

# *Implementation Of Sustainable Tourism Destination Development Achievements*

*(Indicators of Sustainable Tourism Development (STD), Sustainable Tourism Observatory (STO) Towards Sustainable Tourism Certification (STC) in Pulesari Village, Wonokerto, Turi District, Sleman Regency, Daerah Istimewa Yogyakarta)*

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**Abstract**— This study measures the implementation process for the implementation of sustainable tourism, which generally aims to maintain ecological tourism destinations in a long time, getting feasibility economically, ethically and socially equitable for local communities. The Ministry of Tourism in Act No. 10 of 2009 explicitly pouring ideas and support in the development of sustainable tourism that is "necessary efforts to increase tourism's contribution to economic development, public welfare, strengthening of social values and culture, and environmental protection. In accordance with the definition of sustainable tourism development as stated in the Charter for Sustainable Tourism (1995) is, supported development of ecologically well as economically viable, ethically and socially equitable for society. The tourism sector has not contributed real and direct the economy of local communities in tourism destinations. The development of tourism in Indonesia should be able to increase the quality of life (particularly local), to create added value and strengthen the local culture and social values and local wisdom. The assessment will look at the main aspects that should be considered in the development of sustainable tourism. Phasing and assessment measures and methods that will be pursued are: to prepare the standards and criteria for sustainable tourism development that is intended to be applicable at the destination. This study will generally see an outline of the three phases of activity in the development of sustainable tourism which is done through the process of STD, STO and STC. This study will limit the scope of stages Sustainable Tourism Observatory (STO) to get to the Sustainable Tourism Certification (STC). Sustainable Tourism Development (STD) in the study aims to maintain ecological tourism destinations in a long time, getting feasibility economically, ethically and socially equitable for local communities as well as having an output convergence meeting, coordination meetings and research meeting in these destinations. Sustainable Tourism Observatory (STO), is an activity that is conducted with the cooperation between the ministries of tourism, local governments and higher education area that aims to provide recommendations for the development of sustainable tourism, both the central government, local governments, local communities and other stakeholders, The focus of this study is the implementation of the Sustainable Tourism Observatory (STO) that uses the basics of votes according to the criteria of sustainable tourism for destinations. Whatever method of determining the assessment criteria consist of several parts, namely: a) sustainable management of effective management; b)

maximize the economic benefits to the local community and minimize negative impacts; c) maximize the benefits to the community, visitors, and culture; minimize the negative impacts; d) to maximize the benefits to the environment and minimize negative impacts. This methodology explicitly used to design, assess, monitor, evaluate and mitigate and understand the paradigm framework of thinking in the development of sustainable tourism were planned and carried out at tourism destinations. The final results of this study provide recommendations after the criteria are met by the development of sustainable tourism for tourist destinations. The recommendations provide a reference methodological and recommendations in the field of tourism sustainability. Support capacity building on tourism stakeholders to foster participation / public participation, policy trends and the impact of tourism through the development of sustainable tourism as a standard and criteria for Sustainable Tourism Observatory (STO) that can be applied in Indonesia. The application emphasizes the principles of sustainability, which refers to aspects of environmental, economic and socio-cultural development of tourism, and an appropriate balance must be established between these three dimensions to guarantee long – term sustainability.

**Keywords:** *sustainable development, tourism destination.*

## I. INTRODUCTION

### Implementation of Sustainable Tourism

Sustainability principles refer to the environmental, economic, and socio-cultural than a tourist destination. To ensure long-term sustainability, the balance between the three dimensions must be built well. The three dimensions are (1) Environmental Aspects, making optimal use of environmental resources is a key element in tourism development, maintaining ecological processes and contribute to preserving the natural heritage and biodiversity in a tourist destination, (2) Economic Aspects, ensuring economic activity long-term viable, provide social and economic benefits to all stakeholders fairly, like a regular job, earning opportunities (to open a business) and social services to local communities, as well as helping to reduce poverty, (3) Aspects of Socio-Cultural, respecting authenticity local socio-cultural, preserving the values of cultural heritage and customs that they build, and

contribute to increase the sense of tolerance and inter-cultural understanding. As stated in the principles, purposes, and principles of the Law of the Republic of Indonesia No. 10 Year 2009 on Tourism which explicitly pouring ideas and support in the development of sustainable tourism that is necessary efforts to increase tourism's contribution to economic development, public welfare, strengthening of social values and culture, and environmental protection.

