



SUSTAINABLE TOURISM DEVELOPMENT

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ABSTRACT

In line with development and economic growth, the role of tourism is increasing in various new sectors which are significant contributors of foreign exchange for increasing people's welfare. Indonesia as a country that has extraordinary natural and cultural wealth, also enjoys this benefit. However, tourism is also often considered as one of the biggest contributors to environmental and community sustainability, especially through the development of supporting infrastructure. Yogyakarta Province as a tourist destination, as well as environmental wisdom. Ecotourism, then seen as a tourist destination, can also be used as a solution to this problem. Using a qualitative approach, this study was conducted with the aim of formulating a sustainable ecotourism model based on cultural, social and environmental wisdom that will support the successful development of tourism in Yogyakarta. With the formulation of this policy model, it is hoped that in the future it can become a guideline for the government in developing national policies in the field of sustainable tourism in particular and supporting economic independence in the regions.

Keywords: *Ecotourism, Tourism, Yogyakarta Tourism*

1. BACKGROUND

Tourism or in foreign terms commonly referred to as *tourism* is a travel activity carried out individually or in groups from one place (place of residence) to another which is called a tourist attraction with the aim of getting satisfaction, passion and pleasure. Besides that, tourism has several components to fulfill an activity that can be carried out including the place of residence as the starting point of departure, travel, tourism actors, and places of destination or as tourist destinations. Of all these components there will be an experience value that will be obtained. Then these experiences are in the form of attractions, tourism support facilities, and tourism infrastructure/infrastructure which, when inferred from the three, will produce a conclusion regarding the rating of a tourist attraction.

By definition, there are several experts who express their opinions about tourism, for example [1] who gives an opinion regarding the definition of tourism is a process of temporary departure of a person or more to another place outside their place of residence. The impetus for his departure was due to various interests, whether due to economic, social, cultural, political, religious, health interests, or other interests such as out of curiosity to gain experience or learn. Meanwhile according to Hunziker and Kraft [2] explained that the definition of tourism is the

overall relationship and symptoms that arise from the presence of foreigners and the trip is not for permanent residence and has nothing to do with earning a living. So that he travels only looking for things that suit his wants and needs.

So, if it is concluded from the two opinions of these experts regarding the definition of tourism. Both agree on tourism trips that are temporary in nature but in an interest from tourism these two experts explain different opinions, namely in the first definition expressed by Suwantoro (2004) there are several encouragements from tourism interests including economic, social, cultural, political, religious interests, and others as stated in the description above. Meanwhile, it is different from the opinion of Hunziker and Kraft who explain that tourism travel has nothing to do with the interests of making a living and the journey is only looking for things that become an experience or lesson. But in essence tourism is a form of travel that is moving from place of residence to another place which is referred to as a tourist attraction.

As for countries that have tourism heaven, one of them is Indonesia. Indonesia as a country with a variety of different cultures and so much natural beauty has *become* a special attraction for tourists, both domestic and foreign tourists. The Province of the Special Region of Yogyakarta,

for example, every year is always filled with visitors or tourists, both domestic and foreign, because in this case the Special Region of Yogyakarta has high attractiveness in tourism matters. Apart from being a Learning City, for now Yogyakarta can also be called a Tourism City. Not without reason, because every time a holiday arrives, Yogyakarta is always filled with visitors or tourists. Various tourists have their respective destinations in Yogyakarta to enjoy their vacation time, for example historical tours related to culture, nature tourism one of which is mountain views, beach tours to enjoy the beautiful sunset and the roar of the blue waves, and many other tourist attractions. available in Yogyakarta. Usually, the majority of people choose mountains, cities, or beaches for travel. But at this time in the era of globalization and advances in information technology, with the ease of access to tourism marketing on social media, any place is a tourist object that can be visited. By utilizing social media features, anyone can become a *content creator* by posting videos or photos about a tourist attraction and if the content is viral it can attract tourists to visit that place. One of the *anti-mainstream* places used as a tourist spot is the reservoir. Reservoirs or basins which are usually used as water reservoirs are used to regulate and accommodate rainwater supplies and are used to maintain the quality of groundwater, prevent floods, so that drainage can now increase its function as a tourist attraction.

tourism exploration is generally categorized as ecotourism or ecotourism . By definition, ecotourism according to the Regulation of the Minister of Home Affairs Number 33 of 2009 concerning Guidelines for the Development of Ecotourism in the Regions is a nature tourism activity in a responsible area with due regard to the elements of education, understanding, and support for natural resource conservation efforts, as well as increasing the income of local communities. or region [3]. Apart from the development activities, there are several obstacles faced by the local government in the maintenance of this reservoir tourism object including environmental damage due to tourism activities, the maintenance budget, dynamics and problematic utilization of tourism potential by the local community, and other things that become obstacles to tourism development.

