



Actor Collaboration Model in Ecotourism Management through a Local Wisdom Approach in East Java

Indawati¹, Sutopo², Susi Ratnawati³

^{1,2,3} Universitas Bhayangkara Surabaya Indonesia

ABSTRACT

Published Online: December 07, 2023

Tourism is one of the leading sectors and has an important role in the development of a country. Tourism development can involve the participation of stakeholders from both the government, the community and the private sector or what is often referred to as collaboration so that it can have a positive impact. The research method uses qualitative methods, with a research focus (1) Sustainable fisheries resource management model through the nyatran tradition as local wisdom Collaboration of actors in local wisdom-based ecotourism management (2) Programs and activities as well as efforts made by the government and local institutions in utilizing and managing ecotourism and local wisdom values and existing local potential (3) Determining opportunities for local wisdom-based ecotourism management can be maintained and utilized in policy formulation. Qualitative data processing was carried out using the 'cross check' approach of informants to provide a deeper understanding of the various statements made by respondents, as well as based on the results of observations and secondary data review.

Ecotourism began when the negative impact on conventional tourism activities was felt. This negative impact is not only stated and proven by environmental experts but also culturalists, community leaders and tourism business people. Impacts in the form of environmental damage, uncontrolled influence on local culture, reduced role of local communities and business competition that began to threaten the environment, culture and economy of local communities. The government has collaborated in the development of ecotourism-based tourism. Ecotourism is one of the strategies in mobilizing the community to participate actively in sustainable tourism development by making the community the main actors in tourism development as well as efforts in preserving the environment both natural and cultural.

KEYWORDS:

ecotourism; wisdom; collaboration; local

INTRODUCTION

Ecotourism management in the East Java region is expected to run well, because ecotourism is the most important part in the balance of the ecosystem, so it must be managed optimally (Agustina, 2018). Actor collaboration involves public institutions that are directly involved with non-public stakeholders in forming a collective decision-making process in a formal, consensus-oriented, and deliberative manner with the aim of implementing policies and managing an asset program (Harahab, N., & Setiawan, 2017).

Corresponding Author: Susi Ratnawati

**Cite this Article: Indawati, Sutopo, Susi Ratnawati (2023). Actor Collaboration Model in Ecotourism Management through a Local Wisdom Approach in East Java. International Journal of Social Science and Education Research Studies, 3(12), 2360-2364*

The potential resources that can be utilized are by building tourism that can involve the participation of stakeholders from both the government, the community and the private sector so that it can have a positive impact. Development carried out using the concept of collaboration is not only limited to participation in terms of planning, but also involves financing carried out through community self-help or from other parties with a system or model of cooperation to create a tourist attraction or ecotourism (Zayadi et al, 2018).

To improve Tourism Management through Actor Collaboration based on local wisdom. Geographically, ecotourism areas are very wide and usually consist of mountains, hills and oceans, so access to these areas is quite difficult. This can then cause difficulties for the government in managing tourism in order to improve services to the community with various limitations that exist (Parmawati, 2018). Ecotourism management in the perspective of local

wisdom where the optimal boundaries that can be reached in public services, development, resource withdrawal, participation, community control and bureaucracy are very important (Wibisono, 2017). Where in the management of ecotourism there is no conflict that occurs between each region through the approach of local wisdom of the community, improving management, developing programs and activities, as well as efforts made by the government, local institutions in managing existing natural resources and community aspirations for wisdom values, adherence to traditions that apply in natural resource management, to what extent the opportunity to empower local wisdom values can be maintained, utilized in the formulation of existing natural resource management policies developed in accordance with local institutions based on local wisdom (Alfitra Perdana et al, 2021).

A real contribution to the development of science and technology in the form of models and dissemination of actor collaboration in ecotourism management that is oriented towards the local wisdom of the community. Tourism Service System that can improve the welfare of the community around ecotourism. In addition to economic considerations, the collaboration of actors must consider that the integration carried out, in addition to being able to reach the community in the area of natural tourist destinations or ecotourism, will also generate harmonization between the Regional Government and the community, thereby reducing conflicts that occur and are expected to improve the quality of tourism services, the quality of human resources, and improve the integrated resource factor between the Regional Government and the Community in the frame of local wisdom (Darwati, 2019)

This model is expected to be able to foster participation, awareness of local communities about the importance of preserving existing ecosystems and nature conservation. On the strategic issue of effective governance that pays attention to the diverse potential of nature and accelerates independent learning in the field of nature tourism. The proposed model is expected to be able to encourage the realization of ecotourism regional development policies that are pluralistic, based on the development of local wisdom, integrating hierarchically with national jurisprudence in protecting the interests of habitats and stakeholders, ecology, sustainable economic development (Eprilianto, 2020).

