



# Ecotourism Based Sustainable Tourism Development

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ARTICLE INFO	ABSTRACT
<p><b>Keywords</b> Ecotourism Tourism Law</p>	<p>Tourism is the activity of visiting a place as a journey from one place to another, which is temporary, carried out by individuals or a group as an effort to find balance or harmony and happiness with the environment in the Social, Cultural, Natural, and Scientific dimensions as well as various kinds of supported tourism activities. The aim research is to know the Ecotourism Based Sustainable Tourism Development. This strategic approach to sustainable tourism is recommended for small-scale, local management, and benefits for the community. The result shows that with the implementation of tourism development programs that are made, regional development and the welfare of the people around the area will increase so that it can realize the vision of national tourism development, namely the realization of Indonesia as a world-class tourist destination country, competitive, sustainable, able to encourage regional development and people's welfare. The prominent supporters of the implementation of Ecotourism development have four elements that support the performance of the action, namely availability of adequate legal instruments, readiness of local government officials and institutions, availability of sufficient funds, community support in achieving goals.</p>
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## 1. INTRODUCTION

Ecotourism-based tourism development is one part of economic development in the framework of increasing economic growth in a country which aims to increase state income through tax exchange and the participation of tourist donations so that it can create jobs for the wider community which in turn can increase the prosperity of the community. Eco Tourism is Tourism Travel to Areas where the natural environment is still pristine. By respecting its cultural and natural heritage, supporting conservation efforts, not producing negative impacts, and providing socio-economic benefits as well as respecting and involving residents (IUCN, 1980).

Ecotourism is defined as travelling to relatively undisturbed natural areas with specific objective of studying, admiring and enjoying scenery and its wild animals and plants as well as existing (Joshi, 2011). A form of tourism inspired primarily by the natural history of an area, including its indigenous cultures. The ecotourist visits relatively undeveloped areas in the spirit of appreciation, participation and

sensitivity. The ecotourist practices a non-consumptive use of wildlife and natural resources and contributes to the visited areas through labor or financial means aimed at directly benefiting the conservation of the site and the economic well-being of the local residents (Ziffer, 1989).

The category of sustainable tourism includes ecotourism. Developing nations are now embracing ecotourism and incorporating it into their economic development and conservation policies because of its recognized promise as an efficient instrument for sustainable development. Visits to natural areas are made as part of ecotourism, an alternative form of travel, to learn from, study, or engage in environmentally friendly activities. This form of travel is centred on nature and supports the social and economic growth of the communities where it occurs. It strongly emphasizes getting to know nature, including its environment, plants, wildlife, and habitats, as well as cultural artefacts from the region (Kiper, 2013). When this attitude is converted into suitable legislation, careful planning, and delicate application, symbiotic and

complicated interaction between the environment and tourist activities is achievable. Carefully planned and run ecotourism facilities, especially if village-based and incorporating local participation, can give immediate benefits that offset pressure from other less sustainable activities that use natural and cultural resources. Ecotourism, natural resources, cultural heritage, rural lifestyle, and integrated tourism are all examples of local economic activity. As a result, ecotourism in natural and cultural areas was carried out using various features in their natural and cultural landscapes (water, vista, topography, vegetation, clean air), as well as a variety of leisure activities suitable for all types of surroundings. As a result, ecotourism and its natural assets and raw resources to manufacture and direct people to travel is a compelling force.

According to Hall (2008) sustainable development and tourism present change which refers to the movement from one state or condition to another. Whether such a transition is positive or negative depends on the original criteria by which change is measured. Sustainable tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving it requires monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (World Tourism Organisation, 2001).

In developing tourism in a region, it is necessary to pay attention to the potential possessed by the area concerned. The more potential exists in a room, and the more feasible the site can be developed into a tourist destination. The people in the area concerned have an excellent social character, are friendly, and readily accept anyone who enters their room. This social potential will make it easier to form social interactions that are more familiar and can build more harmonious human relations, besides having a variety of unique traditions that can be packaged into tourism products to be promoted. They can be packaged into tourism products in areas with various works of art, cultural activities, and historical relics with high artistic value.

Regions that have natural potential with their uniqueness and advantages, as well as the diversity of endemic species in the region, are also potentials that can be developed to become tourism products. The variety of natural potential is a perfect thing and an excellent asset to be developed into a leading tourist destination and object, which is a gift from God Almighty. The aim research is to know the Ectourism Based Sustainable Tourism Development.

## 2. METHOD

This strategic approach to sustainable tourism is recommended for small-scale, local management, and benefits for the community. Ecotourism, besides providing benefits to local communities, also directly contributes to conservation activities. Integrated management is needed from the planning, implementation, monitoring, and evaluation stages to incorporate all stakeholders' interests.

