

Ethno Eco-Tourism: Utilizing Nature and Culture for More Sustainable Tourism Development

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Abstract Tourism development requires holistic and integrated planning between environmental, economic development and community empowerment aspects so that the pattern of development can be sustainable. In the literature on sustainable tourism development, at the conceptual and operational (practical) levels, the principles of sustainable development are adopted and used. The environmental problems are the result of economic development that ignores the involvement of local communities and becomes the main cause of the emergence of the sustainable tourism concept. Indonesia's cultural and topographical diversity is the main reason why the government sets the direction and focus of Indonesia's tourism development in the future towards the 'sustainable' policy. Therefore, the purpose of this study is to find out the use of nature and culture in sustainable tourism development. This research is a literature study with a descriptive-analytical research method. Researchers collected data from scientific journals, books, literature, and publications that are relevant to being a source of data for this research. The result of this literature review is that the concept of sustainable tourism demands harmony between the local, social and economic environment. Community empowerment is the key to sustainable tourism development.

Keywords Cultural Tourism, Nature Tourism,

Ethnoecotourism, Sustainable Tourism Development, Tourism

1. Introduction

Tourism is very important both in developing country and developed countries because it is seen as having the potential to stimulate local economic activity [1] which in turn will create jobs, reduce poverty, improve living standards, encourage slow economic development, contribute to change local people's behavior into a positive direction [2,3,4,5].

In its development, tourism does not only display the natural landscape and livescape of the local community as a product offered to the community but begins to accommodate the preservation of nature through conservation principles with an emphasis on the balance of the economy, environment and community empowerment. Tourism planning and development in various kinds of literature have begun to adopt the principle of sustainable development as a concept that was born from a solution to the failure of the economy in prospering the community and neglecting environmental sustainability.

Tourism development is conditioned in social, and

environmental and integrated with the economic developmental concepts [6]. The questions that arise then are (a). Is the concept still relevant to the current tourism developments if tourism exploits landscapes and cultural heritage? (b). Can this concept be applied to the development of Indonesian tourism, which is very diverse in landscape and culture?

Utilization of tourism in an area can be done through the utilization of the surrounding natural resources as well as cultural diversity [7]. Factors of natural resources that can be used as tourism areas include: (a) Geographical location, Indonesia is located on the Asian continent with a significant increase in economic aspects. This is because Indonesia has become a traffic lane for shipping and world trade, which ultimately increases social interaction with various countries; (b) Climate and Weather, the climate is a determining aspect of the physical environment that affects vegetation, animal life, wind, and many others. The tourism industry is sensitive to climate because climate influences the decision of where tourists will choose their tourist destinations. The comfortability of the tourists greatly affects the development of tourism; (c) Topography and Landforms, comfortable earth surface conditions are one of the considerations for tourists to determine their destination; (d) Surface Material, related to the nature and various materials that make up the earth's surface, for example natural rock formations, minerals, oil, sand, and other unique and interesting aspects so that they can be developed into natural tourist attractions; (e) Water, there are several types of water tourism that can be developed such as beaches/sea, rivers, lakes and so on, because water has a very important role in the level of outdoor tourism; (f) Vegetation, life and formation of plant greatly affect the tourism sector, such as ecotourism in nature conservation areas/protected forests; (g) Fauna, the role of various animals is significant for tourism development, because people also have various hobbies, and people love animals both for the consumption (e.g. hunting and fishing tourism) and non-consumption (e.g. birdwatching) [8].

Thus, ecotourism development can be defined as a policy to reduce poverty, increase the welfare of the community and preserve the potential of the biological natural resources based on the sustainable development goal principles. Increasing satisfaction for tourists in the long term is the goal of optimizing the use of culture and natural resources to provide benefits for tourism object managers [9]. Moreover, the concept of eco-based tourism, in the long term, will create economic benefits and maintain environmental sustainability in the tourism areas [10,11]. Tourism is known as one of the largest and fastest-growing economic sectors. The economic impact of tourism is very significant in increasing people's income [12].

The development of more sustainable tourism can be pursued through the careful use of natural resources and maintenance, and by the utilization of local culture and the participation of the surrounding community. This is in line

with Wibowo who states that a planned and targeted tourism development strategy will minimize the obstacles, especially in the aspect of the lack of community support [13]. Therefore, the purpose of this study is to find out how to use nature and surrounding culture in a planned manner in the development of more sustainable tourism. Well-planned tourism development can contribute to economic, socio-cultural and environmental benefits and more importantly to the existence of a sustainable destination [14].

