

TOURISM POLICY BASED ON LOCAL WISDOM TO ACTUALIZE SUSTAINABLE DEVELOPMENT

Sinta Ana Pramita
Hartiwiningsih
I Gusti Ayu Ketut Rachmi Handayani

ABSTRACT

This study aims to determine the tourism policy to actualize sustainable development. Empirical juridical method is used in this research. The prospect of tourism industry in Indonesia is huge and exciting considering it is deliberated as savior "primadonna" of foreign exchange earner for the state. Besides, Indonesia is also known as a pluralistic country with many ethnics, religions, cultures and languages. The awareness and commitment and the role of government in the effort of community empowerment in the field of tourism has been regulated and contained in law no. 10 of 2009 about the development that states that the impacts that occur as a result of tourism in the form of improving people's welfare, life, poverty and unemployment, and environmental conservation tourism development will also affect the cultural sector. Therefore, the problem statements that the researchers take is the tourism policy based on local wisdom in order to realize the sustainable development such as the level of population participation and cooperation, communication between population education and social norms, population density, population mobility even to the level of crime.

Keywords: *Tourism policy, sustainable development, tourism development*

Introduction

Indonesia is an archipelago country that has wealth of natural resources. Those wealth become the important asset in the development of Indonesia. Besides, Indonesia is also known as pluralistic country that consists of many ethnics, religions, cultures, and nations. Both of them is beneficial for the way to build the developed country and come out from the poverty. Unfortunately, the belonging of natural resources is still cannot set this state out from poverty. The natural wealth and cultural diversity of Indonesia have much potency and also the big chance to build the Indonesia's tourism to be known in the world and have the characteristics based on the existing local wisdom. In this case, the government has the important role in searching for the potency and making the policy toward the development of tourism, so the local communities has the consciousness awakening to explore the potency and moving to build their village.

"Land conversion has a serious implication to food production, physical environment and wellbeing of farming and rural communities, whose life is dependent on their land. This land conversion condition worries the Government and local government for the difficulty in embodying the food independency, tenacity and sovereignty. Therefore, the fulfillment of food need in a country should be accomplished. Moreover food holds an important and strategic policy in Indonesia based on the effect it has socially, economically, and politically. However, food tenacity, independency, and sovereignty deal with serious problem due to the ever increasing number of conversion from food farmland to non-farm one"¹

The prospect of tourism industry in Indonesia is huge and exhilarating, seeing that tourism is considered as the "savior", "prima donna", the foreign exchange earner for the country. Besides, Indonesia is also known as plural country that consists of many tribes, religions, cultures, and languages. Both factors are beneficial for the way to build the developed country and come out from the poverty. The natural wealth and the diversity of Indonesia save a lot of potential as well as the high chance to build Indonesian tourism in order to be known over the world and having the characteristics based on the existing local wisdom.

The concern and commitment, and also the government role in the community empowerment efforts within tourism field has been regulated and set forth in the law Number 10 of 2009 about tourism that stated that the impact that happen from tourism development is in form of community welfare, the decreasing number of poverty and unemployment, and environmental conservation.

One of the sectors that have progressed is the tourism sector. Tourism is a kind of industry that is capable to generate the rapid economic growth in providing jobs, increased revenue, and life standard and also stimulates the other production factors. The development of tourism sector is modernization effort that has brought human's life changing or the way of environmental utilization. The tendency of the occurring of natural resources utilization is based on economical motive without concerning the

¹RahayuSubekti, AdiSulistiyono, I Gusti Ayu Ketut Rachmi Handayani. (2017), "Solidifying the Just Law Protection for Farmland to Anticipate Land Conversion". *International Journal of Economic Research*. Vol. 14 (13)

alternative uses in line with the needs and changes of the natural resources which are limited and un-renewable. The more increasing the volume of tourism activity is a region demanding the need for a source of landscapes and cultural landscapes that can be lifted up into a tourist attraction.²

The tourism development will also take effect on cultural sector; those are the level of participation and community mutual cooperation, communication between the communities, education and social value, the community density, mobility of the community, or even until the level of criminality. Tourism with various life aspects attached to it will claim the consequences from the meeting of two or more various cultures, the different cultures that touch each other will bring the influence that will raise the impact toward all aspects of life in community around the tourism object. The development of technology and industry do not apart from the growth of cultural scope. The ability to survive toward outside culture that exists in our culture is different, so that the adaptation process is also different.³

The development of tourism activity needs the space allocation arrangements that can guarantee the sustainable development in order to achieve public welfare. This thing is in accordance with the basic principles of space setting that aimed to increase the natural resources and artificial resources utilization efficiently, effectively, and appropriately to increase the quality of human resources, realize the function protection and prevent the interest of welfare and security.⁴

Problem Statement

Based on the explanation above, the problems in this research is: how does the tourism policy that based on the local wisdom in order to actualizing sustainable development?