## 3. RESULTS AND DISCUSSION

### 3.1 Tourism Development

The development of tourism development is a planned and structured effort to build existing objects and areas and develop new tourist areas, which will be used as a means of promotion and offers to tourists to visit these tourist destinations. Tourism development is the same as the development of tourism products, in which the story of tourism products which are tourism facilities, should be adapted to changes in the tastes of very dynamic tourists. Ecotourism is a form of tourism that fosters learning experiences and appreciation of the natural environment, or some component thereof, within its associated cultural context' (Weaver, 2001). For the progress of tourism development, several efforts need to be carried out in an integrated and well manner, namely:

1. Carry out promotions and introduce tourist objects and areas.
2. Access to tourist destinations is smooth and good.
3. Get immigration or bureaucratic facilities
4. Availability of comfortable and suitable accommodation.
5. Guided by a capable and good tour guide.

6. There is an offer of goods and services with guaranteed quality and reasonable prices.
7. Cultural Performances to fill time with exciting attractions.

### 3.2 Tourism Aspect

To realize sustainable tourism development based on ecotourism, seven aspects are needed to get the desired economic value. In the development of tourism objects and areas, it is necessary to analyze the positive and negative impacts to see the benefits and risks that can be used as material for consideration. In theory, the effect caused by tourism development can be seen from the influence of tourism development on tourist destinations which can be seen from 7 aspects.

#### 1. Spiritual Aspect

Spiritual is the Spirit and Culture of Bali, which is based on Yadnya. Where yadnya is everything done by the Balinese people, and yadnya is the spirit of the Balinese people. The spiritual aspect can also positively impact and contribute to the development of the lives of local people and tourists because the spiritual element can significantly influence the religious life of people and tourists in the future.

#### 2. Communication Aspect

Communication is essential for the community and Human Resources, as well as the government, in realizing the achievement of increasing knowledge and communication skills so that the delivery of government programs in the context of the Development and Development of quality and superior Human Resources can be achieved as well as good interaction between policymakers and stakeholders. Managers of tourist destination objects and tourists can run and be adequately realized.

The Communication Aspect also has a positive impact on the following:

1. Increasing the creative arts and culture of the community in tourist destinations.
2. Improving the quality of cultural heritage.
3. Increasing efforts to preserve traditional languages
4. Increased understanding of the lifestyle of other nations in the world.
5. Adoption of positive values and behavior from tourists (behavior towards animals).

#### 3. Economic Aspect

The economic aspect can provide a lot of added value, including:

1. Adding jobs that can reduce unemployment and create jobs for the local community in tourist destination areas.
2. Increasing national income, which means per capita income increases. National income is an accumulation of people's income. With the development of tourism, people's income will increase by selling tourism goods and services, for example, restaurants, hotels, travel agencies, tour guides, and souvenir items.
3. Increasing government revenue from taxes by increasing people's income, both personally and by conducting tourism business activities, will be able to raise the taxes collected by the government.
4. Strengthen the position of the foreign balance of payments or the international balance of payments. Tourism is a subtle export so the development of tourism, it will be able to increase the exports of the country concerned which will improve the international balance of payments.
5. Increasing foreign exchange earnings for developing countries. With more and more foreign tourists coming to Indonesia, more foreign exchange will be received.
6. Encouraging increased investment from the tourism industry and other sectors, regional and rural development, improving urban areas, and diversifying the local economy.
7. Spread the distribution of income distribution of the world's population and national and regional and expand the market for domestically produced goods so that it can have a multiplier effect on other sectors, such as the agricultural and industrial sectors.

#### 4. Political Aspect

The political aspect is the ability of human resources for the community of tourist destinations to invite and influence the community, both tourists and the government and the surrounding community, to equalize perceptions to organize the following steps to build and develop better and more organized tourist destinations in the future.

Political aspects also have a positive impact in the form of:

1. Experience associating and working with people from the outside community.

2. Tourism can eliminate prejudice and short-sightedness and help create mutual understanding between those who come and those who are visited.

#### 5. Social Aspect Of Community

Community social relations are dominant in influencing tourist destination objects to be conducive and beneficial for all levels of society. A community that is a place to compete and build networking for cooperation needs to be considered in social relations to build and develop company and professional organizations to improve people's welfare to create harmonious relations between the community - tourists and the government and managers of tourist destinations.

