



Development of Ecotourism in North Bandung, Indonesia

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Received 19 December 2018 Accepted 30 July 2019 (*Corresponding Author)

Abstract Ecotourism has been used to be an alternative for tourism activity while maintaining its natural sustainability. The spread of ecotourism in North Bandung that increased by number not only boosted the development of village area but also hoped to be able to improve the welfare of people living near tourist sites. This study looks at the tourism site's development and specializes in discussions on two tourist sites, Orchid Forest Cikole and Taman Bunga Begonia “Glory.” Literatures findings suggest awareness about environmental quality, education, and involvement of the local community, becoming a possible substance to be a benchmark of measurement of ecotourism concept. By using that measurement, this study seeks named sites ecotourism management and conditions by conducting in depth interviews with the tourism site owner and site marketing team leader. The result shows that even though some efforts are still in the planning stage, Orchid Forest Cikole has implemented quite several efforts to carry out the value of the ecotourism concept. Meanwhile, Taman Bunga Begonia “Glory” tourist sites, even though the land owned is relatively small and its starting from a hobby, this site applies a lot of the value of ecotourism concept.

Keywords ecotourism, land use, rural development, leisure park, sustainability

INTRODUCTION

While it has been actively promoting around the world, Indonesia has been particularly keen on developing ecotourism, by naming the year 2002 their “National Ecotourism Year.” Indonesia is known for its rich biodiversity and cultural diversity. The country promotes ecotourism with the high hope that ecotourism will provide alternative ways to use such diversities sustainably and economically and to improve the living standards of Indonesia’s people (Izawa, 2010).

Ecotourism in Indonesia defined as activities of responsible traveling in whole areas or in areas that are named according to the role of nature. The purpose of such activities is: being to enjoy natural beauty involving education, understanding, and supports conservation, as well as increasing the income of the local communities. Its importance is (1) to generate jobs and revenue, which can provide an incentive for preserving natural areas. Then, (2) to raise public awareness of the many products and services provided by natural ecosystems biological resources and respect for traditional knowledge and practices, and (3) to reconcile economic and environmental concerns and give practical meaning to sustainable development (Nirwandar, 2015).

Ecotourism has become a global issue that is often discussed in Indonesia. It is one of the special activities of tourism which its interest is the low impact on natural tourism (Butarbutar & Soemarno, 2013). It has been used to be an alternative for tourism activity while maintaining its natural sustainability. The spread and development of the tourism site certainly provide many positive impacts. However, it may also harm natural resources and does not make a significant contribution to local residents. As Indonesia’s international and domestic tourism growth continues, there will be even greater stress on what are, in some cases, already threatened or vulnerable

natural and cultural environments. Places urgency on the need to increase the awareness and practices for sustainable tourism approaches by industry and tourists alike (ILO, 2012).

However, within recent tourism progress, there was a concern whether the northern Bandung area is it still able to maintain its function as a conservation forest. It is nearly difficult to apply forest revitalization as a solution. As the nearest approach to new conditions, the study about it is ecotourism and sustainability may be one option to know the new condition, which will lead to ecotourism that is more environmentally friendly. In this paper, ecotourism in the North Bandung area, especially Orchid Forest Cikole and Taman Bunga Begonia “Glory,” will be described. The reason two places become the object of study is because of both popularity and the background story behind the success.

OBJECTIVE

This study attempts to identify available information on ecotourism schemes background and the site's effort to maintain its ecotourism concept by measuring it into its “Environmental conservation efforts,” “Cultural preservation efforts,” and “Efforts to involve local communities and improve their welfare.”

METHODOLOGY

The methodology consists of a literature review, interview, and analysis part. Qualitative methods were used to determine the value of ecotourism in Orchid Forest Cikole and Taman Bunga Begonia “Glory” (from now on referred to as “OFC” and “TBB”), then measure the roles of the tourism sites and the local communities. Interviewing the owner of TBB and marketing team leader OFC was done on 17th July 2018. The interview was conducted by concerning the ecotourism criteria and indicator (Table 1) that Yanuarti and Rosyidie (2008) use as a parameter of ecotourism. The three key indicators were as follows.

