

BAB 5

PENUTUP

5.1 Kesimpulan

Penelitian ini menunjukkan bahwa tidak terdapat pengaruh yang signifikan antara variabel independen yang diuji dengan jumlah kunjungan ke Kawasan Ekowisata Kawah Putih Ciwidey. Meskipun demikian, ditemukan bahwa terdapat surplus konsumen sebesar Rp9.865.246 dan valuasi ekonomi dari kawasan tersebut senilai Rp3.928.360.785.818.

Selain itu, penelitian ini juga mengungkapkan bahwa pengunjung tidak hanya mengeluarkan biaya perjalanan selama berkunjung, tetapi juga melakukan pengeluaran tambahan di luar biaya perjalanan sebesar Rp33.667, dengan jumlah pengunjung pada tahun 2022 mencapai 398.202 orang. Dampak langsung dari aktivitas pengunjung di kawasan Ekowisata Kawah Putih Ciwidey mampu menciptakan dampak ekonomi sebesar Rp1.891.459.500 setiap bulan. Sementara itu, dampak tidak langsung dan dampak lanjutan yang timbul dari aktivitas perekonomian kawasan ini mencapai Rp94.241.140 dan Rp72.290.000 masing-masing setiap bulannya.

Hal ini menunjukkan bahwa meskipun variabel independen tidak memiliki pengaruh yang signifikan terhadap jumlah kunjungan, dampak ekonomi secara keseluruhan dari kawasan tersebut tetaplah substansial dan mencakup berbagai aspek perekonomian yang melibatkan pengunjung.

5.2 Saran

Studi ini memberikan landasan yang kuat untuk memahami dampak ekonomi Kawasan Ekowisata Kawah Putih Ciwidey terhadap masyarakat lokal. Untuk pengembangan lebih lanjut, disarankan agar penelitian selanjutnya mempertimbangkan variabel tambahan atau mendalam pada aspek-aspek tertentu guna memperluas wawasan. Penelitian yang lebih mendalam di bidang yang sama, namun dengan fokus pada konteks geografis, budaya, atau sektor ekowisata lainnya, dapat memberikan perspektif yang lebih kaya.

Saran selanjutnya mencakup pertimbangan aspek sosial dan lingkungan yang lebih mendalam, serta melibatkan dimensi ini dalam analisis dampak. Menyesuaikan fokus pada segmentasi pengunjung juga dapat memberikan wawasan lebih dalam terkait preferensi dan kebiasaan kunjungan berdasarkan karakteristik demografis atau lainnya. Strategi pemasaran yang diperkuat dan pengembangan kolaborasi lebih lanjut dengan pemangku kepentingan

seperti pemerintah daerah, pelaku usaha, dan masyarakat lokal, juga direkomendasikan untuk memperkuat keberlanjutan dan daya tarik kawasan ekowisata.

Adapun faktor musiman dan bagaimana memasukkannya ke dalam kebijakan dan manajemen kawasan ekowisata perlu menjadi fokus penelitian selanjutnya. Selanjutnya, mendalami upaya pemberdayaan masyarakat lokal dalam manajemen dan pengembangan kawasan ekowisata bisa menjadi tema penelitian yang menarik. Terakhir, memberikan rekomendasi kebijakan konkret dan merangkum temuan utama penelitian dapat memberikan nilai tambah serta mengarahkan langkah-langkah praktis untuk meningkatkan dampak positif kawasan ekowisata secara keseluruhan.

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