Research Objective

This research aims to know and review the tourism policy within local wisdom based in order to actualizing sustainable development.

Research Methodology

This research is normative legal research that uses the secondary data consisting primary, secondary, and tertiary legal materials. The whole legal data that is obtained in this research will be collected and grouped in accordance with each variable, for further analyzed qualitatively using some approaches. Some approaches used in this research are statute approach.

Findings and Discussion

1. Sustainable tourism development

Sustainable tourism introduced by World Commission on Environment and Development defined "Sustainable development is development that meets the needs of present without compromising the ability of future generation to meet their own needs"⁵. From that statement it can be understood that sustainable development is the part of sustainable development considering the needs recently without ignoring the ability of future generation to meet their needs. As well as WTO (1993), put forward the development principles that consist of, first, economic sustainability, both for present and future generation.⁶

Sustainable development concept is adopted in the sustainable tourism development concept. Sustainable tourism concept defined as a tourism developmental process that is oriented to the resources sustainability which is needed for the development in the future, sustainable tourism development is also defined as "form of tourism that are consistent with natural, social, and community values and which allow both host and guest to enjoy positive and worthwhile interaction and shared experience."⁷ Besides that⁸, emphasized on the sustainable tourism development is not only concern on ecology and economy, but also sustainable culture because culture is also the important resources in tourism development. Therefore, categorizing the tourism activity is considered to sustainable if it has the qualification as follow:

"First, ecologically sustainable, the tourism development is not causing negative effect to the local ecosystem. Besides, conservation is the need that has to be strived to protect natural resources form the negative effect of tourism activity; second, socially accepted that is referring to the ability of local community to absorb the tourism business (industry and tourists) without causing social conflict; third, culturally accepted, that the local community can do adaptation with the quite different tourists' culture); fourth, economically profitable, that is the profits gained from the tourism activity can increase public welfare."

²Oka A. Yoeti.(2008). *PerencanaandanPengembanganPariwisata*. Jakarta : PT. PradnyaParamita

³*Ibid.*

⁴Ballatine and Eagles.*Defining Canadian Ecotourism*.Journal of Sustainable Tourism. 24

⁵ See, Fagance, Michael, (2001) " *Integrated Planning for Sustainable Tourism Development*", inAbdilahFitradanLeksmono, S Maharani, (2001), " *PengembanganKepariwisataanberkelanjutan*", *JurnalIlmuPariwisata*,Vol. 6 (1): 87

⁶Suwena, I Ketut, (2010). "Format PariwisataMasaDepan" in" *PariwisataBerkelanjutanDalamPusaranKrisis Global*". Denpasar: Penerbit Udayana University Press.

⁷ See Eadington, W.R. and Smith, V. (1992). "The Emergence of Alternative Form of Tourism".in Smith, V. and Eadignton, W. R. (ed). *Tourism alternative: Potencial and Problem in the Tourism Development*. Philadelphia. In Suwena, I Ketut, (2010). "Format PariwisataMasaDepan" in *PariwisataBerkelanjutandalampusaran krisis global*, Denpasar: PenerbitUdayana University Press. Page 279.

