



CONCEPTUAL ANALYSIS OF SUSTAINABLE TOURISM MANAGEMENT IN INDONESIA

Cherryl Elshinta Hadi¹, Riko Reinarto², Raden Aswin Rahadi^{3*}

¹ Sekolah Tinggi Pariwisata (STP) Trisakti, Jl. IKPN Bintaro No.1, RT.4/RW.10, Bintaro, Kec. Pesanggrahan, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12330.

Email: cherryl.hadi@astamandala.id

² Department of Tourism Business, School of Business and Economics, Universitas Prasetiya Mulya, Jl. R.A.Kartini, RT.14/RW.6, Cilandak Barat, Kec. Cilandak, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12430

Email: riko.reinarto@lecturer.pmsbe.ac.id

³ School of Business and Management, Institut Teknologi Bandung. Jl. Ganesha No. 10 Bandung, 40312.

Email: aswin.rahadi@sbm-itb.ac.id

* Corresponding Author

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Abstract:

Indonesian Tourism Industry was targeted as the second source of foreign exchange, but the negative impact from this industry has become an issue that needs to be resolved. The concept of tourism management in Indonesia is still outmoded due to focusing on the massive exploitation of resources for current needs instead of optimizing the resources for the future, certainly, this problem will be a threat for Indonesia's tourism industry continuance in the future. From the socio-cultural impact, economic impact, and environmental impact, altogether has some negative impact that was caused by the industry. The issue not only comes from the tourism producers but also the tourists. In this study, the authors explore the conceptual analysis of sustainable tourism management in Indonesia. Using literature synthesis, it is expected to produce a conceptual model for sustainable tourism management in Indonesia. Based on the literature review, we can conclude that there are three pillars of sustainability that need to be addressed: socio-cultural, economic, and environmental. Future research can be explored through qualitative and quantitative approaches to understand more about the effects of those three pillars in developing sustainable tourism in Indonesia.

Keywords:

Tourism Management, Sustainable Tourism, Management, Indonesia

Introduction

Indonesia is a sovereign country that is rich in the potential of cultural and biological diversity. Tourism has an essential role in increasing employment, encouraging equitable distribution of national development, and improving Indonesian people's welfare (Andriani & Pitana, 2011). Tourism activities in Indonesia are one of the leading economic sectors in the current era of globalization. The prospect of Indonesian tourism continues to climb every year. This fact is evident in the 2015-2019 period. The tourism sector focuses on the five priority development sectors of the Indonesian government listed in the 2015 National Medium Term Development Plan (RPJMN) program. This result is the impact of high foreign exchange—countries produced by the tourism sector, as stated by Arief Yahya, Indonesia's tourism minister. With the launch of the program VIWI 2018 (Visit Wonderful Indonesia, 2018) put forward by the Indonesian tourism ministry at the Fourth National Tourism Coordination Meeting, visitors to the tourism sector in Indonesia in 2018 are projected to reach the target of 17 million foreign tourists and 20 million local tourists in 2019.

Indonesia's tourism service industry supply-side certainly plays a vital role in meeting tourism needs, including accommodation, transportation, tours, food & beverages, and entertainment businesses. However, it is undeniable that it is slow for companies in the tourism sector to carry out their business activities based on the currently popular lifestyle in this era of globalization. Based on the study by Rahadi (2016), it is suggested that there are issues for business owners where they should pay more attention about improving their own manpower quality and how to harness their own potentials to improve their businesses.

The concept of sustainable tourism is one of the many solutions that can be applied to minimize the negative phenomena that are carried over from the tourism sector activities in Indonesia, so that they do not continue to develop into a worse condition, which is how a destination or service company supports tourism activities can apply the concept of sustainable tourism in its operational activities. UNWTO (world tourism council) (2005) argues that sustainable tourism is a tourism activity that takes into account current and future economic, social and environmental impacts, meets the needs of visitors, industry, the environment and local communities while protecting and increasing future opportunities, by focusing on three main aspects, namely, environmental aspects, economic aspects, and socio-cultural aspects, wherein simple terms this view is aimed at minimizing the negative impacts that arise due to current tourism activities by trying to optimize the positive impacts that can be taken from tourism activities for sustainability in the future. (Weaver, 2006).

This paper will explore about the literatures related with sustainable tourism in Indonesia. By addressing this issue, a conclusion can be composed, to understand about the current state of sustainable tourism in Indonesia. In the future, the concept found in this literature review would be beneficial to produce a conceptual model that can be used to collect additional primary data to validate the current paper analysis.

