

Local Economy-Based Ecotourism Development Strategy in an Effort to Strengthen Community Economic Capacity

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Abstract. The development of sustainable local economy is the most effective carried out between all stakeholders collaboration to optimize local resources use. Bumiaji is an interesting area with the concept of Ecotourism with local economic development and environmental conservation issues in Batu City. The aim of this study was revealing the local economic strength in the Ecotourism Area in Bumiaji and what ecotourism strategy carried out by Batu City government. This type of research was qualitative with SWOT analysis. The findings found that the local people in Bumiaji area supported ecotourism based on the local economy to enhance their welfare. Bumiaji ecotourism has the potential to be developed as tourism place based on the natural environment and local cultural wisdom. The strategy of government to develop ecotourism based on the local economy consists of increasing promotion through all media, improving support infrastructure, enhancing human resources and innovation of tourism development.

Keywords: Sustainable development, ecotourism, local economy, local community

1 Introduction

The development of a strong and sustainable local economy is an effective collaboration between the use of existing resources, the community, and the government. In this context, the government as a regulator plays a strategic role in seeking broad opportunities for local communities to fully participate in every economic activity. One of the optimal uses of local resources is to develop tourism and the concept of ecotourism [1][2]. In this context, tourism is an integral part of conservation efforts, empowering the local economy and encouraging higher respect for cultural differences. This is the basis for the difference between the existing conventional tourism model and the modern ecotourism concept. The World Tourism Organization or WTO stated that the tourism sector was able to contribute to world GDP of $\pm 10\%$ in 2018. The tourism sector can grow other sectors and this is one of the impacts of the tourism activities in an area. The development of the tourism sector will have an impact on the development of other sectors. So far, the tourism development has not had a positive impact

on the community and only benefits the entrepreneurs with large capital, thus creating a gap between the local communities and tourism entrepreneurs [3]. This condition creates unequal benefits for both parties[4].

In simple terms, the concept of ecotourism connects natural tourism trips that have the vision and mission of conservation and love for the environment [5][6][7]. This can happen because the financial benefits obtained from travel costs are also used for the needs of nature conservation and improving the welfare of local residents as well as efforts to reduce poverty[8][9][11]. In this context, the government as the regulator plays a strategic role in seeking broad opportunities for local communities to fully participate in every economic activity[12][13].

Ecotourism cannot be separated from conservation. Therefore, ecotourism can be called and understood as a form of responsible travel. The role of ecotourism development is not only building and managing natural tourism areas, but also giving a contribution to the selling value of Indonesian tourism and creating income opportunities for the surrounding community as well [15][16][17]. The positive impact of ecotourism on the community around the tourist attractions, especially for the villagers in ecotourism areas affects the social life of the villagers, the economy of the residents and the preservation of the environment and local culture. When the community plays an active role in managing the village in ecotourism, the community will automatically understand the importance of preserving the environment [18]. The good impact of managing the tourist areas through ecotourism is proven to be able to provide new jobs for villagers so it can reduce the number of residents who leave the area[19].

The ecotourism development program opens up opportunities for places that have natural beauty but have not been developed yet. East Java Province as a tourism destination is very relevant to be studied in terms of ecotourism potential because this concept is very thick with economic, social and cultural values, which in their principle allow the area to develop well and excel or with interventions that strengthen its economic values. . Wealth and tourism potential are not only owned by certain regions but also in one of the districts located in the middle of the province of East Java, namely Batu City, which already has unique and interesting tourism potential and attractions, one of which is Bumiaji Region.

Currently in Batu City, several tourism villages have developed, where the natural potential is an important factor in the development as a tourism village in addition to the agricultural or livestock sector. These tourism villages rely heavily on the natural potential they have and the activities that exist in the community as the tourist attractions. Bumiaji is an area which has a nature reserve located at the foot of Mount Arjuno and has local village potential that can attract the tourists to visit it. The existence of this tourism village is an opportunity for the residents to provide the goods and services for tourists. This has become a stimulant and a new business option for the residents to make a livelihood other than agriculture, because the average income of the community by farming and becoming Indonesian workers absorbs a lot of workers in the community. Through proper ecotourism management, it can deliver the community to feel the positive impact of welfare and a good economy, by helping them manage their livelihoods as well as supporting tourism like other areas.

