

ECONOMIC ASPECT IN DEVELOPING ECOTOURISM AS AN EFFORT OF SUSTAINABLE DEVELOPMENT IN BALEKAMBANG BEACH MALANG

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ABSTRACT

Sustainable development is a development that aims at fulfilling the necessity of today's generation without sacrificing the necessity of future's generation. As a part of integral of continual tourism, it is not separated from the concept of continual project. Ecotourism is a tourism that proposes a mission to maintain nature conservation (environment), conserve culture around it and improve the prosperity of economic of the local society. Balekambang beach is a beach that has the highest number of visitors rather than other tourisms in Malang because has commercial value from the nature beauty. Most of society's live are depended on this ecotourism. This research is a qualitative research that choose case study as the approach. Meanwhile, the data is analysed with descriptive method. The subject of this research is the manager of Balekambang Beach, the trader, the figure of society and the visitor. Data collection techniques are interview, observation and documentation. Data validity checking technique employs triangulation technique, meanwhile data analysis technique uses interactive analysis model which involves data reduction, data presentation and conclusion or data verification. From the research result and discussion, it is concluded that developing ecotourism of economic aspect of local society in Balekambang Beach in Malang, East Java is done through three ways: 1) involving local society in ecotourism agenda in the form of partnership between Tourism Unit of Balekambang Beach which is under District Company Jasa Yasa as the administrator with forestry affairs and some groups of society which consist of Pokwamas (KKP), LMDH, Pokdarwis dan Karang Taruna Srignonco, 2) The opportunity of work which prioritizes local society as the worker, and 3) Sharing the income between the manager and the groups of society.

Keywords: Ecotourism, Sustainable Development, Balekambang, Local Society

INTRODUCTION

The term ecotourism appeared in the end of 1980s as the direct effect of confession and reaction of the world toward the global economic practice without interruption (Diamantis, 1999). It is not separated from spirit sustainability development which wants to create a model of continual development which aims at minimizing the damage of environment as the effect of development. Sustainable development is a development that aims at fulfilling the necessity of today's generation without sacrificing the necessity of future's generation (Kiper, 2013: 780). Ecotourism is a part of integral of sustainable tourism (Barkauskiene, 2013:449). Ecotourism gives a lot contributions on social economic development and society culture around it by conserving and supporting the protection area (Vishwanatha dan Chandrashekara, 2014:257). In Ghana, ecotourism base society can be utilized as the strategic tool to alleviate poverty (Manu dan Kuuder, 2012: 106).

Malang District is one of districts in East Java which has the most supportive nature structure for tourism sector, specifically beach ecotourism. This is because Malang District borders directly on Hindia Ocean which has a number of beaches. Balekambang Beach is one of them. This beach is administratively included Srignonco Village, Bantur Sub-district, Malang District. This beach has the higher number of visitors than the other beaches. The number of visitors of Balekambang Beach in 2017 is 574.324 tourists (Malang Dalam Angka, 2018).

The high number of visitors creates the high rotation of money as well. The price for the ticket is approximately RP. 15.0000/person. If it is multiplied with the total number of visitors in 2016, 574.324 visitors, it will result RP. 7.902.600.000. This total number is just from the ticket price. The other number of incomes can be got from inn and other facilities like flying fox, renting café and so forth. From those facilities, the manager of Balekambang Beach absolutely will receive more income.

With the high number of visitors, it becomes an opportunity for the business developer there as well. Based on the first observation, there are 200 traders in Balekambang Beach which sell a various need for visitors. The small shop or stand provides a kind of food, drinking water and souvenirs from Balekambang Beach like T-shirt, necklace, bracelet, and so on. The traders are the society coming from Bantur Sub-district, Malang District.

