

THE STAKEHOLDER'S ROLE TO DEVELOP ECOTOURISM

by Winarti .

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THE STAKEHOLDER'S ROLE TO DEVELOP ECOTOURISM STRENGTH TOWARDS GLOBAL MARKETS*

Dr. Winarti, Msi

Program Pascasarjana - UNISRI Surakarta

The natural resources potency which is owned by certain region, should be developed so that region has high competitiveness. Moreover in 2013 later on, the foreign tourist is estimated will come to Indonesia and nature tourism as their visit priority. So that all of the regional leaders must prepare the ecotourism development which very promising in the following years later on.

Stakeholder as the competitiveness increaser a region, in order region, in order can compete with another region, in order that can't competition, certainly have a significant role in the development of local potential. Study of the role stakeholders to improve the strength of eco-tourism to global market, is expected to give an description of how the role of regional head and deputy regional head, the local legislative, aparatur local legislative, aparatur local governance, society, and investor, work together in synergy to manage the potential region, so in order welfare society.

Keywords: Stakeholders, Potential Areas, Ecotourism, Competitiveness

BACKGROUND

The policy regional autonomy that has been started on January 1, 2000 is an opportunity for local governments, to be able to develop its own through the power possessed. Thought the fact that as the result of research by the University of Gadjah Mada in 1995 the average PAD Distrikt/City ranges from 10% to 15% compared to the budget, meaning the ability of air-economic autonomy hingga 15 only 10% (Sumihardjo, 2008; 8). Which includes 10-15% is rich regions are able to finance its own projects such as construction, Riau Province, Bengkalis regency, Sow Kalimantan provinces.

Other regions such as East NusaTenggara Province and the Province of Bengkulu, in general still depend on the general allocation fund (DAU) and DAK from the central government, while budget areas are largely (60% - 80%) earmarked to pay local staff salaries. In the course of autonomy, finally all regions vying to optimize the potential of the area, including natural resources that are owned, for the welfare of society.

Choice of local authorities in effort to manage potential areas that could improve the PAD is holding investors, the entry new investors into autonomous regions and spread his wings often it happens seizure of assets of local communities. The question is: Is possible autonomy, area can improve the welfare of its people, while community-owned assets have been robbed and even incur the environmental damage?

EXPECTTO ECOTORISM

The development of tourism in Indonesia during a decade ago has been going on quite rapidly, the number of tourists to visit the tourist attraction of natural objects continue to rise, this is accordance with predictions from the International Ecotourism Society (2000), which states that in 1999 there were over 633 million tourists worldwide, and up to two decades of growth ahead number of tourists an average of 4.1 percent annually, the growth of ecotourism itself around between 10-30 percent.

Increased tourist arrivals, both domestic and from abroad will have an impact on other sectors, such as hotels, home industries that produce objects souvenirs, transportation, to the entertainment sector. Opinions Wahat (1996) mentions that the economic activity that stimulates the tourism activities are the lodging industry (hotels, Motel, home stays, and other accommodation facilities), industrial catering business trip transportation industry, guides, souvenirs, handicrafts, entertainment sector and much more.