Professional ecotourism management can be an opportunity for the community to attract the tourists to stay longer, to enjoy the natural and cultural wealth in the Tourism Village. The magnitude of this potential needs to be managed properly, so that it has a positive impact on

the economy and the welfare of the surrounding community. Ideally, the large tourism potential in an area should be directly proportional to the welfare of the community around the tourism area. This community involvement does not mean that the community has to run the tourism sector alone, but together with related parties. The communities around the area also carry out economic activities, namely participating in trade around tourist areas, as well as education about culture and conservation to the tourists with the community as the guides. Visitors can also participate and play an active role in maintaining the beauty and cleanliness of the natural tourist areas.

The existence of various new tourist attractions has been able to encourage an increase in the number of tourists to Batu City, as proven by the data on the number of visitors to several tourist sites in 2018 soaring to 5,281,899 visits and increasing to 7,197,685 visits in 2019. Batu is better known as a tourist city based on artificial tourist attractions or the artificial Tourist Attractions and Attractions (*ODTW*), while in fact in Batu City there are many villages/*kelurahan* that have natural potential tourism sites which can become alternative Tourism Objects and Attractions for tourists who come to Batu City if developed optimally. It is hoped that the development of the tourism objects based on natural potential tourism sites will further increase the number of tourists who come to Batu City. The efforts to develop the tourism sector in Batu City in the future should apply the concept of sustainable tourism (sustainable tourism), environmentally friendly and community empowerment, namely the community plays a role in managing village tourism assets, not only as objects but also as subjects or actors so that the values conservation, community empowerment, economy and education will be realized by itself.

Ecotourism as a concept of sustainable and environmentally friendly tourism has different characteristics compared to the other tourism objects, namely: tourism that is responsible for environmental conservation; tourism that plays a role in the efforts to empower the local community's economy; and tourism that respects the local culture. The concept of ecotourism is further developed with the concept of Community Based Ecotourism (CBE). The development of ecotourism-CBE in Batu City will have a very broad multiplier effect, especially in an effort to maintain the environmental conditions (ecological side) but not forgetting to increase the economy of local communities (economic side), as well as realizing the vision of Batu City to become a tourism center city. Currently in Batu City, several tourism villages have developed, where the natural potential is an important factor in the development as a tourist village in addition to the agricultural or livestock sector. These tourism villages rely heavily on the natural potential they have and the activities that exist in the community as the tourist attractions. There are several villages that have become icons of ecotourism, namely Gunungsari village, Sumberbrantas village, Punten village, Tulungrejo village, Bulukerto village and Bumiaji village.

Ecotourism applies the following basic principles:

a) Conservation Principle

Ecotourism development must be able to maintain, protect and or contribute to improving natural resources. having a concern, responsibility and commitment to the preservation of the natural and cultural environment. There are 2 (two) conservation principles, including: a) nature conservation, in which care, responsibility and commitment to nature conservation and development must follow the ecological principles; b) cultural conservation, namely being

sensitive and appreciating the socio-cultural values and religious traditions of the local community around the area[20][21].

b) Principle of Community Participation

This development must be based on the deliberation and approval of the local community and be sensitive and respect the socio-cultural values and religious traditions adopted by the local community around the area.

c) Economic Principles

Ecotourism development must be able to provide benefits to local communities and be a driver of economic development in the region to ensure that unspoiled areas can develop development that is balanced between the needs of environmental conservation and the interests of all parties. Ecotourism development is expected to be able to provide optimal benefits to local communities in a sustainable manner.

d) Principles of Education

The development of ecotourism must contain elements of education which are expected to change a person's attitude and behaviour to have a concern, a sense of responsibility and a commitment to the preservation of the surrounding environment. Furthermore, there is an increase in awareness and appreciation of nature, historical and cultural heritage values, providing added value and knowledge for the visitors, the community and the parties involved in it.

e) Tourism Principle

The development of ecotourism is expected to provide a satisfying experience for the visitors to ensure that ecotourism businesses can be sustainable, able to create a sense of security, comfort, and provide satisfaction and add to the experience for the visitors.