2. RESEARCH METHODS

Using a qualitative approach, this study was conducted with the aim of formulating a sustainable ecotourism model based on cultural, social and environmental values that will support the successful development of tourism in Yogyakarta. With the formulation of this policy model, it is hoped that in the future it can become a guideline for the government in developing national policies in the field of sustainable tourism in particular and supporting economic independence in the regions. In this writing using normative legal [4] research, normative legal research like this is usually called legal research on statutory regulations. This normative legal research includes research on legal

principles, research on legal systematics, and research on the level of legal synchronization. The approach used in legal writing is the statute *approach* and the *conceptual approach* [5]. The statutory approach is an approach taken by examining all laws and regulations related to the legal issues being handled. Data collection techniques use library study techniques, namely by collecting, studying and analyzing data taken from books or libraries, papers, journals, articles, newspapers , official documents published and unpublished, websites and other media.

3. RESULTS AND DISCUSSION

3.1. Environmental Damage in the Tourism Object Area

The influence of the times and advances in information technology has made the tourism industry a tool to improve people's welfare. Because in fact, the tourism industry is the biggest *income contributor sector* for a country including Indonesia. This can be proven when the *Covid 19* pandemic hit every country and paralyzed the tourism sector, there was a huge loss for a country. When the tourism sector is paralyzed, it also has an impact on other sectors, such as hospitality, transportation, culinary, home industry, craft industry and others which influence the country's foreign exchange earnings.

Tourism is closely related to the environment, because tourism is an industry whose sustainability activities are determined by healthy, clean and good environmental conditions. If the tourism area is in a bad environmental condition, then the tourism is guaranteed to be hampered in the development and continuity of tourism activities, in other words it can be considered extinct or the number of visitors decreases. The tourism sector which is categorized as a service industry is a sector that is very sensitive to environmental conditions which include comfort, safety, and the social conditions of its people. A tourist area with a bad environment can reduce the number of tourists visiting a tourist destination, while examples of a bad environment such as local pollution, slums, low level of comfort for tourists, local residents who do not *support*, traffic chaos, crime rate high, and other things. Therefore, in the development of tourism, it is not only marketing that needs attention, but also improving the quality of the environment.

When viewed from a juridical aspect in accordance with Law Number 10 of 2009 concerning Tourism, Article 4 letter e states that the purpose of tourism [6] is to preserve nature, the environment and resources. If the implementation of tourism activities experiences environmental damage, it is very clear that this is contrary to the implementation of the objectives of the law. But not least, the implementation of tourism in field data has caused environmental damage as a result of the development of an

area or area to become a tourist attraction, including the following.

3.1.1. Pindul Cave area

The development of tourist objects in the Pindul Cave area, which is located in the Bejiharjo Village area, Karangmojo District, Gunung Kidul Regency, which is now easier to access as a result of the development of tourist attractions and the construction of facilities and infrastructure that support a positive impact with the large number of tourists coming to the Goa area. Pindul. And of course it also has a very big impact on increasing the economic sector of the local people who live around the tourist area. However, if the development of tourist attraction areas relies on the economic impact of the people without regard to the condition of the surrounding environment, then the sustainability of the environment will be threatened. Visitors who are visiting the tourist area of Pindul Cave pay attention to the capacity and carrying capacity of the environment, as an implementation of maintaining or paying attention to the sustainability of this tourist attraction.

The number of tourists who come exceeds the carrying capacity and carrying capacity of Pindul Cave which results in various dynamics of the ecosystem towards its nature. Of course this will conflict with the status of the Pindul Cave tourist attraction which has ecotourism status by emphasizing the application of environmental insights using aspects of nature conservation. Various problems will arise if the Pindul Cave tourist area continues to be *overloaded*, including:

- a) water problems and the destruction of the cave life cycle, and
- b) damage to cave ornaments[7].

3.1.2. Nglanggeran Ancient Volcano

Apart from the cave tourism object, another place that has the potential to experience environmental damage is the tourist object of the Nglanggeran Ancient Volcano which is located in the Nglanggeran tourist village area, Patuk District, Gunung Kidul Regency. If analyzed in general, the situation and environmental conditions look good, the environment is beautiful, and it looks clean and well maintained. The local Pokdarwis program carries the tourist spot labeled ecotourism in managing the tourism business in the village.[8]

However, if analyzed more carefully, with a qualitative descriptive approach and data analysis using theory from the perspective of this research, it will find some environmental damage, both related to biotic, abiotic and social and cultural aspects. Findings of environmental damage are simplified by setting out in the following two points.

