan Taman Rimbo dari destinasi wisata lainnya.

Kata Kunci : Pengembangan Tata Kelola, Kawasan Objek Wisata, Taman Rimbo Kota Jambi, Dinas TPHP

ABSTRACT

This study examines the development and constraints faced by the Department of Food Crops, Horticulture, and Livestock (TPHP) of Jambi Province in managing the Taman Rimbo Tourism Area. The research aims to analyze the development and constraints of the Department of Food Crops, Horticulture, and Livestock (TPHP) of Jambi Province in developing the governance of the Taman Rimbo Tourism Area. Utilizing qualitative and descriptive methods, this study employs in-depth interview data collection techniques. Research informants include the Head of TPHP Department, Division Heads, Section Heads handling plant and infrastructure aspects, Head of Planning Sub-Division, and implementing staff who execute programs in the field. The research findings indicate that the governance development of the Taman Rimbo tourism area by the TPHP Department of Jambi Province has successfully implemented four out of five fundamental aspects of tourism governance, namely inter-agency collaboration through intensive coordination with various stakeholders, integrated planning that incorporates agriculture-livestock-tourism aspects with a responsive approach, resource management that optimizes existing assets through gradual development, and community empowerment that provides positive impacts in the form of 60-70% income increase and active involvement of the younger generation in environmental education programs. However, tourism product innovation remains limited to conventional development and has not yet created unique competitive attractions, while the main constraints faced include budget limitations and shortage of qualified human resources, difficulties in inter-agency coordination, lack of accurate data for decision-making, challenges in balancing conservation with facility development, and limited creativity in developing innovative tourism products that can differentiate Taman Rimbo from other tourism destinations.

Keywords : Governance Development, Tourism Area, Taman Rimbo Jambi City, TPHP Department