The highest rotation level of economic in an area can create a problem, if it is not managed well. The problem often appears when an ecotourism has just been developed is management conflict, nature conservation and social culture. The first problem that appeared is management status of Balekambang Beach between Service District Company of District Government of Malang District and Forestry Affairs (Perhutani). Forestry Affairs claimed that they have a right to participate to manage ecotourism in Balekambang Beach. If this problem is not solved, it will affect the service toward the tourist who visits Balekambang Beach. The conflict of tourism management often appeared like the result of research of Hasim (2015) in Pangumbahan Beach, Ciracap Sub district, Sukabumi, West Java. The conflict in this area is the conflict which involve a lot of element of society, modal owner, government and local elite, each has different agenda. Nurohman (2017) presented data that ecotourism management of Goa Kidul in Gejiharjo Village, Karangmojo Sub district, Gunung Kidul District happened a problem due to the unclear land owner status and government rule about tourism management which was published very late.

Based on the background, the research aims at exploring deeply the economic aspects in developing ecotourism as the effort of sustainable development in Balekambang Beach of Malang District, East Java, Indonesia

LITERATURE REVIEW

Definition of Ecotourism

There are a lot of definitions that the experts propose to define ecotourism. According to Kiper (2013), ecotourism is a part of unit of tourism industry focusing on developing or maintaining the nature system through tourism. *The Internasional Ecotourism Society* (TIES) (1990) defined ecotourism as the journey of responsibility to nature which conserve environment and increasing the prosperity of society. Meanwhile, Weaver (2001) defined ecotourism as a form of tourism that boosts the experience of learning and appreciation toward nature or some components, in the context of related culture. From some definitions aforementioned, it can be concluded that ecotourism is a form of tourism that proposes mission to maintain environment or nature conservation, conserve local culture and increase the prosperity of the economics of local society.

Different form conventional tourism, ecotourism is tourism agenda that pays big attention toward the conservation of the tourism source (Damanik, 2006:37). From the definition of ecotourism, it can be seen that there are three perspectives; first, ecotourism as the product; second, ecotourism as the market; third, ecotourism as development approach. As a product, ecotourism is all attractions that are based on natural sources. As a market, tourism is a journey that is directed to environment conservation issues. As a development approach, ecotourism is a method of natural source management exploitation of tourism that is based on friendly environment. An agenda of tourism that has responsibility toward the prosperity of local society and environment conservation are highly emphasized and are the typical of ecotourism.

Development Model of Ecotourism

The model of development of ecotourism actually is not separated from the concept of sustainable development. As the concept of sustainable development which is always to fulfil the needs of either today’s generation or future’s generation (Kiper, 2013), the sector of tourism in the concept of development also strives to fulfil the needs today and in the future. Ecotourism is a part of integral of continual tourism (Barkauskiene, 2013:449). The dimension of ecotourism development depends on the aspect of environment, economic and social of tourism development and the balance which is in accordance with this dimension must be determined to maintain the continuity in long period (Bhuiyan et al., 2012). In relation of continual development, the position of ecotourism can be presented in picture 3 below:

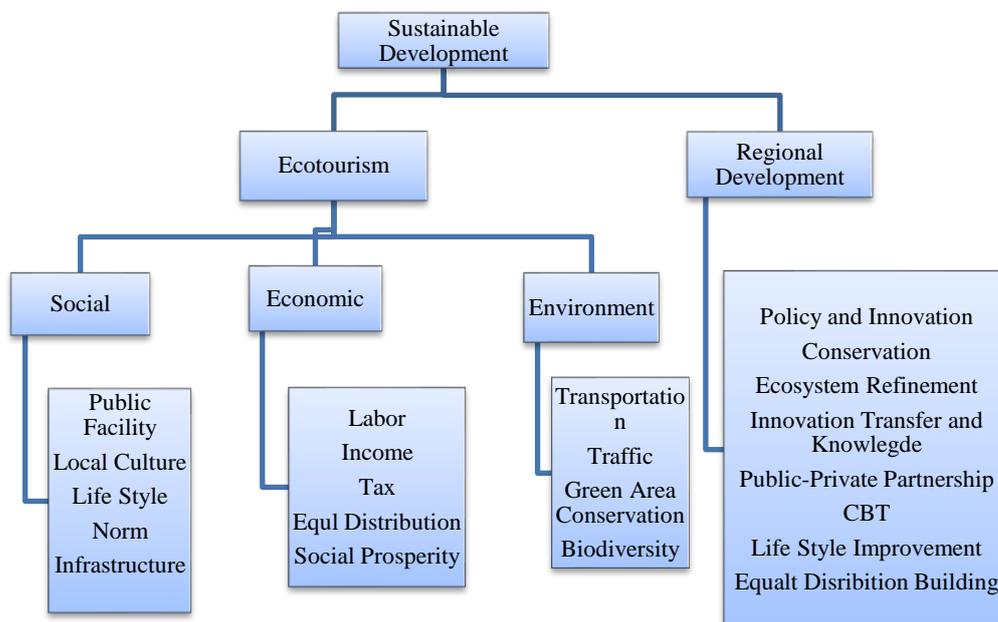


Figure 1. Sustainable Development Through Ecotourism (Bhuiyan et.al., 2012).

A diverse literature give different points of view about how the concept of ecotourism is. Hill (2009) also elaborated a concept of how ecotourism is formed which consists of three elements, economy aspect, social aspect and environment aspect. Ecotourism is a continual development, which is based on the ecological principle and continual development (Bansal, 2011). The fusion between economy aspect and environment aspect produces a concept of environmental economy. Ecotourism results a good contribution toward local livelihood (Zambrano et al., 2010:80). Ecotourism plays central role in natural source conservation and the increase of livelihood, especially in a rich biological diverse in developing countries (Shoo, 2013). The fusion between environment and social aspect results environment ethnic (sociocultural). Environment sociocultural supports the ecotourism development

(Onyeabor, 2016). The key of success of ecotourism is the combination between culture and local society in tourism industry (Barna, 2011).

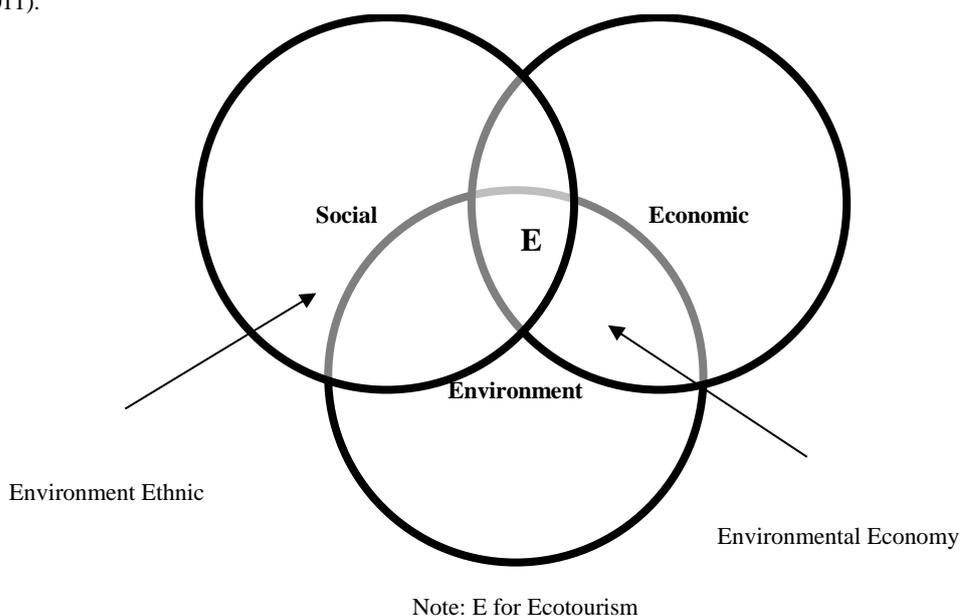


Figure 2. Three Basic Elements of Ecotourism (Gale and Hill, 2009), Adopted.

The principle of ecotourism (TIES, 2000) is as follows: 1) decreasing the negative effect in the form of environment harm or environment pollution and local culture as the effect of tourism agenda, 2) increasing the awareness and appreciation toward environment and local culture in tourism destination, either for the tourist, local society or the other tourism actors, 3) offering the positive experiences for tourist and local society through culture contact which is more intensive and work together in maintaining or conserving object and attractiveness of tourism (ODTW), 4) giving the direct financial benefit for the needs of conservation through contribution or spending extra tourist, 5) giving the financial benefit and empowerment for local society by producing tourism products which prioritizes local values, 6) increasing the sensitivity toward social situation, environment and politic in the direction of tourism, and 7) respecting human right and work agreement, meaning that giving freedom toward tourists and local society to enjoy tourism attraction as a form of right as well as obeying rule which is fair and dealt in tourism transactions.

