

The Application of Sustainable Development..

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The Application of Sustainable Development Concept for Tourism Development in Indonesia

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ABSTRACT

Tourism is a leading economic sector that generates the growth of world economy. Accelerating tourism development is one of the main priority of the government of Indonesia because tourism is expected to be one of the main sector to increase the GDP of Indonesia by generating jobs for millions of people that still live below the poverty line. The purpose of this article is to determine on how to implement the concept of sustainable development for tourism development in Indonesia effectively. Butler (1999) mentioned that to ensure the implementation of sustainable development in tourism, the concept must be accepted by all the stakeholders (Butler, 1999). How can the stakeholders accept the concept if they do not even understand the meaning of sustainable development in tourism? Before commencing the tourism development in an area, the concept of sustainable development in tourism must be introduced to all stakeholders. The next thing that has to be done by the government is to plan on how to socialize the concept of sustainable tourism development through education, campaign, and seminar. Further research needs to be conducted to identify how to introduce sustainable development concept in tourism through education in Indonesia.

Keywords: Sustainable development, Sustainable development in tourism, Tourism development in Indonesia, Stakeholders

1. INTRODUCTION

The purpose of this article is to determine on how to implement the concept of sustainable development for tourism development in Indonesia effectively. Firstly, the article briefly explains about tourism as the leading economic sector in the world with positive and negative impact of tourism. Secondly, the different meaning of sustainability, sustainable development, and sustainable tourism are presented with the examination of the critiques of sustainability concept from various researcher despite its wide acceptance. Thirdly, the article explains about the tourism condition in the world and in Indonesia. Finally, this article concludes with some recommendation on how sustainability concept can be adopted and practiced in tourism development in Indonesia.

1.1. Tourism as the Leading Economic Sector

Tourism is a leading economic sector that generates the growth of world economy. Based from the data from WTTC, the growth of tourism and travel sector at the year of 2016 was 3.3%, it was higher than the growth of global economy which was 2.5%. Tourism and travel sector was able to contribute US\$ 7.6 trillion (10.2%) from the total of the world GDP. 1 of the 10 job in the world is in the tourism sector (World Travel & Tourism Council, 2017).

This year is the 6th consecutive year that the tourism sector growth able to pass the growth of the global economy. This is serve as an indicator that tourists are still willing to travel and visiting new places despite of the unstable condition of world economic and global politics that is still not conducive (World Travel & Tourism Council, 2017).

From the total of the growth of tourism globally, the most aggressive growth is coming from South East Asia which was about 8.3%. The growth of the tourist market from China and South East Asia: 7.9%, Sri Lanka: 10.7%, Thailand and Vietnam: 10.7%, Philippines: 8.9% Singapore: 8.7% and Indonesia: 5.8%.

Table 1. Tourism Arrivals and Forecasts by Type of Economy (IMF Definition), Retrieved From (Cooper, 2016)

Type of economy	1980	1995	2014	2020 forecast	2030 forecast
Advanced	194.000.000	334.000.000	619.000.000	643.000.000	772.000.000
Emerging	83.000.000	193.000.000	513.000.000	717.000.000	1037.000.000
World	277.000.000	528.000.000	1133.000.000	1360.000.000	1809.000.000

From the table above, it can be seen that the number of tourist visit in the emerging countries at the year of 2020 and 2030 is forecasted to be more than the number of tourist visit in the advanced countries. Indonesia as one of the emerging countries have to be prepared to anticipate the increasing number of tourist visit. To prepare for these growth, Indonesia needs to build the infrastructure to support the development of tourism industry. The growing number of International tourist arrival will bring positive impact especially in the economic sector if the government and the stakeholders in the tourism destination able to manage it properly.

