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ANALYSIS OF SUSTAINABLE TOURISM DEVELOPMENT IN BROMO TENGGER SEMERU NATIONAL PARK

Sunardi ^a, Nanny Roedjinandari ^b, Estikowati ^c

^aUniversity of Merdeka Malang, Diploma of Tourism, Bandung Street No. 1, Malang, Indonesia,
nardisu92@yahoo.com

^bUniversity of Merdeka Malang, Diploma of Tourism, Bandung Street No. 1, Malang, Indonesia

^cUniversity of Merdeka Malang, Diploma of Tourism, Bandung Street No. 1, Malang, Indonesia Email:
estiwin97@gmail.com

Abstract

This research aims to analyze the sustainable tourism development implementation in Bromo-Tengger - Semeru (BTS) national park based on Elkington's Triple Bottom Line and Muller's sustainability pentagon. This is an exploratory research where methodology was flexible and aims to investigate the nature of the problem in order to get its better understanding. Qualitative data was analyzed using descriptive qualitative analysis. Quantitative data was analyzed using descriptive statistic analysis. Qualitative and quantitative approach is adoptive in this research. Data is collected through observation, in-depth interviews, documentation and questionnaire. This research concludes that tourism brings a lot of positive impact for the people around the BTS area especially in the social, local culture aspect and the well-being of the people. In the social and local culture aspect, the local wisdom working together (gotong royong) and helping each other as part of the community is increasing. On the other hand, negative impact can be seen in the environment. This research is original as it offers bird eye view of sustainable tourism development analysis based on Elkington's Triple Bottom Line and Muller's Sustainability Pentagon.

Keywords: Bromo-Tengger-Semeru National Park, Economic Impact, Environmental Impact, Sustainable Tourism Management, Social and Cultural Impact, Visitor Satisfaction

摘要

这项研究旨在根据Elkington和Muller的可持续发展五边形得出的三重底线，分析Bromo-Tengger - Semeru (BTS) 国家公园中的可持续旅游业开发实施情况。这是一项探索性研究，方法学很灵活，旨在调查问题的性质，以便更好地理解问题。使用描述性定性分析来分析定性数据。使用描述性统计分析对定量数据进行分析。定性和定量方法在本研究中是采用的。通过观察，深入访谈，文档和问卷调查收集数据。这项研究得出的结论是，旅游业为BTS地区周围的人们带来了积极的影响，特别是在社会，当地文化方面以及人们的福祉方面。在社会和地方文化方面，作为社区一部分的人们相互协作（互相通融）并相互帮助的当地智慧正在增加。另一方面，在环境中可以看到负面影响。该研究是原创的，因为它提供了基于Elkington三重底线和Muller的可持续发展五角大楼的可持续旅游业发展分析的鸟瞰图。

关键词: Bromo-Tengger-

I. INTRODUCTION

The growth of the tourism sector in Indonesia is evident based on the macro and micro indicators. In terms of the macro indicators, it can be seen that the tourism sector in Indonesia has shown significant growth and contributes 4.23% of the national GDP, around IDR 461 billion, and brings in foreign currency of around USD 11.9 million annually. Macro indicators show that the tourism sector can provide employment for 12.16 million people.

The number of foreign visitors increased by 12.61 % from 14,039,799 in 2017 to 15,810,300 in 2018 [1]. In 2016, tourism was the second largest sector bringing in foreign currency, behind crude palm oil [2]. In Indonesia, more than 28 million people live below the poverty line, and more than 40% of Indonesians with income slightly above the poverty line are likely to fall under the poverty line [3]. Tourism is chosen by many countries as a sector that is able to create employment opportunities because it opens up employment for people from various educational backgrounds, including jobs for low-skilled workers, such as waiters, through to highly skilled professionals, such as pilots [4]. Indonesia's Ministry of Tourism actively develops ten priority tourism destinations. Bromo Tengger Semeru (BTS) National Park is one of these top ten priority tourism destinations and is being developed to accelerate the tourism sector in Indonesia.

This research aims to analyze the implementation of sustainable tourism developments in BTS National Park in a holistic manner, offering a bird's eye view of sustainable tourism development analysis based on Elkington's Triple Bottom Line [5] and Muller's Sustainability Pentagon [6], which includes economic health and wellbeing of the local people, protection of the natural resources, healthy culture, and visitor satisfaction. Previous research on sustainable tourism management in East Java focuses only on one aspect of the Sustainable Pentagon by Muller. A research by

Purnomo et al. [7] focused on visitors by investigating the typology of tourists in the BTS National Park, while other studies [8], [9] focused on the local people. Community empowerment was discussed in [8], and improving the quality of the service provider as the host at tourism destinations was mentioned in [9].