Based on the description above, this study was conducted to determine the potential strength of the local tourism economy and the natural potential in tourism villages in Bumiaji for the development of ecotourism villages, determine the readiness of developing community-based ecotourism villages (CBE) and determine the direction of policy strategies for developing village-based ecotourism for the local community.

2 Method

This research was located in Bumiaji area which is administratively part of Batu City. Then, all resources were identified (biological and non-biological); Likewise, the potential and perceptions of the community/stakeholders would be explored regarding the existence of the tourist areas and making the area an ecotourism area. A qualitative approach is applied in this research by trying to portray a reality as holistic/whole, complex, dynamic, full of meaning and interactive/reciprocal relationships. In this study, there were two types of data needed, namely primary data and secondary data. Primary data were the data that were directly obtained from the first source, namely through in-depth interviews and observations related to the aspects studied according to the problem and research objectives. This research also required qualitative data related to the socio-economic aspects, such as demographic data and

village potential data to understand the perceptions of stakeholders who were captured through in-depth interviews. Qualitative researchers also use statistical data as additional data sources. Furthermore, the statistical data were needed as a way to deliver and direct the events or events to be found and searched according to the problem and research objectives.

The data needed in this research were collected through in-depth interviews, observation and documentation, while the instruments used were interview guides, tape recorders, cameras/videos and observation guides. However, in human qualitative research, the researcher was the main instrument in the data/information collection activities. The informants/samples of this study were determined using a combination of purposive sampling and snow bowling methods, where at the initial stage, several informants were considered to have sufficient knowledge about tourist areas and then based on this knowledge and on the recommendations of the initial informants. will be explored by the next informant. The number of samples/informants could not be determined yet, but would depend on the level of saturation/adequacy of information obtained during the research conducted.

The data analysis was carried out in a qualitative descriptive manner by systematically compiling data/information obtained from the field research in the form of interviews, field notes, and documentation through organizing data into categories to facilitate the analysis process. In accordance with the direction/objective of the research, a SWOT analysis was also conducted to find ecotourism development strategies for local economic development. This analysis was carried out with the premise that a strategy that was considered good is a strategy that was developed based on current and factual conditions as well as on various trends of change. The combination of internal and external factors would become the raw material for formulating the intended strategy. SWOT analysis was a tool used to identify strengths and weaknesses as well as opportunities and threats systematically. The analysis was based on the best strategic logic by being able to maximize the use of strengths by taking advantage of opportunities, simultaneously minimizing weaknesses and overcoming threats. The combination of aspects in internal factors (strengths-weaknesses) and external factors (opportunities-threats), was recommended to make External Factors Analysis Summary (EFAS) and Internal Factors Analysis Summary (IFAS)[10]. Both were done by making a matrix to facilitate the analysis process determining strategic factors which were then included in the SWOT quadrant to determine the right strategy for ecotourism development. Completely from these aspects, alternative strategies would be built which were the best choices that could be implemented and had maximum success.

3 Results and Discussion

3.1 Impact of ecotourism for the local communities

From an economic perspective, ecotourism has several positive impacts, namely: creating business opportunities, providing new job opportunities, developing new businesses, increasing income while accelerating income distribution for the community, increasing local economic growth, as a result of the multiplier effect that occurs from relatively low tourist spending quite large, increasing environmental conservation efforts, increasing government tax revenues and regional levies, increasing national income or Gross Domestic Product (GDP), encouraging increased investment from the tourism industry sector and other

economic sectors, increasing direct and indirect benefits from stakeholders, and increasing promotion of sustainable use of natural resources. The development of ecotourism not only has a positive impact, but can also have several negative impacts, including: the damage of the biological resources, which causes Indonesia to lose its attractiveness in the long term, indiscriminate disposal of garbage which in addition to causing unpleasant odours, the death of the surrounding plants, the commercialization of art-culture which often occurs, and what must be considered is the cultural development in the indigenous communities around the ecotourism area which is different from the culture of the tourists which may gradually cause a cultural shift that might eliminate the original culture.

