



Global Sustainable Tourism Council Criteria (GSTC) Approach in Sustainable Tourism Planning

Case Study of Silokek Geopark Tourism at Sijunjung Regency

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Abstract. Environmental protection is one of the factors to consider when planning sustainable tourism. Careful environmental protection and protection of flora and fauna are also practiced in tourist areas. Sustainable tourism planning is a development of travel concepts that can have long-term impacts. Whether for the environment, society, culture, economy for the present and future of all local communities and tourists. This study was conducted using the Global Sustainable Tourism Council (GSTC) criteria to measure the concept of sustainable tourism in tourism facilities in the Sirokek Geopark. This standard is the minimum effort a tourism management organization should make when considering the sustainability of a tourist attraction. One of the realizations of the definition of sustainable tourism is maximizing environmental benefits and minimizing negative impacts. The survey method is a qualitative description based on content analysis and interpretation methods based on interviews and observations. The survey method is a qualitative description based on content analysis and interpretation methods based on interviews and observations. The study found that Sirokek Geopark Tourism meets the requirements of a sustainable tourism plan according to GSTC criteria and indicators. Meeting this phase of the Sustainable Tourism Plan requires government and community involvement.

Keywords: Sustainable Tourism Planning · GSTC · Silokek Tourism

1 Introduction

The fast improvement of facts generation during the last a long time has modified many factors of human life. The presence of Industrial Revolution 5.0 in Japan is affecting all sectors, including the tourism sector. This era is characterized by easy access to information through digital media. In this case, Indonesia doesn't want to lose either, but the new era of Indonesia's industrial revolution is the 4.0 era. This is the phenomenon behind the cultural shift from manual systems to virtual and visual worlds, especially among Indonesian tourists who represent the millennial generation. For this reason, since Indonesia's independence, government programs have focused on tourism, which is currently the mainstay of the country, and have endeavored to develop the industry through various means [1].

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The tourism quarter is a quarter with the ability to expand as a supply of profits for the region. Local profits, improvement programs, improvement of neighborhood tourism resources, and efforts to growth ability should make contributions to financial improvement. Tourism is viewed as a multifaceted activity through a series of development processes. Development of the tourism sector includes socio-cultural, economic and political aspects [2]. Tourism in Indonesia is one of the most important economic sectors. Tourism is not only an economic engine, but also an attractive tool for reducing unemployment. This is because tourism development is expected to create large employment opportunities in areas where tourism is progressing. Tourism is a sector that continues to be developed by governments as an aid to national development due to its ability to support national economies when the world is in crisis [3]. The potential of the tourism sector can change the course of a country's economy and have a positive impact on surrounding communities. In 2019, the tourism sector became Indonesia's largest foreign currency earner, reaching US\$25 billion, surpassing the oil and gas, coal and palm oil sectors [4].

Given the region or region's multiple economic developments, tourism potential is one of the most important areas to boost the local economy. The presence of tourism activities, both man-made and natural tourism, helps the economy of the city to become better by taking advantage of its natural beauty. Through those tourism sports, many different enterprise sports have evolved such as: The government promotes accommodation in hotels, restaurants, crafts and transportation companies, provides facilities for tourism activities and increases local tax revenues. These activities also impact the surrounding communities. Opening up employment opportunities, business creation and development opportunities, and creating cross-regional cultural exchanges will enhance the knowledge of surrounding communities. Tourism potential, especially local natural attractions, can be used as a local economic engine if properly optimized [5].

Given that Indonesia is a developing country, the tourism sector is still not very strong as tourism development is considered important. Therefore, tourism (beauty, natural richness, historical heritage, culture, customs) is considered to be the main source and source of the country's growth. Ultimately have a positive effect on the economy [6]. Tourism activities have a positive impact on national and regional economic growth. But the overarching question for the region in question is whether this economic growth can foster higher productivity and broader economic development in the region. Tourism is seen as an industry with the potential to boost global economic growth as it complements other industries.

Tourism is a source of foreign currency that can boost a country's economic growth. Indonesia's tourism sector can be developed very easily by improving infrastructure, security and good management to create a tourism sector that attracts local and foreign tourists with high satisfaction. In this case, tourists will once again stimulate the desire to travel, which will ultimately have a positive effect on the country and the surrounding region. The role of local government policies in increasing tourism development is very important to contribute to the success of tourism development in the country [7]. The development and growth of tourism must be projected to keep its development on track. The development of tourist destinations, when professionally managed, makes

a very large contribution, because tourism can drive economic growth around tourist destinations through its contribution to the region.

The development and growth of tourism must be projected to keep its development on track. The development of tourist destinations, when professionally managed, makes a very large contribution, because tourism can drive economic growth around tourist destinations through its contribution to the region. [8]. The tourism industry is a collection of interconnected tourism businesses that produce goods and services that meet tourism needs in tourism practices. Achieving this requires the cooperation of various stakeholders, including local communities, governments and tourism operators [9].