Economic Aspect in Ecotourism

Economic aspect in ecotourism is an important measurement that shows continual management. The measurement, either in the form of value-added or other economy benefits is the energy for continual activity of stakeholder in each interaction and stream in ecotourism economy system (Nugroho 52:2015). The benefit distribution is not only received by government, private sector and the support or visitors, but also by social empowerment and local population economy and environment conservation. If one of the stakeholders is not functioned, it will cause the other economic activity paralysis and always result significant harm for local population.

Increased community income. What community income is a pure income received by a family as an effect of ecotourism. Thus, it tends to personal income of each community around ecotourism who are involved directly or indirectly in ecotourism agenda. According to Tarigan (2014: 20), personal income is an income received by a family. If the income of individual is reduced with tax, the income will be disposable income.

Community income achieved in certain level will be one of criteria of community prosperity that is related to community purchasing power (Efendie, 41:2016). The higher community income, the higher community prosperity. A research by Ajibade (103) showed that ecotourism agenda and income indicated continual trend in development and expectation for the future. Five prioritized income sources in Taman Nasional includes accommodation, entry ticket, catering service, asset maintenance and so forth. Saha (2015) in his research in Surdarbans, Bangladesh, concluded that tourist visit each year gave a significant contribution toward the family income who are involved in ecotourism sector.

Different form the previous research, a research of Nuralam (2015) found that the existence of natural tourism gave less benefit for the society around it. The measurement employed is a community that is actively and inactively involved in tourism agenda. The result of measurement showed that there is no difference between community that is actively and inactively involved in tourism agenda. Average income in community around it is smaller than the average income of community who is not actively in natural tourism. The type of business that active community run in tourism agenda is research guide, guide, homestay and small store of food and drink.

Provision of employment for Society. The existence of ecotourism becomes a way of providing employment for local society. The existence of tourism traffic for those who visit a tourist site obviously gives effect toward the country visited. One of the effects is giving job opportunity or can minimize unemployment ((Muljadi, 2016:132).

A research by Hijriati (2014) in ecotourism Curug Cigangsa Kampung Batusuhunan, Sukabumi showed that after ecotourism existed, a job opportunity in ecotourism field appeared and motivated the society of Kampung Batusuhunan to increase the income. Ecotourism becomes a media of a goof employment provision for local society. Research of Hunt (2014) in Semenanjung Osa, Kosta Rika, showed that ecotourism offered the best job opportunity at present, redouble livelihood income and other related benefits.

RESEARCH METHOD

This research will be done in Balekambang Beach which is administratively included to Sumber Jambe, Srignonco Village, Bantur Sub-district, Malang District.

The type of this research is qualitative with case study as the approach meanwhile the data is analysed with descriptive method. The subject is the manager of Balekambang Beach, trader, figure of society and visitor. The instrument of research is the researcher himself. Data collection technique is interview, observation and documentation. Data validity checking technique uses triangulation source technique, meanwhile data analysis technique uses interactive analysis model which involves data reduction, data presentation and conclusion or data verification.

RESULTS AND DISCUSSION

Balekambang Beach is administratively included to Sumber Jambe, Srignonco Village, Bantur Sub district, Malang District. This beach is located in south of Java Island. The line length of this beach is around 2 Km. Ecotourism location can be reached out in 30 minutes from Bantur Sub district, Malang District. The management of Balekambang beach is as tourism unit located under PD Jasa Jaya Malang District.

Balekambang beach has a special attractiveness for the tourist to visit. The data show that during 2015-2017 (Malang in number: 2016, 2017, 2018) showed that there is uplift of the number of visitors each year. The number of visitors is 470.368 in 2015, 526.480 in 2016 and increased 574.324 in 2017.

