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## Strategies of Tourism Development through Ecotourism Spectrum for Increasing Tourists' Visit

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### Abstract

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District Malang is included in the plan of development program of National Tourism Strategic Area, but the movement of tourists' visit is relatively low, in which the growth of foreign tourist is in -12% (2014). In order to increase tourists' visits, this objective of study is to know the strategic position of tourism business quadrant in the implementation of ecotourism spectrum development through strategic identification having the strengths and opportunities to be developed, as well as the his implementation and development. This study was conducted in District Malang. The sample of this study consisted of tourism actors (Tourist, community and Operator) for amount 100 respondents. The sampling technique of the study was based on purposive sampling with SWOT analysis (Strength, Weakness, Opportunity and Threats) done through these following stages of analysis: 1. SWOT breakdown (weighting with the weighted value), 2. SWOT- 4Q Matrix, 3. Conclusion ( the result of the weighted value difference and SWOT-4Q), 4. Priority (determining strategic steps), and 5. Gant chart SWOT. The final result of the analysis shows that the ecotourism spectrum of District Malang is in the position of first quadrant, which means that the attraction of ecotourism has certain strengths and opportunities to be developed. Hence, such professional strategy is needed to maximize the power of tourism attraction by highlighting the uniqueness of nature tourism, sustainable ecology, and community empowerment, and also by increasing the convenience of traveling through the utilization of opportunities of the high ecotourism attraction spectrums.

**Keywords:** Strategies; Ecotourism Spectrum; Sustainable Tourism

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## 1. Introduction

Indonesia's tourism development, ecotourism spectrum is specifically needed since this country has strong tourists' preferences as an ecotourism area as most of tourist arrivals (more than 30%) are for natural beauty reason. The tourism minister of Indonesia, Arief Yahya states that Indonesia has strong asset as an ecotourism area. Based on a study, 50% tourists in Indonesia choose cultural tourism such as culinary tourism, historical tourism, and village tourism, in addition, as many as 30% choose nature tourism, and the remaining 20% choose artificial tourism; thus, the tourism sector is targeted to become the largest contributor of foreign exchange in 2019 with the natural wealth, art, and culture as the main tourism asset (Kompas, April 1, 2016, p.17).

The flora, fauna, and ecosystem diversity and cultural diversity in Indonesia are potential and they can be used as the foundations of sustainable development; therefore, Indonesia is going to be known as the next world's mega biodiversity country having such diversities after Brazil with its uniqueness, originality, and natural beauty (Indrawan et al.). The different types of flora, fauna, ecosystem, and cultural diversity are one of the basic potencies of sustainable development by utilizing environmental services through ecotourism (Supyan, 2011).

Thus, the attractiveness of ecotourism is expected to become one of sectors that may be able to move local economy and to contribute the welfare for the society as Indonesia has a variety of uniqueness and nature beauty, culture, and history, in addition to rich cultural arts and landscapes assets in the country. Kompas (April 1, 2016) mentions that since 2014 tourism sector is ranked as the fourth largest foreign exchange contributor with a total of IDR 133.9 trillion (about 10 billion US dollars). By 2019, the tourism sector will become the largest foreign exchange contributor. For instance, the local governments are also required to have such strategic strategies in developing tourism as an industry.

The ecotourism program of District Malang can be planned to be a strategic tourism area with ecotourism spectrum, so that the result of the tourism development can be followed by economic growth of District Malang especially for the local citizens. Later, the existence of ecotourism can be the main access to the international tour of Mount Bromo Tourism which is already known by the international tourists. Hence, the development of ecotourism is considered as a very important sector to drive the tourism in District Malang.

As reported in the national media, District Malang has potential sub districts ecotourism. They are widely spread from the western part of Pakis sub district which has Abdulrachman Saleh Airport to the other sub districts' areas having agricultural and livestock potencies. "All these potencies will be developed, so that it is truly existed to improve regional economy and it helped to improve the economic welfare of citizens." (Jawa Pos April 1, 2016, p.16).