### Implementation of Sustainable Tourism in Indonesia

Tourism Development in Indonesia precedence in the development of pro-poor, pro-growth, pro-job, and pay attention to environmental sustainability.

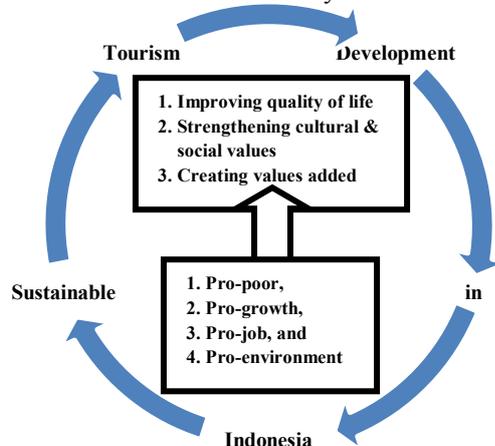


Fig 1. Concept of Tourism Development in Indonesia  
Source: Ministry of Tourism (2015)

In its application, the development of tourism in Indonesia should be able to improve the quality of life (particularly local), to create added value and strengthen the local culture and social values and local wisdom. Development of sustainable tourism development in Indonesia has been started by the Ministry of Tourism since 2007. It is characterized by the workshop on indicators for sustainable tourism development in the year. Then maturation back the concept of the indicators in 2015 in collaboration with the Global Sustainable Development Council (GSTC). In the same year, also held a signatory to the commitment of sustainable tourism development by 20 mayors and regents in Indonesia for starters. In 2016 there were two phases of the program are to be achieved, namely the manufacture of Sustainable Tourism Observatory (STO), in collaboration with universities located around the pilot project, also sertification 20 tourism destinations that embed the principles of sustainable tourism development. Both programs mentioned above performed with several stages which are, do a snapshot assessment in some selected program, select and nominate 3 experts as assessors sustainable tourism in Indonesia, mentoring and progress review the location of the pilot project is conducted in cooperation with the GSTC, establishes guidelines (guidelines) for Indonesia on sustainable tourism based on the snapshot assessment and first annual workshop in cooperation with the GSTC, several key destinations in the Pacific Asia Travel Association (PATA) Travel Mart 2016 in Jakarta, then covered by the certification of destinations within pilot project on the World DayTourism.

### Research Question

What is the process and the implementation of sustainable tourism development in the Rural Tourism applied?

## II. RESEARCH METHODS

### Profile Research Area

Administratively Pulesari is one of the villages in Wonokerto Village, Turi District, Sleman Regency, Daerah Istimewa Yogyakarta. Pulesari Village region has boundaries by region as follows; (1) North: Ledok Lempong Village; (2) East: Arjosari Village; (3) South: Kopen Village; (4) West: Bangunkerto Village, Wonosari Village. The total area of 20.5 hectares Turi Wonokerto village, which consists of the area to the field / farm, farm / moor, plantation, settlement, industry, trade and services, community forests and others. The global area of each region has different characteristics, these circumstances have a strong effect in terms of food resources, culture, environment and livelihoods of Pulesari Village.

a) Topography Condition: Pulesari Village are in feet / slopes of Mount Merapi. Geographically, Pulesari village situated at an altitude of 400 s / d 900 m above sea level. Most of the area is agriculture.

b) Hydrological Conditions: Pulesari Village have springs 26 springs that flow into some rivers such as the River Krasak, Bedog River, which is sufficient for irrigation farm. Curah average rainfall 3.908 mm per year with air temperature of 24°C - 28°C.

c) Geological Conditions: The soil in the area is a hilly area Pulesari Village/ lush mountains with soil structure which is sandy and rocky soil.

d) Population: The population of the Pulesari Village in 2013 is 229 115 inhabitants with details souls of men and women 114 people. Number of families (KK) in Pulesari Village is 64 KK.