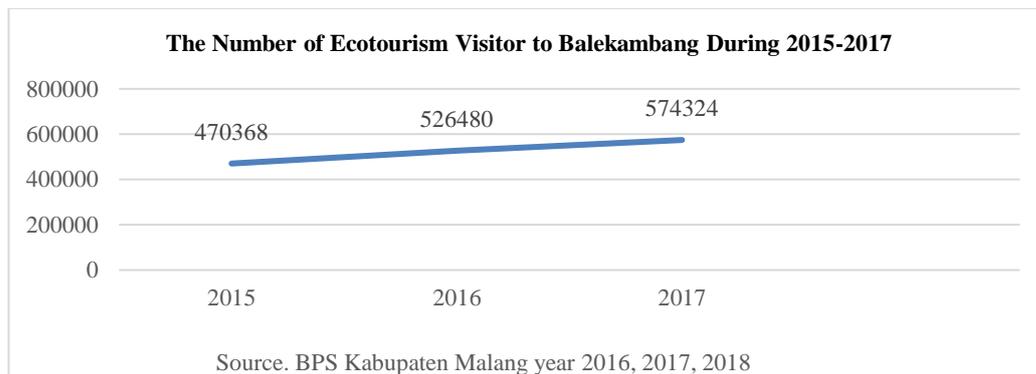


Figure 3. The Visitor of Balekambang Beach During 2015-2017

The number of tourist visiting Balekambang beach in picture 3 above, if it is average each day (using data year 2017), is at least 1595 tourist each day. With the total number of visitors, the rotation of economy will be huge as well. There are many people with their agenda who cause conflict between the manager and the society or other agency.

The manager of Balekambang beach tried hard the existence of this beach can lift up the prosperity of local society. Local society is also involved to this agenda in order not only as the audience but also as the actor as well as the one who can feel the benefit of this ecotourism. The efforts done by manager is to involve local society in management, trader which is prioritized to society of Bantur sub district and sharing income of entry ticket and parking with the management partnership.

Involving Local Society in Managaing Balekambang Beach

Managing tourism unit with the average of visitor around 1500 each day cannot be done by the manager of Tourism Unit of Balekambang Beach. The manager of ecotourism carry out partnership with some elements like forestry affairs, Forest villager institution (LMDH), society supervisor group (Pokwamas), tourism awareness group (Pokdarwis) and Karang Taruna Srignonco village, Bantur Sub district, Malang district. Each element has a role to manage ecotourism of Balekambang beach. The role can be seen in the following table 1.

Table 1. The Role of Manager of Ecotourism of Balekambang Beach

No	Manager	Role
1	PD Jasa Yasa/ Unit Wisata Pantai Balekambang	First manager of Ecotourism of Balekambang. Infrastructure service provider, marketing and so forth.
2	Perhutani	Forest conservation area around Balekambang
3	Pokwamas	Responsible for 100 meters of seashore
4	LMDH	Partnership of Forestry Affairs in Forest conservation area around Balekambang Beach
5	Pokdarwis	Village group that socialize the importance of environment in ecotourism are of Balekambang Beach. The prioritized program is cleaning the area of environment tourism.
6	Karang Taruna Srigonco, Bantur Malang	Motorcycle parking administrator of Balekambang Beach.

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here are some reasons why they are involved in managing Balekambang beach. *First*, the location of Balekambang beach. Balekambang beach is located in the area of KKP (the Waters Conservation Territory) and Forestry area. 100 meters head to beach is in the control of Pokwamas (society supervisor group) as the partnership of KKP and the rest is included to the control of LMDH as partnership of Forestry affairs. It is suitable with the data shown by Ministry and Marine in 2016 that in 2016 the conservation territory wide of water, coast and Small Island in Indonesia is divided in to two managements (BPS, 2018).

Second, the high number of tourist. The number of visitors of Balekambang beach increases each year. The number of visitors is 470.368 in 2015, 526.480 in 2016 and increased 574.324 in 2017. In period 2015 to 2017 (see picture 8), the total number of visits to Balekambang beach increase 10% each year. With the number of visitors around 1500 each day, it needs the best service to the visitor. On the other hand, the number of employees of Tourism unit of Balekambang Beach under PD Jasa Yasa Malang is only 19 employees. It needs many elements to manage Balekambang beach which can share role for each element.