3.2 Influence on the socio-cultural & economic

Ecotourism or tourism industry is one part of the cultural industry that involves the whole community. The social influence can be wider and the social inequality can occur in the community even though only a part of the community is involved in ecotourism events [25][26]. The influence of tourism on the changes in the community social processes is very visible when people experience an increase in income and the creation of new jobs to support people's living standards [27]. There needs to be a dynamic social process of people's lives such as continuous social interaction and cooperation between the tourism actors. Essentially, social processes occur dynamically from people's lives, where the process of human relations takes the form of continuous social interaction [28]. The process and implementation of ecotourism activities leads to income in the form of foreign exchange for the country and also the opening of new opportunities and jobs for the community.

Identification of Tourism Potential and Tourist Attractions in Tourism Villages

Gunungsari Village

- First, it is potential for special interest nature cruising (Hash) tours with hiking trails; Dusun Brumbung, the hills where the community develops cut rose farming, local and Holland types of roses
- second, it has the unique potential of traditional arts including the art of flying jidor, pencak silat, bantengan, wayang kulit, karawitan and lumping horses, and traditional ceremonies of village salvation.
- Third, its accessibility is relatively easy. It can be reached by using city transportation (*angkot*), Nevertheless, the road conditions are relatively poor compared to other villages in Batu City and need to be repaired and upgraded to asphalt roads. The distance from the center of Batu City is around 5-8 km and take less than 1 hour to go there. Also, it does not have the supporting infrastructure for accommodation

Punten Village

- It offers Kungkuk tourism village as the tourism potential. Kungkuk tourism village has exotic natural and environmental potential, a hamlet in a hilly area with an area of about 14 ha, ornamental flower market, beautiful natural scenery, tracking/climbing adventure tours and hash tours with the rural atmosphere which is still beautiful;
- This village also has the unique potential of traditional arts, such as *Kuda Lumping*, *Jaran Dor*, *Sanduk*, *Terbang Jidor*, *Pencak Silat* and *Reog-Senterewe*, traditional ceremonies that

are still maintained by the people of Punten Village which is the village blessing (*gerebeg selamatan desa*).

- Next, it is easy to access this village. It can be reached directly from the center of Batu City which is about 5-7 km away, in less than an hour. The road conditions are also good.

- lastly, it has the most complete accommodation facilities and tourism infrastructure in Batu City. There are 13 hotels and inns or inns. There are also many restaurants or food stalls

Tulungrejo Village

- The tourism potential in Tulungrejo Village is apple picking agro tourism on land owned by the community/farmer groups and agro husbandry, it also has the potential for special interest tourism such as trail bike adventure tourism, jeep adventure and offroad tourism, religious tourism potential and *punden* (sacred tombs)

- There are also some unique potential of traditional arts, including *Reog*, *Campursari*, *Kuda Lumping*, *Jaran Dor*, *Sanduk*, *Terbang Jidor*, *Pencak Silat* and *Karawitan*, and traditional village ceremonies; which is held once a year on Monday

- Furthermore, there is a unique potential of the historical building, which is *Wisma Bima Sakti Hotel* in the Selecta Recreation Park area and Tulungrejo Village Office

- Tulungrejo Village has a tourist attraction called *Coban Talun*, one of the beautiful natural waterfall. Travel to natural forest areas, enjoy waterfalls, see existing flora or plants including local community agricultural cultivation, do trekking or tracking and camp in campgrounds.

- It also has Selecta Recreation Park tourist attraction, in which tourists can enjoy the natural beauty around it and also beautifully arranged flower gardens, do trekking to places around Selecta while watching people or farmers in apple orchards or vegetable farming fields. The management model is not in the form of a cooperative, but the business management of PT. Selecta resembles a cooperative, where togetherness and kinship are very prominent characteristics.

- Lastly, the accessibility to Tulungrejo Village is very easy. It can be reached directly from the center of Batu City in less than an hour, as the distance is approximately 10-12 km. the road conditions are very good since it is a roadways. There are tourist infrastructure and accommodation facilities as well, such as hotels and inns or 5 inns plus restaurant facilities or food stalls.

