

# Creative Tourism Activities in Ecotourism

## A Study in Ujung Kulon National Park Banten Indonesia

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**Abstract—** Creative tourism as a new concept in tourism offers innovative way for tourist to spend their holiday. Most study nowadays focused on the creative tourism in a cultural / heritage typology of tourism with the lacking of study in another tourism typology. It is interesting to know that creative tourism and ecotourism have some interrelationship one another. While much study is needed to prove the interrelationship, this study will try to get a bit of evidence from the interrelationship between creative tourism and ecotourism. This study take place in one of the most famous national park in Indonesia, Ujung Kulon National Park, Banten. The study methodology used in the study is questionnaire and Focus Group Discussion.

**Keywords—** *Creative Tourism, Ecotourism, Creative Industry, Ujung Kulon National Park*

### I. INTRODUCTION

In Indonesia, the term creative tourism is not widely known. The term of creative industry is getting more popular than the creative tourism (Adriani, 2012). Creative tourism is closely related to the creative industry. Creative industry is the main support for the creative tourism. Creative tourism gave a value added to the creative industry product. Indonesia is so potential in creative tourism to explore and used it as a tools to compete in the worldwide tourist market.

The term creative tourism as a new concept in tourism has been discussed widely since it offers an innovative way for tourist to spend their holiday. This paper aims to look at the relationship between the creative tourism and ecotourism, since the former is usually associated as an extension of cultural tourism (Lindroth, Ritalahti and Soisalon-Soininen, 2007) and the latter is more popular as a nature based tourism. Creative tourism was first defined by Richards and Raymond as an extension or a reaction to cultural tourism. According to them, creative tourism was “tourism which offers visitors the opportunity to develop their creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are undertaken” (Richards and Raymond, 2000). Moreover, Creative tourism involves not just “being there”, but reflexive interaction on the part of tourists. In creative tourism, the responsibility is on the tourists themselves to actively learn about their surroundings and apply that knowledge in order to develop their own skills (Richards and Wilson, 2006).

They see creative tourism as something active, involving tourists in self-development. This need for learning can be

focused on versatile local activities, enabling the use of local skills. This not only generates revenue in the host communities but also offers meaningful contact between hosts and guests (Richards, 2005).

According to Richards and Marques (2012), creative tourism is not only an evolution of tourist demand, but also can accommodate a range of contemporary policy agendas. It responds to the need for tourist to re-invent itself as well as to the need for destinations to do something different in a saturated market, and at the same time it can also meet the desire of tourists for more fulfilling and meaningful experiences. The other similarities between creative tourism and ecotourism is that both are stands for sustainable tourism since creative tourism emphasize on the use of local resources where at the end it will be benefited the local economy. Meanwhile, ecotourism is originating in a worldwide reaction against mass tourism, the idea of nature-based tourism, which was protective of nature as well as enjoying it (Valentine, 1992). Thus, a relationship between these two typologies of tourism is interesting to be explored.

Orams (1995) stated that the concept of ecotourism is probably equally due to the widespread and growing interest in the natural environment and a corresponding recognition of the importance of conserving natural environmental quality. The idea of visiting and experiencing high quality natural environments and also protecting them from harmful impacts is now an acceptable and marketable one. The two explanation regarding creative tourism and ecotourism are describing the existence of tourists’ demand on a new experience, which is more fulfilling from their holiday. In creative tourism, the community’s essence will be reproduced in order to attract the visitors who will, through their participation and consumption, preserve the local heritage and contribute to local livelihoods by contributing to the local market (Prince, 2011). Adriani (2012) gave a list of creative tourism supply in a form of tourism activities as available in table below.

TABLE I. CREATIVE TOURISM ACTIVITIES

TOURISM ACTIVITIES	CREATIVE INDUSTRY PRODUCT
<b>Activities in Open Areas</b> - Sports on beach and sea (Surfing, Snorkeling, Diving, Swimming) - Fishing - Boat, Canoe, Rafting - Flora and Fauna Observation - Landscape Observation	