⁸ *Op. cit* Page: 279

The concept of sustainable development then defined by Burns and Holder,⁹ adapted for tourism field as a model that integrated the physical environment (place), cultural environment (host community), and tourist (visitor). To complete the achievement on sustainable tourism development, Burn and Holder¹⁰ construct those things through seven principles (references), those are:

“First, environment has the intrinsic values that can also function as tourism asset, the utilization is not only for the short-term importance but also the importance of future generation; second, tourism has to be introduced as the positive activity that gives mutual benefits for society, environment, and the tourists themselves, third, the relationship between tourism and environment should be made in such a way so that the environment is sustainable for long term. Tourism should not ruin the natural resources in order to be enjoyed by the future generation or to bring acceptable impact; fourth, tourism activity and development has to care toward the natural scale and the character of the place where the activity was conducted; fifth, in another location, the harmony should be built between the tourists needs, place/environment and community; sixth, the world that tend to be dynamic and full of change, however, do not get out from these principles; seventh, tourism industry, local government, and nongovernmental organization of environmentalist, all has the job to pay attention to the principles above and work together to realize it.”

Sustainable development covers three interrelated components as follow:

1. Ecological sustainability means that tourism development is not caused by the irreversible change in an existed ecosystem, and become the dimension that the needs are generally accepted to protect natural resources from the negative impact of tourism activity.
2. Social adaptability is in accordance with the ability of groups in absorbing tourists without causing the disharmony of social relation with the tourists, or between those fellow group members.
3. Cultural sustainability in this context is assumed that in the impact of tourists' presence to a tourist destination is not bring negative impact toward the development of local culture, but the existing of the culture has to be maintained for the future generation.

Then to reach the goal of sustainability tourism development, it needs two approaches in accordance with tourism.¹¹ Revealed two models related to it, those are:

1. Horizontal linkage, this approach contains the definition that tourism is a facilitator toward various programs and legal that will be conducted. So that the process happens to be efficient, it needs various legal components that support each other to understand the problems clearly, define the developmental vision and mission, understanding of the objective hierarchy and program's target, and also the organizational process well. In this approach tourism is the component in the process that walk parallel with this field so that it needs the collectivity.
2. Vertical linkage, the aim of this linkage approach is to find the balance of important components development of tourism activity and development also protect various brilliant breakthroughs in decision making. The characteristics of vertical relation are: first, in this approach, tourism is the part of development that function as the part of strategies in policy making, so that it exists on top and influenced toward another sector; second, the strategic element from the policy making should cover provision of tourism facilities and infrastructure; third, particular tourism development, covering accommodation, within various types, hotels, motels, etc; fifth, impact approximation (covering the study of carrying capacity) tourism development is seen from the economic, environment, local community socio economic, culture, and heritage side; sixth, financing, marketing, promotion, and information system; seventh, conscious tourism campaign for the community.

From the explanation above, Verezci¹² concluded that for achieving sustainable tourism development needs the strategy to avoid three factors that are related each other as follows: first, planning the sensitive environment condition toward change and some cultural components from local community. Second is planning in solving all differences to solve and against the negative influence from massive tourism programs. Third, planning to face the change of environment that change irreversibly (irreversible change)¹³

Thus, various viewpoints and conceptual studies of sustainable tourism development, the concept offered by Burns and Holder is a reference choice in the development of sustainable tourism development based on community based

⁹See Burns, P. and Holden, A. (1997). “Tourism: A New Perspective” Prestice Hall International (UK) Limited, Hemel Hempstead”. In Suwena, I Ketut, (2010). “*Format Pariwisata Masa Depan*” in “*Pariwisata Berkelanjutan Dalam Pusaran Krisis Global*” Denpasar: Penerbit Udayana University Press. Page: 280

¹⁰*Ibid*

¹¹Abdilah Fitradan Leksmono, S Maharani, (2001), “Pengembangan Kepariwisata Berkelanjutan”, *Jurnal Ilmu Pariwisata* Vol.6 (1): 87

¹²Verezci, Gabir, (2001). “*Guiding principles for local authoritis on planning for sustainable Tourism Development*”. In Abdilah Fitradan Leksmono, S Maharani, (2001), “pengembangan Kepariwisata Berkelanjutan”, *Jurnal Ilmu Pariwisata* Vol.6 (1): 92

¹³Fagance, Michael, (2001). “*Integrated Planning For Sustainable Tourism Development*”, in Abdilah Fitradan Leksmono, S Maharani, (2001), “Pengembangan Kepariwisata Berkelanjutan”, *Jurnal Ilmu Pariwisata* Vol.6 (1): 92

tourism. Or in other words, tourism dreamed of by people who understand the importance of the meaning of sustainability itself, which emphasizes the sustainability of the development of a tourism area in three aspects namely, ecology, social culture, and economy. Therefore, good strategic planning required and integrated by all stakeholders in the implementation. Thus, according to the researchers, from the four planning strategies of the Verezci model, if it can be integrated into an integrated planning then it is believed to produce so-called sustainable tourism development.