2. Literature Review

2.1. Cultural Heritage Tourism

The culturally diverse condition (multi-cultural) of the Indonesian nation makes the government set the focus of future tourism development on the diversity of Indonesian culture. In the academic realm, cultural tourism is interesting to discuss conceptually and at the operational (practical) level with a variety of existing debates. This of course becomes interesting to see from the perspective of products (commodities) where cultural tourism provides tourists experiences in the manifestation of local culture and the perspective of cultural originality (authentic), namely cultural tourism is a place to preserve and protect culture [15]. From both perspectives, tourism is positioned as an instrument to preserve and revitalize traditional culture [16].

Conceptually, these two perspectives add the meaning of cultural tourism or commonly called cultural heritage tourism. According to Picard, cultural tourism is a concept that refers to cultural discourse as a distinctive marker of the identity of local culture. In this sense, culture is seen as a heritage that must be preserved (authentic) but with the development of tourism development, local culture is no longer exclusively owned by local people but has become a commodity that is presented as an attraction for tourist destinations [17].

Cultural tourism in a broader definition implies the existence of activities and interactions of people intending to enjoy new experiences with tangible things such as artifacts (sites) and intangibles such as behavior and customs [18]. Whatever the understanding and debate related to cultural tourism, the purpose of cultural tourism is to provide tourists with an experience of a culture, not just understanding a culture, either by simply describing or viewing a list of culture. Rather, there are activities carried out (mingling) in local community activities directly to individuals who have special knowledge about a cultural object [19].

2.2. Nature Tourism

The development of world tourism places natural tourism as an important part and attracts many people's

interest in travelling [20,21]. Conceptually, nature tourism is a form of tourism that is directly related to the natural environment and refers to certain ecosystems, for example, forest tourism, lake tourism, polar tourism, etc., or others such as canoeing, adventure, bird watching, or survival tourism but is terminology related to nature tourism by type of activity [22].

In the development of the term, nature tourism is always synonymous with ecotourism [23,24]. This is in line with the opinion of Laarman and Durst who define nature tourism as a type of tourism that combines education, recreation, and most of the adventures that are directly related to nature. In other words, nature tourism presents interactions centred on the use of natural resources that are packaged in various types of activities that not only provide new experiences for everyone but also provide space to study, admire and enjoy the beauty of nature along with the culture in it [25].

In practice, nature tourism tends to cause concern with the massive development of nature-based tourism through various actions, one of which is engineering the contours of nature under the pretext of making it more beautiful and providing comfort for tourists by building various kinds of supporting facilities. Nature tourism should be a tourism concept that utilizes the beauty of nature and the existing ecosystem without changing the shape and appearance of nature and the ecosystems in it. Nature tourism continues to prioritize the principle of nature conservation, the use of nature as a tourist attraction is carried out based on preserving the attractiveness of the tourism object while maintaining the authenticity of the entire ecosystem.

According to PP No. 36 of 2010 nature tourism is defined as follows, namely: Nature tourism is a travel activity or part of the activity that is carried out voluntarily and temporarily to enjoy the uniqueness and beauty of nature in wildlife reserves, national parks, forest parks, and natural parks.

2.3. Sustainable Tourism

Conceptually, the term sustainable tourism adopted from the sustainable development model places environmental aspects, economic development and community involvement as the main focus in tourism management [26]. When pulled back in the 1990s, conceptually sustainable tourism is still a debate in the realm of tourism development [27]. Furthermore, sustainable tourism is a tourism management concept that offers solutions for overcoming underdevelopment, economic dependence and conservation, the environment between various actors in tourism management.

Awareness of the importance of the environment and economic development being carried out in a balanced manner is not without reason, but if traced in various kinds of literature on the concept of sustainable tourism we will

find the fact that tourism development is not just for mere economic development while still paying attention to environmental conservation by prioritizing the vision of the community in managing and developing tourism.

Early literature on sustainable tourism shows that the role of sociocultural aspects such as the involvement of local communities in the development of sustainable tourism has received less attention. However, in its development, the involvement of the surrounding community in tourism development has become a must because the involvement of the surrounding community will have a positive economic impact [28,29], and minimize the rejection reaction to the tourism activity itself [30]. Community involvement in the development of sustainable tourism is a form of maintaining the existence of tourist objects with an atmosphere of community friendliness which is also a product of itself [31].

