



Local Community Perceptions in the Development of Green Economy Based Tourism Destinations in Bangka Belitung

Devi Valeriani¹, Dian Prihardini Wibawa², Herry Marta Saputra³, Misbahul Munir^{4,*}

¹ Department of Economics, Universitas Bangka Belitung, Indonesia

² Department of Management, Universitas Bangka Belitung, Indonesia

³ Department of Agrotechnology, Universitas Bangka Belitung, Indonesia

*Corresponding author. Email: misbahul@ubb.ac.id

ABSTRACT

A green economy is a low-carbon, resource-saving and socially inclusive economic activity. The aim of this study is to formulate a model for integrating local communities in developing green economy-based tourism destinations in Bangka Belitung. The research method in this study uses two approaches, namely quantitative and qualitative (mix method). The quantitative approach uses quantified number processing based on respondents' perceptions in descriptive quantitative form. Meanwhile, the qualitative approach uses descriptive qualitative analysis to explain the results of the study as they are and then elaborate on the findings in previous studies. The results of this study generally show that local communities in Bangka Belitung are involved in developing tourist destinations, both economically, socially and environmentally. In the environmental area, the emphasis is on developing green economy-based tourism.

Keywords: *Green Economy, Local Communities, Tourism.*

1. INTRODUCTION

Bangka Belitung is one of the provinces that focuses on developing the tourism sector. However, the contribution of the tourism sector in Bangka Belitung until December 2022, such as the average stay of domestic tourists, is only 1.87 days. This is because, among other things, the tourist destinations visited are not far away, the attractions that can be enjoyed are limited, the tourism activities carried out are not well packaged [1]. The contribution of the tourism sector to the GDP of Business Fields, which is proxied from the business field of providing accommodation, food and drink, is not yet the 5 (five) largest contributor to Bangka Belitung's GRDP as of Quarter IV 2022. The five contributors to GRDP are, trade and repairs; processing industry; Agriculture; Mining Excavation and construction [2]. So the obstacles to developing tourism destinations in Bangka Belitung must be identified.

It is hoped that the development of the tourism sector can encourage an increase in the welfare of local communities by providing employment opportunities for the community. Not only that, the development of the tourism sector can also grow other supporting industries, so that it can build integration both between the tourism sector and with other sectors in a region, or integration between local communities. Regarding the role of the tourism sector, the development of the tourism sector does not only support economic development but can also support development from social and cultural aspects.

To what extent is the role of local communities in tourism development, and how to integrate local communities to strengthen their empowerment. Communities who are part of the components that form tourism have a strategic role in developing a tourism destination [3]. So, when developing a tourism destination, it is mandatory to consider various elements of society, so that in this research it was concluded that

the community has a strategic position in developing a tourism destination.

Apart from that, people in tourism destinations who are local communities have the potential for various activities that can be created into tourism products. Local culture, community habits, as well as other unique variations that exist in society such as attractions and activities from a tourist perspective. In community integration in developing tourism destinations, of course strengthening the knowledge and policies of local communities will better understand the tourism products being developed and the impacts they have, compared to communities from outside tourism destinations. Local communities have a contribution in efforts to promote tourism destination products, because local communities are the main component that forms the image of tourism destinations [4]. Another research result revealed is that an important aspect of sustainable tourism is the emphasis on community-based tourism [5]. This means that tourism development is more focused on an approach to community participation so that optimal results will be obtained. Apart from that, it is able to provide benefits to local communities which has an impact on increasing household economic income.

In achieving tourism sustainability, there needs to be an order that regulates the economic, cultural, social, environmental and political aspects of the tourism system. For this reason, there needs to be a strong base for tourism development by integrating local communities based on a green economy. From the perspective of tourism destination management, ten principles of a green economy are outlined [6], namely: (1) prioritizing use value, intrinsic value and quality, (2) following natural flows; (3) understand the (economic) value of waste; (4) works neatly and has a variety of functions; (5) consider the appropriate scale; (6) foster diversity; (7) improve personal and organizational abilities; (8) encouraging participation and democracy; (9) emphasizes creativity and community development; and (10) paying attention to the strategic role of the environment.

Tourism has significant potential as a driver of economic growth, even small changes towards a green economy will have an important impact on various destinations for tourism activities. Research that integrates tourism destination development with a green economy has been carried out by [7-11] who highlight important issues in sustainable tourism and encourage researchers from various disciplines to investigate the interrelationships between society / culture, environment / ecology, and energi / water / food more broadly.

In addition, [9] stated that in developing green economy-based tourism, communities must be able to minimize high energy use, consume effective water, and minimize habitat destruction. The hope is that the

formation of this model will be able to optimize local community participation both in decision making and sharing the benefits of green economy-based tourism development which will leverage the regional economy.