First, there has been environmental damage on the physical aspect, although this is still considered moderate

damage in several tourist attraction areas, including climbing routes on ancient volcanic sites and around artificial reservoirs including the new access road.

Second, the occurrence of damage to the biotic aspect is also categorized as moderate damage. In several locations in the tourist area of ancient volcanoes, the damage is loss of vegetation and disruption of the living environment for organisms along the climbing route and around the artificial ponds.[9]

3.2. Local Government Efforts in Realizing and Improving the Sustainability of Sustainable Ecotourism Based on Cultural, Social, and Environmental Wisdom Values

With the moderate category of damage, the local government is responsive before unwanted things happen. And for the sake of realizing and increasing the sustainability of sustainable ecotourism based on cultural, social and environmental values in the tourist village area of Gunung Kidul, the local government issued the following policies.[10]

3.2.1 Installing Environmental Signs

The Gunung Kidul Regional Environmental Service held an activity by installing environmental signboards. The existence of these signs is very important for the attention of tourists, although they are not as popular as traffic signs because not every community knows their meaning. Because environmental signs do not have definite regulations in regulations formed by the government. But still in its implementation that environmental signs become local laws and need to be obeyed to maintain the sustainability of ecotourism, basically these environmental signs provide benefits to the community regarding the matter of always paying attention to environmental problems. With this, it is very much in line with the tone of the principle of *Utilitarianism* which states that society acts to increase happiness and reduce suffering. As explained by Jeremy Bentham (1748-1832):

"In his theory of law, Bentham uses one of the principles of utilitarianism, namely that humans act to increase happiness and reduce suffering... every crime must be accompanied by punishments that match the crime. And should the suffering that is inflicted be no more than what is treated to prevent crime "

Jeremy Betham (1748-1832) gave the opinion that nature gives happiness and damage. The duty of the law is to preserve happiness and prevent harm from occurring. According to Jeremy, sentencing must be specific for each type of crime category and how many sanctions can be given. And it is not allowed to exceed the amount needed to prevent crime [11].

3.2.2. Placing Cleaning Officers in Tourist Attraction Areas

The Head of the UPT Administration Subdivision for Cleanliness and Landscaping for the Gunung Kidul Regional Environmental Service said that in order to keep the environment clean in tourist attraction areas for the sake of prioritizing the comfort of tourists, placing environmental cleaners at tourist locations as many as 36 (thirty six) people consisting of 2 (two) civil servants (PNS) and 34 (thirty four) people with the status of freelance daily employees (PHL). All are on duty in the tourist area to maintain cleanliness.

3.2.3 *Ecotourism or Ecotourism*

Ecotourism or eco-tourism is a form of community empowerment in the area of tourist attraction by developing tourism businesses as the main support for a tourist destination. By taking the example of Nglanggeran village, which explores the tourism potential in its area, for example homestays, cocoa development, tour guides, and others.

Meanwhile, ecotourism or ecotourism is a tourism activity that is environmentally sound by using aspects of nature conservation, aspects of socio-cultural economic empowerment of the local community as well as learning and educational aspects of the tourist experience of an area. [12] Ecotourism will be felt when there is a negative impact on ordinary or conventional tourism activities. These negative impacts are not only proven by environmental experts, but can be put forward by members of the public including cultural figures, community leaders, and tourism industry business people. The impact will be in the form of damage to the environment, culture and economy of local communities located in conventional tourist areas. Basically ecotourism is implemented by bringing tourists to exotic natural attractions with environmentally friendly treatment. The process of previous tourist visits felt like pampering tourists, but in the future it will have a negative impact on the environment.

3.2.4 *Preparation of AMDAL for Tourism Areas*

Environmental impact analysis (AMDAL) for tourism areas is very important for the sustainability of tourism activities. And to minimize the potential for environmental damage that arises, as a result of tourism activities so that from the start there has been planning for management and of course evaluation of activities or activities in a tourist area so that the impact will be maintained.

Environmental Impact Analysis (AMDAL) or in a foreign language, namely *Environmental Impact Assessment* is a study of the major impacts that will occur and the importance of a business and/or activity that has been planned on the environment which is required for the decision-making process regarding the implementation of a business and/or activity in Indonesia. The AMDAL is made during the planning stage of an activity or project that will

be carried out and is expected to have an impact on the sustainability of the surrounding environment.

What is meant by the environment is paying attention to biotic, abiotic, and cultural or cultural aspects. Special regulations regarding AMDAL in Indonesia are Government Regulation Number 27 of 2012 concerning Environmental Permits which is a change from Government Regulation Number 27 of 1999 concerning AMDAL, while AMDAL has been enforced in Indonesia since 1982.

