



Habituating Ecotourism as an Effort to Accelerate the Recovery of Indonesian Tourism

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Abstract. The development of ecotourism in Indonesia is increasingly in demand by the public. Ecotourism is a concept that combines ecological and environmental protection, as well as sustainable economic growth. This research looked at how environmental awareness, perceived environmental value, consumer effectiveness, and environmental attitudes influence and shaped ecologically friendly tourist behavior. This study uses an online survey conducted by taking a sample of 250 tourists. A descriptive-analytical research method and a qualitative approach were utilized in this study. This study takes an ethnographic approach, which is a type of research that looks at individuals in their natural environments. That method is qualitative research, which uses a variety of scientific methods to try to gain a comprehensive understanding of the phenomena experienced by the study participants by employing descriptions in the form of words and language in a natural setting. 2021 (Moleong). The findings revealed that: (1) there was a significant relationship between attitudes, perceived environmental values, and perceived consumer effectiveness. (2) Environmental awareness is influenced by how people see the environment. (3) Consumption's perceived efficacy has a significant influence on ecotourism. (4) The efficiency of consumption has a huge impact on ecotourism. Overall, the study results show that the cultivation of ecotourism habits provides a scientific foundation and academic assistance to accelerate Indonesian tourist recovery.

Keywords: Ecotourism · Planned behaviour · Environmentally friendly behavior · New environmental paradigm

1 Introduction

Indonesia is a country with a diverse range of natural and cultural assets. This country is made up of around 17,500 islands and small islands that stretch over 5100 km 3,200 km from west to east and 3,200 km from north to south, implying considerable diversity. Indonesia boasts a vast range of flora and wildlife. The Islands that provide a variety of

activities such as “Asian” wildlife (Sumatra Island, Kalimantan Island, Java Island, and Bali Island) are all part of the Indonesian archipelago.

The fauna of “Australia” has had an impact on the Lesser Sunda Islands are a group of islands off the coast of Indonesia (east of Bali), has the greatest ramifications in the shallow Sahul (Ambon, Aru, Seram Island). There are also a few species that are only found in certain areas, such as Komodo dragons, that aren’t found anywhere else (*Varanus komodiensis*). Around 60% of Indonesia’s territory is covered in various types of trees and flora. Each ethnic group in Indonesia has its own culture, language, customs, and ceremonies, displaying the country’s cultural diversity.

The problem with Indonesian tourism is that it is concentrated in the country’s most developed regions, such as Special Capital District of Jakarta, Bali Island, Special District of Yogyakarta, as well as a few locations in North Sumatra, North Sulawesi, and South Sulawesi. According to these data, many other locations have ecotourism resources and a unique traditional culture that aren’t being completely utilized. Heritage tourism, small-town tourism, downtown tourism, beach and waterfront tourism, native gardening, and woodlife flora and fauna may all be found across the country.

Ecological diversity reflects the country’s diverse flora and wildlife. After Brazil, Indonesia is the second most biodiverse country on the planet [1]. The country’s richness of flora, animals, and ecosystems, as well as its cultural diversity, are potential tourism attractions. Ecotourism and nature tourism are good for increasing tourism standing because of its natural and historical tourisms, local social capital, and tourism carrying capacity.

Ecotourism communities are becoming increasingly popular as a fun tourism activity because they are nature tourism with a defined goal and a sense of responsibility. This tendency may be seen in the growing number of “nature-lovers” among Indonesians who participate in activities such as cross-country (hiking), rock climbing, rafting, camping areas, and riding bicycles to appreciate the attractiveness and uniqueness of the traditional culture of the area.

Nature environments and their resources, biodiversity, and traditional values distributed over the archipelagoes are all high-potency ecotourism attractions in Indonesia. However, in many tourist destinations, management of these ecotourism attractions is underdeveloped. Its efforts are still confined to specific natural areas. Ecotourism planning and management, according to UNEP (2003) [2], are the most effective strategies for long-term biodiversity conservation. The most popular ecotourism destinations (90%) are centered on natural flora and animals, as well as traditional indigenous culture (10%). Because Indonesia is so rich in traditional culture, the ratio for natural resources may be 60% natural resources and 40% traditional culture [3]. The main ecotourism attractions in Indonesia are nature and traditional culture; People must preserve natural resources in order for ecotourism artifacts or attractions to continue to exist. These exercises are difficult to complete because, according to Ryan and Crofts [4], tourism’s ramifications are complex and difficult to govern [5].

In this study, the ecotourism potentials of various Indonesian regions are presented, as well as general information regarding the country’s economic and social development. In the framework of ecotourism, the environmental consequences of tourism activities

are identified, and impact avoidance and mitigation are investigated in order to achieve the aims of sustainable tourism and natural resource development.