2. LITERATURE REVIEW

The theoretical basis in this research discusses the concept of green economy, integration of local communities, the position of green economy in tourism and the challenges and opportunities of tourism in green economy.

2.1. *Green Economy Concept*

Green economy is a form of economy that not only focuses on meeting people's needs but also prioritizes its impact on the environment [12]. According to [13], green economy is an economic concept that has different implications from the economy in general because it prioritizes the future of natural resources, environmental welfare, and reducing the risk of using natural resources. [14] defines a green economy as an economy that must assist environmental policies related to the production, distribution and consumption of goods and services that lead to increased social welfare in the long term, without exposing future generations to significant environmental problems. risks and reduce environmental resource shortages. The United Nations Environment Program and World Tourism Organization define that green economy is an economic activity that seeks long-term social benefits in short-term activities and leads to increased human welfare and reduced inequality, without exposing future generations to significant environmental risks and environmental deficits [15]. The United Nations Conference for Trading and Development (UNCTAD) defines that a green economy is a sustainable economy that provides a better quality of life for everyone within environmental constraints.

2.2. *The Concept of Local Community Integration in Tourism Development*

The concept of integrating local communities in tourism development is included in Community Based Tourism. Community-based tourism is a type of tourism that includes community participation as the main element in tourism in order to achieve sustainable tourism development goals [16]. This understanding is in line with the thinking of [5, 17] mention community-based tourism as community participation in tourism development.

Community participation can be done in two ways, namely: getting involved in the decision-making process and sharing tourism benefits. Participation in decision making means that the community has the opportunity to voice their hopes, desires and concerns regarding tourism development, which can then be used as input

in the planning process. Meanwhile, taking a role in sharing the benefits of tourism implies that the community should have the opportunity to gain financial benefits from tourism and links with other sectors. For this reason, the development of tourism destinations should be able to create job opportunities, business opportunities and obtain training and education for the community so they know the benefits of tourism [18]. According to [19], tourism is a "community industry", so that the sustainability of tourism development is very dependent and determined by community acceptance and support for tourism. The implication of tourism as a community industry is that there is certainty for the community to participate in tourism development. Based on the concept of community empowerment in tourism development, efforts to empower the community through tourism must essentially be directed at several things as follows. (1) Increasing the capacity, role and initiative of the tourism development community; (2) Increasing the position and quality of community involvement/participation; (3) Increasing the value of the positive benefits of tourism development for the economic welfare of the community; (4) Increasing the community's ability to travel. The relationship between community empowerment in tourism development is depicted in Figure 1.

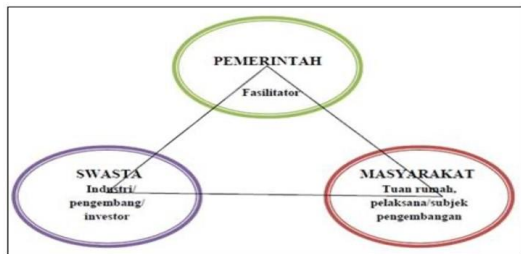


Figure 1. Community empowerment in tourism development (Source: [20])

2.3. The Position of the Green Economy in Tourism

Green Economy is closely correlated with sustainable tourism. In the sustainable tourism component there are aspects of culture, society, environment and economy. The relationship between each aspect is depicted in Figure 2.



Figure 2. Four conceptual aspects required for achieving sustainable tourism (Source: [9])

A systematic approach to managing materials and products sustainably throughout the life cycle, for example, from resource extraction, manufacturing and consumption to final management. The opportunity to "green" the tourism sector is not only environmentally sound, but also promises major business savings through efficient resource management and local sourcing of supplies, materials and services. To accelerate the transition to a circular economy, a restorative and regenerative economy with a design to maintain resources at their highest use and value throughout their life cycle must be developed. However, pioneering the efficient use of natural resources requires holistic planning, rigorous impact assessment, and effective management of the water-energy-food nexus (particularly in water-scarce areas), with links as in Figure 3.

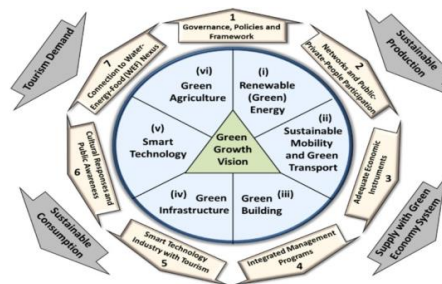


Figure 3. Green economy model incorporated with integrated sustainable infrastructures for ecotourism development (Source: [9])

2.4. Tourism Challenges and Opportunities in a Green Economy

Developing tourism sustainably is a big challenge for planners and policy makers. This task becomes increasingly difficult considering the various crises the world is currently facing: recession, climate change, fuel crisis, food crisis and water crisis. The tourism industry

faces many challenges regarding sustainability. Specific challenges that need to be resolved through a green economy include: (1) energy and greenhouse gas emissions; (2) water consumption; (3) waste management; (4) loss of biodiversity; (5) effective management of buildings and cultural heritage; and (6) planning and governance.