Third, conflict potential. The existence of Balekambang beach which is visited by many tourists potentially causes big enough rotation of economy with the average of visitor 1500 each day and 200 traders there. The potential of economy can cause conflict between some elements around Balekambang beach and the manager. Some elements feel that they have right to the beach and take the benefit of it. Another ticker is even made by non-Tourism unit of Balekambang beach under PD Jasa Jaya. Society also demand the benefit of economy from Balekambang beach. This condition makes inconvenience for visitors because there are tickets which must be paid.

To solve this conflict, the solution is decided the entry ticket for once with the concept of Dwi Tunggal Ticket. The outcome of this ticket will later be shared to the Tourism Unit of Balekambang beach and forestry affairs. Society around it will receive the shared outcome from the parking ticket.

The conflict of interest happened in Balekambang beach because there are many elements who have different interests. According to Hasim (2015), the management of tourist site often involves many elements of society, modal owner, government and local elite who have many interests. Nurhoman (2017) in his research uncovered that the land ownership status in tourist site also causes many conflicts because of the number of interests.

By involving local society as the employee, they will have income. If they have income, their prosperity will also be uplifted so that the poverty level will be pressed. According to Manu and Kudeer (2012:106), ecotourism base society can be used as poverty alleviation.

Local Society Priority (Bantur Sub District) As Trader In Balekambang Beach

According to The Head of Tourism Unit Balekambang Beach, Yasdi, the trader selling in Balekambang Beach is around 200 each day. The trader is divided into two, permanent trader and seasonal trader. The trader in ecotourism of Balekambang beach is the native of Bantur Sub District, Malang District. The permanent trader is the trader who vend each day around ecotourism. Seasonal trader is the trader who only vend in certain events in the area of ecotourism such event as *Larung Suro*, *Larung Nyepi*, art performance like *Tayuban*, *Jaipongan*, *Sakeraan*, *Tari Marlana*, *Bantengan*, *Tari Topeng Malangan* and many kinds.

Each trader who has small shop must pay retribution money from tourism unit of Balekambang beach each month. The amount of retribution is based on the wide of the shop, meanwhile the length is not included. The following list is the amount of subscription prize each shop.

Table 1. The Prize of Subscription of Shop in Balekambang Beach

No	The Width Size of Small Shop	Retribution Nominal
1	3 Meter	Rp. 65.000
2	5 Meter	Rp. 80.000
3	6 Meter	Rp. 100.000

The trader who has shop is divided into three group in accordance with the goods they sell like food and drinking seller, clothe seller and souvenir of Balekambang beach, photograph and flying fox. The product sold by the trader in Balekambang beach varied. The most offered product is food and drinking. The crops is also offered there like banana, bark, papaya, sour soup, avocado and many kinds. The other souvenirs of Balekambang beach or handmade is also sold like bracelet and necklace made from clam.

With the number of visitors around 1500 tourist each day, it is also a big jog opportunity for the society. There are at least 200 traders in Balekambang beach either permanent or seasonal trader. The traders in Balekambang beach is prioritized from the native of bantu sub district Malang district. At the first time, the trader is only in Srignonco village Bantur sub district however it is expanded to all Bantur sub district Malang.

The enactment of rule that the priority of society of Bantur as the trader in Balekambang beach has not been sustained by the official rule. When the process of interview with the manager, the manager cannot show the document of the rule. This condition is susceptible to protect the local society right to remain to take the benefit of economy from Balekambang beach. When the management board is changed, it cannot be denied that many non-natives of Bantur will replace the position of previous management board and the local society. this condition makes the old trader worry that the amount of the trader in Balekambang beach is high.