Literature Review

Tourism

According to the World Tourism Organization tourism activities are "travelling to and staying in places outside the environment for not more than one consecutive year for leisure, business and other purposes". According to Mathieson & Wall (1982), tourism is a series of activities

in the form of the activity of temporarily moving people to a destination outside their place of residence or place of work, activities they carry out while living in that destination and the facilities provided to meet their needs both during the trip or at their destination. Meanwhile, the law on Indonesian tourism Law No. 03/2009 states that tourism activities are an integral part of national development which is carried out systematically, planned, integrated, sustainable, and responsible while still protecting the values of religion and living culture. in society, sustainability, and environmental quality, as well as national interests.

Prof. Salah Wahab in Oka A Yoeti (1996) argues that tourism is a new type of industry capable of accelerating economic growth and providing employment, increasing income, living standards and stimulating other productive sectors. Furthermore, as a complex sector, tourism also realizes classical industries such as handicrafts and souvenirs, lodging and transportation.

The Tourism Industry

In general, the industry's image that develops in the stigma of society is an economic sector that cannot be separated from factories and industrial buildings where all operational activities use sophisticated technology and large equipment. However, in contrast to the industry in general, the tourism industry itself tends to be defined as a supporting sector for tourism activities where it consists of various groups of companies that carry out activities to produce a product in the form of goods and services to be enjoyed by tourists while in a country or region when travelling. Here are some thoughts about the tourism industry:

1. The tourism industry summarizes various business fields that produce products and services that tourists will directly need on their way. (Yoeti, 1996).
2. The tourism industry is an organizational structure, both public and private, that is involved in the development, production and marketing of a service product that meets the needs of people who are travelling. (Kusudianto, 1996).

The tourism industry itself is divided into several categorical elements; here are some elements involved in the tourism industry, according to Pendit (1994).

1. Accommodation as a place for someone to stay temporarily.
2. Catering and Restaurant Services as the service industry in the field of commercial management of food and beverages.
3. Transportation and Transportation Services is a service business industry engaged in land, sea, and air transportation.
4. Tourist Attractions and tourist activities that can attract the attention of tourists or visitors.
5. Souvenirs (Souvenirs) are used as a memento to be carried by tourists when returning to their place of origin.
6. Travel Agencies, service business entities all travel processes from departure to return.

Tourist

Tourist area based on Law No.9 of 1990 explains that the definition of a tourist area is an area that has a specific area which is built and provided for tourism activities. The same thing was expressed by Inskip (1991), where a tourist area is an area developed by providing complete facilities and services (intended for recreation/relaxation or deepening of an experience/health).

Where the development of a tourist area depends on what the area has to offer tourists. This fact, of course, cannot be separated from the role of tourism area managers.

Yoeti (1997) argues that a tourist spot's success to reach a tourist area is highly dependent on 3A, namely attractions, accessibility, and amenities.

The Concept of Sustainable Tourism

Sustainable tourism is an example of the concept of tourism development currently being applied in the tourism industry to overcome the effects of various problems caused by tourism activities. The concept of sustainable tourism itself is expected to reduce tourism activities' adverse effects by optimizing tourism activities' positive effects. The following is the definition of sustainable tourism:

1. UNWTO (world tourism council) (2005) argues that "sustainable tourism is a tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" or can be translated essentially as tourism that considers the current and future economic, social and environmental impacts, meeting the needs of visitors, industry, environment and local communities ". Where, in this case, UNWTO (2005) also states that the concept of sustainable tourism will not be separated from 3 main elements, namely:
 - a. A sustainable economy is providing welfare to different levels of society and overcoming cost-effectiveness in all economic activities. This sector is significant for the survival, activities and ability of the company to survive for an extended period.
 - b. Social Sustainability is responsible for human rights and equal opportunities for all societies. This action requires the sharing of benefits with a focus on poverty reduction. Emphasis on local communities, maintaining and strengthening their life support systems, recognizing, and respecting culture and avoiding all forms of exploitation.
 - c. A sustainable environment is preserving and controlling resources, especially resources that cannot be renewed or essential human life resources. This action includes actions to minimize air, land and water pollution, and conserve biodiversity and cultural heritage.
2. According to Damanik and Weber (2006). The principles of sustainable tourism refer to the environmental, economic, and socio-cultural aspects of a tourist destination. To ensure long-term sustainability, the balance between the three dimensions must be well developed. The following three aspects in sustainable tourism development must exist, namely:
 - a. Environmental Aspects. Make optimal use of environmental resources vital in tourism development, maintain ecological processes six, and preserve natural heritage and biodiversity in a tourist destination.
 - b. Economic Aspects. Ensuring viable long-term economic activities, providing equitable socio-economic benefits to all stakeholders, such as permanent employment, opportunities to earn income (opening a business) and social services to local communities, and helping reduce poverty.

