

# Strengthening Tourism Sector Using Assessment Ecotourism Index

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**Abstract**—This paper delivers assessment ecotourism index as a tool in strengthening tourism sector. Tourism being more important in local economy of people because this type of village can invite as many people as possible to contribute. The basic problem of ecotourism are 1) private sector develop ecotourism with ignoring the ecosystem, 2) lack of data to meet tourist need for ecotourism, 3) government doesn't have a guideline to control ecotourism. The need for measuring instruments specific to the tourism sector is a necessity for regional governments to provide an overview of the concept of developing local tourism potential in the future. The measuring instrument has a dual function, namely as an assessment of the conditions and situations of reality owned by the tourism sector and the minimum standards that must be met by the government to develop tourism at a higher level. The purpose of this paper is to provide guideline for stakeholders in proving ecotourism that obey ecosystem and based on user perspective. This study took a study on the Plengkung coastal tourism or known by foreign tourists by the name G-Land, located in Banyuwangi Regency. The type of research used in this study is Mixed Methods Research. The result of the the study produced three important conclusions. First, tourists who go on tours to G-land feel their needs and tourist destinations are fulfilled to the fullest. These needs are assessed from the culinary perspective, facilities and tourist concepts that G-land offers. Second, the management of Hotel in G-land within the TNAP area is in accordance with the management concept that is contested by the applicable law. The mandate of the law carries the concept of conservation and sustainability. Third, Analysis of the Assessment Index can be done using SWOT with a culinary perspective, facilities and tourism concepts from stakeholders and tourists as data.

**Keywords**—assessment; ecotourism; tourism

## I. INTRODUCTION

Tourism is one of the market segments that continues to grow today. The development of this market segment is very significant, considering that the tourism industry provides large and large employment opportunities, encouraging economic growth, investment and international trade [1]. Tourism development, especially in Indonesia shows a positive trend. The positive trend is towards the development of tourism with the concept of ecotourism. The concept of ecotourism presents natural tourism that is environmentally friendly and renewable. The concept of natural tourism is proven to be able to attract foreign tourists to the region and encourage economic growth

in local communities [2]. The concept of ecotourism is very vulnerable to the high and low activity involved in it [3]. The concept of ecotourism requires several conditional conditions to make the concept sustainable. Important requirements for achieving these objectives include (1) the existence of conservation principles, (2) regular education to surrounding communities and (3) periodic studies on environmental impacts [4]. The first requirement regarding the principle of conservation must be contained in the governance of an ecotourism area. The concept aims to make the tourist area not disturb the existence of local flora and fauna [5]. Human activities introduced in tourist areas are able to have an impact on the existence of flora and fauna of the tourist area. The study of tourist perceptions regarding a tourist area with the concept of ecotourism is able to provide an alternative solution for the development, governance and direction of the tourism area policy [6].

Plengkung, known as G-land. Plengkung is a beach tourism area located within the Alas Purwo National Park area. Plengkung provides the concept of adventure ecotourism that has been known by tourists. The problem that arises is the lack of adequate facilities in the tourist area, due to its location being isolated within the Alas Purwo National Park area [7]. Another problem that arises is related to the management of the Plengkung tourist area located in Alas Purwo National Park. This problem is related to human activities in tourist areas, able to influence the state of flora and fauna around it [8]. The main difficulties faced by the government and business actors in the tourism sector are: 1) Lack of access and information in the pattern of tourism development; 2) not yet access to permits and guidelines related to tourism facilities standards; 3) lack of availability of human resources that can supply the needs of qualified employees [9]. This deficiency must be filled by a scoring system that is able to measure and provide information to local governments regarding standards in the implementation of tourism.

## II. METHODS

The type of research used in this study is Mixed Methods Research. According to Creswell, mixed research is a research approach that combines qualitative research with quantitative research [10]. The method of combination research (mixed methods) is a research method that combines or combines

quantitative methods with qualitative methods to be used together in a research activity, so that more comprehensive, valid, reliable data is obtained and objective. Creswell classifies two main models of combination methods, namely sequential models (sequential combinations), and concurrent models (mixed combinations). Sequential models have two sequential explanatory models and sequential exploratory models. There are two concurrent (mixed) models, namely, the concurrent triangulation model (a mixture of quantitative and qualitative equilibrium) and concurrent embedded (a mixture of reinforcement / the second method strengthens the first method). Based on the Mixed Methods research type division, the authors chose to use the exploratory type design which is included in the sequential model. This type of design is a mixed methods research design that is carried out by conducting qualitative research first and then continuing with quantitative research [10].