II. LITERATURE REVIEW

A. Sustainable Tourism

Initially, tourism was not part of the sustainable development concept when it was described in the publication of the Brundlant Report in 1987. Only five years later, at the UN Rio Earth Summit that was held in 1992, sustainable development was focused on the environment [10]. Ten years later, at the Johannesburg World Summit in 2002, tourism was included in the topic of sustainable development [4].

Sustainable tourism brings economic benefits while maintaining the diversity of the environment [11]. The United Nations Environment Program and World Trade Organization define the term sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the need of visitors, the industry, the environment and host communities" [12].

Sustainable tourism can be defined as a tourism that preserves the natural environment and brings economic benefits to the local community and its various stakeholders. Development for sustainable tourism must be done responsibly: while it must bring economic benefit to the local community, it should minimize the negative impacts on the social and environmental condition, in line with the guidance by the UNWTO on the principles of sustainable tourism. Two elements of sustainable tourism by the UNWTO (2005) [12] include:

1. The ability of tourism to continue as a business in the long run;
2. The ability of society and the environment to absorb the positive benefits of tourism.

Despite some cases of success around the world, there is general agreement among researchers that sustainable development of tourism is complex and problematic, and it is still far from being achieved [13]. The concept of sustainable tourism remains unclear even though it has been well researched due to different understandings of the concept [10]. These confusions also come from the nature of the tourism industry in that it is very complex and serves as an umbrella for various industries such as travel and hospitality. Confusion comes from the use of the terms sustainability, sustainable development, and sustainable tourism, which are used interchangeably in the literature with a lack of agreement on how to conceptualize and to define these terms [4]. Though the term “sustainable tourism” is used by many people, it is still questionable whether the promised harmonization of ecological, social and economic goals associated with sustainability is actually achievable [14].

The different meanings of these three terms were explained in [15], “Sustainability is a state focus which implies steady life conditions for generations to come; sustainable development is more process oriented and associated with managed changes that bring about improvement in conditions for those involved in such development; sustainable tourism is conveniently defined as all types of tourism (conventional or alternative forms) that are compatible with or contribute to sustainable development”.

B. Sustainable Tourism Development

According to UNESCO, “sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential

ecological processes, and biological diversity and life support systems” [16].

Sustainable tourism development is a development concept that addresses the needs of the visitor, industry, environment and society in a responsible manner [12]. Sustainable tourism will bring positive impacts to the economy and to the preservation of the environment, combining both conservation and development [11]. According to [17], sustainable tourism is focused on the balance of three aspects, namely economic, social and environmental, in the tourism development. The triple bottom line is a concept by Elkington given in 1997 about the sustainability of the economy, society and environment [18].

Based on the definition above, sustainable tourism can be defined as tourism that is performed in a responsible manner to preserve nature while at the same time bringing positive impacts economically and socially for the society and stakeholders. Only by implementing tourism development in a sustainable manner it will be possible to suppress the negative impacts of tourism. The three pillars of sustainable development as determined by UNEP & WTO [12] are:

1. Economic sustainability that promotes better income for all levels of society.
2. Social sustainability means all the people have the same opportunity in all aspects of life as part of human rights.
3. Environment sustainability means taking care of the preservation of the nature and environment.

Muller [6] came up with a sustainable tourism pentagon having five aspects that are connected to each other to achieve sustainable tourism, namely: economic health of the local people, the wellbeing of the local people, protection of the natural resources, healthy culture, and visitor satisfaction. The sustainable pentagon by Muller serves as a system where those five aspects can be balanced and can be used as a framework for tourism management [19]. Mutual interaction between the five aspects dictates the success of sustainable tourism development [20]. It is important to maintain the balance between the five aspects in order to

achieve sustainable tourism development that brings positive impacts for the local communities and other stakeholders.

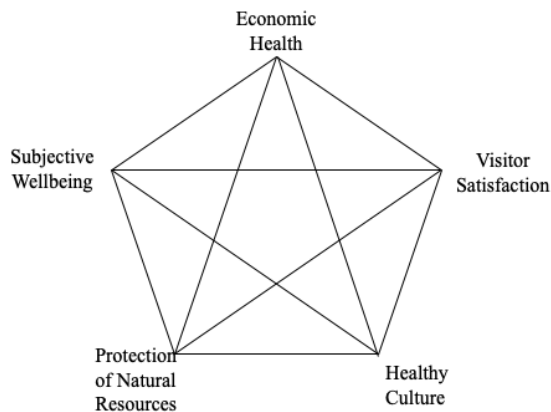


Figure 1. Muller's Sustainable Pentagon [6]

This research focuses on the three aspects of sustainable tourism development based on the triple bottom line by Elkington [5], the social, economic and environmental aspects, and the five aspects of Muller's sustainability pentagon.