TOURISM ACTIVITIES	CREATIVE INDUSTRY PRODUCT
<ul style="list-style-type: none"> <li>- Photography</li> <li>- Hiking</li> <li>- Cliff Climbing</li> <li>- Mountain Climbing</li> <li>- Cycling</li> <li>- Geology Tour</li> <li>- Participation in an event</li> </ul>	
<b>Cultural Performance Art</b>	
<ul style="list-style-type: none"> <li>- Watch and involve in local tradition / customs</li> <li>- Learn and perform arts (dance, music)</li> <li>- Learn and perform martial art</li> <li>- Involve in conservation act in beach/sea, forest, plantation, farm</li> <li>- Observe and learn traditional architecture art</li> </ul>	Performance Art, Music
<b>History and Heritage</b>	
<ul style="list-style-type: none"> <li>- Tour to archeological, historical sites</li> <li>- Museum tour to gain knowledge about museum's collections</li> </ul>	Conservation Product
<b>Architectur and Urban Design</b>	
<ul style="list-style-type: none"> <li>- Architectural Tour</li> <li>- Urban Landscape observation</li> </ul>	
<b>Designing Activities</b>	
<ul style="list-style-type: none"> <li>- Observe and involve in design activities (interior design, graphic design, industrial design, fashion design)</li> <li>- Product Consumption</li> </ul>	Design interior, graphic, industry, fashion product
<b>Film, TV, and Radio</b>	
<ul style="list-style-type: none"> <li>- Observe and involve in film / cinema production</li> <li>- Observe and involve in TV show and Radio production</li> </ul>	Film
<b>Technology and High Tech Industry</b>	
<ul style="list-style-type: none"> <li>- Observe and involve in production process</li> <li>- Observe industrial landscape</li> <li>- Observe industrial workers residential area</li> </ul>	TV and Radio Programme
<b>Recreation</b>	
<ul style="list-style-type: none"> <li>- Enjoy musical concert</li> <li>- Enjoy theatrical performance</li> <li>- Recreation at theme park</li> <li>- Recreation at park</li> </ul>	Technology product
<b>Culinary</b>	
<ul style="list-style-type: none"> <li>- Observe and involve in culinary activities both traditional and contemporer</li> <li>- Participate in culinary event</li> <li>- Product Consumption</li> </ul>	Food and Beverage
<b>Literature</b>	
<ul style="list-style-type: none"> <li>- Participate in literature festival / event</li> <li>- Observe the printing process</li> <li>- Tour to the author's home and office</li> <li>- Visit library, bookstore, and cultural space</li> <li>- Product Consumption</li> </ul>	Literature / books
<b>Craft</b>	
<ul style="list-style-type: none"> <li>- Observe and involve in crafting activities both traditional / folk art and contemporer</li> <li>- Participate in crafting event</li> <li>- Product Consumption</li> </ul>	Craft Products

Moreover, the other similarities between creative tourism and ecotourism is that both are stands for sustainable tourism since creative tourism emphasize on the use of local resources

where at the end it will be benefited the local economy. Meanwhile, ecotourism is originating in a worldwide reaction against mass tourism, the idea of nature-based tourism, which was protective of nature as well as enjoying it (Valentine, 1992). This study will choose Ujung Kulon National Park (UKNP) in Banten, Indonesia as a subject to explore more about creative tourism – ecotourism interrelationship.

## II. METHOD

The research process is going through two stages. The first stage is using survey with questionnaires. The method is used to get the information regarding the tourists' perception on the potential of creative tourism in Ujung Kulon National Park (UKNP), Banten, which has been famous as a nature based ecotourism object. On the second stage, a Focus Group Discussion (FGD) was conducted to gain deeper information and opinion from the ecotourism operators in the related object about the application of creative tourism in the object. The questionnaires are distributed to 50 tourists as respondent for this study. The demographic profile for the respondent could be seen in Table II below. Most of the respondent are female with educational background from S1 (bachelor degree) and have occupation as a private employees with income 1,5juta – 2,5 juta rupiah. Mostly respondent purpose of visit are for leisure and length of stay 1-3 nights and visit frequency 1 – 2x.

TABLE II. RESPONDENT PROFILE

No	Description	Frequency
1	<b>Gender</b>	
	Male	19
	Female	31
2	<b>Educational Level</b>	
	SD/SMP/SMU	25
	D3	0
	S1	20
	S2	5
	S3	0
3	<b>Occupation</b>	
	Private employees	36
	Civil Servant	0
	TNI/POLRI	0
	Entrepreneur	1
	Housewife	8
	Other	5
4	<b>Income</b>	
	1,5 - 2,5 juta	25
	2,5 - 3,5 juta	6
	3,5 - 4,5 Juta	0
	4,5 - 5,5 juta	-
	> 5,5 juta	19
5	<b>Purpose of Visit</b>	
	Busines	14
	Leisure	31
	Other	5
6	<b>Consideration for Chosing the Location</b>	
	Location	25
	Facilities	20
	Price	0
	Reputation	0
	Other	5
7	<b>Length of Stay</b>	
	1 - 3 nights	34
	4 - 6 nights	16

No	Description	Frequency
	1 week	0
	> 1 week	0
8	<b>Visit Frequency</b>	
	1-2x	31
	3-4x	19
	5-6x	0
	>6 x	0