The role of the government especially in administering and utilizing water resources must be well played. This is in line with what W. Friedmann claimed that the state/ government carries out three things concerning their duties in managing natural resources, namely:

- a) As a regulator (*destuurende*) which relies on the economy and as a jury
- b) As a provider (*de prestende*)
- c) As a manager (*entrepreneur*).

“The government plays role in conducting the policy on water resources for the sake of people’s just welfare. The authors agree with John Rawl’s view on the concept of justice that is the value of creating a balance among the parts of unity and between personal and community’s goals.”¹⁴

3. Community Based Tourism

One of the important points in the concept of sustainable tourism development is how local communities can be empowered and included in the tourism activity itself in order to obtain the benefits of tourism activities. In addition to the role of the community is so important in maintaining the environmental conditions where the tourist attraction is located, then in this sub-section, researchers will present some concepts (definitions) of several theories about the concept of community-based tourism development (Community-based tourism). Then there will also be discussed some concepts of community participation in tourism activities, among others: entrepreneurship in tourism, the role of the community in protecting the environment and the role of local leaders in a community.

a. Community participation in tourism

Tourism development certainly cannot be separated by participation. The society is no longer placed as a taxi bike who only accepts what is decided from above (the government), but the society at this time should also be involved as a subject in the framework of developing tourism¹⁵. Involvement of the community in developing tourism will lead to the emergence of a sense of ownership and a sense of willingness to participate in maintaining the potential of tourism in the region.

The view of Razak, in a seminar on the development of a Marine Territory¹⁶, reveals that tourism development should be linked to the socio-economic characteristics of local communities so that the progress of tourism will be integrated with the local economy. Furthermore, to analyze who participated, Cohen and Uthoff¹⁷, suggested to identify special features, they were: first, local people, second, community leaders both formally and non-formally, Third, officials, government, Fourth, foreigners. Specific for the first category is locals, important for grouping by age, gender, family status, education, occupation, income, residence. An important dimension to note is "how is participation taking place?" First, whether the initiative came from the administrator or the local population; second, whether the motivation of participation was voluntary or coercion; third, the structure of participation; Fourth, the channel of participation, Fifth, the duration of participation, Sixth, the scope of its participation, Seventh, the power of attorney, which includes how the steering engagement to the expected results. In measuring participation, should be used indicators of attitude and deeds.

In addition, according to¹⁸ the community is a group of people who live in a region of the same geography and utilize local natural resources in the vicinity. In developed and developing countries, tourism is generally managed by the private sector which has large business capital that comes from outside the region and even abroad. So that local people who are in a blood tourism destination cannot be directly involved in tourism activities. The lack of involvement of local people in tourism activities often leads to the opinion that the local community is not a stakeholder of tourism and is a marginalized group of business opportunities in tourism.

Basically, local people have knowledge about the phenomenon and the culture around them. But they do not have the financial ability and qualified expertise to manage or be directly involved in tourism activities that are based on nature

¹⁴AgusSurachman, I GustiAyuKetutRachmiHandayani and YudhoTaruno. (2017). “Effect of Globalization on Establishment of Water Resource Law: A Practice in Indonesia”. *Internrtional Journal of Economic Research*. Vol. 14 (13)

¹⁵Manafe, AdiHendrik, (2013). “*WisatawandaanPenerimaanMasyarakatLokalNemberala*” ;Tesis Master Program Pascasarjana UKSW salatiga. Page: 21

¹⁶ *op.cit.* Page: 22

¹⁷ *op.cit.* Page: 24

¹⁸Subadra, I Nengah.(2006), “*EkowisataHutan Mangrove Dalam Pembangunan PariwisataBerkelanjutan:StudiKasus di Mangrove Information Center*.”Tesis S2 kajianPariwisata: UniversitasUdayana.

and culture. Since the last few years, the local community's potentials have been exploited by protected area managers and tourism entrepreneurs to be involved in preserving nature and biodiversity in the region. Local people should be actively involved in tourism development. Furthermore, tourism is also allowed to provide opportunities and access to local communities to develop tourism support businesses such as; handicraft stores, souvenir shops, food stalls and others so that their local communities enjoy more and more direct economic benefits from tourists used to improve the society in tourism is very different and this depends on the kind of potential, experience, knowledge and expertise owned by the individual or the local community¹⁹.