2 Method

It is necessary to sustain tourism activities by properly managing tourist sites, maintaining tourism resources, and providing high-quality services that meet the needs of tourists. The Global Sustainable Tourism Council (GSTC) is an try to reap a not unusualplace information of sustainable in tourism. The criteria used here are the minimum holistic efforts that tourism in management organizations must achieve through an interdisciplinary, holistic and integrated approach. It has four main purposes. 1) demonstrating sustainable destination management and 2) maximizing economic benefits to local communities and minimizing negative impacts. 3) Maximize benefits and minimize negative impacts on society, tourists and culture. 4) Maximize benefits and minimize negative environmental impacts. GSTC standards are also designed for use in destinations of all types and sizes.

GSTC standards and indicators are aligned with recognized standards and approaches such as UNWTO target indicators, GSTC hotel and tour operator standards and also other generally accepted of principles and guidelines, standards and certification of indicators. Increase. Developed on the basis of these are certification criteria, indicators, standards and best practices for sustainable tourism From different cultural and geopolitical contexts in this world. Potential indicators are used for a variety of purposes, depending on their relevance and usefulness to your application.

In this study, one of the GSTC Part 4 Point D criteria and indicators was used as a benchmark to measure environmental use at tourist destinations in terms of maximizing environmental benefits and minimizing negative impacts. Will be This criterion contains 12 question indicators divided into several subquestions. The main points of the 12-question indicator are 1) environmental risks, 2) prudent environmental protection, 3) species protection (animals and plants), 4) Greenhouse gas emissions, 5) Energy saving, 6) Water management, 7) Water safety, 8) water quality, 9) wastewater, 10) waste reduction, 11) light and noise pollution, 12) eco-friendly transportation.

The research method is descriptive and qualitative by describing and presenting the findings based on the main research objectives, analyzing the GSTC criteria and indicators on one of the pillars of section D. The research was conducted in Nagari Silokek which is the location of the Silokek Geopark tourist attraction in Sijunjung Regency. The results of the research presented are based on the use of this research method by conducting direct observation techniques and interviewing parties involved in the management of Silokek Geopark tourism. The results of the fulfillment of indicators

and criteria are calculated based on the number of weighted questions that are met or not. If the overall result of the fulfilled sub-indicators exceeds 50% then the destination has met the GSTC standard.

Informants in the study are community leaders who participate in tourism management and have knowledge of tourist areas such as history, operational management, and problems faced by tourist destinations. Data were collected concerning the interview list on the questions contained in the GSTC Part D criteria and indicators based on 12 question indicators. The data is processed and made in the form of interpretation of several categories of indicators after the interviews are conducted.

3 Result and Discussion

To achieve the research objectives, the criteria and indicators contained in the GSTC will be critically examined to determine the indicators that best suit the role of each community leader in tourism objects. The indicators used in this study make it possible to examine the role of community leaders who are concerned with the tourism management system. Data analysis was carried out using a qualitative approach. That is, observations and results from unstructured interviews are reinterpreted. The GSTC criteria and indicator descriptions for tourist destinations are calculated based on subquestions that correspond to compliance points in the measurement of tourist destinations.

GSTC standards are administered by the Global Sustainable Tourism Council. Expected uses of the standard by tourism management organizations include:

- Serves as a basic guide for destinations that want to become more sustainable.
- Help consumers identify appropriate sustainability goals.
- Serves as a general guide for media to identify travel destinations and inform the public about personal sustainability efforts.
- Voluntary support for certification and targeting programs to ensure standards meet generally accepted baseline requirements.
- Provide government, non-government and private sector programs as a starting point for developing sustainable tourism needs.
- Serves as a basic guide for educational and training institutions such as hospitality schools and universities.

Analysis of the criteria and indicators revealed that 18 indicators met the GSTC criteria and another 10 did not meet the criteria or were not available at this attraction. This can be interpreted as a small difference in meeting the criteria of maximizing environmental benefits and minimizing negative impacts. You can see the achievement metrics in Table 1.

From the results of interviews and observations, it can be seen that the Silokek Geopark tourist destination has several evaluation components that meet the GSTC research criteria. The results of interviews and observations show that the Silokek Geopark tourist attraction area meets several evaluation factors according to the GSTC evaluation criteria. This tourist attraction area can be declared to meet the requirements as a sustainable tourism object according to the GSTC criteria and indicators. This is evidenced by the criteria and metrics that meet 50% or more of the expected evaluation results. This