1.2. Positive and Negative Impacts of Tourism

Unavoidably, tourism development will bring positive and negative impact to the local communities and environment. It is like a "double edge sword" (Mitchell, 2008, p. 178). To put it briefly, the positive impact of tourism is to bring economic value by creating employment for local communities, becoming source of income in a country through the stimulation of economic activity to increase the GDP (Gross Domestic Product), and tourism also used

as a tool for regional development (Cooper, 2016). Meanwhile the negative effect that comes with it is the increase of pollution level and exploitation in host communities and environment which will lead to degradation of traditional values and ecosystem (UNEP & WTO, 2005). The positive and negative impact of tourism that affecting the tourist destination and local communities in economic, social, and environment can be seen in the table below which is adapted from (Mason, 2008)

Table 2. Positive and Negative Impact of Tourism

Positive Impact of Tourism	Negative Impact of Tourism
Create jobs and increase employment rate for the local communities.	Tourism can escalate the land, houses, and food price in the tourist destination.
Higher salary and better job prospect which will lead to better quality of life.	Increase of pollution level from higher number of vehicles in tourism destination.
Contribute to government revenue and as a source of foreign exchange earnings.	Disturbance to local habitat and ecosystem.
Poverty alleviation for country or region that still live in poverty.	Lost of cultural identity in the tourist destination.
Preserving the traditional cultural activities such as local arts and crafts that can be sold as tourism product.	Lost of authenticity in the traditional performances.
Source of income to encourage the establishment of national parks and preserving building and monument which have historical value.	Local community depends too much on tourism; this is bad because tourism is seasonal.
Promoting the need to conserve the environment, landscape and wildlife.	Can cause overcrowding which can lead to traffic congestion.

2. SUSTAINABLE DEVELOPMENT IN TOURISM DEFINITION

2.1. Sustainable Development Definition

The discussion²⁰ about sustainability has been around for 3 decades since the publication by World Commission on Environment and Development in 1987 called the Brundlant Report. Since then, sustainable development has become the topic of research and debate in various industries in general and tourism industry in particular. It serves as the basic platform on various summit and agenda that focusing on how to reduce negative impact for the environment while improving the¹⁰ economic condition in the area being developed. In the Brundlant Report, sustainable development was defined as "development that meets the needs of the present without compromising the ability of the future generations to meet their own²⁷ needs" (World Commission on Environment and Development, 1987, p. 8). In other word sustainable development can be defined as development that able to preserve the environment and the social condition when at the same time gaining the economic benefit for the communities.

Table 3. Milestone of Sustainable Tourism Development, Retrieved from (Cooper, 2016)

Year	Initiative
1987	Publication of The Brundlandt Report, Our Common Future
1992	Rio Earth Summit-focus on environment Agenda 21 UN Commission on Sustainable Development
1993	Establishment of the journal of Sustainable Tourism
2000	Tour Operators initiative for Sustainable Tourism Development Millennium Development Goals
2002	Johannesburg World Summit on Sustainable Development developed idea of Agenda 21- shifting emphasis from environment to people International Year of Ecotourism Quebec Declaration on Ecotourism
2003	European Commission Tourism Sustainability Group established
2006	Marrakech Task Force on Tourism Sustainable Development
2007	UNESCO/UNWTO Collaboration for World Heritage Davos Processes on Climate Change Publication of European Union's Action for a More Sustainable European Tourism
2008	Sustainable Tourism Stewardship Council
2009	Copenhagen Climate Conference aiming to deliver a holistic framework to stabilize global warming by 2050
2010	UN Framework Convention on Climate Change, Cancun, Mexico
2012	Rio+20, Rio, Brazil, shifting the emphasis from MDG to Sustainable Development Goals (SDG) to readdress environmental concerns UN Climate Change Conference, Qatar

Initially tourism was never really discussed in the sustainable development when the concept was brought up in the publication of the Brundlant report in 1987. 5 years after publication of the Brundlandt report, Rio Earth Summit was held in 1992 by the UN which initiate Agenda 21 that served as a landmark of sustainable development that focused on environment (Niedziolka, 2012). Tourism was becoming part of the topic in sustainable development in Johannesburg World Summit in 2002. (Cooper, 2016).

2.2. Sustainable Tourism

Sustainable tourism may carry various meaning when seen from different angles depend on what people are trying to sustain which can be defined by three type of definitions (McCool & Moisey, 2008): (i) Sustaining tourism: focuses more on tourism as a business and continue getting benefit from tourism by making sure the business running over long period of time. From this description it is towards gaining the economic benefit for the stakeholders in the tourism destination. (ii) Sustainable tourism: a better form of tourism that has better impact for local community and environment. This definition is putting emphasize on better impact on social and environment condition. What should tourism sustain?: (iii) Tourism is seen as a device that

can be used to enhance social economic development. Using tourism as a tool to become source of income to gain economic benefit to increase the prosperity level of the local community around tourism destination. ⁸

According to World Trade Organizations, the term sustainable tourism can be defined 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 ¹⁴ and host communities" (UNEP & WTO, 2005). Wild (1994) explain that sustainable tourism is "a tourism that produces economic advantages, in addition to maintaining environmental diversity and quality thus 'combining conservation with economic development' ¹ Wild, 1994" cited in (Wearing & Neil, 2009). Alternatively, Butler (1991) defines environmentally sustainable tourism as "tourism which is developed and maintain in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes" cited in (Wearing & Neil, 2009).