Sumberbrantas Village

- It is Potential for special interest tourism, such as trail bike adventure tours and jeep adventures

- It also has unique potential of traditional arts, such as *Kuda Lumping*, *Bantengan*, *Pencak Silat*, *Sanduk* and *Reog*, the traditional ceremony that is still maintained by the people of Sumberbrantas Village is village salvation

- Next there is a tourist attraction of the Sumberbrantas Arboretum, which is a conservation area that functions as a collection place of trees and various types of plants, managed by Perum Jasa Tirta I Malang

- The educational or research tourism activities can also be carried out in this area. In addition, camping or camping activities can also be carried out here. The tourist activities that can be done in the Arboretum area are enjoying the natural beauty that exists as well as seeing the collection of flora in this area. In addition, it is hoped that the tourists who come can understand the importance of protected springs in this area.

- Here there is also R. Soeryo Forest Park attractions. Which is a forest park for research and development. The tourism activities that can be done here are enjoying the beauty and natural scenery, seeing the existing flora and fauna, or doing trekking while enjoying the beauty of nature, enjoying the nature, and swimming in the bathing pool where the water is naturally hot. There is also possibilities to conduct research on the flora and fauna in it.

- The distance of Sumberbrantas Village about 20 km from the center of Batu City and take more than one hour from here to the center of Batu City. The condition of the road is very good because it is the main road from the center of Batu City to the villages in Bumiaji District. The village environment roads to get to the hamlets in Sumberbrantas Village are in quite good condition. However, it does not have supporting infrastructure and hotels facility for tourists to stay.

Bumiaji Village

-There is a tourism potential from agricultural sector that exists in this village, which is usually called agro tourism, such as picking apples, picking oranges and picking red guavas. There are other tourism activities, such as exploring nature or hiking. Besides, it is also potential for religious tourism, as the tourists can do pilgrimages or visiting sacred tombs (*punden*)

- Next, there are some unique potential of traditional arts, such as is *Terbang Jidor*, *Campursari*, *Kuda Lumping* and *wayang kulit*, traditional ceremonies of *Selamatan* village

- Here there is a home industry center for processing agricultural products as well such as potato chips, *jenang/dodol* apple industry; chips from fruits such as jackfruit, apple, pineapple; and home industry producing apple cider drink

The access to Bumiaji Village can be reached directly from the center of Batu City in less than an hour as the distance of about 5-6 km. The road conditions are very good. The condition of the road is an asphalt road with a width of around 2-3 meters

- Lastly, there are no hotels, guesthouses or lodging places, however there are some home stays or houses of residents that can be occupied by the tourists for a while

Bulukerto Village

- This place is potential for apple picking agro tourism in the hamlets of Gintung, Cangar and Keliran. Its potentiality that has not been developed yet for tourism products is the potentiality for horticulture of vegetables, oranges and ornamental plant agriculture

- The tourist activities that can be carried out here are nature exploring or hiking in Kliran Hamlet by passing through the expanse of plants;

- It is also Potential for pilgrimage tourism or visiting sacred tombs (*punden*).

- The unique potential of traditional arts and traditional ceremonies, are *Pencak Silat, Terbang Jidor, Kuda Lumping, Karawitan, Campursari, Reog and Sanduk* and village blessing.
- The distance from the center of Batu City is less than one hour and the distance is about 5–7 km. The road conditions are very good as well as the village environment roads to get to the hamlets. The condition of the road is an asphalt road with a width of 2-3 meters.
- Unfortunately, it does not have any supporting infrastructure and accommodation yet.

3.3 Internal Factor Analysis

The internal factors were inserted into a matrix called the IFAS internal strategy factor matrix (Internal Strategic Factor Analysis Summary).