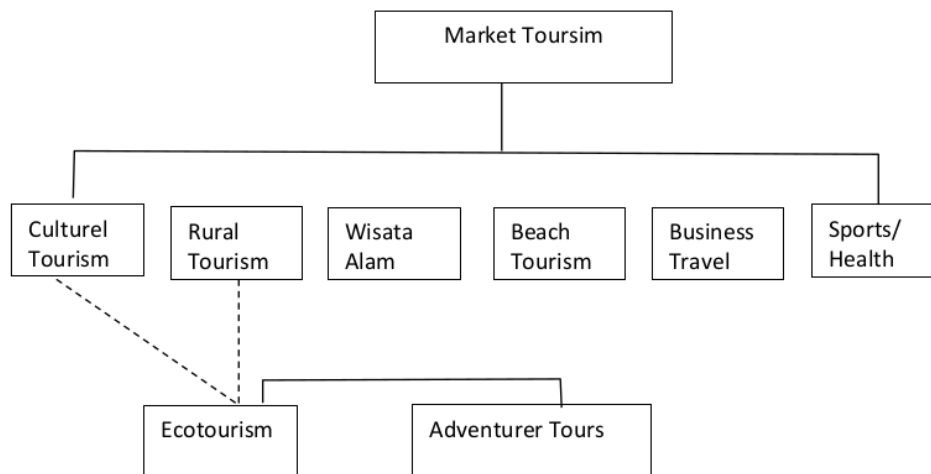
Indonesia which has diversity (megabiodiversitas), the second largest after Brazil (Hendarto, 2008), and many have a lot of pristine environment, so it can be a capital to compete (competitiveness) free market. Moreover, in 2002 the United Nations has declared the year of ecotourism sector can be a contributor to the State foreign exchange in addition to petroleum and gas expected even ecotourism can improve the micro economy grassroots, because ecotourism emphasizes the empowerment of local communities.

Wood (2002), refers to The International Ecotourism Society says some components of ecotourism are :

1. Contributes to biodiversity
2. Conservation Sustain the welfare of local communities
3. Interpretasi (practice) experience (gained in ecotourism in daily life)
4. Involve the responsibility of tourists and the tourism industry (on the environment and local cultures that exist)
5. Carried out by businessmen who are also small-scale

6. Requires low consumption and resources are not renewable (in ecotourism trips)
7. Emphasis on local participation, both ownership and bussiness opportunities, especially rural communicaties (local communities) around the area of ecotoursim sites.

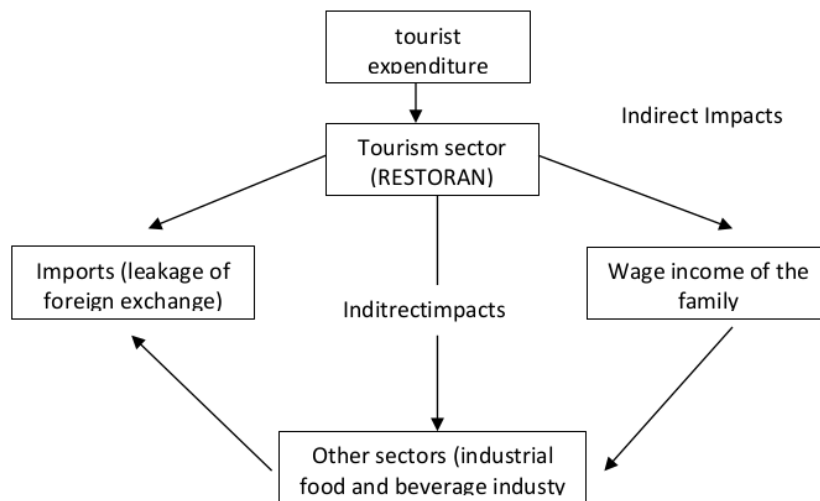
As for how the position of Ecotourism in industry sector of the tourism market can be described as follows :



Sumber : Herdarto, 2008 (www.wisatamelayu.com)

From the little picture above, it seems that ecotourism is very sutable to be developed in the current are of regional autonomy, because ecotourism priority to local people, who do not have investors, who currently get an incredible honor, because votes can contribute to increased competitiveness of national products, the competitiveness of the investment climate. But with the growth of eco-tourism sectors, all regions expect the potential areas that could have managed it the truth that is the ideals of autonomy itself.

Development of tourisms sector businesses are mostly done at once to be excellent, because ecoturism sector can have be classified into three categories (direct), and follow-up/follow-up (induced). Impact is when described as follows.