From the research also revealed that the involvement of local communities in the development of tourism can be done in these way; Firstly, renting the land to the tourism operators to be developed as tourism objects and attractions and participating in monitoring the impacts associated with the development of the tourism; Second, to work as a permanent or part-time employee of the tourism operator company; Third, providing services to tourism operators such as; food service, transportation, accommodation and travel guides; Fourth, establish a joint venture with the private sector, in which the local community provides the location and services of its services while the private sector handles the issue of product marketing and enterprise management; fifth, develop tourism independently by prioritizing the development of community-based tourism.

In Community Based Resources Management Theory²⁰, presents three reasons why community-based management is very important to be implemented as a basic design in development, those are: First, the existence of local resources traditionally controlled and managed by local communities; Second, local accountability, meaning that the management done by the local community is usually more responsible, because the activities they do will directly affect their lives. Outsiders are seen as having no moral closeness to the local people, so they do not feel responsible. Third, the existence of local variation (local variety), so that areas that one other area should not be treated equally and demand a different management system.

Korten's view which by Pitana²¹, led to the concept of populist tourism that has the ideal characteristics: First, the scale of business developed is small scale so that more easily accessible by middle to lower society in his control; Secondly, the perpetrators are locally owned and managed; Thirdly, the inputs used, either during construction or operation, come from the local area or the import component is small; Fourth, the spin off activity generated by many, both individually and institutionalized will be greater, which consequently provides direct benefits to local communities; Fifth, based on local culture because the perpetrators are local people; Sixth, environmentally friendly, because it is associated with the absence of large-scale land conversion and the absence of significant landscape changes; Seventh, not uniform, because it is characterized by the uniqueness of the local area; Eighth, spread in various regions.

b. Local community entrepreneurship in developing tourism

The development of tourism in a region will indirectly bring a positive influence on the region itself²² explains that tourism development activities can create jobs. It can be witnessed through employment in the hospitality sector, sectors, restaurants, and so forth.²³ See that tourism can be part of the integration of economic development in a country if it can move other development sectors. For example, hotels need rice and vegetables, fish and meat usually provided by local farmers, fishermen and ranchers. When this relationship works well or there is a symbiotic relationship then the economists call it by multiplier effect.²⁴ When the multiplier effect is executed with a good mechanism, it is believed will improve the welfare of society and the regional economy.

In addition, the development of tourism will also move the activities of local communities to develop themselves as a local entrepreneur. The concept of entrepreneur (entrepreneurship), recently lively discussed given its role in supporting the State's economy, in terms of improving business climate among the middle-low entrepreneurs community. On the other hand the role of entrepreneurship in creating jobs, outside the formal sector.

In the context of the role of local entrepreneur in the development of tourism,²⁵ in his research in the Caribbean countries found to the local economy if local people can participate in tourism activities. For example, tourism entrepreneurs developing in a tourist area should support local businesses run by the community through (prioritizing)

¹⁹*Ibid*

²⁰Pitana, I Gede. (2009). "*PelangiPariwisata Bali*", Denpasar; Bali Post; citedfro,arismayanti, nicketut, (2010). "*arahpembangunandanpengembanganpariwisataberkelanjutan di Bali ;in "PariwisataBerkelanjutanDalamKrisis Global"*". Denpasar: PenerbitUdayana University Press, Page 264.

²¹Arismayanti, Ni Ketut, (2010) "*Arah Pembangunan Dan PengembanganPariwisataBerkelanjutan di Bali; in "PariwisataBerkelanjutandalampusarakrisis global"*". Denpasar: PenerbitUdayana University Press, Page 264.

²²Wowor, Alexander Johaness, (2011). "*PariwisataBagiMasyarakatLokal*", Salatiga; DisertasiDoktorPascasarjanaStudi Pembangunan UKSW.