Table 1 Ecotourism criteria and indicator (Yanuarti and Rosyidie, 2008)

Environmental Conservation Efforts
Develop eco-friendly tourism facilities using natural materials (wood or bamboo)
Involving tourists to conduct activities
Financial assistance from tourists for conservation activities
Use of alternative resources, such as utilization of water for electricity, wood for fuel, etc.
Waste management, reduce the use of materials that can not be recycled such as plastics, cans, and aluminum that pollute the environment
Engage in ecological revitalization treatment
Cultural Preservation Efforts
Presentation of local arts and cultural attractions
Sale of handicrafts or souvenirs with local nuances
Local Communities Involvement and Welfare Improvement Efforts
Engaging local communities in the planning and development process region
Engagement of people who work in tourist sites
Involvement of the community as an entrepreneur or manager of accommodation services, attractions, transportation, and other supporting services
Involvement of the community as a marketing force, promotion and tour guide
The community is given an opportunity by the owner to obtain education and training of tourism area management

RESULTS AND DISCUSSION

Conditions of North Bandung Area

As mentioned before, the land use condition is also affected by Bandung city development. The high rite of urban sprawl ignites the phenomena of land conversion and becoming an essential issue to environmental change. According to Masri (2009), 28.11% of house development in Lembang is developing at an improper zone for residential lands. The vast area, environmental convenient, road

accessibility, accessibility have a positive correlation to the community choose to stay in the housing development at lousy zone. Traffic jam, water, and air pollution, land degradation, flora, and fauna lose so that decreasing environmental quality.

Current Tourism Development in Orchid Forest Cikole (OFC)

OFC is standing on 14 ha of pine forest land in Cikole Lembang District West Bandung regency, a new tourist destination with a collection of 157 rare orchids from all around the world. The location is approximately 7 kilometers north of Lembang, right before the entrance to Mount Tangkuban Perahu and across the Jayagiri camping site.

This site introduced as a recreation park that started in October 2017, which is located in Jalan Genteng, Tangkuban Perahu Cikole Km.8 Lembang Kab. Bandung Barat. The entrance fee for this site costs 30.000 IDR and 15.000 IDR if the visitor wants to experience some additional attraction. Based on news articles, the average number of visitors is 1000 visitors a day, and it can increase to 10.000 visitors on a national holiday like the Eid al Fitr holiday. The reason why this site becomes an interview target is that this site is targeted not only as of the tourism object, it is also as become center of cultivation, conservation, and orchid flowering. Within the concept of geo-tourism and eco-tourism, Perhutani seeks to preserve nature as well as lifting society's economy. Since it newly opened, the information is limited and cannot be attained due to it still in development progress.

Current Tourism Development in Taman Bunga Begonia “Glory” (TBB)

Before becoming into a recreation park, this parkland bought by the owner; it was an area that was not getting attention and in the form of a corn garden with 1ha areas. An individual land commonly used to hold a night market. Previously the owner was a farmworker in the Netherlands who aspired to be able to manage agriculture in Lembang in his retirement. From the beginning, the owner planned to grow flowers because the climate was suitable for flower planting. Famous for its excellent performance, many enthusiasts interested especially housewives who come and say "this place is like in Europe," take pictures and enjoy the park. The demand for planting begonias also increases.

It is starting from 2013, this site introduced as a recreation park. The entrance fee for this site costs 5.000 IDR back at 2013, and 20.000 IDR today. Its average visitor on a weekday is 300 visitors, 1000 visitors on weekend or national holiday. The owner explained that the management cost for the park is 40% from earned income. The reason why this site becomes an interview target is that is due to its development which started from its owner hobbies to take care of flower and slowly to become a tourism park. The people like the beauty, the amount of interest, and the rapid dissemination of information from social media have changed this location, which was initially a park and greenhouse to be like today.