Therefore, sustainable tourism definition can be sum up as a tourism that has a responsibility to maintain and to preserve the natural environment and at the same time to gain economic advantage for local community and its various stakeholders. The development in the sustainable tourism must be done responsibly, while it must bring economic benefit to local community, it must be done in such a way able to minimize the negative impacts for the social and environment condition which is inline with the guidance by UNWTO about the principle ² of sustainable tourism.

The UNWTO (2005) stated that sustainable tourism consists of two elements: (i) the ability of tourism to continue as an activity in the future, ensuring that the conditions are right for this; and (ii) The ability of society and the environment to absorb and benefit from the impacts of tourism in a positive way (UNEP & WTO, 2005).

2.3. Sustainable Development in 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 achieving the desired key principle and aims into practice (Borges, Eusébio, & Carvalho, 2014). The concept of sustainable tourism remains unclear even though it's been well research, different people have different understanding of the concept (Niedziolka, 2012; D'Mello, et al., 2016). These confusions also come from the complex nature of tourism industry that serves as an umbrella for various ²⁸ industry such as travel and hospitality. Confusion comes from the use of the terms sustainability, sustainable development, and sustainable tourism were used interchangeably in the literature with the lack of agreement on how to

conceptualize and to define (Cooper, 2016). Sustainable development in tourism is perceived as an ambiguous concept and unrelated to real market (Jovicić, 2014; Burghelea, Uzlău, & Ene, 2016). Although the term is widely used, Jenkins and Schroder (2013) mentioned that the promised harmonization of ecological, social, and economic goals associated with sustainability is still questionable whether it is achievable or not (Conaghan, Hanrahan, & McLoughlin, 2015). Although the notion of sustainable tourism is at the forefront of public and private sector policy statements, the more that is written about sustainable tourism the less sustainable it potentially appears to be (Bramwell & Lane, 2012; Hall, 2011). International development agencies are more interested in tourism projects that just started compared to sustaining the one that has been running (Hall, Scott, & Gössling, 2013).

Liu (2003) explains the different meanings of these three terms in his paper, "sustainability is a state focused 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" (Liu, 2003, p. 460).

Definition of sustainable development The World Tourism Organization (WTO) (1998) cited from (unesco.org, 2005): "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 the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems"

Three pillars of sustainable development by (UNEP & WTO, 2005) can be summed up as: (i) economic sustainability which means generating profit for all levels of society and addressing the cost effectiveness of all economic activity. (ii) social sustainability means everyone in the society is deserved for equal opportunities and human rights. (iii) environmental sustainability means preserving and managing resources, especially non-renewable resources and precious for life support.

To achieve sustainable tourism development there are three aspects that need to get attention and carry out simultaneously which are economic, social, and environment. Sustainable tourism ideally must consist of a balance mix of "sustaining local economies, local cultures, and local environments with acceptable and desirable level of impacts" (Mitchell, 2008). So sustainable development in tourism must be evolving around three aspects: economic, social, and environment.

2.4. Stakeholders

One of the most essential things of becoming sustainable destination is to make all the stakeholders satisfied with all the action taken in the tourism destination for long term (Cooper, 2016).

Five key dimensions of strategy for long-term destination competitiveness (Cooper, 2016): (i) Implementation of planning design control, building codes, and planning regulation to control the location and form of tourism development. (ii) Giving empowerment to local communities by ensuring participation in decision making process and develop local tourism expertise through training and giving financial assistance when necessary to ensure the economic viability. (iii) Proper management of destination elements such as safety, access, information, and interpretation to ensure a high quality tourist experience. (iv) Using site and visitor management techniques to conserve and manage destination heritage site. (v) Integration of environmental management in the tourism facilities to minimize carbon emissions that should be based on the 'reduce, reuse, recycle' policy.