The social aspect also has a positive impact in the form of the following:

1. Encouraging the development of indigenous culture and reviving cultural elements that have been almost forgotten.
2. The development of the traditional handicraft market.
3. Development of forms & designs of traditional crafts.
4. Preventing urbanization from villages to tourism areas causes more crowded tourism areas.

#### 6. Technological Aspect

The technological aspect has a vital role in building tourist destination objects because the right technology in its utilization will significantly assist in the framework of development and expedite the work process according to the profession and task (job description) of each Human Resource. So the use of technology must be increased and applied to its benefits.

The positive impact of using technology will be seen by:

1. Making the work and duties of each Human Resources easier.
2. Creating quality products and global competitiveness.
3. Increasing the selling value of high-quality products created from excellent and sound technology.
4. Creating cooperation between tourists and managers of optimal tourist destination objects.

#### 7. Science Aspects

Science is the primary source in the development of tourist destination objects. Science will provide a spirit of life for superior

and insightful Human Resources. Knowledge is the natural capital of competence and can create an experience and improve attitude to develop professional human resources.

The positive impacts on the use of knowledge are:

1. Can create robust and insightful Human Resources.
2. The creation of professional and highly competitive human resources.
3. It Can create environmental preservation and minimize damage and friction between society and the environment.

To achieve the ecotourism potential that you want to build and develop, several things need to be considered, including items that are necessary for doing business and designing and building an ecotourism business, including:

#### *Money / Capital*

Sufficient and appropriate capital to support a growing business. Wealth can be obtained from anywhere, such as Banks, personnel loans, etc.

#### *Man / Labor*

A company needs a skilled and sound, and highly dedicated workforce to develop to improve performance and competitiveness.

#### *Market / Market*

A good market that is competitive and competitive helps companies improve and build a product marketing system so that it is absorbed and sold in the market so that the company knows exactly what market demand is and what consumers want.

#### *Material / Raw Material*

Selection and use of sound and correct raw materials will create efficiency, create superior products, and be accepted by consumers. Materials must be affordable, easy to obtain, and sustainable with competitive prices.

#### *Machinery / Machinery / Factory*

Good and quality machines are needed to build and advance the company to achieve excellent and efficient production and productivity.

#### *Management / Corporate Governance*

Company management must be adequately managed and professional and be able to create innovative products and meet market needs. Management requirements: Strong, efficient, innovative, creative, and must be reasonable and correct to make the company grow and develop.

#### *Brand / Branding / Name*

Company and product brands must be sustainable and have good branding in the market and among consumers. Quality and quantity determine the strength of the brand.

Ecotourism must also have the characteristics of an entrepreneur who will build it, namely to realize success and success in building Ecotourism, including:

1. Have a high commitment.
2. Have a strong motivation to achieve achievements.
3. Oriented to opportunities and goals.
4. Focus on internal control.
5. Have a tolerant attitude towards ambiguity.
6. Have the ability to solve problems.
7. Have the ability to deal with failure effectively.

Negative impacts that can be caused by building and developing Ecotourism include, among others:

1. Generates water, air, sound, and soil pollution.
2. Increased erosion in the form of beach abrasion, landslides, geological damage, and river bank damage.
3. Drainage of underground and above-ground water sources.
4. Depletion of mineral resources for building materials.
5. Excessive exploitation of biological resources.
6. Increased risk of fire.
7. There is a marked difference between areas for tourists and areas for residents.
8. Infrastructure overload, such as traffic jams.

9. An accumulation of garbage and waste damages the surrounding ecosystem.
10. There is damage to coral reefs by nosy hands because the demand is increasing.
11. Forest clearing occurs everywhere, which destroys fauna habitat and causes landslides.

### **3.2 Ecotourism Legal Norms**

Investment Opportunities for the Development and Development of Ecotourism Development and Construction of Sustainable Tourism Objects based on Ecotourism in the Abiansemal Traditional Village, Badung Regency, Bali Province.

Concerning:

1. Regulation of the Regent of Badung Number 47 of 2010 concerning the Designation of Tourism Areas in Badung Regency.
2. Regulation of the Governor of Bali Number 5 of 2020 concerning implementing Balinese Cultural Tourism.
3. Regulation of the Minister of Home Affairs Number 3 of 2009 concerning Guidelines for developing Ecotourism in the Areas. Nature Tourism Activities in responsible areas with due regard to elements of education, understanding, and support for Natural Resource Conservation efforts and increasing the income of local communities.
4. Law Number 9 of 2010 concerning Tourism
5. Law No. 5 of 1990 concerning the Conservation of Living Natural Resources and Ecosystems
6. Law Number 27 of 2007 concerning the Management of coastal areas and Pul.