The development of sustainable tourism should be based on 6 basic principles of sustainable development and protection of nature [14]:

- (a) Use space for tourist destinations by minimizing the impact on the environment and local communities;
- (b) Increase awareness of the sustainability of natural and cultural systems, as well as involve local communities and visitors in solving problems that affect these systems;
- (c) Emphasize the importance of conservation and management of conservation areas;
- (d) Appropriate participation of local communities for the long term in the decision-making process determines the form and size of tourism;
- (e) Directing economic benefits to local communities. They must supplement other incomes achieved through regular employment (agriculture, hunting, and fishing, etc.);
- (f) Provide opportunities for local communities to participate in the limited use of resources from conservation areas.

From various literatures on sustainable tourism, the author defines sustainable tourism as a concept that focuses on the involvement of local communities in tourism planning and development with a focus on community economic development while still paying attention to environmental sustainability. At the operational level, sustainable tourism is a process of how to balance economic aspects, environmental aspects and community empowerment aspects. The balance point between the three aspects will be determined by the local community affected by tourism development. At the level of implementing sustainable tourism using an ecotourism model by implementing Community-Based Tourism. This model places the community as the main actor in tourism governance.

3. Materials and Methods

This research is library research with a descriptive research type (see Figure 1). Researchers collect materials that are used as data from scientific journals, books, literature, and publications that are appropriate for data sources for this research [32]. The data analysis in this study is adjusted to the purpose of the study, meaning that the data analysis is adjusted to the existing data. The research instrument is the researcher himself (human instrument).

Data analysis can be done in the following ways: (a) Simplifying general concepts into specific concepts (Deductive); (b) Explaining several things to conclude

concrete situations to things that are general (Inductive); (c) Interpretive, interpretive discusses the problem with clear descriptions based on the ability of the author's understanding; (d) comparative, namely comparing the object of research with the concept of comparison; (e) History is a series of events to understand why and how an event occurred. Then recommendations will be obtained based on brief conclusions that have broad meanings [33]. At the same time, the researcher also conducts a literature study of various research references to be studied. This reference allows the researcher to provide choices and input when this research is carried out.