Freeman (1984) defined stakeholders as "all that affected by the achievement of the organization's objectives" (Lund-Durlacher, Hergesell, & Mentil, 2013). "Stakeholders include customers, employees, suppliers, and the communities where their business is located and other people or organizations that have an interest in the success of the business" (Kotler, Bowen, Makens, & Baloglu, 2017).

Sustainable tourism can bring benefit to various stakeholders (UNEP & WTO, 2005) such as: (i) Tourism enterprises: will gain long-term profit by conserving the tourist attraction. (ii) Local communities: economic benefit without sacrificing their quality of life. (iii) Environmentalist: source of income for conservation. (iv) Tourist: high quality and environment friendly tourist attraction that worth seeing.

2.5. Tourism in Indonesia

Indonesia's tourism sector condition can be seen from two indicators: macro and micro indicator. From macro indicator tourism sector in Indonesia at the year of 2015 shows significant growth by giving contribution to the national GDP around 4.23% or about Rp. 461.36 trillion, with the increment of the national income from foreign currency US\$ 11.9 billion. The tourism sector able to absorb employment for 12.16 million people (Kemenpar.go.id, 2015).

In micro condition, the growth of the tourism sector can be seen from the increasing number of international tourists: 10.4 million people, and the domestic travel by domestic tourists around 255.20 million of travel. Travel and competitiveness index serves as an important indicator for tourism globally. Indonesia was able to climb 20 points up from ranked #70 in 2014 to rank #50 in 2015. The growth of tourism sector in Indonesia was beyond the growth of the world tourism sector which was 10.63%. These condition gives confident to the

government to increase the target of International tourist arrival to Indonesia for the year of 2019 (www.kemenpar.go.id, 2015).

Table 4. Tourism in Indonesia in the Year 2015 and Target for Tourism In Indonesia for the Year 2019: (Kemenpar.go.id, 2015)

Indicator	2015	Target (2019)
<u>Macro</u>		
a. contribution to GDP	4.23% (Rp.461.36 trillion)	15%
b. Contribution to employment	12.16 million	13 million
c. Foreign currency	US\$ 11.9 billion (Rp158.12 trillion)	Rp. 280 trillion
<u>Micro</u>		
a. travel and competitiveness index	#50	#30
b. International tourists' arrivals	10.4 million	20 million
c. c. domestic tourists	255.20 million	275 million

Accelerating tourism development is one of the main priority of the government of Indonesia because tourism is expected to be one of the main sector to increase the GDP of Indonesia by generating jobs for millions of people that still live below the poverty line. The number of Indonesian that still live below poverty line is more than 28 million people, with 40% of the entire population still vulnerable of falling into poverty, as their income is slightly above the national poverty line (The World Bank Group, 2017). Tourism is chosen by many countries as an employment generator because it is providing option for wider range of people from different educational background from unskilled worker to highly trained (Cooper, 2016).

Below is the map of top 10 Priority Tourism Destinations. From the picture it can be seen that the development plan of tourism destination in Indonesia is scattered from east part of Indonesia to West part of Indonesia. Indonesia has 88 Strategic Area of National Tourism (KSPN/ Kawasan Strategis Pariwisata Nasional), 222 Development Area of Tourism (KPPN/ Kawasan Pengembangan Pariwisata Nasional) (www.kemenpar.go.id, 2016). Now the government still focusing in developing the top 10 priority tourism destination, a long the way the development of other strategic and development area will be conducted as well. In order to become a tourism destination that able to compete with other tourism destinations in the world, sustainable development concept must be adopted to plan and manage tourism destination properly.

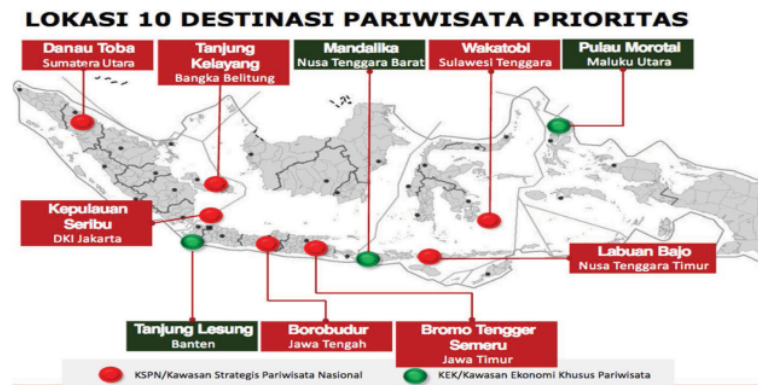


Figure 1. Location of the Top 10 Priority Tourism Destination, picture retrieved from (www.kemenpar.go.id, 2016)