- c. Socio-Cultural Aspects. Respecting local communities' socio-cultural authenticity, preserving the cultural and traditional heritage values that they have built, and contributing to increasing the sense of tolerance and understanding between cultures.
3. The Global Sustainable Tourism Council (GSTC) is an independent international body that sets and manages global tourism standards to enhance sustainable tourism knowledge and practises among public and private stakeholders. Where more deeply the GSTC argues that in order to meet the definition of sustainable tourism, a destination must take an interdisciplinary, holistic and integrative approach that includes four main objectives: (i) Demonstrating sustainable destination management; (ii) Maximizing economic benefits for local communities and minimizing negative impacts; (iii) Maximizing benefits for society, visitors and culture and minimizing negative impacts; and (iv) maximizing benefits to the environment and minimizing negative impacts. The Global Sustainable Tourism Council itself has created an assessment matrix or indicator for tourist destinations and the tourism industry in realizing sustainable tourism-based tourist areas which have also been recognized by the Indonesian tourism ministry to be used as basic guidelines in making regulations of the minister of tourism of the Republic of Indonesia number 14 of 2016 regarding guidelines. Sustainable tourism destinations as well as assessment guidelines ISTA (Indonesia Sustainable Tourism Awards).
 4. Edward Inskeep (1991) argues that the objectives of sustainable tourism are:
 - a. To develop a greater awareness and understanding of the significant contribution tourism can make to the environment and the economy.
 - b. To balance equitable development.
 - c. To improve the quality of life of the local community.
 - d. To provide a high-quality experience to visitors.
 - e. To maintain environmental quality.

Also, Inskeep (1991) also argues that the tourism industry plays an essential role in promoting sustainable tourism development. The private sector is responsible for delivering tourism products and services. Here are some critical action points that the industry can take to support sustainable tourism:

1. It is protecting the environment by minimizing and eliminating pollution that causes environmental damage.
2. Maintain the use of resources by ensuring sustainable land, water, and forests in tourism activities.
3. The companies are minimizing and managing waste, by recycling, reusing and coping wherever possible using standard waste management and disposal.
4. They adopt the concept of energy conservation by maximizing solar energy, wind power, and other types of energy conservation techniques.
5. He is minimizing environmental risks by avoiding the use of hazardous substances and locations.
6. We are applying the concept of green marketing, by promoting soft tourism that minimizes the detrimental impact on the environment and culture.
7. Mitigation of damage, by replacing and renewing environmental degradation and compensating for adverse impacts.

8. We are providing complete and reliable information to tourists.
9. Incorporate environmental values into operational management activities.
10. Conduct audits periodically regarding the assessment of environmental activities in business activities (water quality control, energy use, disposal)

Tourism Management

According to Leiper (1990), management refers to a set of roles performed by a person or group of people. It can also refer to the functions inherent in that role. The management functions are as follows:

1. Planning (planning)
2. Directing (directing)
3. Organizing (including coordination)
4. Controlling (supervision)

The management of tourism itself must refer to management principles that emphasize the preservation of the natural environment, community and social values that enable tourists to enjoy tourism activities and benefit the welfare of local communities. (Dowling & Fennel, 2003), tourism management must pay attention to the following principles:

1. Tourism development and development must be based on local wisdom and a unique local sense that reflects the uniqueness of cultural heritage and the uniqueness of the environment.
2. Preservation, protection, and improvement of the quality of resources that are the basis for developing tourism areas.
3. Development of additional tourist attractions rooted in local cultural treasures.
4. Services to tourists based on the uniqueness of local culture and environment.
5. Provide support and legitimacy for tourism development and development if it is proven to provide positive benefits. On the contrary, controlling and stopping tourism activities if it exceeds the natural environment is carrying capacity or social acceptability. On the other hand, it can increase people's income.

Conclusions

The paper starts with discussions about the current situation for sustainable tourism in Indonesia. It followed with literature review to understand about the linkages between the tourists and the tourism producer. From the study results we can conclude that there are three pillars of sustainability that need to be addressed: socio-cultural, economic, and environmental. Future research can be explored through qualitative and quantitative approaches to understand more about the effects of those three pillars in developing sustainable tourism in Indonesia.

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