III. METHODOLOGY

This research is conducted using both qualitative and quantitative approaches. A descriptive qualitative approach is used to investigate the social and cultural phenomena by direct observation about the daily life of the informants [21]. This research observes the changes in the social, cultural aspects, the wellness of the society, and the environmental condition, and is explanatory in nature. It gives detailed and in-depth information about the application of sustainable tourism development in the BTS area. Primary and secondary data is analyzed using qualitative techniques to describe the phenomena systematically. The research was conducted in three districts of East Java, namely Pasuruan, Malang, and Probolinggo during the months of April-July 2019. A non-random sampling technique is used in this research. There are six informants for the interview; three of them are the heads of the villages, while the

other three are the heads of the Tourism Awareness Group (*Kelompok Sadar Wisata*).

The sample for the customer satisfaction study is formed by the visitors of BTS National Park. The number of the BTS National Park visitors in 2018 was 853,016 persons. Based on [22], a calculation sampling ratio of about 1% is applicable to the total population if above 150,000. However, a sample of 8,530 is considered too large a number for this research. A total sample of 400 questionnaires was distributed based on the researcher's judgment due to time constraints and resources such as manpower and cost. From 400 questionnaires distributed to the visitors of the BTS area only 200 questionnaires were usable. The data collected was analyzed using descriptive quantitative analysis.

IV. RESULTS

The Bromo Tengger Semeru National Park is located in three districts of East Java, namely in Malang district, Lumajang district, and Probolinggo district. The BTS National Park is 30 km wide from west to east and 40 km wide from north to south, the total size of the area is 50,276 ha [23].

Regarding the social and cultural aspects, the local people in the BTS National Park still perform traditional rituals and ceremonies such as: Yadnya Kasada and Hari Raya Karo festivals, Pujan Kapat, Megeng Dukun, Pujan Kawolu, Pujan Kasanga, Pujan Kasada, Bari'an, Selamatan Desa (yearly), Mayu Desa (every six years), and Unan-Unan (every eight years) [24]. For the economic aspect, most of the people make their livelihoods from vegetable farming. They work on their own farms as well as on other peoples' farms.

The number of the BTS National Park visitors is increasing every year. From Table 1 it can be seen that there has been an increase in the number of visitors to the BTS National Park from the year 2014 to 2018. In 2015 there was a slight decrease in the number of visitors due to a volcano eruption. The visitor number in the BTS National Park area increased by 26% in 2018 compared to the number of visitors in 2017 [23].

Table 1.
Yearly visitor number in the Bromo Tengger Semeru National Park, 2015 -2018

Visitor	Year of Visit				
	2014	2015	2016	2017	2018
Local	550,000	460,600	470,400	628,895	828,247
International	25,000	9,400	9,600	23,568	24,769
Total	575,000	470,000	480,000	631,463	853,016

Source: Balai Besar Taman Nasional Bromo Tengger Semeru [23]

A. The Readiness of the Local People as a Stakeholder of the BTS National Park

To find the readiness of the local people for tourism development, the researchers investigated the education level of the local people and questioned whether they have any knowledge of the tourism development planning in their area. Based on the survey results, 23% of the local people are graduates from elementary school, 27% of them graduated from junior high school, while 36% of them are graduates from high school, and only 14% of them graduated

from university. The survey also revealed that the majority of respondents (90.32%) were aware of the tourism development planning in their area and 74.19% of the respondents were involved in the decision-making process of tourism development in the BTS area. The more people know about the plan of tourism development, the more they can be receptive towards the tourism development plan. This is in line with what is stated in [25] – the higher the involvement of the people, the better the reception of the tourism development will be.