3. RESEARCH METHODS

The research approach was carried out using a mixed method, namely a mixture of qualitative and quantitative research. The qualitative approach uses a method that verifies the conceptual relationship between tourism and the green economy against empirical conditions [21]. The construction of the tourism concept is based on a literature review. Empirical conditions are collected and known using various techniques, adjusted to the research variables. Meanwhile, in the analysis stage, the type of capital owned by local communities and the formulation of local community integration in developing green economy-based tourism destinations in Bangka Belitung. Using a qualitative descriptive method, which is then synthesized to explain the links or causal relationships between variables. Quantitative methods are used to analyze the percentage figures of stakeholder perceptions regarding the participation of local residents in developing green economy-based tourism.

4. RESULTS AND DISCUSSION

In this section the researcher will discuss the results of research that has been carried out in the field. These findings are the perceptions of tourism development stakeholders around Pasir Padi Beach, Bangka Belitung. The tourism development stakeholders we mean here are the government as policy makers, academics, tourist visitors, tourism business actors, Micro, Small and Medium Enterprises (UMKM) and so on. From the various stakeholder elements mentioned, we obtained a total of 60 respondents who we asked for their opinions or views regarding this research.

4.1. *Tourist destinations can move the wheels of a community's economy*

Based on Figure 4, it can be seen that the respondents' perceptions regarding the rice sand tourist destination can move the wheels of the community's economy, out of a total of 60 respondents, 61% or 37 respondents gave an affirmative answer, 35% or 21 respondents strongly agreed, 2% or 1 respondent was unsure and 2% or 1 respondent strongly disagreed.

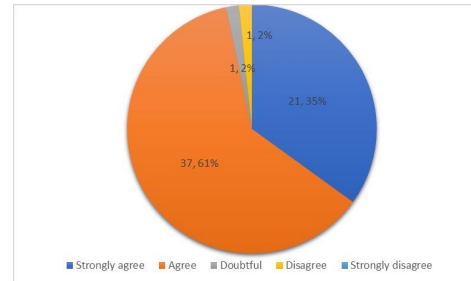


Figure 4. Perceptions of tourism destination stakeholders can drive the community's economy

4.2. *Tourist destinations can increase people's income*

Based on Figure 5, it can be seen that the respondents' perception regarding the Pasir Padi Tourism destination can increase people's income, out of a total of 60 respondents, 68% or 41 respondents gave an agree answer, 30% or 18 respondents strongly agreed, 2% or 1 respondent gave a doubtful answer.

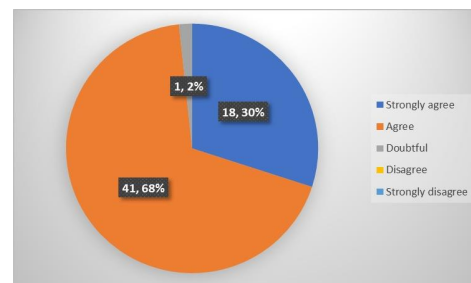


Figure 5. Stakeholder perceptions of tourism destinations can increase people's income

4.3. *The existence of tourist destinations opens up opportunities for people to become entrepreneurs*

Based on Figure 6, it can be seen that the respondents' perceptions regarding the Pasir Padi Tourism destination can open up opportunities for people to become entrepreneurs, out of a total of 60 respondents, 72% or 43 respondents gave an agree answer, 25% or 15 respondents strongly agreed and 3% or 2 respondents did not agree.

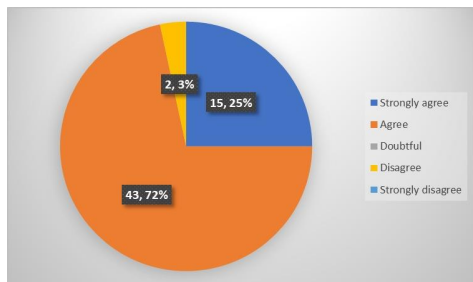


Figure 6. Perception of stakeholders: Tourism destinations open up opportunities for people to become entrepreneurs

4.4. The community has the opportunity to be involved in tourism businesses/services managed by the local community

Based on Figure 7, it can be seen that the respondent's perception is that the community has the opportunity to be involved in tourism businesses/services managed by the local community. Of the total 60 respondents, 72% or 43 respondents gave an opportunity answer, 11% or 7 respondents gave a hesitant answer. 10% or 6 respondents had a very good chance, 5% or 3 respondents had no chance, while the remaining 2% or 1 respondent answered very no chance.