RESEARCH METHOD

The type of research used in this research is qualitative research which is described descriptively. According to Sugiyono (2013: 9) Qualitative research methods are research methods based on the philosophy of postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are triangulated (combined), data

analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization.

1. Data Collection Techniques

Data collection techniques are carried out using: 1). In-depth interviews (indept interviews), which are aimed at each source to obtain more detailed and specific information to complement the FGD results. 2). Focus group discussion (FGD), this activity is intended to obtain precise and reliable information, with the composition of representatives of each source. 3). Documentation, collection, recording of secondary data needed in processing and analyzing data.

2. Data Analysis Technique

In descriptive research, the process of analyzing and interpreting data is not only carried out at the end of data collection or standing alone, but simultaneously also carried out during field data collection, so that in qualitative research it is often known as a cyclical process. After obtaining information, analysis is carried out to find a hypothesis and then the next information collection is carried out. Qualitative data processing is carried out using the 'cross check' approach of informants to provide a deeper understanding of the various statements made by respondents, as well as based on the results of observations and secondary data review.

RESULTS AND DISCUSSION

Sustainable ecotourism management is realized through tourism development planning that is in accordance with the characteristics and conditions of the area, with the collection of comprehensive information about the potential of existing resources and regional support for ecotourism development supported by physical, available supporting facilities including community openness in responding to the arrival of visitors. Along with community empowerment efforts, in collaboration developed both from the government, NGO (Non Governmnet Organization), and the private sector. The development of ecotourism potential can be seen from destinations that prevent or anticipate environmental sustainability and social life of the community by involving local communities so that they feel the welfare of tourism development programs that have an impact on economic, socio-cultural and conservation aspects. [The implementation of these three aspects will form the sustainability of ecotourism destinations that are oriented towards the local wisdom of the community. The success of the tourism sector in ecotourism destinations, which is determined by various things, one of which is regulation, human resources and all stakeholders involved both directly as tourism actors and the community involved from the implementation of policies related to tourism (Junaidi, 2016).

Through government collaboration with tourism parties, it is hoped that this public asset can be developed more quickly, there is better utilization and maintenance management, and the community can be more comfortable in utilizing it. The values of local wisdom contained in a

community's social system can be lived, practiced, taught and passed down from one generation to another which also shapes and guides daily human behavior patterns, both towards humans and towards nature. That indigenous peoples generally have local knowledge and management systems that are inherited and continuously developed for generations. The definition of indigenous peoples here is those who traditionally depend on and have close socio-cultural and religious ties with their local environment (Umam, K, et al, 2015).

Actor collaboration can be explained as a process involving shared norms and mutually beneficial interactions between governance actors. In accelerating the pace of development in tourist areas developed through the creative economy so that the tourism sector as one of the potentials that is empowered as economic development based on the local wisdom of the community is optimized. Ecotourism can be categorized based on the activities carried out such as: ecotourism in national parks, rural ecotourism, aquatic ecosystem, geological ecotourism (ecogeotourism), health ecotourism (ecohealing), culinary ecotourism (eco-culinary), and spiritual ecotourism.

Tourism has differences in characteristics, especially ecotourism, sustainable development is an organized integrated effort to develop quality of life by regulating the provision, development, utilization and maintenance of natural resources in a sustainable manner and increasing productive creative economic activities in the tourism sector. Sustainable tourism invites all parties, especially local communities, to manage resources by fulfilling economic, social and aesthetic needs that ensure the sustainability of local culture, natural habitats and local wisdom. Thus creating the quantity and quality of tourism attraction both nature and culture. Empowering the environment in a sustainable manner by realizing the three pillars of governance based on the local wisdom of the community in ecotourism management through the principles of, Environmental conservation; Cultural preservation; Local community participation, Economic benefits; and Empowerment of community groups.

