

## **Ecotourism of Social Culture Aspect in Indonesia**

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### **ABSTRACT**

The paper aims to examine the phenomenon of ecotourism social culture aspect in Jakarta, the capital city of Indonesia. The research method used is descriptive about ecotourism of the social culture in Jakarta with the respondents as many as 107 persons. The results of this research indicated that visitor society participation in tourism activities in Jakarta involved local society directly and indirectly. Additionally, ecotourism done had been in charge of local society culture. Local societies automatically were required to know about ecotourism especially for uniqueness of tourism sites, culture, beliefs, and custom of local societies. However, ecotourism affected local societies such as diminishing original culture values of local societies, behaviour imitation, and unfriendly environmental life style of the tourists. It can be concluded that it is very essential to pay attention to ecotourism in social culture aspects because it will give negative effect on uniqueness sustainability of tourism location. This research will be useful as a basis to manage tourism location with local society environment sustainably and friendly environmental.

***Keywords:** ecotourism, social culture, local societies, original culture values, and friendly environmental*

### **INTRODUCTION**

Tourism development is closely related to the quality of the cultural environment of the community in an area. Increased tourism activity is directly proportional to the environmental damage and social cultural aspects. Various ways are done in order to overcome the degradation of the socio-cultural environment. This has a negative impact on the lives of local people. Therefore, we not only undertake technical efforts, but also make efforts that are educative and persuasive so that tourism activities have a positive long-term effects for local communities and social cultural institutions.

The study of community-based ecotourism generates direct economic benefits for shared, well-managed resources, and opposes negative collective action against these shared resources (Stronza, A.L, 2010). Ecotourism will increase the income of the local

community. Another study states that the development strategy in ecotourism is to enhance cooperation with stakeholders and increase the information on ecotourism products (Setyadi, I.A; Maulana, A., Muntasib, E.K.S.H, 2012). Establishment of coordination between the manager and stakeholders will have a positive impact on the development of ecotourism. The creation of an attractive ecotourism program for the younger generation requires cooperation between tourist sites and tourism. Education and training programs related to tourist sites can be based on the type and level of training education desired (Utama, I.G.B.U, 2015). Education related to tourism activities and tourist sites need attention so it can run well and on target.

Currently it takes a nature-based tourism that includes aspects of ecotourism and interpretation of the natural environment and culture of the community through the management of ecological sustainability. Ecotourism is part of a sustainable and environmentally responsible tourism. Therefore, ecotourism is needed in the socio-cultural aspects of Jakarta. The management of tourist sites must be balanced with integrated environmental education so that the activities of natural resources utilization and environmental resources services are carried out thoroughly to achieve optimal and sustainable development results.

Ecotourism contains environmental education that will result in an integrated innovation between environmental education and socio-cultural values in ecotourism. It is intended that tourism activities undertaken not to eliminate the uniqueness and characteristics of the tourist location. The aim is to create a society with a unique socio-cultural order in accordance with the location of the tourism and responsible for the preservation of the environment. This study will map the issues faced with regard to ecotourism and socio-cultural aspects in Jakarta.

## **LITERATURE REVIEW**

Many islands in Indonesia are a tourist destination of local and foreign tourists. This has great potential in increasing foreign exchange. Nevertheless, the potential has not been optimally utilized due to lack of integration of various components in tourism activities. Tourism is an industry determined by the quality of its environment, including the socio-cultural environment. Tourism can grow with the support of the maximum environmental quality. Tourism development can support sustainable development based on good environmental management. Tourism is not just to make observations, but also environmental conservation activities.

The study of ecotourism states that the attitude of the community is positive for tourism activities in the area because it can have a positive impact on the economy of the local community that became the main location of tourism activities. Nevertheless, local

communities need to adapt to various tourism activities in their area that apply the concept of environmental sustainability. This led to the need for special education and training for the local population in order to increase knowledge and insight to support the sustainability of this ecotourism (Asmara, Y., Suhirman, 2013). Local people can support ecotourism activities that will raise the level of their economy supported by planned special education and training. This causes local people to adapt to various environmental ethical criteria related to tourism activities that have low impact on the environment. This will have an impact on the preservation of species and their habitats, as well as eco-friendly accommodation.

Further, a study suggests that continuous ecotourism has a reciprocal relationship with local indigenous peoples. It can build sustainable ecotourism in a tourist location based on local communities that also contribute to preserving local culture and biodiversity, as well as tourism potential (Li, J., 2013). Ecotourism is not only related to economic factors and ecosystems, but also with the potential uniqueness of local cultures in every tourist location.

Ecotourism is a form of travel to the natural area. This is done to conserve the environment, preserve, and prosper the local population. Ecotourism contains a sustainable tourism concept that aims to support environmental conservation efforts in the form of nature and culture and increase community participation in management. This situation can provide economic benefits to the community and local government. Ecotourism studies conducted in 2014 show that environmental quality has not reached the standard. This resulted in the need for additional infrastructure to achieve an adequate environmental quality. As it is known that the local culture of society has a high selling value if the settlement is directed towards the concept of ecotourism so that the economy can be well developed (Paputungan, M.S., Warrouw, F., Tilaar, S., 2014). Ecotourism not only rely on the naturality, but also the arrangement and improvement of facilities and infrastructure in the tourist location refers to environmental sustainability.