²³*Op.cit*

²⁴Wowor, Alexander Johaness, (2011). "*PariwisataBagiMasyarakatLokal*", Salatiga; DisertasiDoktorPascasarjanaStudi Pembangunan UKSW.

²⁵*Ibid*

the purchase of products (goods and services) produced by local communities, local business actors. When this is done then local entrepreneurs will be considered as business partners of large entrepreneurs.

c. The role of local community in environmental conservation

In this section will discuss some concepts about the role of communities in environmental conservation. This discussion becomes urgent; reminded that the tourism activity cannot be separated with the carrying capacity of the environment itself. Therefore, maintaining the environmental conditions to be maintained and preserved, it is important to discuss so that later can be useful for the present and the time to come.

The global environmental crisis is one of the fundamental and important issues that should be discussed together in the solution. The global crisis is happening due to the ever-increasing development. Since the industrial revolution, which began in the 1750s, there have been many changes that have caused people with technology to dominate the nature,²⁶ revealing that the application of modernization in development has led to changes in the quality of human life and consumptive lifestyles as well as the improvement of the quality of the population that needs support and high resources.

4. The Development of Tourism

Development is any attempt to improve the implementation of current or future work by providing information, influencing attitudes or adding skills to state that in terms of development, development has the following scope of understanding: (a) exploring and exploiting the potential of resources; (b) expanding and upgrading existing buildings and activities; (c) establishing a new development of a particular object.

Based on the various understanding, the development can be concluded that the definition of tourism development is an activity or work done through a certain process to make a destination area in a trip that is done voluntarily and is temporary to enjoy the object and power Attraction with the aim of making the tourist area is more advanced and more than the previous state. In other words, the development of tourism can also be interpreted with activities or work done through a certain process to make a tourist destination for the better.²⁷

Tourism development efforts are closely related to other sectors because tourism is sectorial, meaning that tourism is influenced and influenced by other sectors such as economy, politics and technology, in other words the more cross-sectorial oriented tourism, the higher the economic impact. Factors that support the development of tourism according to Sutarno include: (a) the potential (attraction) both of nature and human culture; (b) location of tourism asset potential to be developed as tourism product and power; (c) facilities, infrastructures and facilities that support the tourism object to be developed; (d) the potential physical and environmental condition of the resource to be developed as a tourism object; and (e) the spatial and policy patterns of the respective authorities.²⁸

Factors affecting efforts of tourism development mentioned above, can act as factors that support the success of the business and can also be a factor that hampers the development of tourist areas undertaken. Factors that can support and support the development of tourist areas include: (a) adequate tourism facilities and infrastructure in quantity and quality; (b) an active and supportive community in the development of the tourism area, in addition to its socio-cultural and hospitality structures as well as its socio-economic structure; (c) geographical circumstances in this case the reachable location of objects and attractions; (d) there is information service, for tourists and local people; (e) the presence of private capital investment and the allocation of funds from APBD in the development of tourist areas; (f) security in tourist areas and for tourists; (g) economic stability, political stability and good communication and technology systems; and (h) the natural environment as a supporting attraction of developed tourism object.

Inhibiting factors in tourism development are: (a) lack of capital or investment of funds in developing tourist area; (b) condition of object which is less preserved and damaged by irresponsible party; (c) less lancer tour proposal; (d) inadequate human resource capacity; (e) inadequate use of technology in support of communication systems and tourism promotion; (f) political, economic and security instability that disrupts travelers' convenience and diminishes interest in visiting; (g) poor transportation conditions and lack of clues to tourism objects.²⁹

The management of the environment in the development of tourism aimed at preserving the environmental capability to support sustainable development is not an abstract thing, but rather and often has short-term effects. According to Soemarwoto, there are several important things that must be considered in the development of tourism, among others, as follows:³⁰

a. Environmental carrying capacity

Environmental carrying capacity is the ability of an area to receive tourists. The carrying capacity of the environment is expressed in the number of tourists per unit per unit per time. But the extent and time cannot be averaged because the

²⁶Ibid

²⁷Andrikdanwidyantoro.(1998). *DayaBudayaDalamPengembanganPariwisata di Surakarta*.LembagaPendidikan UNS

²⁸Ibid

²⁹Akil, (2012).*ImplementasiKebijakanSektoraldalamPengembanganPariwisataBerkelanjutandanPerspektifPenataanRuang* . Jakarta: DirjenPariwisata