Collaborative Approach in Tourism There are three important elements to construct collaboration in tourism. The three elements consist of tourism objects, tourism-related activities, and the involvement of various actors in tourism. Initially, tourism objects were seen as a private sector, only economically empowered people needed them. In its development, tourism objects become public needs. The shift of tourist objects from private goods to public goods can be observed from the results of studies that have been conducted by researchers. Tourism objects that refer to location present the concept that tourism is authentic to the study of the countryside. Tourism is seen as a public good that can be enjoyed together without exception. In this context, it places tourism as a public administration activity. The next

development of tourism becomes a complex and dynamic activity, so collaboration is seen as the best instrument to manage tourism. Collaborative governance can assist in participatory policy-making, regulating efficient State and non-state actors and management of the tourism sector so that the goal of tourism contributing to community welfare through social, cultural and economic roles can be realized.

Tourism development in rural communities can contribute to local income and job creation, local amenities and service maintenance, and conservation of local cultural resources. It is empirically established that equitable and effective tourism collaboration activities are required to achieve socio-economic development in destinations located in rural areas. The socio-economic contribution of economic contributions of tourism to rural communities can be expressed through the promotion of local sustainable development because promoting sustainable tourism, which aims to balance the three dimensions of sustainability (economic, socio-cultural, and ecological) in destinations and communities requires customized and effective collaborative governance. Sustainable tourism relates to a system of tourism object management that thinks of the next generation. A wise action in exploring tourism potential without having to exploit it. Sustainable tourism is synonymous with effective management and the presence of strong policies to maintain the sustainability of the tourism sector. In concrete action in the form of the ability of stakeholders to practically identify obstacles in sustainable tourism management.

Sustainability in the tourism sector in the context of policy strengthening can be traced from studies on regional tourism governance, the relationship between governance and sustainability and the role of government structures in policy implementation as an additional condition for achieving sustainable development (tourism) governance includes the existence of institutions that facilitate sustainable development, the availability of quality information and knowledge, intergovernmental coordination on a local global scale, coordination between policies in various sectors other than tourism, implementation of innovative policy instruments, effective bureaucratic quality, participatory culture and agreement on sustainability and strengthening social capital.

In Law No. 10/2009, sustainable tourism is defined as emphasizing the sustainability of religious values, culture that lives in the community, preservation and quality of the environment, and national interests. If traced, the material regulated in this Law includes, among others, the rights and obligations of the community, tourists, business actors, the Government and Regional Governments, comprehensive and sustainable tourism development, cross-sector coordination, strategic area arrangements, empowerment of micro, small and medium enterprises in and around tourism destinations, tourism promotion agencies, tourism associations, business standardization, and competence of tourism workers, as well

Indawati et al, Actor Collaboration Model in Ecotourism Management through a Local Wisdom Approach in East Java

as empowerment of tourism workers through human resource training. Thus the concept of sustainability in Law No. 10/2009 is in line with the concept of sustainable tourism, that sustainability includes environmental, economic, and socio-cultural sustainability. The framework of the concept of sustainable development certainly considers economic, environmental and socio-cultural aspects. The form of ecotourism development economically is reflected in the presence of economic opportunities along with ecotourism. Environmental sustainability is realized in conservation efforts for the variety of biodiversity available in the ecotourism area. Cultural sustainability is reflected in the amount of community awareness that is a pioneer in maintaining, maintaining and continuing ecotourism development.

Ecotourism is a tourism development concept that supports environmental conservation efforts. Besides being able to provide recreation, ecotourism can also provide benefits for flora and fauna conservation places. For example, entrance ticket fees can be allocated as a source of funding for conservation areas. Usually, ecotourism is used as a tourist spot as well as a place of research by nature lovers. Even so, general visitors can also enjoy the beauty of ecotourism. Here are some ecotourisms in East Java:

1. Baluran National Park

Baluran National Park is a conservation area in the form of a National Park located in Sitobondo Regency, East Java. This ecotourism is popular for its nickname 'Little Africa van Java'. This nickname was given for the reason that the natural conditions are in the form of a vast expanse of savanna, similar to the natural conditions of Africa. According to Law No. 5 of 1990, the management of Baluran National Park functions as ecosystem protection and preservation of plant and animal diversity. Uniquely, in the Baluran National Park area there is also a view of Mount Baluran.