The Head of Development and Destinations for the Gunung Kidul Regency Regional Tourism Office added that all tourist destinations will lead to carrying out an AMDAL/UKL-UPL. The area that has carried out an environmental impact analysis is the tourist area of Bejiharjo Village, Karangmojo District, Gunung Kidul Regency which includes the tourist destination area of Pindul Cave. And in 2019 an environmental impact analysis was compiled for the Bleberan Village area, the Sri Getuk Waterfall tourist destination. For the tourist area of the Ancient Volcano of Nglanggeran Village, an environmental impact analysis has not been carried out but has implemented *sustainable tourism*.

The guidelines regarding the preparation of an Environmental Impact Analysis, UKL-UPL, and SPPL are regulated in the Minister of Environment Regulation Number 16 of 2012 concerning Guidelines for Preparing Environmental Documents.

In fact, when referring to Ministerial Regulation Number 16 of 2012 concerning Guidelines for the Preparation of Environmental Documents, the tourism development policy in the Gunung Kidul area, that the preparation of the AMDAL and UKL-UPL has only been carried out in part and has not been implemented as a whole, of course, this is very contrary to the Ministerial Regulation. Because in this regulation, the preparation of the AMDAL and UKL-UPL should be carried out well before any tourism activities or activities. [13]

3.2.5 *Management of Capacity, Carrying Capacity, and Attraction of Tourism Areas*

The condition of a tourist capacity is basically a consideration that needs to be considered, and of course it must be full of consideration in accepting tourist visits. So that in its implementation, tourism actors and organizers can enjoy tourist attractions. For example, in the tourist destination of Goa Pinjul, which did not consider its visitor capacity, it was overloaded at the entrance. So that in this case it gives a bad impression for everyone because it pays too much attention to the economic aspect without considering the comfort and safety aspects. Besides that, they must also pay attention to visiting hours, so that organizers and tourists can work together with integrity in paying attention to environmental conditions in the management of sustainable tourist destinations. Then later

it is guaranteed that no party will be harmed and the impression that the organizers will get good *feedback* by providing the best possible service[14].

4. CONCLUSION

Tourism is a form of travel activity that is carried out temporarily starting from the place of residence to a tourist destination or what is commonly referred to as a tourist attraction. A tourist object is a place or environmental area that has an attraction and can be enjoyed by the general public or tourists, with a variety of cultural diversity and natural beauty found in the area that can be used as a tourist object that can be visited by tourists. One of them is the Special Region of Yogyakarta, which, with its cultural diversity and is supported by its inherent history and enchanting natural beauty, has now transformed into a tourism industrial area, be it nature tourism, sea tourism, historical and cultural tourism, and other tours. And various corners of Yogyakarta are now tourist destinations, for example Goa, Mount Purba, and ponds are successes in tourism marketing which are now easy because they are supported by advances in technology and information.

Tourism is basically very directly related to the environment, therefore tourism is an industry whose sustainability activities are determined by healthy, clean and good environmental conditions. If the tourism area is in a bad environmental condition then the tourism is guaranteed to be hampered in development and its tourism continuity activities will be threatened. A tourist area with a bad environment can reduce the number of tourists visiting a tourist destination, while examples of a bad environment such as local pollution, slums, low level of comfort for tourists, local residents who do not *support*, *traffic* chaos, crime rate high, and other things. Therefore, in the development of tourism, it is not only marketing that needs attention, but also improving the quality of the environment.

Just as we take as an example the tourist attractions of Mount Purba and Mount Pinjul which are in the Gunung Kidul Regency area, both of them experienced moderate damage. Even though the damage is still categorized as moderate damage, if it is not quickly responded to, unwanted things will happen.

As for the quick response efforts of the local regional government in overcoming these damages, the local government is responsive before unwanted things occur. And for the sake of realizing and increasing the sustainability of sustainable ecotourism based on cultural, social and environmental values in the tourist village area of Gunung Kidul, the local government issued the following policies.

1. Installing environmental signboards;
2. placing janitors in tourist attraction areas;
3. ecotourism or ecotourism;
4. preparation of the AMDAL of tourist areas; and

5. management of capacity, carrying capacity, and attractiveness of tourist areas.

SUGGESTION

To anticipate the occurrence of damage, public awareness is needed about the impacts that will arise if environmental damage occurs. Then it must be strictly enforced regarding the existence of special regulations regarding Environmental Impact Analysis in the implementation of tourism, so that between organizers and tourists find a *win win solution point* in tourism activities.

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