In 1990, the International Ecotourism Society (IES) defined ecotourism as “a sort of travel into natural areas aimed at protecting environmental resources, maintaining biodiversity, and enhancing the lives of local populations” [6].

Ecotourism is a type of tourism that focuses on conserving the cultural integrity of local people while also safeguarding natural areas and producing economic benefits. It's also a type of tourism with a distinctive focus [6].

A tourist activity is classified as ecotourism if it fulfills three requirements: (1) dimensions of conservation, where tourism activities contribute to local conservation initiatives while having minimal negative consequences, (2) educational components, in which tourists who participate in these trips will learn about ecotourism, as well as the unique ecological and sociocultural life of the area, and (3) social dimensions, in which local people who have been essential players in the implementation of ecotourism will learn about ecotourism, as well as the distinctive biological and sociocultural life of their community [7].

According to statistics, nature attractions are quite popular among ecotourism aficionados, accounting for around 10% of all visitors [8]. With the proclamation of 2002 as the International Year of Ecotourism, the future appears brighter, with positive reactions from more than 93 nations around the world. Ecotourism development is difficult since it must adhere to international norms and regulations. However, in terms of environmental conservation and community empowerment on a local level, it is not expensive and quite profitable.

Indonesia's Ecotourism Development Beginning in 1995, when Pakta Indonesia and WALHI organized a national seminar and workshop in Bogor, tourism became a popular concept in Indonesia. The Ecotourism Society of Indonesia was established by participants at the Second National Environmental Effects Of Ecotourism In Indonesia [9]. Workshop on Ecotourism, held in Bali from July 1 to 5, 1996, in order to expand the Indonesian ecotourism movement (Indonesian Ecotourism Society, IES). Among the activities of this community are raising awareness about the need of environmental protection, developing environmental education for visitors visiting ecotourism destinations, and generating economic advantages for local communities. Since 1996, Indonesia has hosted tourist debates, seminars on ecotourism strategic planning, and ecotourism implementation. The IES should convene its first meeting in Flores City (1997) and its second meeting in Tana-Toraja, South Sulawesi, according to the recommendations (1998) [3].

Non-governmental organizations (NGOs), community services, and environmentalists were first responsible for the development of ecotourism in Indonesia. It is founded on a long-term commitment to environmental protection, economic development, and local community empowerment. This commitment is sometimes not backed up by expert management, resulting in areas of ecotourism that do not last. Meanwhile, the private sector has shown little interest in doing business in this space because it must consider both social and environmental consequences [10].

Tourist Attractions in the Area Geographic formations, supporting activities, and amenities that can tempt tourists to visit a particular region are known as objects and

attractions (tourist attractions) [11]. Objects and attractions are defined in Act No. 9/1990 as “It’s everything that a tourist wants to see.” This trip’s tourist activities are voluntary and just for the purpose of enjoying tourism’s objects and attractions.

All tourism items and attractions [12] have three basic elements: (1) places, which are special places that visitors can visit, (2) visual indications or symbols that convey the tourism industry’s high worth, and (3) physical boundaries that delimit physical items or natural attractions. Because of the authenticity of the objects and the uniqueness of the attractions, all of them are the key attractions that people come to see, and they should be preserved.

The tourist carrying capacity, on the other hand, is the most essential factor in building tourism attractions. Numerous elements such as tourist incentives and environmental features of ecotourism destinations have influenced tourism carrying capacity. Ecotourism’s carrying capacity includes a variety of factors, including: (1) The ability of the natural environment to support tourist needs is referred to as ecological capacity, (2) Physical capacity refers to the ability of supporting facilities and infrastructure to accommodate tourist demands, (3) The ability to accept any tourism destination location without severely harming local populations is referred to as social capacity, and (4) economic capacity, which refers to the ability of the economy to meet tourist needs.

According to Stoddard et al. [13], Sustainability, sustainable development, and sustainable tourism are all interwoven concepts. Sustainable tourism, they argue, is the greatest method to protect tourism’s “golden goose” since it can be used as a practical instrument to increase tourist places’ competitiveness in the meanwhile. The equilibrium relationships between economic growth, environmental conservation, and social justice are what tourism and sustainable development are all about.

1.1 Sustainable Ecotourism

The ongoing COVID-19 epidemic is posing a huge challenge to normatively defining sustainable tourism. Future debates on the three components of sustainable tourism (environmental, social, and economic) will be fascinating, particularly in light of the COVID-19 pandemic’s changes and modernity.

Tourism trends during the COVID-19 pandemic have changed by prioritizing tours that are safe from the spread of the virus and are more personal. The community is predicted to like tourism that can be specifically tailored to their needs, more towards local wisdom (localize), tours that are carried out together with family (personalized), and carried out not in droves or in smaller quantities (smaller size).

The role of ecotourism stakeholders such as the tourism sector, tourists, local communities, governments, non-governmental organizations, and researchers determines the success of ecotourism. Ecotourism is a business that relies on the natural environment’s long-term viability and the success of ecotourism programs focused on flora, wildlife, and ecosystems.