Table 1. Matrix for Strengths and Weakness of Bumiaji Tourism

Internal Factors	Weight	Rating	Score
Strengths			
Tourism attraction	0,15	3	0,45
Tourism Attraction management	0,25	3	0,75
Stakeholder Involment	0,35	4	1,4
Distinctive Cultural Attractions	0,25	3	0,75
Total	1		3,35
Weakness			
Inadequate public facilities in tourist places	-0,30	2	-0,60
Waste/Garbage Treatment	-0,1	4	-0,40
The lack of guide services from tourist objects	-0,35	4	-1,4
The absence of security for tourism objects with community land	-0,25	3	-0,75
Total	-1		-3,15

From the Table 1 above, it can be explained that the highest strength value was in the stakeholder involvement item as the tourism support with a score of 0.35 and a weight of 1.4 while the biggest weakness was in the item of lacking of guide services from the tourist objects with a score of -0.35 and a weight of -0.35. -1.4. This means that the involvement of stakeholders in tourism management was very high to support the increase in the tourist visits in tourist areas. The stakeholder supported are in the form of places to eat, basic food stalls, typical souvenirs and lodging, but there were still insufficient human resources in the services of tour guides from the tourist attractions visited.

3.4 External Factor Analysis

The External factors were inserted into a matrix called the EFAS external strategic factor matrix (External Strategic Factor Analysis Summary).

Table 2. Matrix for Opportunities and Threats of Bumiaji Tourism

External Factors	Weight	Rating	Score
Opportunities			
Beautiful and conducive Natural environment	0,25	4	1
Public Transportation to Location	0,15	4	0,6
Attract Tourists	0,35	4	1,05
Increasing Income Sources for Local Communities	0,25	3	0,75
Total	1		3,35
Threats			
Community Concern for the Conservation of the Tourism Environment	-0,30	3	-0,90
Distance from tourist location to city	-0,25	2	-0,5
Land ownership problems at the Tourist Object Location	-0,20	3	-0,6
Cultural Changes and the Development of Other Tourism	-0,25	3	-0,75
Total	-1		-2,75

From Table 2 above, it can be explained that the highest opportunity value is in Attracting Tourists with a score of 0.35 and a weight of 1.05 which shows that the tourist area in Bumiaji has a distinctive charm, whether it was culinary, weaving, nature, and friendly residents. There for it attracts the interest and curiosity of both local and foreign tourists. Meanwhile, the biggest threat was the public's concern for the preservation of the environment around the tourist attraction, with a score of - 0.30 and a weight of - 0.90. Judging from the results of the IFAS analysis above, it shows that the strength factor gets a score of 3.35 and the weakness was -3.15 with a difference in score of (+) 0.02. This means that the strength factor was greater than the weakness factor. While the EFAS table shows that the opportunity to get a score of 3.4 and the threat was -2.75 with a difference of (+) 0.68. This shows that the opportunity factor was greater than the threat.

The strategy implemented based on the research results are:

SO Strategy (a) Cross-Sectoral Cooperation and establishment of Transportation Routes to Tourist Sites, as well as promoting the existing potential as an attraction to attract tourists; and (b) Improvement of Human Resources for Tourism Object Management through Training and Development; **WO Strategy**. (a) Improvement of Facilities and Waste Management in Tourist Places; and (b) Implementation of Tour Guide Service Training for local children around tourist attractions. **ST Strategy**. (a) Educate the public about environmental conservation and tourism objects; and (b) Involving the Community in Preserving Cultural Conservation in the Region. **WT Strategy**. (a) Improving public facilities, as well as collaborating with the Sanitation Office to help maintain cleanliness around tourist attractions; and (b) Securing tourism objects with community land so as to minimize land conflicts by the community

4 Conclusions

All tourism villages in Bumiaji area have tourism potential in the form of natural attractions, agricultural and cultural resources that exist in the community. These potentials can be developed as a tourist attraction; Based on the assessment of tourism potential and Tourism Objects and Attractions. Based on the analysis of the perception and willingness of the community in the tourism villages in Bumiaji District - Batu City towards the development of community-based ecotourism (CBE) in general, all tourism villages in Bumiaji District showed positive perceptions and were very supportive of ecotourism village development. The direction of the ecotourism village development policy strategy was to increase the community involvement in the planning and management of ecotourism village development; The development of tourism potential management and tourism object throughout Batu City, including ecotourism villages; the socialization and promotion of the Ecotourism Village program and the need to develop government policies that support the development of ecotourism villages.

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