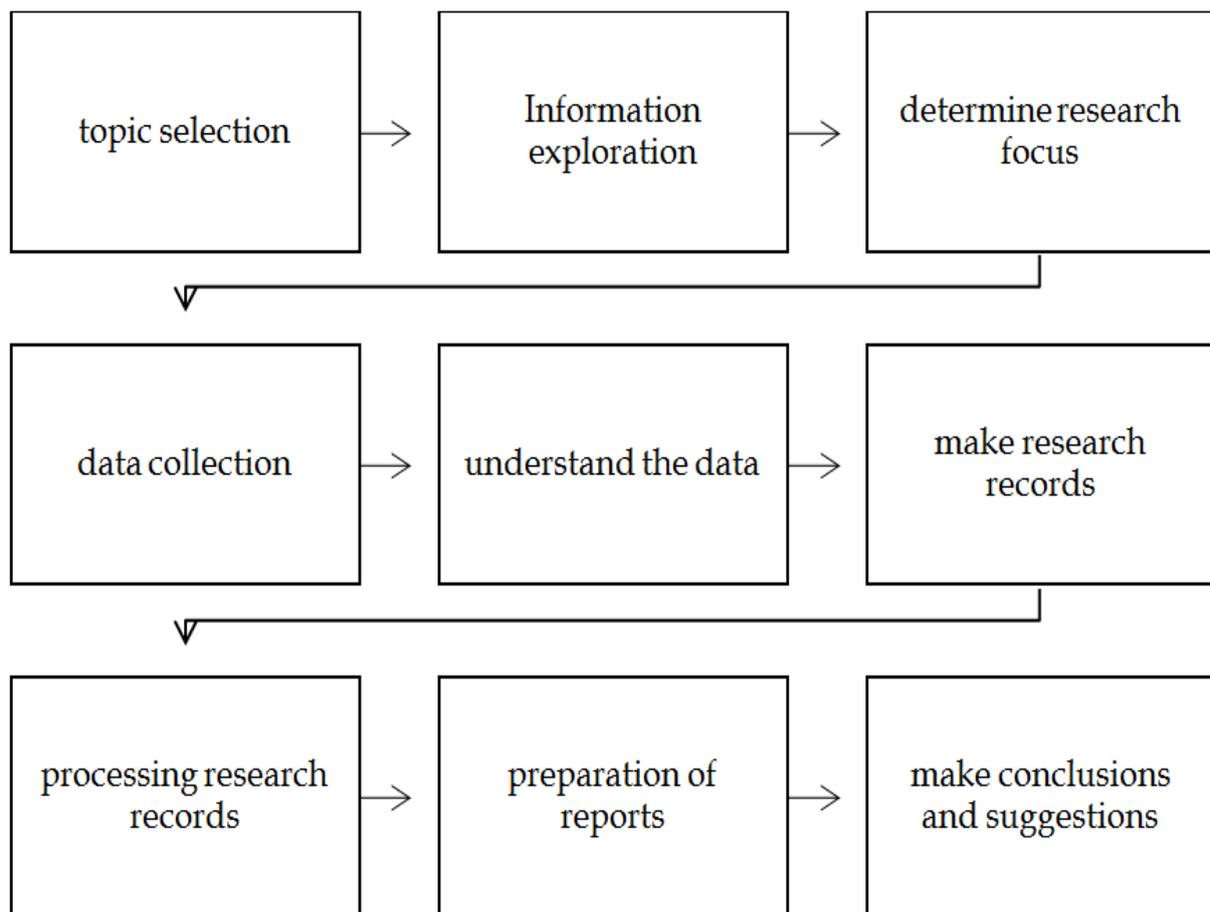


Figure 1. Literature Study Procedure

4. Result and Discussion

The concept of sustainable tourism demands a good correlation between the social, economic and environmental aspects of an area. In general, there are several characteristics of sustainable development, namely the implementation of development that can minimize environmental damage, maintain the physical and social environment, be carried out in accordance with norms, morals and basic human values in people's lives has a long and short duration, also becomes a benchmark to continue to maintain balance and socio-cultural, economic, political, and national security [34].

4.1. Development of Tourism Villages for the Use of Culture and Nature in the Development of More Sustainable Tourism

Indonesia is a country with many islands, and natural, maritime and biological diversity [35,36]. Indonesia has natural and social capital that is not limited to the potential of the economic sector but also the potential of both sectors. As a tourist, it is hoped that they will be able to maintain the sustainability of this capital to be the best legacy for future generations to come. Conservation of natural and cultural potential in Indonesia is regulated and protected in various ways.

Indonesia is ranked second in the world in terms of biodiversity after Brazil. This fact shows that the diversity of biological natural resources owned by Indonesia is quite high [37]. This shows that natural wealth will improve the economy of local communities by optimally processing existing natural resources and including the distinctive culture of the area as an attraction for tourists.

Tourism must have an attraction, namely having uniqueness, diversity of natural wealth, beauty and culture, as well as various human creations that become tourist destinations. In developing tourism destinations that focus on optimal sustainable tourism development, it is necessary to pay attention to several aspects such as environmentally sustainable, economically sustainable, and sustainable in terms of local social and cultural aspects [38].

The involvement of local governments in sustainable tourism development is also very important because some people do not care about the development without direct coordination from the local government. This is experienced by Hanjono in the results of his research explaining that in the development of ecotourism (ecotourism) in Ketingan Tourism Village, natural resource management policies are not fully in accordance with the principles of environmentally-based sustainable development and conservation of biological natural resources. The role of environmental constituents in the conservation and development of ecotourism in the Ketingan Tourism Village has been very positive, although their support and participation have not been

fully optimal [39].

The development of tourism object management can bring various benefits to the people of an area, both from the social, economic and cultural aspects. So that this has an impact on the serious efforts of the policymakers in this case the local government, to optimize the potential of local wisdom and the participation of local communities. As Meilianda and Fiolanda stated that optimizing the exploration of local wisdom and the participation of local communities will have a significant impact on increasing regional tourism [7].

This is evidenced by the development of tourist villages in various regions with a focus on cultural attractiveness, including:

- (a) The development of cultural tourism villages in Sendangagung Village, Minggir Sleman and the implications for social culture. The results show that community involvement in the development of cultural tourism villages for the development of human resource potential, cultural potential and natural potential has an impact on creating a sense of pride for villagers to stay in their villages, strengthening religious life and maintaining community social family values [40].
- (b) In Srowulan village shows that the development of cultural tourism is carried out by building a tourist village. In the process of developing a sustainable cultural tourism village there are several things to do, namely, increasing tourist attraction, increasing access to tourist sites, building supporting facilities, empowering local communities, marketing and building tourism village management institutions [41].
- (c) Several reasons UNESCO has designated Subak as a World Cultural Heritage, namely because Subak has extraordinary cultural values that are preserved and maintained. These values include: authenticity values, Subak is the original culture of the Balinese people, and universal values, Subak culture can be accepted by all levels of Balinese society, as well as other communities in the world. The statement above shows that by recognizing one regional culture, people will be more enthusiastic to introduce other cultures to tourists [42].