The areas that are open to tourists are Bekol Savannah, Evergreen Forest, Bama Sea, Japanese Cave, Curah Tangis, Old Well, Manting, Pier, and so on. The entrance ticket fee to enter the Baluran National Park area is differentiated between general and foreign visitors. On Monday-Saturday, the entrance ticket fee for visitors from Indonesia is IDR 5,000, while for foreign tourists it is IDR 150,000. On Sundays and holidays, the entrance ticket fee for visitors from Indonesia is IDR 7,500, while for foreign tourists it is IDR 225,000.

2. Ijen Crater

The Ijen Crater nature reserve is a conservation area as well as a tourist park located in Paltuding, Ijen District, East Java. Always crowded during the holidays, there is a rare phenomenon that can only be seen there, namely the blue fire that burns in the crater. The blue fire comes from sulfur gas that burns naturally. Uniquely, this blue fire phenomenon only occurs in two places in the world, namely Iceland and Indonesia.

3. Ecotourism CMC Tiga Warna Malang Regency

- A place to learn to organize a sustainable life
- Through responsible and sustainable management of coastal resources
- Community-based
- Through real action to conserve coral reefs, mangroves, and coastal forests

Ecotourism CMC Tiga Warna:

- Destinations that maintain a balance of harmonization of life with nature: the key to happiness and sustainability
- A place to learn to organize a sustainable life (Tourists vs Managers)
- Beach destinations that are comfortable & safe not too many people on the beach (quality time) because a quota has been set on four (4) beaches.

In 2014 this area was utilized as a tourist spot and chose the concept of Ecotourism. CMC also opened the involvement of the general public to join and form the Bhakti Alam Sendangbiru Foundation with three principles of struggle, namely building the quality of nature (ecology), building social quality (human resources), and building the economic welfare of local communities. The simple vision is Living Well in Sustainable Nature. CMC partners with many layers to increase capacity and find the right direction. CMC strives to apply the principles of Ecotourism gradually.

CONCLUSION

Actor collaboration as a process involving shared norms and mutually beneficial interactions between governance actors. In accelerating the pace of development in tourist areas developed through the creative economy so that the tourism sector as one of the potentials that is empowered as economic development based on the local wisdom of the community is optimized. Ecotourism can be categorized based on the activities carried out such as: ecotourism in national parks, rural ecotourism, aquatic ecosystem, geological ecotourism (ecogeotourism), health ecotourism (ecohealing), culinary ecotourism (eco-culinary), and spiritual ecotourism. Sustainable tourism invites all parties, especially local communities, to manage resources by meeting economic, social and aesthetic needs that ensure the sustainability of local culture, natural habitats and local wisdom. Thus creating the quantity and quality of tourism attraction both nature and culture. Empowering the environment in a sustainable manner by realizing the three pillars of governance based on the local wisdom of the community in ecotourism management through the principles of environmental conservation, cultural preservation, local community participation, economic benefits and empowerment of successful tourism management community groups.

Various actors collaborate capitalizing on dynamic capabilities. This dynamic capability occurs in planning, monitoring and evaluation activities and multi-actor

synergy/collaboration which are the basis of management. The three activities that illustrate the dynamic capability refer to the concept of dynamic governance and personal ability which is a synthesis of the concepts of Neo & Chen and Teece. Tourism stakeholders show agile and process capabilities and are based on the thinking power of think again, think ahead and think across.

