

Eco-Tourism: Concepts and Application by Smart Rural Areas: Case Study in Trenggalek, East Java



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ABSTRACT: Indonesia has a good tourist market, East Java is an island that has a very magnificent of tourism potential, then Trenggalek is particular as a tourist-magnet in South East Java. Several southern regions such as Trenggalek appear to play a huge role in sustaining economic growth, especially in the southern coastal areas. This several factors have supported by environment, knowledge, and expertise of the local population through the economy. Particularly in Trenggalek and generally in East Java is to apply the concept of international education with a package tour for tourism development in the short and long term as well. In this case, how to make local people economically profit in the sustaining tourism progress, how to develop eco-tourism programs and products meets the needs of tourist market and how to promote the concepts of cultural education. The methodology use a site visits with capability to quickly act and growth some innovation. The results of this study provide some several choices of answers a concepts and applications that be able to show entrepreneur potential in Trenggalek, East Java. Some concepts have 4 components, such as tourism destinations, tourism communication between local people and local government, tourism good services, and also value change. For the over time, local people in Trenggalek area will be more confident displaying their expertise. They can introduce about how to develop culture through creative learning programs with domestic tourists. There is a flow chart for some tourists to get a location using a smart village technology, it learn together about tourism for business, such as making business processed by making batik (culture), and learning for java language (education). So, some concepts and applications it can joined by local citizens, government, and stakeholders to change for ecotourism. Because a survival for ecotourism is depend on earth. Hopefully, an expectation can be applied in East Java by using a smart village, specifically for tourists to increase a economic growth.

KEYWORDS: Eco-Tourism, Development, Smart Village, East Java

INTRODUCTION

Globalization is a concept that is increasingly invoked for the analysis of tourism. The seemingly limitless spread of tourism to the four corners of the world, for the embracing of virtually any form for activities and the general ubiquity for tourists and tourism too. The temptation to reference globalization in research of tourism has been irresistible, often through casual and uncritical statements. Globalization has been an especially appealing concept for geographers because it can emphasizes for the way in which economic, social, cultural, and environmental relationship have been stretched and interwoven across the globe as well. Increasingly potential of tourism argues that tourism growth offers a means for Third World countries to escape the confines of underdevelopment and that new forms of tourism in particular allow this transition to be achieved sustainably and equitably. Building upon this fundamental precept, this research also explores and challenges the notions of sustainability, globalization, and development and their relationship to contemporary of economics tourism in the Trenggalek.

Adopting a broad geography and conceptual perspective, the authors contend that a clear to understanding of the tourism process and output, then it is has also been relationship to development can be achieved by an interdisciplinary approach touching on environmentalism, sociocultural studies, human geography, economics, and development studies. Although over-simplifying, we could characterize the 'geography of tourism' as being primarily concerned with: the description of travel flows; micro-scale spatial structure and land use of tourist places and facilities; economics; social, culture, and environmental impacts of tourist activity; impacts of tourism in third world countries; geographic patterns of recreation and leisure pastimes; and the planning implications

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of all these topics...These are vital elements of the study of travel and tourism. But, these sections are dealt within descriptive and weakly theory ways. (1991: 451)

So, this problem is of fundamental importance as it has led to an absence of an adequate theoretical critique for understanding the dynamics of tourism and the social activities it involves. The first is concerned primarily with auditing, categorizing, listing, and grouping the outputs or consequent of tourism; the second approach is concerned primarily with conceptualizing the forces which is impact on tourism and, through an analysis of these forces, providing a broader context for understanding tourism. In this case, the crucial difference in the latter approach is that tourism concept and application in Indonesia. It seen as a focal lens through which is broader considerations can be taken into account, and it confirms the multidisciplinary foundation upon which tourism research is built as the only way in which tourism can be comprehended. As a personal social activity, tourism is practiced by a diverse range of the population; as an industry, it is multi-sectoral; and as a means of economic and cultural exchange, it has also been many facets and forms. Any comprehensive analysis of the field must therefore be multidisciplinary; and of necessity a study of tourism must be a net importer of ideas, themes, and concepts from the broader social sciences.

Accordingly, this research discuss about how to draws on economics-tourism, development theory, environmental theory, social theory, and international relations, for example. Inevitably, this breadth of consideration will mean that a number of relevant aspects are not examined in depth, and do not necessarily cover the complexity of the matters under discussion. However, it will serve as a stimulant to further thinking, discussion, research, and study too. At the same time, it using the concepts of a range of academic and intellectual fields in order much better to understand about economics-tourism. The study of economic-tourism helps to illuminate more general economic, social, and environmental processes. Then, it just try not to know and see tourism as a discrete field of study.