Table 2.
Tourism Development Impact on the Local Community's Society and Culture

Social and Cultural Impact	Description	Potential Impact
Change of the local culture	The local people continue to preserve local traditions and local wisdom. Traditional religious ceremonies such as Yadnya Kasada, Karo, Kawalu, Kasanga, Ojung, and Unan-unan are still conducted as a part of being thankful to their God and to wish for a better life.	Positive
Exchange culture of the local people with visitors	The local people have the chance to learn about discipline and good ethics in work, while visitors are able to learn about local culture and local wisdom.	Positive
Improve quality of life	Tourism development contributes to the improvement of the quality of life of the local people through employment opportunities as tour guides, opening restaurants or homestays, or by selling souvenirs.	Positive
Crime (Stealing)	Tourism increases the income of the local people, thereby reducing crimes, especially stealing.	Positive
The improvement of public facilities	Tourism development brings improvement to public facilities such as public toilets, parking spaces, clinics, and prayer facilities.	Positive
Preservation of traditional handicraft	Traditional handicrafts from Tengger tribes such as Srompet (some sort of flute) are no longer made by the local people.	Negative
Local Wisdom such as helping each other and working together	Local wisdom such as helping each other and working together (<i>gotong royong</i>) is still conducted in the society. They also have local wisdom called Anteng Seger which means 'peace and prosperity' that has become their slogan for daily life.	Positive
Trust and respect among each other	The local people have trust and respect toward each other despite their differences in religion and beliefs.	Positive

According to [26], there are 10 elements of culture that have become the pulling factors for the destination, namely: handicrafts, tradition,

history, architecture, local food, arts and music, peoples' way of living, religion, language, and local costumes. The impact of tourism

development in the BTS National Park on the society and the local culture of the people can be seen based on some of the elements of culture stated in [26]. Based on the observation (Table 2), local people are able to preserve their local wisdom such as through helping each other

(*gotong royong*) and respecting each other. Traditional ceremonies such as *Yadnya Kasada* and the *Hari Raya Karo* festival have become tourist attractions and the local people gain an economic benefit from preserving their culture.

Table 3.
The Impact of Tourism Development on the Environmental Aspect

Nature and Environmental Aspect	Description	Potential Impact
Availability of clean water	Clean water that is needed for daily necessities such as cooking, drinking, and washing is still limited.	Negative
Access to clean water	Difficult access to clean water is due to there not being enough pipe installation to distribute clean water to the local people that live in remote areas.	Negative
Awareness of water scarcity	Most of the local people do not have awareness of the scarcity of water. Some of them leave water taps running even though they are not being used. There are leakages in some of the installed water pipes and nobody cares to report about it to the water company.	Negative
Water quality in the nearest river	Water quality in the nearest river is good enough; it can be used in daily life.	Positive
Condition of the forest	Some of the forest area has been changed to plantation, farming area, or living space by the local people	Negative
Forest fire	Within the last 12 months there have been a few forest fires due to plantations opening.	Negative
Use of the yard as a small garden	Most local people live in a house with a yard. They use the yard as a small garden to grow vegetables and herbs.	Positive

B. Environmental Impact

The tourism industry has a strong attachment to the physical environment which includes flora, fauna, and manmade tourist attractions including cultural sites, urban and rural areas, and historical areas. Tourism development might bring negative impacts to the nature of the area because of the exploitation of the nature (Table 3). From the interviews with respondents it can be concluded that local people still have limited access to clean water. This happened because not enough pipe installation was carried out and there is a lack of awareness of the water scarcity. Tourism activity and development in the BTS National Park may destroy the ecosystem of the mountain area. The opening of the track areas

and the construction of hotel buildings may cause erosion. Tourist activities such as collecting flowers, plants and mushrooms may pose a threat to nature preservation. Forest fires as part of farming activities also put the BTS National Park in danger.

C. The Wellbeing of the Society

Income from the tourism sector can become a source of income by creating employment for local people. The wellbeing of the local society is increase along with their income. Aspects that are analyzed include health, material possession, knowledge, economy, and the increasing provision of services.

Table 4.
Society's Wellbeing

Description	Potential impact
1. Health and Nutrition	
Availability of food items	Across 12 months the availability of food items is sufficient. Positive

Availability of potable water	Availability of clean water is limited.	Negative
Health services	Health services are available and easily accessible.	Positive
2. Material Possession		
Vehicle ownership	The local people own vehicles as a means of transportation and some of them rent them to visitors.	Positive
Satellite TV ownership	Some of the local people own satellite TV as a means of entertainment.	Positive
3. Knowledge		
School fees	Most of the local people are able to pay the school fee for their children from the extra income from the tourism sector.	Positive
Skills in service industry	Some of the local people have taken courses improve their skills in the hospitality industry as drivers, masseurs, cooks, etc.	Positive
4. Economy		
Availability of food items	Food items are available for the next few months.	Positive
Purchasing power	Local people have good purchasing power of food items.	Positive
5. Structure and Services		
Health facilities	The local people enjoy the improvement of health services and are able to access health facilities easily.	Positive
Training and courses	Within the last 12 months the government has been working together with a few universities in the city of Malang to hold training and courses to improve the knowledge of the local people.	Positive