Evaluation on Ecotourism by Three Indicators

1. Environmental Conservation Efforts

In environmental conservation effort, both sites develop the eco-friendly tourism facilities. In this implementation, OFC facilities are 80% using natural woods from the tourism area site, and also for its construction process, this site not allowed to use any heavy machinery. This site chose and made sure the felled trees are a tree that old enough following the direction from Perhutani (Indonesian State Forest Company). Felled trees are also used to be tourism facilities (sightseeing sky bridge, high rope, others) and supported by other construction hard materials. Limited by its space, as much as possible, TBB does not use massive buildings, and most of the facilities contained here are bamboo-based, except the management office made of fixed buildings.

Even though its form as an attraction OFC provides several activities that can be conducted by the visitor such as outbound facilities (such as flying fox, high rope, zip line, the garden of light), but an additional fee also charged. On the contrary, TBB provides training involve tourists to

conduct activities and direction for flower planting for the prospective retiree as a venue for sharing experiences, learning the place for the student regarding flower and vegetable planting. This site is also open a sharing discussion for local area family empowerment-welfare housewives group.



Figs. 1 and 2 OFC using natural woods from tourism area site Fig. 3 Restaurant in TBB

Both sites still depend on third party electricity providers to facilitate maintenance. Although previously TBB had planned to raise cattle to make biogas installations. However, its application is quite inconvenient. The grass for its feed is quite difficult to find based on information from farmers around who have difficulty finding grass in the dry season. Also, there have been no attempts of financial assistance from tourists for conservation activities. Most visitors come for sightseeing purposes.

An effort to reduce the use of materials that cannot be recycled and can pollute the environment, OFC applied it by imposes a ban on bringing food from outside, on reducing the chance of visitors leaving trash in the tourist area. Therefore, provision of coffee shops and canteens facilities which also promote the ecotourism concept by not using styrofoam, and sorting plastic waste. As for TBB, generally, waste from the park is destroyed as compost. The plastic waste and cans are partly tried to be burned with incinerators to break down pollution poisons. The begonia park owns the equipment, but currently, it is still under development so that the temperature produced by the incinerator remains stable.

As for engagement in ecological revitalization, treatment OFC focuses on the ecological revitalization of orchids and also organizes educational tours on orchid treatments. It is also expected to be a lesson to maintain a sustainable balance between orchids and forests. An orchid decorates about 70% of the pine trees found on this site at each tree, and a have facility specifically for orchid cultivation. On the other hand, TBB owner's efforts and expectation by owning this park are to keep and conserve the area as a park, then avoid to build a building is one of his ways to engage in ecological revitalization treatment.



Fig. 4 A tree decorated with orchids at OFC



Fig. 5 TBB that avoiding to build a massive building on its site



Fig. 6 Souvenir shop corner in TBB

2. Cultural Preservation Efforts

So far, there has been no preservation of local culture and art in OFC since the site is relatively new. For the future, the manager plans to cooperate with schools and make the students be able to

showcase traditional cultural arts dance at the event held here. As for the official souvenir, it is still in design progress and still in the process of market research.

In the TBB site, there is room to trade local products. There are also plant that is entrusted by the local farmers to sell here. Since the area is only one hectare and relatively small, this park does not have facilities like a stage for performances.

3. Local Communities Involvement and Welfare Improvement Efforts

Both sites were employing 80-90 percent of young staff from residents as an effort to engage local communities. Although for OFC, the planning and development still the leading directors who carried out the process. The collaboration has been carried out primarily with Perhutani. Thus, the involvement of the community in another aspect is still not implemented. However, in the future, OFC plans to be able to collaborate with local entrepreneurs. Therefore, that other workshops can be held and provide opportunities to market products from local entrepreneurs. So far, the promotion has been influenced more by the high interest of visitors due the social media posts of people who have previously visited.

On the contrary, TBB, the owner, involves planning with local people to help each other in to sell plants. For example, with the craftsmen of flower pots, flower farmers around. There are some of the residents also offer services such as offering horse riding services, selling pet products such as rabbits around the park location as the involvement of the community as an entrepreneur or manager of accommodation services, attractions, transportation, and other supporting services.