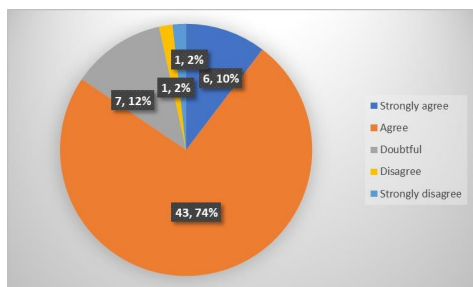


Figure 7. Perception of community stakeholders as having the opportunity to be involved in tourism businesses/services managed by the local community

4.5. The community has the potential for economic capital in developing green economy-based tourism destinations

Based on Figure 8, it can be seen that the respondents' perception is that the community has the potential for economic capital in developing green economy-based tourism destinations, out of a total of 60 respondents, 65% or 39 respondents gave potential answers, 25% or 15 respondents had no potential, 8% or 5 respondents doubtful and 2% or 1 respondent is very potential.

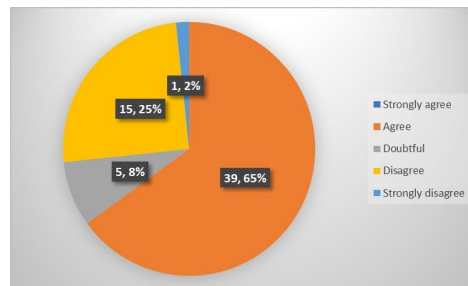


Figure 8. Perception of community stakeholders as having the potential for economic capital in developing green economy-based tourism destinations

4.6. The community is involved in negotiations with the government to create a green economy-based tourism development policy

Based on Figure 9, it can be seen that the respondents' perceptions regarding community involvement in negotiations with local governments to create policies related to plans that have been developed, out of a total of 60 respondents, 55% or 33 respondents gave the answer that they were involved, 15% or 9 respondents gave the answer that they were not involved, 15% or 9 respondents were undecided, 10% or 6 respondents were very involved, while the remaining 5% or 3 respondents answered very uninvolved.

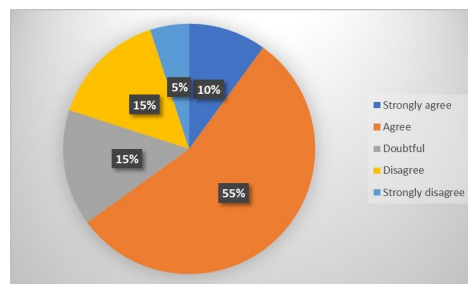


Figure 9. Perception of community stakeholders involved in negotiations with the government to create a green economy-based tourism development policy

4.7. The community is involved in determining ways to prepare programs and facilities planned by the government related to green economy-based tourism development

Based on Figure 10, it can be seen that the respondents' perceptions regarding community involvement in determining ways to prepare programs and facilities planned by the regional government for the community, out of a total of 60 respondents, 38% or 23 respondents gave the answer that they were involved, 32% or 19 respondents were not involved, 17% or 10 respondents gave a hesitant answer, 10% or 6 respondents were very

involved, while the remaining 3% or 2 respondents gave a very uninvolved answer.

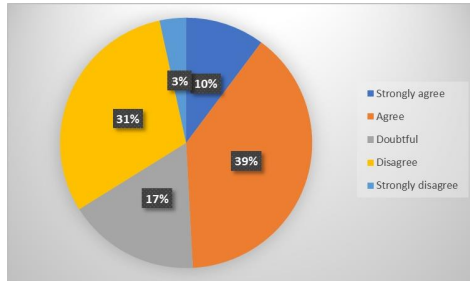


Figure 10. The perceptions of community stakeholders are involved in determining ways to prepare programs and facilities planned by the government related to green economy-based tourism development.

5. CONCLUSION

Based on research conducted by researchers, it can be concluded that, first, local communities, based on the perceptions of stakeholders, have been involved in the development of the tourist destination which is the object of research in this study. Apart from that, this involvement, apart from economic involvement, is also involvement in the development of green-based tourism.

AUTHORS' CONTRIBUTIONS

Devi Valeriani: draft writing, data processing, field research observations. Dian Prihardini Wibawa: draft writing, data interpretation, field research observations. Herry Marta Saputra: draft writing, field research observations. Misbahul Munir: draft writing, data interpretation, field research observations.

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