Sumber : Herdarto, 2008 (www.wisatamelayu.com)

INCREASING ROLE OF STAKEHOLDERS IN ECOTOURISM

Indonesia's readiness in facing global challenges and the liberalization of trade was heavy, this is evidenced by the decline in Indonesia's competitiveness compared with other are better prepared to face the free market. The results of the assessment of the World Economic Forum assessment oft (WEF) Indonesia ranks 44th among 139 countries in the world Currently Indonesia exceed position of India, South Africa, Brazil, and Russia. But Indonesia is still far below Singapore and Malaysia abd the Philippines and Cambodia over, equivalent to Thailand and Vietnam (Kompas, June 14, 2011). This position has improved compared to the position of Indonesia in 2005 which ranks 64th of 104 countries, of course, is closely linked to the increasing position of the governmen'ts efforts.

Efforts to improve the ecotourism sector, not apart from the participation of several actors or stakeholders too, such as government, private, and also people, who each have a role that may vary but should be complementary and synergy. And mutually supportive rolies of several elements such as:

1. Regional Head and Deputy Head of Region, according to Pamudji (1989), citing opinion Stogdill (1974) mentions that the regional leaders as the focus of group processes, the Regional Head who can make the community he leads a forward or backward, because the regent / mayor who has the authority. Head of the Region as

well as figure who has influence (exercise of influence) over the lead, so he should be an example for society.

2. Legislative Assembly, Parliament is also one element in the governance area that has a strategic function that is:
 - a. field of legislation, namely the representation of the people in the establishment of local regulations, considering the parliament as an institution holder of power in making laws and regulations.
 - b. Has the function of supervision, as well as setting the budget / budget with local governments, although the regional head of financial powers as the holders of the corresponding PR 58/2005, article 5 ayat 1 ,on Local Financial Management.
 - c. Monitoring functions can be performed on the implemer of the Act, regulations, decisions of regional heads, and policies set by local goverments, Understanding of regional autonomy, is the delivery of central authority stricken area, but not beyond the authority of the management of assets owned, but the important thing is to involve people in determining their own nasipnya/engage the community in making policy. Critical local regulations promote the public interest, not the interest of others. Then the good will need to be implemented into the political will, local regulation is a legal product that refilects the democratization of the region, asan umbrella law in cariyng out government duties.
3. Regional goverment apparatus, the apparatus is a civil servant, is the human resouerces that participate in managing the regional potential, so that assets are managed in much needed PNS who are professional and have the spirit of entrepreneurship, and have a heightened awareness to be able to serve all citizents people who whant the service.
4. Local communities, the participation of educated people, intellectuals (PT) which can be used as basic thangking or thinker, social Institutions (NGOs) which are groups of people need to be empowered, whenever possible the need for cooperation with the private sector/enterpreneurs/capital choose a course that has a vision strong to develop/develop the region so that a kind of potential and can compete in global markets.
5. Private/employers, without active partiticipation from the private sector/entrepreneurs, the management o ecotourism sector will be slow, because the asset management area will cost not less, just hat employers are still promoting togetherness and have the same vision.

Of course, Indonesia will continue to strive to improve competitiveness, where the position of Indonesia in the face of the global market/free market every local government needs to think of mathematically, if each district/city has the potential for competitiveness based regions then, Indonesia has 440 districts/cities can have a bargaining position. And it's time, Indonesia needs to change the strategy, should be able to exploit global market opportunities, rather than simplify and allow importers, this will shift the competitiveness of local product.

CONCLUSION

When local government efforts to improve the welfare of society by establishing cooperation in managing the potential of the region with the investors do not succeed, but that there is damage to the environment and local communities disappearance assets. So ecotourism into expectations. Regional asset is the potential areas, which should be developed so that the area has competitive edge in global markets. The success of ecotourism sector is inseparable from the role of stakeholders is Head of the regional and deputy regional head, DPRD, Apparatus Local Government, Public, private parties/entrepreneurs, Where stakeholders should work together and synergize.

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