In short, it is not excessive that District Malang with its tourism potencies is included in the National Tourism Area (NTA), a plan of National Tourism Strategic Area development program, which is also included in National Master Plan of Tourism 2010 - 2025. However, the movement of tourist visit number in District Malang is relatively low. The growth of foreign tourists at 2014 (-12%) and domestic tourists are stagnant or (0%). It can lead to problems that District Malang cannot be achieved in NTA development program.

However, the number of tourist arrivals from 2011 to 2014 has fluctuated. The growth of foreign tourist arrivals and domestic tourists arrivals in District Malang in 2014 can be described below: the growth of foreign tourists is -12% and the growth of domestic tourists stagnant or 0%.

The emergence of such problems requires professional and academic accomplishment to obtain significant solutions by opening tourism business opportunities on the ecotourism spectrum considering the percentage of tourism business (accommodation and food), according to the field of business in 2016, has second place of 16.72% after trade business. Furthermore, the business field can absorb 20.4 million labors from the accommodation and food beverage sectors (Kompas, 28 April 2017) and to increase the ecotourism spectrum business, it is needed further integrated and

credible ecotourism development analysis which is aimed to identify strategically and to do certain steps to overcome obstacles of the implementation of ecotourism development in District Malang.

## 2. Literature Review

Tourism may be loosely defined as travel outside one's normal home and workplace, the activities undertaken during the stay and the facilities created to cater for tourist needs (Mathieson and Wall, 1982: 1). The definition of ecotourism in early 1990 is formulated by The International Ecotourism Society (TIES), namely: "Ecotourism is responsible travel to natural areas which conserved the environment and improves the welfare of local people". It is also stated by Dowling and David (2003) that the basic concepts of ecotourism are classified into five, namely: a) Nature Based, b) Ecologically Sustainable, c) Environmentally Educative, d) Locally Beneficial, e) Generates Tourist Satisfaction.

Weaver (2002: 15) writes that ecotourism is a form of tourism that fosters learning experiences and appreciation of the natural environment, or some component thereof, within its associated cultural context. It has the appearance (in concert with best practice) of being environmentally and socio-culturally sustainable, preferably in a way that enhances the natural and cultural resource base of the destination and promotes the viability of the operation. According to the Minister of Domestic Affairs Regulation No. 33 year 2009 about Guidelines for Ecotourism Development in the regions, ecotourism is a natural tourism activity in responsible areas by concerning on the education, understanding, and support elements for the efforts of natural resources conservation and local society income.

Ecotourism spectrum is one of tourism activities having educational character on nature protection such as involving environmentally safe activities, sustainable ecological improvement, community empowerment, and quality improvement of conservation service for tourists. As mentioned in the result of study carried out by Soedigdo and Yesser (2013), it is explained that: (1) Ecotourism products of Bukit Tangkiling are included in the spectrum of intermediate ecotourism (2) Ecotourism market is an eco-generalist with modern idealistic characteristics (3) Ecotourism generally has its role in community empowerment although the role in community empowerment is passive (4) The dominant factors in developing community-based ecotourism are: nature protection, skills of the society, capital support, access to resource development, facilities and infrastructure, innovation of new tourist attractions, the knowledge of ecotourism travel agent, the concern of the tourists to nature, service quality, ease of access, and government.

The Regulations Of Ministry Of Domestic Affairs No. 33 year 2009 Article 7 details ecotourism planning into several stages, which are: formulating provincial ecotourism development policy by concerning on National Ecotourism policy, coordinating the preparation of ecotourism development plans in accordance with provincial authorities, providing input in formulating provincial ecotourism development policy with respect to National Ecotourism policy, integrating and streamlining provincial ecotourism development plans with district/city ecotourism development plans, national ecotourism development plans, and adjacent provincial ecotourism development plans, and integrating RPJMD and RKPD conducted by Provincial Government, District/City Government, and business sector with ecotourism development plans.