³⁰Ibid

spread of tourists in the area and time is not evenly distributed. The carrying capacity of the tourism environment is influenced by two factors namely tourist destination and biophysical environmental factors of tourism location. Tourist's objectives determine the high and low carrying capacity of the environment. Biophysical factors affect the magnitude or fragility of an ecosystem and greatly determine the size of the carrying capacity of the tourist attractions. A strong ecosystem will have the ability to recover from damage and be able to receive large numbers of tourists.

b. Persistence

Tourists have different desires and tastes therefore tourists need to be given the freedom to choose. The degree of freedom to own is one of the important factors that determine the quality of the environment. To be able to have there must be diversity. Diversity must be created and maintained, given the very different desires and tastes of travelers. This taste is so cultural that it can change from time to time. It is necessary for the existence of a tourist attraction that is flexible so that it can be changed as needed development.

c. Natural beauty is one of the important elements in tourism.

One example is the beauty of the landscape. The natural landscape can also be influenced by human activities, for example in cities and in areas near the city. The condition and maintenance of natural beauty will determine the attraction of a tourist area.

d. Vandalism

Vandalism is a human activity that can damage the environment, such as social-cultural order, historic buildings, and nature conservation. Vandalism is very detrimental to tourism both in terms of aesthetics and historical attraction. Some actions that need to be done in overcoming it include: the nature lovers club educate its members to behave well and harden the discipline, the authorities crack down on the perpetrators of vandalism, as well as schools, press, parents and other parties helped to move the movement anti vandalism. The anti-vandalism movement must be done systematically and continuously.

e. Pollution

Pollution is the main enemy of the tourism industry, but tourism itself is a major source of pollution. Some forms of pollution include: (1) pollution by solid waste, whether in the form of plastics, paper, food scraps, roll film, and fruit peel etc.; (2) smoke and car noise; and (3) domestic wastewater. Pollution has a very large negative effect on the development of tourism; therefore in the development of tourism, pollution must get priority and control.

5. Ecotourism

Ecotourism is a form of tourism that is managed with a conservation approach. Conservation is an effort to maintain the sustainable use of natural resources for the present and the future. Another approach is that ecotourism should ensure the ongoing ecological processes to support living systems, protect biodiversity, and ensure the sustainability and utilization of species and their ecosystems. The existence of ecotourism in the era of environmentally sound development is an alternative tourism development mission that does not cause much negative impacts, both on the environment and on socio-cultural.³¹

Ecotourism is a responsible natural tourism trip by way of conserving the environment and improving the welfare of local communities. From this definition ecotourism can be seen from three perspectives, namely: first, ecotourism as a product; second, ecotourism as a market; third, ecotourism as a development approach. From the definition above can be as some of the principles of ecotourism are as follows:

- a. Reduce the negative impact of damage or pollution of the environment and local culture due to tourism activities.
- b. Building awareness and appreciation of the environment and culture in tourist destinations, both in tourists, local communities and other tourism actors.
- c. Offering immediate positive experiences for tourists and local communities through more intensive cultural contacts and cooperation in maintenance or conservation.
- d. Provide direct financial benefits for conservation purposes through extra tourist contributions or expenditures.
- e. Enhance sensitivity to social, environmental and political situations in tourist destinations.
- f. Providing financial benefits and empowerment to local communities by creating tourism products that promote local values.
- g. Respect for human rights and employment agreements, in the sense of giving freedom to tourists and local people to enjoy tourist attractions as a form of human rights, as well as subject to fair rules and mutually agreed upon in the conduct of tourist transactions.