For both points stress the increasing significance of tourists with the second factor highlighting the importance of social class. This is not to say that class is only factor in study a tourism. But, it is a significant factor and is especially important for the analysis of new forms of tourism, in that the world of tourism is rife with the class distinction in everyday world (Crick, 1989: 334). Yet an analysis of the significance of class and tourism is only weakly developed. Naturally, the analysis of tourist has centre with around either classifying tourists or carrying out motivation and attitude surveys. Although, such approaches are interest in the case they have tended to limit the scope of tourism analysis.

This research also has two points of host communities as objects of economic tourism or as controllers of economic tourism. So, it could be consideration for some peoples about the different between conventional mass tourism or new forms of economic tourism. Indeed, there are may be something happen to clear an idea between local authorities and local services providers for mass tourism clientele have been a greater degree to control and power over their activity too. Because, tourism is not only a form of trade, not of goods perhaps, although some commodities or local product of tourist destinations can talk about tourist local product is now firmly can established and accepted also (Rio Summit, 1992). Arden-Clarke argued that the whole dealing with trade amounted to an evasion of the key trade and environment issues, rather than a basis for their solution (1992: 13).

TEORITICAL FRAMEWORK

Tourism And Geographical Imagination Theory

Tourism is one of the principal ways through which our world-views are shaped. This not only results from our holidays, but also from the way destinations are represented by travel reviews, travel programs, and documentaries, travel brochures, and guides, advertising, then the way in which we exchange our holiday experiences. Some geographers have adopted the term geographical imagination as shorthand for these processes: the way we understand the geographical world, and the way in which we represented it, to ourselves and to others (Massey, 1995c:41). It is also shorthand for emphasizing that activities, issues, places, and so on, are subject to competing interpretations.

This involves the way in which we represent both our own activities (how we define ourselves as, for example, tourists, travelers, visitors, and what each of these categorizations entails) and the places in which we holiday (for example, built-up beach resorts or remote regions). This example of once divergent imaginations helps to emphasize two other points. First, some individuals, companies, institutions, and countries will be better able to diffuse their particular imaginations to others. When we think of Bali, Goa, or Hawaii, for example, the images and representations that are called forth are less likely to be of local people struggling to maintain cultural identity in the wake of mass tourism development and more likely to be of palm-fringed beaches and crystal blue waters (often the products of travel brochures, travel reviews, and holiday programs). In short, some imaginations are more powerful than others (Allen and Massey, 1995).

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Finally, geographical imagination also makes a very distinctive contribution to our understanding of globalization and its impacts (Allen and Massey, 1995). There is a sense that we are living in a smaller, more compressed and interconnected world, and tourism is often invoked in this process of globalization, a process perceived differently, by different people in different places. On the one hand, places are drawn into the sphere of global tourism and the feeling of a smaller world encourages consumption of further places. On the other hand, some places deemed unattractive to tourism are marginalized from the processes of global interdependence. The relationship is rather a complex and symbiotic one. Tourism is both cause and consequence within globalization.

Tourism in a shrinking world

Globalization is a concept that is increasingly invoked in the analysis of tourism. With the seemingly limitless spread of tourism to the four corners of the world, the embracing or virtually any form of activity and the general ubiquity of tourists and tourism, the temptation to reference globalization in discussions of tourism has been irresistible, often through casual and uncritical statements. Globalization is much more than an abstract concept and represents a fact of our everyday lives that the world, in some crucial respects, has shrunk (Bauman, 1998). Globalization has been an especially appealing concept for geographers because it emphasizes the way in which economic, social, cultural, and environmental relationships have been stretched and interwoven across the globe.

Economic globalization conveys the manner in which economic relationships and flows have been stretched across the globe. In the context of tourism, many point to the phenomenal growth of the industry in a global sense (it is now reputed to be the largest single industry) and the rapidity with which new places are continuously drawn into the tourism process. Take for example an average travel agent and consider the range of destinations on offer. Not only has the number of holiday destinations increased, but also the distances between destinations and markets has increased markedly, and we will be examining how new tourism practices have helped to accelerate this process. This also suggests that globalization is about capitalizing on the revolutions in telecommunications, finance, and transport, all of which have been instrumental in the globalization of tourism. In addition, tourism for an increasing number of Third World countries is big business. It has been suggested that it is not just capital and commodities that can be transported and transferred easily across the world, but tourists too. It is necessary, therefore to consider how changes in contemporary global capitalism have impacted upon the development of tourism, a point we take up later.