### **3.3 Sustainable Tourism**

Around 1980, the International Union for the Conservation of Nature (IUCN), the United Nations Environment Program (UNEP), and the World Wildlife Fund (WWF) issued a "World Conservation Strategy" a world conservation strategy, to achieve 3 (three) main objectives that are:

1. Maintaining essential ecological processes and their supporting systems.
2. Maintain genetic and biological diversity.
3. Ensure the sustainable use of ecosystems and their species. (IUCN, 1980).

And around 1987, the World Commission on Environment and Development (World Commission on Environment and Development), widely known as the Brundtland Commission, stated its argument that the environment and development currently happening is not sustainable. Those new actions are needed to ensure the world's sustainability for the future. The Brundtland Commission defines the term Sustainable Development (SD) as "development that seeks to meet present needs without compromising the ability of future generations to meet their needs" (Soemarwoto, 2001).

Grundy (2000) states that the concept of Sustainable Development consists of 3 (three) system elements which involve:

1. Ecological sustainability
2. Social sustainability
3. Economic sustainability

The sustainable development system by Burn and Ahmed (2015) was adapted for tourism as a model that integrates the physical environment (place), cultural environment (host community), and tourists (visitors). According to Burn and Ahmed (2015), several principles that become a reference in Sustainable Tourism Development consist of:

- a. Nature & Environment have intrinsic value that can be used as tourism assets. Its utilization is not only for long-term and short-term interests but also for the benefit of future generations.
- b. Tourism can be introduced as a positive activity by providing mutual benefits to the community, environment, tourists, and government.
- c. Tourism and the environment must be appropriately managed to sustain the setting for the long term. Tourism should maintain natural resources so future generations can still enjoy them.
- d. Tourism development must care about nature and the character of the place where the activity is carried out.

- e. Harmony can be built between the needs of tourists and local communities.
- f. So that it can always provide benefits in a dynamic and full of changes. Adaptation to change, however, should follow basic principles.
- g. The tourism industry, local government and social institutions, and environmentalists must adhere to the above principles and work together to make them happen.

This sustainable tourism by Döring & Zunino (2014) suggested small-scale, local management and provided benefits to the community.

### 3.4 Sustainable Ecotourism Management

An integrated ecotourism management system is needed to build sustainable and community-based ecotourism. This system involves a planning, implementation, monitoring, and evaluation system that can incorporate all stakeholder interests, including government, local communities, business people, researchers, academics, tourists, and NGOs.

The responsibilities of each stakeholder vary. The government coordinates planning, making policies, zoning, and developing these ecotourism sites. In addition, the government is also responsible for infrastructure development, such as the construction of roads, telecommunication facilities, clean water facilities, and waste disposal systems.

Other stakeholders also have their responsibilities according to the principle that planning must also pay attention to the negative impacts that may arise from ecotourism activities, both economically, ecologically, and socio-culturally. In addition, planning must also be able to provide signs so that the benefits of ecotourism activities can be enjoyed optimally by all parties and negative impacts can be minimized.

Ecological impact: planning for measuring the environment's carrying capacity is significant before the location is developed into an ecotourism area. The environment's carrying capacity will represent the environment's ability to support ecotourism activities such as the provision of clean water, land management, and biodiversity in ecotourism areas. The carrying capacity of the environment for tourism will be

related to the number of tourists who can visit the ecotourism location, the ecotourism facilities that can be built, and the waste problems that arise from ecotourism activities. In addition, the materials used in the construction of tourism facilities are local products and are of relatively small intensity.

#### 4. CONCLUSION

To realize the development and development of sustainable ecotourism, the directions, policies, strategies, and programs for ecotourism development must be aligned and synergized with the guidance of tourism development policies nationally and regionally so as not to deviate from the goals of tourism development, namely:

1. Improving the quality and quantity of tourism destinations.
2. Communicating Indonesian tourism destinations using marketing media effectively, efficiently, and responsibly.
3. Creating a tourism industry capable of driving the national economy.
4. Develop tourism institutions and governance that can synergize the development of tourism destinations, tourism marketing, and the tourism industry in a professional, effective and efficient manner.

It can be concluded that with the implementation of tourism development programs that are made, regional development and the welfare of the people around the area will increase so that it can realize the vision of national tourism development, namely the realization of Indonesia as a world-class tourist destination country, competitive, sustainable, able to encourage regional development and people's welfare.

The prominent supporters of the implementation of Ecotourism development have four elements that support the performance of the action, namely:

1. Availability of adequate legal instruments.
2. Readiness of local government officials and institutions.
3. Availability of sufficient funds.
4. Community support in achieving goals.

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