### III. RESULTS AND DISCUSSION

Ecotourism has traditionally been viewed as a panacea concept for developing countries that, if done correctly, could stimulate economic development through tourism and at the same time help support conservation efforts. In other words, the natural environment is the attraction and it is this pristine, unadulterated setting that Eco tourists are seeking. For this reason, ecotourism is inherently paradoxical. The sense of exclusivity in visiting a pure environment is compromised by tourism and without proper management may destroy the very resource attracting tourists. However, it is the intent of this research to assess the viability of ecotourism for a relatively sustainable single activity, paddle-based recreation, in an already established tourism destination. Accordingly, the natural setting is viewed as neither the last frontier nor a challenge to be conquered, as commonly seen in ecotourism expeditions, but rather relatively accessible and developed. In this way, the principles of ecotourism are applied to an existent, not an emerging, tourism industry where modifications would need to be made to established networks and operations, not simply applied from inception.

The TNAP (Alas Purwo National Park) area is one of the National Parks in Indonesia. This area is located in Banyuwangi Regency (Regency which is located in the Southeast and end of Java Island). The TNAP area was first proposed by the Dutch East Indies Government through the Governor General of the Netherlands East Indies Decree number 6 stbl 456 on 1 September 1939 as the area of South Banyuwangi Wildlife Reserve with an area of 62,000 Ha. In 1992 the Government of the Republic of Indonesia changed the area to TNAP through a Decree of the Minister of Forestry with an area of 43,420 hectares. TNAP is in accordance with the mandate of Law Number 5 of 1990 concerning Conservation of Biological Resources and its Ecosystem carries out its duties and functions, namely:

- Protection of the ecological process of the life support system.
- Preservation of plant and animal diversity and its ecosystem.

- Sustainable use of biological natural resources and their ecosystems in the form of research, science, education, supporting cultivation, and natural tourism,

The TNAP area has various kinds of potential that can be developed in accordance with their duties and functions. The diversity of animals and plants found in TNAP is very ecologically needed, so the supervision and conservation process is one of the heavy tasks that must be borne by the TNAP Office. Very high potential natural resources must be managed properly and properly so that the main concepts of tasks and functions inherent in the TNAP Center (conservation) can be carried out synergistically. The potential mentioned above is able to produce various other potentials which continue to be explored without leaving the conservation side by the TNAP Office, in accordance with the mandate of Law No. 5 of 1990 on point 3. One of the highly developed potentials of TNAP is natural tourism.

The tourism sector with the concept of ecotourism is a concept chosen by the TNAP region as its development. The well-known natural tourism offered by TNAP includes:

- *Sadengan*, is a fertile savannah region that attracts a variety of animals that can be seen by visitors using a car from a distance. Animals that can be seen here include bulls, peacocks, deer, various types of birds and monkeys.
- *Goa*, the TNAP region, which is mostly an area with topography of karstic rock, is able to form several caves that occur due to erosion by water. Goa found in TNAP is very popular with local tourists. Types of natural and religious tourism are the destinations of local tourists.
- *Beaches*, the TNAP area has a very long coastal landscape. Some of these beaches are turtle landing sites for laying eggs. Some other beaches are one of the most popular tourist destinations among foreign tourists as surf spots.

Protected areas are an important part of Indonesia's natural ecosystem. With the development of the Indonesian tourism industry, more and more tourists are attracted to protected areas to gain interesting experience and travel, which facilitates the development of the local economy, while adversely affecting the ecological environment. Tourism, even ecotourism, can produce negative impacts on the natural environment through various mechanisms on various scales [4,11]. Taking effective environmental protection measures helps prevent or reduce the negative impacts caused by tourism activities. Comprehensive understanding and evaluation of the measurement of past ecotourism indices and their effects during the ecotourism development process is the basis for formulating effective measures in the future. In Indonesia, analogous research on a small scale, such as a beautiful area or in an area, has been carried out by several researchers. However, several studies have been conducted at the national level, due to the difficulty of data acquisition. In this study, we conducted an initial exploration to evaluate environmental protection measures for ecotourism and their effects on protected areas in Indonesia.