Ecotourists are concerned about the environment’s long-term viability. Ecotourism management is planned, executed, and monitored with input from the local community. The government played a key role in the formulation of regulations governing the development of ecotourism facilities, ensuring that the environment is not exploited.

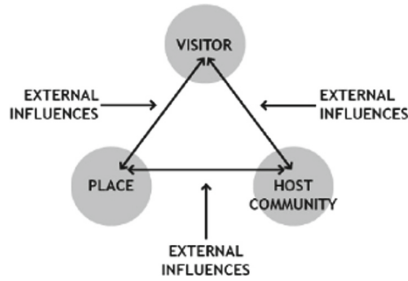


Fig. 1. Durn and Holden's model for sustainable tourism development [14].

Ecotourism is being studied by researchers, who are putting ecotourism concepts into practice.

Stakeholder roles must be played in accordance with the role, stakeholders must collaborate holistically, there must be a thorough understanding and awareness of environmental preservation, and ecotourism activities must be sustainable France made a claim in Lubis in 1997 (Fig. 1).

2 Research Methods

A descriptive-analytical research method and a qualitative approach were utilized in this study. Descriptive research, according to Sukma Dinata [15] and Ikbar [16], tries to describe existent occurrences, both natural and human-made. Objects of form, actions, qualities, changes, relationships, similarities, and distinctions between phenomena are all examples of phenomena. In Ikbar, 2014, descriptive research tries to describe and comprehend anything, including current situations or relationships, emerging opinions, ongoing processes, resultant consequences or effects, or long-term patterns [16].

An ethnographic technique is used in this study as a variety of qualitative research, which strives to achieve a holistic understanding of the phenomena experienced by study participants through the use of naturalistic descriptions in the form of words and language while applying a number of scientific methodologies [17].

Data is acquired from numerous sources using triangulation techniques that are repeated until the data is saturated, resulting in substantial data variability in qualitative research. There is no standard for establishing how much data and analysis should be obtained to support conclusions and theories in qualitative research [18].

Data gathering, data reduction, data display (data display), and conclusion drawing/verification were the four procedures in this study's data analysis technique. According to Sugiyono [18], the data validity test in this qualitative study involves the credibility test (credibility), data triangulation, member verification, and confirmability (objectivity).

3 Results and Analysis

Any development activity, at any time and in any location, will undoubtedly have a wide range of consequences. Positive effects of ecotourism development include: (1) increased

prosperity and welfare of local communities; (2) increased local economic activities; (3) increased the ability of the local community to accept modern technologies in any productive activity; (4) increased job prospects; and (5) regional economic development support.

Pest and disease control, clean water availability, controlled flooding, and other positive impacts of development on the natural environment; however, environmental pollution, which affects any biological aspect of the natural environment, is a negative impact of physical constructions on environmental performance. Changes in local community views, which lean toward materialism, are also harmful effects of development. In order to achieve the established sustainable goals, for the implementation of development, in-depth planning and related development initiatives were required.

The effectiveness of efforts to reduce the negative effects of ecotourism can be achieved if all parties involved work together to establish cross-sectoral integration in order to reduce inter-sectoral conflicts of interest. Given that tourism is a tertiary industry, where visitor choices are primarily impacted by environmental comfort, supporting services, and infrastructure, boosting site accessibility is critical. As a result, in order for ecotourism in Indonesia to be sustainable, the natural environment must be protected and preserved.

4 Conclusion

Human conduct is at the source of environmental problems in the more fragile and damaged natural environment of protected areas. A important component of agendas aiming at resolving ecological damage at ecotourism locations is identifying strategies that can promote sustainable development and ecologically beneficial practices. These findings, we feel, not only give supportive information for fostering ecologically friendly tourist behaviors toward protected places, but also innovative methodologies and a strong theoretical foundation for nature education program implementation. Based on this, we propose that policymakers first utilize propaganda to increase visitors' awareness and perception of environmental damage, and then conduct environmental knowledge lectures to increase tourists' environmental knowledge and perception value.

Second, non-formal educations, such as watching environmental protection films and visiting protected areas, can be used to increase the relevance between individuals and the environment, allowing individuals' perceived consumption effectiveness to effectively stimulate the generation of environmental behavior. Finally, some natural experience projects tailored to local conditions could be established in ecotourism locations, coupled with visitor information explaining the destinations' particular environmental resources and ecological significance. This should deepen the link between people and the environment, resulting in increased perceived consumption effectiveness and, as a result, ecologically beneficial behavior.

Acknowledgement. This paper is based on research carried out by a group of authors and researchers who were funded by the Institute for Community Development and Research (PPPM) of POLIMEDIA's competency development research schemes, It enabled us to perform this study and publish our findings.

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