Thus it can be seen that the involvement of the local community is very influential in the development of more sustainable tourism, besides that it can also increase the creativity of the local community to create works with the characteristics of the area for visiting tourists.

4.2. Utilization of Nature and Culture in the Development of More Sustainable Tourism through the Implementation of Community-Based Tourism (CBT)

The welfare of life has many aspects of measurable

success, so various ways and methods can be implemented today [43]. This is because the tourism industry is closely related to the community, in line with the statement of Singhania and Yadav that the tourism industry requires direct contact between people with diverse social, cultural, geographical and economic backgrounds [44]. In supporting the economy, the tourism sector has an important role, thus making many countries compete in developing the tourism industry [45].

Maintaining the balance of economic growth and natural resources is a challenge for the government, society, and industry in working together for the development of sustainable tourism. Sustainable tourism development has 12 objectives, namely; (a) economically capable; (b) the prosperity of a region; (c) beneficial employment; (d) social equality; (e) fulfillment of tourist rights; (f) control by local communities; (g) community welfare; (h) cultural wealth; (i) Physical integrity of purpose; (j) biological diversity; (k) resource efficiency; and (l) environmental purity. Sustainable tourism development goals are also supported by supply process management in coordinating all elements which are important in achieving sustainable tourism goals, such as attractions, facilities, access, marketing, and prices. This means that the development of sustainable tourism is expected to be able to meet the needs of current tourists and the local area as well as protect and enhance opportunities for the future [46].

The contribution of the tourism sector, in general, can be equated, it can even shift the manufacturing industry sector which has traditionally been the mainstay of developing countries' income. Tourism is known as one of the largest and fastest-growing economic sectors. The economic impact of tourism is very significant in increasing people's income [12]. Ecotourism development can be considered a key opportunity offered by the current economic context as this form of tourism brings significant socio-economic benefits with minimal investment by using sustainably the natural tourism potential and is a tool for nature conservation and local sustainability [47].

The diversity of tourist objects in an area has an impact on varied tourist interests in tourist objects. So it can be seen that the priority tourism objects are dominant and have more potential to be developed in a sustainable manner [48]. The best method that is often practised is the development of sustainable tourism based on community empowerment. The concept of community-based tourism is important and critical in the development of conventional tourism development theory (growth-oriented model) which is often criticized for ignoring the rights of the local communities from tourism activities [49].

The results of research in the last 5 years indicate that the development of sustainable tourism with the implementation of Community-Based Tourism (CBT) has succeeded in increasing the economic independence of

local communities. Furthermore, tourism management has more control over the use of nature, and tourist destinations are gaining more and more enthusiasts. The following are the results of research in several tourist village locations:

- (a) The development of tourist villages through community empowerment in Kampung Kopi Sumberdem. The program went through three processes; raising awareness, capacity building, and empowerment. Implementation of the CBT concept in Kampung Kopi Sumberdem was done by involving stakeholders including the State University of Malang in assisting in three stages of the process. The result is that the CBT in sustainable tourism development has reached the highest part of community involvement and participation, where the community plays a role in creating tourist attractions, and formulating the development of facilities and management institutions [50].
- (b) Look at the independence of the tourism village community from the perspective of community-based tourism. The results show that by implementing CBT-based tourism management, the participation of the Ketenger Tourism Village community in developing their village is excellent. The result of the implementation of CBT in Ketenger Village is an increase in expertise and awareness of tourism, which then indirectly increases the number of tourists visiting and increases the amount of Original Local Government Revenue [51].
- (c) The Implementation of the Community Based Tourism (CBT) Concept in Candirejo Borobudur Tourism Village Realizes Village Independence. The results of the study show that the application of CBT in the development of sustainable tourism by empowering the community as Candirejo Tourism Village Managers resulted in a Local Cooperation whose entrepreneurs are the local people of Candirejo Village itself. The impact of implementing the CBT concept can be seen through economic aspects (job diversification, improvement of housing conditions and new business development), social (social interaction, community participation, mindset change), cultural adoption, and environment (improvement of public facilities [52].

5. Conclusions

This literature study concludes that maintaining a balance of economic growth and natural resources is a challenge for the government, society, and industry to work together in the development of sustainable tourism. The economic impact of tourism is very significant in increasing people's income. Ecotourism development through the establishment of tourist villages by

implementing community-based tourism can be considered as the main opportunity offered because, by using sustainably the potential of natural tourism, this form of tourism brings significant socio-economic benefits with minimal investment. Furthermore, this form of tourism is a tool for local nature conservation and sustainability. Thus, the concept of sustainable tourism demands a balance of relations between the environment, social community and the local economy.

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