In the current era of regional autonomy, local governments have the opportunity and opportunity not only to develop the potential that exists in their regions, but these potentials must have value added so they can attract traders, tourists and investors. Thus, it is time for regions to develop competitive advantage with other regions by making a strategy to market the potential that exists in their regions, both the potential of natural resources, tourism potential, marine potential and so forth as an effort to increase productivity which in turn will improve quality and living standards the community in the long run by attracting the best resources from both inside and outside the region as a foundation to spur productivity.

The tourism sector is one of the strategic sectors in driving the Indonesian economy and becoming part of the global economy. The continuation of the 3T revolution, transport, telecommunication, tourism shows that tourism activities have become one of the forces capable of accelerating world unification in economic integration and human movement across regions and even across countries.

The tourism world is a multisector activity which means that tourism activities are related to other sectors such as hospitality, trade, transportation, services and so on and are also related to the political and security, cultural, natural, legal, social and economic fields so that by growing and the development of the tourism sector directly or indirectly causes other related sectors to grow and develop as well.

Based on the findings of this study, the protection of the ecological environment must have a different focus. The ecological and environmental conditions of Plengkung beaches are generally better than in other regions. A series of useful methods, such as ecological protection plans and ecological toilets, have been adopted. In the future, the following aspects must be strengthened: management of the project construction plan, protection of wildlife, and prevention of invasive species. Protected areas on the Plengkung coast receive a high rating for the cultural value component of the interpretation system, ecological protection investment and clean energy use. Future work should focus on coordination between architecture and the environment, the establishment and perfection of environmental detection systems, ecological plans of rare events, surface water protection and management of rock blasting and deforestation.

Ecotourism has the potential to push the tourism industry into a new operating approach. However, the concept continues to be discussed in terms of developing countries and their economic development while inadvertently not including the rest. As long as the time at which the premium has been placed in the 'green' alternative, there needs to be more emphasis on existing modifications than only applied during manufacture. In this way the designated tourist destination can begin to adopt more sustainable business practices that are in line with the principles of ecotourism. This is a perception that there seems to be among tourism operators that sustainability is everything or does not exist and as a result there is already a sense of despair because there are too many variables that must be managed. It is my belief that an authentic ecotourism business must follow all the principles of ecotourism, but the broad scope of most principles enables creativity and innovative

thinking. But concessions need to be made not only for regional modification of principles but also to encourage these operators to at least move towards a state of partial compliance. In the end, ecotourism is a form of sustainable tourism and in its simplest form aims to maintain the longevity of the resources that are the cornerstone of tourism.

Above all, to practice the concept of ecotourism and to protect the ecological environment effectively during ecotourism development, the following steps must be pursued and strengthened. First, protected areas need comprehensive and scientific planning. It is more important to increase planning execution and to monitor its effects. The main objective is to adopt planning theories and principles for the entire project construction process and routine management. Second, strict implementation of environmental impact assessments and the establishment of multi-directional and 24-hour tourism warning and environmental monitoring systems are key to the construction of ecotourism projects and routine management in protected areas. To protect the ecotourism environment and promote sustainable use of resources, as well as the development of good ecotourism in protected areas, it is necessary to obtain a macroscopic understanding of spatial differences and temporal variations in the development of ecotourism in the TNAP area and to create a customized environment. protection policies and practices for various protected areas in various ecosystems.

#### IV. CONCLUSION

The study produced three important conclusions. First, tourists who go on tours to G-land feel their needs and tourist destinations are fulfilled to the fullest. These needs are assessed from the culinary perspective, facilities and tourist concepts that G-land offers. Second, the management of Hotel in G-land within the TNAP area is in accordance with the management concept that is contested by the applicable law. The mandate of the law carries the concept of conservation and sustainability. Third, Analysis of the Assessment Index can be done using SWOT with a culinary perspective, facilities and tourism concepts from stakeholders and tourists as data.

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