For involvement of the community as a marketing force, promotion, and tour guide case, since the parking area considered small, it has a problem in the parking area. When there is a difficulty in parking lots from high visitors, residents around the park who have a house yard, vacant land empowered as an alternative parking lot. By this mutual concession, the park owner hopes it can contribute so that they can get additional income. Rather than to the community, the owner is more likely to provide internal education to local staff who are in direct contact with the park to provide better jobs related tourism as allowed by the owner to obtain education and training of tourism area management. As an example, like the application of 5R (Ringkas = concise, Rapi = neat, Resik = clean, Rawat = care, Rajin = persevere) that adapts from the 5S of Japan (JICA, n.d). Due to the lack of general tourism ideas of the local community.

According to the interview obtained data, the comparison between two site's efforts are summarized in Table 2.

Table 2 Interview result comparison

Environmental Conservation Efforts	Orchid (OFC)	Begonia (TBB)
Develop eco-friendly tourism facilities using natural materials (wood or bamboo)	○	○
Involving tourists to conduct activities	△	○
Financial assistance from tourists for conservation activities	X	X
Use of alternative resources, such as utilization of water for electricity, wood for fuel, etc.	X	X
Waste management, reduce the use of materials that can not be recycled such as plastics, cans, and aluminum that pollute the environment	○	○
Engage in ecological revitalization treatment	○	○
Cultural Preservation Efforts		
Presentation of local arts and cultural attractions	△	X
Sale of handicrafts or souvenirs with local nuances	△	○
Local Communities Involvement and Welfare Improvement Efforts		
Engaging local communities in the planning and development process region	○	○
Engagement of people who work in tourist sites	○	○
Involvement of the community as an entrepreneur or manager of accommodation services, attractions, transportation, and other supporting services	△	○
Involvement of the community as a marketing force, promotion and tour guide	X	○
The community is given an opportunity by the owner to obtain education and training of tourism area management	X	○

○ = currently applying, △ = currently applying it halfway, X = currently not applying.

CONCLUSION

Although there are still efforts that are still in the planning stage, OFC has implemented quite several efforts to carry out the value of the ecotourism concept. Meanwhile, TBB tourist sites, even though the land owned is relatively small and its starting from a hobby, this site applies a lot of the value of ecotourism concept. These indicate excellent attention from the managers of tourist sites, although it is possible that the execution still found many shortcomings and constraints.

For some points that still cannot be applied, here are some suggestions to be considered. The presentation of local arts and cultural attractions is still not implemented due to certain conditions. The presentation can be applied by holding an art show on a small scale, maximizing the available area (e.g., restaurant area), and making the show a monthly routine as a start. The introduction of a plan “one man one tree” can pursue financial assistance from the tourist for conservation activities. The movement is to purchase one tree and plant it in an area that allows planters to see the trees they have planted in the future (planted as decoration in the village open space, as well as on the streets as the identity of ecotourism in Lembang, North Bandung).

It is unfortunate for a massive ecotourism site like the OFC that it still does not apply the involvement of the community as a marketing force and allow obtaining education and training of tourism area management. The reason is most likely due to the relatively new operation of the site, but it would be much better if this were immediately applied. Because it does not rule out, the prepared concept cannot be carried out entirely due to the lack of coordination with the community and the site manager. This effort can minimize errors and shortages of labor when human resources are needed when doing an entertainment project related to nature tourism.

The need for control from the government and the involvement of local citizens in realizing ecotourism will not only avoid unsustainable land use utilization. Ecotourism site connoisseurs are also expected to have an awareness of problems that may arise from the addition of tourist locations. Without eliminating the recreational side, ecotourism visitors are also expected to be more sensitive to the conditions surrounding the ecotourism area as a positive influence of visiting nature-based tourism. Hopefully, by this, we can also protect environmental conditions that are currently being used by residents for other purposes such as agriculture and animal husbandry. On a grander scale, it also can protect the water catchment area and prevent flooding in Bandung city.

This study provides a small picture of ecotourism that developed in the North Bandung area. A review with more objects of study is certainly needed to be able to describe the more general conditions of ecotourism, and arising environmental impact as the result of ecotourism development.

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