There are five principles and criteria of natural tourism management according to Indonesian National Standard (SNI-8013: 2014), namely: 1. Conservation of ecosystem function, 2. Conservation of natural tourist attraction (DTWA), 3. Cultural and social preservation, 4. Visitors' satisfaction, safety, and comfort, 5. Economic benefits principles. Management and development of community-based ecotourism areas include: 1. Efforts to improve environmental conditions in ecotourism sites. 2. Conservation/reforestation/planting efforts in the ecotourism area site. 3. Preparation of Ecotourism Infrastructure (Civil Technical) .4. Building capacity improvement of ecotourism management. 5. Community involvement in ecotourism site development.

### 3. Research methods: Data collection and data analysis

This study was conducted in District Malang, focusing on sub-districts that have ecotourism potentials. The selection was intended in order to answer the research problem, namely, the development of tourism based on ecotourism. The population of this study was all members of the community in the sub-districts having the potentials of natural tourism. The research sample was the members of the community living in the village areas and having such criteria as a tourist village. Sampling was carried out based on purposive sampling technique in which the process of taking the subject was not based on the strata, random, location, but based on a specific purpose.

The sample of this study was tourists element (Pokdarwis and tourism Department) involved in managing tourist and tourist attraction while research was carrying out. The sampling technique was withdrawal sampling used purposive random sampling with certain sample criteria that previously had been determined.

The next data collection technique was by using *Participatory Rural Appraisal* (PRA) checking the village/region understanding voluntarily. It was concerned on the analysis of socio-economic conditions, cultural and other tourism potentials in accordance with Robert Chamber's (1996) statement to find the level of community participation and to identify employment opportunities in the tourism sector.

The analysis of this study used SWOT (Strength, Weakness, Opportunity, and Threats) as strategic planning method to know the mapping of external and internal environment factors of ecotourism in order to produce useful conclusion to give input to strategy decision making, to advise strategic priorities on what should be done first by decision makers, to take advantage of existing strengths and opportunities, to minimize weaknesses, and also to eliminate threats. The stages of SWOT analysis are: 1. SWOT breakdown (weighting with the weighted value / measurement scale), 2. SWOT-4Q matrix (Growth, Stability, Survival, Diversification), 3. Conclusion (the result of the weighted value difference and SWOT-4Q), 4. Priority (determining strategic steps), and 5. *Gant chart* SWOT (Description of the strategy, the person's responsibility, and time target).

### 4. Empirical Result

District Malang is one of districts in East Java Province, and Kepanjen is designated as the capital of District Malang. This district is adjacent to Malang City right in its center, District Jombang, District Mojokerto, Batu city, and District Pasuruan in the north, District Lumajang and District Probolinggo in the east, Indian Ocean in the south, and District Blitar and District Kediri in the west. Most of the area is a cool mountain.

District Malang is located at 112°035'10090" to 112°57'00" East Longitude and 7°44'55011" to 8°26'35045" South Latitude. The northern part of the district is bordered by District Pasuruan and District Mojokerto, while the eastern hemisphere with District Probolinggo and District Lumajang, in the west with Districts Blitar and District Kediri, and in the south with Indian Ocean.

District Malang has the potential of agriculture with cool climate. The northern and eastern regions are widely used for apple plantations. Mountainous areas in the west are planted with vegetables and become one of the major vegetable producers in East Java. Southern area is widely used as the plantation of sugarcane and horticulture, such as salak (snake fruit) and watermelon. In addition to tea plantations, District Malang also has potential for coffee and chocolate plantation. Teak forests are widely available in the southern part of the limestone mountain range. District Malang has 33 sub-districts, which are divided into a number of villages and orchards. The capital sub-districts of Malang are Lawang, Karangploso, Turen, and Kepanjen as the capital of the district.