REFERENCES

1. Alfitra Perdana, V., Syafiqurrohman, A., Noor Cahyadi Eko Saputro, M., Aribah Hanif, N., Miftahul Ahsan, M., & Husein, R. (2021). Collaborative Governance in Overcoming Covid-19 Case Study: Yogyakarta Special Region Government and Muhammadiyah Covid-19 Command Center. *JiIP: Scientific Journal of Government Science*, 6(2), 252-269. <https://doi.org/10.14710/jiip.v6i2.11743>
2. Agustina, D. (2018). Collaboration Between the Yogyakarta Special Region Government Bureaucratic Apparatus and the Disaster Risk Reduction Forum (Fprb) Diy in Organizing Disaster Management in the Special Region of Yogyakarta. *Transparency, Scientific Journal of Administrative Sciences*, 9(1), 87-103. <https://doi.org/10.31334/trans.v9i1.87>
3. Darwati, D., samad, muhammad ahsan, & Wekke, I. S. (2019). Collaborative Governance in the Management of Post-Disaster Integrated Community Shelter in Palu City. <https://doi.org/10.31227/osf.io/7kjte>
4. Eprilianto, D. F., Pradana, G. W., & Sari, Y. E. K. (2020). Digital Public Sector Innovation: The Effectiveness of Collaboration in the Implementation of Digital Dega Innovation. *EL-RIYASAH Journal*, 10(2), 127. <https://doi.org/10.24014/jel.v10i2.8909>
5. Junaidi. 2016. Collaborative Governance in Efforts to Resolve the Electricity Crisis in Tanjungpinang City. *Journal of FISIP UMRAH*.
6. Harahab, N., & Setiawan. (2017). SUITABILITY INDEX of MANGROVE ECOTOURISM IN MALANG REGENCY MANGROVE ECOWISATA SUITABILITY INDEX IN MALANG DISTRICT Nuddin Harahab and Setiawan. *Journal of Economic and Social of Fisheries and Marine*, 4(02), 153-165.
7. Iman Surya, Imam Surya, Sanny Nofrima, Herdin Arie Saputra, and Niken Nurmiyati, (2021). "Collaborative Governance in Sustainable Tourism Management in Kulon Progo Regency (Case Study: Nglinggo Tea Garden Tourism)". *AL-IMARAH: Journal of Islamic Governance and Politics* Vol. 6, No. 2, 2021
8. Imron Muhammad, 2020, Quadruple Helix Collaboration in Creating Innovation for the Pineapple Village Educational Tourism Concept in Palaan Village, *Journal of public sector innovation*, vol. 4, no. 2
9. Nadia F. Tongkotow, Welly Waworundeng, Alfon Kimbal, (2021). Collaborative Governance in the Management of Lakban Beach Tourism in Ratatotok District, *JOURNAL GOVERNANCE* Vol.1, No. 1, 2021 ISSN: 2088-2815
10. Purwanti, Nurul D, 2016. Collaborative Governance (Public Policy and Collaborative Governance, Contemporary Issues), Yogyakarta, Center for Policy & Management Studies, FISIPOL UG.
11. Parmawati, R., Qur'ania, A., Riarmanto, A. K., Yakub, A., & Kurnianto, A. S. (2018). *Journal of Indonesian Tourism and Development Studies*. *J.Ind. Tour. Dev. Std*, 17(1), 17-22. <https://doi.org/10.21776/ub.jitode.2018.006.01.03>
12. Aini, N., Zayadi, H., Laili, S., Biology, J., Math, F., Science, D., & Alam, P. (2018). Study and Strategic Development of Ecotourism Products of Bunder (Bangsring Underwater) at Bangsring Village of Wongsorejo District of Banyuwangi Regency. *Scientific Journal of BIOSCIENCE-TROPIC*, 3(3), 46-52. <http://biosaintropis.unisma.ac.id/index.php/biosaintropis/article/view/149>
13. Umam, K., Tjondro Winarno, S., & Sudiyarto, S. (2015). Development Strategy of Mangrove Ecotourism Wonorejo Surabaya. *AGRARIS: Journal of Agribusiness and Rural Development Research*, 1(1), 38-42. <https://doi.org/10.18196/agr.116>
14. Wahyuni, S., Sulardiono, B., & Hendrarto, B. (2015). Development Strategy of Mangrove Ecotourism Wonorejo, Rungkut District Surabaya. *Diponegoro Journal of Maquares*, 4(4), 66-70. www.ejournals1.undip.ac.id/index.php/maquares/article/download/9775/9496
15. Wibisono, A. (2017). IMPROVING THE WELFARE OF COMMUNITY LIFE THROUGH THE DEVELOPMENT OF ECOHOMESTAY IN AMPELGADING VILLAGE, TIRTOYUDO SUB-DISTRICT, MALANG DISTRICT. *Enchantment*, 2(1), 1-11.