Table 1. Fulfillment of GSTC Criteria and Indicators at Silokek Geopark

No	GSTC Sub-Category	1	2
D1.a	Sustainability assessments of destinations over the last five years have identified risks to the environment	✓	
D1.b	A chance control device is in place		✓
D2.a	Implement and update sensitive and endangered habitat and wildlife inventories	✓	
D2.b	Management systems to monitor impacts and protect ecosystems, the environment and vulnerable species	✓	
D2.c	System to prevent the entry of foreign species (invasive)		✓
D3.a	Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)	✓	
D3.b	Regulations and standards governing the hunting, capture, display and sale of flora and fauna	✓	
D4.a	A mentoring program to help companies measure, monitor, minimize and publicly report their greenhouse gas emissions		✓
D4.b	Corporate Greenhouse Gas Emission Reduction Support Program		✓
D5.a	Programs for promoting and measuring energy conservation, monitoring, reducing, and reporting to the public energy use	✓	
D5.b	Policies and incentives to reduce reliance on fossil fuels, increase energy efficiency and promote adoption and use of renewable energy technologies	✓	
D6.a	A mentoring program to help businesses measure, monitor, reduce and report on their water use		✓
D7.a	A management system to ensure that the water consumed by the company and the water required by the community are properly and balancedly supplied		✓
D8.a	A management system for monitoring and reporting to the public the quality of drinking water and recreation	✓	
D8.b	Monitoring results are published	✓	
D8.c	System for Appropriately Responding to Water Quality Issues		✓
D9.a	Regulations and Enforcement Measures for Arrangement, Maintenance and Inspection of Contents of Septic Tanks and Liquid Waste Treatment Systems	✓	
D9.b	Regulations to ensure the size and type of liquid waste disposal appropriate for the site and evidence for enforcement actions	✓	
D9.c	Mentoring program to help companies effectively manage and recycle liquid waste	✓	
D9.d	Programs to ensure proper management of waste that is safe for reuse or disposal, with minimal negative impact on local communities and the environment	✓	

(continued)

Table 1. (continued)

No	GSTC Sub-Category	1	2
D10.a	A solid waste collection system is implemented by recording the amount of waste generated	✓	
D10.b	We have implemented a solid waste management plan with quantitative targets to ensure that safe and sustainable waste is minimized and not recovered or recycled.		✓
D10.c	Programs to help businesses reduce, reuse and recycle solid waste		✓
D10.d	Programs to reduce the use of plastic bottles by businesses and visitors	✓	
D11.a	Policies and regulations to minimize light pollution and noise	✓	
D11.b	A mentoring program that encourages businesses to follow guidelines and regulations to minimize light and sound pollution		✓
D12.a	Programs to increase transportation use Environmentally Friendly	✓	
D12.b	Programs designed to engage visitors in active modes of transportation (such as walking or cycling).	✓	

Numbering of Criteria and Indicators refers to the book GSTC guidelines, Note: 1 (fulfilled) and 2 (not fulfilled)

achieved goal shows that the Silokek Geopark tourist attraction can maximize environmental benefits and minimize negative impacts. Although there are slight differences in the achievement of available and unavailable indicators, destinations remain environmentally conscious towards sustainable tourism, and develop in a way that is not environmentally damaging and beneficial to the region, protecting the environment. The GSTC standards and indicators become a reference and part of the planning carried out in the development of this tourist attraction. This is evidenced by the involvement of local communities and the government who continue to help develop this tourist destination according to a plan intended to preserve it in accordance with its original natural formation.

The emergence of tourism as one of the fastest growing industries has made a tremendous contribution to the economic growth of countries around the world. Tourism has created new jobs, increased income, and increased the trade balance. However, the development of the tourism industry often ignores social and environmental aspects and only pursues profit [10]. Therefore, in this 4.0 revolution era, sustainable tourism is becoming increasingly popular among experts and practitioners, based on increasing public awareness of the importance of protecting nature and the environment for sustainability and economic development. Sustainable tourism development is tourism development that is planned by taking into account all the possibilities that occur and how to overcome and prevent the impacts, obstacles that arise, and opportunities that arise [11].

Tourism development affects people and nature. Initially, tourism development was expected to contribute to the socio-economic development of local communities and the environment [12]. There is a gap between what is expected and the actual reality that

exceeds expectations, creating space for conflict. The difference between this claim and the present reality is against the development of the world of tourism.

4 Conclusion

The results of this study indicate that the Silokek Geopark tourist attraction area can meet the GSTC criteria and indicators which become general standards for various tourist destinations that are developed. This shows that although the process of transferring the application of the GSTC Criteria and Indicators categories to each destination is theoretically not easy, it can be applied as long as the Criteria and Indicators are in line with the direction of sustainable tourism development. The criteria tell you what needs to be done in order to achieve the goal. This role is fulfilled by the existence of performance indicators, educational materials and means of access. Apart from implementing tools by governments, NGOs, and private sector providers, all of these are complements that must be met to bring a destination's GSTC standard. The GSTC Destination Standards It is the beginning of the process of creating sustainability standards in all forms of tourism. The key aspect highlighted is increasing community knowledge on how to optimize tourism and reduce disaster risk to support development. Another important aspect is to encourage community understanding and action so that they can gain as much knowledge and experience as possible in tourism optimization and disaster risk reduction programs.

The idea of developing sustainable transportation is an integral part of the issue of sustainable development. Experience in various countries shows that further development of the necessary infrastructure is not always the best solution [13]. All developments in transportation infrastructure affect environment, but the area has a certain ecological capacity limit to accommodate the impacts that occur.

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