Tourism potential in District Malang is known as the main tourist destination of East Java. One of interesting ecotourism attraction in District Malang is Mountain tour that covers; Mount Bromo through Tumpang Village (Sub-district Tumpang), Pondok Klakah Village – Sub-district Poncokusumo; Mount Semeru through Ngadas Village in Sub-district Poncokusumo; and Mount Anjasmoro through Sub-district Pujon. The water tours include; Wendit Water Park, located in

Mangliawan-Pakis highway. a newly refurbished tourist spot. This tourism attraction is famous for its water spring and the inhabitant of monkey.

Waterfall tours include; Coban Pelangi waterfall, located in Sub-district Poncokusumo; Coban Glothak Waterfall, Historical tours include; Jago (Jayaghu) Temple in Sub-district Tumpang, is the tomb of Ranggawuni; Kidal Temple in Sub-district Tumpang. Agro tourism includes; Durian Tour, along Ngantang. Religious tour includes Miraculous Mosque in Sananrejo, Sub-district Turen, District Malang; Pesarehan (entombment) Gunung Kawi, in Mount Kawi. Stages of SWOT analysis on District Malang's Ecotourism Spectrums :

Table 1. Total of Weighed Value on Ecotourism

Variable Category and Indicator	Weight	Value	Weighed Value
<b>Strength of Ecotourism</b>			
Uniqueness of Natural Tourism	0,25	4	1
Sustainable Ecology	0,25	3	0,75
Empowerment of Local Community	0,25	4	1
<b>Culture</b>	0,25	5	1,25
<b>Total</b>	<b>1</b>		<b>4</b>
<b>Weakness of Ecotourism</b>			
Tourist's satisfaction	0,15	3	0,45
Elements of education	0,15	3	0,45
Promotion	0,25	4	1,00
Technology and Information	0,2	4	0,8
Fundamental Facilities	0,25	4	1,00
<b>Total</b>	<b>1</b>		<b>3,7</b>
<b>Opportunity of Ecotourism</b>			
Tourist's motivation	0,30	5	1,5
Support from local government	0,25	3	0,75
Independent Program on tourism	0,25	4	1
People's economic growth	0,20	3	0,6
<b>Total</b>	<b>1</b>		<b>3,85</b>
<b>Threats of Ecotourism</b>			
Competition from local tourism in the area	0,4	3	1,2
Environmental Pollution	0,2	3	0,6
Social Degradation	0,2	3	0,6
Vertical Conflict	0,2	3	0,6
<b>Total</b>	<b>1</b>		<b>3,0</b>

Table 2. Gap of Weighed Value on Ecotourism Spectrums

Factors	Description	Value
Internal	Weighed Value on the Strength of Ecotourism	4
	Weighed Value on the Weakness of Ecotourism	3,7
	Positive Gap	0,3
External	Weighed Value on the Opportunity of Ecotourism	3,85
	Weighed Value on the Threats of Ecotourism	3,0
	Positive Gap	0,85