The president of Indonesia has been giving instruction regarding tourism development for the top ten priority tourism destinations (Cabinet Secretary Letter Number: B-652/Seskab/Maritim/11/2015, date: November 6th 2015). The content can be sum up as the instructions for all the minister from various departments to give their full support to accelerate tourism development in Indonesia which include: (i) the construction and development of infrastructure to support development of tourism destination such as road, railway, airport, health care, and security. (ii) Encourage the increasing number of International tourists' arrival with no visa requirement policy for more countries. (iii) Giving permission for direct flight policy for International airlines. (iv) To make sure that the tourism destination will have access to electricity and clean water. (v) To make sure that local population aware of tourism activity. (vi) The improvement of management of local tourism promotion. (vii) To accelerate the establishment of institution in tourism destination to solve the problems that might prevent the accelerating process of the development in that particular area (www.kemenpar.go.id, 2016).

The instruction from government in tourism development through the planning of construction and development of infrastructure in tourism destinations will bring benefit to the local communities especially in improving life quality of local community with access to clean water and electricity. Tourism development in Indonesia is also a tool for regional development that will give opportunity for local community to have better living standards (Cooper, 2016). The advancement of tourism development in Indonesia will bring economic benefit to local communities. To reduce the negative impact in social and environment, sustainable tourism development must be adopted.

3. CONCLUSION

Sustainable tourism development has been criticized for no uniformity in understanding and different meaning of the concept. However, despite all the critiques, sustainable development in tourism has been served as a framework that able to give contribution towards better development in tourism. Beside that there are no two destinations are exactly the same, each destination is uniquely different. The most important thing is to understand the basic concept of sustainable development and then implement it in the tourism destination based on its geographical, economic, and social condition.

As has been pointed out, one of the most challenging aspect of implementing sustainability in tourism is to have the same understanding and perception of the concept and the indicator to measure sustainability development among all the stakeholders. Sustainable tourism development indicators can be seen and chosen from Sustainable Tourism Indicators and Destination Management Report (unwto.org, 2007). The crucial part is the socialization and the initiative to ask the local community to participate in the sustainable development. To be able to make all the elements of communities to plan and work together in the development of the area might be long and tedious process which will involve many meetings, hearings, discussion that will takes time, there is no short cut on it (Joppe, 1996). All members of the communities must put in efforts to allocate their time to sit together and talk about the tourism development that will bring benefit for everyone that's involved in it. The only way to achieve sustainability in tourism industry is by having discussion with all the fragmented character in the industry which involve government agent, tourist agency, small businesses owner, local community with different interest within the shared agreement of how to achieved sustainability. In the process it will involve political action that can be tedious, challenging and complicated (Moisey & McCool, 2008)

If the participants have the same shared meanings that will lead to the same goal, they can work together towards environment and economic sustainability in tourism industry by articulating connection among various sectors and finding solution for the negative effect during the implementation so sustainability can be put into action (Moisey & McCool, 2008). Some of the key things to put sustainable development in tourism into action: (i) all the stakeholders must work together towards sustainable development in tourism. (ii) They must come into agreement about the same understanding regarding the meaning of sustainable development in tourism. (iii) They must understand the meaning of sustainable development in tourism which is the balance between three aspects in development, economy, social, and environment. (iv) In line with government goal and target in increasing the number of international tourists' arrivals, the infrastructure (air, road, and tourism services infrastructure) must be built based on the sustainability development concept.

Butler (1999) mentioned that to ensure the sustainable development in tourism, the concept must be accepted by all the stakeholders (Butler, 1999). How can the stakeholders accept the concept if they do not even understand the meaning of sustainable development in tourism? Before commencing the tourism development in an area, the concept of sustainable development in tourism must be introduced to all stakeholders. The next thing that has to be done by the government is to plan on how to socialize the concept of sustainable tourism development through education, campaign, and seminar. Further research needs to be conducted to identify how to introduce sustainable development concept in tourism through education in Indonesia.

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