According to Law no. 10 of 2009 on Tourism, tourism is a journey of people to a certain place with the purpose of recreation, personal development and learns the uniqueness of the power of attraction (travel). Ecotourism or ecological tourism by stalk is a tour to visit a relatively uninterrupted natural area, with the intention really objective to see, study, admire, the face of natural beauty, flora, fauna, including cultural aspects both in the past and now which may be present in the region. The term ecotourism can be interpreted as a journey by a tourist to a remote area with the aim of enjoying and learning about nature, history and culture in an area, where the pattern of tourism helps the economy of local communities and supports nature conservation. Experts in ecotourism agree to emphasize that ecotourism patterns should minimize negative impacts on the local environment and culture and increase economic revenues for local communities and conservation values.³²

Some key aspects of ecotourism are: (1) the number of visitors is limited or arranged to suit the environmental and socio-cultural carrying capacity of the community; (2) environmentally friendly tourism pattern (conservation value); (3) cultural-friendly

³¹Oka A Yoeti.(1991). *Pengantar Ilmu Pariwisata*. Bandung: Alumni

³²Law No.10 of 2009 on Tourism

tourism patterns and local customs (the value of education and tourism); (4) directly assisting the economy of local people (economic value); (5) the initial capital required for infrastructure is not large (value of community participation and economy).

6. Ecotourism development factors

Factors that support the development of ecotourism according to Sugiarti are as follows:³³

a. Interpretation and education

Interpretation of the environment and education of tourists about the visited environment is one of the elements that determine the success of ecotourism development (Department of Tourism, Small Business, and Industry). Natural resources and cultural wealth of tourist destinations need to be interpreted appropriately and professionally to tourists so tourists get a high level of satisfaction. Good interpretation will give the tourist experience and deeper understanding of nature and local culture that eventually can foster a high level of aspiration. To achieve this it takes its own expertise in the field of tourism guidance and interpretation. Interpretation and educational elements in ecotourism is a very important thing that distinguishes ecotourism with other natural tourism activities. Advanced interpretation will create a meaningful ecotourism experience in enhancing a meaningful ecotourism experience a in increasing knowledge, awareness and appreciation of tourists to the natural and cultural environments that have lured him to come. "Many eco-travelers are seeking education as the new travel knowledge. Combined with existing information mediates the tourist experience, which for many travelers enhancement authenticity and the destination's value"³⁴

Furthermore, with the level of knowledge, awareness and appreciation, the ideal ecotourism will bring positive action towards the conservation of natural environment and culture as the main asset of tourism development, especially ecotourism.

b. Tourists Satisfaction

One other important factor in ecotourism is the satisfaction of tourists after visiting an ecotourism object. For the sake of the continuity of the ecotourism industry, the experiences created by ecotourism should be able to provide satisfaction to the tourists (Department of Tourism, Small Business and industry). The expectations of ecotourism for a pleasant experience should be met. The ecotourism managers should pay attention to these issues well if ecotourism is expected to succeed. One of the keys to success in providing satisfaction to tourists is the ability to interpret the power of attraction of existing ecotourism.

In addition to the supporting factors above, to support the success of ecotourism development and environmental conservation, it should be noted some other important things as revealed Motavalli which includes several questions, those are:

- 1) Are the economic returns paid by ecotourism activities to the local population adequate?
- 2) Have the local people been involved in the planning and physical development (construction) of ecotourism advice and infrastructure?
- 3) Have the local people been actively involved in the management of Ecotourism Pullouts in their area?
- 4) Are the guides or interpreters professionally prepared?
- 5) Has access to ecotourism sites been relatively sensitive has been carefully monitored?

Conclusion and Suggestion

Based on the results of the research that has been described, can be submitted conclusion as follows. Ecologically sustainable, i.e. the development of tourism does not cause negative effects on the local ecosystem. In addition, conservation is a necessity that must be sought to protect natural resources and the environment from the negative effects of tourism activities: secondly, socially acceptable that refers to the ability of local residents to absorb tourism businesses (industry and tourists) without causing social conflict: third, culture is acceptable, that is, the local society is able to adapt to the culture of the tourists quite differently (the fourth tourist culture), as profitable as the economy, i.e. the benefits of tourism activities can improve the welfare of the community. The researchers suggest for participation level and community cooperation, communication between population density, mobility, even at the level of crime.

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³³Nandi, (2008).*Pariwisata dan Pengembangan Sumber Daya Manusia*.*Jurnal "GEA" Jurusan Pendidikan Geografi*.

³⁴Ballatine, J.L and P.F., Eagles.(1994). Defining Canadian Ecotourism.*Journal of Sustainable Tourism*.24

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Sinta Ana Pramita
Sintaanapramita@gmail.com

Hartiwiningsih
hartiwi50@yahoo.com

I GustiAyuKetutRachmiHandayani
ayu_igk@staff.uns.ac.id