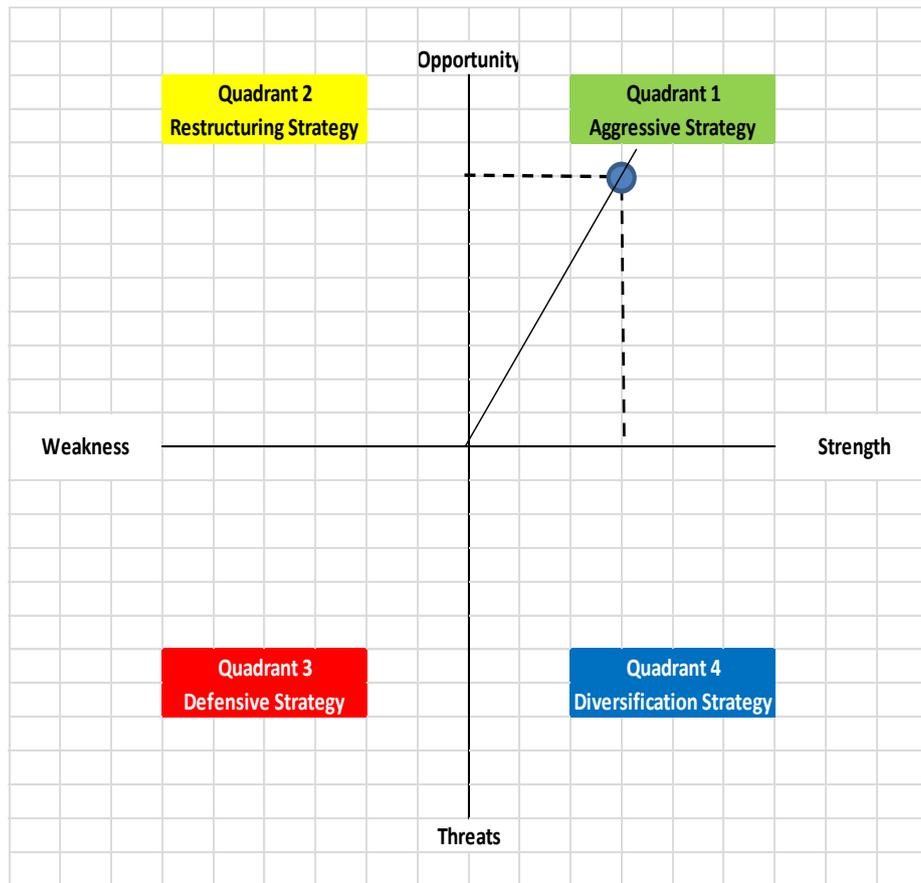


Figure 1. Ecotourism Spectrums Analysis

## 5. Discussion and Conclusion

Malang District is included in the plan of development program of National Tourism Strategic Area. However, the number of foreign tourist arrivals in Malang District is relatively unexpected, especially in 2014 which was proved by the low growth of foreign tourists. Therefore, it is needed to develop tourism through ecotourism spectrum and to increase tourist visits in order to know the strategic position of tourism business quadrant in the implementation of ecotourism spectrum development of strategic determination that has the strength and the opportunity to be developed, as well as the overcoming the obstacles and problems of ecotourism development program which might appear. The result of the research shows that the preference of tourist visit 35% for natural beauty. SWOT analysis through 4 stages shows that the spectrum of ecotourism of Malang District is at the level one where the natural tourism attraction has the strength and opportunity to be explored further. The unique strength of natural tourism attractions including the beauty of eastern bromo mountain slopes with tourists' evaluation grade 4 (satisfied) and sustainable ecology of tourists' evaluation grade 3 (enough). These values have not been maximized because there is still a lot of rubbish and rubbish dump around.

The next potential category for tourism development through ecotourism spectrum in order to increase tourist arrivals is community empowerment. The results showed that community empowerment has a value of 4 (both) proven that community participation in the involvement of ecotourism development has crucial roles in every area in which the society would be involved in planning and managing the tourism areas to create tourism association of local communities. The next category that supports the high value of tourists' evaluation grade is the uniqueness of cultural tourism and leisure travel encouraging the high chance of tourists' motivation on attractiveness spectrum of ecotourism Malang district.

Besides those advantages, Malang district still has some weaknesses that need to be improved for the development of tourism through ecotourism spectrum in order to increase tourist visits including adding tourist accommodation such as safe and clean homestay based on Javanese architects with international services, increasing the means of information technology, the accessibility of tourism attractions, the enhancement of the green marketing system to enhance sustainable tourism, and giving the opportunity for tourists to conduct research activities and educational activities in the tourism area.

The result of 4 stages SWOT analysis above shows that ecotourism spectrum in District Malang is at Quadrant one, where the attraction of nature tourism has strength and opportunity to be developed, considering the potential of this tourism is lumped on the power of natural tourism attraction in the form of uniqueness of cultural and natural tourism, sustainable ecology and community empowerment, and travel convenience as well as high opportunities for tourist' motivation on the attraction of ecotourism spectrum.