Pulesari Rural Tourism a rural tourism that stands alone is originated from the people, by the people and for the people based on the spirit of mutual cooperation in building of a village and a shared commitment and the number of potential that exists in the region that need to be preserved and developed, which raised an idea to form a Rural Tourism. On May 26, 2012 started launching the concept of rural tourism launching then do the Rural Tourism and inaugurated on November 9, 2012 by the Department of Culture and Tourism Sleman Regency. Rural Tourism is presenting a Natural and Cultural Traditions that the village has incredible natural potential so we need to preserve as well as developed and used appropriately without changing an essence of the rural areas. Meanwhile, Culture Tradition is a manifestation of the village always preserve the values of culture in society that is not extinct swallowed this era of modernization.

The study used a qualitative descriptive method that is supported by multiple data collection techniques such as observation, literature review, interview and documentation. As for knowing Pulesari Village have to meet the principles - principles of sustainable tourism build or can not use the Baseline Assessment method with the use of scoring against the parameters of focus (key concern). The scale used was 1-7,

depending on the interest of researchers destination. For the detail rate parameter by using a scale of 1-7. The parameters are adjusted to the field conditions, namely: Sustainable tourism baseline performance assessment. The research method using a scale consisting of seven (7) Scoring: 1 (Implemented), 2 (implementation within the next 12 months), 3 (implementation in more than 12 months), 4 (In the planning), 5 (at all yet realized and not yet implemented), 6 (not Sure), 7 (not Answer) the data and the variables grouped into 3 parts which is the concentration and focus of the Pulesari Rural Tourism. Sustainable tourism criteria assessed include several variables: environmental, economic and socio-cultural.

TABLE 1. ENVIRONMENT VARIABLES

No	Environment	Variables and Indicators
1	Energy Conservation	Composite index of energy conservation a. Tourism as environmental education; b. Preservation of the environment; c. Modification of the natural environment d. Energy renewable and non-renewable e. System environmental management f. Community involvement g. The role of government through local regulations h. Environmental conditions
2	Environmental governance policy	Composite index policy on the management of the environment a) The development of environmental management activities b) Policy development of tourism activities c) Institutional environment and environmental management of tourism; d) The role of government through local regulations; e) Agency in charge of environmental governance from abroad and within the country; f) The role of the community in environmental management

Source: Researcher Analysis, 2016

TABLE 2. ECONOMIC VARIABLES

No	Economy	Variables and Indicators
1	Creative economy of local communities	Composite index a) Processed products produced community b) organic and non-organic products c) Packaging products d) Total production in the month e) Expenditure rating; f) Income residents in rent home stay; g) Product and type of souvenir produced by the local population; h) The use of local materials and not local i) Income society: j) The training program community towards processed k) The number of workers.

Source: Researcher Analysis, 2016

TABLE 3. VARIABLE TRADITION, ART AND CULTURE

No	Social, artistic and cultural traditions	Variabel dan Indikator
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1	Social, artistic and cultural traditions	Composite index a) Uniqueness and attraction b) Diversity appeal (quantity) c) The range of market segments travelers d) Authenticity appeal e) Local culture and cultural uptake f) Characteristics of society g) Performance sociocultural h) The attention of local government i) Arts and cultural roots j) The nature of mutual aid societies
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Source: Researcher Analysis, 2016

### Research Samples

Rural tourism chosen as samples located in the cluster cluster (block area) rural tourism in research location in Sleman. The research location is determined based on the choices by the following considerations:

- Authenticity have high appeal;
- It is adjacent to the boundary slopes of Merapi and an enclave area;
- An area defined as a water catchment area;
- Has natural resources and the environment but weak control over the region;
- Having a natural tourist areas, rural tourisms with a high degree of authenticity;
- Have appeal and tourism activities (panorama of nature and rural tourisms);
- The development refers to the development of sustainable resource conservation and environmental.

Research conducted in the Pulesari Village include the community as a sample consisting of four components as a source of information, namely: population, tourism stakeholders, tourists (domestic and foreign), and government (relevant agencies).

### III. FINDING AND DISCUSSIONS

Pulesari rural tourism has a concentration in the region following the development of criteria for destination development. There are three concentrations of the development of criteria for Sustainable Tourism Destinations which can be assessed some of these criteria are as follows:

#### Concentration on aspects of environmental protection and climate change and its implementation on sustainable development.