From Table 4 it can be concluded that tourism brings positive impacts to the wellbeing of the society. In terms of health and nutrition, food items are available throughout the year, the society has access to health facilities such as clinics, and there are nurses and doctors available in the clinics. The locals also own vehicles and satellite TVs as a means of

transport and entertainment. For the economic aspect, the locals have enough money to pay school fees for the children and have good purchasing power for daily needs. The locals have also received some training to improve their skills in services so they are able to work in the hospitality industry.

Table 5.
Visitor Satisfaction

No.		Mean
	Attraction	3.77
1	Attracted to the beauty of nature in the tourism destination	3.12
2	Attracted to a traditional ceremony or festival at the tourism destination	3.42
	Amenities and Services	2.82
3	Availability of souvenirs and merchandise	2.68
4	Quality of hotel or guesthouse	2.93
5	The service in the hotel or guesthouse	2.92
6	Quality of restaurants and food vendors	2.80
7	The service in the restaurants and by food vendors	2.79
	Accessibilities	3.27
8	Availability of the road towards the tourist destination	3.41
9	The condition of the road toward the tourist destination	3.17
10	Availability of the public transport	2.97
11	Availability of the information board	3.51
	Image of Tourism Destination	3.00

12	The friendliness of the local people	3.20
13	Cleanliness	2.83
14	Safety	3.06
	Price	2.84
15	The worthiness of the amount of money spent at the tourist destination	2.68
16	Satisfaction of the food item price	2.78
	Total	3.08

Source: Primary data

From Table 5, it can be seen that the highest customer satisfaction is for the tourist attraction (3.77), followed by accessibility (3.27), the image of the tourist destination (3.00), price (2.84), and the amenities and services (2.82). Based on this data, price, amenities and services must be improved. The price is getting a low number in the survey because there are discrepancies in the price of the food items and vehicle rental. This is not charged based on a pre-determined list but is up to the seller or broker. Amenities and services also got low marks in the survey because the hotels and guesthouses available are still far from international standard in terms of safety and cleanliness. For the image of the tourist destination, cleanliness got the worst marks because the local people still are not used to the habit of being clean, such as by throwing rubbish in the rubbish bins, washing hands before handling food, and having clean and dry toilets. There is still room for improvement in accessibility and the tourist attraction.

Tourism brings a lot of positive impacts to the community of the BTS National Park, especially regarding its social and cultural aspects, and also to the wellbeing of the society. For the social and cultural aspects, the local wisdom of working together and helping each other is increasing. Local people who benefit from tourism development earn a better income which reduces crime, such as stealing, in the area. The positive impact on the society and its culture can only have happened because of the participation and the support of the local society which is in line with [27]. Regarding the aspect of society's wellbeing, food items are available throughout the year and people have strong purchasing power. Most of the local people own a vehicle as a means of transportation, they also own satellite TVs as a means of entertainment. Some of the people receive basic training from

the government in hospitality, so they are able to participate in the tourism industry to increase their income.

On the other hand, negative impacts of the tourism development can be seen in the condition of nature and the environment. To increase the positive impacts of tourism development and to reduce its negative impacts, the government needs to take action by working together with universities and NGOs. This is in line with [28] that stated tourism development can only work smoothly through an integrated strategy that is engaging all of the stakeholders.

V. CONCLUSION

The considered positive and negative aspects of the tourism development enable to identify the measures that need to be taken by the government to reduce the negative impacts of tourism and improve visitor satisfaction:

1. Educate local people, visitors and also tourism industry workers about the preservation of nature and the environment;
2. Improve the education level of the local people so more people will be university graduates;
3. Educate about entrepreneurship so the local people are able to open their own businesses and start selling traditional handicrafts as part of the preservation of their local culture;
4. Visitor satisfaction with amenities can be improved by the local government by amending hotel and guesthouse standards in safety and cleanliness. Education and training about hygiene and sanitation must be conducted for hotel and guesthouse owners and workers;
5. Visitor satisfaction with price can be improved by the local government by exercising the law to standardize the price of food items and vehicle rental, where no touting is allowed;

6. The image of the tourist destination can be improved by giving education and training in hospitality services, also increasing the awareness of cleanliness for local people and visitors as well as by providing waste bins and giving out posters on how to maintain clean toilets and how to wash hands properly.

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