Ecotourism not only exploits nature, but also uses the services of nature and society to meet the knowledge, physical and psychological needs of tourists. The development of ecotourism within a region can guarantee the integrity and sustainability of the ecosystem. Ecotourism is a nature-based tourism that includes aspects of education and interpretation of the natural environment and community culture through the management of ecological sustainability. Ecotourism is related to environmental conservation, which starts from the concern for the environmental damage caused by tourism activities. Ecotourism is an appropriate step to protect and maintain the authenticity of an ecosystem of a tourist area, and improve the welfare of local communities.

Another study shows that in ecotourism activities, the role of local communities in the development of ecotourism is enormous. Local people can offer various conveniences such as access to tourist areas, managing permits, cultivating land that is already controlled by

local communities, and involvement in management activities and utilization of ecotourism services (Riyanto, Hamzari, Golar., 2014). Utilization of natural areas in ecotourism is done with conservation and utilization approach. Both approaches are implemented with conservation rather than utilization. Another approach is the approach to alignment with local communities in order to maintain local culture and wellbeing.

## METHODOLOGY

This study uses descriptive method with case study in order to describe the state of local people and visitors of tourist sites in Jakarta with the respondents as many as 107 persons.

### Findings

The results of this study found that ecotourism in the socio-cultural aspect consisted of several indicators, namely the customs of local communities in carrying out their social cultural activities, training for local communities, responsibility for local culture, the dissolution of local culture, customs and habits of local communities, and certain tourist locations not to be reached by tourists.

Based on the calculation, the data obtained as follows:

$$N = 107$$

$$\text{Range} = 20 - 6 = 13$$

$$\text{Interval Class} = 1 + 3.3 (\log 179) = 7.69 = 8$$

$$\text{Interval length} = 12/8 = 2$$

### Jakarta Point C

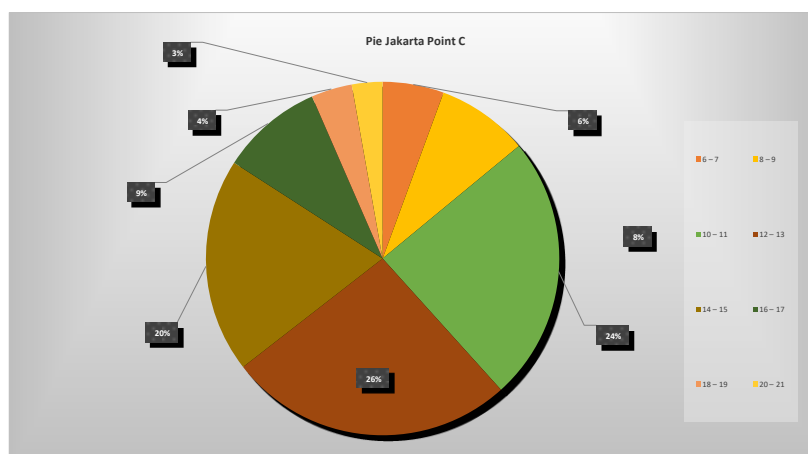
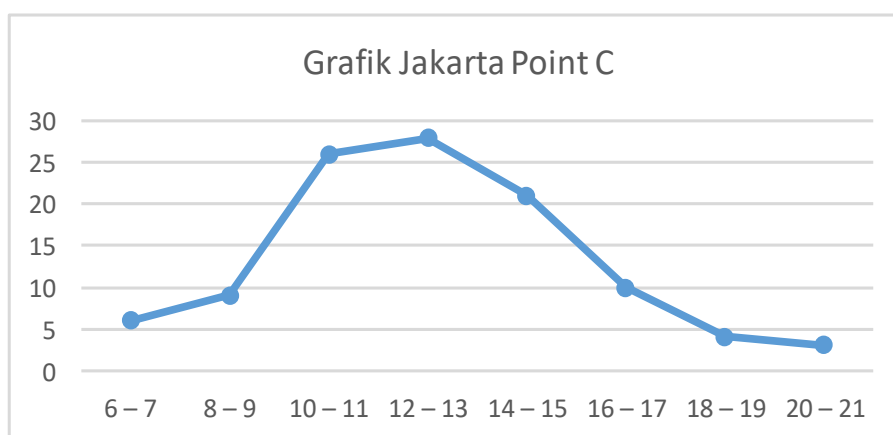
#### Descriptive

Frequency Distribution Table

No	Score	<i>Jakarta Point C</i>		
		Frequency	Cumulative Frequency	%
1.	6 – 7	6	6	6%
2.	8 – 9	9	15	8%

3.	10 – 11	26	41	24%
4.	12 – 13	28	69	26%
5.	14 – 15	21	90	20%
6.	16 – 17	10	100	9%
7.	18 – 19	4	104	4%
8.	20 – 21	3	107	3%

Data	Score
Number of observation	107
Maximum Score	20
Minimum Score	6
Mean	12,5
Median	12
Mode	11
Deviation Standard	3,07
Variance	9,21



## CONCLUSION

This study illustrates that ecotourism is a tourism activity that is responsible for the welfare of local communities and environmental conservation so it needs to be integrated in its values in environmental education. Integrated environmental education in ecotourism aims to make local people aware and conscious of the conservation of natural resources and all its problems, including various aspects of socio-cultural, and have knowledge, attitude, expertise, motivation and commitment to seek alternative solutions, tours. Management of tourist areas must be balanced with environmental education in an integrated manner with ecotourism, so that the activities of natural resource utilization and environmental resources services are done thoroughly to achieve optimal and sustainable development results.

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