The treatment of priority for the trader in Balekambang beach is an effort to bamboozle the local society in tourism agenda even though based on law it still needs official rule about who are vending there to keep the local society right. The existence of ecotourism Balekambang beach is expected to give positive contribution toward the economy of local society. As conveyed by Zambrano et al (2010:80) that ecotourism results a good contribution toward local livelihood. It is in line with the research of Shoo (2013) reporting that ecotourism plays a central role in enhancing local society livelihood. The society must be an actor or have central role to the economy activity in Balekambang beach, not become mere audience

Sharing The Income of Tourism Entry Ticket and Parking

Since 2020, the entry ticket prize to Balekambang Beach is RP. 15.000/ person, increased RP. 5.000 from the previous ticket prize, RP. 10.000/ person. Meanwhile, the ticket prize for parking is RP. 5.000/ motorcycle and RP. 10.000/ car. The concept of ticketing is called “*Dwi Tunggal Tiket*”. Furthermore, the income from the ticket is divided into some partnerships of Tourism Unit Balekambang Beach in managing Balekambang Beach. Each partnership has different percentage score. The percentage of shared entry ticket and parking income in Balekambang Beach.

Table 2. The Percentage of Shared Entry Ticket and Parking Income in Balekambang Beach

No	Manager	Entry Ticket Rp. 15.000 per Person	Parking Ticket Motorcycle: Rp. 5.000 Car: Rp. 10.000
1	PD Jasa Yasa/ Unit Wisata Pantai Balekambang	50% = Rp. 7.500	24 % = Rp. 1.200 (Motorcycle) 24 % = Rp. 2.400 (Car)
2	Perhutani dan LMDH	50% = Rp. 7.500	-
3	Pokwasmas	-	25,3% = Rp. 1.266 (Motorcycle) 25,3 % = Rp. 2.500 (Car)
4	Pokdarwis	-	25,3% = Rp. 1.266 (Motorcycle) 25,3 % = Rp. 2.500 (Car)
5	Karang Taruna Srignonco, Bantur Malang	-	25,3% = Rp. 1.266 (Motorcycle) 25,3 % = Rp. 2.500 (Car)

The parking ticket sharing is done with the details; parking ticket RP. 5.000, RP. 1.200 received by PAD through PD Jasa Jaya as the first manager of ecotourism and RP. 3.000 received by other elements who are involved like Karang Taruna dan Pokdarwis, dan Pokwasmas. Meanwhile, the entry ticket RP. 15.000 is divided with forestry affair. Each element is involved to have a role in running the activity in Balekambang Beach management. The involvement of each element has reciprocal benefit on their role like ticket and parking income sharing as explained in table 3.

With the ticket and parking income sharing, there has been equal distribution among the elements involve in managing Balekambang Beach, between manager and society. In other word, the income to PAD, forestry affair, village and community. The society not only become audience but also as the ones who enjoy the benefit of ecotourism. Thus, there is a contribution given

by ecotourism toward the development of economy, social and culture of the society by conserving and supporting the protected area (Vishwanatha dan Chandrashekhara, 2014:257). As said by Iwan (2015:1) that the development of tourism has a significant role in economy, social and environment aspect.

The income of society from a various economy activity in (Iwan: 2015:1) will enhance the purchasing power of society. the income of society which is reached in certain level will be one of the criteria of a society prosperity, that is related to purchasing power of society (Tarigan, 41:2016). The high the society income, the higher the society prosperity. Ecotourism activity and income show a continual trend in bigger development and expectation bigger the future (Ajibade, 2013) in society.

CONCLUSION

Based on the research and discussion, the development of ecotourism in economy aspect in Balekambang Beach Malang District East Java is done through three ways 1) involving local society in ecotourism agenda in the form of partnership between Tourism Unit of Balekambang Beach which is under District Company Jasa Yasa as the administrator with forestry affairs and some groups of society which consist of *Pokwamas (KKP)*, *LMDH*, *Pokdarwis dan Karang Taruna Srigonco*, 2) the opportunity of work which prioritizes local society as the worker, and 3) Sharing the income between the manager and the groups of society. with the 3 ways above, the hope is that the existence of ecotourism really provides a prosperous effect for local communities around the tourist sites of Balekambang beach. Therefore, joint efforts between all managers and local communities are needed to continue to increase cooperation in developing the ecotourism of the Balekambang beach, especially in the economic aspect.

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