TABLE 4. ADAPTATION TO CLIMATE CHANGE

Criteria	1	2	3	4	5	6	7
a. The current system for climate change adaptation and risk assessment				x			
b. Laws or policies to mitigate climate change and promote technologies to mitigate climate change	x						
c. Programs to educate and raise awareness in the public, entrepreneurs in tourism, and visitors on climate change						x	

TABLE 5. ENERGY CONSERVATION

Criteria	1	2	3	4	5	6	7
a. Program to promote energy conservation and measure, monitor, mitigate, and reported to the public on energy consumption							x
b. Reduction of dependence on fossil fuel use, increase energy efficiency, and encourage the adoption and use of renewable energy technologies							x

TABLE 6. WATER RESOURCES MANAGEMENT

Criteria	1	2	3	4	5	6	7
a. Measurement and supervise the use of water							x

Source: Assessment Facilitator and STO in Pulesari, 2016

The concept of sustainable tourism development at the macro level in the province of Yogyakarta essentially emphasizes three (3) principles, as follows: **(1) Forward-environment (environmentally sustainable)**, emphasizing that the process of tourism development must be responsive and attention to efforts to preserve the environment (both natural and cultural), and able to prevent the negative impact that can degrade the quality of the environment and disturb the ecological balance. **(2) to be socially and culturally acceptable (socially and culturally acceptable)** which stressed that the development process can be socially and culturally acceptable by the local community. **(3) Eligible economically (economically viable)**, emphasizing that the development process should be economically feasible and profitable.

At the micro scale Pulesari Village showed concentrations to climate change and the environment are at the stage of implementable and planning for the next few months. To vote red (not implements) and three other phases such as the implementation of climate change. The interesting thing is the tourist attraction is a community action that is committed in maintaining the environment. For example Pulesari travel rural communities in the use of water resources to be able to accommodate travel needs. Forestation by planting trees (reforestation) by residents and for tourists on vacant land and along the main street of the village. The behavior of the public and tourists can create a shady local climate and healthy. This proves the high level of public awareness about protecting the environment. Some real action in the conservation of energy, tourism villages Pulesari capable of storing water for home stay, household, plants, plantations and other travel needs. This commitment is a form and the public response to energy conservation and climate change adaptation and risk estimates.



Fig 2. Banner as a response to environmental preservation and climate change Source: Researchers Documentation, 2016

### Aspects of the creative economy and its implementation on sustainable development.

In this aspect Pulesari Village has been able to implement the community activities of rural tourism for economic improvement. Regular monitoring and reporting is done every month in the tourist village community forum meetings Pulesari derived from direct and indirect contribution of tourism activities.

TABLE 7. THE ECONOMIC BENEFITS TO LOCAL COMMUNITIES AND MINIMIZE NEGATIVE IMPACTS

Criteria	1	2	3	4	5	6	7
a. Reporting and regular supervision in visitor expenditure data, revenue per room, employment and investment Data				x			
b. Regular monitoring and reporting at least every year from direct and indirect contribution of tourism	x						
c. Collection and public reporting each year of employment data related to tourism				x			

Source: Assessment Facilitator and STO in Pulesari, 2016

Based on the structure of livelihoods, the largest number of livelihood of Pulesari Village before becoming Pulesari Rural Tourism is as Farmers are 120 people followed others by 73 people, workers number 8 soul, traders some 14 lives, private employees a total of 11 people, public servants number 2 people. While the smallest number is a domestic industry that only one people. The average maximum income of Pulesari Village for one month prior to the development of the Pulesari Rural Tourism ranged between Rp. 800000-1500000 every month (interviews March 20, 2016). There are significant differences in income does not necessarily make the citizens flocked to switch jobs as tour guides and leaving his old livelihood as farmers. Working in the field of tourism is a sideline or additional income for them.