The Educational Element

It is often stated that an important difference between the new forms of tourism and conventional tourism is found in an element of educational input into the activity. This does not mean that it is necessary to reach high academic levels in order to be a sustainable tourist; but a greater understanding of how our natural and human environment works is often a goal, if not always stated, of the activity as well, then it is stated as a goal without being practiced.

One notable exception to this is Krippendorf (1987), who encourages the dissemination of information about the tourist to those they are visiting:

By supplying the host population with comprehensive information about tourists and tourism, many misunderstanding could be eliminated, feelings of aggression prevented, more sympathetic attitudes developed and a better basis for hospitality and contact with tourists created...Such information should aim at introducing the host population...to the tourists' background: their country, their daily life (working and housing conditions, etc.), their reasons for traveling and their behavior patterns. (1987: 143).

METHODOLOGY

This research is used qualitative data by secondary data and primary data. The techniques of this research is used by tools of sustainability to economic tourism such as area protection, industry regulation, visitor management techniques, Environmental Impact Assessment (EIA), carrying capacity calculations, consultation techniques, codes of conduct, and also sustainability indicators. Population in this research is a domestic tourist who visited the coastal tourist sites in Prigi. Where the retrieval is non-probability sampling for all research objects do not have the same opportunities to be selected as research samples, because in implementation used consideration by some certain things that are imposed to the sub group. Sampling that has been selected randomly for this research, that is by purposive sampling method. Purposive sampling means taking respondents based on certain considerations (Juanda, 2009). The number of selected respondents is 90 people based on the demographic aspect, the arrival, the purpose for the tour, and the benefits gained during the tour. Respondents were selected on terms of adulthood aged 17 years and over, physically and spiritually healthy, able to communicate well, and quite like to love traveling. Some tourists visit the crowd, ranging from two people to 7 people or more. Sampling is done during holidays, Saturday and Sunday.

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Factors Affecting Demand (Frequency of Travel)

Calculating Travel Costs is to estimate an economic value of coastal areas in Prigi using the travel cost method approach. In this case, using the approach individually and can be used the following formula:

$$C = BT + BK + B_{TM} + B_P + B_W + B_1 \dots (1)$$

Dimana:

C = Traveling Towards Tour Area

BT = Transportation Cost

BK = Cost of Consumption

BTM = Admission Fee

BP = Parking Fee

BW = Time Charge

B1 = Other Costs

RESULTS

The degree of tourism development differs considerably in each of the three settlement. Variables are describing income, household economic strategies and demographic were analyzed for each of the above categories. The findings for this research is to increase social differentiation as a results of tourism developments, to assignment of the majority of beach to low status, low-paid, temporary jobs, can reduce access for local people to the natural resources on which they depend on their livelihoods, escalating for prices, land and agriculture product speculation, increased outside ownership of local resources and local community, then deterioration of the biophysical environment too.

In Trenggalek, can pressure of business may render this, but cynicism may also explain it for the flimsiest pamphlet of any information for the tourist thatch it can be used as evidence an educational input, then genuine motives for the operators and the real desire to aim for sustainable economic tourism.

For smart tourism card, economic sustainability, we can argue that it was not a condition which competes with other social aspects. So, it was not the only condition of economic sustainability for tourism, but as might appear to be a case from the thought of numerous active peoples in the industry areas. Because, the real condition of this as an element of economic sustainability in no way reduces an significance to acceptance the villages conditions as well. Nor does it could very important for the contextual social issues of power over tourist activities. The question is still about who gains financially by stakeholder and who loses financially often sets a power and control economic issues in sharper and more immediate focus to access transportation from every areas in Indonesia.

Characteristics of Tourists

Based on the characteristics of age, it turns out most of the respondents who make natural tourist visits to Watulimo district, which is 50% range of age around 17-25 years. Most of the domestic tourists in this young age group are not married and love to travel nature tours. Intensity visit about 3-5 times on Saturday or Sunday with friends. Some of them are student or college students, who really love nature with the feel of the beach and enjoy the beautiful sunset in the south of East Java. The second group is 38% of respondents with an age range of about 26-40 years. The third age group is 12% with respondents aged about 40 and above. In this case, the second and third age groups usually visit with family for nature and culture tours. Based on the level of education, the respondents of domestic tourists are dominated by the beach area tourists with high school that is equal to 50%. Then, the respondents of domestic tourists with undergraduate which is 38% mostly unmarried and love nature and cultural tourism. Meanwhile, the domestic tourist group with the last education level S2 12%, which is married and work both from Trenggalek and from out of town. Thus, as a whole can be seen from the characteristics of domestic tourists in Trenggalek.