The uniqueness of natural tourism that hosts numbers of species of flora and fauna which is not possessed by other regions, and ecological programs which are embroiled by involving local community to conserve nature through conservation programs, empowering local communities through tourism awareness group programs in an intermediate spectrum that provides widespread opportunities for the community for having active participation in the process of decision-making in tourism planning as an ecotourism advantage. In harmony with Soedigdo and Priono's (2013) opinion, the overall ecotourism product is included in the intermediate ecotourism spectrum. This spectrum is a friendly dimension to community empowerment, where many people are involved in providing accommodations for tourists, such as the management of transportation services.

Another advantage of attraction is the utilization of land's function of the area of forestry into a tourism area according to the demand of tourism industry through the conservation of agricultural land that is by increasing the functioning value of the land on the base of agro tourism that suitable to rural conditions in District Malang. This statement is supported by the results of research by Budiarti T., et al. (2013), that changes in the function of land area are rapid and frequent due to the demand for tourism and residential industry, therefore it needs to be anticipated through the conservation of agricultural land, that is by increasing the value of land function, thus the income of farmers might increase as applied in Indonesia's rural area.

In line with the results of research in Sri Lanka, ecotourism is developed through increasing participation from the community and government's support to encourage farmers to develop natural-based tourism (Routray & Malkanthi 2011). According to Kidd (2011), the development of agricultural tourism model should pay attention to various factors, including physical, socio-cultural, economic, and technological factors, along with the policy and legal aspects, supply and demand level of agricultural tourism, and experience gained by tourists when visiting to the agricultural tourism area.

The condition of infrastructure such as the main road (sub-district) to the natural tourism is quite good, the purity of the water mostly is very good, has enough sanitation facilities, there are many road signs that show the direction to the tourism attractions, beautiful natural scenery, has enough garbage can, has spacious parking ground, and supported by adequate street lighting along the main road which is very clear. Supporting facilities such as food and beverages huts around the tourism attraction is good, and the price of the offered tours is relatively cheap.

Some weaknesses in ecotourism such as the lack of tracking book for the movement of the number of tourists' visits and satisfaction resulted to the trace of tourists which have not been accurately measured, the element of tourism education for tourists is still not appropriately organized, especially in ecotourism information system, promotion program has not run in accordance with global needs, especially media campaign that based on *Look, Book, And Pay*, and the supporting infrastructure in the field of technology and tourism attraction information has not been maximized, especially in travel location where internet network is still limited.

Strategy to develop the potential of ecotourism's beauty is in line with the fore mentioned advantages and disadvantages, then it needs the development of regional plans as part of the study of the resort, the relevance of relationship between the regions and the community, especially concerning the 4A factors: accessibility, attractions, accommodation, and amenities, so that it requires integrated infrastructure on the use of tourism area that should be considered In District Malang that includes: Accommodation, including hotels and other types of apartment accommodation, townhouses, villas, and campgrounds and caravan parks; Commercial facilities, including restaurants, convenience store that sell specialty retail and handicraft items, cultural tourism, natural spring pools, culture-based children's playgrounds, and small museums, healthcare facilities such as health posts at ecotourism site.

In conducting the tourism training and assistant to the local society in order to manage and supervise ecotourism activity. According to what have been stated by Supriadi (2016) tourism management needs such a group assistant by conducting a group sensitivity training and activity, an effective meeting, a decision taker technique, teaching improvement, doing an accompanied visitation and assistant evaluation instrument development.

Archaeological and historic sites that may exist on the tourism site and became the feature of grand or small attraction; Seeds plantation resorts, which are often developed in the site of large resorts to provide landscape resort materials; This plantation can sometimes be developed to also serve a small botanical garden in the resort; Park areas and buffer zones to provide a sense of openness to the resort, determine its limits, and the use in an adjacent land and area which is not suitable for development.

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