After the questionnaire gather, the response from the respondent are analyze to get the mean from each questions. The result from the questionnaire are available in following table III. The data analysis from the questionnaire shows that most of the answer from respondent positively support the argument that ecotourism and creative tourism have strong interrelationship. Overall the mean score above the 4,00 (in 1 – 6 scale) which shows a strong positive answer. Related to the creative tourism questions, most respondents shows a well knowledge about creative tourism which reflect from the answer they given. The questions about Ujung Kulon National Park (UKNP) also answer mostly above 4,00 (in 1 – 6 scale), only one question “There are potential creative activities to do in Ujung Kulon National Park” have mean 4,02 which cause from the information provided about creative activities in UKNP not much.

In answering the questions related to creative ecotourism in Ujung Kulon National Park most the answer also have mean above 4,00 (in 1 – 6 scale), only question about “I could involve in local traditions in UKNP” have mean 3,52. Though the mean also shows positive answer, but from this score we could suggest that much tourists doesn’t know about local traditions from Ujung Kulon area. This fact could be use as an information from the local tourism stakeholder to circulate more information about local traditions in Ujung Kulon area so the tourists could know that Ujung Kulon also have local traditions.

TABLE III. DATA ANALYSIS RESULT FROM THE QUESTIONNAIRE

<b>Creative Tourism</b>		
No	Question	Mean
1	Creative Tourism related to creative activities	5,44
2	Creative Tourism involving tourists to self-development	4,14
3	There are many form of creative tourism destination	5,00
4	I ever participate in a creative tourism activities before	4,22
5	Creative Tourism is an interesting form of tourism	4,46
<b>Ujung Kulon National Park (UKNP)</b>		
1	Ujung Kulon National Park is an ecotourism object	6,00
2	Ujung Kulon National Park has great biodiversity	5,72
3	Ujung Kulon National Park is a great destination to visit	4,98
4	There are many ecotourism activities to do in Ujung Kulon National Park	5,00
5	There are potential creative activities to do in Ujung Kulon National Park	4,02
<b>Creative Ecotourism in Ujung Kulon National Park (UKNP)</b>		
1	There are many creative tourism activities in Ujung Kulon national Park	4,00
2	I could do activities such as surfing, snorkeling, diving, swimming, boating, canoeing, flora fauna observation, photography, hiking, cycling, geogology tour in UKNP	5,28

<b>Creative Tourism</b>		
No	Question	Mean
3	I could involve in local traditions in UKNP	3,52
4	I could involve in conservation act (in beach, sea, forest, plantation) in UKNP	4,78
5	I could involve in crafting activities in UKNP	4,22

The second stage methodology which is Focus Group Discussion, the Focus Group Discussion are done with the 2 source person from Indonesian Tourist Guide Association Banten chapter. The result from Focus Group Discussion shows that Ujung Kulon National Park have plenty creative activities to do, and could be the major attraction to creative-ecotourism tourists. The list creative-ecotourism activities that could do in Ujung Kulon National Park available below, the activities are adapted from the list of creative tourism as explain in table I earlier.

TABLE IV. CREATIVE – ECOTOURISM ACTIVITIES IN UKNP

<b>CREATIVE ECOTOURISM ACTIVITIES</b>	
<b>Activities in Open Areas</b>	
- Sports on beach and sea (Surfing, Snorkeling, Diving, Swimming)	
- Boat, Canoe	
- Flora and Fauna Observation	
- Landscape Observation	
- Photography	
- Hiking	
- Cliff Climbing	
- Cycling	
- Geology Tour	
<b>Cultural Performance Art</b>	
- Watch and involve in local tradition / customs	
- Involve in conservation act in beach / sea, forest, plantation, farm	
<b>Craft</b>	
- Observe and involve in crafting activities both traditional / folk art and contemporer	

### III. CONCLUSION AND SUGGESTION

Based on all the explanation before, the survey result indicates that the tourists’ have a strong perception about the interrelationship between creative tourism and ecotourism. In addition, the result of the Focus Group Discussion also shown that the operators also see the relationship and the potential of creative tourism implementation in UKNP. These findings can support the related tourism destination stakeholders in making the strategies and policies for the development where it can be aligned with the creative tourism and ecotourism characteristics. The result of this research hopefully can assist the policy makers in making strategies for their destinations development in order to meet the market demand as well as stay in the path of sustainable development.

The future research is needed to gain more prove about the interrelationship between creative tourism and ecotourism. The sample population could also be increase to gain more perspective. The focus group discussion could possibly take more stakeholders as the participants. The sample could possibly take from some other of national parks in Indonesia.

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