The respondents of domestic tourists who visit the coastal areas mostly work as private employees, entrepreneurs, and civil servants who have income per month around Rp 1,500,000. - Rp 3,000,000. When viewed from the level of income, it can be concluded that tourism activities to the Prigi area is very affordable by domestic tourists from various levels of income even by tourists who have no income per month.

Based on the frequency of domestic tourist visits for one year, it turns out that most of the approximately 10% of respondents of domestic tourists visit 1-3 times. They are domestic tourists who have known the tourist location for less than a year. Then by approximately 90%, domestic tourists visit more than 3 times because a lot of activities and they wanna refreshing with their

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community to enjoy a magnificent of beach in Trenggalek. Thus, it can be concluded that each tourist has a different frequency level of travel.

As much as 75% of the respondents of domestic tourists in the area Prigi travel distance to the tourist attractions approximately 30 minutes. Unlike the case with respondents who have to travel a distance of more than 30 minutes, which is turned out a place to stay close with the tour.

Rating of Domestic Tourist To Karanggongso Beach Tourist Site

As much as 20% argue that the mileage to go far enough with the road conditions are twisted. Around more than 50% of respondents from domestic tourists say that it is not difficult to reach the natural and cultural tourist sites in Prigi area. This is due to the road is quite good and not too narrow. In addition, beautiful natural scenery and cultural learning with the hospitality of officers make them increasingly get many benefits from these tourist destinations. Where, the location of Prigi tourist area has a fairly high level of natural beauty surrounded by several mountains and there are also mangrove forests. This beautiful location turned out to be away from the crowds of the city, congestion, and free of air pollution, so it is still quite beautiful. Some domestic tourists are less amenable to the lack of awareness of officials or local government of public facilities that are less well organized and less clean. Of the various characteristics above shows that the level of natural scenery and culture to be the highest value among others.

IMPLICATION

Total Economic Value

The existence of nature tourism in Prigi area turned out to provide benefits of environmental and human resources better, either in the form of goods (local product) or services. One of the economically valuable environmental services is nature tourism services. Total economic value is known in the resources and environment as a value trying to describe the overall value of resources and environment in a particular region. The value is the sum of the use value and the non-use value. The value of environmental services can be utilized for tourism activities that are grouped as direct benefit or direct use value. This value is also reflected by the price of the use of a tourist site. This price is not only the entrance fee that has been paid, but by travel cost, cost efficiency time needed to do the tour. Because a number of individual tourist assessments of a tourist visit has been based on the hope of getting the tour (Wijayanti, 2009).

Visitor Management Techniques

A range of visitor management techniques exist for use by those who cater for and control the movements of tourists. There are several texts which outline these in depth (Ceballos-Lascurain, 2001); Elkington and Hailes, 1992; Lavery, 1971; Lindberg and Hawkins, 1993; Witt and Moutinho, 1994). So, worthy of particularly note is the current trend towards for the restriction of motorized vehicles in areas normally attractive to lovers of nature. In this case, on the premise that the motor car as currently run is inherently unsustainable. Then, this trend would seem like a move which the scientific community, the host, and also the planner could all agree works towards the goal of sustainability. The key of visitor management technique in Trenggalek is that of differential charging for foreign and national visitors, which is a policy is not always understood by the visiting tourists from the North, but it promotes any condition of local tourists as an inherent aspect of sustainability.

CONCLUSIONS

In tourist-speak, suitable destinations are just as likely to be countries as they are to be specific small-scale resorts, towns or settlements. In fact a browse through the brochures of new forms of tourism shows that most are organized by country or even by groups of countries rather than by resort for community. But, the countries that tour operators speak of are nation states and are run by governments which often represent different interest and have different priorities from those of local communities. For local governments are more concerned with national planning strategies that it require to explore the potential of their natural environments. In other case, some ministers who speak radically, convincingly, and frequently about protection of the nation environmental and cultural treasures are the same people who sign some agreement which allow transnational companies to build a hotel or tourism complex whose development pays no heed to the environmental, social, and cultural impact caused. Governments are urged to improve and reorientate pricing and subsidy policies in issues related to tourism, to diversity beach economies by creating and strengthening tourism, to provide mechanism to preserve threaten areas that could protect wildlife, converse biological diversity or serve as national parks, to promote environmental sound leisure and tourism activities, building on beach areas, agricultural areas, and also culture areas with one tourism card.

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