Pulesari Rural Tourism community efforts to continue to exist in the tourism industry is also supported by a number of creative industries capitalize of Salak Pondoh. And then mothers active in making processed foods by Salak, such as; Dodol Salak, Jenang Salak, Bakpia Salak, Wingko Salak, Katul Salak, Krupuk Salak, Enting-Enting Salak, Nogosari Salak, Geplak Salak, and other processed foods. Significantly revenues from tourism village built since 2012 strongly suggests that very satisfied results below are data revenues from the management of the Pulesari Rural Tourism for two years from 2013 to 2014, with the achievements of visitors and revenue increases:

TABLE 8. REVENUE PULESARI RURAL TOURISM 2013-2014

No	Category of Tourist	2013		2014	
		Amount of Visit	Revenue (IDR)	Amount of Visit	Revenue (IDR)
1.	Domestic	6035	289.383.000	32.178	722.682.000
2.	Foreign	0		14	

Source: Pulesari Rural Tourism Main Data 2013-2014

If seen from the table above, the increase in revenue within one year reached more than doubled. It is proved Pulesari that Rural Tourism can boost economic of Pulesari Village. In the financial management arrangements, Rural Tourism Pulesari Rural Tourism have agreed groove scheme based on deliberation and transparent.

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Fig 3. One type of creative industries from Salak fruit  
Source: Researchers Documentation, 2016

### Aspects Of Social And Cultural

Pulesari Rural Tourism in development emphasize three (3) principles, as follows: environmentally sound, economically viable, cultural preservation. That principles stressed the process of tourism development must have a sustainable and economically viable and profitable, tourism development must be responsive and attention to efforts to preserve the environment (natural and cultural) and were able to prevent the negative impacts that can degrade the quality of the environment and disturb the balance ecology.

TABLE 09. CRITERIA FOR SOCIAL AND CULTURAL ASPECTS

Criteria	1	2	3	4	5	6	7
a. Regulations to protect historical and archaeological artifacts	x						
b. Programs to protect intangible cultural heritage, for example, including songs, music, drama, skills, and crafts	x						

Source: Assessment Facilitator and STO in Pulesari, 2016

TABLE 10. CRITERIA FOR SOCIAL AND CULTURAL ASPECTS

Criteria	1	2	3	4	5	6	7
a. Interpretive information is available for visitors at the information center (office) and in the natural and cultural sites				x			
b. Information is interpreted in accordance with the culture				x			
c. Interpretive information developed with the collaboration of the community				x			
d. Interpretive information available in the right language for visitors				x			

Source: Assessment Facilitator and STO in Pulesari, 2016

Potential of social, cultural and nature attractions of the Pulesari Rural Tourism such as; caving, river trekking, handicrafts, agrotourism (Salak fruit), art and culture, fisheries, culinary and home stay. The potency and the attraction that favored and protected by society as a socio-cultural heritage. Like all tourist attraction used sebagai overall attraction. As a gratitude from the people to art, tradition and culture formed between culture and nature by the slopes of Merapi. As a thankfulness to God for Salak harvest the people present traditional dance with the attributes of trees and plants of Salak for the performance. There are several art and dances which is still preserved in the Pulesari Rural Tourism, namely;

Cave is a natural attractions that have high potential of natural resources and history. People in Pulesari considers cave have historical value that supposedly ancient times used to hide

in the Japanese colonial era. There are 6 Caves that existed at this time and still maintain appropriate original condition, such as: Dampar Cave, Canguk Cave, Leri Cave, Wayang Cave, Ular Cave, Maling Cave.

### IV. CONCLUSION AND SUGGESTION

There are three focus on the development of the Pulesari Rural Tourism, (1) special attention to climate change, so the process implementable through education and awareness-raising in the community, industrialists in the field of tourism. Energy and water conservation can be applied to the use of renewable technologies; (2) The processing industry with environmentally friendly products and increase the capacity of craftsmen still need to be improved; (3) culture and tradition in the culture represents the slopes of Merapi through modification and modification limited to the utilization of local resources. Of narrative and some of the above criteria, we can know that the Pulesari Rural Tourism have implemented sustainable tourism development, but to get to the Sustainable Tourism Certification (STC), the programs and strategies are being impelmented Pulesari Rural Tourism should be more increased. Could be through the add or correct the deficiencies that exist in the program are of course adapted to the characteristics of the Pulesari Rural Tourism to meet the principles or criteria for the development of sustainable tourism so that in 2017 the Pulesari Rural Tourism including one of the destinations that gain certification from the world.

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### Aspects Of Social And Cultural

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